

SOUND OFF | Industry Insights from Your Peers

Q1 2021

Sound Off Survey: The Year Ahead In Digital Marketing

Sound Off is ExpandTheRoom’s survey series designed to spark timely, data-driven conversations within the digital marketing and IT community. In this edition, ETR reached out to U.S.-based influencers in a range of industry verticals to learn how they are preparing for another year of business amid the challenges of the COVID-19 pandemic.

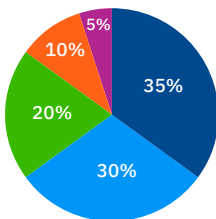
KEY TAKEAWAYS

As the country sees vaccination levels steadily increasing and expectations grow regarding economic reopenings, our latest survey about this year’s digital marketing forecast found reasons for optimism and offered other interesting insights. Fifty-six percent of respondents expected revenues from digital channels to increase – with almost 6% anticipating a whopping 75% increase. In terms of focus areas for improvements and staffing increases, we saw analytics rivaling social media and development. Nearly 40% of respondents said their company is now in a period of digital transformation, and almost 20 percent predict that finding the right talent will be their biggest challenge. Despite notable progress against this pandemic, it remains a time of continued challenge alongside intriguing opportunity.

NOTE: to make it a bit easier to absorb the data, we’ve rounded all results to the nearest five.

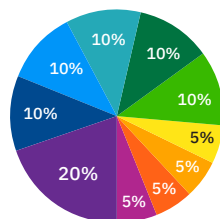
Profile of Company Respondents

Current Role



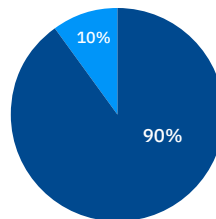
- CEO
- Sales
- Marketing
- Other
- Operations

Industry Sector



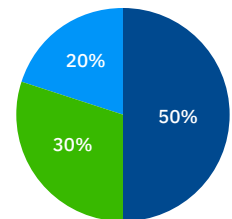
- Manufacturing
- Media and Entertainment
- Financial Services
- Health or Senior Care
- Legal
- Sports
- Consulting
- Software and Related Services
- Consumer Products
- Other

Public/Private



- Private
- Publicly Traded

Annual Revenue



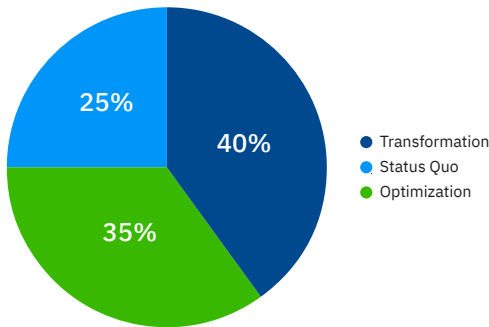
- Less Than \$10M
- \$10-50M
- Greater than \$50M



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Collected Results

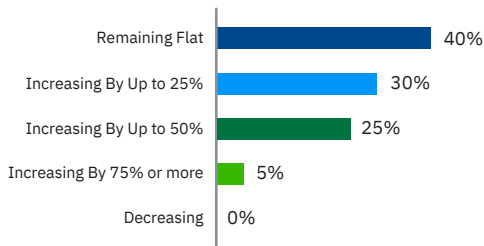
What would best describe the state of digital in your organization in 2021?



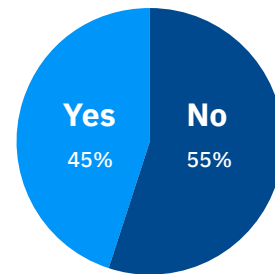
Which aspects of your digital enterprise are important to improve this year?



What best describes your anticipated revenues from digital channels in 2021?



Are you planning to add internal digital staff in 2021?



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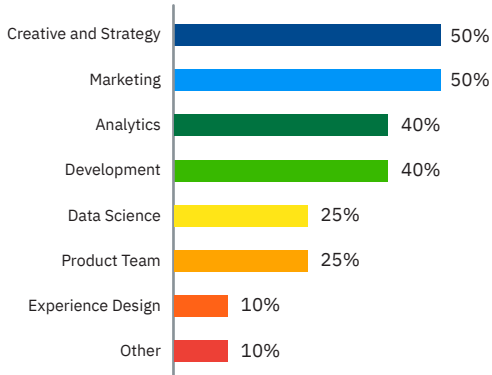
METHODOLOGY: Survey was distributed to respondents in executive, marketing, sales, IT, and product roles at a range of U.S.-based companies. Survey was available to a targeted audience between February 11 and March 11, 2021. Collected results rounded to the nearest five percent.



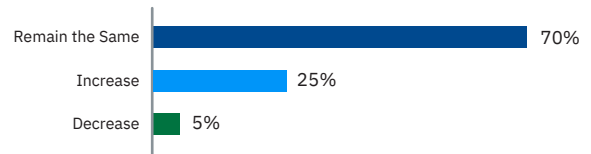
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Where are you planning to add digital staff?



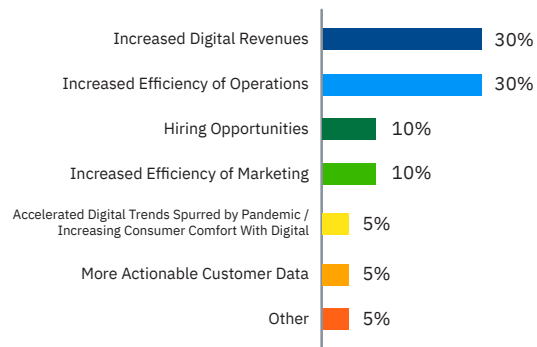
Are you planning to increase or decrease the amount you partner with agencies for 2021 for your digital efforts?



What do you forecast as your biggest challenge in 2021?



What do you forecast as your biggest opportunity in 2021?



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