Our organisation will continue to focus and invest heavily in digital for 2016 - the ability to see direct results and continue to analyse is a huge benefit.
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Western Australian Digital Marketing Report 2016
This is our third year embarking on the WA Digital Marketing Report, and the landscape is changing at a rapid rate.

We again saw an increase in participants this year, and have restructured the questionnaire to incorporate additional questions surrounding market types - B2B or B2C, marketing automation and Instagram advertising - as these channels have emerged as trends for 2016.

It’s clear that businesses are starting to invest more heavily in content marketing, with interest in video content development rivaling other content options. The challenge for most businesses is the development of driven marketing strategies which cut through the “noise” in the digital environment.

Facebook remarketing and the new Instagram advertising channel both feature high up on the priorities list, and advanced analytics and marketing automation have seen increased interest in 2016.

We have seen an increase in the number of businesses engaging in digital marketing activities in 2016. However, the statistics indicate that these initial forays into digital are being conducted in-house. This indicates a greater understanding of digital strategy from a top level. However, businesses might find the management of their digital marketing campaigns a challenge as they navigate the technical elements and start looking at more integrated approaches.

Read on to see how your organisation compares to others in this State.

A total of 221 WA businesses were surveyed this year using an anonymous online questionnaire.

These participants were chosen to ensure a broad spread of industries, across a broad range of business sizes.

In this report you will find the latest trends in digital marketing, and have the ability to compare your strategy to what others are seeing as important this year.
Key findings
Marketing priorities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Importance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>3.94</td>
</tr>
<tr>
<td>Email marketing</td>
<td>3.81</td>
</tr>
<tr>
<td>Search engine marketing/optimisation (SEO/SEM)</td>
<td>3.74</td>
</tr>
<tr>
<td>Website analytics</td>
<td>3.52</td>
</tr>
<tr>
<td>Online brand reputation management</td>
<td>3.50</td>
</tr>
<tr>
<td>Public relations and brand reputation management</td>
<td>3.43</td>
</tr>
<tr>
<td>Digital advertising</td>
<td>3.25</td>
</tr>
<tr>
<td>Video development</td>
<td>2.95</td>
</tr>
<tr>
<td>Blogging</td>
<td>2.94</td>
</tr>
<tr>
<td>Mobile phone apps/websites</td>
<td>2.92</td>
</tr>
<tr>
<td>Market research</td>
<td>2.90</td>
</tr>
<tr>
<td>Events/exhibitions</td>
<td>2.86</td>
</tr>
<tr>
<td>Direct mail</td>
<td>2.72</td>
</tr>
<tr>
<td>Print media</td>
<td>2.52</td>
</tr>
<tr>
<td>Online directory listings</td>
<td>2.43</td>
</tr>
<tr>
<td>Mobile phone (SMS) marketing</td>
<td>2.13</td>
</tr>
<tr>
<td>Radio</td>
<td>1.97</td>
</tr>
<tr>
<td>Outdoor media</td>
<td>1.87</td>
</tr>
<tr>
<td>TV</td>
<td>1.76</td>
</tr>
<tr>
<td>Phone book listings</td>
<td>1.69</td>
</tr>
<tr>
<td>Telemarketing / Door-to-door marketing</td>
<td>1.60</td>
</tr>
</tbody>
</table>

WA businesses identified social media marketing as the highest priority activity that they engage in, giving it an average importance level of 3.94 out of 5. Email marketing came a close second (3.81), narrowly ahead of search engine marketing (3.74).

Many traditional offline methods, while still considered part of the mix, are of lower importance for WA businesses.

This shows a significant shift from the last 2 years, when search was the top of the leaderboard.
Marketing trends

The year of the integrated content strategy

Whilst content marketing again takes out two of the top three spots for top trends in 2016, we are seeing indications that businesses are becoming aware that social media and content marketing are really elements of an integrated content strategy.

Statistics show that WA businesses plan to increase the usage of Facebook remarketing, LinkedIn, YouTube and Instagram advertising (the new comer) which are all distribution channels for well executed content marketing strategies.

Also of note is the increase in the interest in marketing automation and cross platform device tracking. This indicates an increased education around the possibilities of digital marketing.

Q. Which of these emerging digital marketing trends does your organisation plan to utilise in 2016?
Main benefits of digital marketing

“Speed of message distribution. Opportunity to connect with unexpected markets. Ability to personalise and target marketing.”

“It’s easy to see if your marketing efforts are working. You can track the success back to a particular campaign and pull anything that’s not working before you waste too much money.”

“Ability to create bespoke and measurable one-to-one communications with specific customers dependent upon their individual circumstances. It also pushes us, as clients, to improve and innovate our product offerings, and places the onus back on the marketer to cater how a customer wishes to transact and fulfill.”

“I like that digital marketing can be used to target a specific audience at a certain time and it allows the user to interact with multiples of people at once.”

“It’s the main driver of new customers to our organisation at a cheap cost, and we can accurately measure the performance.”

“The ability to reach your target market in a more measured, quickly responsive, flexible and cost effective way.”

Q. What do you like about online marketing? In other words, what do you see as the main benefits?
In 2016, WA businesses have seen the importance of having a presence across as many social platforms as possible, with businesses focusing on a diversification social strategy across multiple platforms. The largest increases in social platform uptake have been within Facebook and Instagram, with both increasing by approximately 20% in uptake. As advertising within these platforms becomes a crucial component of the overall digital marketing mix, we expect to see the value of these platforms increase for businesses respectively.
Digital growth.

Businesses of all sizes have forecast an increase in their digital expenditure for the year 2016, however medium sized businesses have budgeted for only 2% increase year on year.

It is interesting to note that in last year’s report, medium businesses saw the highest jump in digital spend.

Q. How much of your 2016 budget will you be dedicating to digital/online marketing activities?
Q. What are some of the challenges you feel you face when it comes to digital marketing?

“I think the biggest challenge, is maintaining every channel of digital marketing at the same time as trying to segment down and become more focused on specific target groups. This balance between general digital marketing and more specific digital marketing is very hard and time consuming.”

“Not enough time to produce great content. Digital marketing is very time consuming yet it's not recognised as needing that much time by non-marketers as it seems so quick and instant.”

“Not enough resources and not enough understanding from within the business, as to the strategic benefits. People think they know your role because they have a Facebook profile.”

“Breaking through the noise is tough, trying to blend the right message and delivery together to get attention.”

“Having enough time to do a number of things well. Expectation of rest of organisation that social media in particular is going to achieve results they want in insolation.”
Measuring success

Data driven.

The fact that Google Analytics provides not only an insight into your current customer behaviours but also influences decision making going forward is clearly understood by WA businesses.

Multiple metrics encompassing not only impressions but engagement and conversions were the standard from most respondents.

10.8% of WA businesses do not currently measure the impact of its online marketing activities

Q. What measures does your organisation use to determine the success of its digital marketing strategies?
Measuring success

Almost 91.3% of respondents who track data said that they used three or more metrics when measuring the success of their online marketing activities.

Using multiple metrics is generally considered best practice in the marketing industry as it provides a more holistic view of the data and therefore more accurate insights.

Q. What measures does your organisation use to determine the success of its digital marketing strategies?

The most common metric used by WA businesses was website page views - with 70.9% of the respondents stating they track this data.

While page views and traffic are important it must be understood that they are a starting point when measuring success. When used together with conversions and other metrics, the insights into online performance become significantly more powerful.
Q. What are your thoughts about the future of digital for 2015? What will your organisation be focusing on overall?

“Data collection and analysis will increase in complexity. It will become more of a fine art to master.”

“Ensuring that our content strategy is engaging and relevant to our audience.”

“Granular targeting, richer content, more automation.”

“Growing a social media following (our business is under a year old) and increasing engagement across all platforms. Consolidation of efforts utilising CRM/automation”

“Although they say it’s all video, I think 2016 is about technology. Re-marketing, data-driven marketing, data-driven segmentation is going to be huge. And content marketing isn’t going anywhere - brands will just get better at it making it more competitive. And don’t forget influencer outreach, brands will get better at this too!”

“Our organisation will continue to focus and invest heavily in digital for 2016 - the ability to see direct results and continue to analyse is a huge benefit. Also the enquiry to sale conversion rate is what works in the digital space for us.”
Participant profile
Participant profile

**BUSINESS SIZE**
- SMALL: 62.0%
- MEDIUM: 25.8%
- LARGE: 11.8%

**INDUSTRY**
- Education and training: 4.1%
- Energy, mining, construction and manufacturing: 9.1%
- Government/public administration: 1.4%
- Healthcare/social assistance: 5.9%
- Information and communication technology: 6.4%
- Not-for-profit: 8.6%
- Professional services: 37.7%
- Retail and hospitality: 9.6%
- Sport and leisure: 0.9%
- Transport and utilities: 2.3%
- Other: 14.1%

**Seniority**
- Lower-level Manager/Supervisor: 10.9%
- Mid-level/Regional Manager: 7.7%
- Owner/CEO: 45.5%
- Senior/Executive Manager/Head of Department: 20.5%
- Other: 15.5%

**BUSINESS FOCUSED ON B2C OR B2B**
- B2C: 55.2%
- B2B: 44.8%
Appendix:
Overview of Methodology
An independent third party survey provider was used to gather data for this year’s report via online survey. The questionnaire lasted on average 5 minutes. A link to this survey was distributed to key individuals within businesses using an independent email list sourced through WA Business News’ Book of Lists. In addition to Bang Digital’s own internal contact database, a total of 221 surveys were collected through this method.

Participants exercised their right to anonymity if they did not provide contact details with regards to the report being issued in advance.

All respondents were screened to ensure that:

- Their organisation had business operations in Western Australia
- They were the relevant person to speak to on behalf their organisation

The sample size of participants in relation to the size of their business accurately reflects a broad spread across small, medium, and large businesses. This is an accurate reflection of the composition of the WA business environment (which is based on Australian Bureau of Statistics counts of Australian businesses, 2008 to 2012).

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large (200+ staff)</td>
<td>11.8%</td>
</tr>
<tr>
<td>Medium (21 to 199 staff)</td>
<td>25.8%</td>
</tr>
<tr>
<td>Small (0 to 20 staff)</td>
<td>62%</td>
</tr>
</tbody>
</table>
About Bang Digital
We stay at the forefront of the digital industry by keeping up-to-date with the latest techniques and inventing our own unique marketing strategies. We provide a holistic approach to digital marketing so that you can use the one agency for your search, social media, website development, mobile activity and overall digital strategy. This enables us to provide added value to our clients by closely understanding their business and being able to provide the right solution for them, when they need it.

Bang Digital is fuelled by a dynamic, passionate and experienced team of digital marketing professionals. We are driven by providing the best solution for our clients, the highest quality service and results that deliver on your objectives. We have worked on both client side and agency side, and understand that it’s not just important to deliver results; it’s also about how you deliver them. Working ethically and valuing our clients is the cornerstone to our approach and success.

Bang Digital is a 9 year old fresh thinking, vibrant digital marketing agency in Perth, Western Australia. We love the hybrid of technology and marketing that is digital marketing.

Bang Digital - Nimble without compromise. We’re boutique enough to be agile, without compromising on quality.