



MARKETING AUTOMATION 2018 REPORT

DO YOU REALLY KNOW WHAT IT IS?

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EXECUTIVE SUMMARY

This report summarises the findings collated from a series of surveys, which were sent to a range of companies (large corporations to SMBs) between late 2017 and early 2018. Secondary research was used to support the data. The report also aims to discover what companies understand about marketing automation and how it is being used. Whilst also comparing marketing automation technology with other tools on the market, such as email marketing software and plugins. Additionally, the report discusses the benefits of marketing automation and identifies where often this new technology seems to have been misunderstood.

A total of 40 companies based in the UK were surveyed. 50% of these companies were based in the Midlands, while the remaining were based in cities such as London, Manchester, Leeds and Bournemouth.

The survey covered eCommerce, manufacturing, marketing, technology, legal, retail and health & beauty sectors. Companies ranged from small businesses with under 10 employees to medium-sized companies with around 500 employees.

We conducted two types of surveys, one for eCommerce companies and one for non-eCommerce companies. Both surveys had between 5 to 6 questions. You can view a sample of the survey questions in the addendum at the end of this report.



Some of the key findings from our survey are listed below:

- Only 14% have an advanced understanding of marketing automation tools.
- The most used marketing automation tool feature is email marketing.
- 36% of e-commerce sites do not have a process in place for cart abandonment.
- The biggest objection to marketing automation is cheaper alternatives in the market.
- People who use email marketing providers are 75% more likely to purchase a marketing automation tool.
- Both non-adopters and adopters believe the main benefit of marketing automation is reducing repetitive tasks.
- MailChimp is the most used marketing automation tool, even though it is not a marketing automation tool.
- 36% of respondents have no budget dedicated to marketing automation.
- 55% are interested in learning more about marketing automation.

CONTENTS

Introduction	P.4
What is marketing automation?.....	P.5
General Knowledge.....	P.6
Most Used Features.....	P.7
Advanced Features Usage.....	P.8
E-Commerce & Marketing Automation.....	P.10
Cart Abandonment Processes.....	P.11
Common Objections to Marketing Automation.....	P.12
Email Marketing Vs. Marketing Automation.....	P.13
Benefits According to Non-Adopters.....	P.14
Benefits According to Adopters.....	P.15
Marketing Automation Tools Used.....	P.16
Monthly Budget on Marketing Automation.....	P.17
General Interest in Marketing Automation.....	P.18
Conclusion.....	P.19
About Kinetic Digital Marketing (KDM).....	P.20
Recommended Resources.....	P.21
References.....	P.22
Addendum.....	P.24

INTRODUCTION

In a world where interest for marketing automation is rapidly rising (Google Trends, 2018), one thing still remains slow - the actual usage of marketing automation tools. A report by Digital Capital Advisors (2015) found that in a survey of 220,000 small businesses (approx. annual revenue of £3 - £14 million), only 5% used marketing automation tools. In contrast, 60% of large companies (approx. annual revenue over £400 million) used these tools. This shows that actual usage of marketing automation tools in small businesses is lagging far behind than large companies. While there could be a number of reasons for this lag, the biggest reason cited by most companies is lack of expertise and knowledge (Liana Technologies, 2017).

As highlighted in the Executive Summary, this report aims to assess what companies understand about marketing automation and how they are using it. The report will also investigate the volume of engagement of marketing automation within different companies, including the marketing automation tools used and their allocated budgets.

In addition, this report aims to understand the knowledge gap in more detail and examine some of the common myths surrounding marketing automation. Thus allowing companies to learn about the benefits of marketing automation and how it can successfully maximise productivity and efficiency of a digital marketing strategy.