

Welcome to

THE FUTURE OF DIGITAL MARKETING



THE FUTURE OF DIGITAL MARKETING



Laura McGarrity-VP, Digital Marketing Strategy

I am responsible for guiding Mondo's vision as a customer-centric company and overseeing the company's lead generation, customer engagement, and branding strategy through inbound marketing, including blogging, public relations, field marketing programs, search engine optimization, video marketing, and social strategy.

ABOUT MONDO

DIGITAL MARKETING RESOURCING



TECHNOLOGY RESOURCING



DIGITAL MARKETING PROJECT MANAGEMENT



Mondo, a leading Digital Marketing and Tech resourcing provider, has a more than 13-year track record of delivering access to highly specialized IT and marketing professionals. Mondo's IT experts have skills that are tailored to meet the needs of a range of industries, including Government, Financial Services, Healthcare, High Tech, Hospitality, Media and Retail.

THE FUTURE OF DIGITAL MARKETING

the

**FUTURE OF
DIGITAL MARKETING**

THE FUTURE OF DIGITAL MARKETING SURVEY

ABOUT THE SURVEY



200+ Digital Marketing Leaders



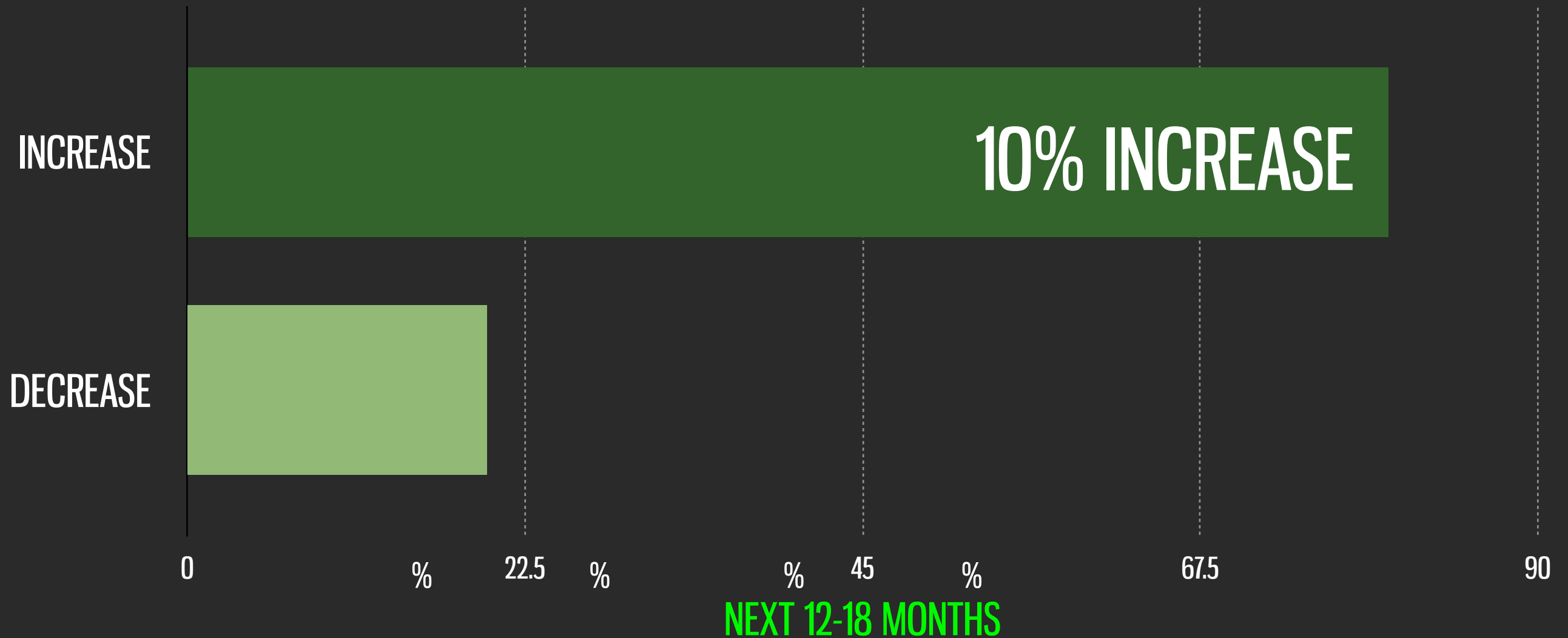
- C-Level
- Owner
- Executives
- Senior Mgmt
- Middle Mgmt



Companies ranging from 100 to over 1000+ employees

THE FUTURE OF DIGITAL MARKETING SURVEY

YOUR DIGITAL MARKETING SPEND WILL ____?



THE FUTURE OF DIGITAL MARKETING SURVEY

IN THE NEXT 12-18 MONTHS, WHERE DO YOU EXPECT YOUR DIGITAL MARKETING BUDGET TO INCREASE THE MOST FUNCTIONALLY?

#1 MOBILE, DIGITAL & INTERACTIVE

#2 SOCIAL

#3 BIG DATA/ANALYTICS

#4 WEB DEVELOPMENT

#5 SEO/SEM

THE FUTURE OF DIGITAL MARKETING SURVEY

WHAT IS YOUR MIXTURE OF PERMANENT TO FREELANCE
EMPLOYEES AND HOW WILL IT CHANGE?

100% PERMANENT

CURRENT MIX



42%

NEXT 12-18 MONTHS



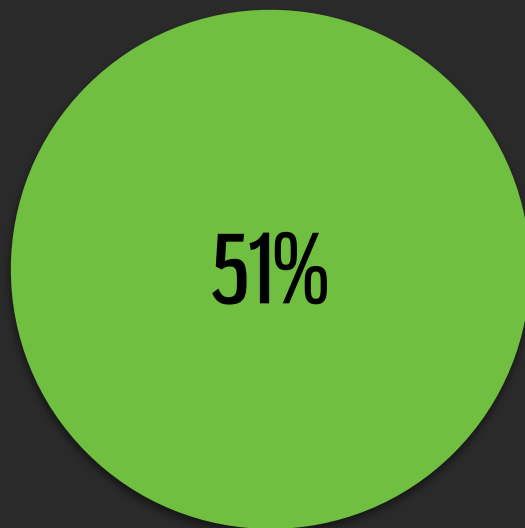
23%

THE FUTURE OF DIGITAL MARKETING SURVEY

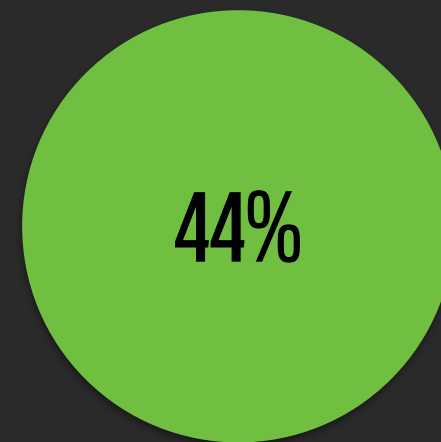
WHAT IS YOUR MIXTURE OF PERMANENT TO FREELANCE
EMPLOYEES AND HOW WILL IT CHANGE?

75% PERMANENT / 25% FREELANCE

CURRENT MIX



NEXT 12-18 MONTHS



THE FUTURE OF DIGITAL MARKETING SURVEY

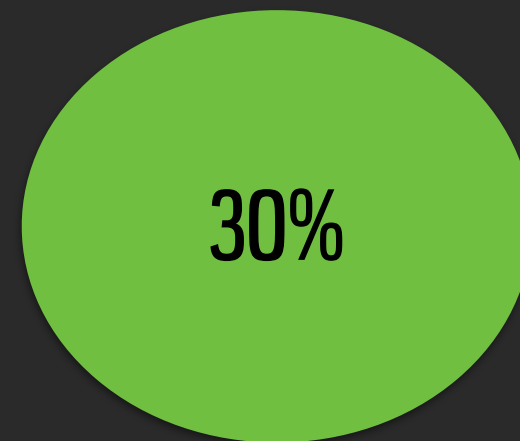
WHAT IS YOUR MIXTURE OF PERMANENT TO FREELANCE
EMPLOYEES AND HOW WILL IT CHANGE?

50% PERMANENT / 50% FREELANCE

CURRENT MIX



NEXT 12-18 MONTHS



THE FUTURE OF DIGITAL MARKETING SURVEY

WHAT IS YOUR GREATEST MOTIVATOR FOR HIRING FREELANCE
DIGITAL MARKETING PROFESSIONALS

56%

Flexibility to turn
resources on
and off



44%

Access to experts
and hard-to-find
talent



THE FUTURE OF DIGITAL MARKETING SURVEY

WHAT DIGITAL MARKETING OBJECTIVES ARE THE MOST
IMPORTANT TO YOU IN YOUR BUSINESS?

#1 DRIVING SALES



#2 CUSTOMER ENGAGEMENT



#3 LEAD GENERATION



THE FUTURE OF DIGITAL MARKETING SURVEY

IN THE NEXT 12-18 MONTHS, WHICH MARKETING TACTICS WILL BE
THE MOST CRITICAL?

SEO AND CONTENT

SOCIAL MEDIA WEB

MOBILE EMAIL MARKETING

THE FUTURE OF DIGITAL MARKETING SURVEY

DO YOU SEE THE ROLE OF THE TRADITIONAL MARKETER CONTINUING TO
CHANGE AT A RAPID PACE?

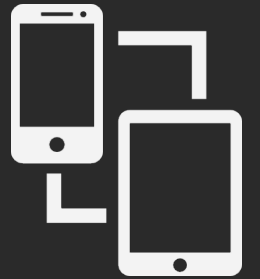
98%



THE FUTURE OF DIGITAL MARKETING SURVEY

WHAT IS THE DRIVING FORCE BEHIND THIS CHANGE?

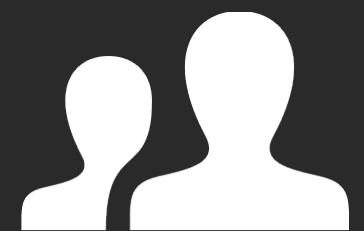
#1 INCREASED CHANNELS & PLATFORMS



#2 NEW/INNOVATIVE WAYS TO
REACH CUSTOMERS

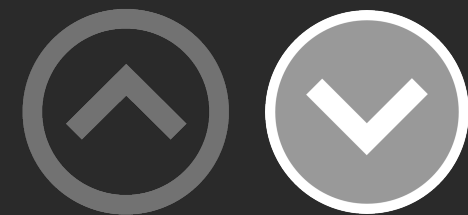
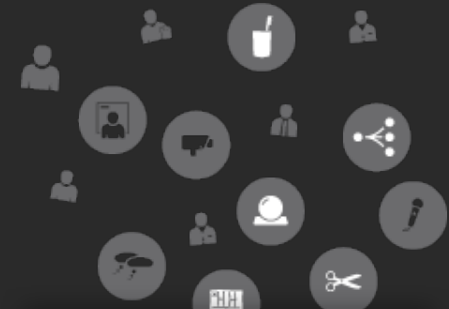


#3 REACHING CUSTOMERS THROUGH
ALL THE NOISE



KEY TAKEAWAYS

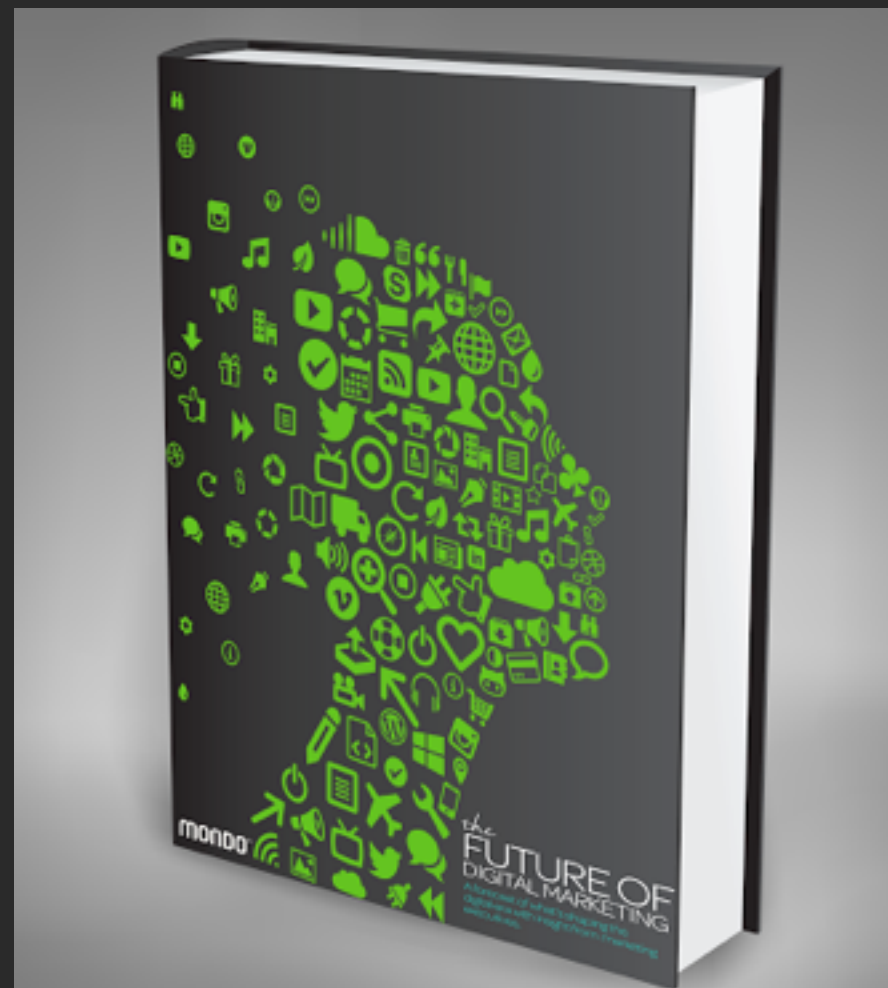
- CUSTOMER ENGAGEMENT IS TOP OF MIND
- 100'S OF DIFFERENT CHANNELS TO REACH CUSTOMERS TODAY
- MUST STAND OUT TO STAY RELEVANT
- KNOW YOUR CUSTOMER
- IT'S TIME TO GET PERSONAL
- TALENT AND THE ABILITY TO FLEX AND SCALE WILL BE A DIFFERENTIATOR AMONG TOP COMPANIES



Full Insights in our Future of Digital Marketing guide.

Pre reserve your copy next week.

Digital Release: January 26th



For more info visit: mondo.com

Email: Imcgarrity@Mondo.com

Tweet: [@mondo_agents](https://twitter.com/mondo_agents)