

UNCOVERED: WHERE MARKETING LEADERS WILL BE ALLOCATING BUDGETS FOR 2020.

The Incite Group recently surveyed over 950 marketers to understand their goals, priorities and just where they will be allocating their budgets in the coming year. Below are some of the key takeaways.

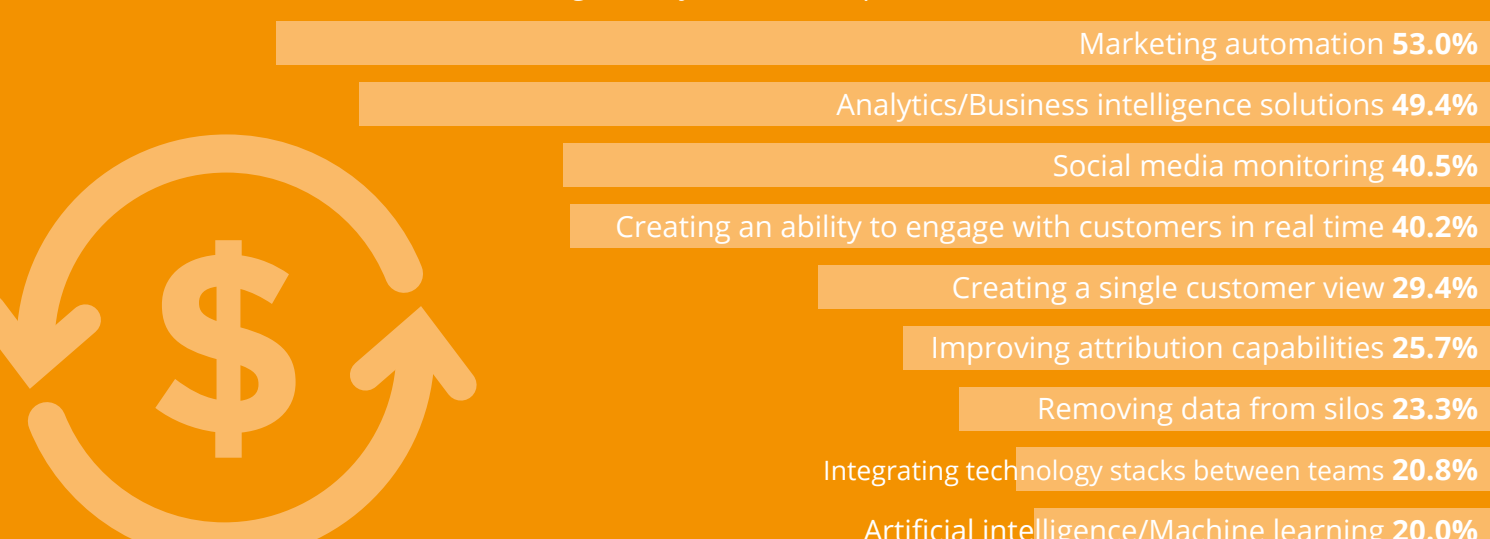
Marketing budgets are increasing

How do you expect your organisations marketing budget to change in the next 12 months?



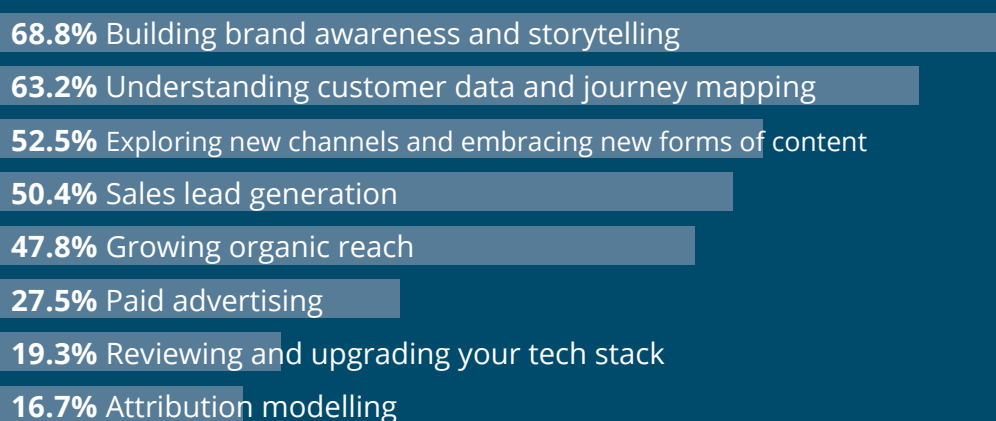
Companies are investing heavily in their marketing automation and analytics tools.

Which of the following are key investment priorities in the next 12 months?



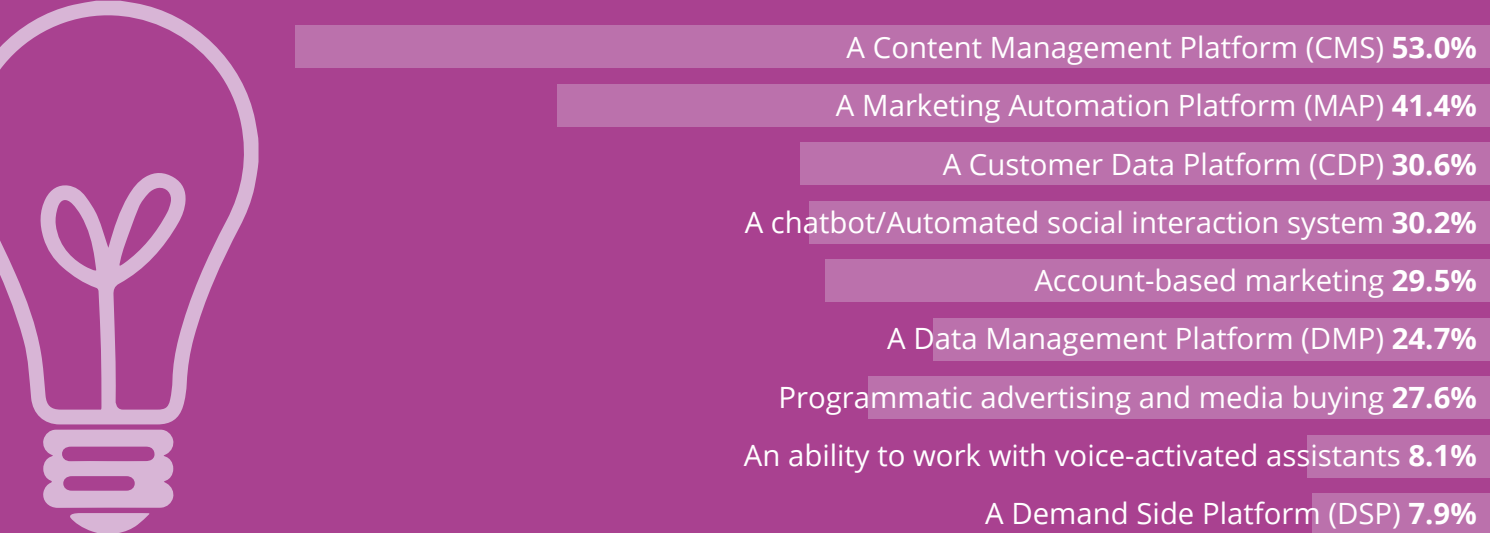
A deeper understanding of their customers helps build brands that resonate.

Which of the following are a key priority for your marketing department in the next 12 months?



Marketing departments are turning to solution providers to help manage their content output and marketing automation.

Which of the following solutions do you already use or are looking to implement in the next 12 months?

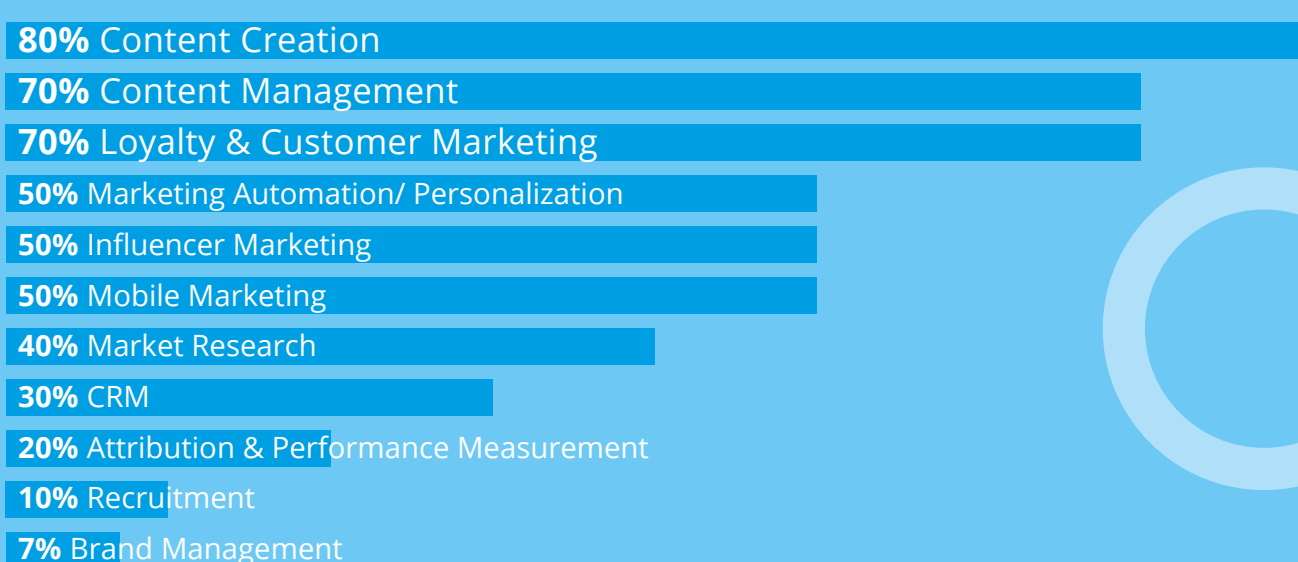


THE BRAND MARKETING & DIGITAL SUMMIT

Each year the summit brings together over 500 marketers to New York. Ahead of this year's event which takes place on October 21-22nd we asked our delegates what solution they are looking for.

What solutions are delegates actively looking for?

Are you looking for solutions in any of the following areas in the next 12 months?



Who do you want to work with?

Which companies would you like to see represented at the event?

- GetResonse
- Contently
- Salesforce
- Hubspot
- Facebook Ads
- Terminus
- Ambassador
- IBM Watson
- Frontify
- Outbrain
- Twitter Ads
- Eloqua
- Mailchimp
- Marketo
- Falcon.io
- Buffer
- Constant Contact
- Google Ads
- Campaign Monitor
- Sprout Social
- Hootsuite

Find out more...

The Brand Marketing & Digital Summit (NYC, October 21st-22nd) brings together an unrivaled list of the world's best marketers (Pepsico, Estee Lauder, Facebook, Monster, McAfee, Conde Nast and more). This meeting will deliver a new way of thinking with exclusive case studies, panel discussions and networking opportunities.

Global brand speakers: Hear from leaders at Pepsico, Estee Lauder, Facebook, Monster, McAfee, Conde Nast, learnings direct from the best in the business.

An agenda by marketers for marketers: Revolutionary best practice at your fingertips with access to 3 focused tracks. You'll gain more knowledge in 2 days than weeks' worth of market research and testing.