

2014 IN-HOUSE AGENCY DIGITAL MARKETING SURVEY

In the fall of 2014, IHAF partnered with **451 MARKETING** to find out about digital marketing trends within in-house agency community. 160 companies responded to our survey, sharing insight on their work and the challenges their teams face. The following infographic represents the major findings from that effort. You'll find the full report along with all of IHAF's **BENCHMARKING DATA HERE** or by contacting us at 617.587.3963.

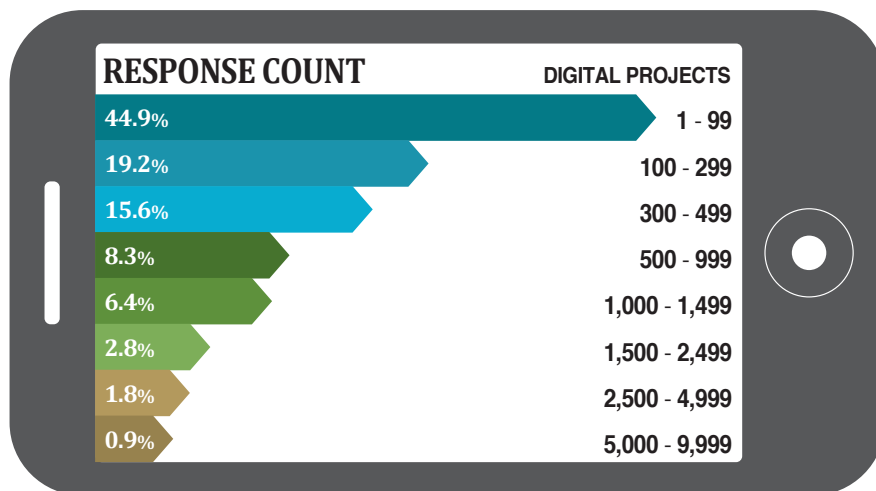


WHAT WE LEARNED ABOUT IHAF MEMBERS

In-house agencies are very busy – they work on multiple types of projects to reach varied audiences.

- 48%** of in-house agency/creative services departments have 5-25 people.
- 54.6%** of your orgs are both B2B and B2C – meaning you're tackling messaging for two distinct audiences.
- 63.2%** of teams work on both print and digital.

HOW MANY UNIQUE DIGITAL PROJECTS DOES YOUR IN-HOUSE AGENCY EXECUTE ANNUALLY?



87% OUTSOURCE SOME PORTION OF ADVERTISING OR MARKETING TO AGENCIES OR PARTNERS.

87.1% say project workload has increased over past year.

78.6% say that they feel somewhat or very prepared to support digital marketing needs for the coming year.

For those who answered somewhat or very unprepared, the same three problems were cited:
LACK OF BUDGET, RESOURCES, EXPERTISE

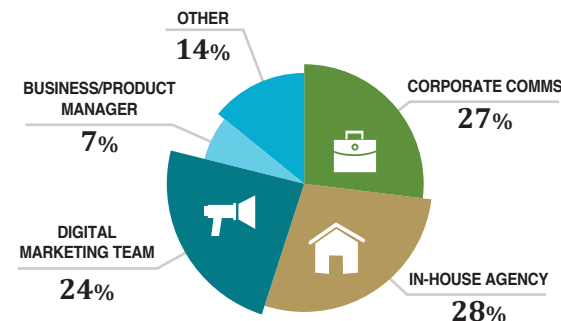


CONTENT MARKETING

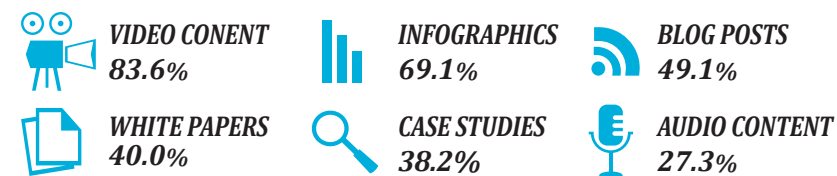
46.6% of companies have a content marketing program in place.

Of those with programs in place, **56%** say that content creation and distribution is centralized within the company.

WHO IS RESPONSIBLE FOR CONTENT CREATION/DISTRIBUTION?



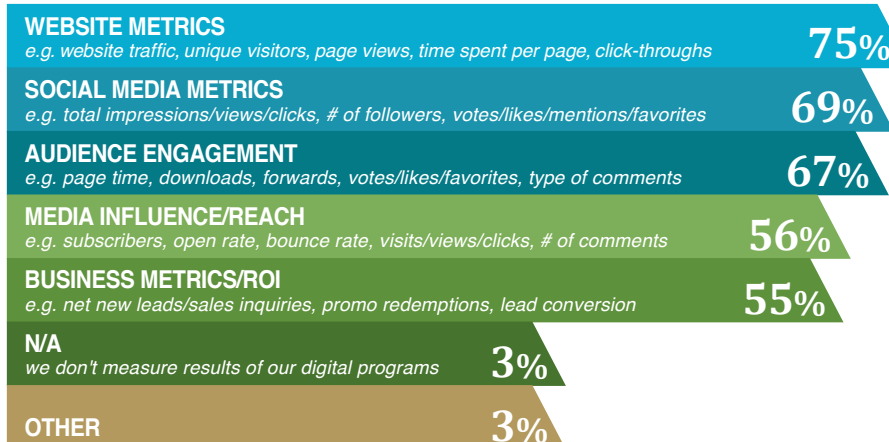
WHAT TYPE OF CONTENT DOES YOUR IN-HOUSE AGENCY PRODUCE?



81.2% say company's use of video has increased in the past 3 years.

80.7% feel prepared to support video needs in coming year.

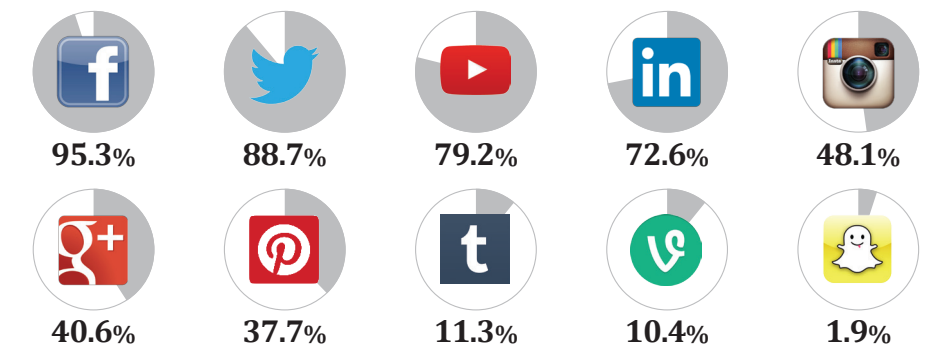
HOW ARE THE RESULTS OF YOUR DIGITAL MARKETING PROGRAMS MEASURED?



SOCIAL MEDIA MARKETING

89.8% of companies have a social media marketing program in place.

WHAT SOCIAL MEDIA PLATFORMS DOES YOUR COMPANY USE?



HOW EFFECTIVE IS YOUR COMPANY'S SOCIAL MEDIA MARKETING PROGRAM AS COMPARED TO YOUR LEADING COMPETITORS?



77.4% say social media is centralized within the organization.

WHO IS PRIMARILY RESPONSIBLE FOR MANAGING SOCIAL MEDIA?



HOW INVOLVED IS THE IN-HOUSE AGENCY IN THE COMPANY'S SOCIAL MEDIA EFFORTS?

