

COMPETITIVE ADVANTAGE

Search & Content Marketing Industry Survey Results

SURVEY DETAILS

Methodology details for conducting this informal survey include:

- **Researcher:** Heather Physioc
- **Format:** Google Survey
- **Time:** 30-day period in calendar Q2 2020
- **Distribution:** Primarily via social media
- **Survey Participants:**
 - ▶ 109 self-identified digital marketers
 - ▶ Respondents from 15 countries
 - ▶ 72% of respondents from U.S.
 - ▶ Median years professional experience in the field: 12
 - Most experience: 27 years
 - Least experience: 1 year
 - ▶ Service providers vs. in-house:
 - Agency-side or marketing services provider - 52%
 - Brand-side or in-house marketer - 42%
 - ▶ Size of business:
 - Independent freelancer or solo entrepreneur - 14.8%
 - Large, international-scale, multinational enterprise - 18.5%
 - Large, national-scale enterprise company - 19.8%
 - Small- to medium-sized or local/regional business - 46.9%

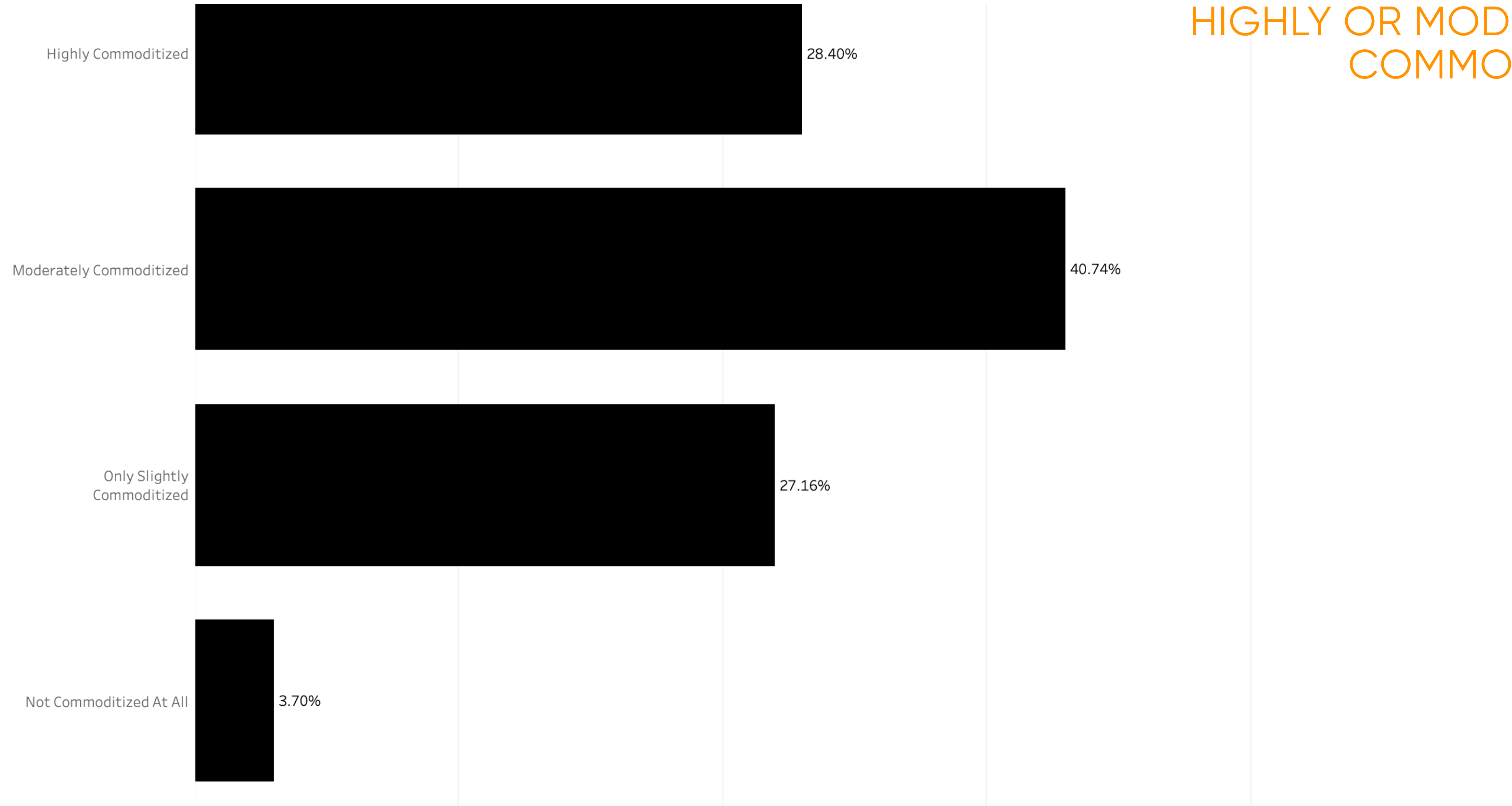
Competitive advantage survey questions included:

- Which scenario best describes your work? (Type of business)
- Which scenario best describes your work? (Size of business)
- How many years have you been in your specific field?
- Please briefly define what you think "competitive advantage" means.
- Please describe at least one example of competitive advantage that you have seen a brand achieve.
- How commoditized do you feel the following industries are? [Organic Search (SEO)]
- How commoditized do you feel the following industries are? [Paid Search (PPC, SEM)]
- How commoditized do you feel the following industries are? [Digital/Website Content Creation]
- What is the biggest challenge you face to keep your business competitive?
- How do you know whether your company is staying competitive in your industry?
- What technique(s) do you use to identify specific competitive advantages?

INSIGHT

More than 70% of digital marketers surveyed believe that organic search, paid search and content marketing are "moderately" or "highly" commoditized.

Content Marketing



HIGHLY OR MODERATELY
COMMUNITIZED:
69.14%

Organic Search



Paid Search



HIGHLY OR MODERATELY
COMMUNITIZED:
74.08%