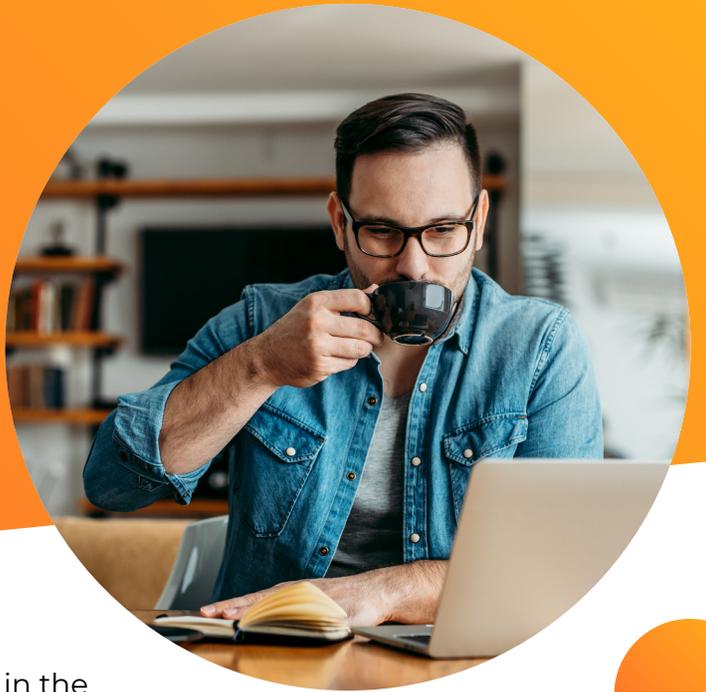




Top 10

Benefits of Digital Marketing



Digital marketing has become the essential tool in the B2B marketer's toolkit, offering enhanced avenues to connect with and convert customers, as well as a higher return-on-investment than virtually any other channel. Learn why 57% of marketers plan to make digital marketing their top area of spend this year.



01 // Smash Your Lead & Revenue Goals

Extend your reach beyond your database to millions of potential buyers online and earn a \$2 return for every dollar spent in channels like Google Search.*



02 // Reduce Costs Across the Board

Tap into one of the most cost-effective forms of lead generation, reaching prospects at a CPM of just \$3 with social media and capturing leads at a CPA of only \$56 with paid search.*



03 // Hone in on the Customers You Want

Put your personas into action, building custom, look-alike, and retargeting audiences based on demographics, behavior, interests, or intent data in Google, Bing, YouTube, Facebook, Instagram, LinkedIn, and Twitter.



04 // Reach Audiences on Any Device

Find your next customer with responsive ads on desktop, laptop, tablet, mobile devices, or with voice-activated smart speakers, which now occupy one out of four U.S. households.*



05 // Be Omnipresent with Omnichannel

Leverage digital omnichannel capabilities to stay top of mind across email, paid social, display, messaging, and more for 3.5x higher engagement rates than single-channel approaches.*



06 // Deliver Personalized Buyer Experiences

Build and execute on account-based marketing campaigns, using technology to serve up personalized ads, dynamic website content, and individualized buyer journeys for 171% higher contract values.*



07 // Move Buyers Down the Funnel

Nurture leads with retargeting, email, and more, closing 50% more sales at a third of the price of traditional methods using digital platforms to automate activities.*



08 // Optimize With On-the-Fly Updates

Keep an eye on KPIs like impressions, open rates, click-through rates (CTR), conversion rates (CVR), cost-per-lead (CPL), cost-per-action (CPA), and adjust targeting, creative, and CTAs in moments.



09 // Gather Valuable Customer Data

Build a full picture of your customers using cookies, online profiles, forms, progressive profiling, and predictive analytics to improve digital targeting and reach the right prospects.



10 // Track Performance in Real Time

Connect digital platforms, including Google Analytics, marketing automation, and your CRM system for real-time tracking of campaign and marketing performance.

PMG helps B2B tech and SaaS marketing organizations define their strategies, deliver on their objectives, and smash their KPIs.

Read our eBook, the "Ultimate Guide to B2B Digital Marketing Strategies" and schedule your free 30-minute consultation today to get started.

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