

What Digital Marketing Tactic Should You Use?

QUICK-VIEW DIFFERENTIATORS AND KPIS

Digital marketing is critical to a competitive marketing plan and today, email marketing and paid advertising stand as two of the most effective and widely used strategies for lead generation. Review the differentiators and key performance indicators (KPIs) of the four most popular digital tactics to identify what channel works best for your B2B company's budget and goals.

79%

of B2B professionals say email marketing is one of their most implemented marketing tactics¹

Marketers see conversion rates

3x higher

with LinkedIn Sponsored Content than with Google AdWords²

37%

of B2B professionals say online advertising is one of their most implemented marketing tactics¹

LinkedIn

AVERAGE SPONSORED CONTENT

Click-through rate (CTR)	0.35%-0.45%
Cost per click (CPC)	\$5.74
Conversion rate	6.1%
Cost per acquisition (CPA)	\$90

Differentiator: LinkedIn Sponsored Content lets companies advertise original content to specific segments across its more than 530 million users. The platform boasts higher conversion rates than Google AdWords and is ideal for account-based marketing (ABM). It offers hyper-targeting with filters such as company, job title, gender, age, industry, location and company size. However, LinkedIn is home to fewer ad placement locations than other advertising options and its campaigns can be challenging to continually optimize.

Google

AVERAGE SEARCH AND DISPLAY

Click-through rate (CTR)	1.91%	0.35%
Cost per click (CPC)	\$2.32	\$0.58
Conversion rate	2.70%	0.89%
Cost per acquisition (CPA)	\$59.18	\$60.17

Differentiator: 77% of all online searches start with Google, whose search and display advertising gives businesses the opportunity to rank higher in search results and reach a wider audience. Google offers nuanced control over campaigns and its display ads are perfect for retargeting. Still, AdWords requires more time, skill and effort to manage and can be expensive, as keyword competition results in steadily rising CPCs. Keywords may also necessitate multiple landing pages tailored to search term relevance.

LinkedIn

AVERAGE SPONSORED INMAIL

Open rate	25-45%
Click-through rate (CTR)	2-5%

Differentiator: InMail lets companies use hyper-targeted filters to send personalized messages at a low cost while avoiding the clutter of the average email inbox. Because they only send when recipients are logged in to LinkedIn, InMail messages often see high open rates. Even so, the risk of undelivered messages due to inactivity still exists. InMail also encourages higher response rates, with detailed personal and company LinkedIn profiles just a click away from recipients.

EMAIL MARKETING

AVERAGE CAMPAIGN

Open rate	31%
Click-through rate (CTR)	4%

Differentiator: Email marketing allows for much more branding and customization than its LinkedIn messaging rival, which can help boost brand awareness and recognition. Email is great for segmentation and B2B marketers often report gaining more ROI through email than other tactics. But emails require added effort in other marketing areas because an email's potential audience is only equal to a company's contact list. More power is also given to recipients, who can easily opt in or out from all company content.

For more information or help getting started, contact us at:
(215) 230.9024 • www.sagefrog.com • success@sagefrog.com



REFERENCES

- 2018 B2B Marketing Mix Report, Sagefrog
- How to Sell Your LinkedIn Ad Campaign to the C-Suite, LinkedIn Marketing Solutions Blog

Data for LinkedIn Sponsored Content

Benchmarking and Optimisation for LinkedIn Advertising, LinkedIn Sales and Marketing Solutions EMEA Blog

5 things we've learned after a year with LinkedIn Ads, HubSpot

Data for LinkedIn Sponsored InMail

Benchmarking and Optimisation for LinkedIn Advertising, LinkedIn Sales and Marketing Solutions EMEA Blog

Data for Google AdWords

Google AdWords Statistics 2016-2017, PPC Statistics

Data for Email Marketing

What's a Good Email Open Rate & Click Rate? [Benchmark Data], HubSpot