

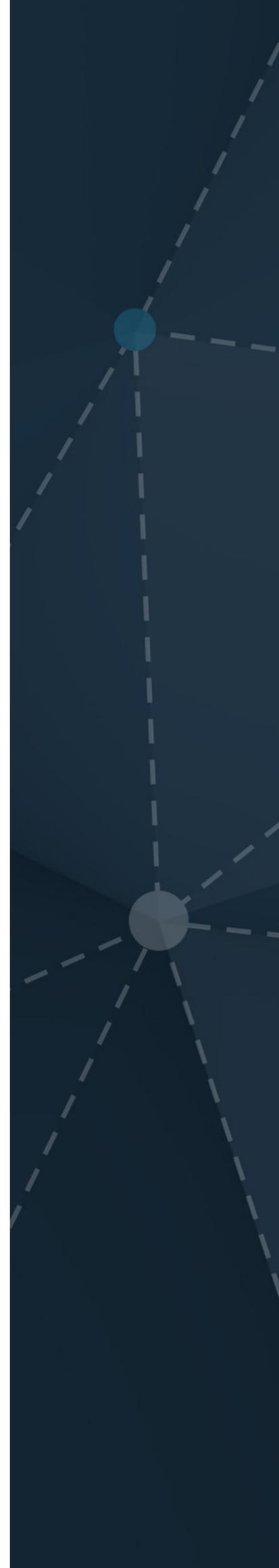


**2018**  
**Western Australian  
Digital Marketing  
Report**

**<BANG>**  
**DIGITAL**

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# Introduction

This is our fifth year embarking on the WA Digital Marketing Report and the landscape continues to change at a rapid rate.

As social media continues to become an integral part of the digital landscape, this year we have included a detailed section on social media to help businesses quickly identify key trends. We also conducted in-depth discussions with key organisations who are successfully using digital marketing to gain further insight into how they have helped them achieve their marketing goals.

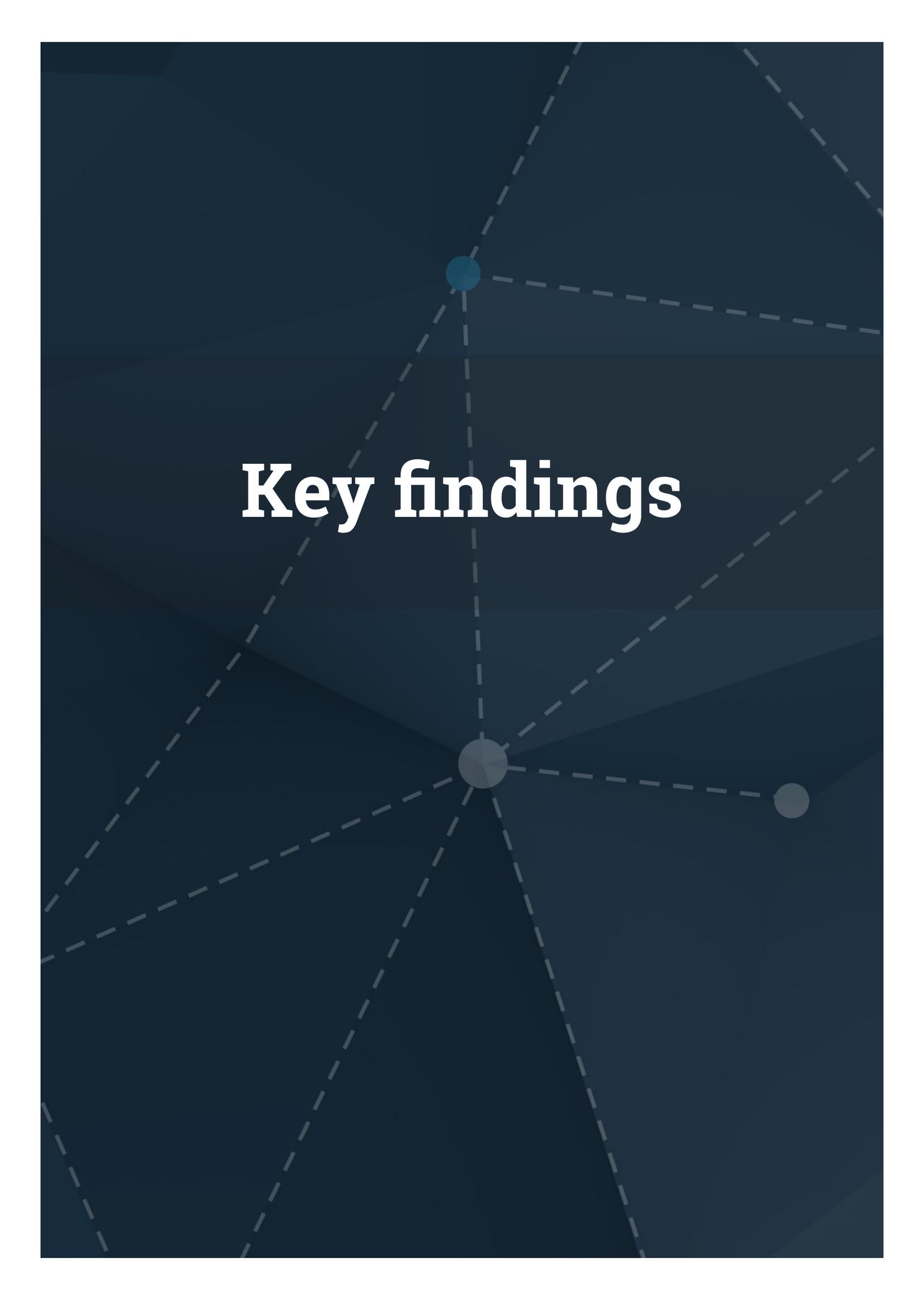
We identified some major shifts in the market this year including:

- **97% of businesses now engage in social media marketing** and almost all have a Facebook business page.
- In addition to Facebook, **LinkedIn is the recommended social platform for B2B** and **Instagram is the recommended social platform for B2C**.
- **Advertising on social media** is undertaken by most organisations and continues to grow, with the biggest growth coming from small to medium businesses.
- Most businesses manage their social media in-house, however **40% of large businesses use a combination of in-house and outsourcing** as they begin to realise that they need help to succeed online.
- **Future focus** is on **content marketing** and **video content development**, though respondents are also moving towards **UX, customer journey mapping** and more personalised marketing.
- The spend on digital marketing as part of the overall marketing budget is stabilising for medium and large businesses at around **30%**. By comparison, digital will command almost **60%** of the marketing budget in the 2018 financial year for small business.

[Please read on to see how your organisation compares to others in Western Australia.](#)

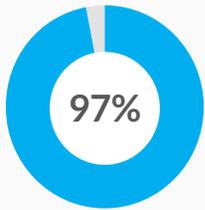


**Renae Lunjevich,**  
Managing Director  
Bang Digital

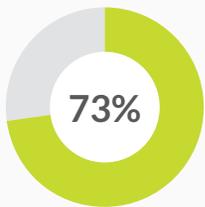
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# Key findings

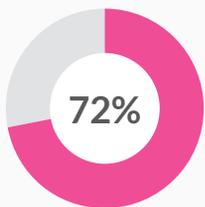
# Key findings



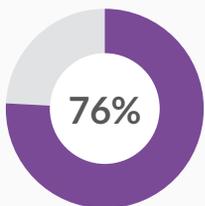
97% of businesses engage in social media marketing



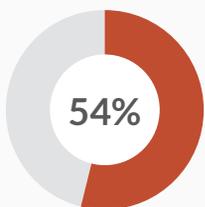
73% of businesses saw content marketing as the top emerging digital marketing trend they use or plan to use in the financial year



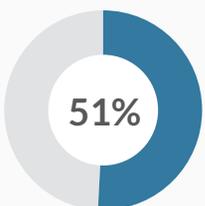
72% of businesses measure the success of their digital marketing activities



76% of businesses manage their social media in-house



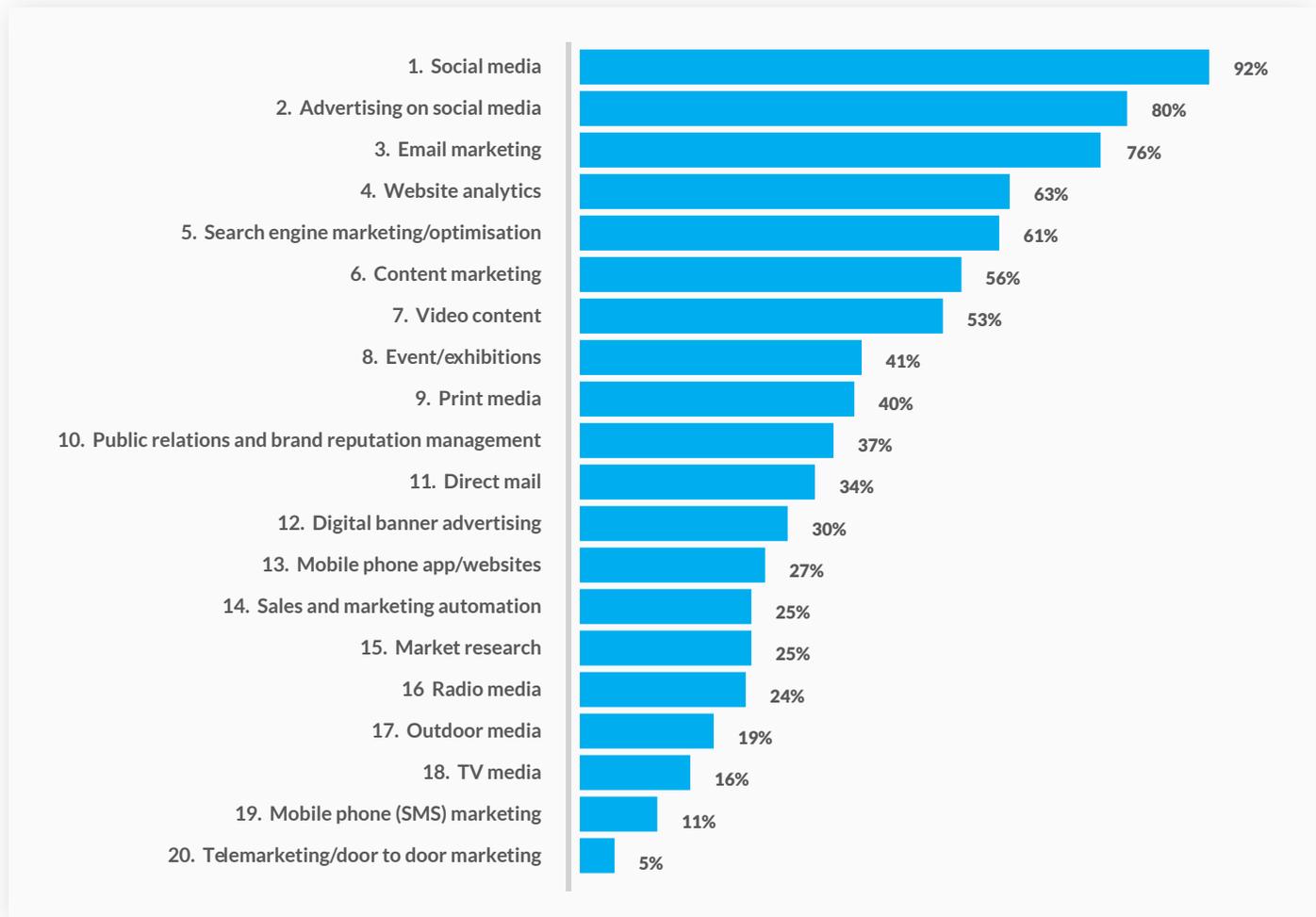
54% of businesses plan to increase their digital marketing budget in the financial year



51% of business owners are not confident they are getting the best results out of their social media marketing

# Marketing priorities for 2018

**Social media marketing** was again identified by WA businesses as the most widely used marketing activity and was top of the list of marketing priorities for 2017/18. Almost all organisations are currently using social media and plan to use it this financial year, proving its dominance amongst businesses as the most preferred form of marketing.



**Email marketing** saw the largest jump moving from the eighth most preferred method of marketing last year to the third most preferred this year, with over three quarters of WA businesses now using it as part of their digital marketing strategy. This came as a surprise given the industry’s belief that email marketing will be replaced by Facebook.

**Website analytics and search engine marketing** followed in fourth and fifth respectively, with over **60%** of WA businesses using SEO/SEM and website analytics. **Content and video** followed closely behind at **56%** and **53%** respectively.

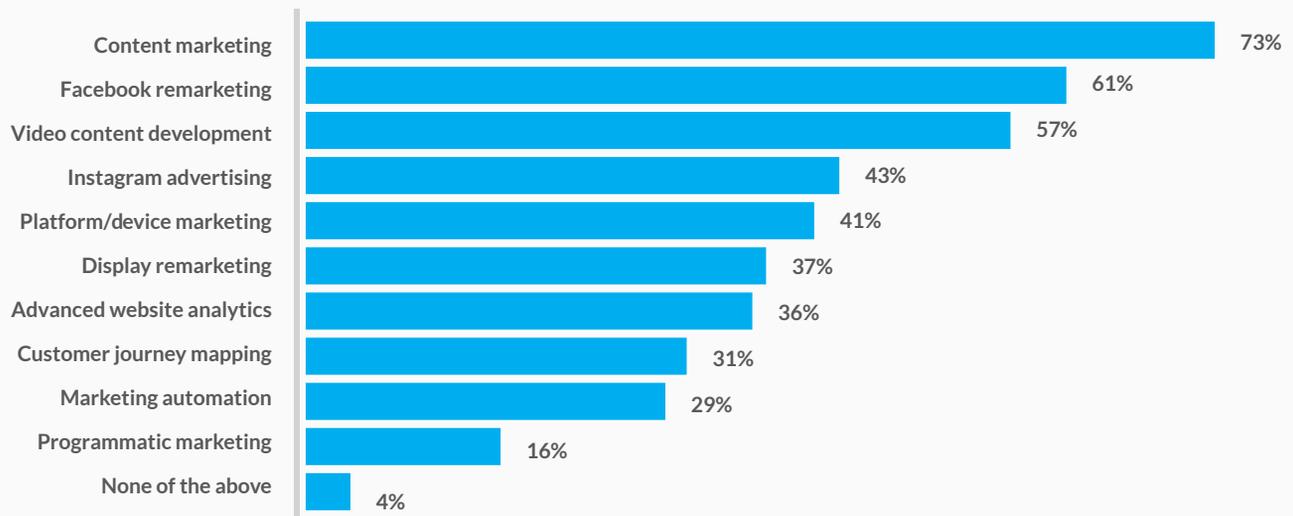
**Print media (40%) and direct mail (34%)** remain the most commonly used forms of traditional offline methods, with other traditional offline methods used by less than one-in-four organisations. This shows the changing nature of the marketing world and how more businesses are planning to go digital this financial year.



Looking at the following marketing activities, which of the following are you currently using or planning to use in this financial year (2017/18)?

# Digital marketing trends for 2018

This financial year, larger businesses are focusing more on **data-driven forms of digital marketing** like customer journey mapping, marketing automation and programmatic marketing. Smaller businesses are focusing more on activities geared towards **consumer engagement** like content marketing, Facebook remarketing and Instagram advertising. This could be dependent on their differing needs and audience base.



“Social media is about connecting with people. For us – our Facebook page is doing really well but it targets 24-45 year old women with one or two kids under 12. We know exactly who our audience is there and we speak to them accordingly. Instagram will give us access to younger people in the 18-30, single with no kids. We’re not using it extensively at the moment – we’ve used it for various events – but our focus now is working out how we’re going to use it most effectively, opening it up to get in front of that younger market.”

**Sophie Roe,**

Digital Marketing  
City of Cockburn

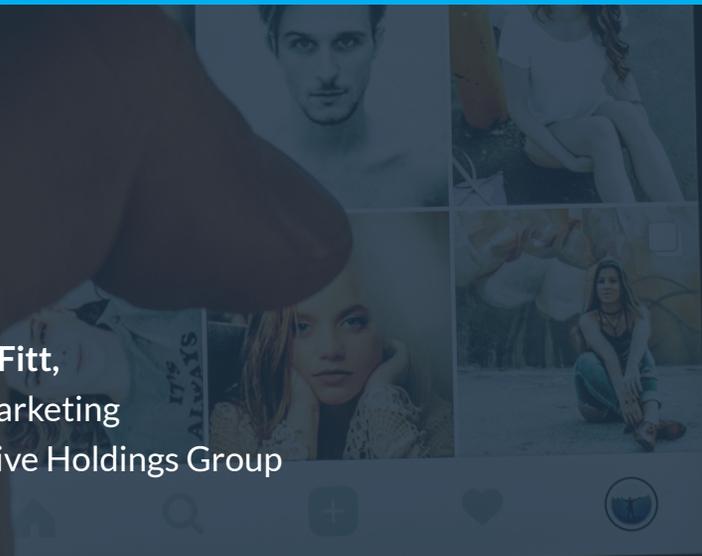


Which of these emerging digital marketing trends does your organisation currently use or plan to use in 2017/18?

“ We use a handful of short videos in our Facebook and Instagram marketing – we specifically target people who have shown some kind of car buying behaviours – for example, visiting the website, looking at different models. We’ve only started using video in the last three to six months but find that they get better cut-through than static ads. We have done some AB testing around this, showing customers both video and static ads and we’ve found video generates a higher number of leads.”



**Rebecca Fitt,**  
Digital marketing  
Automotive Holdings Group



# Digital marketing trends for 2018

**Content marketing continued to dominate as an emerging trend in 2017/18**, with approximately three quarters of organisations currently undertaking content marketing or planning to undertake content marketing as part of their digital strategy this financial year. Just under **60%** also nominated video content marketing as part of their planned digital strategy for 2018, proving the emphasis businesses now place on making a visual connection with their consumers.

Planned usage of **Facebook remarketing remains similar to 2016/17**, but the intention to advertise on Instagram has increased **50%** since early 2017 with over four-in-ten digital marketers planning to advertise on Instagram.

Instagram is most likely to be used in the **retail and hospitality sector**, with over three quarters of retail and hospitality businesses including Instagram advertising in their digital marketing mix for 2017/18. For these sectors, Instagram allows them to tell a story through product images, which entices more engagement and makes it invaluable to their digital strategy.

There are significant differences in emerging digital trends between small businesses and large businesses. Propensity to use **video content marketing, advanced website analytics and customer journey mapping** is almost twice as high in large businesses compared to small businesses. Almost half of all large businesses intend to undertake customer journey mapping, marketing automation, display remarketing and programmatic marketing this year compared to a quarter of small businesses.

This shows the emphasis placed on digital marketing tools by larger businesses and the need for further digital marketing education amongst smaller businesses.



**Content marketing**



**Instagram marketing**



**Video content marketing**



**Advanced analytics**



**Customer journey mapping**



Which of these emerging digital marketing trends does your organisation currently use or plan to use in 2017/18?

# The key benefits of digital marketing

“Ability to reach a wide and varietal audience, flexibility to alter the message and cost- effective.”

“Able to communicate directly with consumer, able to track efficiency more accurately and cheaply priced compared to traditional marketing.”

“It’s where people are at now, traditional media is a dying beast. Niche targeting – you can really have your demographic. Ease of statistical analysis.”

“Awareness, sales and customer engagement.”

“Agile and quick.”

“Brand awareness. Engagement, conversion/ leads.”

“Targeting, tracking and cost effective.”

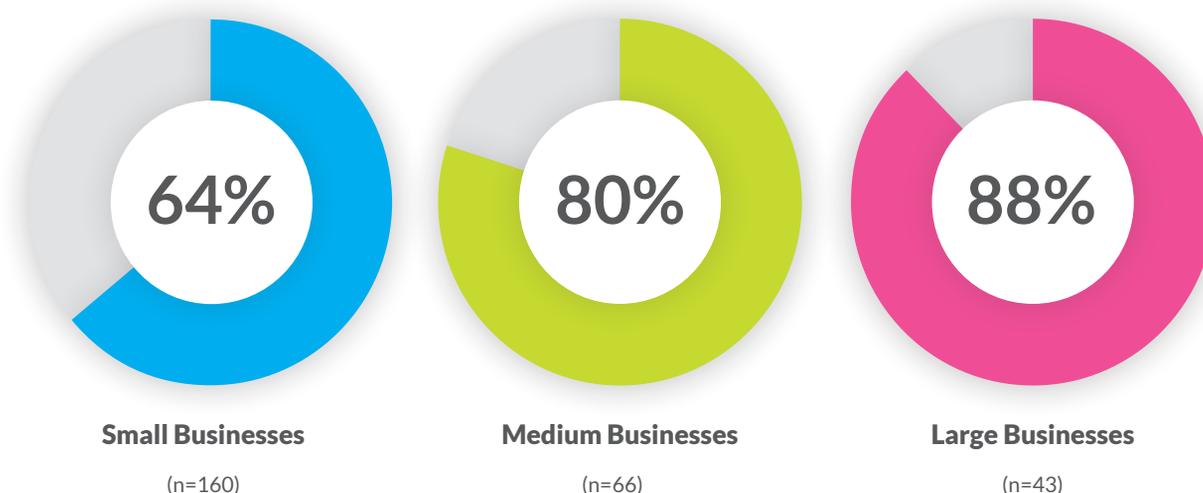
“Enormous reach, accountability; transparency with respect to results, flexibility – able to change, generate and update content quickly and with ease.”



What do you see as the top 3 benefits of digital marketing?

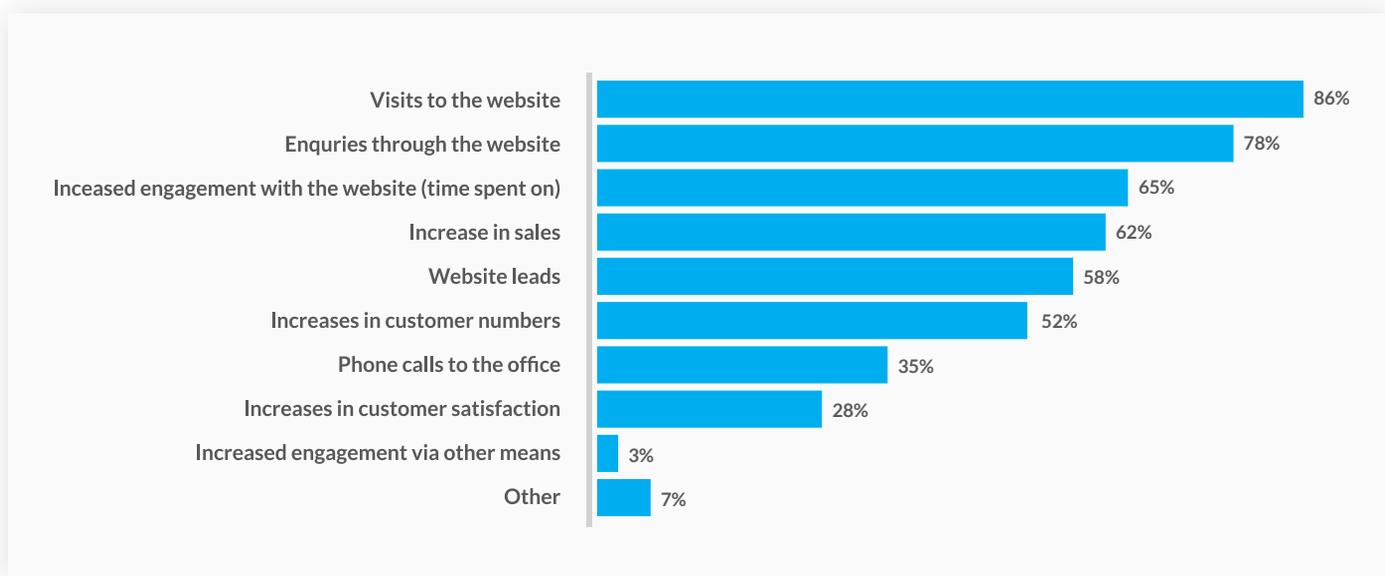
# Measuring the success of digital marketing

Almost three quarters of organisations surveyed measure the success of their digital marketing activities.



Continuing on from 2017, there is still widespread usage of Google Analytics in measuring the success of digital marketing. **80%** of WA organisations surveyed measure the success of their digital marketing strategies using Google Analytics as well as a range of other methods including sales (**62%**), inbound calls (**35%**) and customer satisfaction (**28%**).

## Organisations who measure the success of digital marketing use:

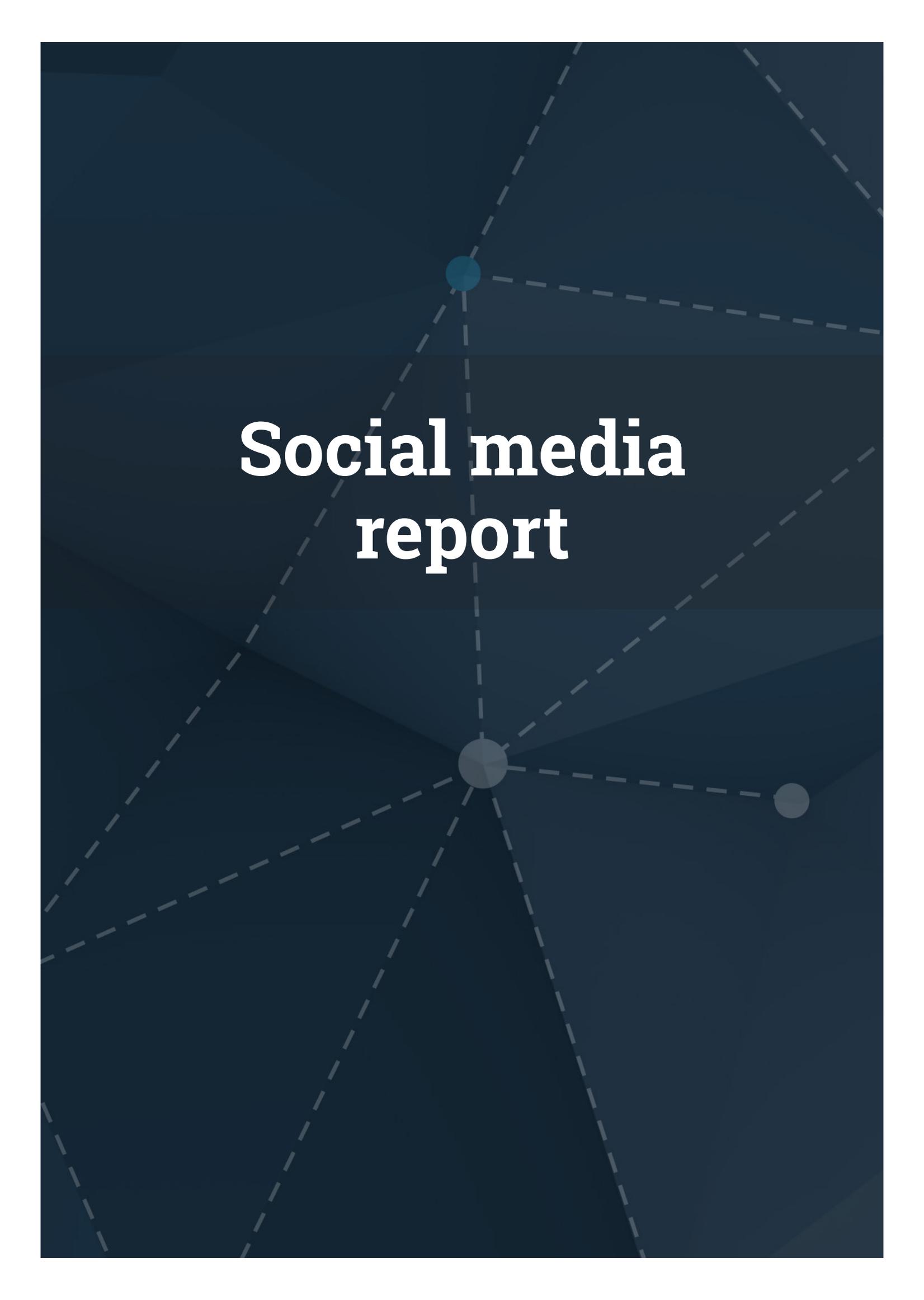


There has been a decrease in the use of less formal non-digital measures such as **phone calls to the office**, though customer numbers continues to be an important metric. While phone calls may convert, using digital tools like Google Analytics gives these businesses greater insight by providing them with more targeted information into their users.

Using Google Analytics, marketers can get a feel for the customer journey and pinpoint exactly where visitors became customers, which explains its popularity across businesses of all sizes.



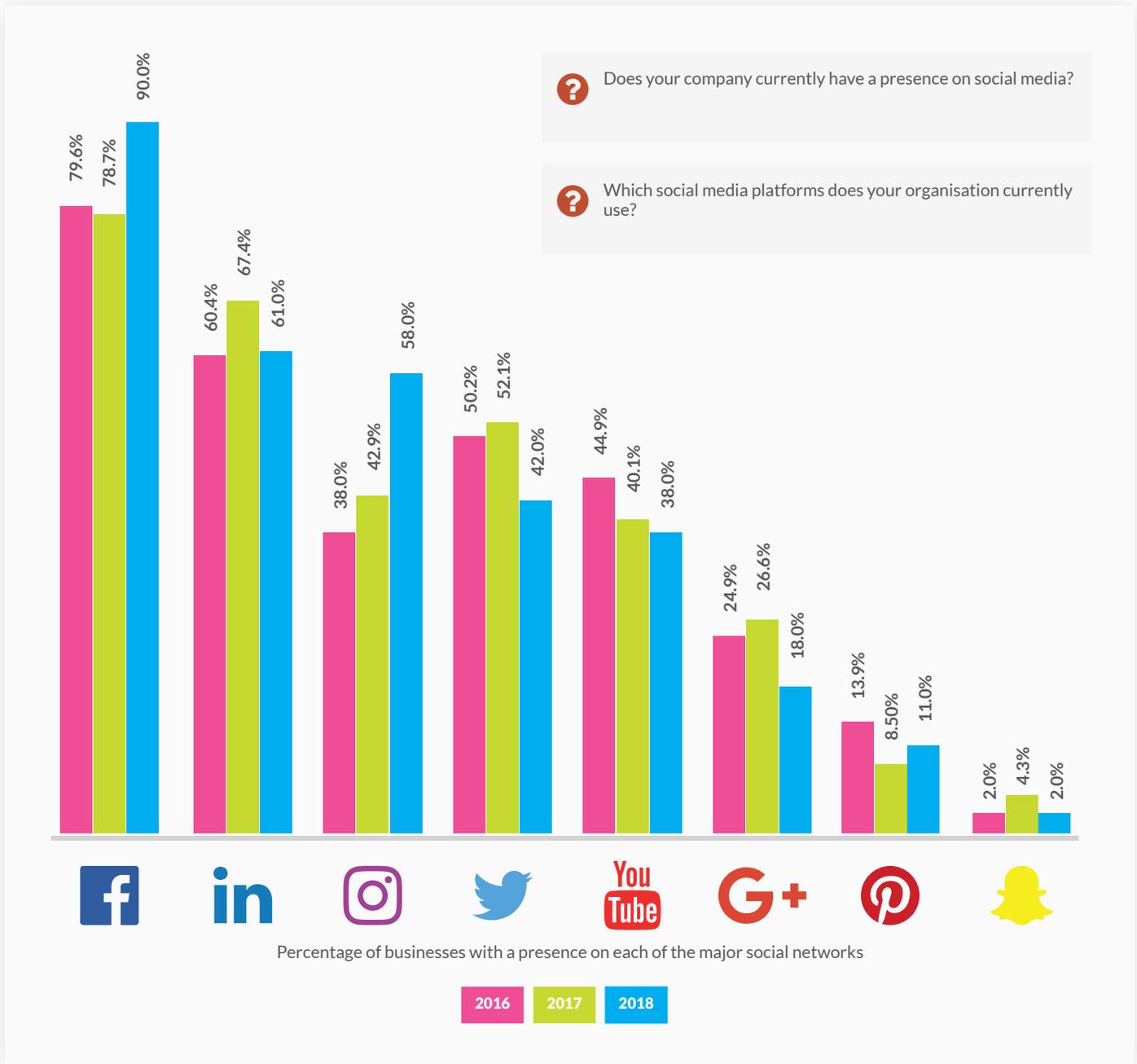
Do you measure the performance of your social media?

The background of the cover is a dark blue gradient with a network diagram. The diagram consists of several nodes (circles) connected by dashed lines. One node is a solid teal color, while the others are semi-transparent grey. The lines are also dashed and light grey. The overall aesthetic is modern and tech-oriented.

# **Social media report**

# Social media

Currently 97% of digital marketers use social media platforms. The social media platforms used in comparison to last year are shown in the graph.

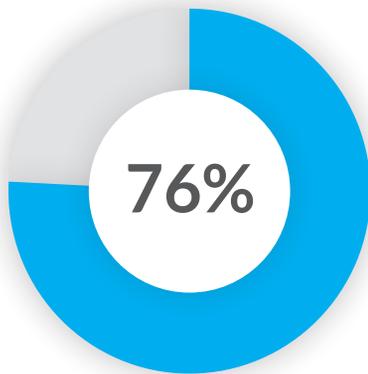


**Facebook continues to be the most widely used platform** followed by LinkedIn and Instagram. **Instagram has shown the most significant increase** in usage this year across all segments. Considered one of the best social media platforms for customer engagement, it comes as no surprise that Instagram has seen the largest growth and will continue to rise in popularity in the financial year as more features rollout geared towards B2C organisations.

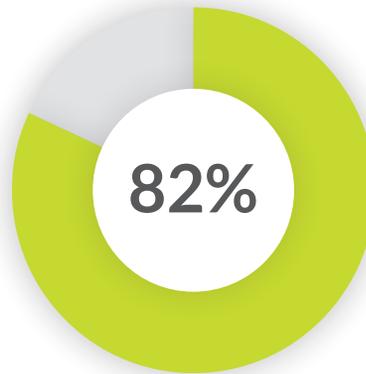
The survey also indicated that large businesses compared to **small businesses are twice as likely to use YouTube and Twitter and 50% are more likely to use LinkedIn** as a digital marketing tool. A preferred platform for B2B marketers, LinkedIn is a great outlet for large businesses looking to connect with other businesses and position themselves as industry thought leaders, and therefore is well aligned to larger businesses digital objectives.

# Social media advertising

A comparison between the 2016/17 financial year and the 2017/18 financial year indicates a **small increase of 6 percentage points**, in the organisations currently advertising or planning to advertise in social media this financial year. Any growth occurring appears to be coming from SMEs who have discovered the opportunities social media advertising lends to reach a wider group of consumers.



Advertised on social media platforms  
in the 2017 financial year

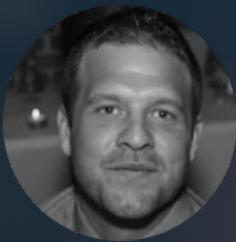


Currently advertise or plan to advertise  
in the 2018 financial year



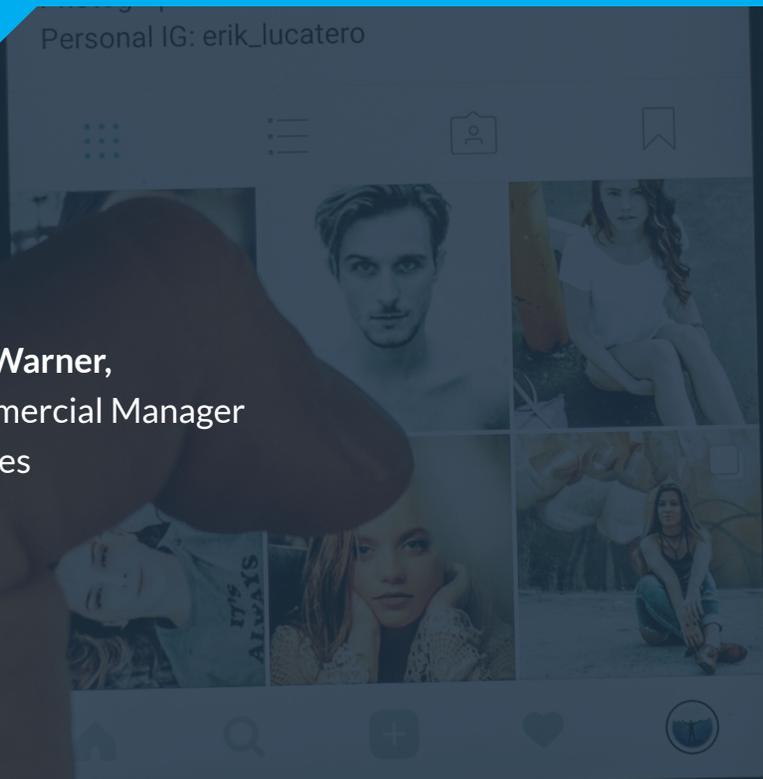
Do you measure the performance of your social media?

“What social media advertising does is allow you to cast a wide net and then hone in on the skills you’re really looking for. We found different social media platforms attract different streams of people. On Facebook, we have more chance of attracting employee talent, where LinkedIn targets higher-level employees and is a bit more about business to business prospecting.”



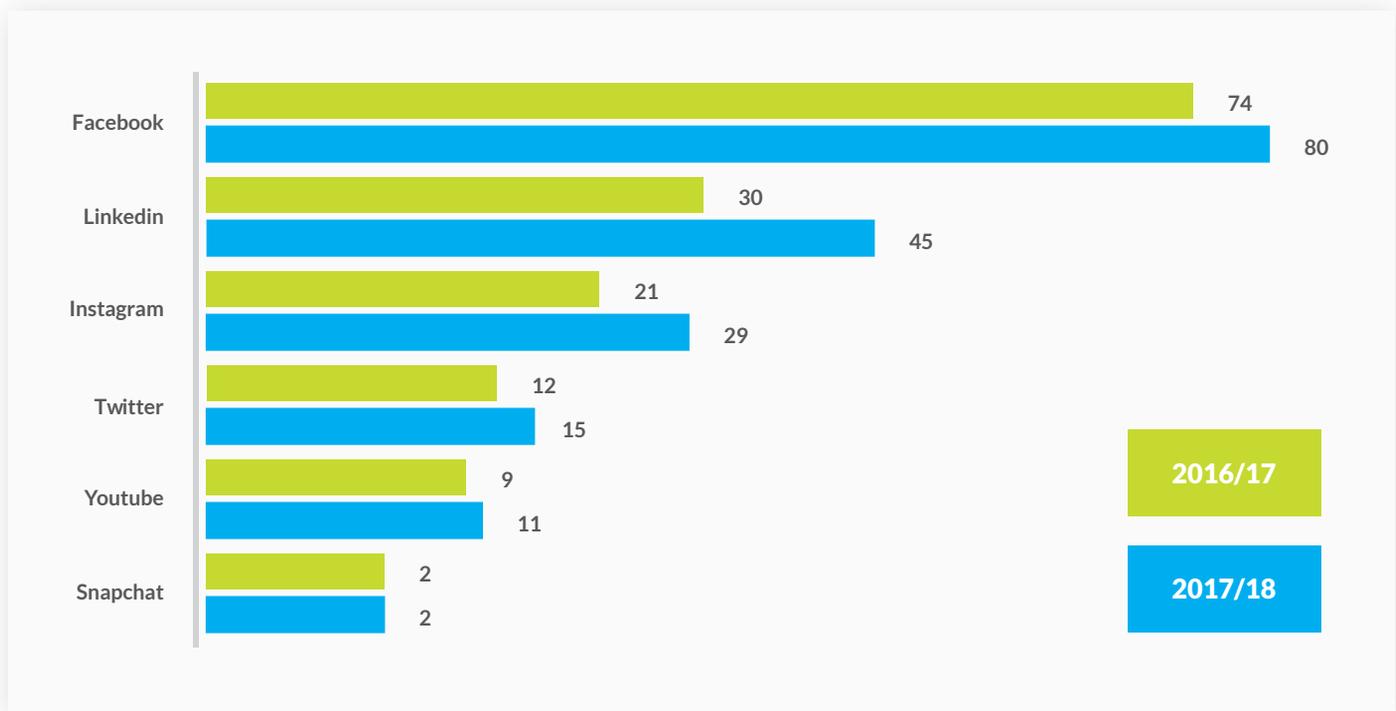
**Ben Warner,**  
Commercial Manager  
Relines

Personal IG: erik\_lucatero



# Social media platforms advertised on in the 2017/18 financial year

WA businesses use similar social media platforms in 2017/18 as in 2016/17, with most using **two platforms** on average. The biggest advertising growth shown on social media platforms in the 2017/18 financial year were on **LinkedIn and Instagram at a 15% and 8% increase** respectively. Growth on Instagram appears to be coming from SMEs and growth on LinkedIn appears to be coming from small businesses.



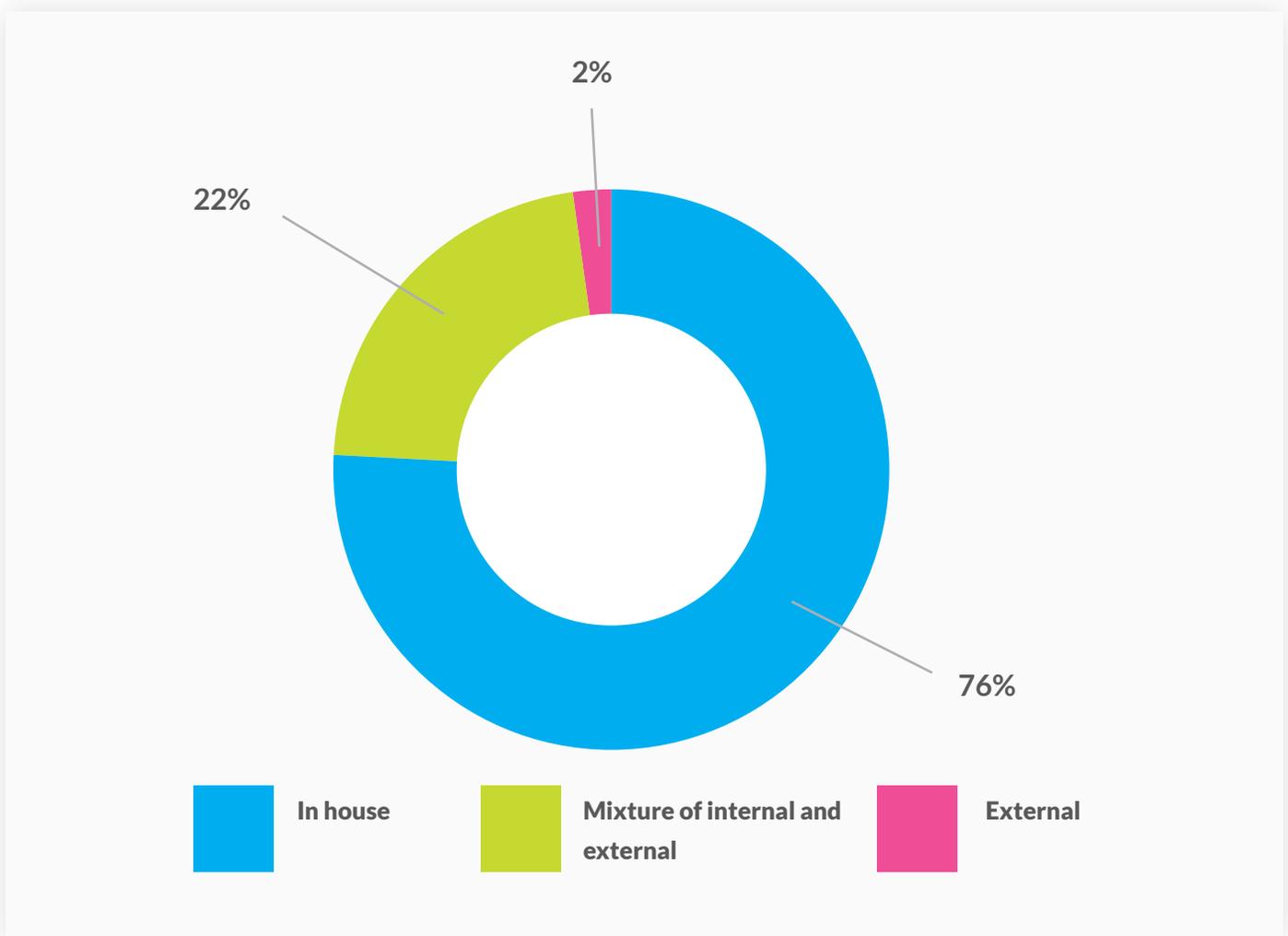
Growth on other social media platforms such as Facebook remain stable. Considered by survey respondents as the best social media platform for business, Facebook's popularity lends itself to companies to build their brand, establish a presence online and create long lasting relationships with their audience.

Based on this, we expect to see Facebook continue to dominate the social media platforms moving forward, however we will likely see others like LinkedIn, Instagram and Twitter begin to compete for market share.



Which social media platforms did you use?

# Social media management



## Most organisations manage their social media in-house

Large businesses are more likely to use a mixture of internal and external management for their social media activity, with twice as many organisations using some outside help compared to SMEs. Large businesses are beginning to understand that they need help to succeed online and are using specialist agencies to achieve this, whereas SMEs still prefer to conduct all social media activities themselves.

## A business page

Almost all organisations using social media have a business page as part of their social media strategy and post content to that page. A total of **92%** of users of social media have a business page regardless of whether they are a small, medium or large business, showing the importance of having a consistent social media presence in this ever-digital world.

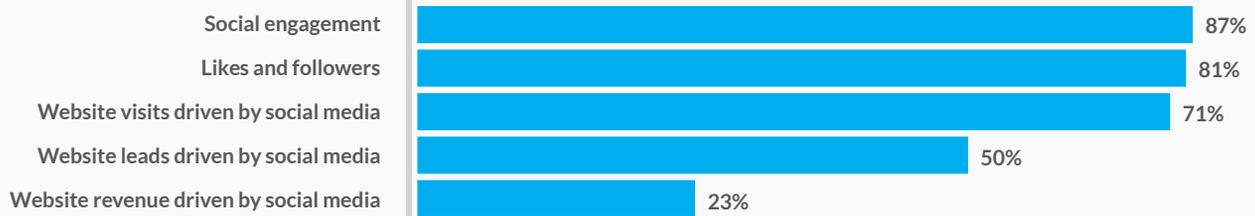
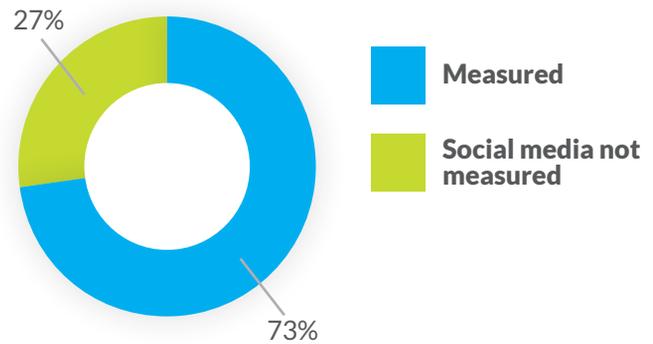


Which social media platforms did you use?

# Social media measurement

Most organisations surveyed measure their social media performance in a systematic manner, using an average of **three different measures**. The methods used to measure social media performances are:

- Social engagement (comments, likes, shares)
- Likes/followers
- Website visits driven by social media
- Website leads (enquiries from the website) driven by social media



This does vary by the size of the business, with large and medium sized businesses more likely than small businesses to use these methods:

- Small business - **65%**
- Medium business - **79%**
- Large business - **91%**

Large businesses are more likely to ensure measurement KPIs are in place to track the return on investment across in-house and outsourced resources.

 Do you measure your social media?

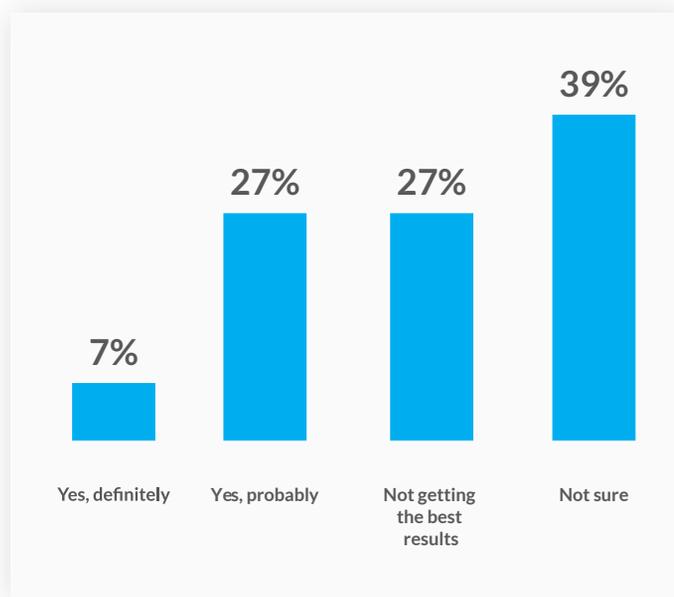
 How do you measure the performance of your social media?

# Social media optimisation

Most organisations are not confident that they are getting the best results from their social media marketing, with small businesses twice as likely than medium and large businesses to believe that they are succeeding in social.

Business Owners (generally for small businesses) are the least convinced that they are getting the best results, with **51% feeling they are not optimising their social media spend** and a further one-in-four are still not sure.

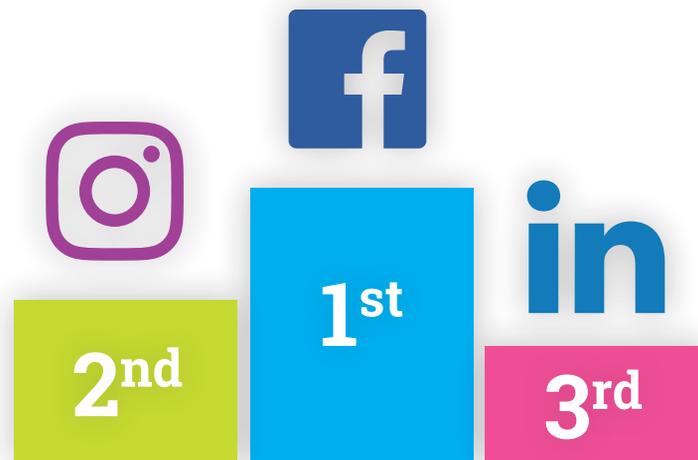
By contrast, about half of Senior Executives and mid-level management felt that they were probably or definitely achieving the best results from their social media marketing.



Do you feel you are getting the best result achievable from your social media marketing.

# Recommended social media platforms

The main social media platforms recommended by the companies surveyed for companies like themselves are:



This does not come as a surprise, given that these are the three most popular platforms highlighted by businesses in the survey. It is interesting to see **YouTube recommended by almost half of the people surveyed**, showing the emphasis placed on visual content this financial year.

While all industries recommended Facebook, there are large differences by industry grouping with regard to which social media platforms are recommended. **Some of the differences noted by respondents included:**

- “It’s where our target market hang out.”
- “My business requires trust before people commit.”
- “Increased use of smart phones and Facebook is easy on a smart phone.”
- “My business is very visual so Instagram and YouTube are good.”
- “YouTube for videos, LinkedIn for B2B targets.”
- “Facebook is good for 25-45 year olds, Twitter is a good media channel, LinkedIn is great for HR purposes, Instagram for showing the visual side of what we do, YouTube for videos.”



Which platform(s) would you recommend companies like yourself should be on?

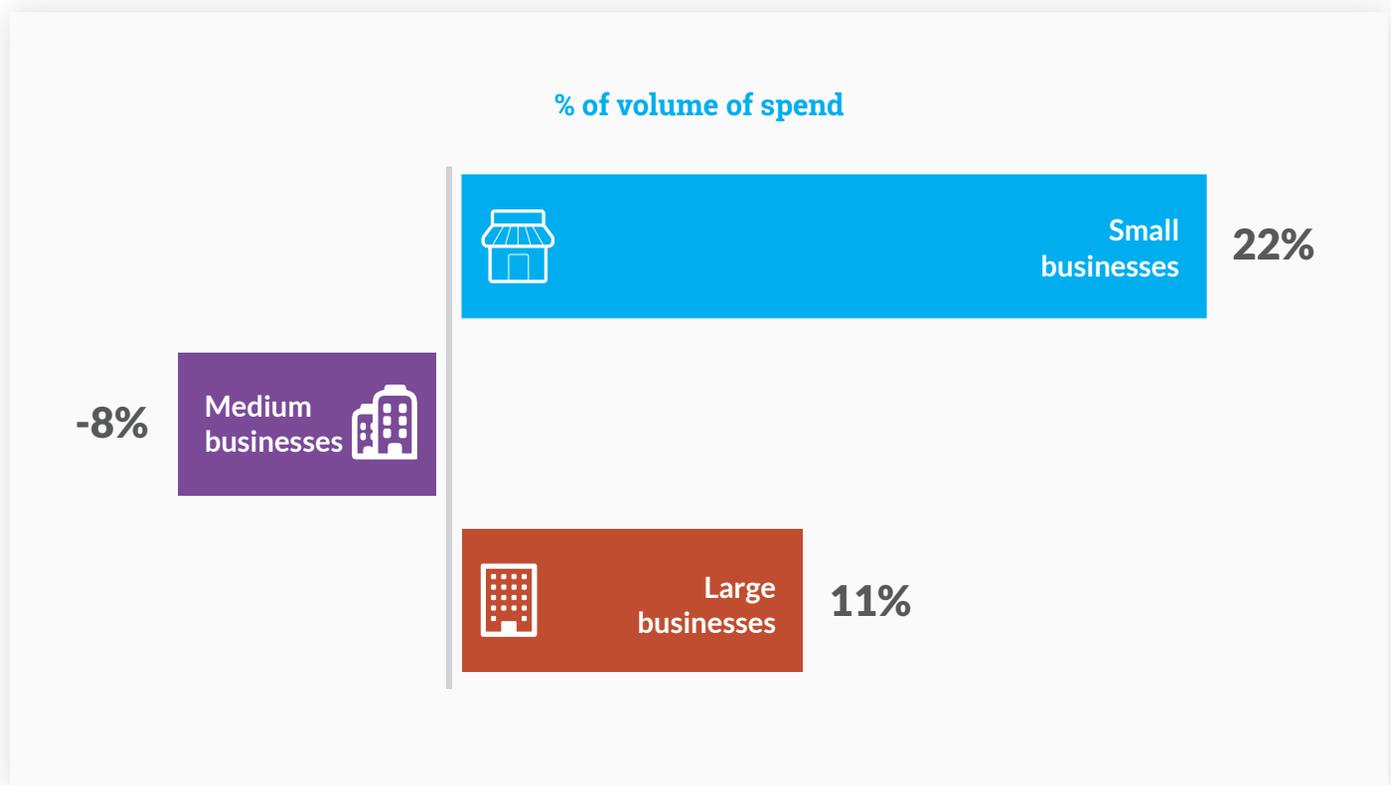
# Digital marketing spend in 2017/2018

Organisations surveyed showed a mixed response in terms of their marketing spend for 2017/18 in comparison to last financial year:

- Reduced spend - **18%**
- Same spend - **41%**
- Increased spend - **41%**

Small businesses were the only ones who intend to increase their marketing spend in the 2017/18 financial year, however this increase was small.

In contrast, digital budgets are set to increase in 2017/18 with the majority of organisations (**54%**) increasing their digital budget again in 2017/18, but not to the extent of that in 2016/17. The volume of money spent on digital marketing by survey participants in 2017/18 is estimated to increase by **15%**, with small businesses showing the biggest jump.



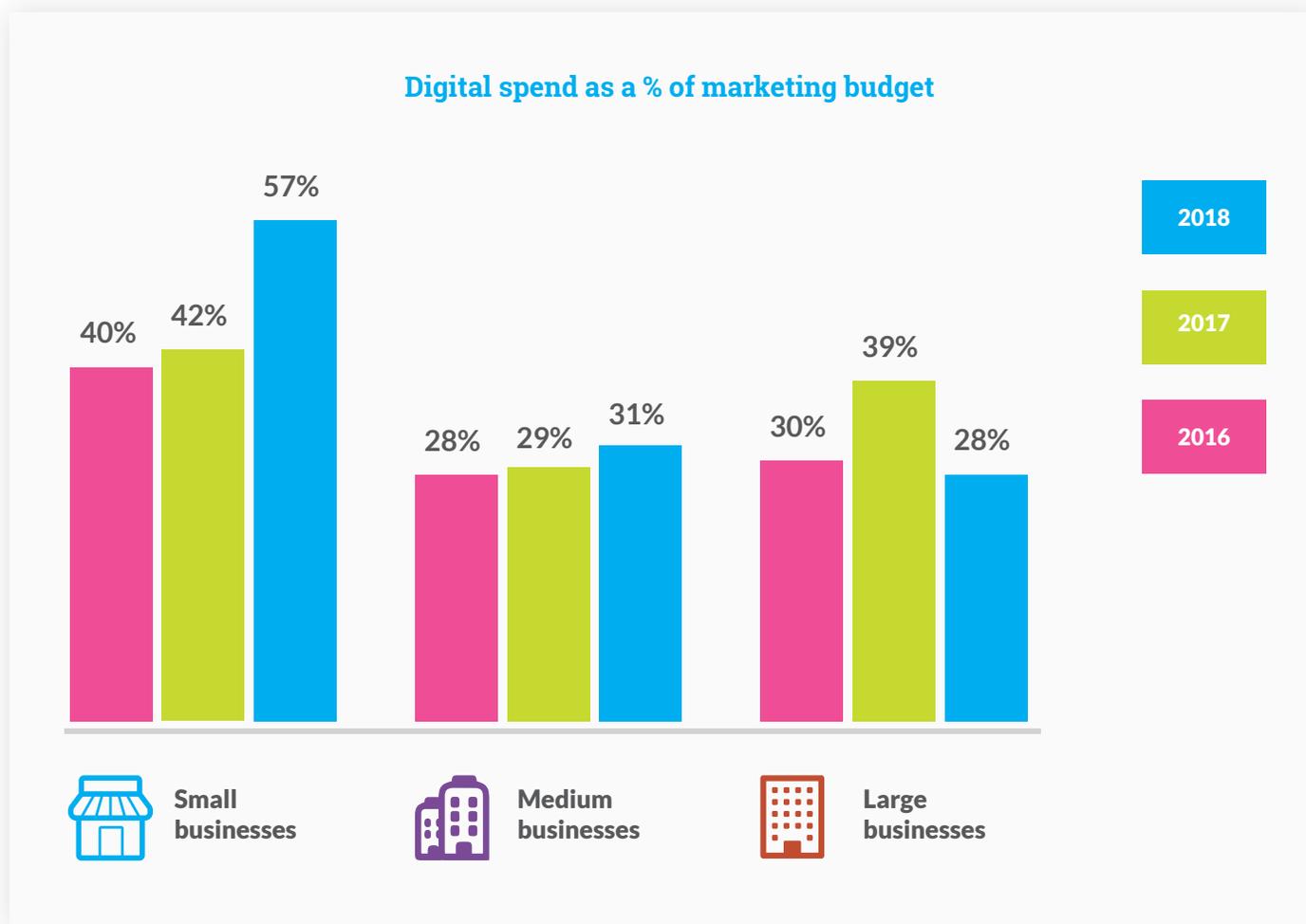
? Please can you tell us broadly how much your organisation spent in WA last financial year?

? Please can you tell us broadly how much your organisation plans to spend in WA this financial year (2018) on digital marketing activities

# Digital growth

This year saw a significant growth in digital spend as part of the overall marketing budget in the small business sector, with a **15%** jump year-on-year. This indicates the importance small businesses are placing on having a strong online presence and growing their digital footprint.

Medium and large businesses' spend has stabilised at about **30%** of the marketing spend. Medium and large businesses already understand the importance of digital marketing and will continue to use it as part of their overall marketing strategy in 2017/18.



? Please can you tell us broadly how much your organisation spent in WA last financial year?

? Please can you tell us broadly how much your organisation plans to spend in WA this financial year (2018) on digital marketing activities?

# Digital marketing challenges facing business

## The key challenges were:

Time related:	Digital media is <u>time consuming</u> to manage, especially with the constantly changing landscape
Knowledge and understanding related:	Deciding <u>what, when</u> and <u>where</u> .
Content related:	Developing new and <u>relevant</u> creative content.

## Other challenges were:

- The cost of digital marketing, particularly with increased advertising costs in social media.
- Achieving cut-through with fierce competition and declining response rates.
- The difficulty in demonstrating ROI and knowing what to measure.
- Obtaining buy-in from executive management.
- Resourcing and risk management with the 24/7 nature of social media.



What are the 3 greatest challenges you face with digital marketing?

# Digital marketing challenges facing business

“Obtaining budget when leaders think it is free and keeping the content fresh and up to date.”

“Finding the resources to manage it, both financially and time.”

“The changing landscape of what to use for what – Instagram, Facebook, Twitter and LinkedIn – all are used differently in different states. The need to have multiple strategies for multiple platforms.”

“Resourcing, particularly social media as it needs to be 24/7/keeping up to date with platforms, particularly Facebook algorithms, keeping up to date with technology and functionality, websites can quickly become out of date.”



What are the 3 greatest challenges you face with digital marketing?

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# The future of digital

“For a relatively small marketing team, keeping up with the scale and pace of change on digital platforms is a significant challenge. Related to that is increasing fragmentation across digital platforms.

Snapchat is a good one for us in that it can be difficult for a brand like St. John's to reach that young market but at the moment, we're targeting more consumer messaging. Facebook is a very strong channel for us and we've had some great experiences in the last six months. One quite simple post about changes to the EpiPen reached 2.5 million people around the world.

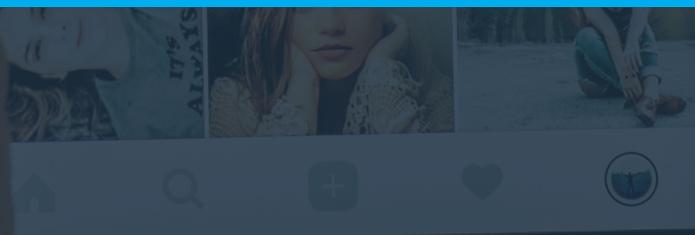
Twitter is more of a news channel and the way we reach the media. That's gaining some traction now – we're becoming the first people they call looking for information.

We're still quite immature in Instagram, although we're doing more in that space and starting to get some response. For example, first aid training for mums coupled with a photo of a cute looking baby in a St. John's outfit – we're getting good economic result off the back of those.

We're very fortunate that we have the potential to be very content rich – but we have to get way better at presenting it.”



**Jeff Healy,**  
Executive Manager Marketing and Brand  
St. John Ambulance



# The future of digital

“Digital marketing is the only advertising we do. We don’t use print, etc. anymore and have no plans for RV or radio at this stage. I see us moving into more sophisticated video based content.”

“Digital is only going to grow and will see a bigger and bigger investment. I see us moving more into the digital journey and UX experience than purely digital marketing (e.g. AdWords).”

“Optimising every aspect, to try and achieve a better return for all marketing channels.”

“Making Facebook a better lead generator with higher event attendances and creating more integrated web and discussion content to tie the website to these social channels.”

“I need to gain a broader understanding of what marketing strategies and platforms actually work and those which are a waste of time and money.”

“I’m excited that my organisation is increasingly investing in the digital space. In the next year we will look at ramping up “I’m excited that my organisation is increasingly investing in the digital space. In the next year we will look at ramping up our paid and organic social campaigns, we will look at programmatic adserving, optimize our websites and SEO strategies. We will also be investing in mapping out the customer journey and their touch points and look at automatic communications through our CRM.” our paid and organic social campaigns, we will look at programmatic adserving, optimize our websites and SEO strategies. We will also be investing in mapping out the customer journey and their touch points and look at automatic communications through our CRM.”

# The future of digital

“Structuring and templating of marketing plans and tools. The business set out to do a small amount of marketing, but digital marketing has become a much bigger part the last 12 months.”

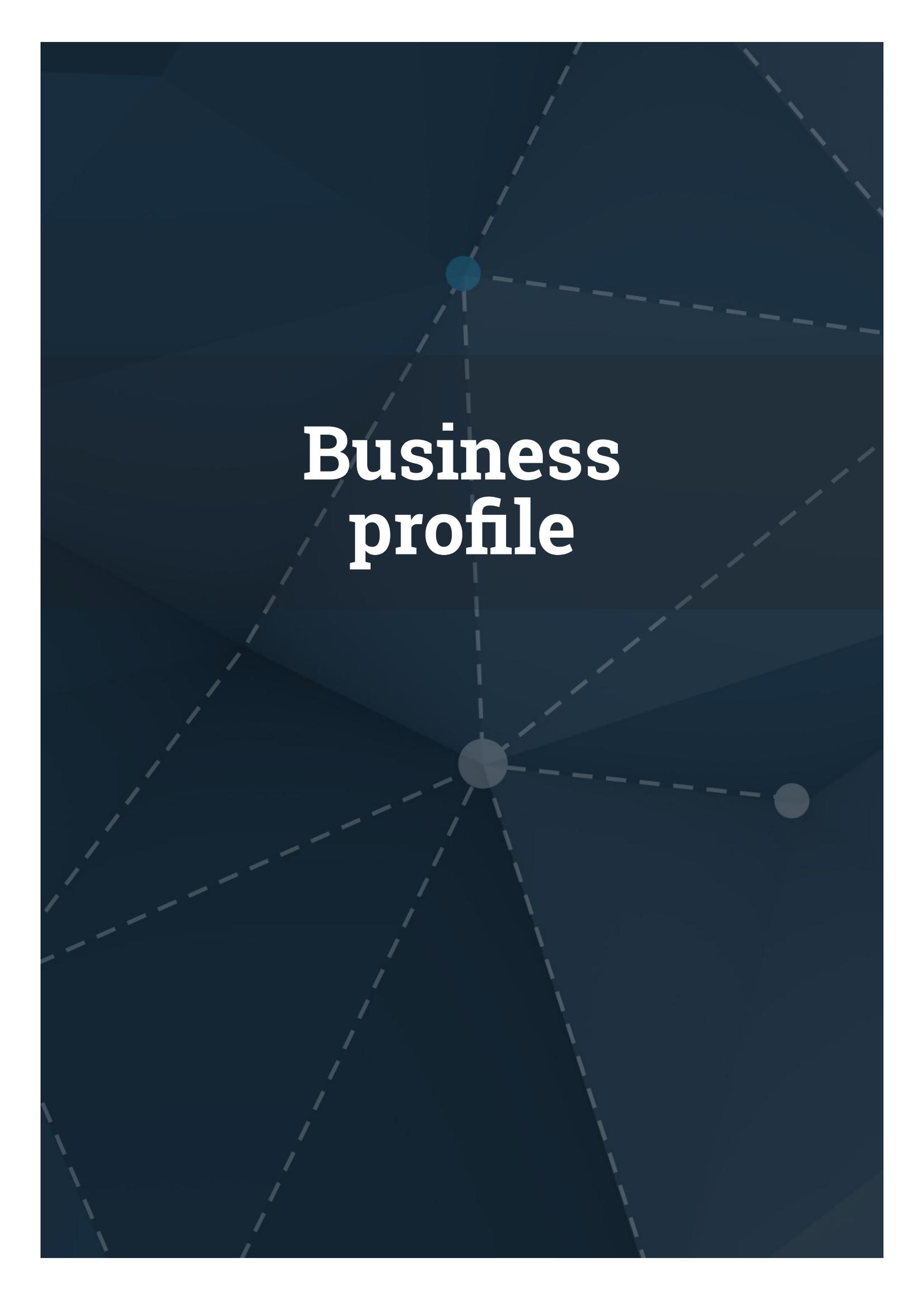
“Automation is out and personalisation is back in. Creating high quality targeted content will be the way to go.”

“Our organization will be focusing on its overall digital strategy in a way that will generate more traffic to our website and translate in good enquiry. This will allow us to target a broader audience than traditional real estate marketing.”

“The future (to me) is about producing high quality content over high quantities of content. For us, we are looking to produce more rich media content and look to continue to evolve our website content for SEO purposes as well as increasing spend on Adwords and social media marketing to help us reach as many people as possible (given the limitations of organic reach on channels, such as Facebook).”

“Targeted marketing through social channels, use of geo data and social data is clearly where the gains are likely to be. An increasing focus on this area will be critical in coming years to maximising efficiency and effectiveness of engagement over multiple channels.”

“Identifying content that our customer base would be interested in following, in order to increase customer interaction and increase volume of return business.”

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# **Business profile**

# Small businesses

## Social media continues to be a strong marketing priority for small business.

Over **97%** of small businesses using a digital marketing strategy have a presence on social media. Three quarters advertise on social media, which is set to increase in the 2018 financial year to **80%**.

Facebook is the most popular platform, with **90%** of small businesses having a presence on Facebook and three quarters using it as an advertising platform.

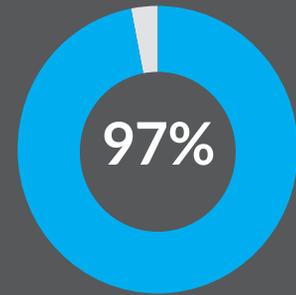
Half of small businesses say they have a presence on LinkedIn and one-in-four say they advertise on LinkedIn. The greatest growth area is Instagram, where usage has increased to over **60%** and advertising to **50%**.

Just over **60%** of small businesses measure the success of their digital marketing, mainly through website analytics. However, most small businesses feel that they are not achieving their best results or are unsure whether they are.

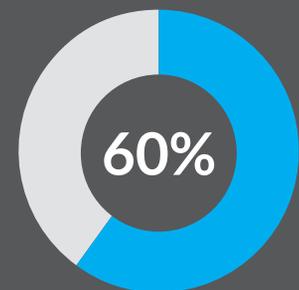
The emerging trends for small business revolve around content marketing, video content development and Instagram advertising.

Looking towards 2018, small business expenditure on digital marketing is planned to increase by **22%**, overtaking the increase in traditional marketing spend. In 2018, digital expenditure will only continue to increase, representing over half of their marketing budget.

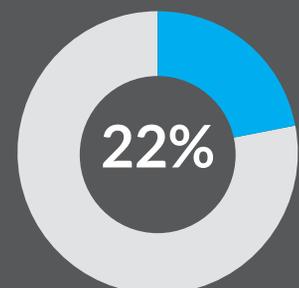
Small businesses were drawn from a wide range of sectors, with significant numbers from professional services, hospitality and retail.



Over 97% of small businesses undertaking digital marketing have a presence on social media and three-quarters advertise on social media.



The greatest growth area is Instagram, where usage has increased to over 60% of small businesses



Looking towards 2018, small business expenditure on digital marketing is planned to increase by 22%.

# Medium size businesses

**Social media continues to be an important place for medium size businesses, with virtually all having a social media presence. The majority are active on Facebook, LinkedIn and YouTube.**

The marketing priorities for medium size businesses using digital marketing are:

- Social media organic posts
- Advertising on social media
- Email marketing
- Video content
- SEO/SEM
- Website analytics

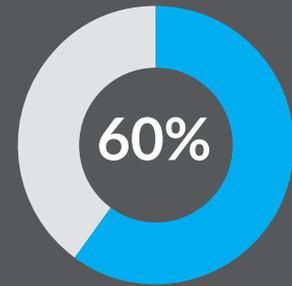
A total of 80% will advertise on social media in 2018, with **72%** of all digital marketers using Facebook as an advertising platform. Similar to small business, advertising on Instagram will increase by **50%** in 2018, making it the second-most used advertising platform, followed by LinkedIn.

Four-out-of-five medium size businesses measure the success of their digital marketing using website analytics, mainly through visits to the website and enquiries through the website.

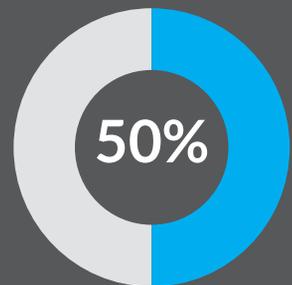
In 2018, medium size businesses say they will focus on content marketing and video content development.

For medium size businesses the digital marketing budget does not appear to be increasing in the 2018 financial year and will remain at about **30%** of the total marketing budget.

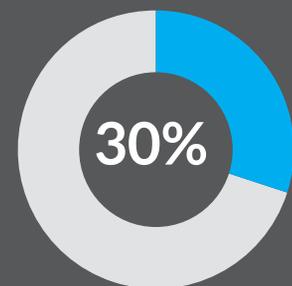
Medium size businesses responding to the survey were drawn from a wide range of industries with strong representation from professional services, energy, mining, construction, manufacturing, public administration and the non-for-profit sector.



Just over 60% of medium size businesses use Facebook as an advertising platform.



Advertising on Instagram will increase by 50% in 2018, making it the second-most used advertising platform, followed by LinkedIn.



In the 2018 financial year the digital spend will remain at about 30% of the total marketing budget as in previous years.

# Large size businesses

Many of the large businesses responding to the survey are already well-established in the digital space and all use social media.

Almost all have a presence on Facebook and most have a presence on LinkedIn, Twitter, Instagram and YouTube. Almost all advertise on social media, with virtually all on Facebook and increasingly on Instagram, with Instagram advertising predicted to increase by **50%**.

Large companies are divided in how they manage their social activity:

- **60%** manage of their social media in-house
- **40%** manage part in-house and part outsourced

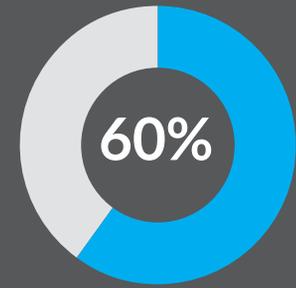
Almost all measure the performance of their social media, mainly by social engagement, website visits driven by social media and likes/follows. Most are confident that they are getting good results, although about one-in-four feel they are not getting the best results possible from their social media marketing.

The success of digital marketing is measured by almost all large organisations, mainly through website analytics such as website visits, enquiring through the website and increasing engagement with the website.

The emerging trends for large business revolve around video content development, display remarketing, cross platform/device marketing and customer journey mapping.

Digital marketing spend is forecast to increase by **11%** in 2018, with digital stabilising at just under **30%** of the marketing budget.

The large businesses responding to the survey were drawn from a wide range of industry categories, with strong representation from state and local government non-for-profits, education and training and the healthcare sector.



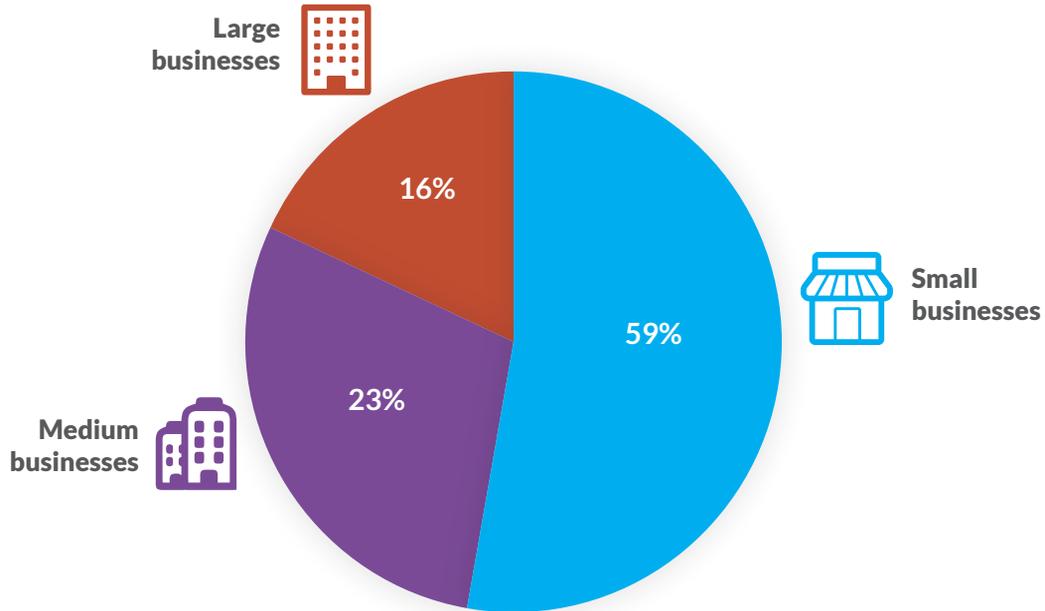
60% of large businesses manage all their social media in-house.



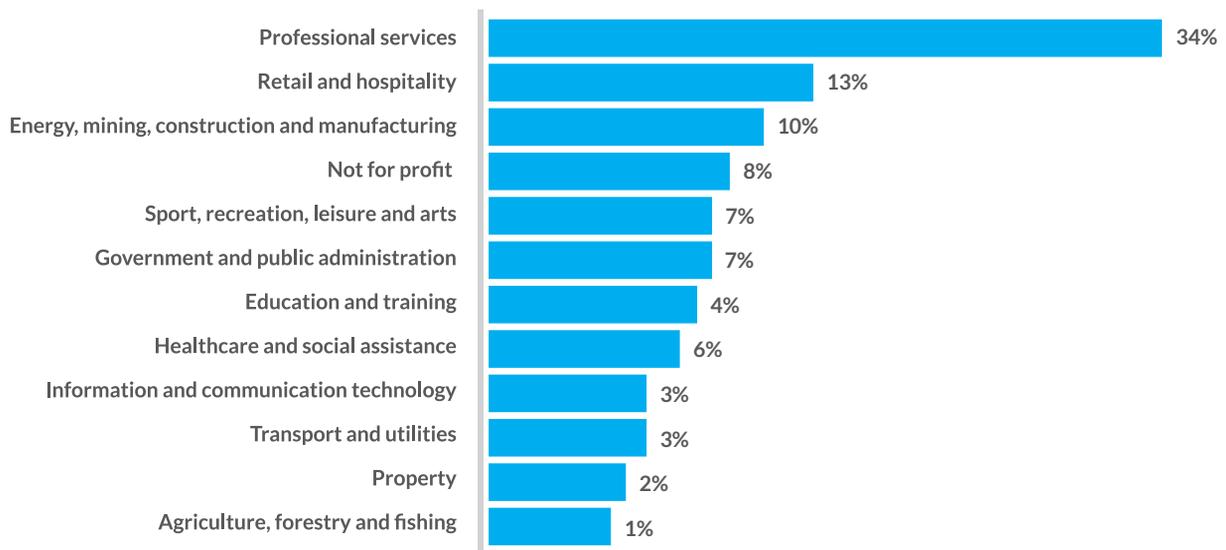
Almost all measure the performance of their social media generally by social engagement, website visits driven by social media and likes/follows.

# Participant profile

## Business Size



## Industry

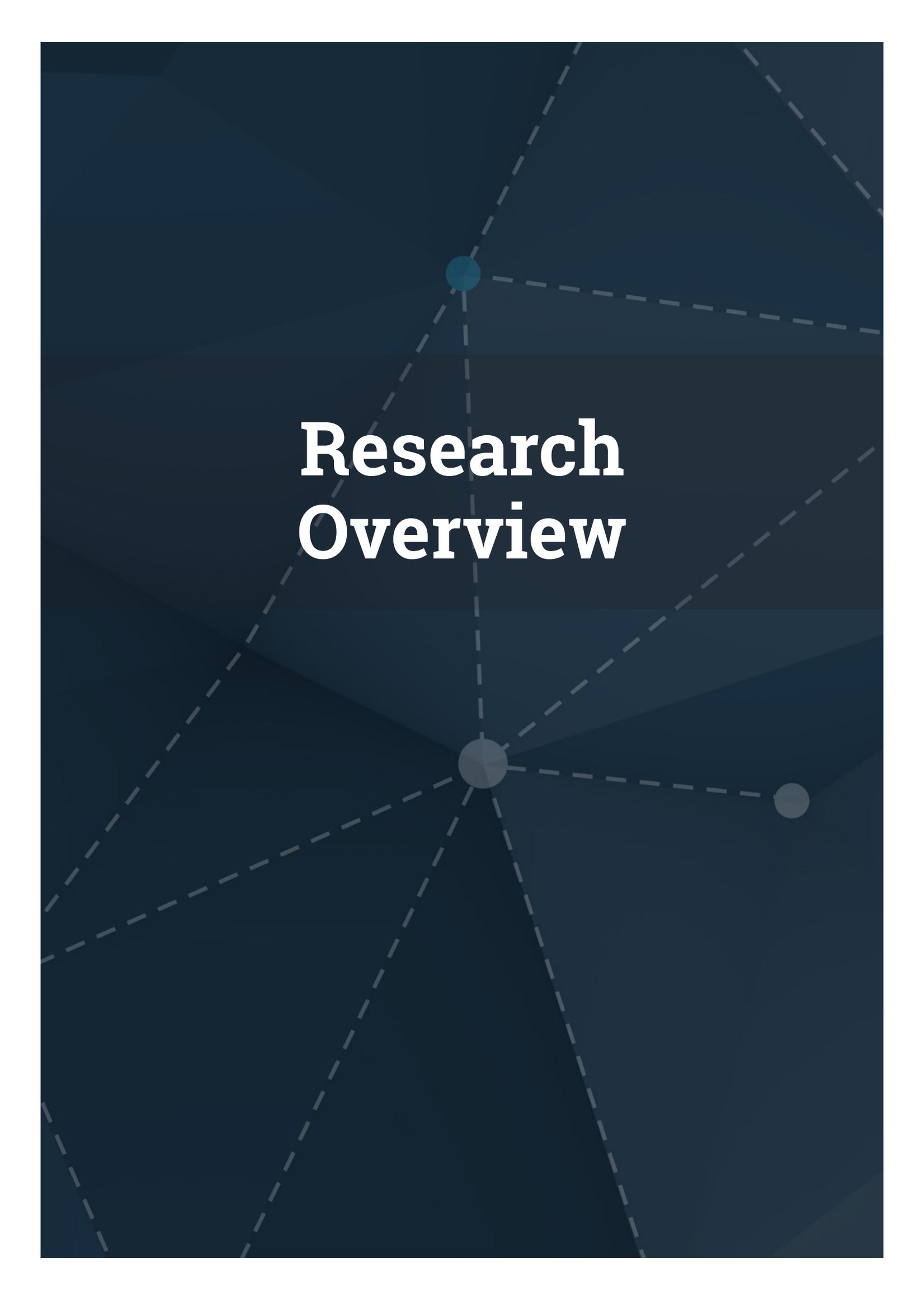


## Seniority



## Business focus on B2B or B2C



The background is a dark blue gradient with a network of dashed light blue lines and three solid circles (one dark blue, two light blue) connected by these lines, suggesting a research or data network.

# Research Overview

# Research overview

Bang Digital engaged Research Solutions, one of the leading Western Australian marketing research companies, to undertake independent research to inform this report.

An online survey was conducted with **286 senior decision makers and marketing representatives** from a wide cross section of the Western Australian business community to understand their use and experience with digital marketing. The sample was sourced through the WA Business News' Book of Lists and Bang Digital's own internal contact base. The online survey was conducted in November and early December 2017.

The sample included **95%** of respondents who currently undertook a form of digital marketing and a further **5%** of respondents who were planning to undertake digital marketing this financial year.

Participants were assured of confidentiality and did not have to provide their contact details unless they wished to receive a copy of the report issued in advance. All respondents were screened to ensure that:

- The organisation had business operations in Western Australia.
- The person receiving the email was the relevant person to complete the survey.
- Only one representative from each organisation or division of an organisation (where there were multiple divisions with separate budgets) has been included in this report removing any duplications of budgets and views.
- The organisation undertook digital marketing activities or intended to do so in 2018.



# Research overview

The participants were chosen to ensure a broad spread of industries across a wide range of business sizes. The eventual sample was **286 decision makers and marketing representatives**, which enabled a detailed analysis of the results for small, medium and large businesses. This report follows the Australian Bureau of Statistics' definition of business size categories and the expenditure data weighted to reflect these proportions:



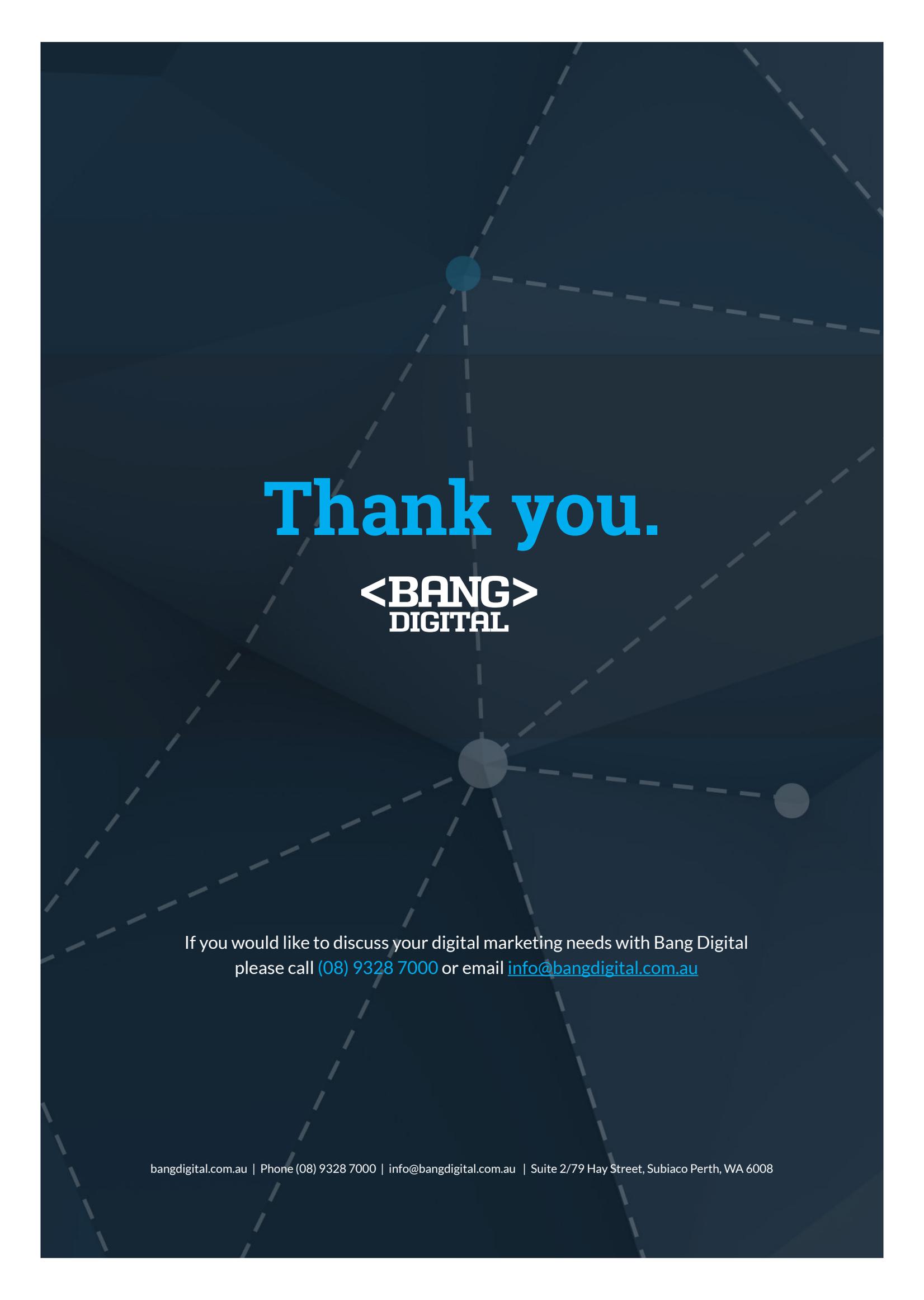
**Small businesses** have been defined as businesses employing 0-19 people;



**Medium businesses** have been defined as businesses employing 20 people or more but fewer than 200 people;



**Large businesses** have been defined as businesses employing 200 people or more.



# Thank you.

**<BANG>**  
**DIGITAL**

If you would like to discuss your digital marketing needs with Bang Digital  
please call **(08) 9328 7000** or email [info@bangdigital.com.au](mailto:info@bangdigital.com.au)