



The top concern of most SMBs is keeping up with advertising trends.

Q. Which of the following are your largest concerns when it comes to digital marketing? Choose your top three concerns. Please prioritize these by selecting "1" for your top concern, "2" for your second largest concern, and "3" for your third largest concern.

LARGEST CONCERNS ABOUT DIGITAL MARKETING

% say within top 3 concerns

	SCORE	
Keeping up with the latest advertising trends	185	64%
Finding quality ad production at a price I can afford	133	42%
The number of digital devices / formats an ad needs to be designed for	92	37%
Ad fraud / click fraud	90	33%
The rise of social media	81	32%
How increasing mobile use impacts my campaigns	76	31%
Choosing the right advertising company to meet my needs	74	28%
Ad blocking software	42	16%
Other	33	13%

How to read: 64% of survey takers who used digital advertising say that keeping up with advertising trends is a top concern. The score calculates weight points based on whether the item was rated 1, 2 or 3. So while fewer say ad fraud is a top concern, those who do cite it weight it fairly high as compared to social media concerns.

No one can find a digital format that's proven to work. It all sounds amazing and should work in theory but when the numbers are tracked they don't work like traditional media.

breaking through the clutter online

Over saturation; people aren't paying attention.

Which format to choose (Banners, PPC, Email Blasts, etc) to capture our demographic.

I am not convinced social media hype turns into sales. I want to see cause and effect. People are pouring money into social media, but where is the return?

Finding right ad content to convert calls into patients