Trends in Digital Marketing Services 2016

Description: This 42-page report on DMS dissects how $613 billion is being spent this year across all sizes of businesses that are trying to polish their digital presence. Among the findings: The two categories that businesses spend the most on -- web hosting and design -- are switching positions with SEO and social media management. In short, advertisers have finished the basic structure of their digital storefronts and are venturing out into their SIMS-like communities to find virtual customers. For media companies, ad agencies and others who are rushing to offer digital services, the report offers some advice: Be wary of the "S" in the SMBs. The smallest of businesses spend less than $1,000 per year on DMS; the sweet spot are those with 50 or more employees, where annual spending jumps into the tens of thousands.

This is a must-have report for anyone in the business of selling SEO, hosting, web design, social media management, mobile marketing, and email management. It includes 30 charts and graphics, plus an appendix that offers greater detail on how the smaller local businesses, SMBs, are utilizing digital services and how that is likely to change over the next four years.

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