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**THE
STATE
OF DIGITAL
MARKETING
FOR CPG BRANDS**

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At That **RANDOM** Agency, we're always on the lookout for the latest and greatest marketing strategies that pack a punch for brands like yours. How do we stay ahead of the game, you ask? We chat directly with brand decision-makers through surveys, diving deep to uncover what's working for them and what's not. It's our secret sauce for delivering top-notch results for the brands we serve.

Recently, **we surveyed 300 marketing decision-makers in the CPG (consumer packaged goods) world**, and boy, did we strike gold! We're pumped to share these findings with you. In this report, we're publishing the valuable data we collected and some actionable insights to adapt your marketing strategy quickly.

Got questions or thoughts on the report?
Reach out anytime—we're all ears and down for a chat!



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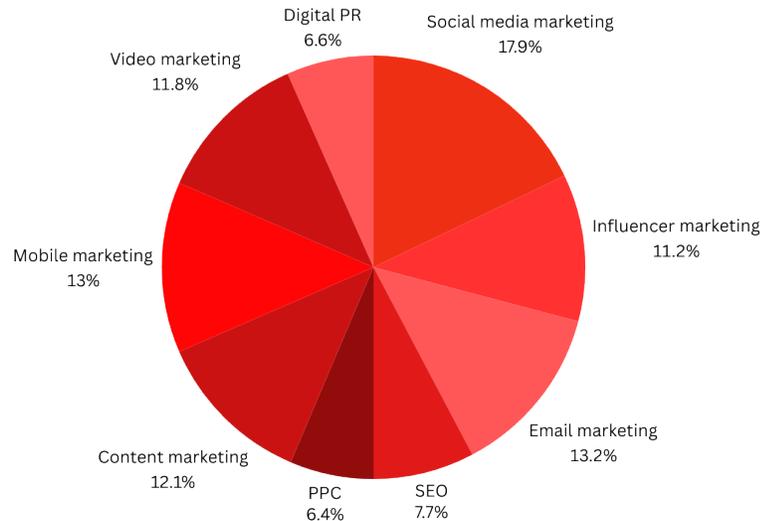
FIRST UP: WHICH **DIGITAL** **MARKETING STRATEGIES** **ARE THE MOST IMPACTFUL** **FOR CPG BRANDS?**

Let's kick things off with the good stuff. When it comes to digital marketing, which strategies are the most effective?



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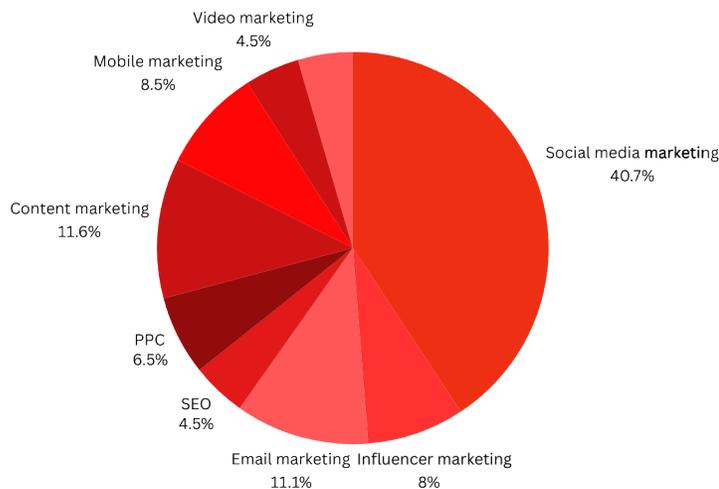
When asked which strategies CPG brands leverage, **social media marketing was the most popular**, with 74% of CPG brands implementing this strategy. **Email marketing and mobile marketing tie for second place** with 54% of CPG brands leveraging these strategies.



KEY TAKEAWAY:

Don't spread yourself too thin. **Identify which digital marketing strategies work best for your brand's niche.** We suspect it will be social media marketing, but remember that email marketing, mobile marketing, video marketing, and influencer marketing can be impactful as well.

Once we identified the most popular digital marketing tactics, we wanted to see what these 300 decision-makers thought was the single **most important strategy for increasing profitability.**



Again, social media marketing reigned supreme; it was reported to be the most impactful marketing strategy. In second place, with a notable gap, is content marketing.

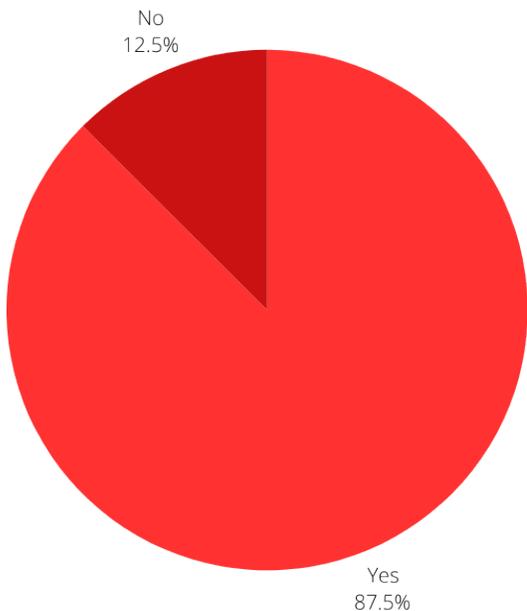
KEY TAKEAWAY:

With **40% of decision-makers reporting social media as the most profitable strategy**, it should be a priority for any CPG brand. Note that second place is content marketing, but keep in mind that only 11% of CPG brands report that it's their strongest marketing tactic to leverage. On the opposite end, if you're looking for areas to scale back on, our findings show **SEO and digital PR aren't winning strategies** for the majority of CPG brands.



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THE SCOOP ON UGC: WHY IT'S THE THING RIGHT NOW



You may have heard some hype around “UGC” and “social proof” within the last year. UGC (user-generated content) is all about real people sharing real experiences, and it's pure gold for CPG brands. Audiences want to see content about you from someone like them; no one wants to see only sales pitches from your brand.

With a whopping **87% of brands leveraging UGC**, it's time to jump on that bandwagon.

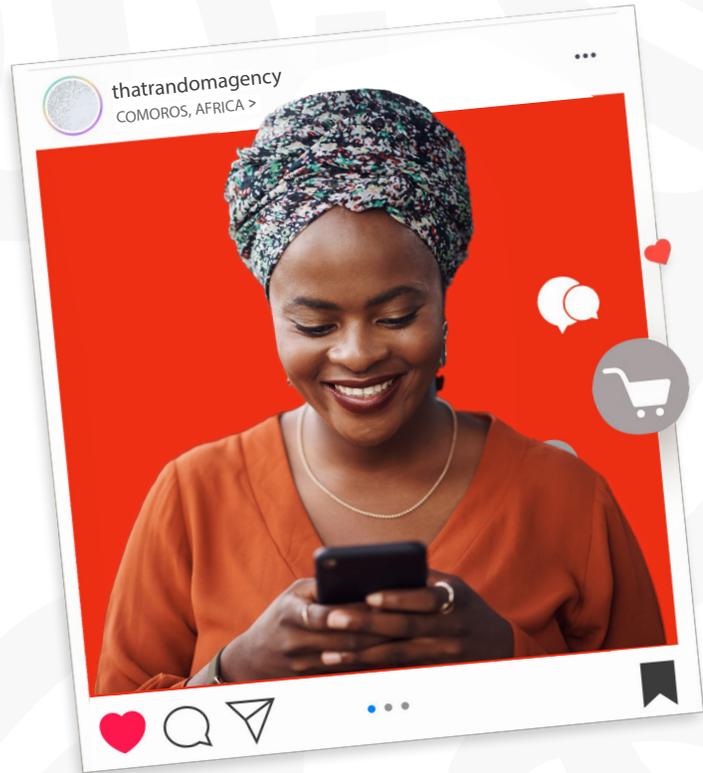
KEY TAKEAWAY:

Keeping in mind that social media marketing is the strongest marketing channel for CPG brands and that UGC works well, it's wise to start building up your library of UGC and to distribute that



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INFLUENCER MARKETING: THE REAL MVP



My company doesn't
work with influencers
9%

I do manual searches to
identify relevant
influencers
29.1%



I use an influencer
marketing platform
37.2%

I work with an agency
who does it for me
24.7%

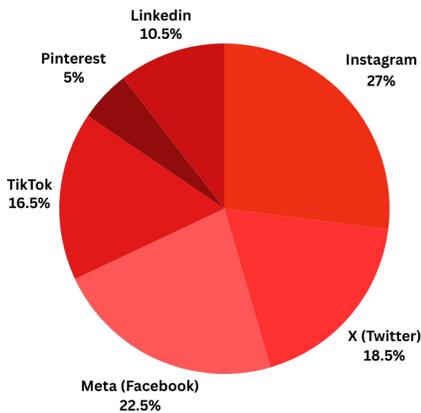
Knowing that influencer marketing is popular with CPG brands, we wanted to uncover how these brands identify the right influencers for their campaigns. **64% of CPG brands utilize an influencer marketing platform** to find the right influencers. **Only 15% of CPG brands report not implementing influencer marketing at all.**

KEY TAKEAWAY:

Influencers can be a game-changer for your brand, but it's all about finding the right fit for your target audience. Craft buyer personas to develop the traits of influencers that will resonate with your target audience. From there, **utilize an influencer marketing platform or work with an agency that gets the ins and outs of this strategy**, as there are a lot of nuances to it.

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WHICH SOCIAL MEDIA CHANNELS ARE ACTUALLY WORTH YOUR TIME?



Let's get deeper into our insights on social media marketing for your brand. In our survey, we asked decision-makers which social media channel works best for them.

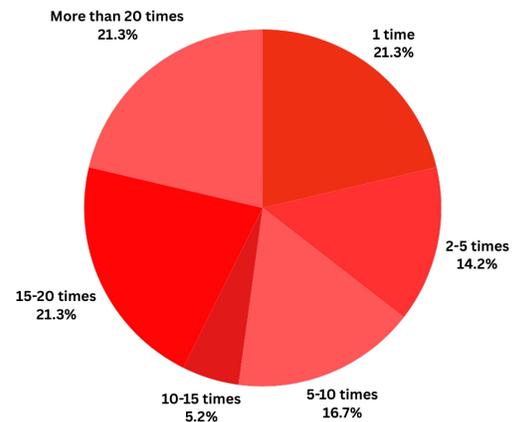
With **27% of CPG brands reporting that Instagram is the most effective social media channel** for their marketing efforts, utilizing Instagram is a no-brainer.

KEY TAKEAWAY: Focus your efforts where they count. **Instagram, Facebook, and X are your go-to crew.** And with only 5% of CPG brands reporting that Pinterest is their strongest channel, we'd say it's safe to drop this one from your marketing mix.

Now, the age-old question: how much is too much? To get a pulse on the delicate balance between posting on social media too much and too little, we asked survey respondents about their posting cadence.

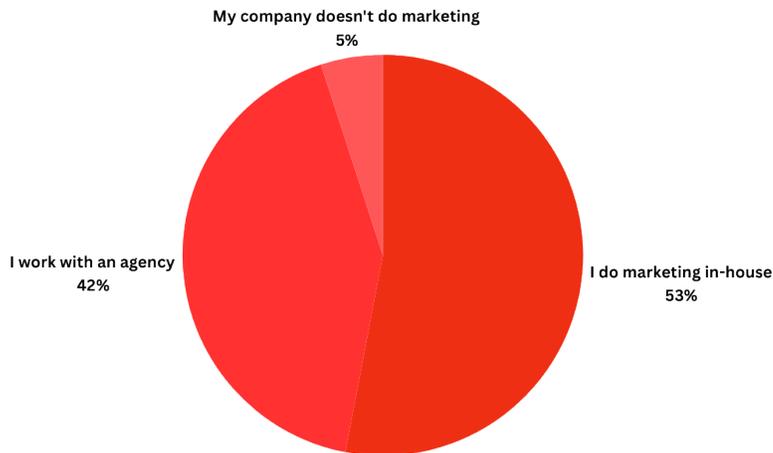
The **largest number of respondents reported posting 5-10 times per week.** Second place was 2-5 posts per week

KEY TAKEAWAY: Consistency is key, but don't overdo it. We **recommend posting 5 times per week per channel.** This way, you don't oversaturate your audience, but you still serve them awesome content that keeps them following.



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IN-HOUSE VS. AGENCY: THE ULTIMATE SHOWDOWN



It can be a difficult decision for brands to choose between in-house marketing and hiring an agency. On one hand, they can own marketing in-house and have a dedicated team implementing and testing different strategies. Or brands can choose to work with an agency that knows the industry like the back of their hand, with a ton of insights and resources. So, what do CPG brands choose to do?

It's a close call. **54% of CPG brands own marketing in-house**, and 42% work with an agency. And (gasp!) 5% of CPG brands don't do any marketing at all.

We also asked CPG brands what their satisfaction levels were with owning marketing in-house versus an agency. That's where it got interesting; the CPG brands that work with an agency primarily report their satisfaction with their agency at a **10 out of 10**. CPG brands that own marketing in-house primarily report a satisfaction level of 7 out of 10.

KEY TAKEAWAY:

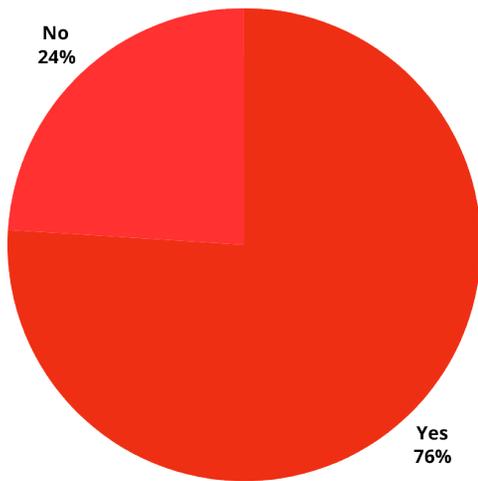
CPG brands are more satisfied with the marketing results when working with an agency.

This doesn't mean that you shouldn't own marketing in-house, though. Many brands own marketing in-house AND work with an agency. Agencies can help you with the weak parts of your marketing strategy and reduce the workload.



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TO BLOG OR NOT TO BLOG?



Blogging has many benefits. It usually depends on how much you promote it. A common mistake brands make is that they write awesome blog posts but don't promote them. That's a wasted effort. Knowing that blogs take time to do right, we wanted to find out how many CPG brands have a blog.

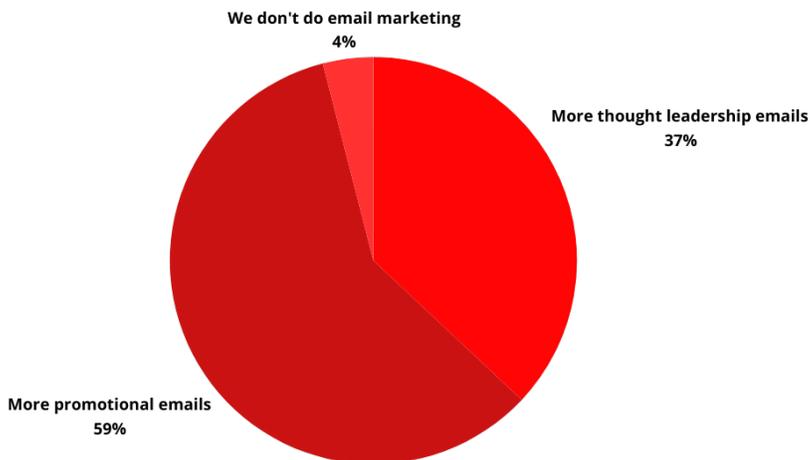
KEY TAKEAWAY:

You'll have to dedicate some time to it, but blogging has invaluable benefits: SEO value, content for email marketing and social media, and establishing thought leadership.



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HOW TO LEVERAGE EMAIL CONTENT



Email marketing is an essential marketing channel, especially when brands implement it strategically. **Strike the balance between promotion and thought leadership**, and watch the magic happen.

What does a balanced mix look like? **59% of CPG brands send more promotional emails** than thought leadership emails. **37% of CPG brands send more thought leadership emails**, and the rest of the pie doesn't send any emails at all.

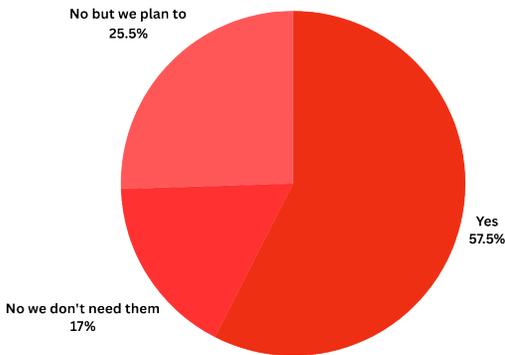
KEY TAKEAWAY:

Mix up your email content for maximum impact. Thought leadership lends credibility while promotions gain sales, both of which are crucial for profitability.



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UNDERSTANDING YOUR AUDIENCE IS EVERYTHING



Before you dive in, get to know your audience inside and out. **Start with buyer personas**—they're your secret weapon for success. Knowing their wants, motivators, and common pain points are all essential.

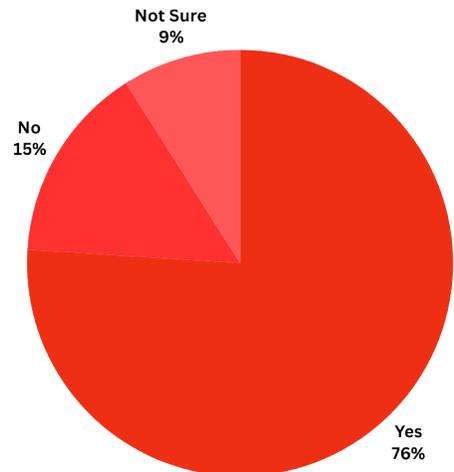
We wanted to see which percentage of CPG brands start their marketing efforts and campaigns by developing buyer personas. **57% of CPG brands start with buyer personas**, and 25% plan on developing them soon.

KEY TAKEAWAY:

We advise that **your brand absolutely should create buyer personas** before implementing its marketing strategy.

We wondered if CPG brands are staying agile when it comes to their marketing efforts; are they frequently analyzing data and changing their strategies to follow?

We were pleased to see that **76% of CPG brands frequently analyze the data** from their marketing campaigns and change their efforts accordingly.



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ABOUT THAT RANDOM AGENCY

We're not just marketers; we're storytellers crafting impactful narratives.

Our mission at That RANDOM Agency is to harness the power of data, empathy, and curiosity to build meaningful connections. We strive to communicate effectively with our clients, resonate deeply with our audiences, and enrich the lives of our partners and team. Through our commitment to these principles, we aim to elevate every interaction and project, ensuring impactful and lasting relationships in the digital and social landscapes.

Want to chat?

Send us an email: cristin@thatrandomagency.com