Please indicate your level of investment in the upcoming year for the following DIGITAL tactics:

	Decrease Significantly	Decrease Somewhat	Keep the Same	Increase Somewhat	Increase Significantly
Email Marketing	•	•			
	7%	3%	50%	16%	24%
Webinars	•				
	8%	13%	34%	37%	8%
Search Engine Marketing/PPC	•	•			
	8%	5%	28%	38%	21%
Social Media	•	•			
	7%	5%	17%	37%	34%
Content Marketing		•			
	8%	2%	24%	39%	27%

Source: TechValidate survey of 42 users of Frost & Sullivan



