



# The ICG Marketing Survey 2022

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**ICG** Strategic  
Marketing  
Agency

# Introduction

We are delighted to bring you the ICG Marketing Survey 2022 - a snapshot of how people are feeling about their marketing activity for the year ahead.

This year we wanted to gauge sentiment and compare the results against last year's Spring Loaded survey, which was undertaken at the height of the pandemic.

We wanted to know what, if anything, had changed? Was confidence now higher? Are different channels in use? And, how much planning is being carried out?

The results are interesting. Read on.

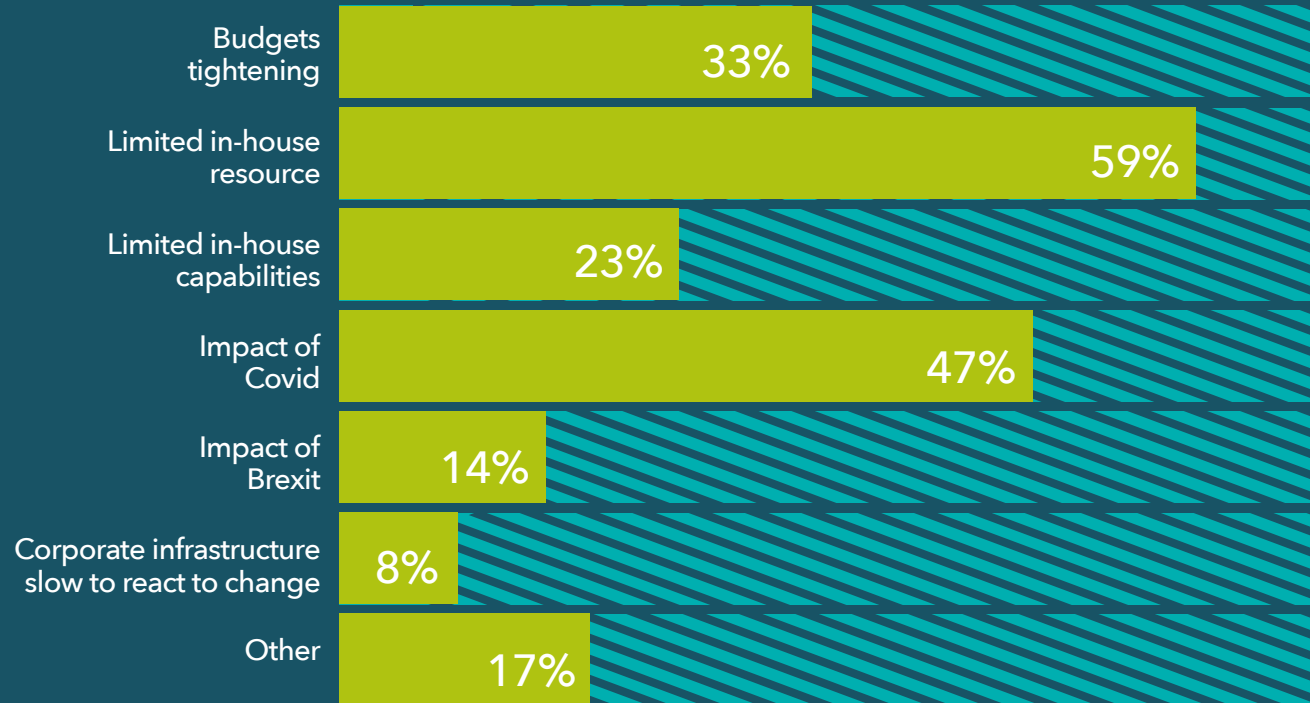


# What are the biggest challenges facing your business at the moment?

Not surprisingly, the impact of the pandemic continues to be felt, showing that life is not fully back to normal for businesses and their marketing plans.

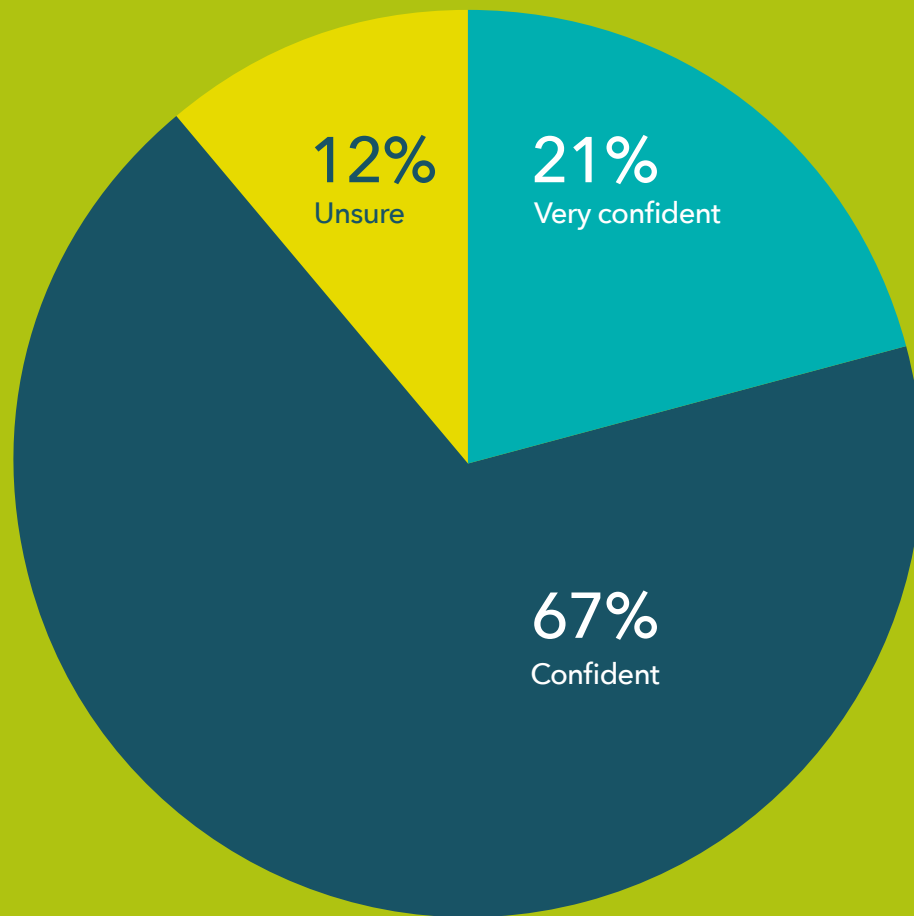
Limited in-house marketing resource is without doubt the biggest difficulty. When we asked the same question last year, only 25 per cent said it was a challenge compared to 59 per cent this year.

With more reliance on outsourcing, and tighter budgets, clients are demanding more value from their agency.



**82%** of respondents said their in-house resource and capabilities were a challenge

# How do you feel about 2022?



Confidence is returning, with 21% now very confident, compared to 11% last time round in 2021.

At ICG, we are seeing this reflected in the amount of new projects being discussed with our clients.

# 20%

Increase in confidence for this year compared to when we asked the same question in 2021

# Has your in-house marketing resource shifted in the past 12 months?

Half of respondents stated a shift in their in-house resource, with a fairly even split of businesses either growing their own team or those relying more on their agencies.

Yes 50%

No 50%

## What people said:

### Shift to more in-house resource

Taking more resource in-house was often as a result of business acquisition, or because of a perceived cost-efficiency of taking on a junior executive or graduate.

"Developed skills in-house"

"Gained staff due to acquisitions"

"Taken on an marketing exec"

### Shift to more agency resource

A reduction of team members because of a variety of reasons has resulted in some organisations relying more on the resources of their agency.

"Need extra resource to support our comms"

"More external support needed"

"Lost a junior marketer"

"Some staff have been redeployed"

"In-house resource reduced"

# What are your main marketing goals and objectives in 2022?

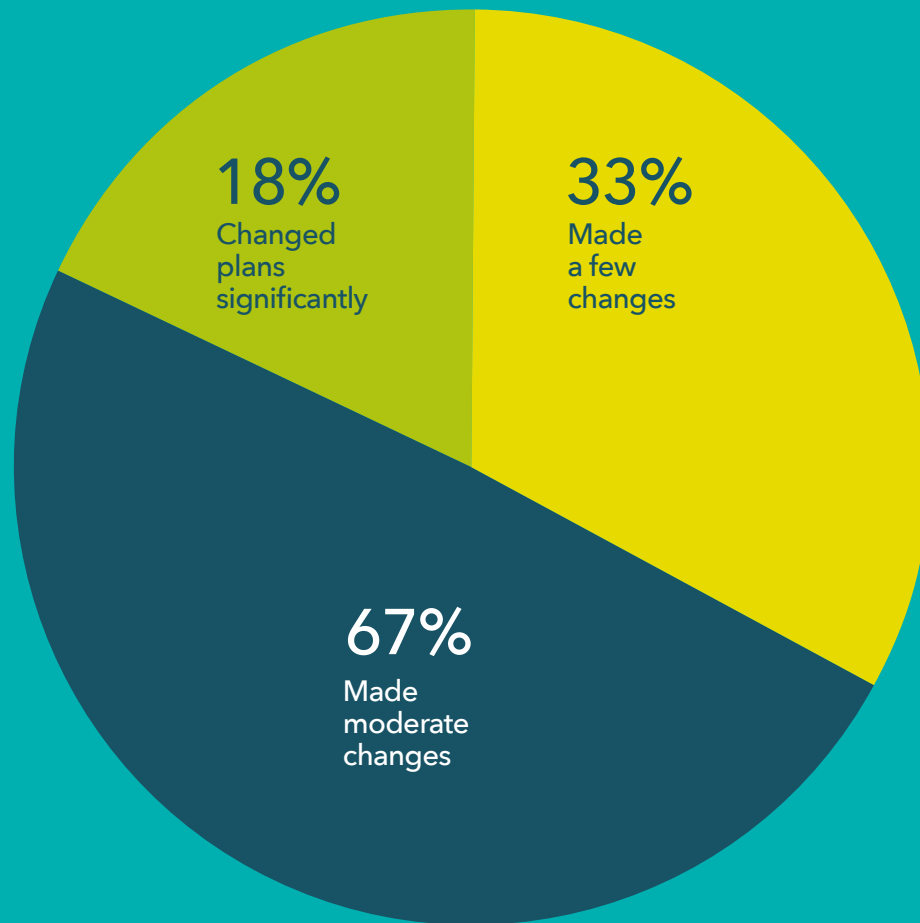
Gaining and retaining customers are still the top two business objectives, as they were last year.

With business confidence growing, increasing market share has gone up by 10%, as stronger firms take on their competitors to win new business.

Over **50%** of respondents' main goals were gaining or retaining customers



# How much did you change your marketing plans in 2021?



As confidence grows, we saw a drop in the number of businesses changing their marketing plans.

Only 18% of respondents changed their plans significantly in 2021, compared to 38% the year before.

Similarly, a third of respondents said their plans did not change much at all in 2021. The year before this was only 5%.

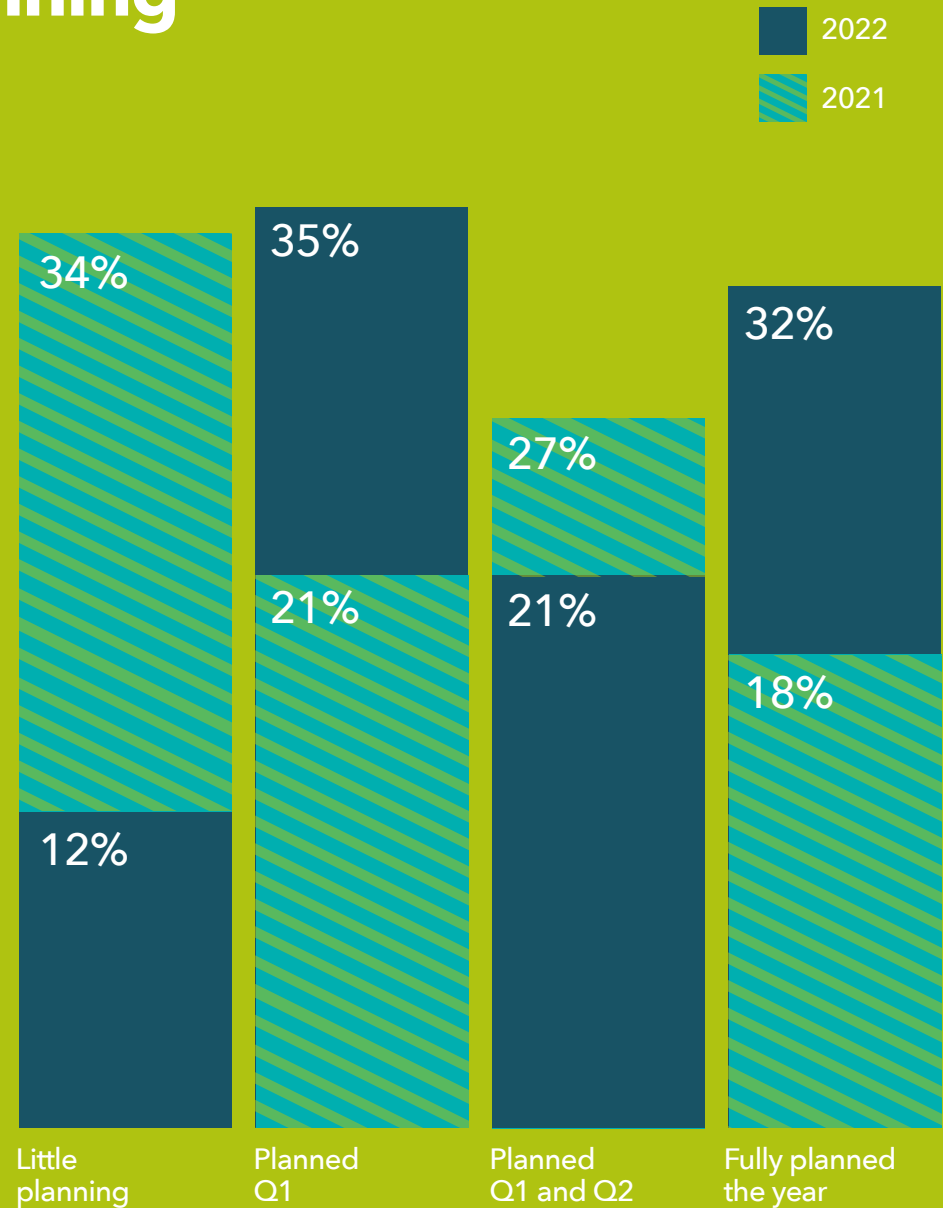
# How much marketing planning are you doing in 2022?

Businesses have much more confidence in their marketing plans this year with far more people planning for the next 12 months.

Last year's common theme that 'little planning' was underway has been reversed in 2022.

# 32%

of respondents intend to fully plan 2022 compared to only 18% last year





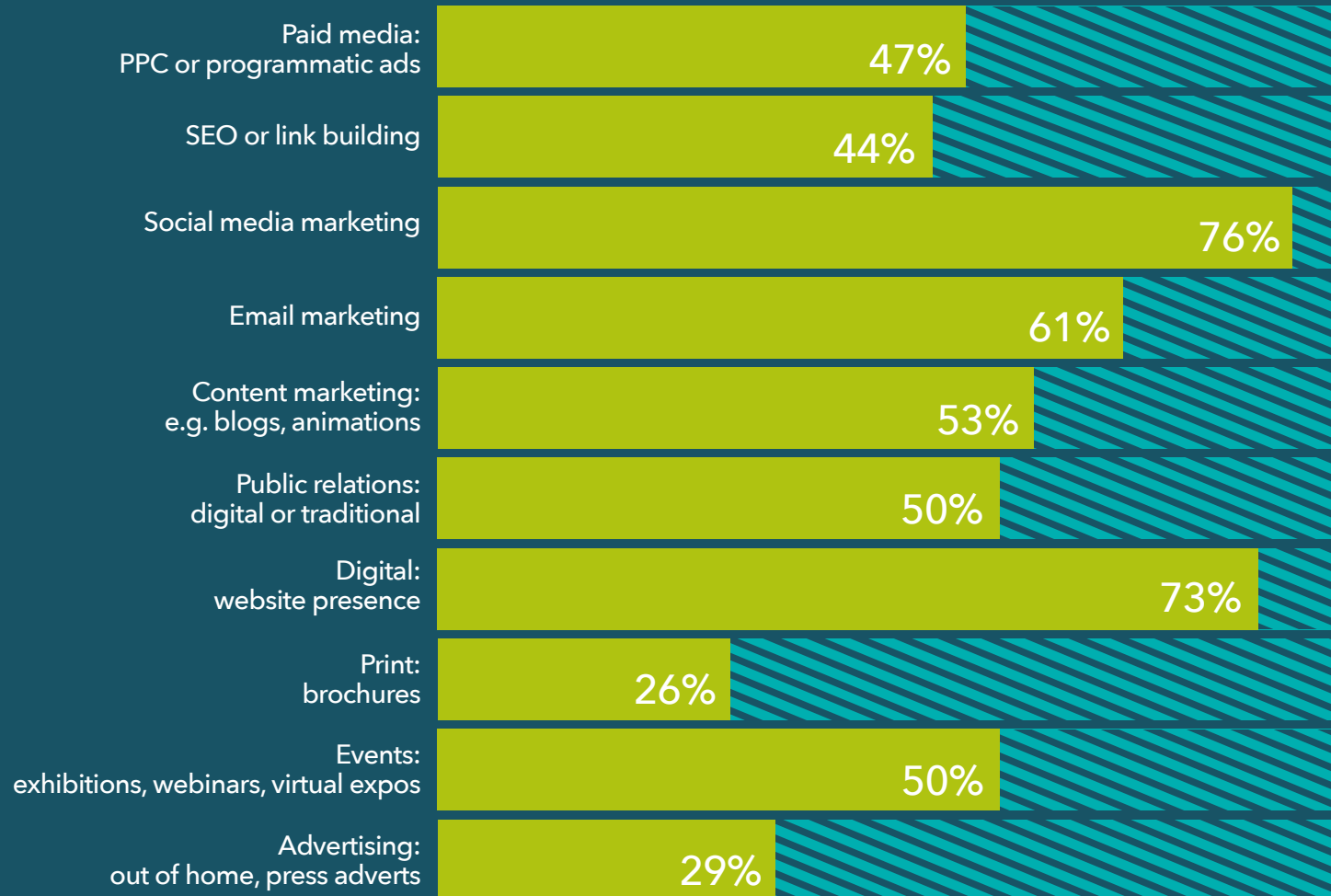
# What core marketing tactics are you looking to use in the next 12 months?

Digital channels are unsurprisingly being utilised more. Social media and ensuring a strong digital presence dominate the responses, with budgets being spent more on paid media, up 13%.

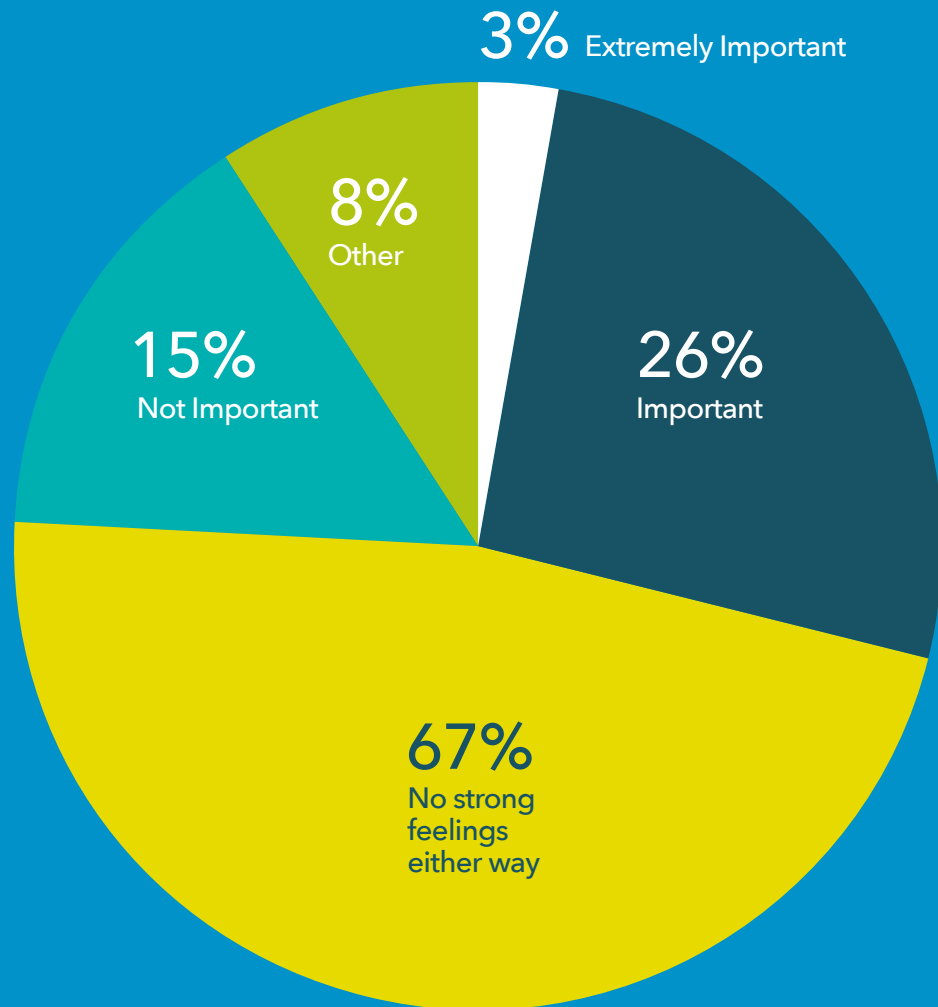
Traditional printed materials saw a huge drop from 45% last year to 26% in 2022 as audiences become more familiar with accessing content digitally.

47%

of respondents are using paid media as a core tactic, up 13% on 2021



# How important is it for you to work with an agency that is local to your business?



Now that video meetings and remote working have become normal, it appears that the need for having your agency close by has become less important.

Whilst some respondents stated local knowledge was beneficial for delivering certain aspects, such as PR, the overall trend was it no longer mattered where your agency was based.

**67%** had no strong feelings either way, up from 29% in 2021.

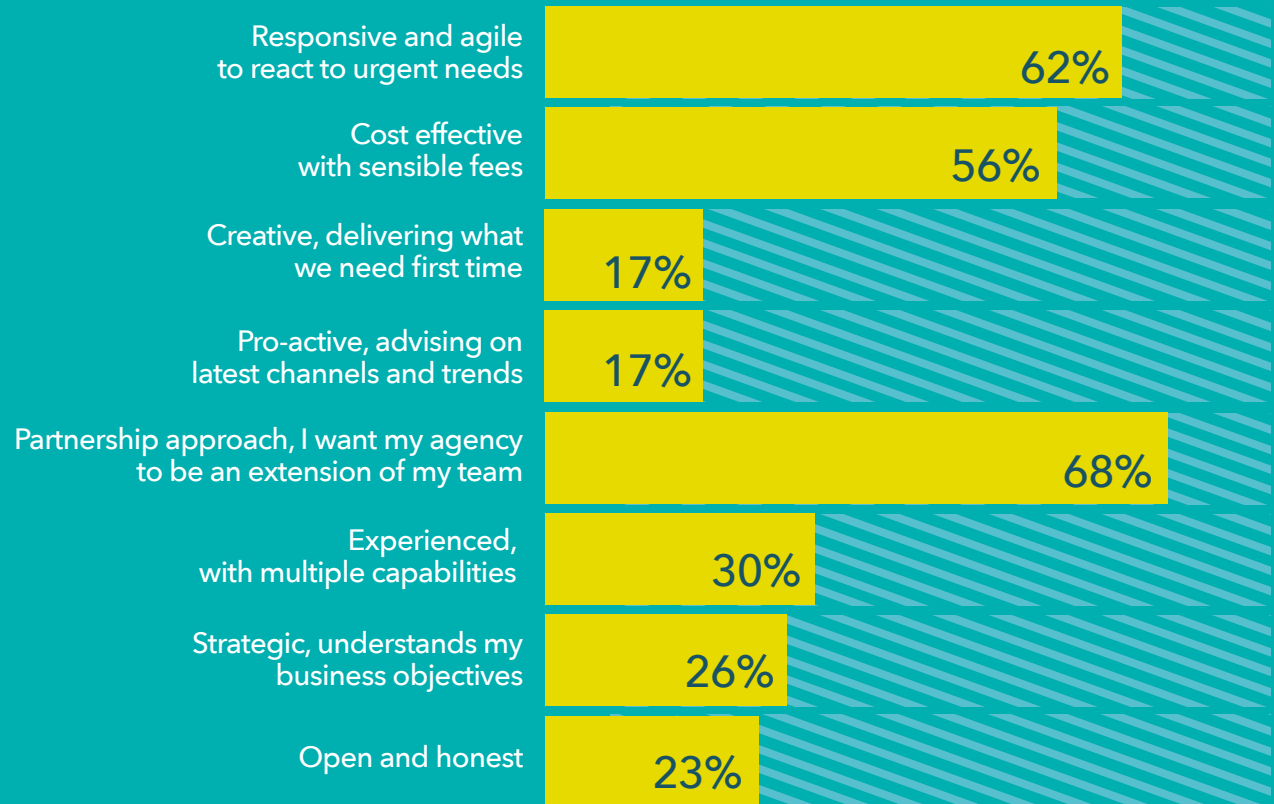
# Please choose the top three requirements when looking for a marketing agency?

The top three requirements remained the same as last year.

In tune with our earlier findings regarding tightened budgets, the priority for marketers to work with a cost effective agency has increased by 12%. Equally, the need for a responsive and agile agency also increased by 12%.

Top three requirements:

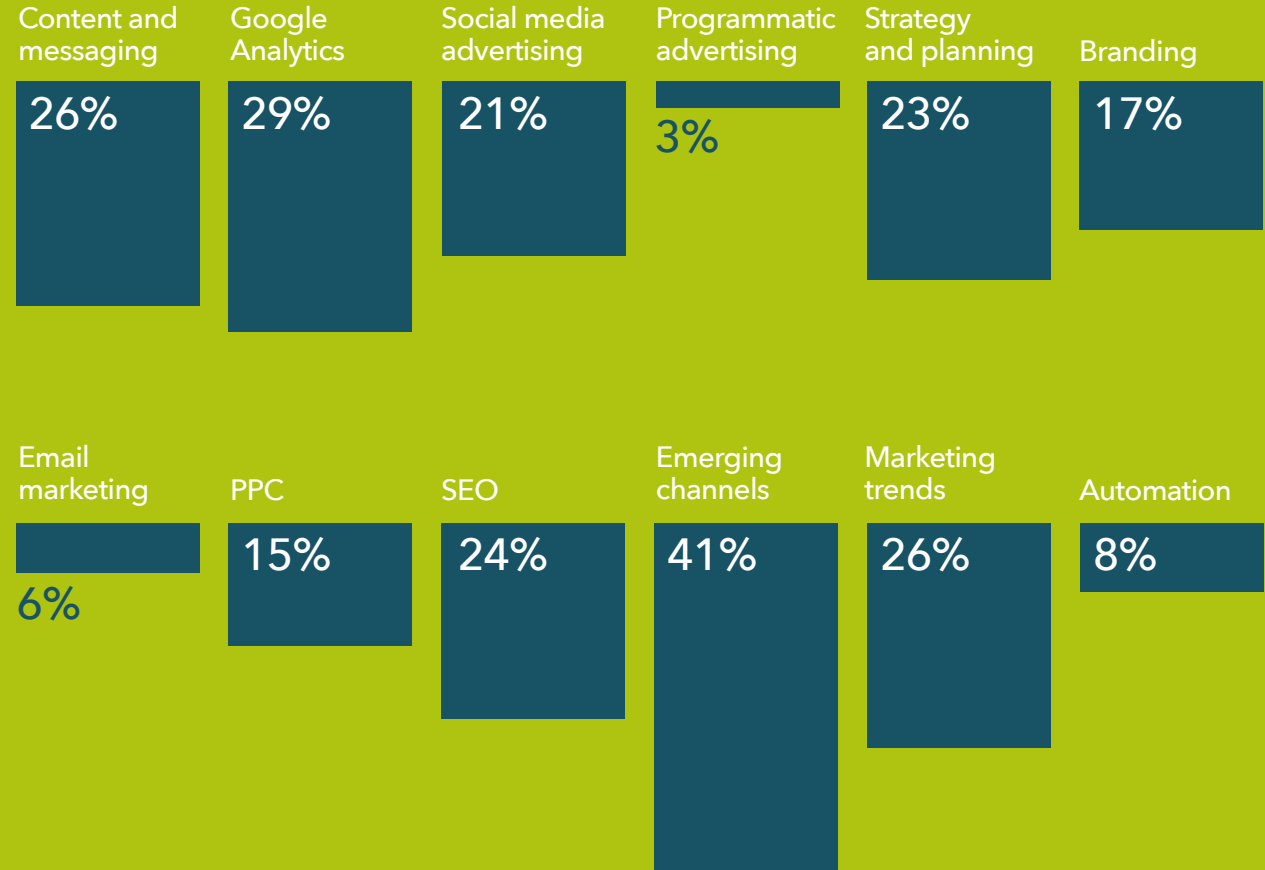
- Responsive
- Cost effective
- Partnership



# What areas of marketing would you like more advice and insights into?

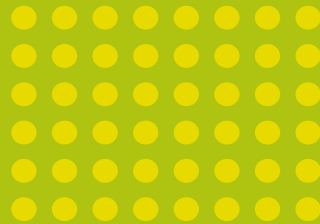
Clients continue to want help in areas such as emerging channels, Google Analytics, marketing trends and content.

A drop in demand for advice about email marketing and social media suggest business feel comfortable in these areas.



# 41%

of respondents would like to hear about emerging channels



# Conclusion

It is pleasing to see the results paint a very optimistic picture for the year ahead. Confidence is high, with more marketers and organisations willing to plan longer term again.

It is great to see businesses investing in more digital marketing and are willing to try new and emerging channels.

With more businesses growing their in-house teams again, agencies such as ICG can support with additional cost-effective resource, access to platforms and tools, as well as providing industry insights and advice.

We look forward to a positive 2022.



# Thank You.

To find out more about ICG, and how we can help achieve your marketing goals in 2022, please call Simon Couchman on 01772 679 383 or [simon@icg.agency](mailto:simon@icg.agency)

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# About ICG

ICG is an award-winning integrated agency based in Preston.

We are proud of what we achieve and accomplish. As a strategic marketing agency, clients benefit from our diversity, experience and capabilities to successfully meet their objectives.

We offer a fully integrated range of in-house services matched by investment in industry leading tools and accreditations.

With 25 years under our belt, we were voted Global Integrated Digital Agency - Small at Global Digital Excellence Awards 2020.

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