

2021 Digital Marketing Stats



Search



75% of people never scroll past the first page of search results



49% of users say they use Google to discover or find a new item or product



SEO drives 1000%+ more traffic than organic social media



89% of people are likely to recommend a brand after a positive brand experience on mobile



Social



48.5% of B2B decision makers conduct research on Facebook



Two-thirds of Facebook users visit a local business page once a week



79% of Aussies check social media at least once a day



Almost 4 in 10 Australian consumers follow businesses or brands on social media



Content



Content marketing gets three times more leads than paid search advertising



Video-based emails achieve a 96% higher CTR than emails that don't contain video



Segmented email campaigns achieve almost 75% more clicks



Blogs are used by 92% of businesses engaging in content marketing



Behaviour



39% of Aussie consumers are more likely to take part in a loyalty program than last year



Leads are 9x more likely to convert when businesses follow-up within 5 minutes



79% of Australians jump online more than 5 times per day