

PMA Marketing Trends and Outlook Survey Report 2023

Survey Conducted: November 2022 to January 2023



Foreword

A message from the PMA President



Bryan Sy Lato
President
Philippine Marketing Association

The management of the Philippine Marketing Association (PMA) is pleased to share the first Marketing Trends and Outlook Survey Report in collaboration with market research firm, Strategic Consumer and Media Incites (SCMI).

This report envisions to collect data from the marketing leaders and members of PMA, to provide relevant insights and latest benchmarks so our local marketers would know how CMO's think, respond and strategize even in most challenging time such as now.

Thank you, PMA members, for giving your precious time to share valuable insights that will inform and inspire others.

One of my takeaways from this report is the optimism of the marketing leaders towards digital and events. With our 2023 theme, 'Level Up Metaverse Marketing', expect PMA's commitment to supporting you in this endeavor and more. Cheers to PMA and all marketers!

Content

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Marketing Budget

Marketing Budget Channels

Marketer's Opinion





Research Design

Period: The survey was conducted by Strategic Consumer and Media Insights (SCMI), in partnership with the Philippine Marketing Association (PMA) last November 2022 to January 2023. The results were also tabulated and analyzed also by SCMI.

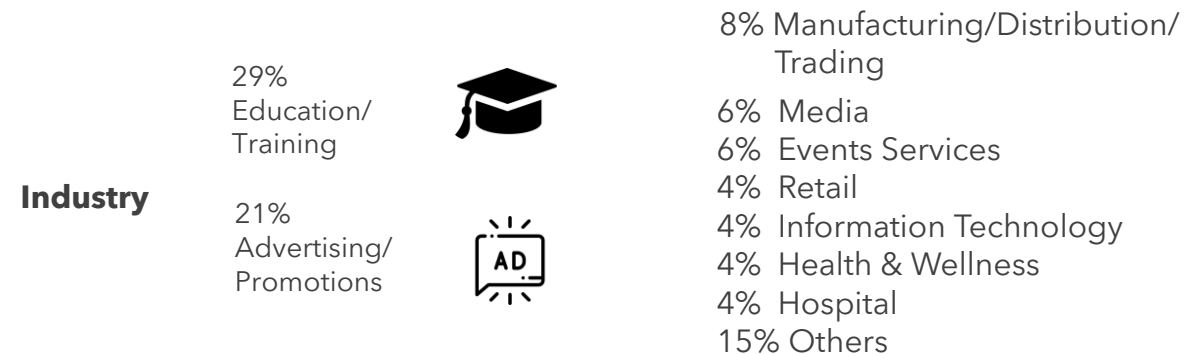
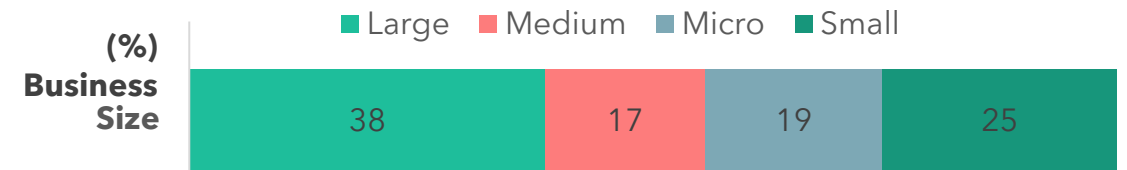
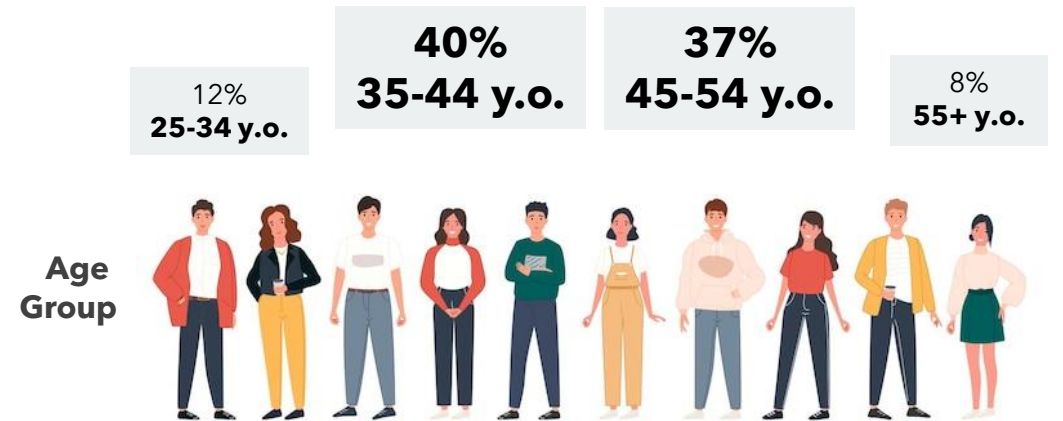
Methodology: Census via Online Survey

Respondents Qualifications: Marketing Decision-Maker of their company and active individual/corporate member of PMA

Sample Size: N=52 PMA members completed the survey out of n=120+ members

Profile of Respondents

- Majority of respondents are from millennials (40%) and gen X (37%) groups.
- Represented by good mix of enterprises from large to small businesses.
- Top industries participated are from Education/Training and Advertising/Promotions.*



* Note: Industries are only representative of PMA members

N=52 PMA members, marketing decision-makers

Preview of Findings: Marketing in 2022 and how it will look like in 2023?



- Marketing leaders revealed that their budget grew in 2022 vs YA and projects to increase more in 2023. These budget boosts are seen across business sizes.
- Digital marketing gets highest budget allocation followed by Events/Activations.
- Top media formats are videos and photos.
- For 2023, FB, IG and YT are projected to lead digital platforms. Tiktok is at 5th, overtaking Twitter.

...cont'd
Preview of Findings:
Marketing in 2022 and
how it will look like in
2023?



Further insights are on what could be relevant topics among CMO's:

- Main operation challenges foreseen in the near future are: **creating engaging content, measuring ROI and cybersecurity.**
- On local and global stage, **inflation** and **supply-chain disruption** emerged as top concerns.
- Despite the lifting of lockdowns, they feel that the **Covid19** is still a possible scare.
- In terms of the environment, marketers are very much into integrating **sustainability** to their brand promotions.

Marketing Budget

2022 and 2023

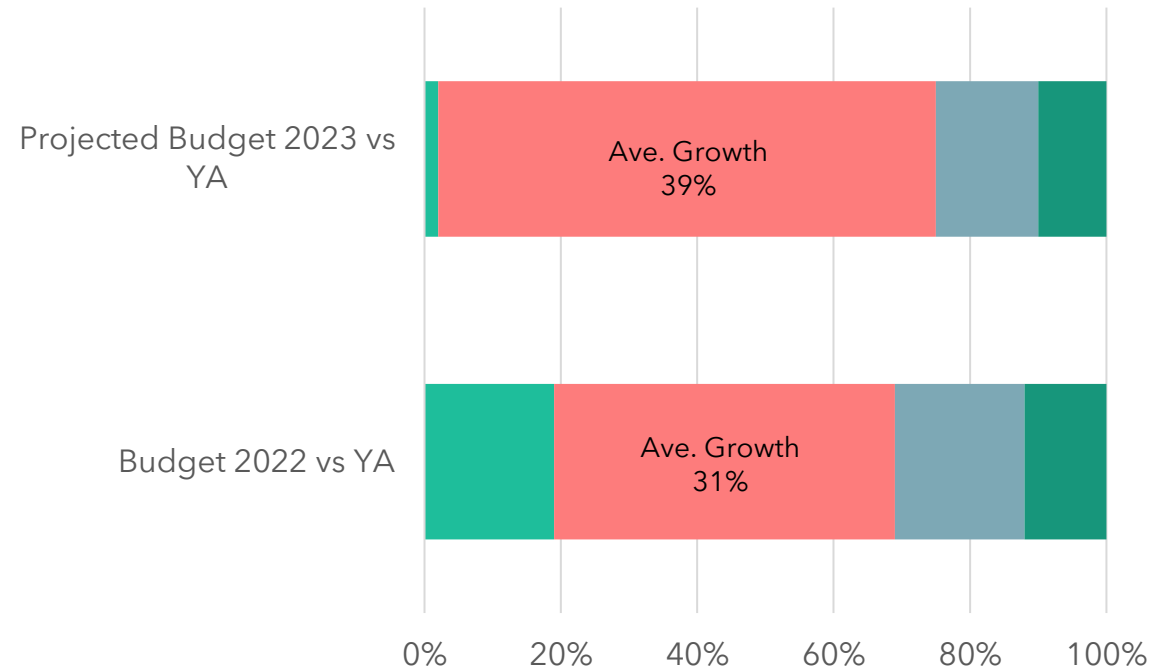


Marketing budget is on uptrend

Half of marketing leaders revealed that their 2022 budget is higher than previous year with an average growth of 31%.

When asked about their projected budget for 2023, big majority (73%) will increase it even more at an average of 39%.

Marketing Budget 2022 and 2023



	Budget 2022 vs YA	Projected Budget 2023 vs YA
Declined	19	2
Grew	50	73
No Change	19	15
DK/ Prefer not to answer	12	10

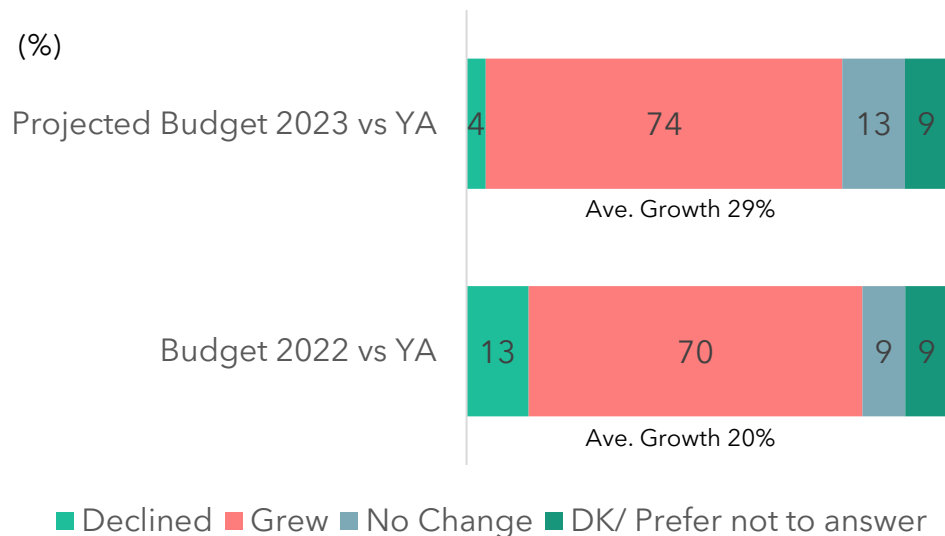
N=52 PMA members, marketing decision-makers

Q: Discounting inflation, compared to last year budget, did your (Year) marketing budget...?

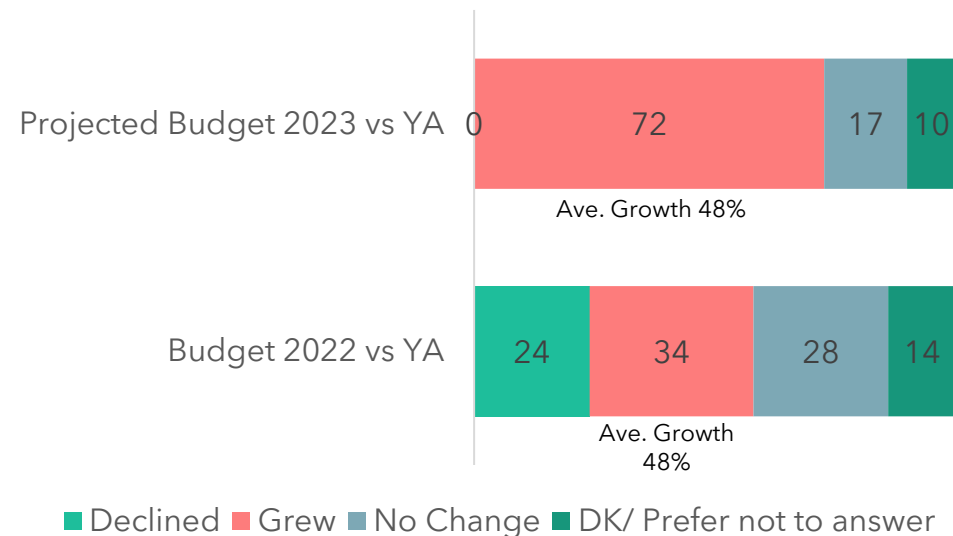
Q: Based on your answer in (Q#) (grew/declined), by what percentage did your marketing budget change in (Year) versus (Year)?

The increase in budget is not only among MLE's but even among MSE's

Budget Micro to Small*



Budget Medium to Large*



* Caution in reading, sample size is too small
 Micro to Small Enterprise n=23
 Medium to Large Enterprise n=29

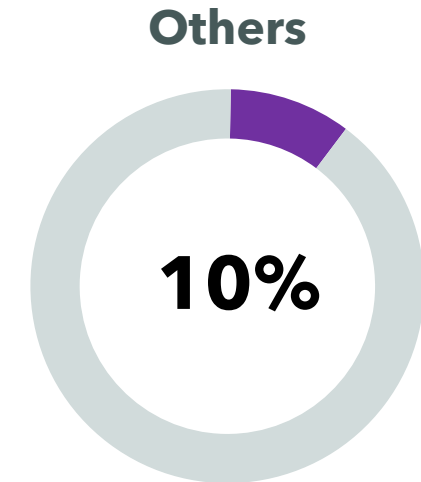
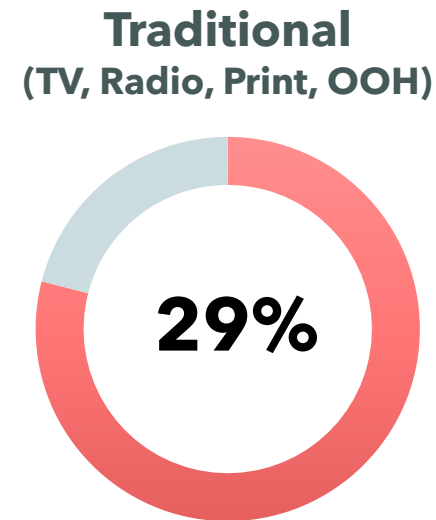
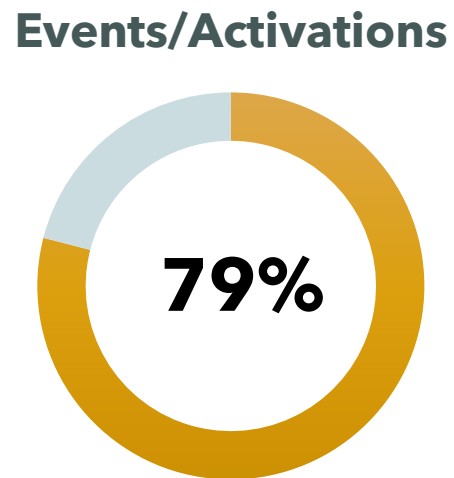
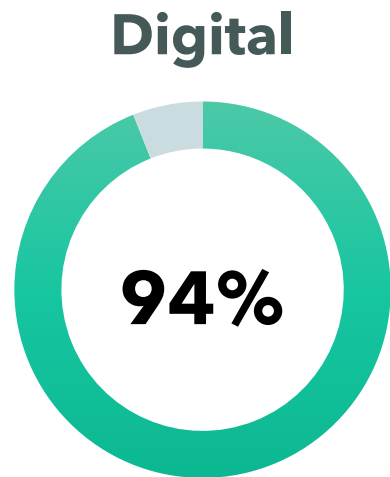
Marketing Budget Channels

Strategies and Budget Allocations



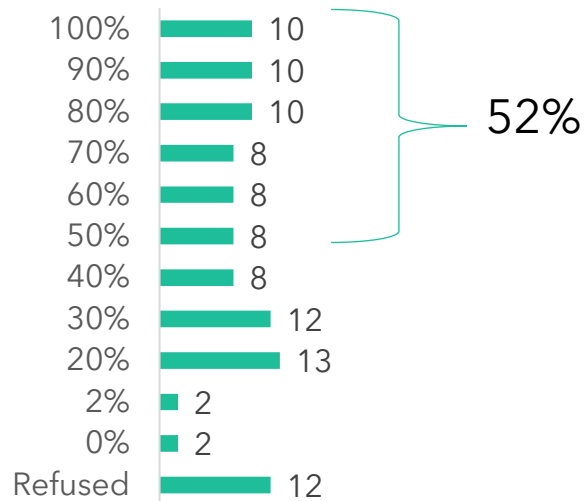
Budget is channeled mostly to digital and events/activations

Main Marketing Strategies 2022



More than half of marketers allocated 50% to 100% of their budget to digital

Share of digital in total marketing budget for 2022 (%)



Re-connecting to communities is top events/activations



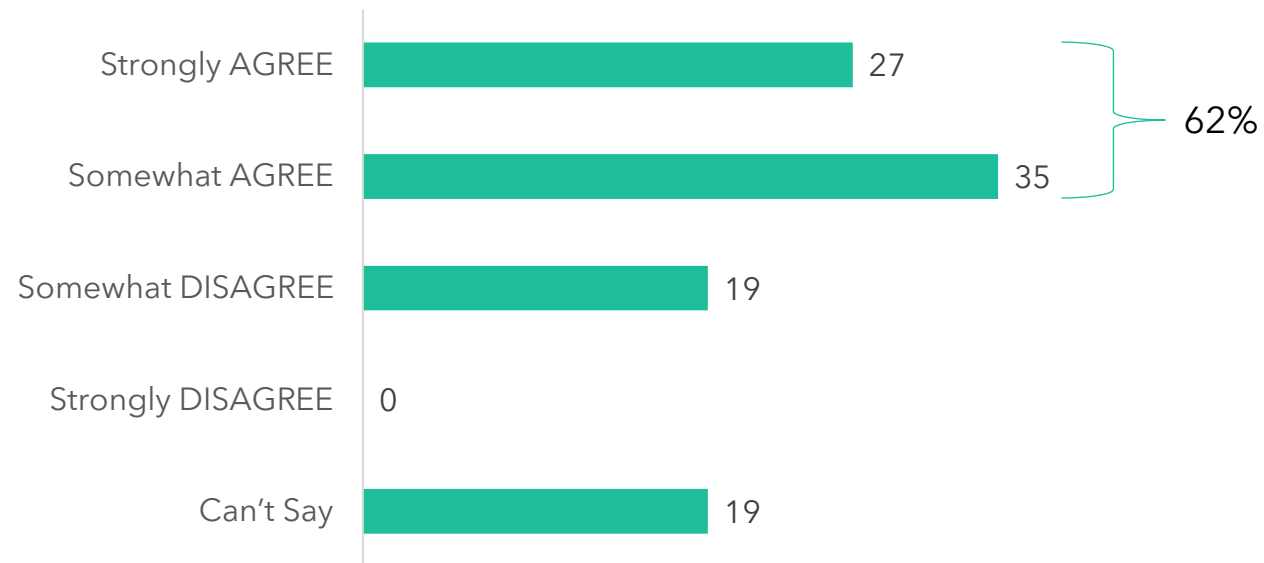
Top Type of Events in 2022	%
Join Community/Organization	95
Virtual Events	93
Trade Shows	63
Sampling or free trial	32
In-Store Events	29

N=41 PMA members, marketing decision-makers, joined events/activations
Q: What type/s of events or activations have you initiated or joined in 2022?

Marketers still find traditional channels as relevant



'Traditional channels are still worth investing'



SocMed dominates digital marketing space as it also delivers most ROI

	Top Digital Marketing Used in 2022	%	Turned Out as Most Effective for them (%)
1	Social Media	96	92
2	Website/Blog	69	33
3	Email Marketing	58	31
	Short-form video content	58	35
4	Virtual events	56	35
5	Content Marketing	52	35
6	SEO	37	15
7	Influencer Marketing	33	19

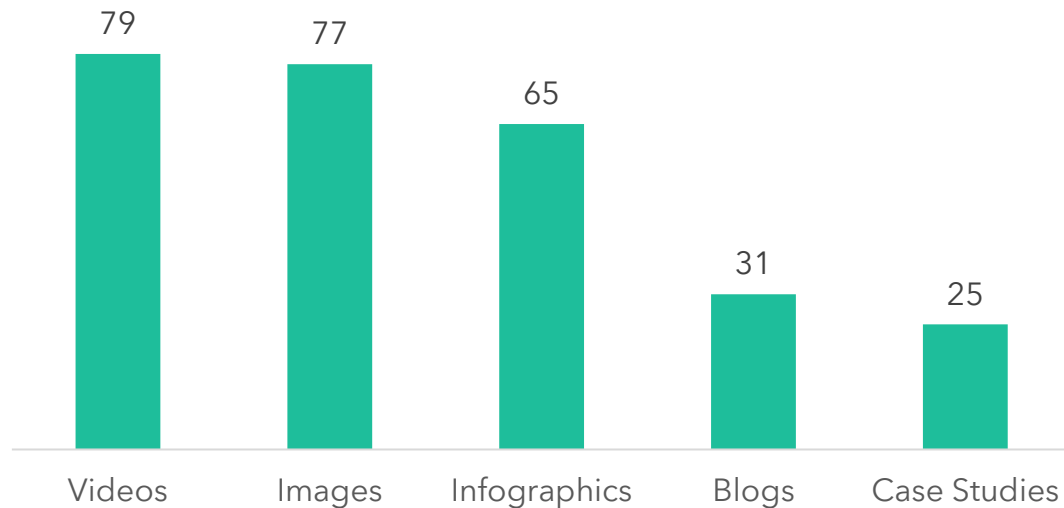
- Emerging marketing that deemed to be most effective are: Short-Form Video Content, Virtual Events and Content Marketing
- Influencer Marketing is in the radar but not as popular yet.

N=52 PMA members, marketing decision-makers
Q: What digital marketing have you used in 2022 marketing for your company? Please select all that apply.

N=52 PMA members, marketing decision-makers
Q: Which digital marketing that you used in 2022 turned out most effective for your marketing goals?

In terms of formats, 7/10 marketers prefer Videos and Images

Top Media Formats for Content Marketing used in 2022 (%)



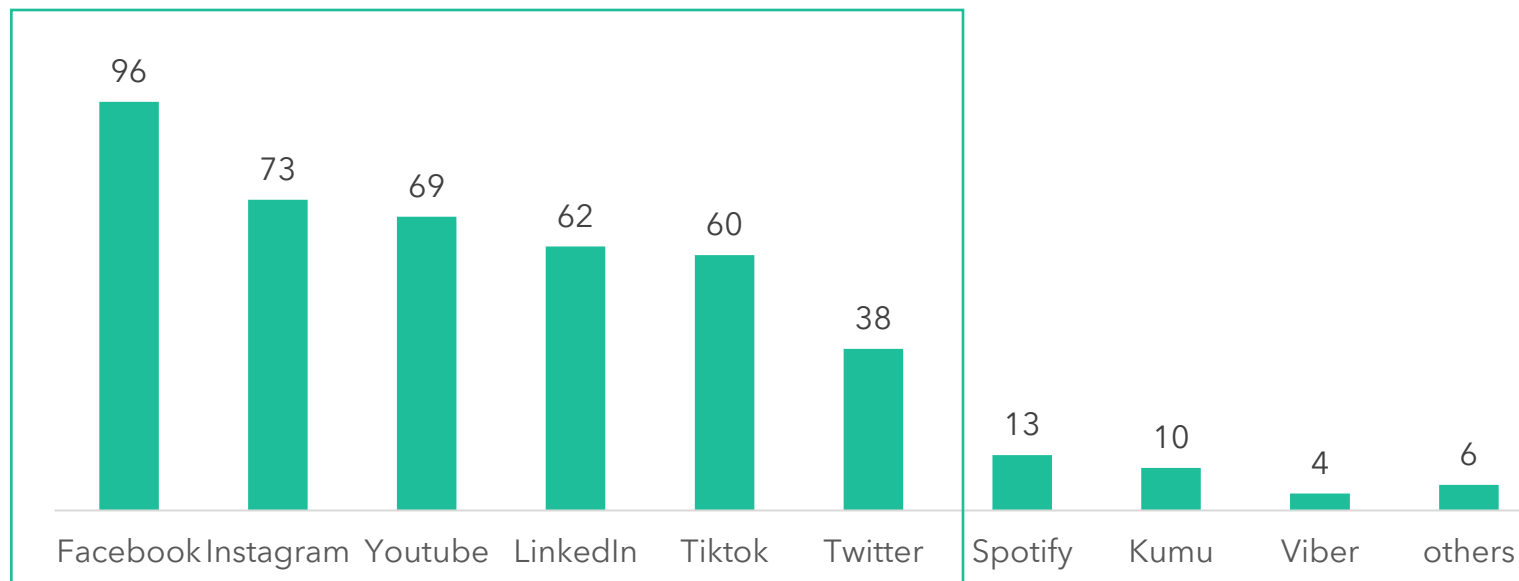
- Like most of the netizens, Filipinos engage more with graphics such as videos, images and infographics.
- Only a third used Blogs and Case Studies formats to cater to reader audiences

N=52 PMA members, marketing decision-makers

Q: What media formats for content marketing have you used in 2022? Please select all that apply.

2023 will be a combination of FB + established platforms to engage consumers

Top Social Media Platforms to Use in 2023
(%)



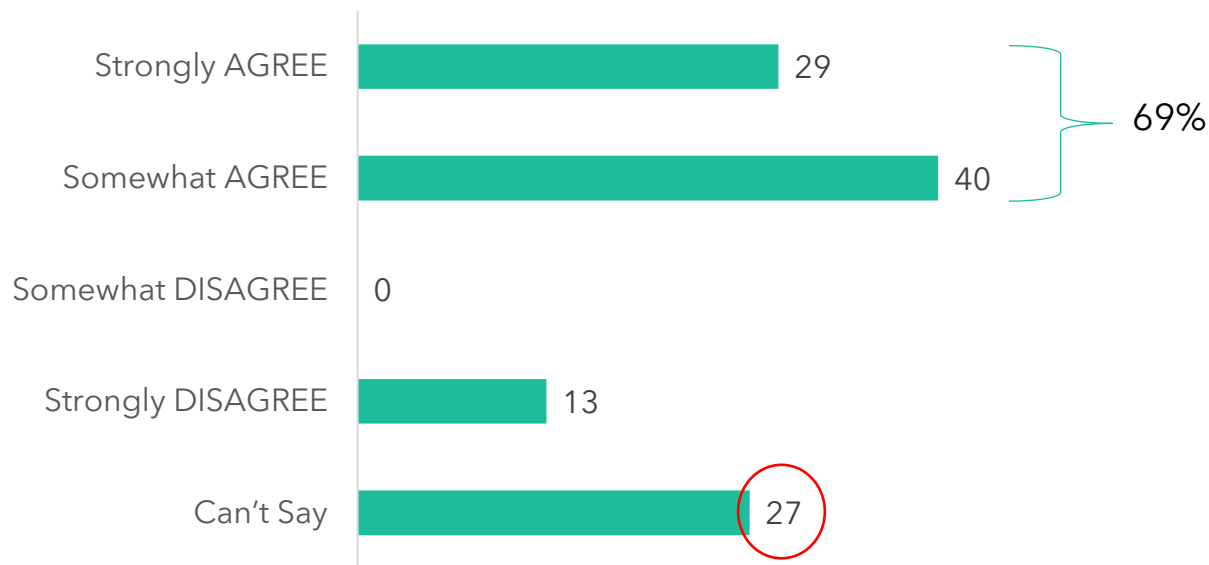
Marketer's Opinion

Perception on some local and global issues.



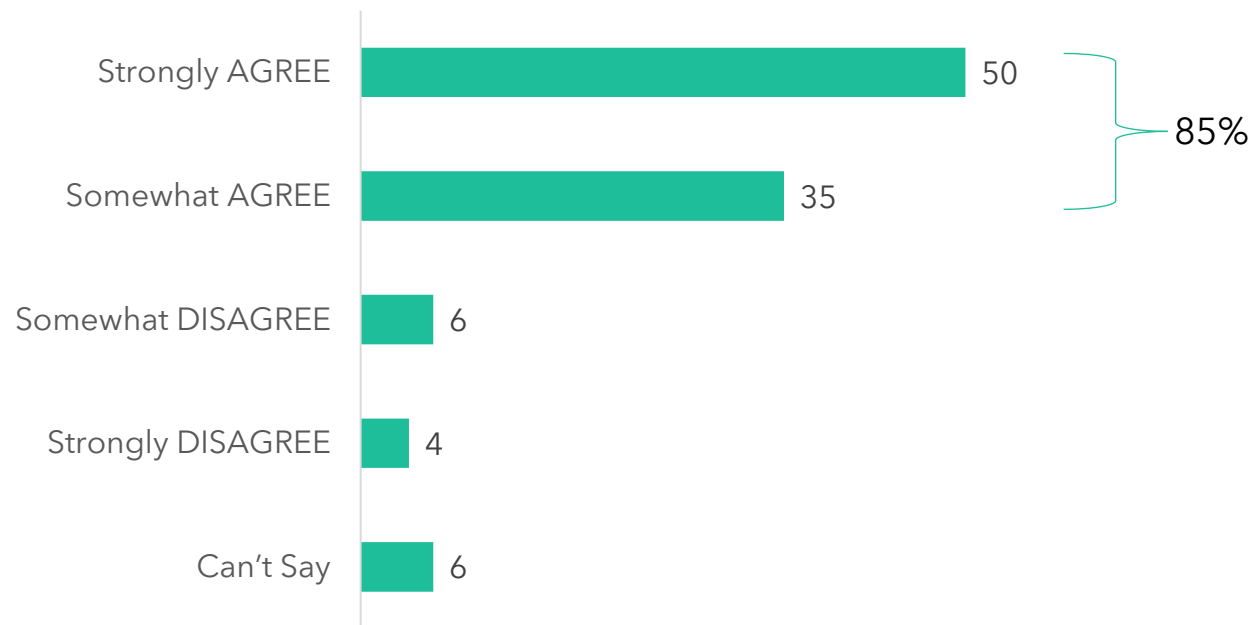
Marketers have polarizing opinion about the future of our local economy

'I am confident that our economy will improve soon'



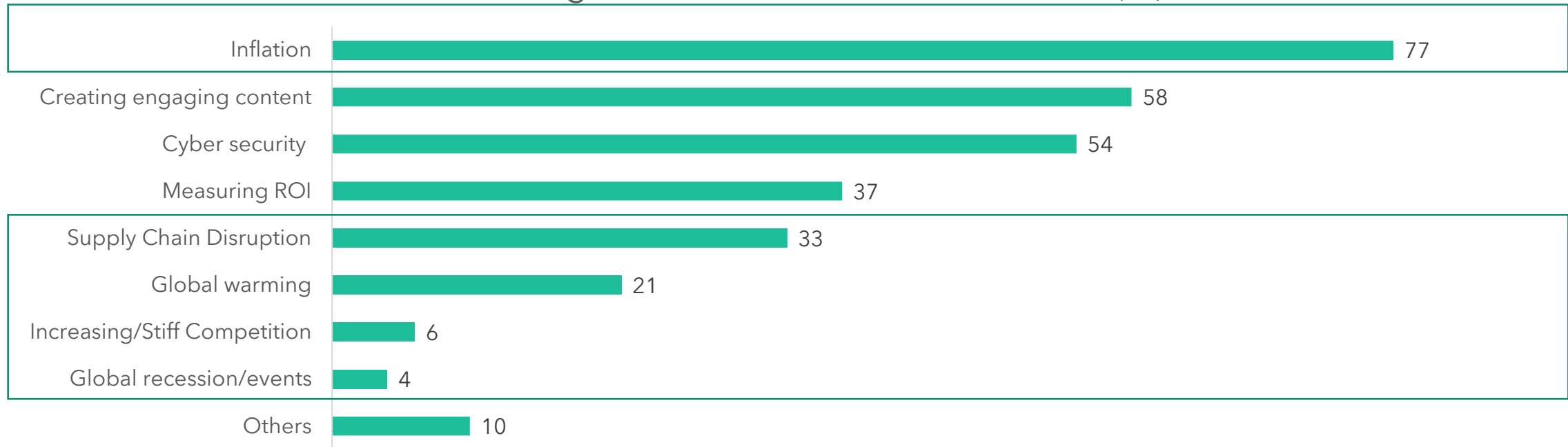
On global economy, however, most are wary with the current status

'Global economy concerns me a lot'



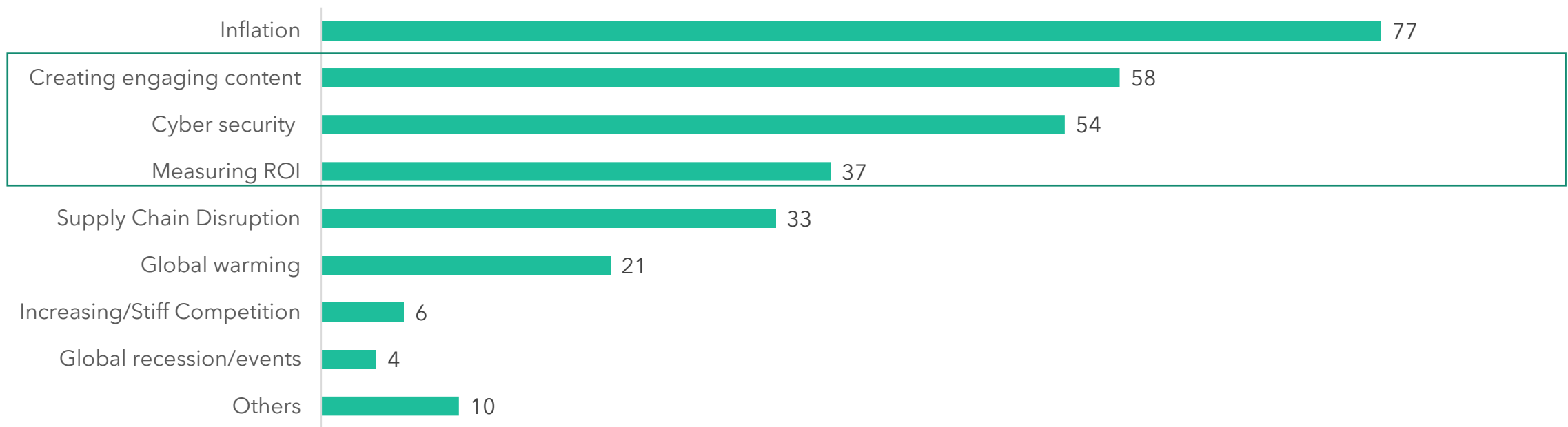
Looking at inflation, supply-chain, etc. as near future concerns

Challenges Foresee in the Next 12 Months (%)



On internal operations, marketers are also facing different challenges

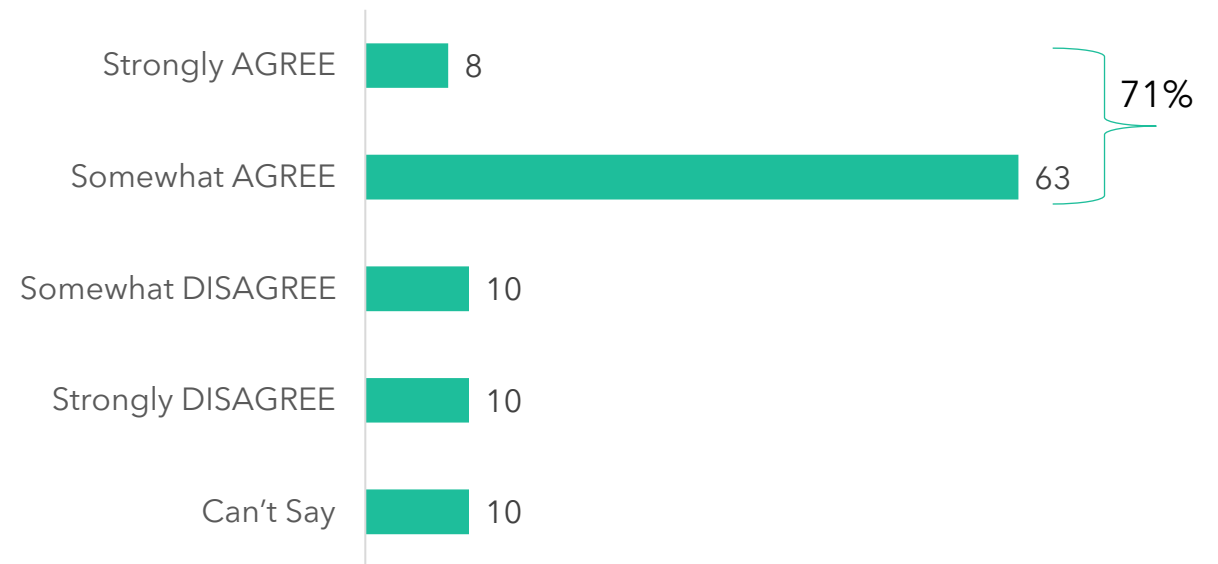
Challenges Foresee in the Next 12 Months (%)



Only 8% strongly agreed not to worry about pandemic anymore



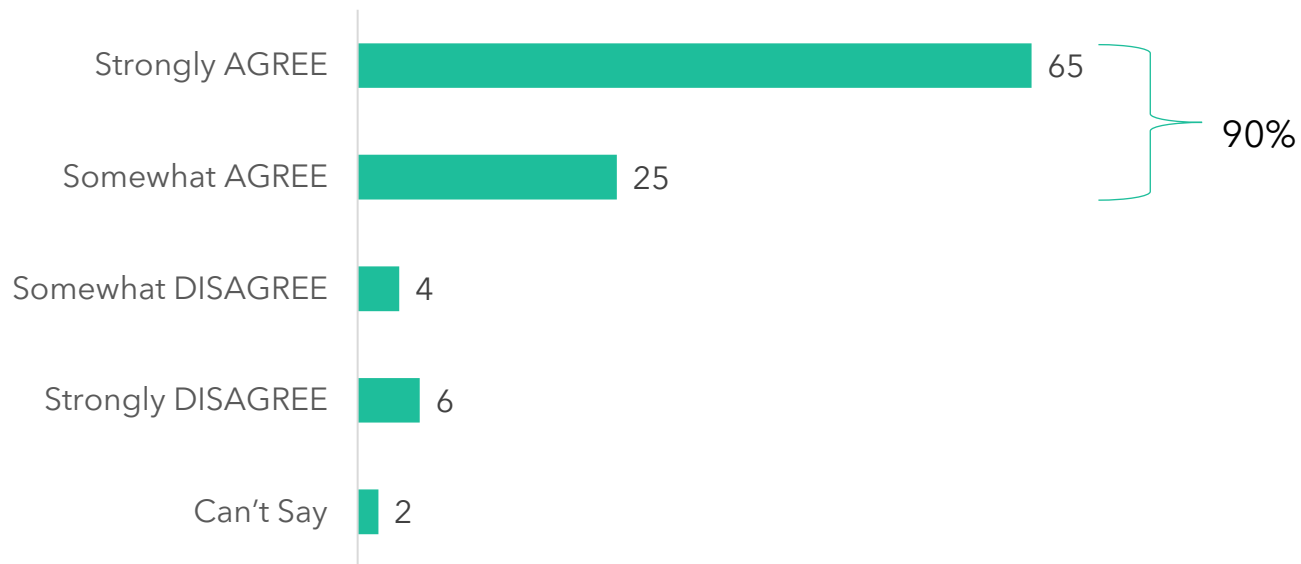
'I am not worried about the pandemic anymore'



N=52 PMA members, marketing decision-makers

However, majority of marketers are happy to contribute to sustainability

'Sustainability is one of my marketing priorities'



About



The **Philippine Marketing Association** is an institution of marketing excellence, and an uncompromising engine of change in the industry.

www.philippinemarketing.org



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