

# CUSTOMER-FIRST MARKETING WEBINAR SERIES

## MARKETING TRENDS & PREDICTIONS

### A Resource Guide



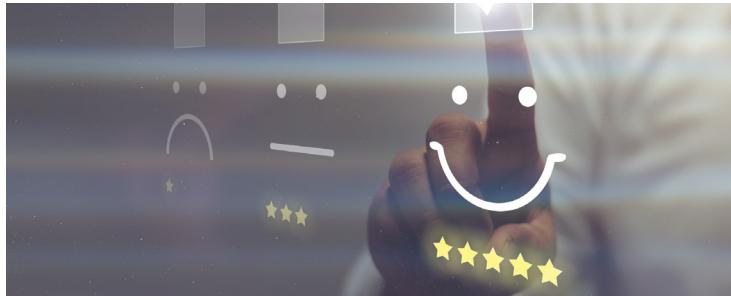
#### How Has 2020 Changed the Way Businesses Spend on Marketing?

How businesses spend on marketing in 2020 has been radically changed by the onset of the pandemic. In this blog, we're taking a look at the effect that this year has had on marketing, how businesses adjusted, and what they've invested in as a result.



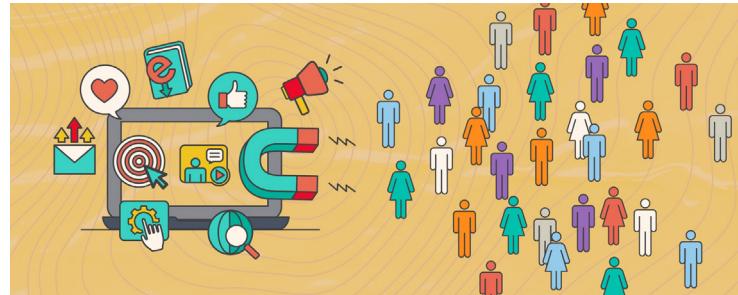
#### 25 Digital Marketing Stats Every SMB Should Be Aware Of

It's important to recognize how digital marketing has completely upended how businesses reach out to consumers over the last decade, to the point where it's the single most important aspect of marketing for SMBs.



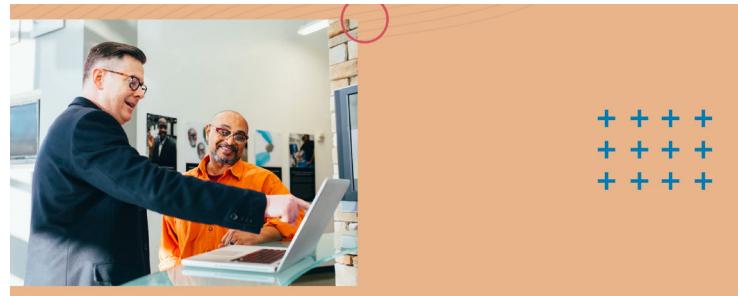
#### 6 Ways to Improve Your Customer Experience (CX) Strategy

Traditionally, customer experience has always been secondary to considerations of price and quality, but recent indications suggest the dial could be shifting towards CX being a—if not the—primary factor of persuasion for consumers.



#### Marketing During a Pandemic | 20 Stats You Should Know

We've rounded up the most significant statistics on marketing during the pandemic to give you insight into where we're headed, what other businesses are doing and—most importantly—what your customers want.



#### Marketing in a Recession | Continuing to Invest in Your Brand

We're looking at six reasons why you should continue investing in your brand and how it will help position your business for the future.



#### Managed Marketing Services

Still not sure where to take your 2021 marketing strategy? Impact's marketing and branding agency, ES99, can help. Click above to get an overview of our managed marketing services.

Missed an episode in our Customer-First Marketing webinar series? Check out our previous episodes covering UI, UX, data privacy, market research and more [here](#). Interested in talking with one of our marketing specialists? [Contact](#) us today!