



Accept No Limits: B2C Marketing in 2020

The Challenges and Opportunities
Revealed in a Survey of Top CMOs





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Introduction

Since March, 2020 has been all about limits for B2C companies: limited face-to-face customer interactions. Limited budgets. Limited understanding of the economic outlook and the future of in-store shopping.

Perhaps it's hardly a surprise, then, that B2C CMOs are setting priorities and planning investments to optimize the short-term picture - and limiting their long-term growth opportunities in the process.

3Q Digital surveyed **500 CMOs in the B2C industry** to gauge challenges, priorities, and investment plans in the second half of 2020 and into 2021. The majority of CMOs are focused on maintaining the health and well-being of their companies and their employees in a year unlike any we've experienced. And in a time when salvaging short-term numbers may save jobs, many CMOs are planning for short-term growth even as they recognize challenges that will persist over the long term.

What was your company's approximate annual revenue during its last fiscal year?

Respondents' Demographics



\$1B or more



\$250 - 999M



\$100 - 249M

Within the survey responses, we found opportunities for transformative change on the macro B2C level and opportunities for differentiation in the competitive landscape. The CMOs who will thrive far beyond 2020 will approach the need for digital transformation holistically, build their brands according to customer needs and expectations, and provide a full-funnel user experience that prioritizes community over commodity. (At the root of all of this, of course: data.)

We'll explore these initiatives (and more) at length in this report, which includes recommendations for how to adjust marketing priorities in 2020 and beyond to help marketers transcend would-be limitations of the current landscape and set up their brands for success.

Let's dive in.

The majority of respondents come from the following top 6 retail-specific industries:



Automotive



Electronics & Appliances



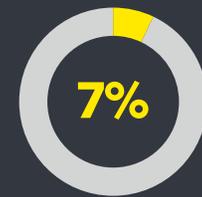
Financial Services



Health & Beauty



Building/Garden Supplies



Non-Store Retailer/DTC