

**1 in 3 marketers  
say getting attention  
is their top challenge.**

**What can you do to break through?**



# The problem with attention

People are bombarded with marketing messages on a daily basis. For marketers, it's incredibly hard to break through the noise and capture the attention—and trust—of buyers. In fact, 1 in 3 marketers (36%) say this is the top challenge they face.

To make matters worse, there are so many opportunities to get the wrong kind of attention, ranging from a scandal on the leadership team to a large-scale security breach. We've all seen the brands that make headlines for all the wrong reasons—and the result can put a serious dent in their credibility or even spark a full-blown PR crisis.

Your path to getting the right kind of attention (and creating loyal advocates of your brand) is paved by understanding the full customer journey, building and keeping consumer trust, while also showing up in the all the right places and in all the right ways.



# How to get the right type of attention

How confident are you that your marketing messages are capturing the attention of your target audience? We surveyed consumers to learn what grabs their attention, and marketers to learn what they're doing to get attention—and found some big discrepancies. So what do buyers actually pay attention to?

## Don't cut the comedy

Laughter is the best medicine, so it's no wonder we're drawn to comedy. But our study found an unfortunate dichotomy between buyers' ad preferences and the types of ads marketers are actually investing their dollars in. For buyers, funny ads are more captivating than informational, happy, sweet or endearing, and scary ads. But only 8% of marketers say they use humor most often in their ads.

The least popular ad theme? Hold onto your tissues because people are tuning out the tearjerkers: sad ads were voted the least attention-grabbing ad theme, with only 1% of people putting them in the top spot.



# 48%

of people say funny ads  
are most effective at  
grabbing their attention





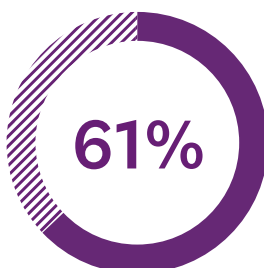


of people seek out recommendations from friends and family before making a big purchase

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## Place customers at the center

People trust what their peers have to say more than any marketing pitch. In fact, over half of people surveyed will seek out customer testimonials prior to a big purchase. What does this mean for your marketing? To maximize your chances of being heard and believed, you need to put your happy customers in front of your buyers. Surface your most compelling case studies and put customers front and center in your marketing efforts to grab buyers' attention and build that coveted trust.

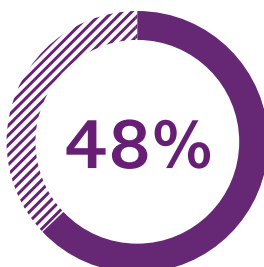


of people say there's a brand they really like or love

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## Help people fall in love with your brand

The benefits of gaining the right type of attention for your brand are many, and if successful, this attention can be the first step toward earning the admiration, trust, and loyalty of your buyers. It can even persuade buyers to fall in love with your brand. And the good news is people can't stop raving about their favorite brands—49% of people have recommended a brand they like to friends or family without being prompted, and 15% have written a review of the brand.



of marketers have published ads online in the past year, including on social media

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## Show up where it matters

Marketers have flocked to the web, the #1 advertising medium marketers report using. But their efforts are often futile: over half of people surveyed use an ad blocker, and 25% say they never under any circumstances click on an online ad. So where do your ads have the best chance of being seen and remembered? Interestingly, traditional advertising platforms top the list. 3 out of 4 people say they remember seeing an ad on television in the past year, and 52% remember a radio ad from the same period. But most marketers shy away from these mediums: only a quarter have advertised on TV or radio in the past year.

Watch webinar



### Customer-centric or bust

Learn why your customers should play a starring role in your marketing and get quick tips to boost your next campaign in our on-demand webinar, featuring customer-centric marketing leaders from Slack, LinkedIn, and SurveyMonkey.

# How to steer clear of the wrong type of attention

Is any attention better than no attention? Any marketer that's seen a brand taken down by negative headlines knows this isn't true. You can have the best marketing around, but your brand's reputation can still suffer from mishaps like leadership scandals, less-than-stellar customer service experiences, or products that don't live up to customers' expectations. Luckily, there are a few things you can do to avoid marketing missteps.

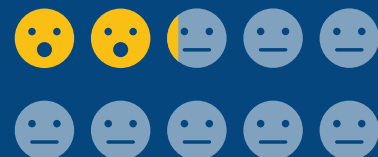
## Don't offend your buyers

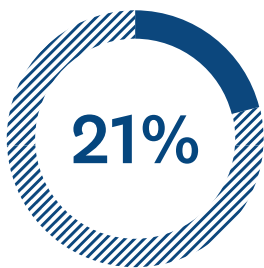
Bad marketing can happen to good brands. And the reach of a bad ad doesn't stop at the audience who viewed it. A third of people who saw an offensive ad last year talked to others about it, with 17% going so far as to encourage others to stop using the company's products. This is bad news for the offending brands because negative word of mouth can inflict lasting damage on the public perception of your brand and products. Plus, nearly a third of people say they've permanently stopped using a product due to negative marketing or advertising. Clearly, getting the wrong attention can cause major damage to a brand's reputation—and bottom line.



27%

of people say they've seen or heard about an offensive ad in the past year



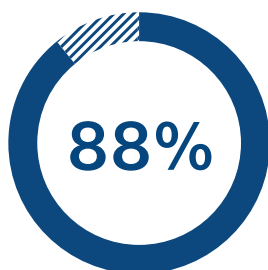


of marketers test very few or no ads

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## Avoid costly fails with ad testing

When your marketing doesn't resonate with your audience, it can cause confusion, disinterest, or even distrust in your brand. Not to mention you've now wasted your time and resources on ineffective messaging. Testing your ads before launching is one of the most important steps marketers can take to avoid offensive ads and marketing fails. But only 34% of marketers say they test every ad. Flying blind is risky business. Testing is the best way to ensure your messages resonate, your CTAs compel clicks, and your brand becomes beloved.

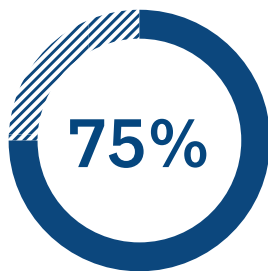


of people say a poor experience with a product or service would make them lose trust in a brand

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## Deliver the experience your customers expect

What has a bigger impact on buyer trust than offensive ads, leadership scandals, or security breaches? A poor personal experience with your products. One bad experience can be enough to make a customer churn: 57% of people report they've permanently stopped using a product due to a negative personal experience with it. But what can a marketer do to improve the product experience? Your marketing and ad messaging are important, as they set the stage for what your customers can expect from your product or service. But to be successful, marketers also need to monitor and take action on their customer experience.



of people expect a response to their complaint on social media within days

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## Fix your mistakes quickly (your credibility is on the line)

The wrong type of attention can erode trust in your brand, so caution must be taken to avoid marketing fails that can damage your brand's reputation and open the flood gates to a river of complaints, bad word-of-mouth, and dissatisfied customers. If you slip up, there are ways to fix it. For instance, after a bad experience with your product or service, half of people say what they want most is a refund.

[Read report](#)



### 7 highly effective ways to elevate buyer trust

Gaining your buyers' trust is hard. Our new survey report uncovers just what it takes to earn—or lose—buyers' trust... and what brands can do about it.

## How SurveyMonkey can help you break through the noise

As a marketer, you want valuable, ROI-positive attention for your brand, products, and services. But getting the right type of attention is often a struggle.

SurveyMonkey's suite of business solutions can help you get the insights you need from the people who matter most—your prospects, your customers, and your team—so you can make sure your marketing campaigns are effective, not offensive.



Build trust by capturing customer feedback and transforming it into credibility-boosting case studies, testimonials, reviews, and more with [TechValidate by SurveyMonkey](#).



Avoid marketing snafus by asking questions first using our global consumer panel for real-time market research, [SurveyMonkey Audience](#).



Ensure your product is living up to its promise by monitoring customer satisfaction and turning insights into action with [SurveyMonkey CX](#).



Restore customer confidence and empower your team to take action by making data available in all the right places using [SurveyMonkey Enterprise & Integrations](#).

Interested in learning more? [Schedule a demo with our sales team today.](#)