BrightEdge surveyed 252 digital marketers at B2B and B2C Fortune 500 brands. The survey sought to understand how marketers are preparing for the accelerating consumer adoption of AI, voice search, and local search over the next year.

Q1. Will "fluency in SEO best practices" become critical to your long-term success?
- Yes, it is becoming critical to my organization.
- It is not critical to my organization.
- I am not sure.

Q2. What do you see as "the next big thing" in search marketing?
- Hyperlocal content
- Search for voice or mobile
- Social media
- SEO
- SEO
- Paid search
- SEO
- App indexing
- 5G mobile speeds
- AI/machine optimization
- Other

Q3. What is your most important marketing initiative this year?
- Paid search
- Search
- Social
- SEO
- SEO
- Paid search
- SEO
- Social
- SEO
- SEO

Q4. How likely are you to use artificial intelligence/deep learning to implement your content marketing strategy this year?
- Already using.
- Very likely.
- Likely.
- Somewhat likely.
- Not likely.

Q5. How do you view the role of SEO and Content Marketing?
- Role is dedicated to SEO.
- Role is dedicated to Content Marketing.
- Role is dedicated to SEO.
- Role is dedicated to SEO.
- Both.

Q6. How important is it for you to create and optimize content for SEO?
- Very important.
- Important.
- Somewhat important.
- Not very important.

Q7. What insights do you use to determine how to build your content marketing strategy this year?
- Customer feedback
- Technical feedback
- Technical feedback
- Other
- Atomic Content
- Micro-Content
- Other
- Atomic Content
- Micro-Content
- Other

Q8. About the same
- Shorter
- Longer

Q9. What type of content is your marketing team focused on creating? (Mark the top three content priorities)
- How-to guides
- Case studies
- Video reports
- Infographics
- Micro-content
- Social media
- Micro-content
- How-to guides
- Case studies
- Video reports

Q10. Will SEO become a single function discipline in your organization?
- Already.
- Very likely.
- Likely.
- Somewhat likely.
- Not likely.

Q11. What are the most important metrics of success for content marketing? (Mark the top three metrics)
- Conversion
- Traf
- Traf
- Other
- Traf
- Traf
- Other
- Traf
- Traf
- Traf

Q12. Is your content getting characteristically longer or shorter?
- Longer
- Shorter
- About the same

Q13. What percentage of the content produced by your company is used/consumed by your audience? (Best guess)
- 50% to 75%
- 25% to 50%
- 10% to 25%
- Less than 10%
- Other