



We polled 600 marketers to better understand their profession's perception of blockchain technology. We utilized a set of questions to assess general industry sentiments and perceptions. This survey was based on a direct response questionnaire across North American respondents.

Created by Emerging Insider Communications – [www.emerginginsider.com](http://www.emerginginsider.com)

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## Challenges

The brand marketers feel they face an array of challenges when it comes to promoting new innovations, concepts and blockchain technology in general.

### **Audience:**

**48%** of marketers claim the technical lexicon is too confusing to audiences, making it difficult to properly convey these endeavors to the market.

**28%** of respondents believe an insufficient number of journalists have a proper understanding of blockchain technology or its capabilities.

**34%** of those surveyed are hesitant to start content programs evangelizing blockchain for fear that it isn't widely enough understood to provide scale.

### **Vendors:**

**25%** of brand marketers feel the technology will make impactful changes within the next year, **60%** think widescale blockchain capabilities are three years down the road and around **20%** believe it will take five years to advance that far.

**39%** of survey respondents fear that scammers will look to take advantage of the marketing industry's lack of information regarding blockchain technology.

### **Agencies:**

**72%** of marketers across PR, advertising and social media firms believe their agency's account managers do not understand blockchain's capabilities.

**36%** of those surveyed feel that niche specialists versed in blockchain content, thought leadership and promotion will quickly rise to the forefront of the marketing industry.

**35%** of respondents think their agency/AOR should be exploring blockchain capabilities, while **52%** do not yet find it necessary. The remaining **13%** are unsure.

**70%** of brand marketers are unfamiliar with the Initial Coin Offering. Of those familiar with ICO, **63%** think that promoting it should fall within the wheelhouse of investor relations firms and not traditional marketers.

## **Education**

**56%** of respondents wish to see more educational initiatives within the industry to address blockchain methodology and integrations. **75%** believe there is a need for independent associations that focus on the space.

**15%** of marketers currently feel capable enough to speak to an audience about blockchain technology.

**40%** of those surveyed claim to have read an article about blockchain utilization in the past month while only **10%** have received information via an event or webinar.

**52%** of brand marketers think analyst organizations now have the most complete information on blockchain capabilities compared to associations (**24%**), media outlets (**18%**) and individual brands (**6%**).

## **Potential:**

### **Marketers are most interested in:**

**24%** - Loyalty Programs

**23%** - Ad Verification

**21%** - Transparent Consumer Data

**15%** - Consumer Relationship Management

The remaining **17%** were unsure.

**85%** of those surveyed are open to receiving information from new or established vendors regarding blockchain capabilities.

**88%** of respondents believe that blockchain technology has the potential to disrupt multiple areas of the marketing ecosystem in positive ways.

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**Some of our past Marketing research:**

**Chinese Elite Mobile Behaviors:** <https://jingdaily.com/chinese-rich-mobile-boosts-individualism/>

**Ad Fraud:** <http://www.adweek.com/digital/survey-36-percent-of-marketers-concerned-about-ad-fraud-unsure-how-it-happens/>

**Augmented Reality:** <https://www.forbes.com/sites/michaelhumphrey/2016/09/26/pokemon-go-user-survey-marketing-via-augmented-reality-will-be-complex/#6e4fe7d2248e>