**Marketers Boost Budgets, Spend 56% In Digital**

Digital channels are getting 56% of this year's marketing budgets, Gartner reports, and social media is the primary outlet. Those budgets made up 9.5% of companies' total revenue, an increase compared to 6.4% in 2021 but still below the ratios that existed from 2018 to 2020.

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[*https://www.mediapost.com/publications/article/374141/gartner-marketing-budgets-increase-to-95-of-ove.html*](https://www.mediapost.com/publications/article/374141/gartner-marketing-budgets-increase-to-95-of-ove.html)

*Image credit:*

[*http://www.drivetrafficmedia.com/wp-content/uploads/2016/05/online-marketing-budget.jpg*](http://www.drivetrafficmedia.com/wp-content/uploads/2016/05/online-marketing-budget.jpg)