



2010 B2B Marketing Communications Trends Survey

Findings Report

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March 31, 2010



Survey Overview

- Sample size: 77
- Subject Profile: Marketing Managers, Marketing Directors, Vice Presidents of Marketing
- Company Type: Business-to-Business companies
- Format: Telephone surveys conducted between December 1, 2009 and March 1, 2010



Executive Summary



B2B Marketing Survey: Majority Rules

- More than half of respondents have fewer than 5 employees in their marketing department and they don't plan on adding any in 2010, which means they have to accomplish as much or more than previous years with less staff
- The vast majority of respondents have marketing budgets that will stay the same or increase in 2010, meaning they are continuing to invest in marketing despite the economic conditions
- Just over half of respondents use outside marketing communications vendors, indicating a wide acceptance of outsourcing this function



B2B Marketing Survey: Challenges and Insights

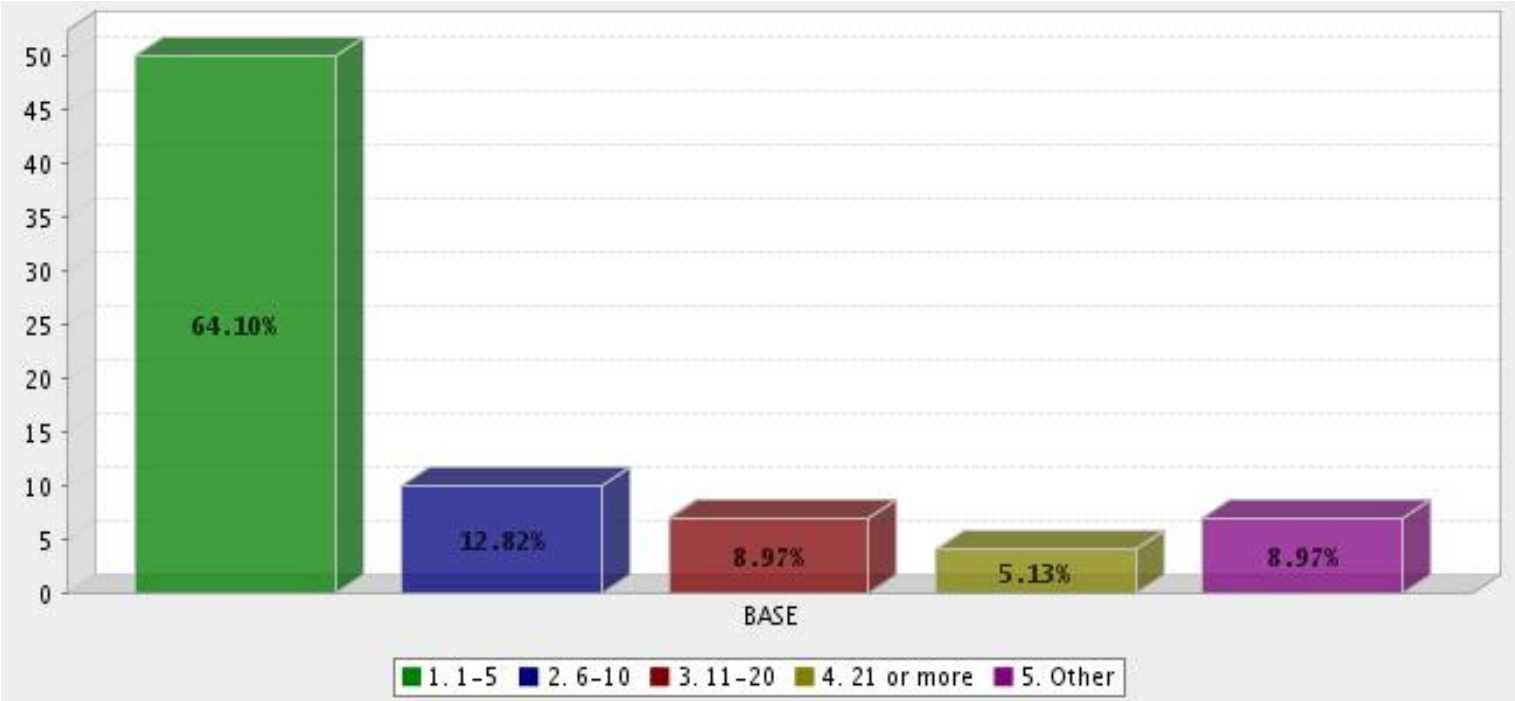
- Many respondents cited tight budgets and the economy as their main marketing challenges, so they are searching for ways to do more with less
- B2B marketing professionals surveyed reported that they are exploring new markets and increasing communication programs in the markets they currently serve
- Social media and online marketing communications are the most popular topics survey participants are interested in, indicating that more B2B companies are looking for new solutions to their marketing challenges



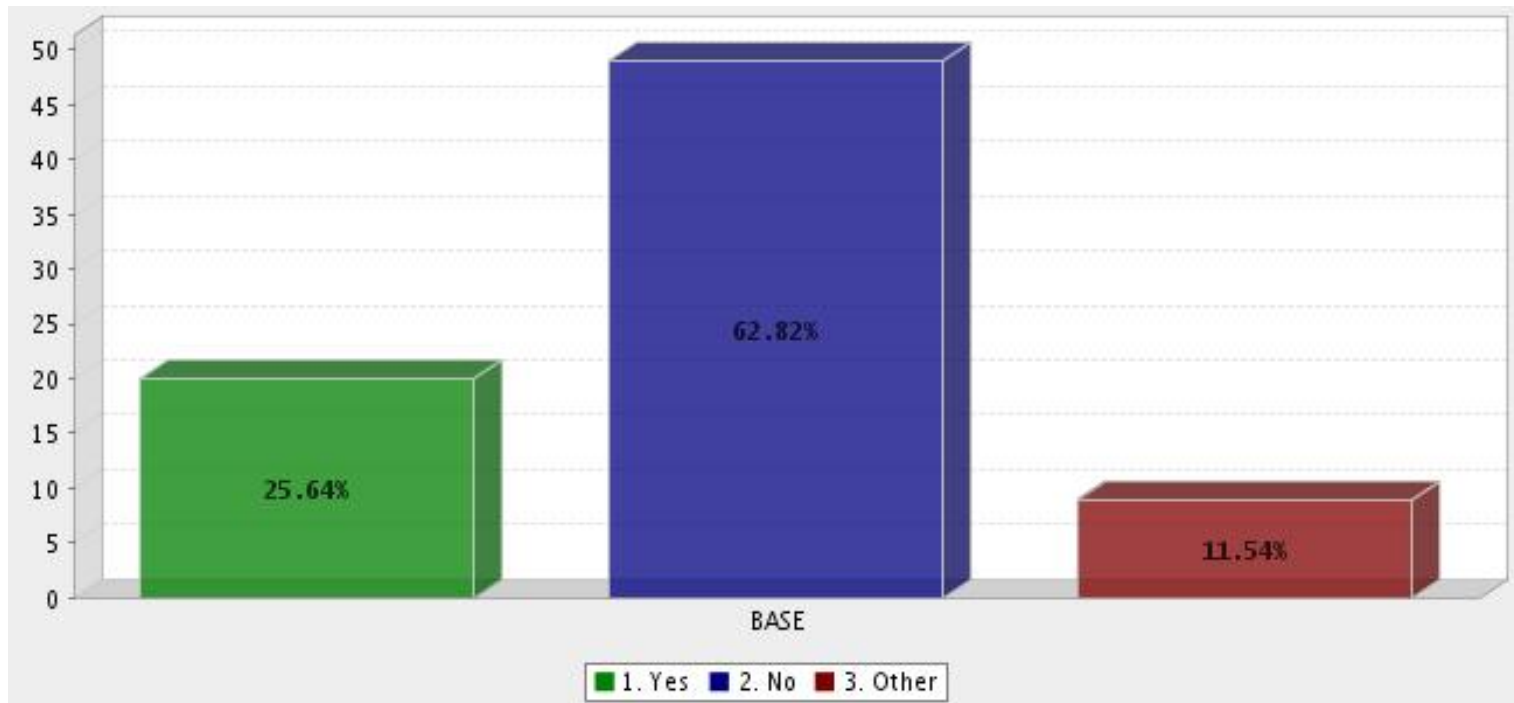
Statistical Results



1. How many employees do you have staffed in your marketing department?



2. Do you have plans to add any positions in 2010?

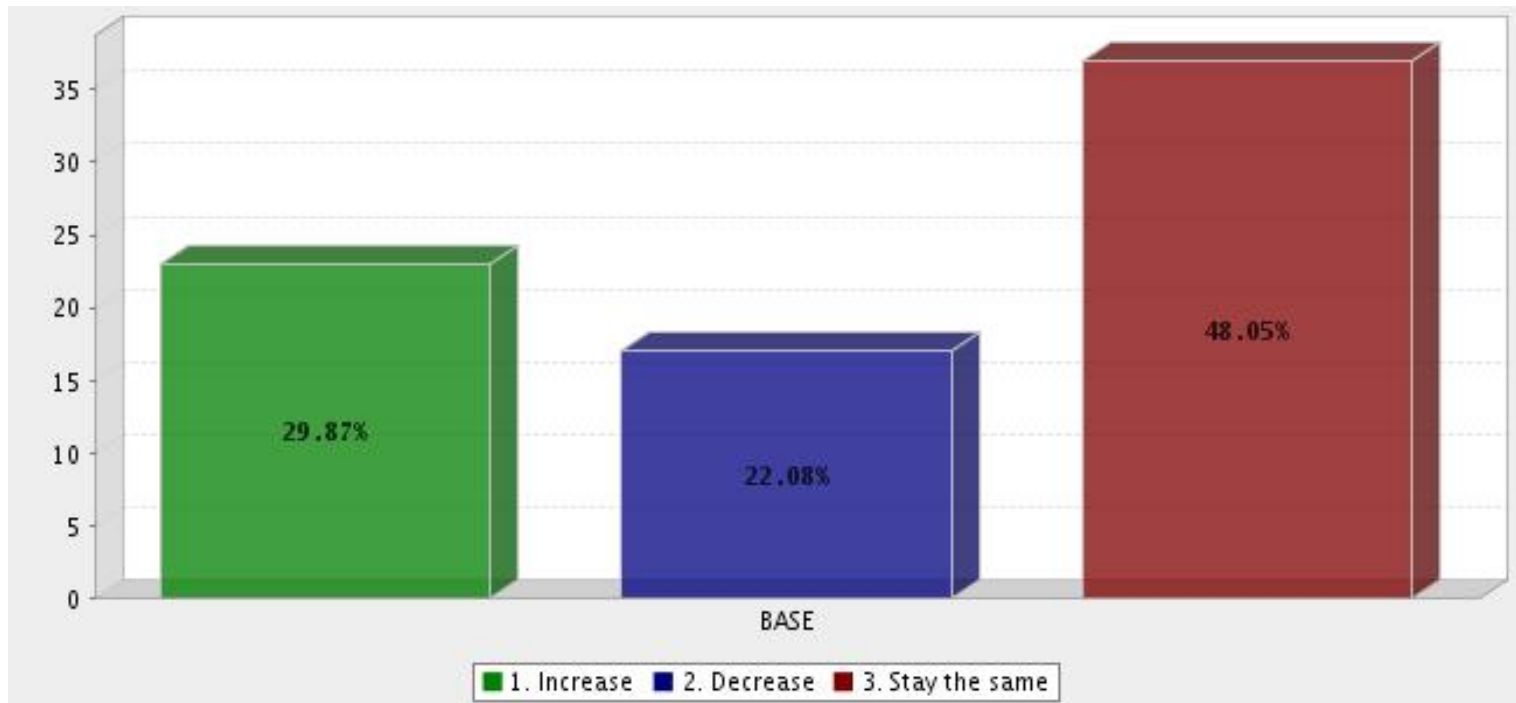




Marketing Department Staff: Key Takeaways

- Majority have 5 or fewer employees in their marketing department
- Majority don't plan on adding marketing staff members in 2010
- One quarter will add marketing positions in 2010

3. Compared to 2009, will your 2010 marketing budget increase, decrease or stay the same?

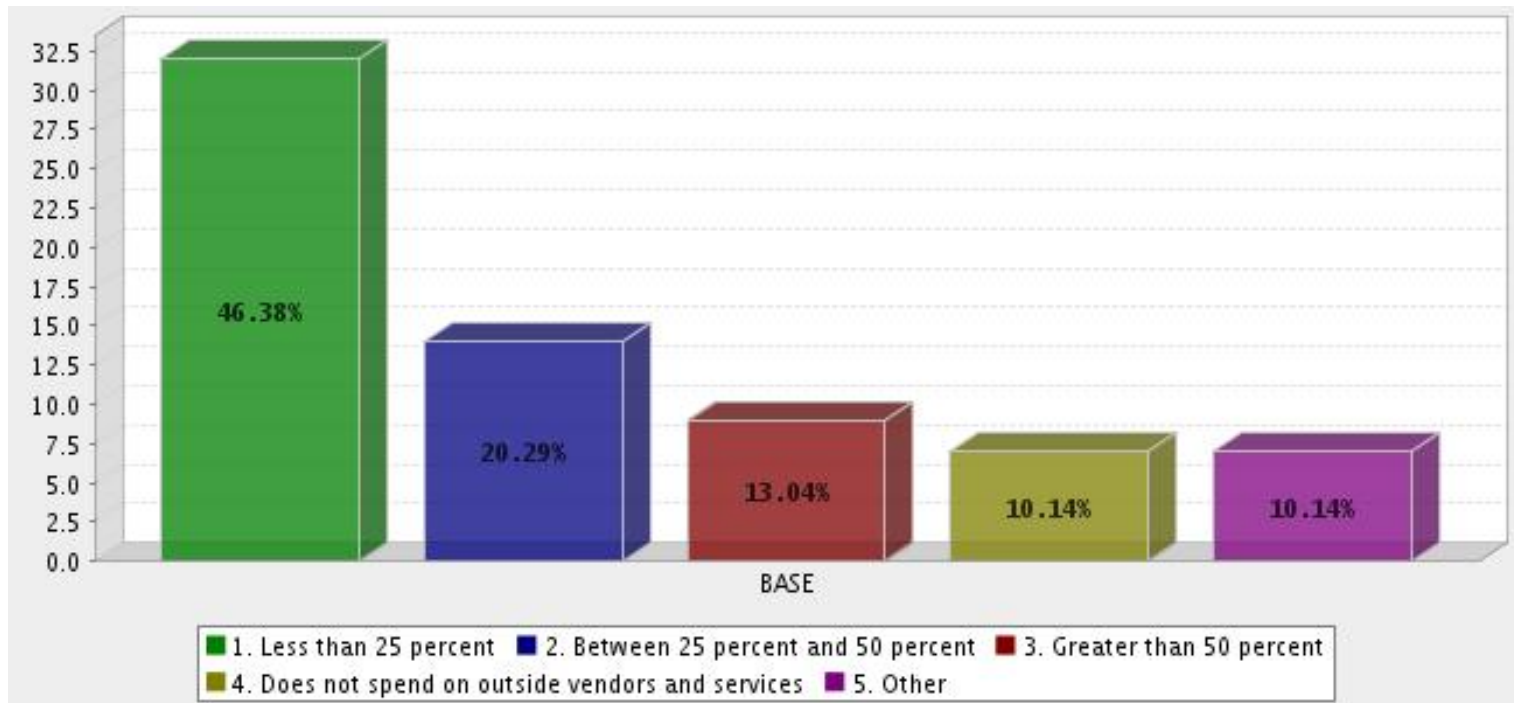




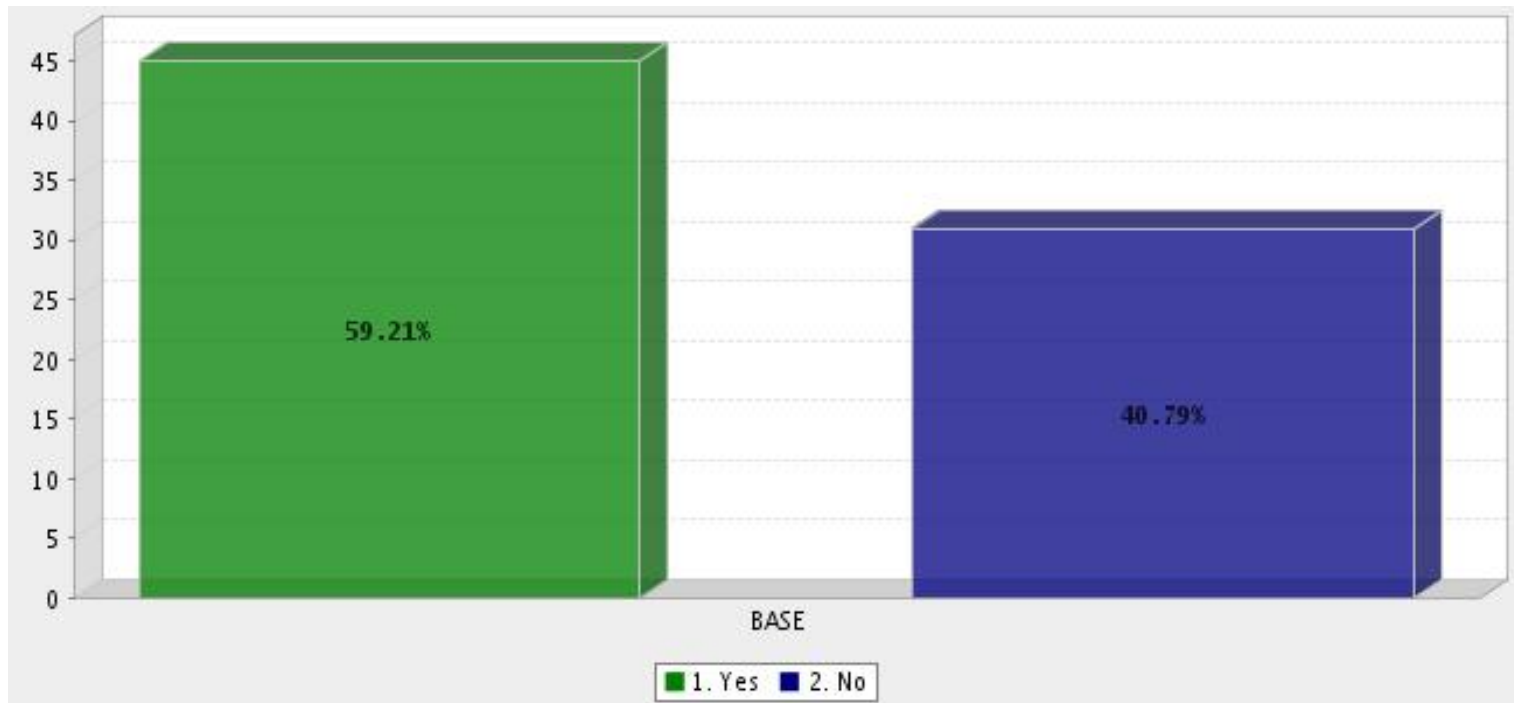
Marketing Budget: Key Takeaways

- Half of respondents reported that their marketing budget will remain unchanged in 2010
- Nearly one-third of respondents will increase their marketing budgets in 2010
- Less than 20 percent of respondents reported that their budget will decrease in 2010

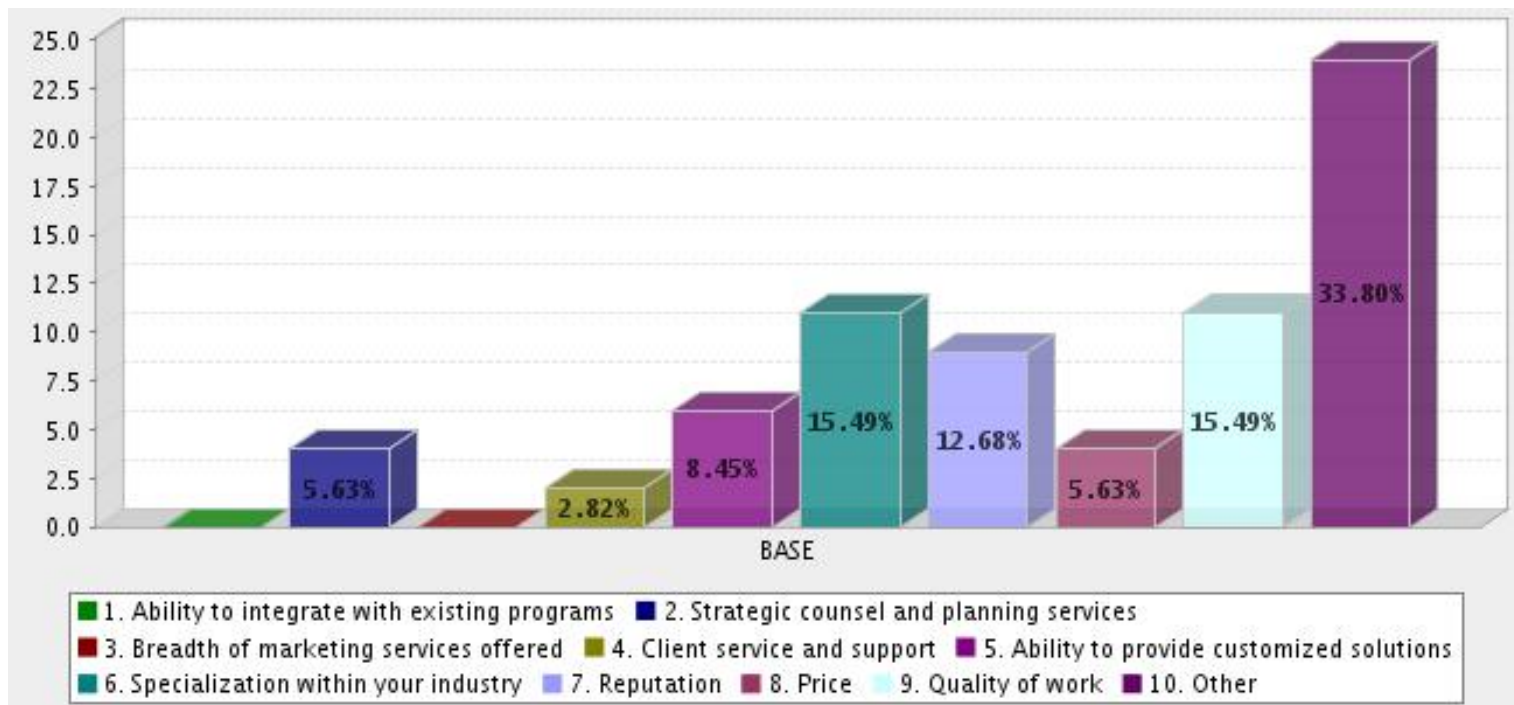
4. What percentage of your marketing budget is allocated toward outside marcom vendors and services?



5. Do you currently work with an outside marketing communications firm?



6. When selecting outside marketing communications partners, what's the most important attribute you look for?



Other: See next page



6. When selecting outside marketing communications partners, what's the most important attribute you look for? (Top Answers)

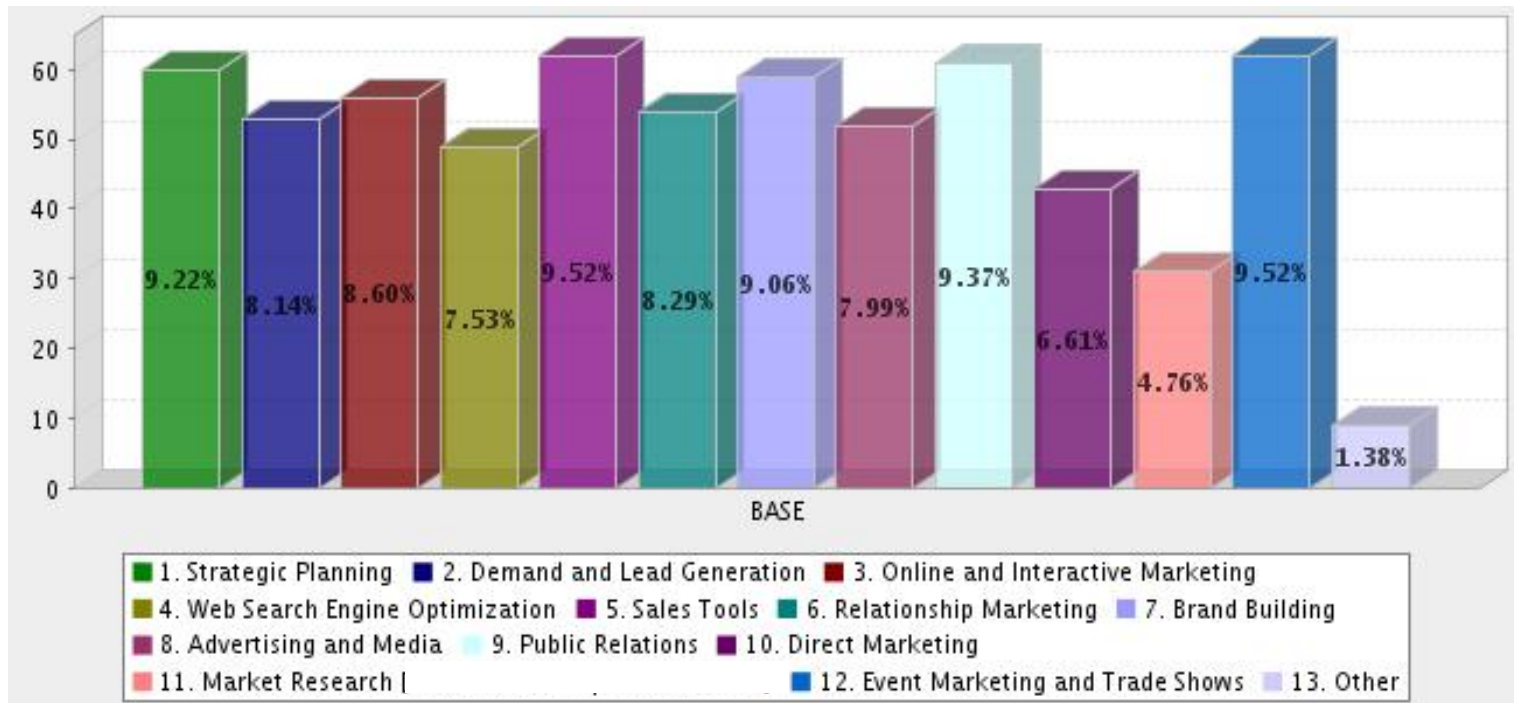
- Reputation and planning
- Ability to track ROI
- Both Price and quality of work
- Great customer service skills
- Understanding of their business
- Finishes projects quickly, meets deadlines with no problems
- Creative house that is well rounded, with capabilities to handle all facets of business
- Technical expertise



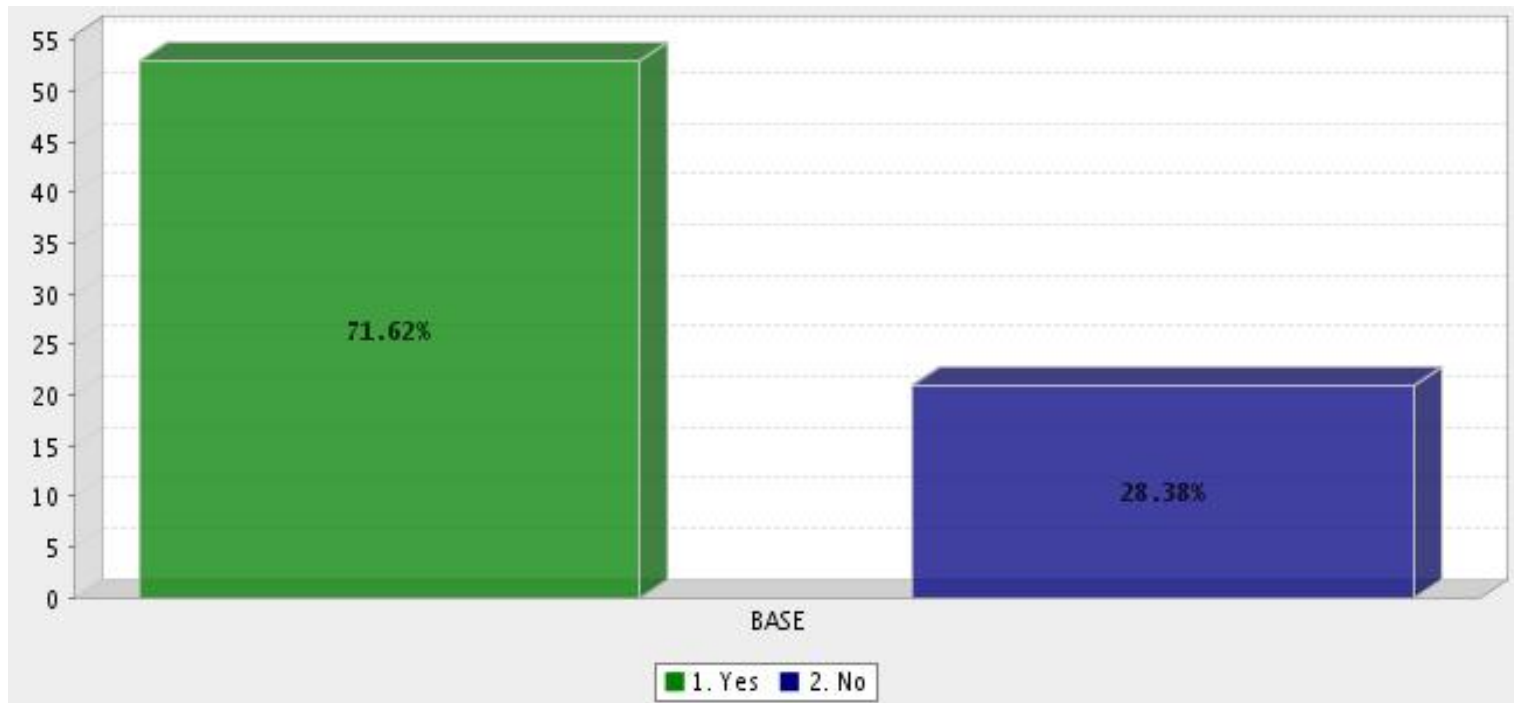
Outside Marketing Vendors: Key Takeaways

- 60% of respondents use outside marketing communications vendors
- Nearly half of respondents spend less than 25% of their budget on outside marketing communications vendors
- Of the multiple choice selections, the two most important factors cited when selecting an outside marketing communications vendor were quality of work and knowledge of the respondents' industry
- The two least important factors cited were ability to integrate with current programs and breadth of marketing services offered

7. Which tactics do you plan to include in your 2010 marketing mix? Select all that apply:



8. Do you currently use email marketing, web forms or other online lead gen tools as part of your selling process?





Marketing Communications Tactics: Key Takeaways

- The two most popular marketing communications tactics planned by respondents for 2010 were sales tools and event marketing/trade shows
- The two least popular marketing communications tactics planned by respondents for 2010 were market research and direct marketing
- Nearly two-thirds of respondents use e-mail marketing, web lead capture forms or online lead generation tools as part of their selling process



Open-Ended Question Results



9. What one thing would you most like to change about your current outside marketing vendor? (Top Answers)

- More self-initiative and creativity
- Location
- Electronic access to data
- Helping to find other customers
- Wish more people would pick up the phone
- Understanding client business and responsiveness
- New designers
- Lower prices
- Get things quicker



10. What would you say is the 'number one' marketing or sales challenge faced by your organization? PART 1

- Finding time to do everything
- Getting quality sales leads
- Lack of staff. Need sales manpower that is cost-effective
- Changing marketing messages
- Lack of resources
- Lead management
- Long sales cycle combined with extensive products makes it very complex
- Finding customers and maintaining that marketing budget
- Increasing ROI
- Reaching the right audience effectively
- Virtualization and cloud computing



10. What would you say is the 'number one' marketing or sales challenge faced by your organization? PART 2

- Focusing more on strategic planning and revisiting existing strategy to combat industry moving overseas
- Developing and managing the inbound marketing channel
- Doing more with less
- New market launch. Reaching a new or different audience/customer base with a new industry
- Knowing where to spend dollars
- Economic uncertainty
- The marketplace is moving offshore
- Getting in front of the customer and competitive differentiation
- Integrating support for marketing solutions within the sales department



11. What new marketing communications topics and trends are you most interested in? PART 1

- Automating processes to ensure good follow-up and that no one slips through the cracks
- Direct mail, radio, flight billboards
- E-mail marketing
- Online video
- Social media marketing
- Total revitalization of website
- Features regarding fraud prevention, security and risk in the online channel and mobile business
- Use of marketing intelligence/analysis



11. What new marketing communications topics and trends are you most interested in? PART 2

- E-commerce
- More green friendly and making the most out of web presence
- Networking with people in the industry
- Governmental consideration
- PR and brand building
- Virtual conferences
- Increasing sponsorship ROI and incentive programs
- Live chat lines



Study Sponsor and Additional Resources

Study Sponsor: Loop Research (d.b.a. Loop Demand Gen)

Find additional market research resources here

www.LoopDemandGen.com/resources.aspx

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