
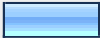
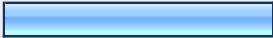

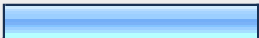









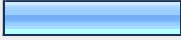
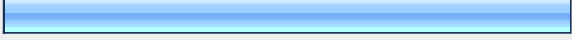
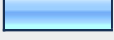



# BtoB's "2008 Marketing Priorities and Plans" Survey

1. In 2008, will your marketing budget be:			Response Percent	Response Count
Up			60.1%	128
Down			10.3%	22
Flat			29.6%	63
			<b>answered question</b>	<b>213</b>
			<b>skipped question</b>	<b>0</b>

2. If your marketing budget will be up in 2008, by how much will it increase?			Response Percent	Response Count
Less than 5%			10.3%	13
5-9%			27.8%	35
10-14%			24.6%	31
15-19%			7.9%	10
20-24%			12.7%	16
25-29%			5.6%	7
30-34%			3.2%	4
35-39%			0.8%	1
40-44%			0.0%	0
45-49%			0.8%	1
50-59%			3.2%	4
60-69%			0.0%	0
70-79%			0.0%	0
80-89%			0.0%	0
90-100%			3.2%	4
			<b>answered question</b>	<b>126</b>

## 3. What is your primary marketing goal in 2008:

		Response Percent	Response Count
Brand awareness		19.2%	41
<b>Customer acquisition</b>		<b>62.4%</b>	133
Customer retention		11.7%	25
Other (please specify)		6.6%	14
<b>answered question</b>			<b>213</b>
<b>skipped question</b>			<b>0</b>

## 4. For the following media, what are your spending plans in 2008:

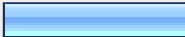
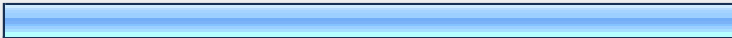
	Increase	No change	Decrease	Response Count
Print	27.8% (58)	<b>52.6% (110)</b>	19.6% (41)	209
Online	<b>79.1% (167)</b>	18.5% (39)	2.4% (5)	211
Broadcast	6.2% (11)	<b>81.5% (145)</b>	12.4% (22)	178
Radio	5.0% (9)	<b>80.1% (145)</b>	14.9% (27)	181
Direct mail	<b>49.0% (99)</b>	38.6% (78)	12.4% (25)	202
Events	<b>49.5% (99)</b>	35.0% (70)	15.5% (31)	200
Telemarketing	22.5% (42)	<b>65.2% (122)</b>	12.3% (23)	187
Outdoor	5.1% (9)	<b>84.2% (149)</b>	10.7% (19)	177
<b>answered question</b>				<b>213</b>
<b>skipped question</b>				<b>0</b>







**5. What percentage of your marketing budget was spent online in 2007? What percentage will be spent online in 2008?**

		Response Average	Response Total	Response Count
2007		26.49	5060	191
<b>2008</b>		<b>33.78</b>	<b>6452</b>	191
<i>answered question</i>				<b>191</b>
<i>skipped question</i>				<b>22</b>

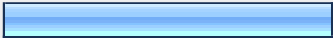
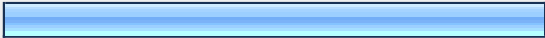

**6. Within your Internet spending, what are your plans in 2008?**





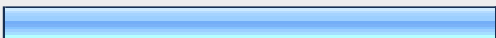
	Increase	No change	Decrease	Response Count
Banners	36.4% (72)	<b>55.1% (109)</b>	8.6% (17)	198
Sponsorships	29.6% (56)	<b>63.0% (119)</b>	7.4% (14)	189
E-mail	<b>70.1% (143)</b>	27.5% (56)	2.5% (5)	204
Search	<b>64.3% (128)</b>	31.7% (63)	4.0% (8)	199
Webcasting	39.1% (72)	<b>57.6% (106)</b>	3.3% (6)	184
Web site	<b>74.0% (151)</b>	22.5% (46)	3.4% (7)	204
Video	39.5% (75)	<b>56.3% (107)</b>	4.2% (8)	190
Social media	26.2% (48)	<b>69.4% (127)</b>	4.4% (8)	183
Other (please specify)				3
<i>answered question</i>				<b>211</b>
<i>skipped question</i>				<b>2</b>

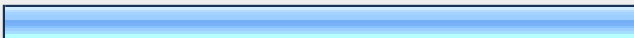
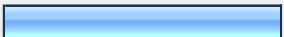
7. Do you currently use social media as part of your marketing strategy?			
		Response Percent	Response Count
Yes		19.8%	42
No		80.7%	171
<b>answered question</b>			<b>212</b>
<b>skipped question</b>			<b>1</b>

8. If you currently use social media, what do you use them for?			
		Response Percent	Response Count
Advertising		28.8%	15
Market research		30.8%	16
Customer feedback		40.4%	21
Sales channel		26.9%	14
<b>Thought leadership</b>		<b>53.8%</b>	<b>28</b>
Other		13.5%	7
<b>answered question</b>			<b>52</b>
<b>skipped question</b>			<b>161</b>


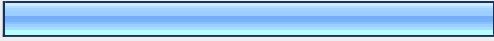


9. What percentage of your marketing budget was spent on direct marketing in 2007? What percentage will be spent on direct marketing in 2008?				
		Response Average	Response Total	Response Count
2007		22.01	3852	175
<b>2008</b>		<b>25.67</b>	<b>4493</b>	<b>175</b>
<b>answered question</b>				<b>175</b>
<b>skipped question</b>				<b>38</b>

10. What are the staffing plans for your marketing department in 2008?			Response Percent	Response Count
Increase			36.2%	76
<b>No change</b>			<b>59.5%</b>	125
Decrease			4.3%	9
			<b>answered question</b>	<b>210</b>
			<b>skipped question</b>	<b>3</b>




11. If you are currently doing overseas marketing, by how much will you increase this activity in 2008?			Response Percent	Response Count
0-24%			35.2%	63
25-49%			6.1%	11
50-74%			2.2%	4
75-100%			0.0%	0
More than 100%			2.2%	4
<b>Not doing overseas marketing</b>			<b>54.2%</b>	97
			<b>answered question</b>	<b>179</b>
			<b>skipped question</b>	<b>34</b>

12. Will you be launching new ad campaigns in 2008?			Response Percent	Response Count
<b>Yes</b>			<b>69.5%</b>	148
No			30.5%	65
			<b>answered question</b>	<b>213</b>
			<b>skipped question</b>	<b>0</b>

**13. How would you rate your relationship with your agency in terms of its willingness and capacity to tailor programs to fit your marketing goals?**

		Response Percent	Response Count
Excellent		40.7%	68
<b>OK</b>		<b>53.9%</b>	90
Poor		4.8%	8
Unacceptable		0.6%	1
		<b>answered question</b>	<b>167</b>
		<b>skipped question</b>	<b>46</b>

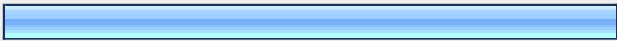





**14. How would you rate your trade media partners in terms of their willingness and capacity to tailor programs to fit your marketing goals?**

		Response Percent	Response Count
Excellent		28.0%	54
<b>OK</b>		<b>65.8%</b>	127
Poor		6.2%	12
Unacceptable		0.0%	0
		<b>answered question</b>	<b>193</b>
		<b>skipped question</b>	<b>20</b>

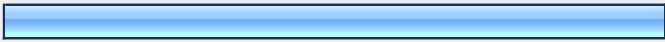

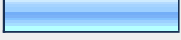
15. What is your title?				
			Response Percent	Response Count
CEO/President			20.2%	43
CMO			2.3%	5
VP of Marketing			14.1%	30
Director of Marketing			19.2%	41
<b>Marketing Manager</b>			<b>30.0%</b>	64
Other (please specify)			14.1%	30
			<b>answered question</b>	<b>213</b>
			<b>skipped question</b>	<b>0</b>

16. What industry best describes your company's business?				
			Response Percent	Response Count
Advertising			11.3%	24
<b>Technology</b>			<b>21.1%</b>	45
Retail			4.2%	9
Consulting			10.3%	22
Financial Services			5.6%	12
Manufacturing			17.8%	38
Education			1.9%	4
Consumer Packaged Goods			0.5%	1
Hospitality/Travel			2.3%	5
Non-profit			2.8%	6
Sports/entertainment			0.5%	1
Health/Pharmaceutical			2.8%	6
Other (please specify)			18.8%	40
			<b>answered question</b>	<b>213</b>

## 17. Is your company's annual revenue:

		Response Percent	Response Count
Less than \$100 million		67.6%	140
\$100 million- \$500 million		13.0%	27
\$501 million- \$1 billion		6.3%	13
\$1.1-\$5 billion		5.8%	12
\$5.1-\$25 billion		4.8%	10
More than \$25 billion		2.4%	5
		<b>answered question</b>	<b>207</b>
		<b>skipped question</b>	<b>6</b>

## 18. How would you characterize your company's marketing?

		Response Percent	Response Count
Primarily business-to-business		73.0%	154
Primarily business-to-consumer		8.1%	17
Combination of b-to-b and b-to-c		19.0%	40
		<b>answered question</b>	<b>211</b>
		<b>skipped question</b>	<b>2</b>