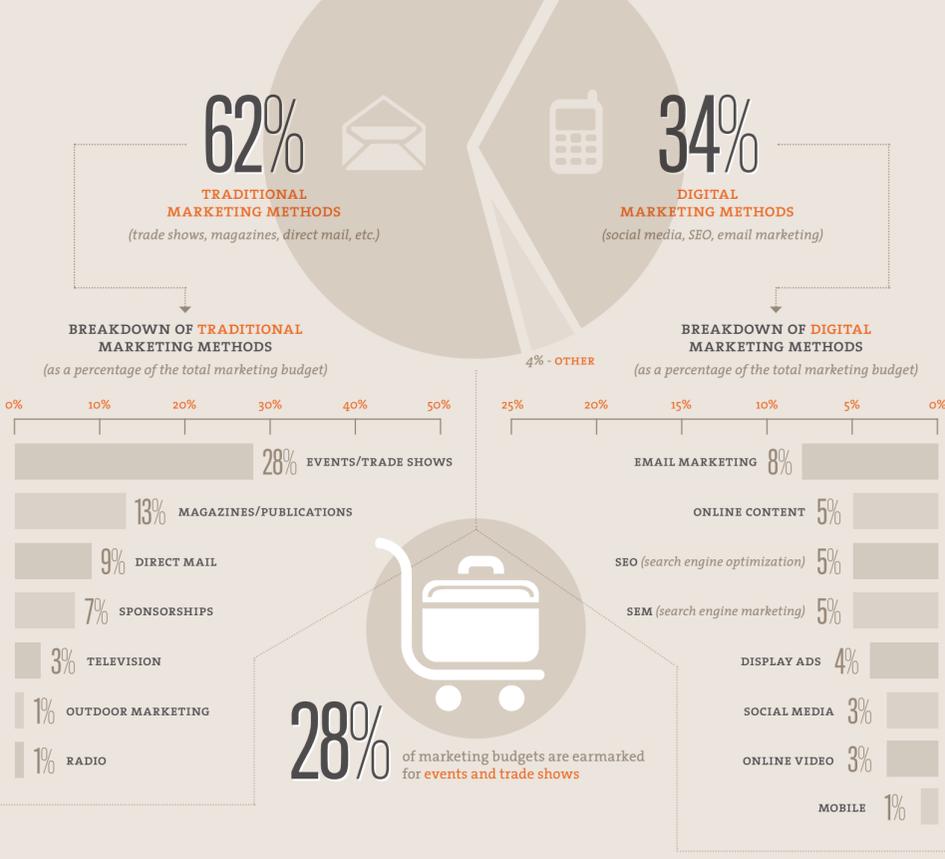


THE B2B MARKETING GUIDE

2011 EDITION

In a recent study conducted by Google, over 600 B2B marketing professionals were surveyed and were asked about their marketing strategy for 2011. This survey assessed how these marketers planned to spend their marketing budget, the challenges they faced, how they analyzed ROI and the overall effectiveness of marketing programs. What follows are some key findings from that survey.

1. How did B2B marketers allocate their marketing budget in 2010?



2. Where do B2B marketers anticipate budget increases for 2011?

34% of marketers who were already marketing through digital channels **planned to increase their digital budgets in 2011.**

41% of marketers surveyed **expected a budget increase in 2011.** And out of that group, the average anticipated budget increase was 21 percent.



3. Most effective media channels.

TOP 10 MOST EFFECTIVE MEDIA CHANNELS



8 out of the top 10 most effective marketing channels are **digital.**

4. Biggest challenges for 2011.

LIMITED BUDGET

LIMITED STAFFING

INSUFFICIENT ROI ANALYSIS

40%

of companies are concerned they do **not have enough budget** to fund their plans and deliver on goals.

39%

of B2B marketers believe they will **not have enough people** to execute planned marketing efforts.

31%

of marketers indicate that insufficient **ROI analysis is one of their biggest challenges.**

67% of marketers indicate that **revenue, lead quality, or lead volume is the most important metric** for digital efforts.

5. Predictions for the future.

TRADE SHOWS WILL REMAIN IMPORTANT



SEARCH IS STILL #1 FOR REACHING B2B AUDIENCES



EMAIL MARKETING A TOP DIGITAL PRIORITY



EAGERNESS TO TEST NEW APPROACHES

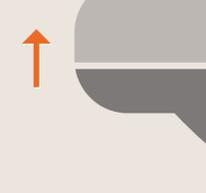


EXPECT A RENEWED FOCUS ON THE CUSTOMER



Two-thirds of marketers say that **customer retention is where the majority of their marketing dollars will go in 2011.**

SOCIAL MEDIA EMERGING INTO B2B MAINSTREAM



MOBILE AND ONLINE VIDEO EXPECTED TO SURGE



DESIGNED BY



DATA COURTESY OF



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