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 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.

**How did B2B marketers allocate their marketing budgets in 2010?**
- Television: 25%
- Radio: 10%
- Outdoor marketing: 10%
- Over-the-counter ads: 5%
- Display ads: 5%
- Print: 5%
- Social media: 4%
- Trade shows, magazines, direct mail, etc.: 5%
- Other: 5%

**Most effective media channels**
- Television: 81%
- Radio: 78%
- Outdoor marketing: 76%
- Over-the-counter ads: 74%
- Display ads: 74%
- Print: 73%
- Social media: 66%
- Trade shows, magazines, direct mail, etc.: 64%
- Other: 64%

**Predictions for the future**
- Increase their digital budgets in 2011 through digital channels: 41%
- Planned to increase their digital budgets in 2011 through digital channels: 30%
- Increase in digital budgets in 2011: 22%
- Increase in digital budgets in 2011: 35%
- Increase in digital budgets in 2011: 38%
- Increase in digital budgets in 2011: 21%

**Most effective sales channels**
- Event marketing: 85%
- Trade shows: 84%
- Direct mail: 79%
- Salespeople: 76%
- Email marketing: 74%
- Salesforce.com: 73%
- Video: 73%
- Sales force automation: 71%
- Trade shows: 71%

**Percentage of companies are concerned they don't have enough people to incorporate mobile into their marketing plans for the first time.**
- 39%

**Percentage of B2B marketers agree that mobile and online video expected to surge.**
- 40%

**Percentage of B2B marketers said that SEM was the most effective digital channel for gaining new leads.**
- 78%
- Search: 81%
- SEM: 85%
- SEO: 81%
- Email: 74%
- Social media: 66%
- Social media: 61%
- Social media: 58%
- Social media: 58%

**What was the average anticipated budget increase (of those surveyed) in the top marketing channel for gaining new leads?**
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%