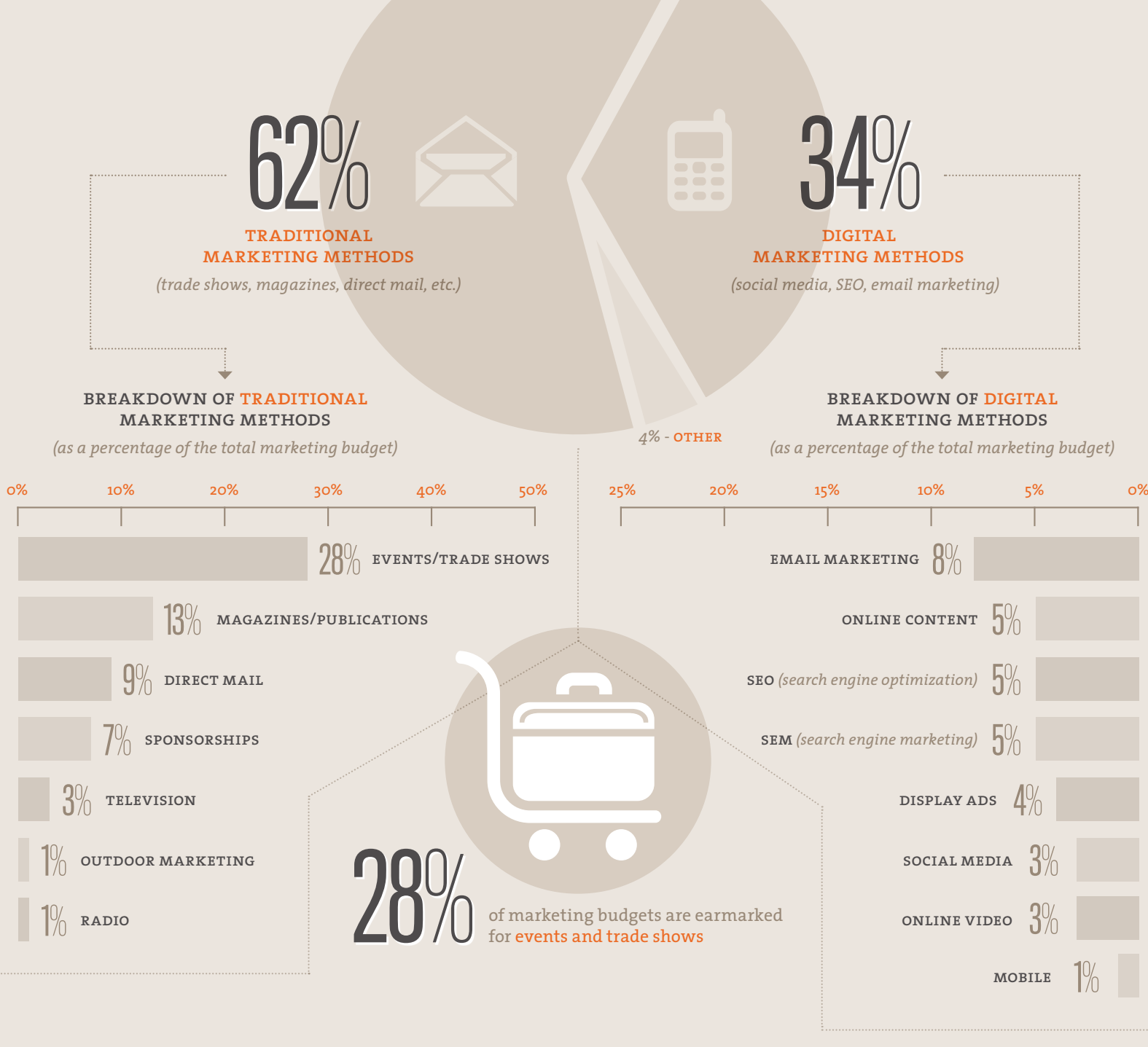


THE B2B MARKETING GUIDE

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.

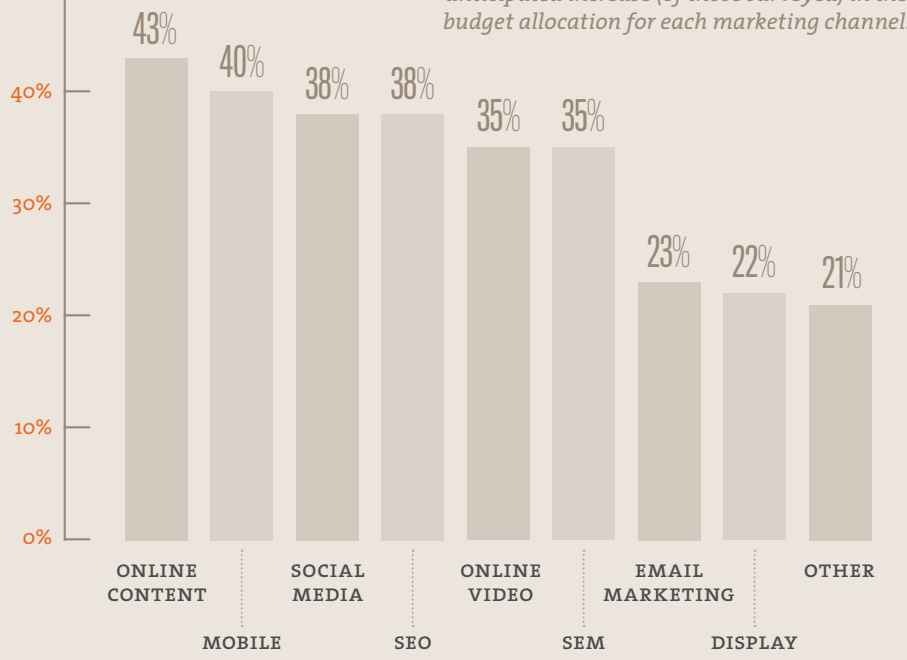
1. How did B2B marketers allocate their marketing budget in 2010?



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.



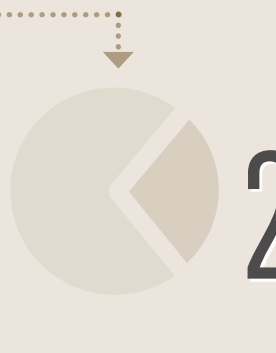
of marketers indicate that revenue, lead quality, or lead volume is the most important metric for digital efforts.

5. Predictions for the future.

TRADE SHOWS WILL REMAIN IMPORTANT



of marketers invested in event marketing in 2010.



of that group plan to increase those investments in 2011.

SEARCH IS STILL #1 FOR REACHING B2B AUDIENCES



of the B2B marketers surveyed believe their audiences are using search engines for work purposes, and they agree that search marketing is the most effective digital channel to reach them.

EMAIL MARKETING A TOP DIGITAL PRIORITY



of B2B marketers said that SEM was effective for gaining new leads. SEM was ranked as the number one channel for gaining new leads.

EAGERNESS TO TEST NEW APPROACHES

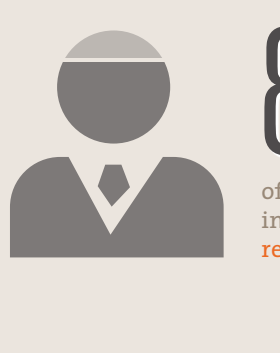


of marketers intend to try out new digital tactics in 2011.

EXPECT A RENEWED FOCUS ON THE CUSTOMER



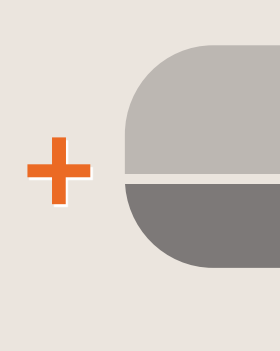
of B2B marketers agree that since the economic downturn, customer loyalty has declined.



of marketers invest in customer retention.

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

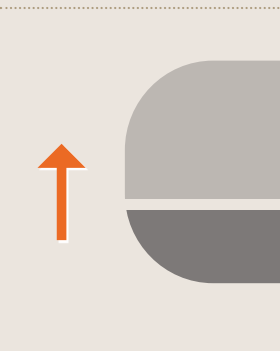
SOCIAL MEDIA EMERGING INTO B2B MAINSTREAM



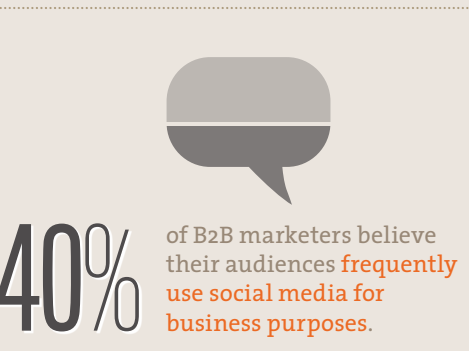
of marketers believe that social connections have a positive impact on the brand or brand sales.



of marketers plan to try using social media as a marketing channel for the first time.



of marketers plan to increase their social media budget in 2011.

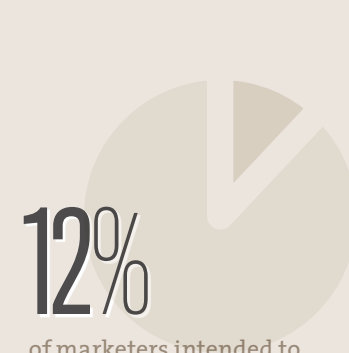


of B2B marketers believe their audiences frequently use social media for business purposes.

MOBILE AND ONLINE VIDEO EXPECTED TO SURGE



of those already using mobile as a marketing channel anticipate positive growth in 2011.



of marketers intended to incorporate mobile into their marketing plans for the first time.



of B2B marketers believe that online video initiatives have a strong positive impact on their company's brand and sales.



of B2B marketers already using online video will increase their video budgets for 2011.

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