

2011 B2B Marketing Mix Survey Results

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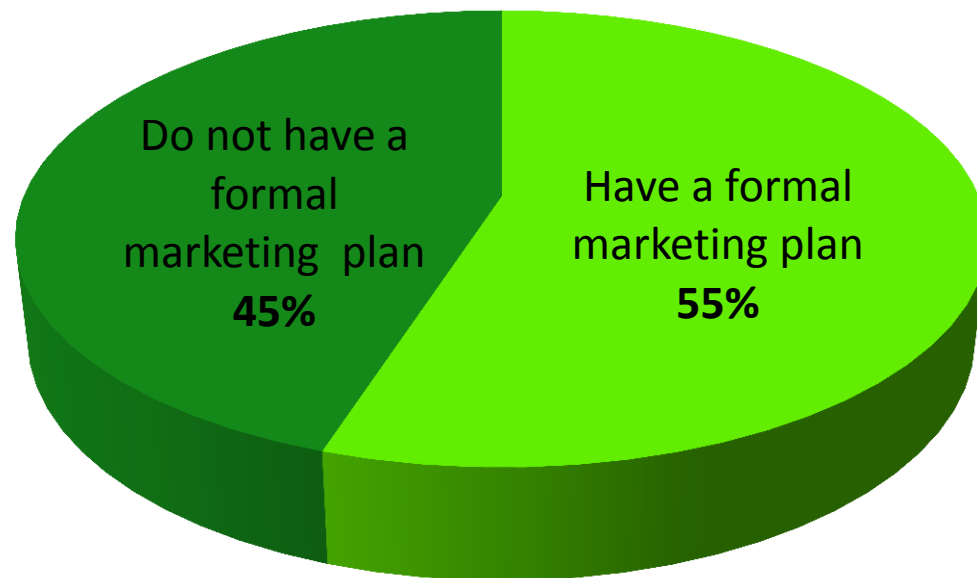


Introduction

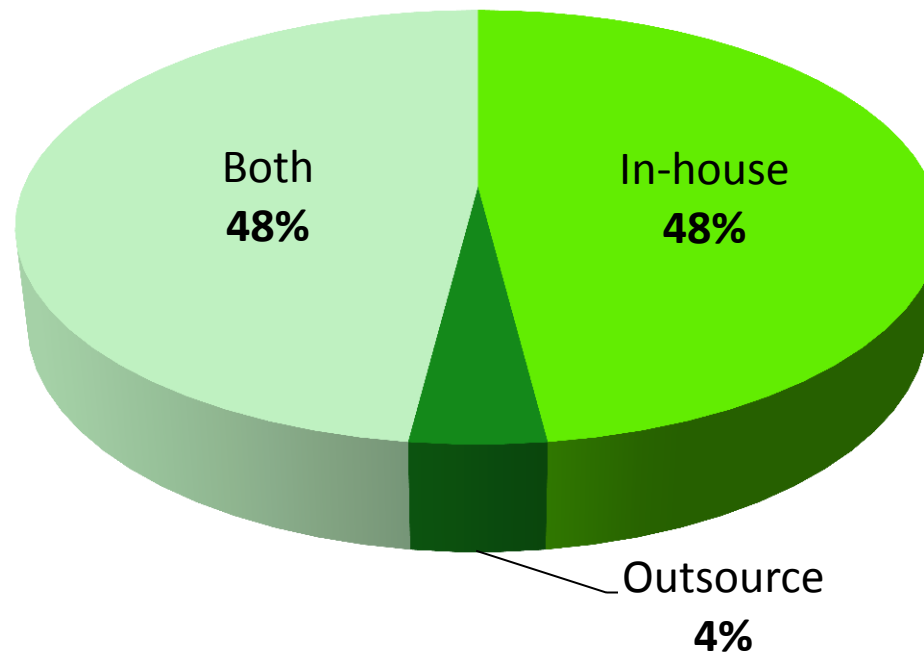
Sagefrog Marketing Group has conducted this marketing mix survey each year for the past 6 years. This year, 126 marketing and management professionals participated. The purpose of the survey is to gain insight into the marketing tactics that companies are investing in, and the return-on-investment of these tactics.

Marketers are reporting that this information is helping them allocate their marketing resources wisely, optimize their marketing mix investments, and maximize business results.

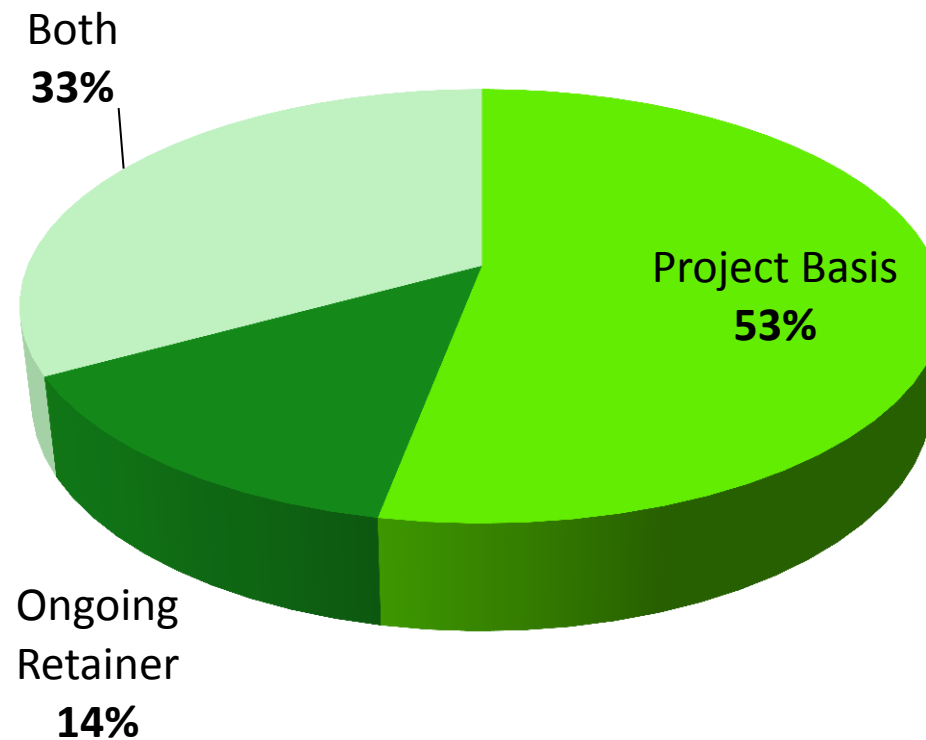
Only about half of all companies have a formal marketing plan



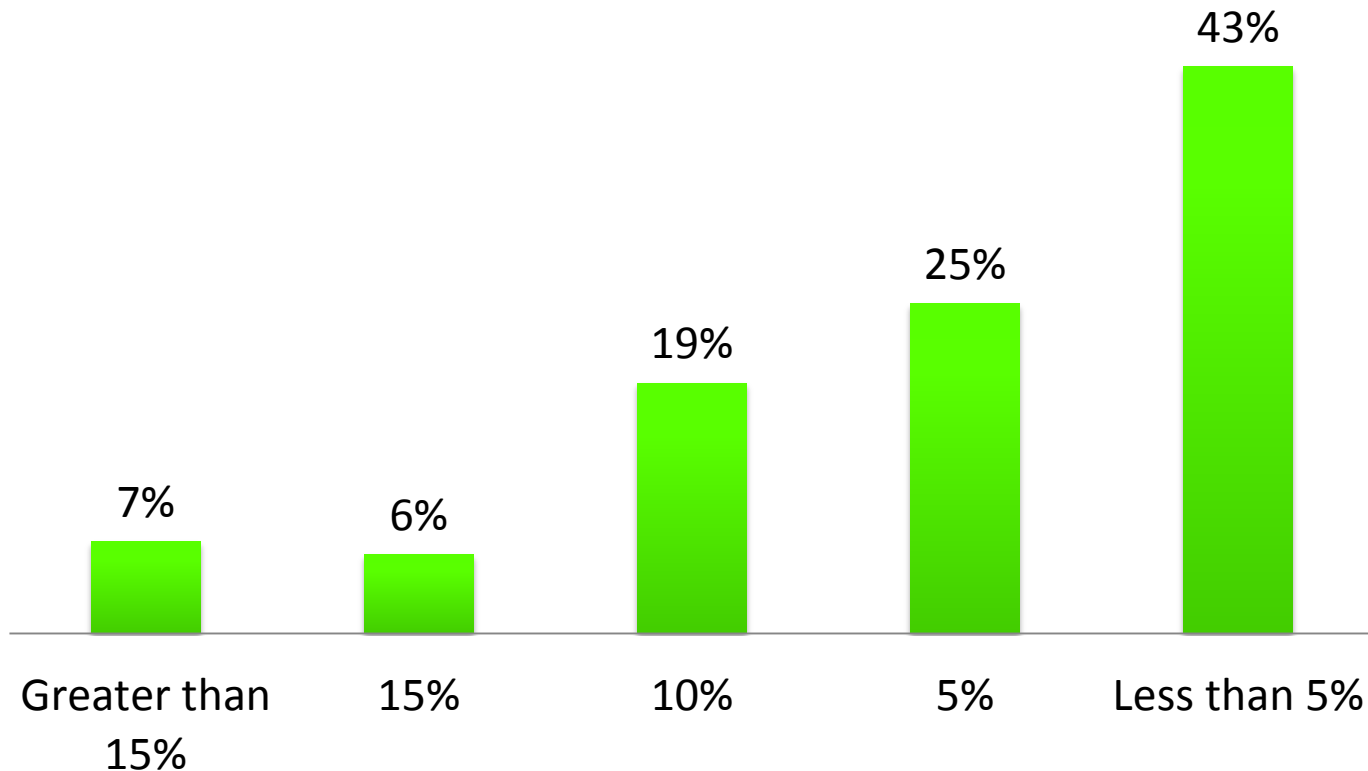
Most companies outsource to fulfill at least some of their marketing needs



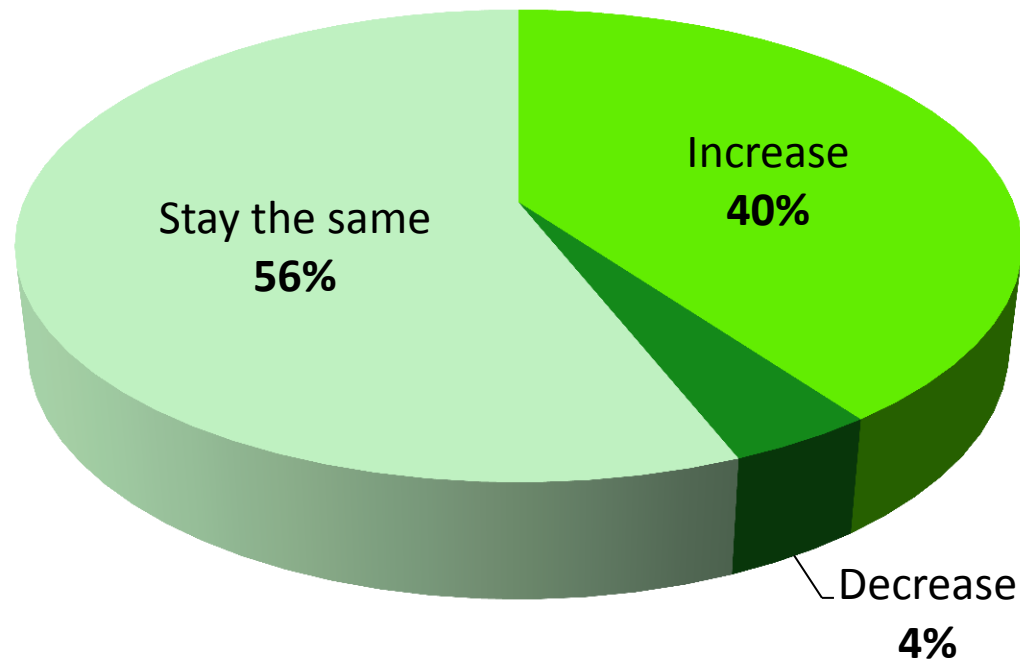
Most outsourced marketing is done on a project basis



Most companies are spending just 5% or less of their revenue on marketing



40% of companies expect their marketing budget to increase in 2012



The top areas of marketing spend involve digital channels

Most Spend

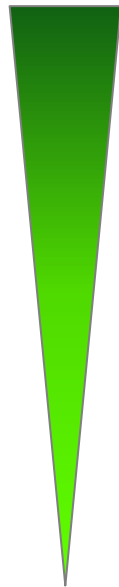


Least Spend

- **Website Development**
- **Direct Marketing – Email and Mail**
- **Online Marketing**
- Tradeshows and Events
- Public Relations
- Advertising

Tradeshows and events remain a top source of sales leads

Most Leads

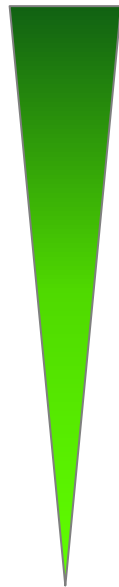


Least Leads

- Referrals
- **Tradeshows and Events**
- Online Marketing
- Email Marketing
- Public Relations
- Advertising
- Direct Mail
- Telemarketing

Digital channels provide excellent Return-on-Investment

Highest ROI

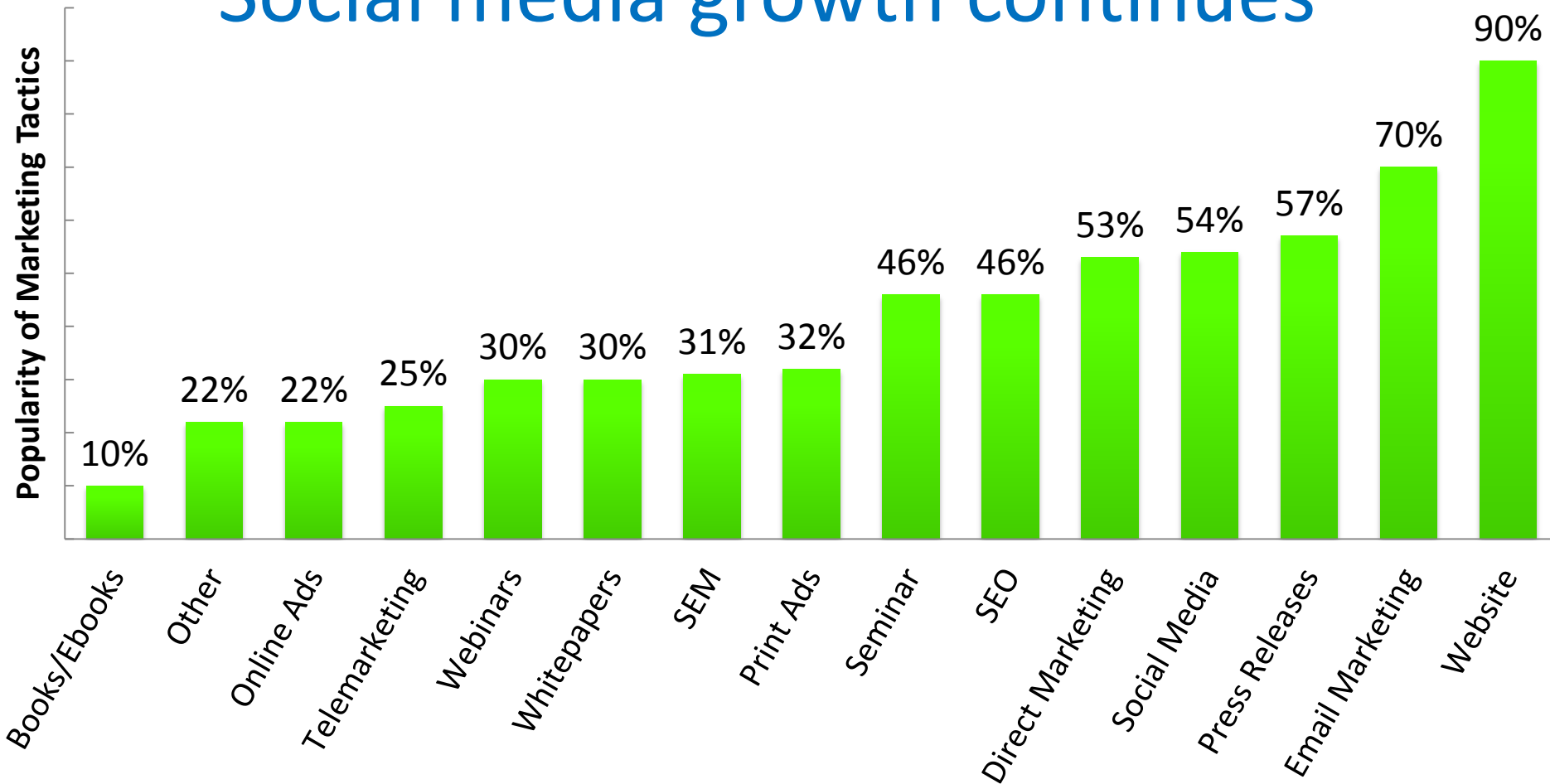


Lowest ROI

- Referrals
- **Email Marketing**
- **Online Marketing**
- Tradeshows and Events
- Public Relations
- Advertising
- Direct Mail
- Telemarketing

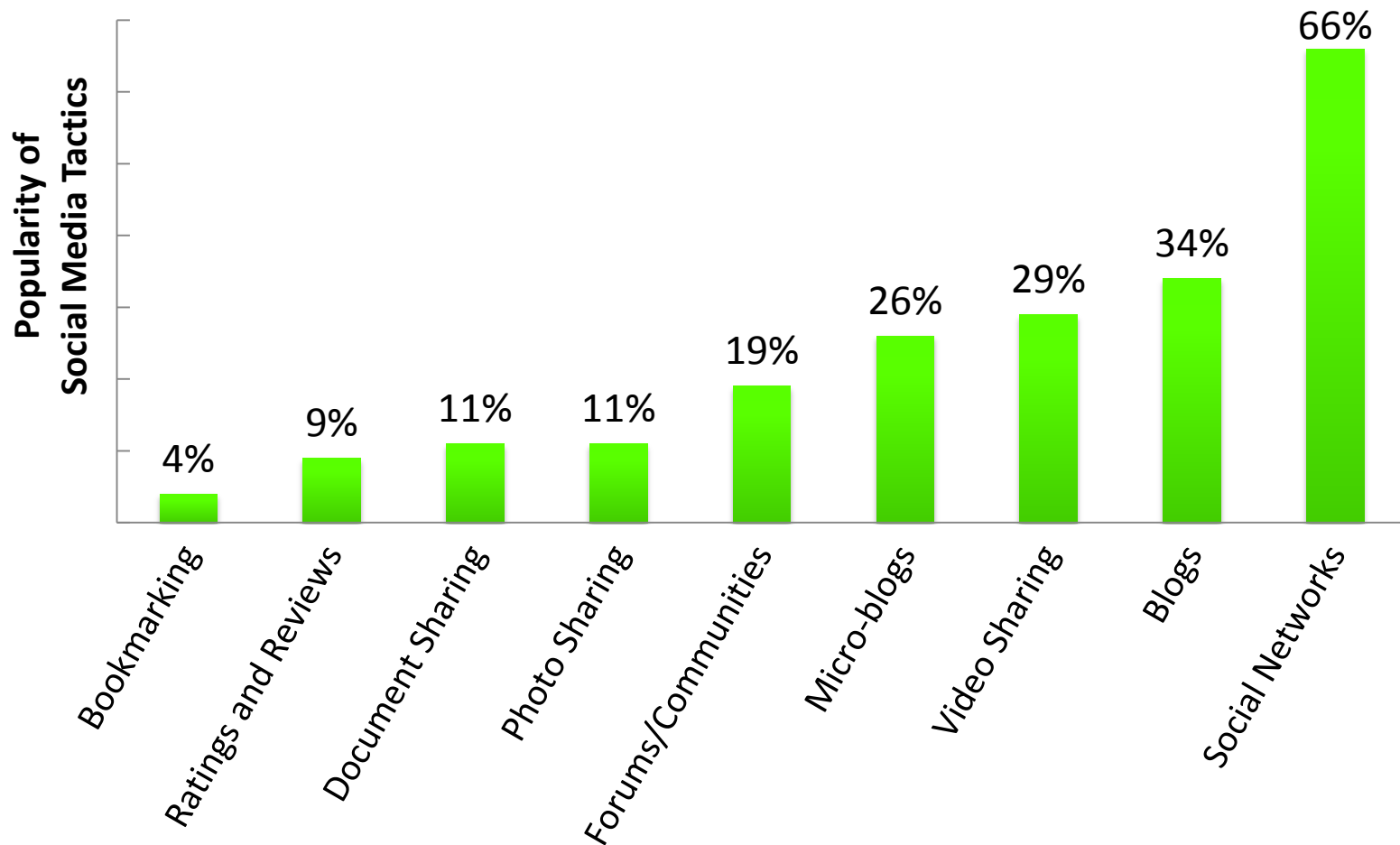
Marketing Tactics

Social media growth continues



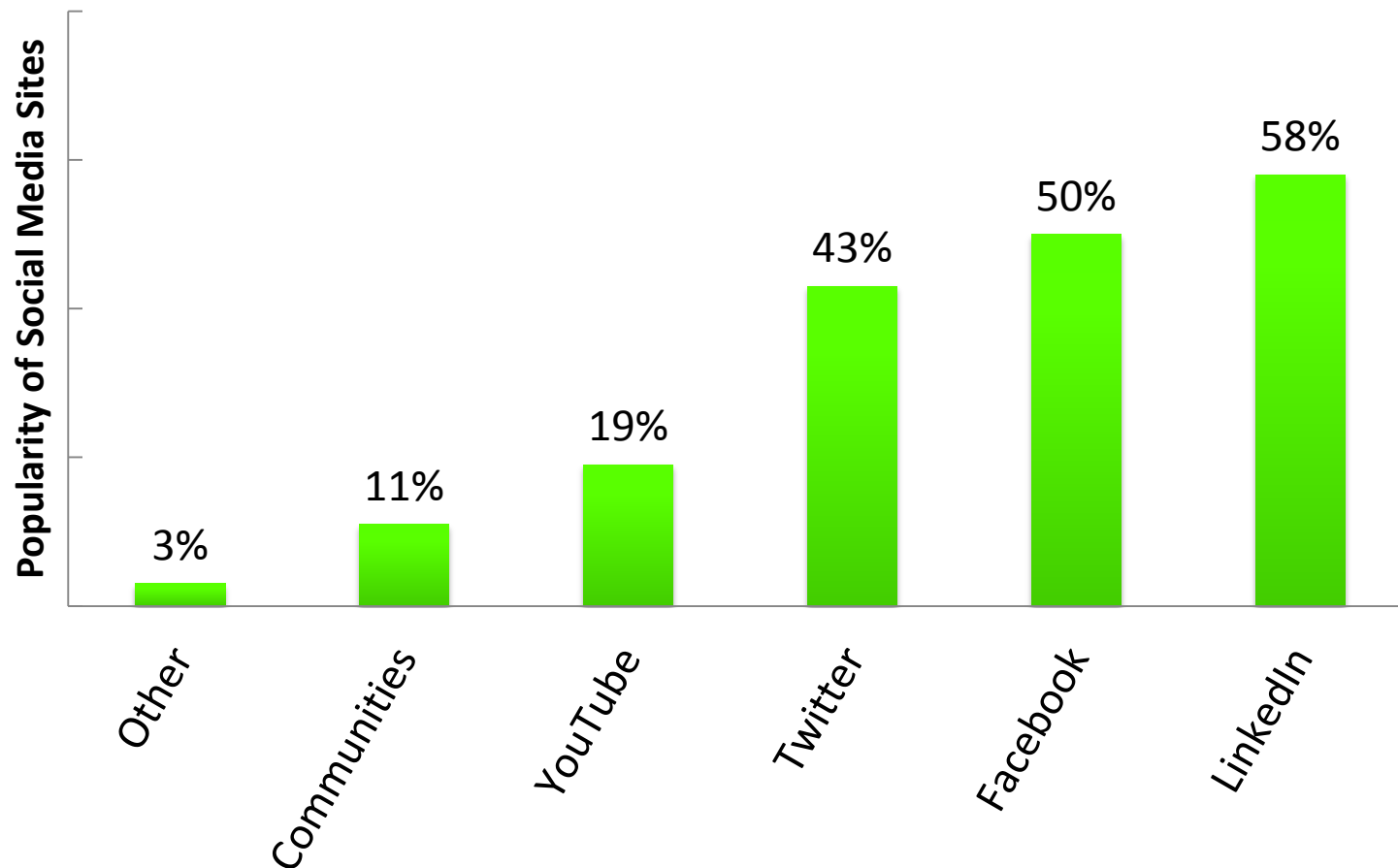
Social Media Tactics

Networks and blogs used most



Social Media Sites

The most popular B2B social media sites



About Sagefrog Marketing Group

Sagefrog Marketing Group is a full service marketing, interactive, public relations, and advertising agency. Sagefrog provides business-to-business marketing services primarily to companies based in the greater Philadelphia and New Jersey area. We utilize strategy, creativity and a proven process to help our clients reach the next level. Our services include:

- Marketing Strategy and Tactics
- Brand Positioning, Messaging and Identity
- Marketing Communications Materials
- Website Development
- Online Marketing – SEO, SEM, SMM
- Public Relations
- Advertising and Event Support
- Direct and Email Marketing

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