



2017 B2B

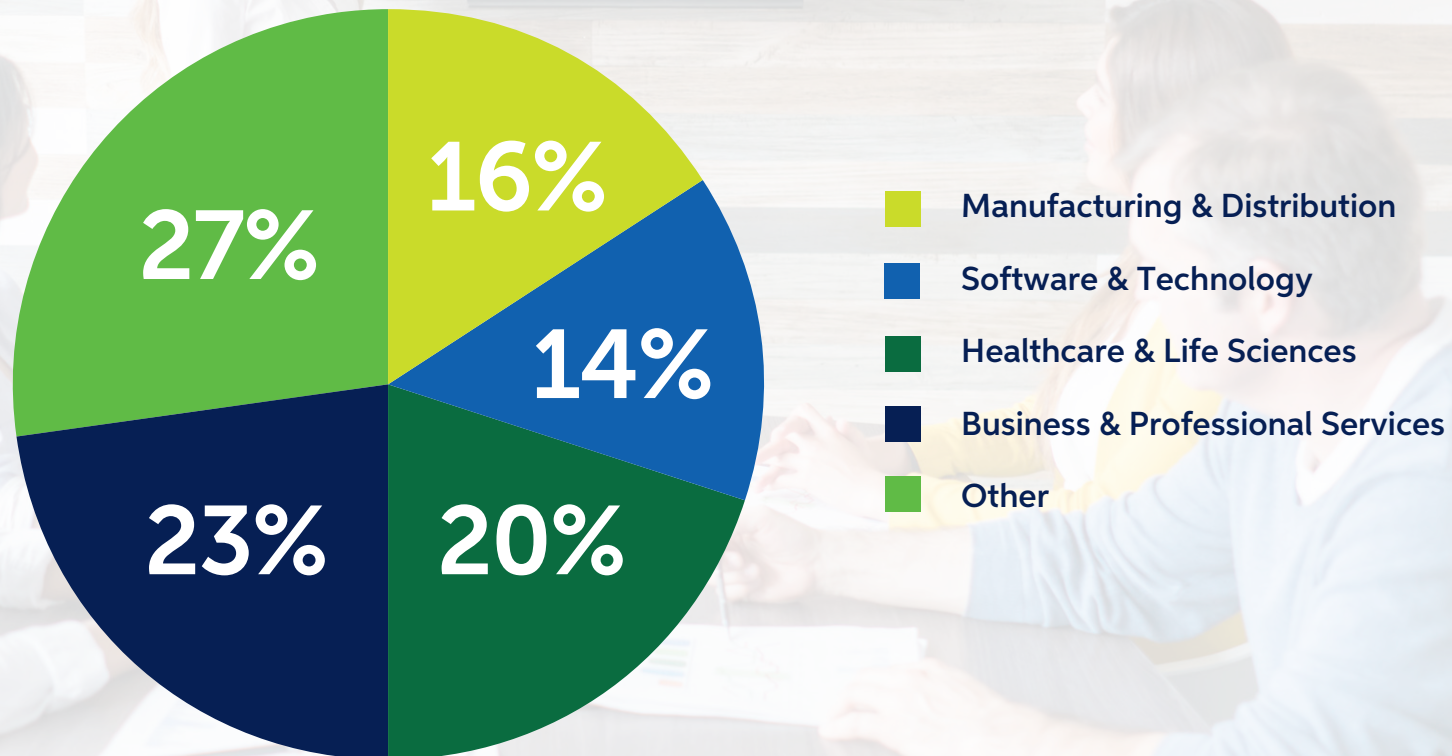
MARKETING MIX REPORT

SAGEFROG MARKETING GROUP

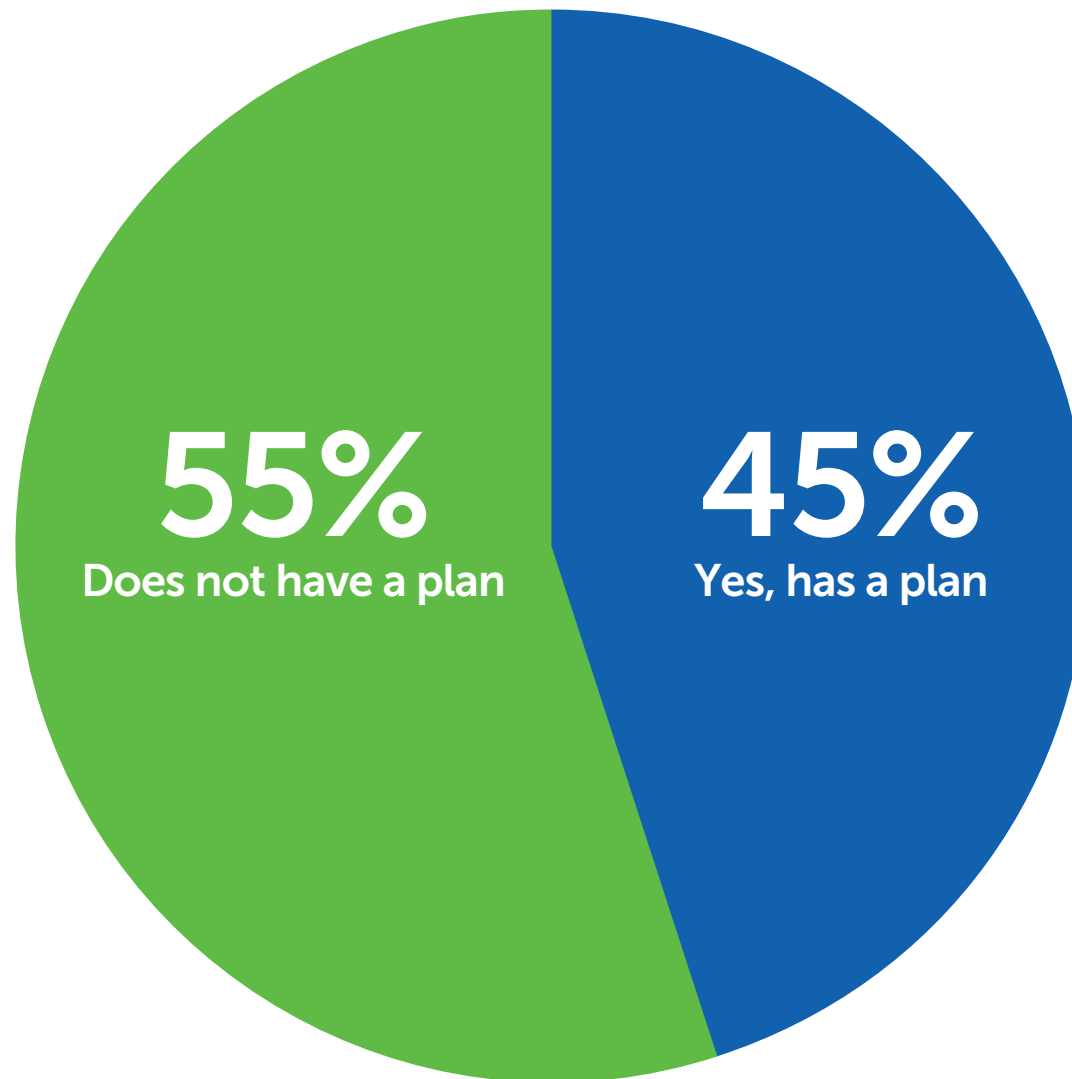


Sagefrog Marketing Group has conducted this marketing mix survey for ten years. The purpose of the survey is to provide a planning tool to help marketing professionals optimize their results and return-on-investment.

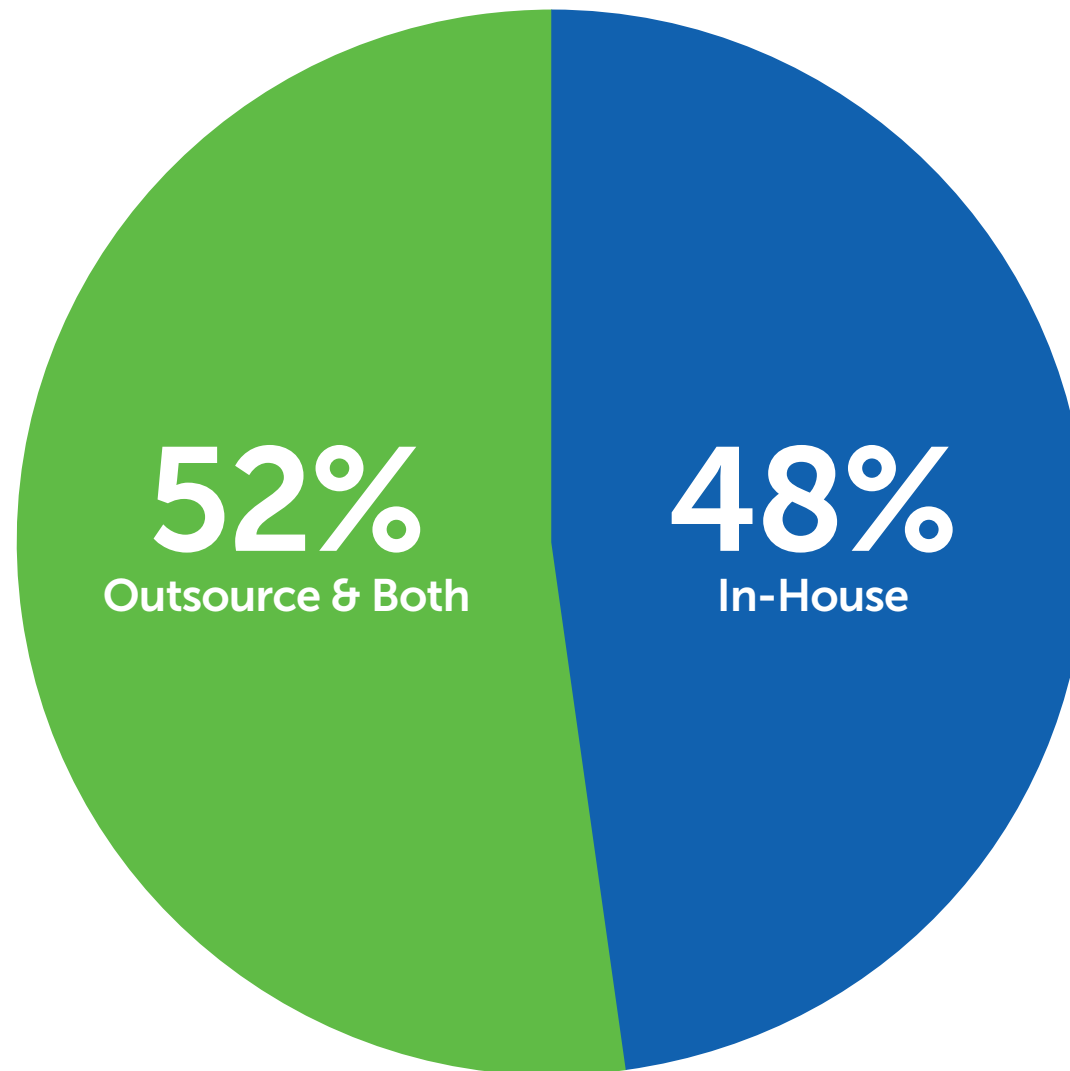
One hundred marketing and management professionals participated in our survey.



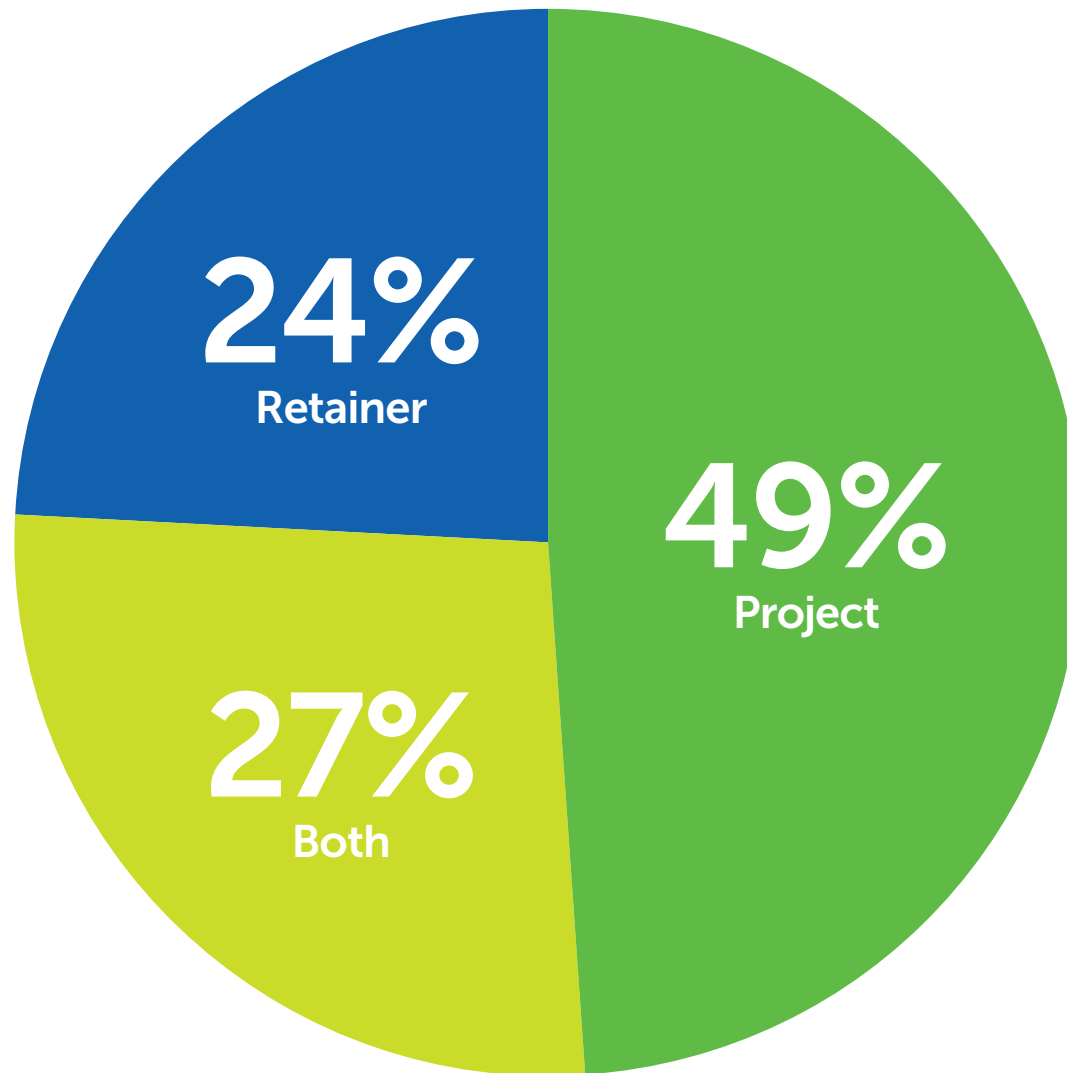
About Half of Businesses Don't Have A Formal Marketing Plan



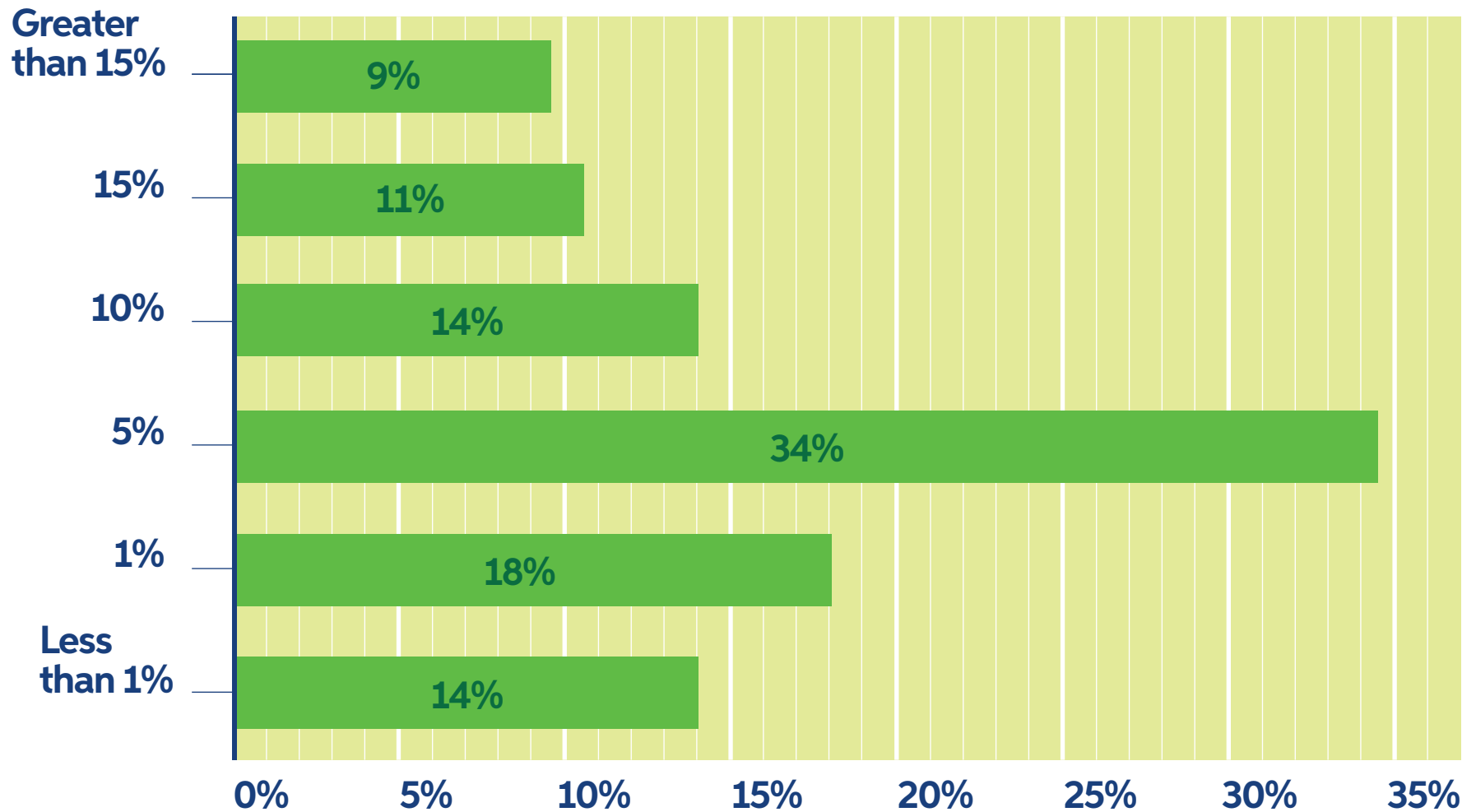
About Half Outsource Marketing



Most Outsourced Marketing is Project-Based



Percent of Revenue Companies Spend on Marketing



Top Areas of Marketing Spend Include Digital Channels



Website Development



Digital Marketing



Tradeshows and Events



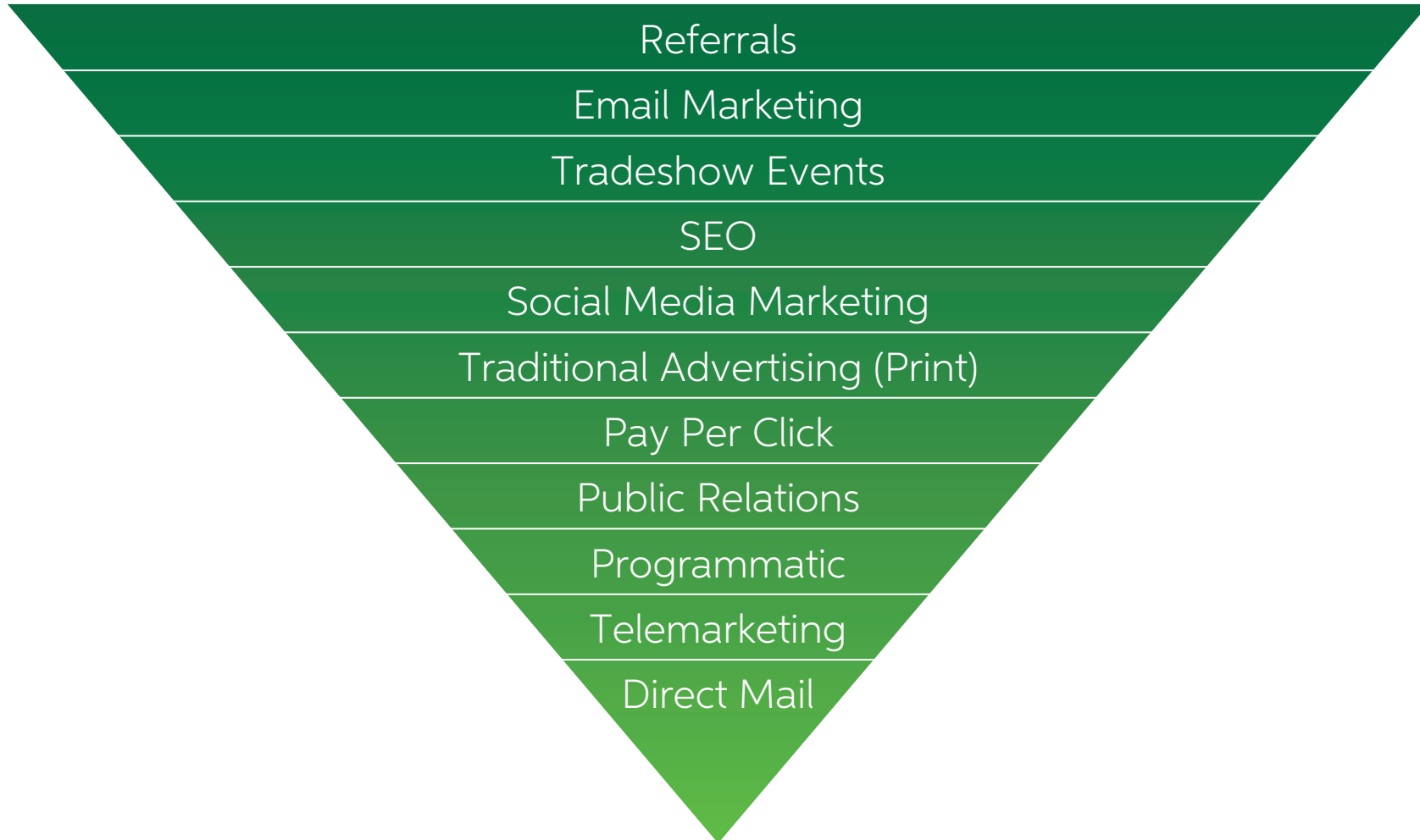
Email Marketing



Traditional Advertising (Print)

Top Sales Lead Sources

Most Leads



Least Leads

Digital Channels Provide the Best ROI

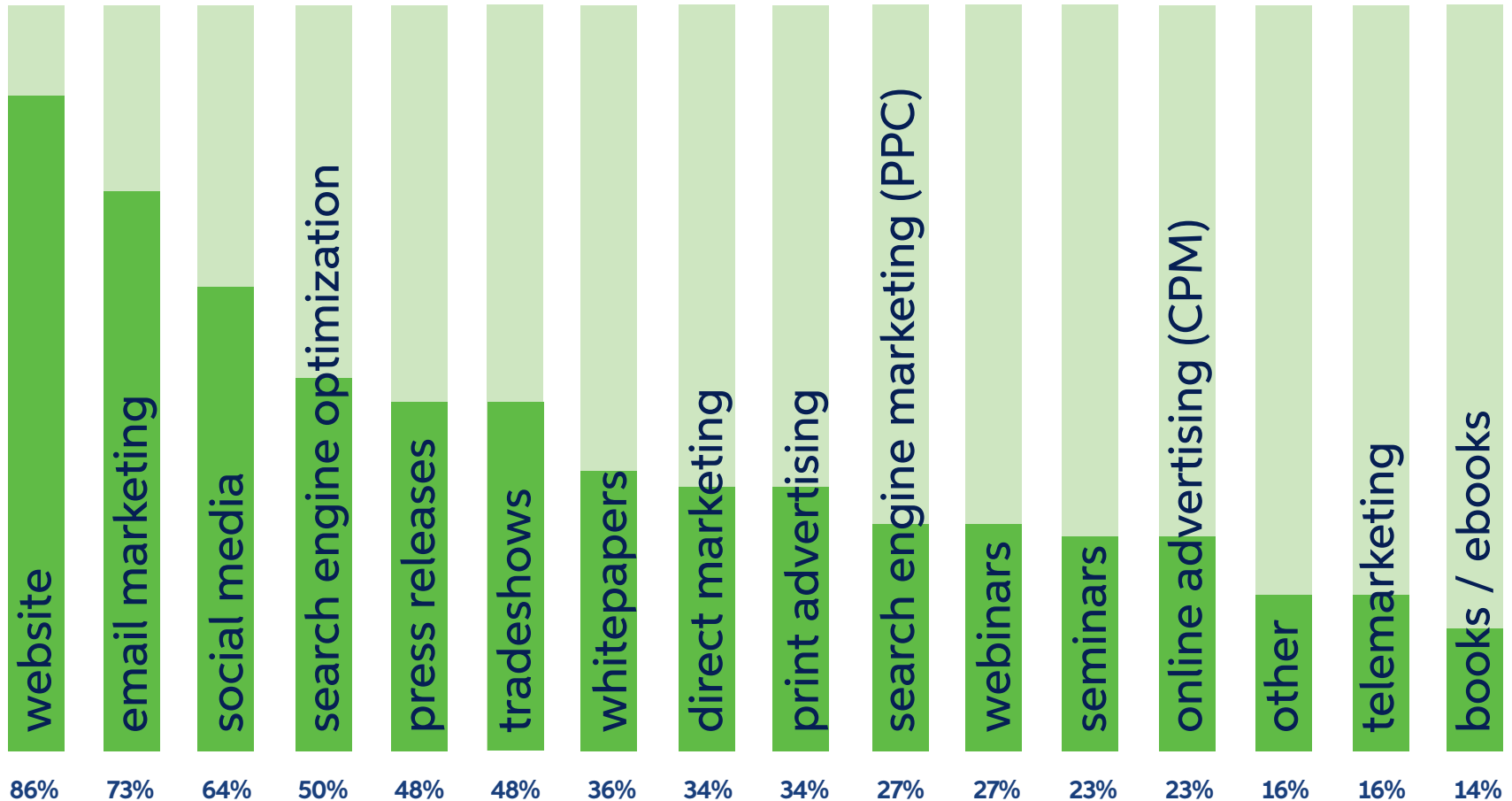
Highest ROI



Lowest ROI

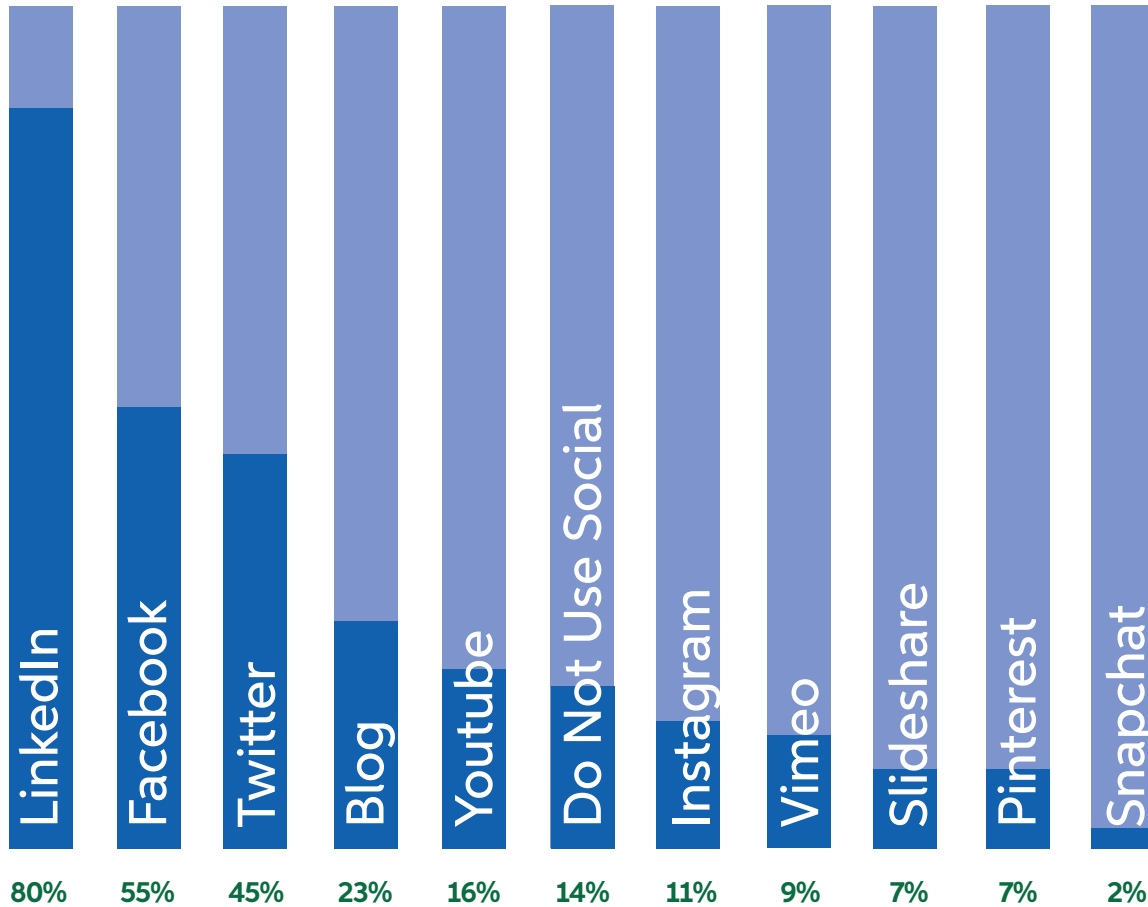
Marketing Tactics

Digital Marketing Channels Remain the Most Popular

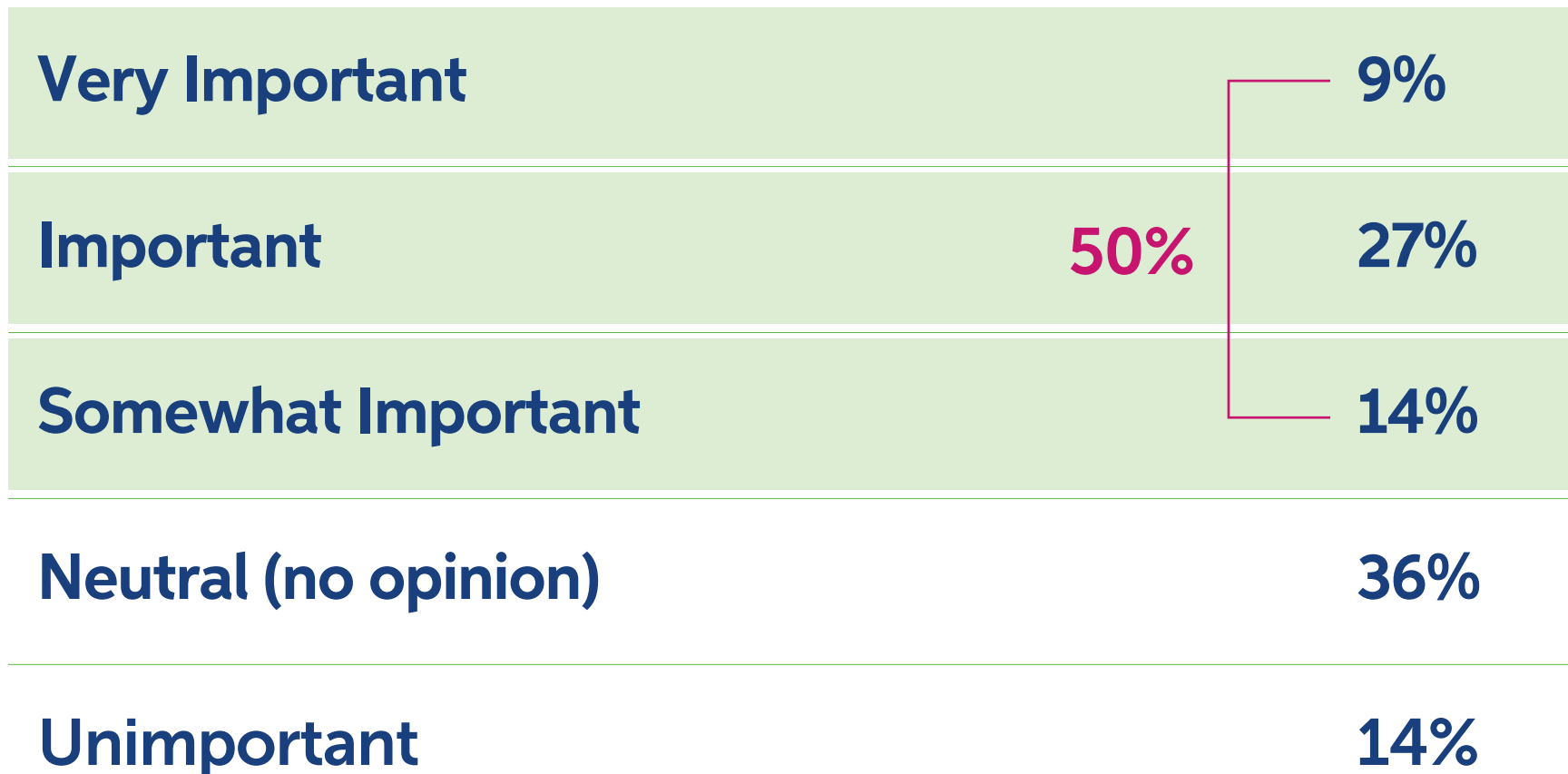


Popularity of Social Media Tactics

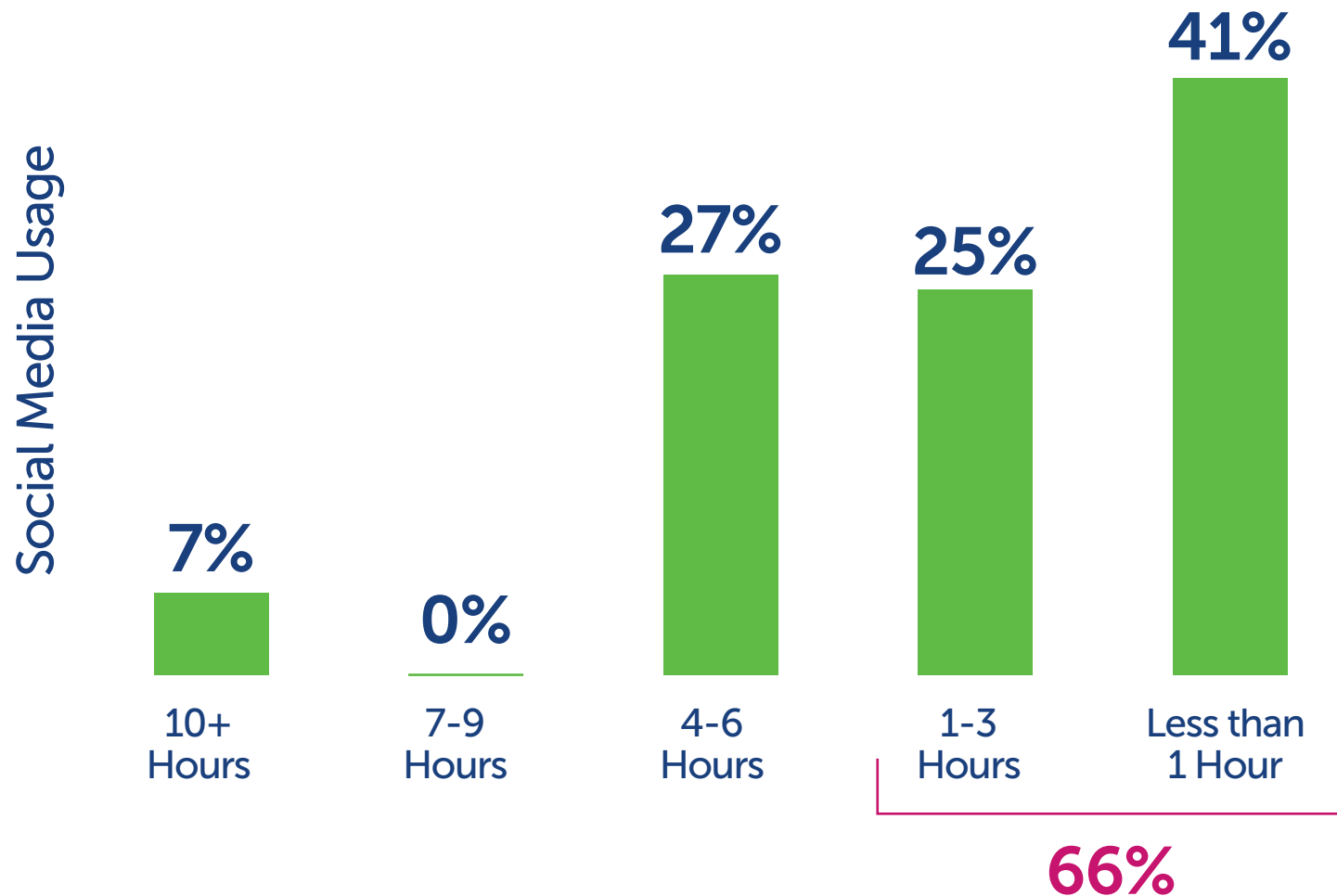
Networks and blogs used most



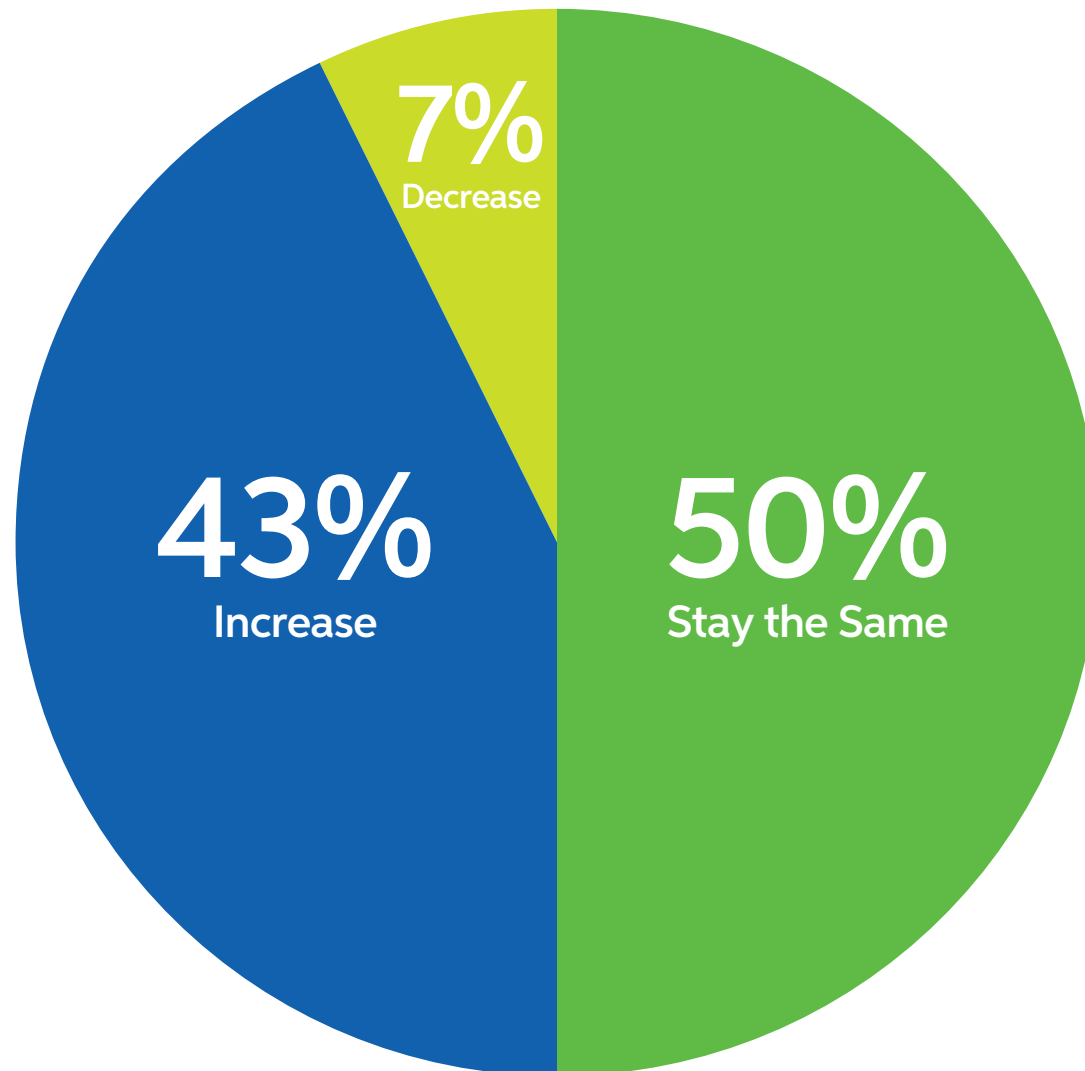
Half Think Social Media is Important



Most Spend 3 Hours or Less Per Week on Social Media



43% Plan to Increase Their Marketing Budget



About Sagefrog Marketing Group

Sagefrog Marketing Group, LLC is a full-service B2B marketing agency that specializes in healthcare, technology and business services. Founded in 2002, with offices in Doylestown, PA and Princeton, NJ, our capabilities include branding, digital, public relations & social, traditional and integrated marketing.

Contact us and we will leap into action!

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