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# Marketing to SMBs in 2011

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May 16, 2011

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**Insight:** Original market research

**Outreach:** Lead generation, nurture and upsell





1. Research overview

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2. Marketers' perspective: adjusting the mix

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3. SMB perspective: preferences and concerns

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4. Implications

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➡ Maximize the payback on your marketing, research and sales strategies

## Marketer survey

Provide insight into how your peers are evolving their go-to-market strategies

## SMB survey

Provide insight into media preferences, business concerns and brand ratings



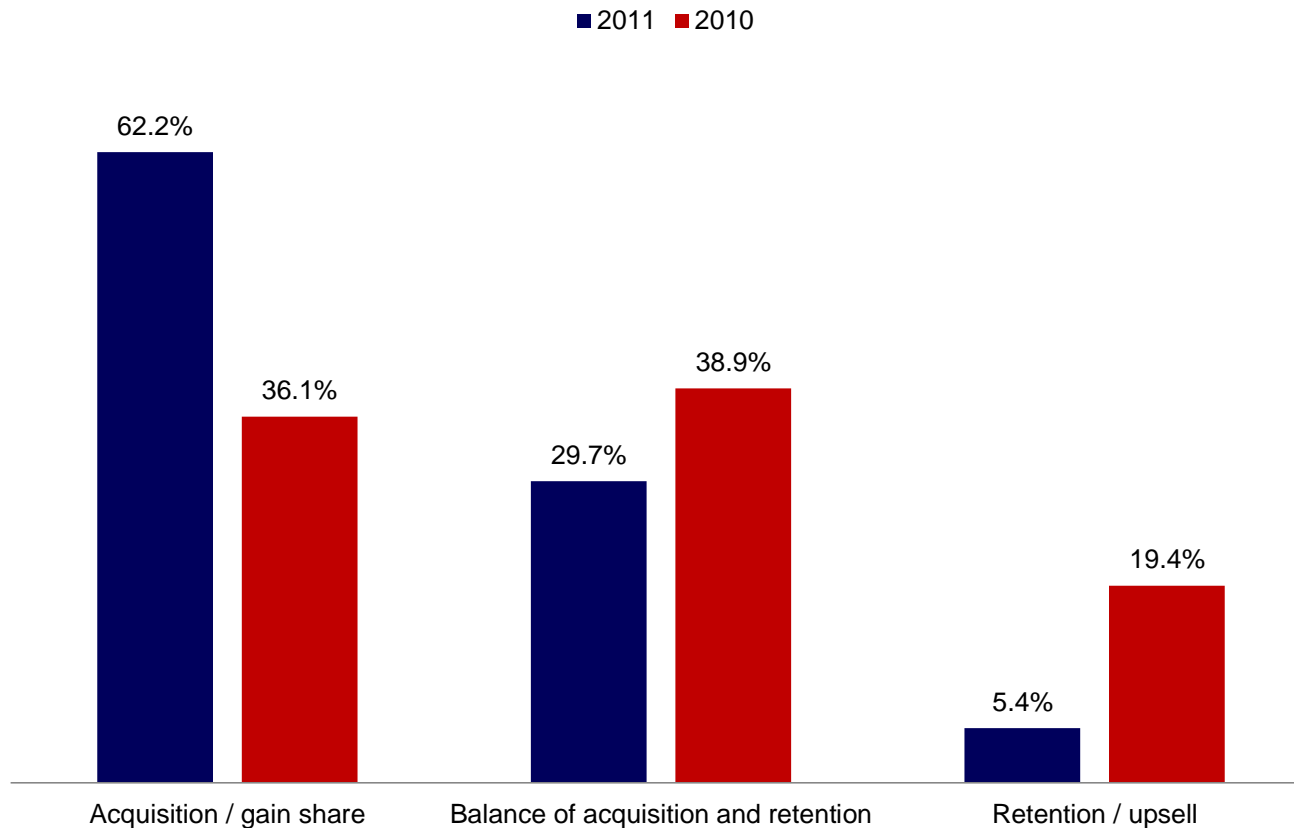
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# Marketers' Perspective

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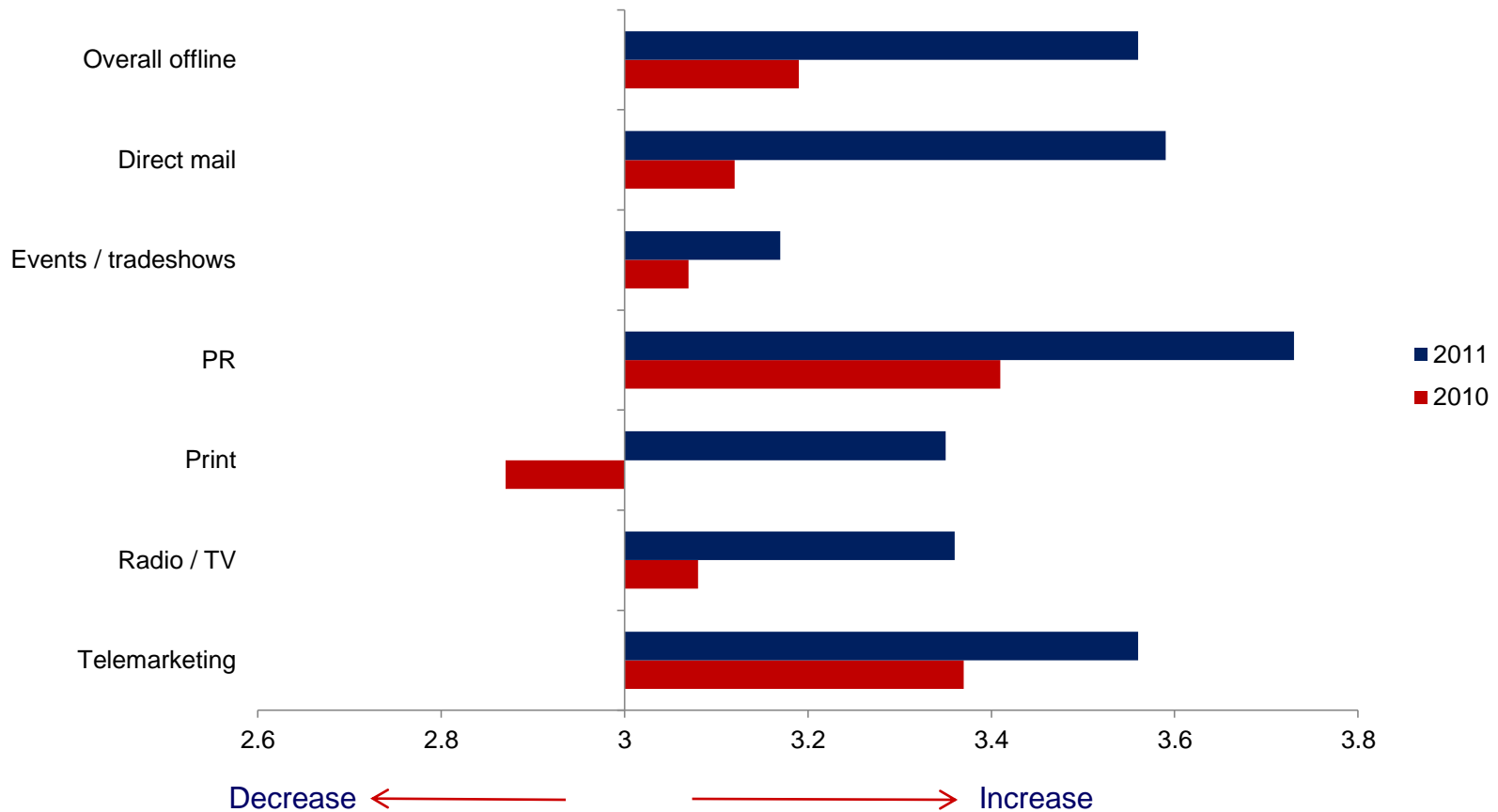
Marketers will focus much more on customer acquisition in 2011

What is your SMB marketing focus this year?



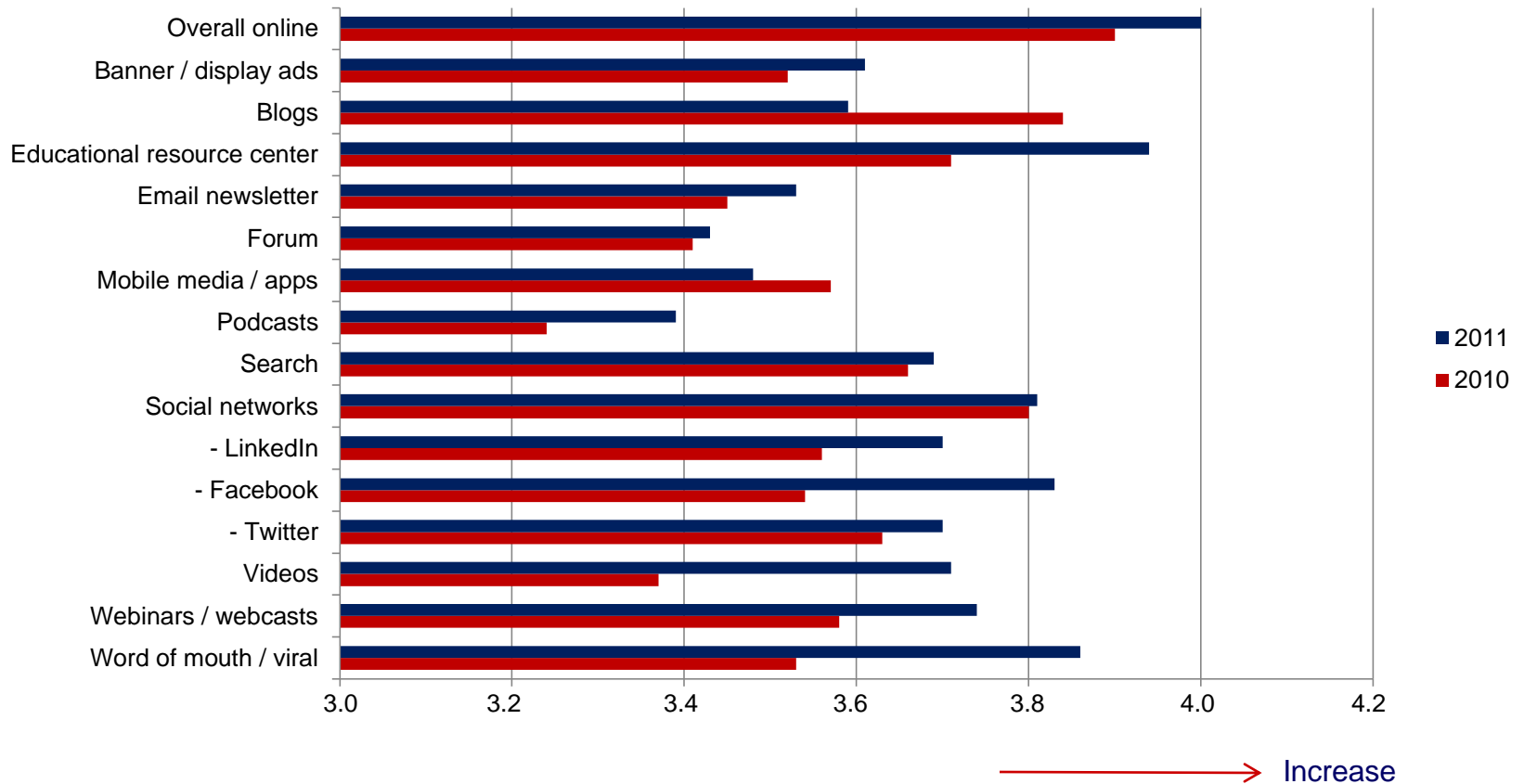
All offline tactics will increase this year, especially PR and direct mail

On a scale of 1 (significantly decrease) to 5 (significantly increase), how do you plan to change your **offline** marketing tactics this year versus last year?



Online growth will accelerate, especially resource centers, WOM and Facebook

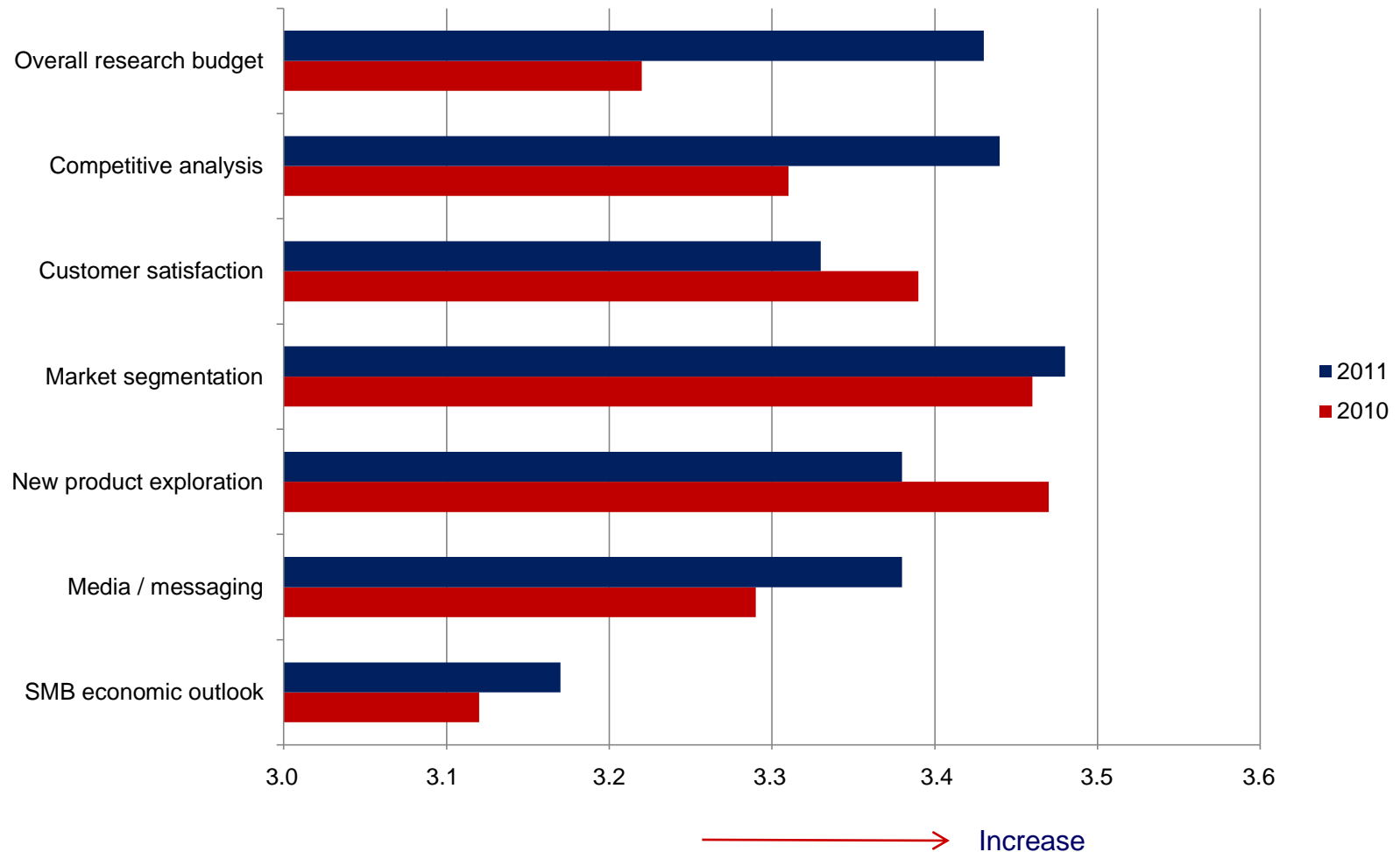
On a scale of 1 (significantly decrease) to 5 (significantly increase), how do you plan to change your **online** marketing tactics this year versus last year?





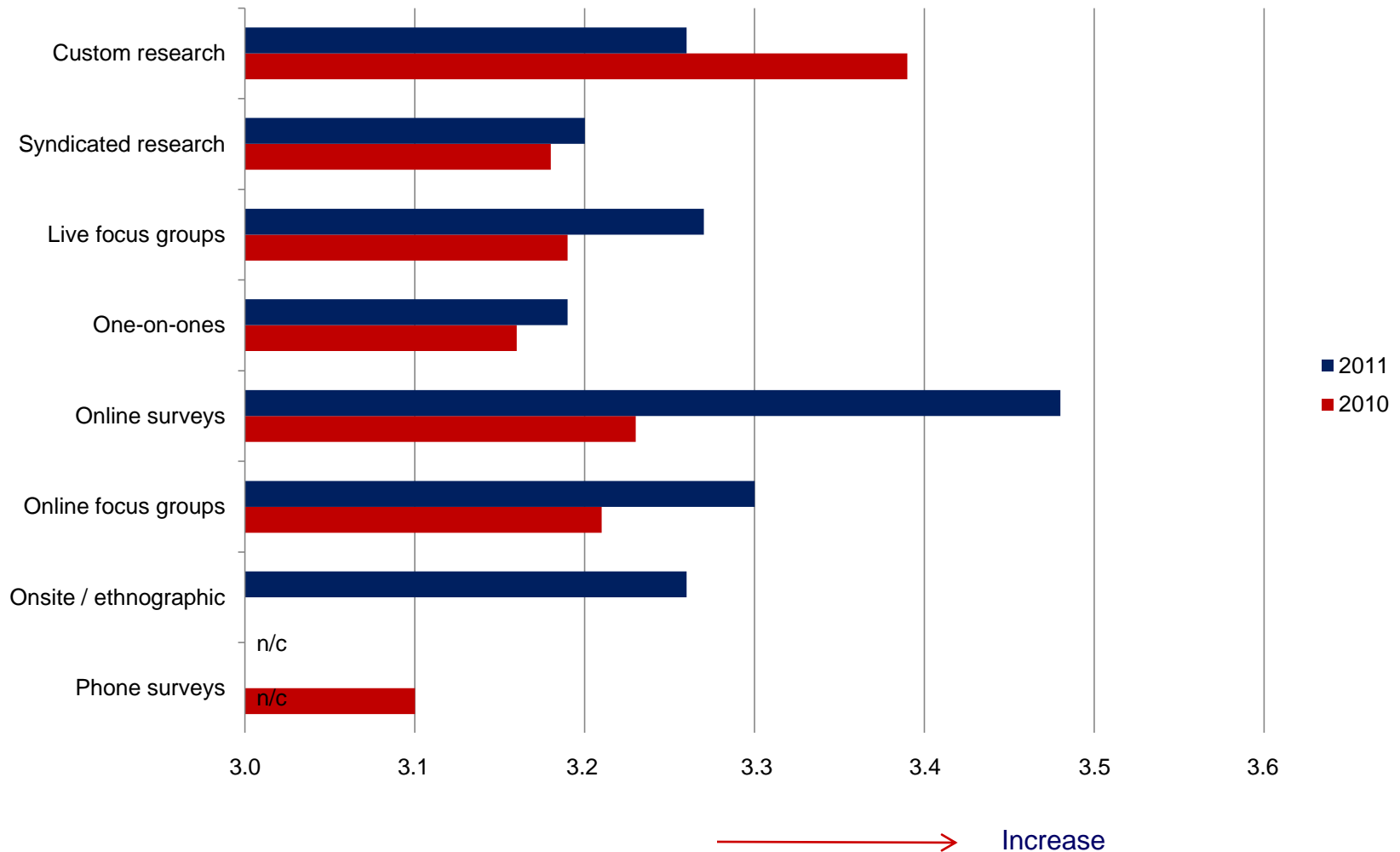
## Research budgets are increasing, with emphasis on segmentation

On the same scale, how do you plan to change your market research **focus** this year versus last year?



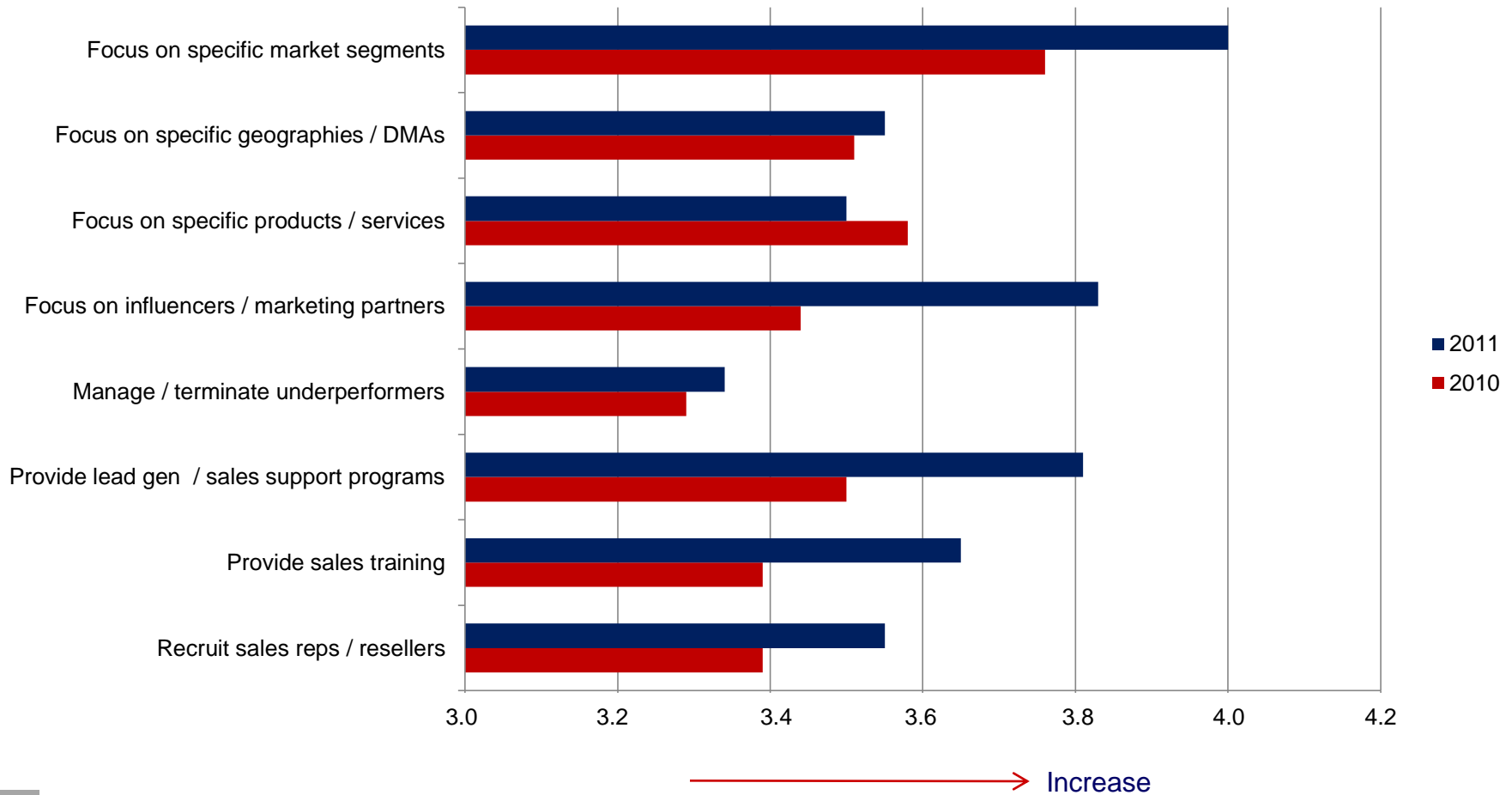
All research formats except phone surveys will increase this year

On the same scale, how do you plan to change your market research **formats** this year versus last year?



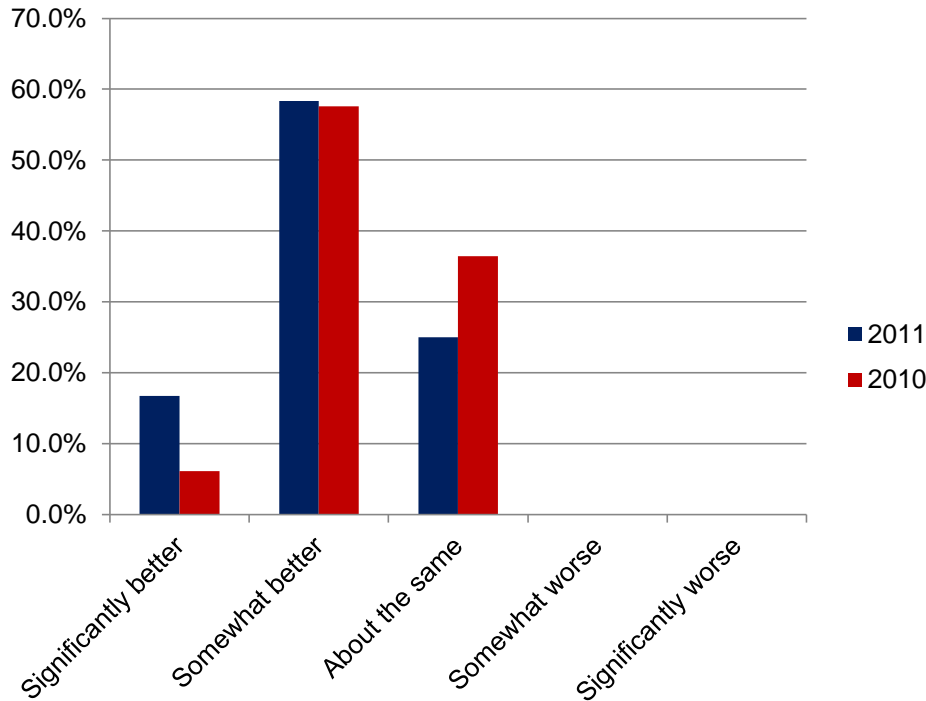
To support sales, marketers will focus most on key segments

On the same scale, how do you plan to change your sales channel support this year versus last year?

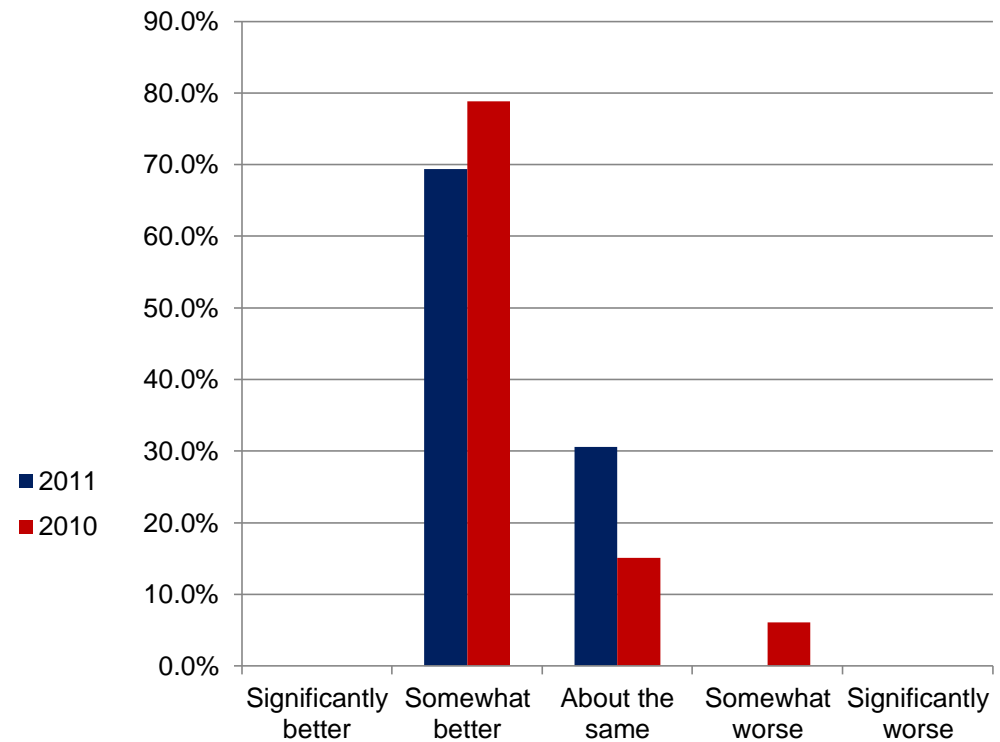


## The consensus outlook is for continuing improvement in 2011

What is your **business** outlook this year versus last year?



What is your outlook for **the US economy** this year versus last year?



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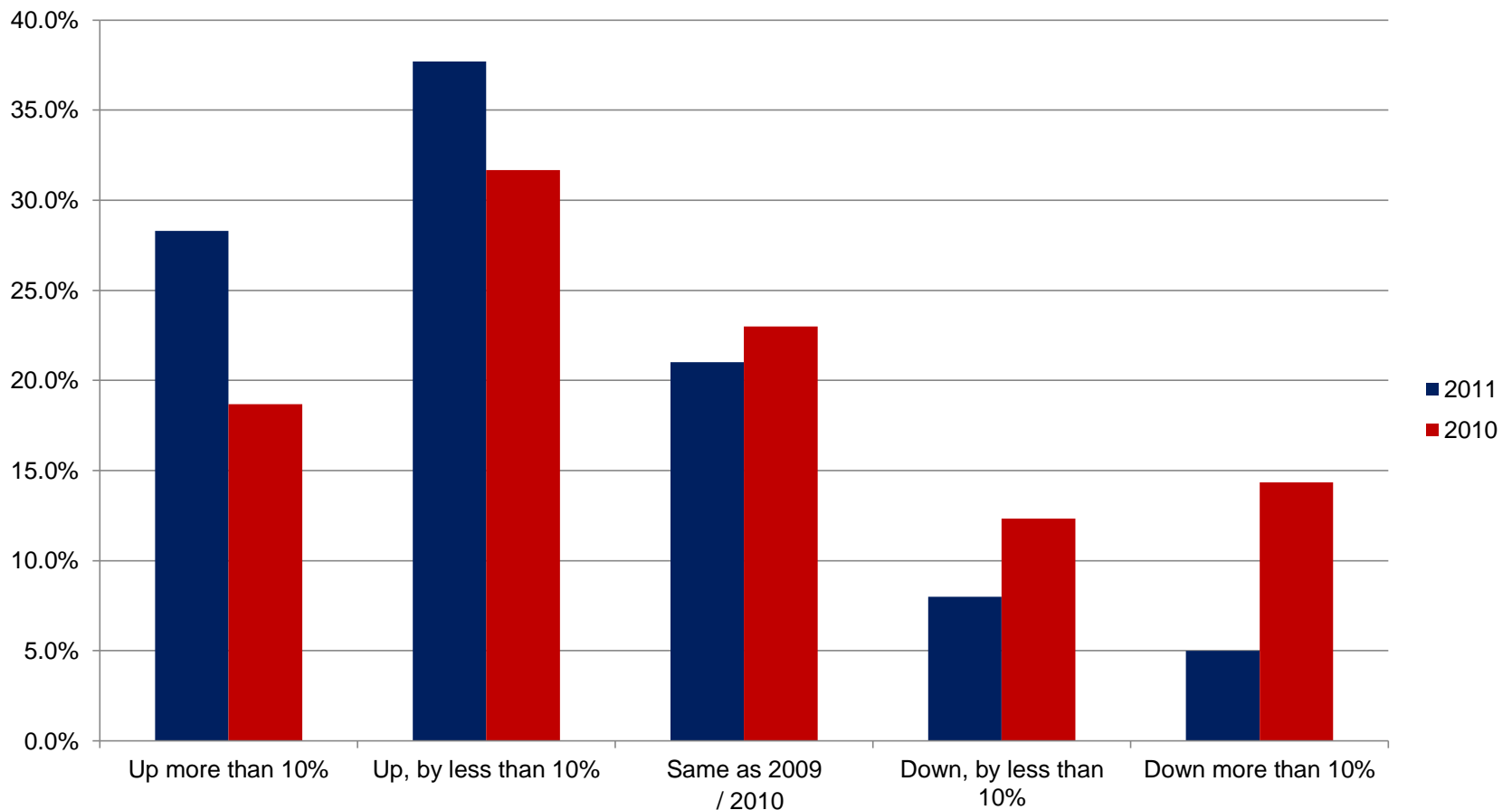
# SMB Perspective

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## SMBs increasingly expect growth

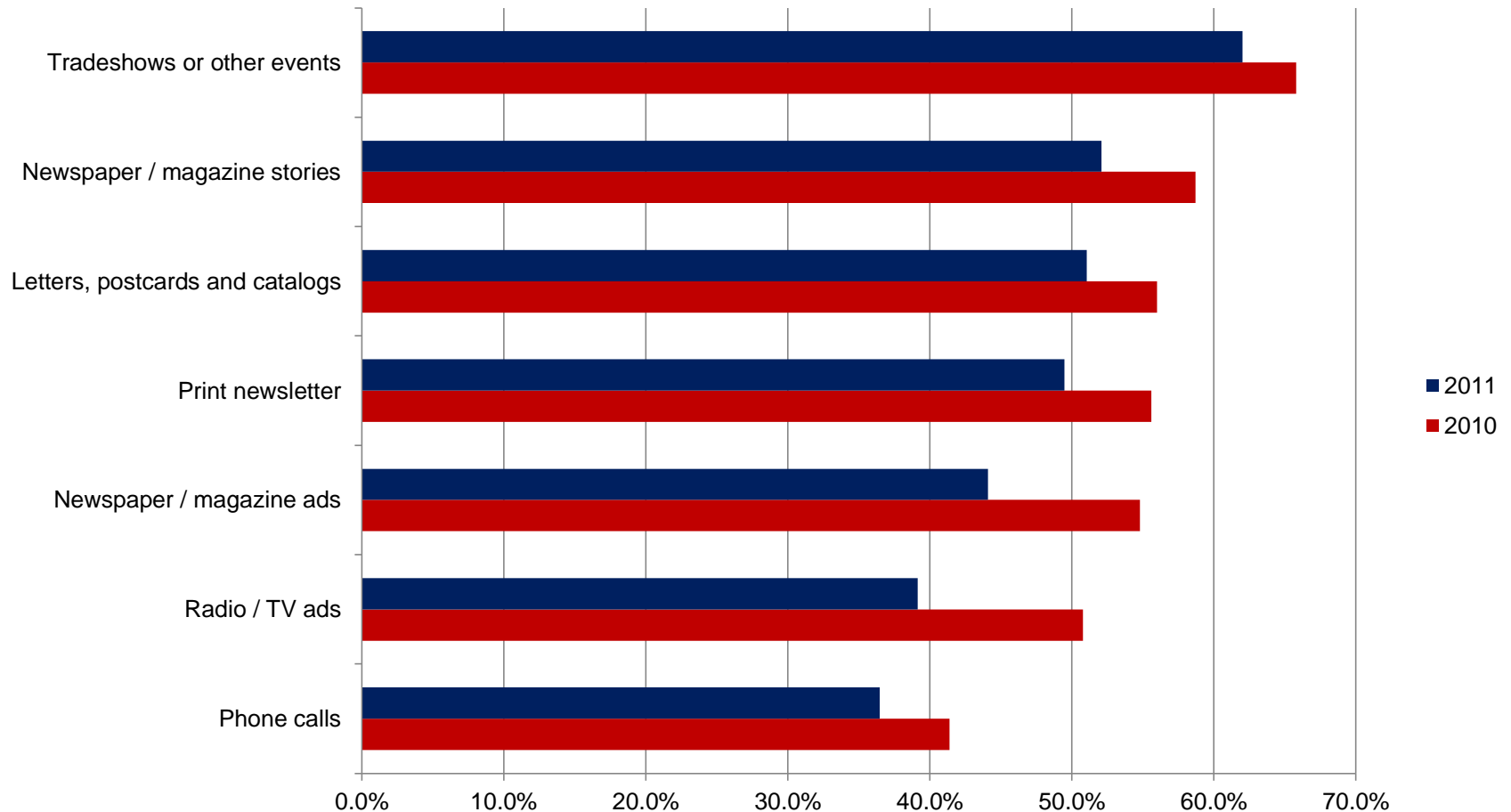
How did your 2010 revenues change versus 2009?

How do you expect your 2011 revenues to compare to 2010?



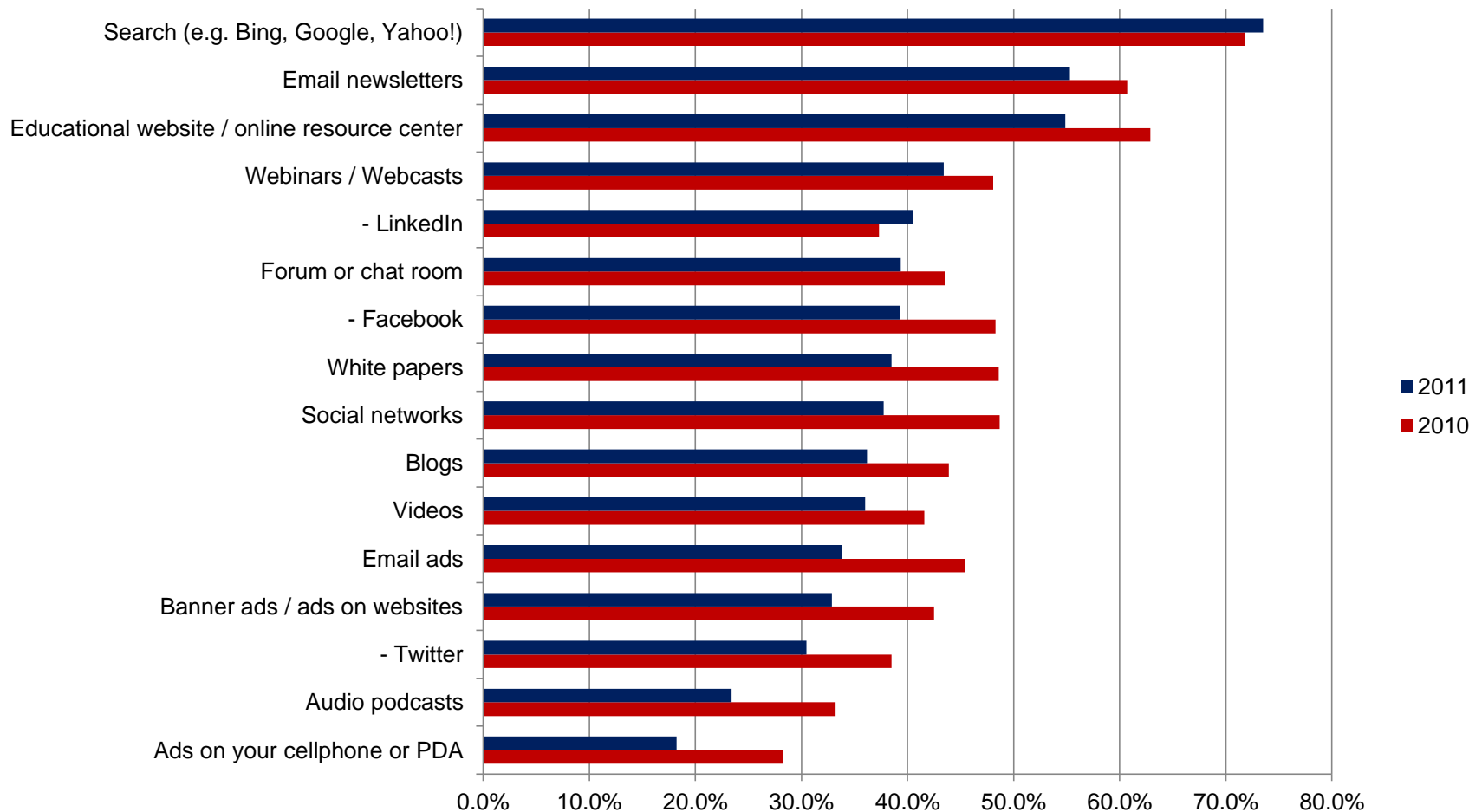
## Offline, SMBs prefer events, PR and direct mail

On a scale of 1 (very unfavorable) to 5 (very favorable), how do you feel about each of these **offline tactics** as a source of information about products or services for your business?



## Online, SMBs prefer search, online resource centers and email newsletters

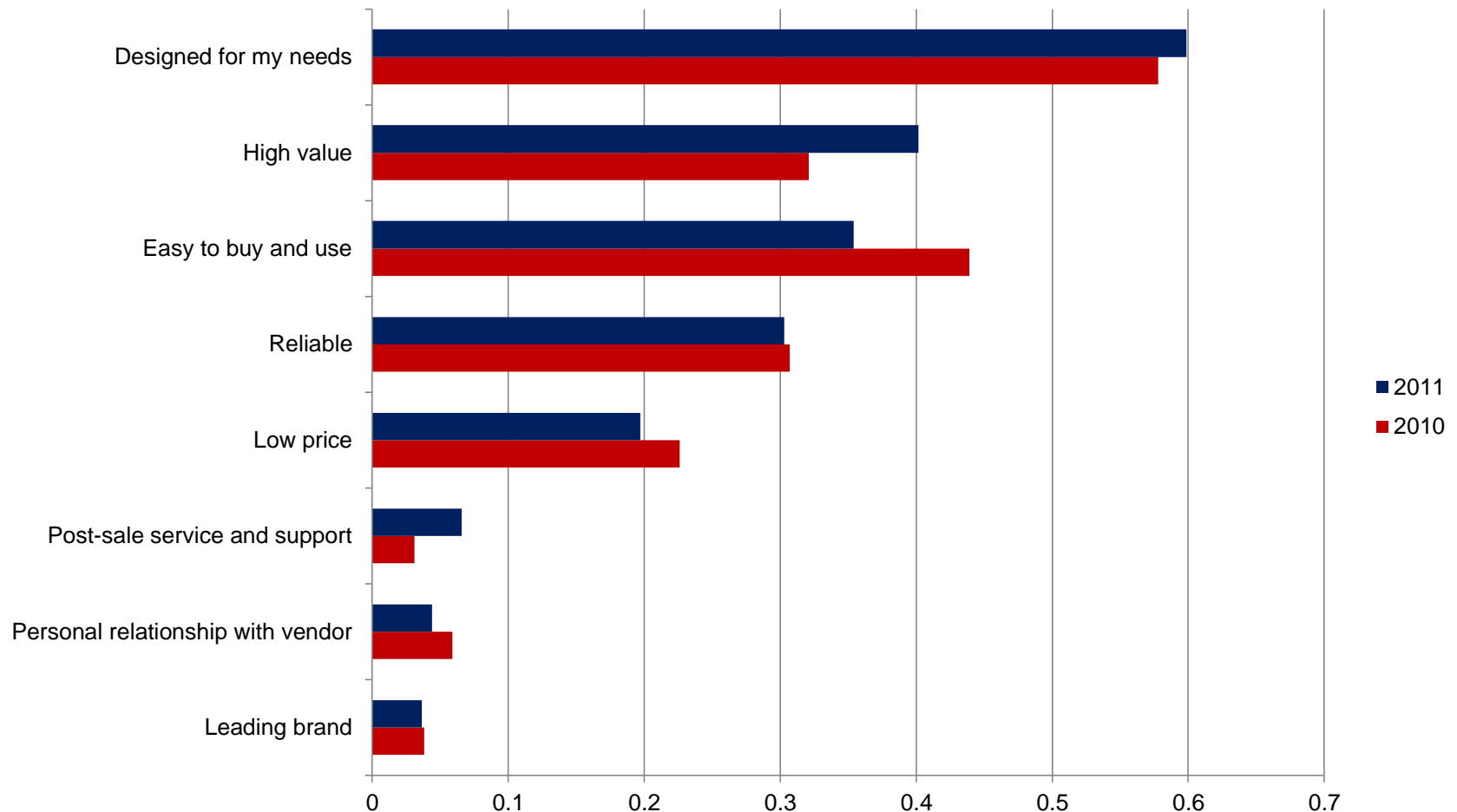
On the same scale, how do you feel about each of these **online tactics** as a source of information about products or services for your business?





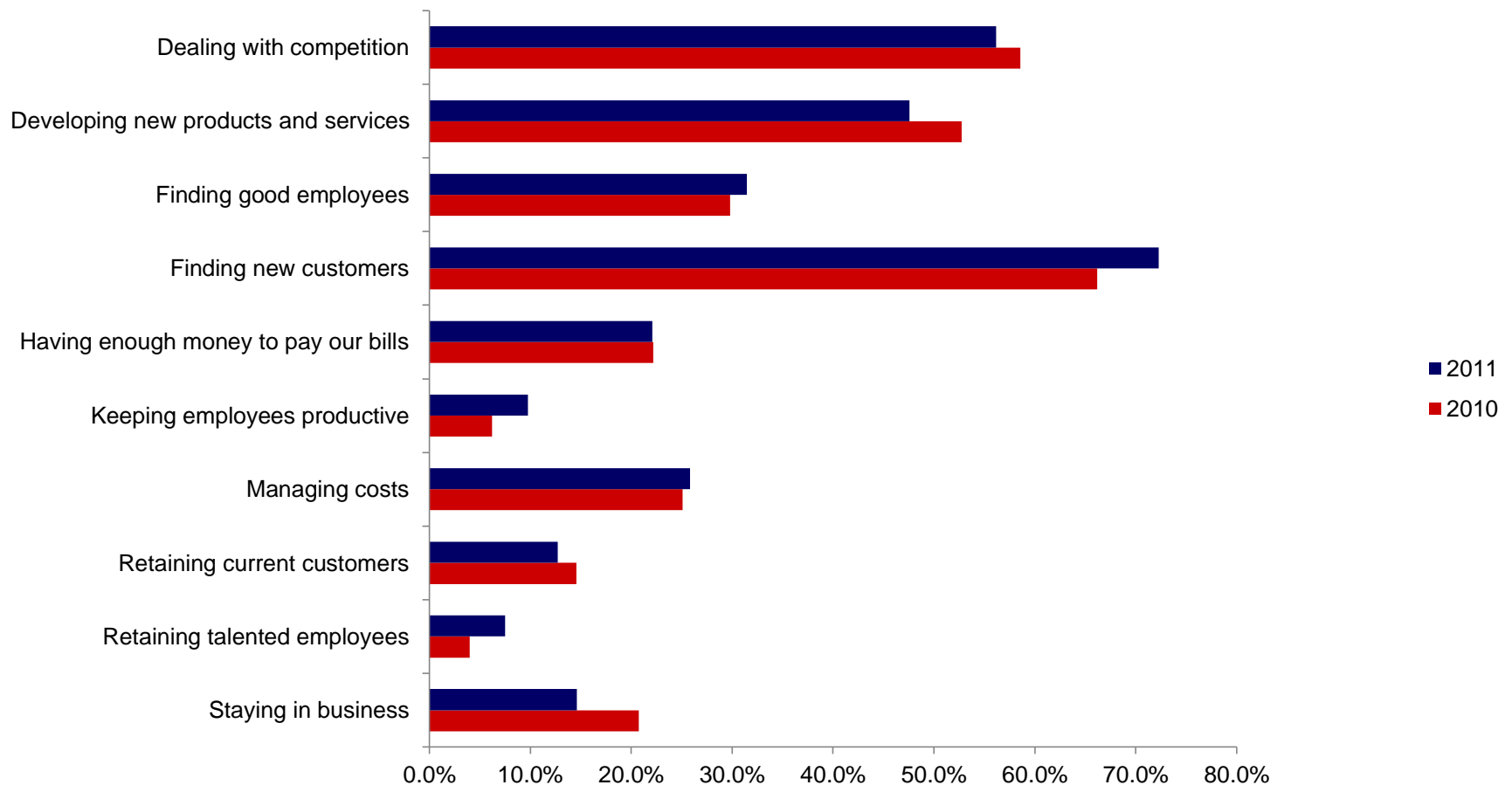
“Designed for my needs” is the most important SMB buying criteria

When you are buying something for your business, what is most important to you?



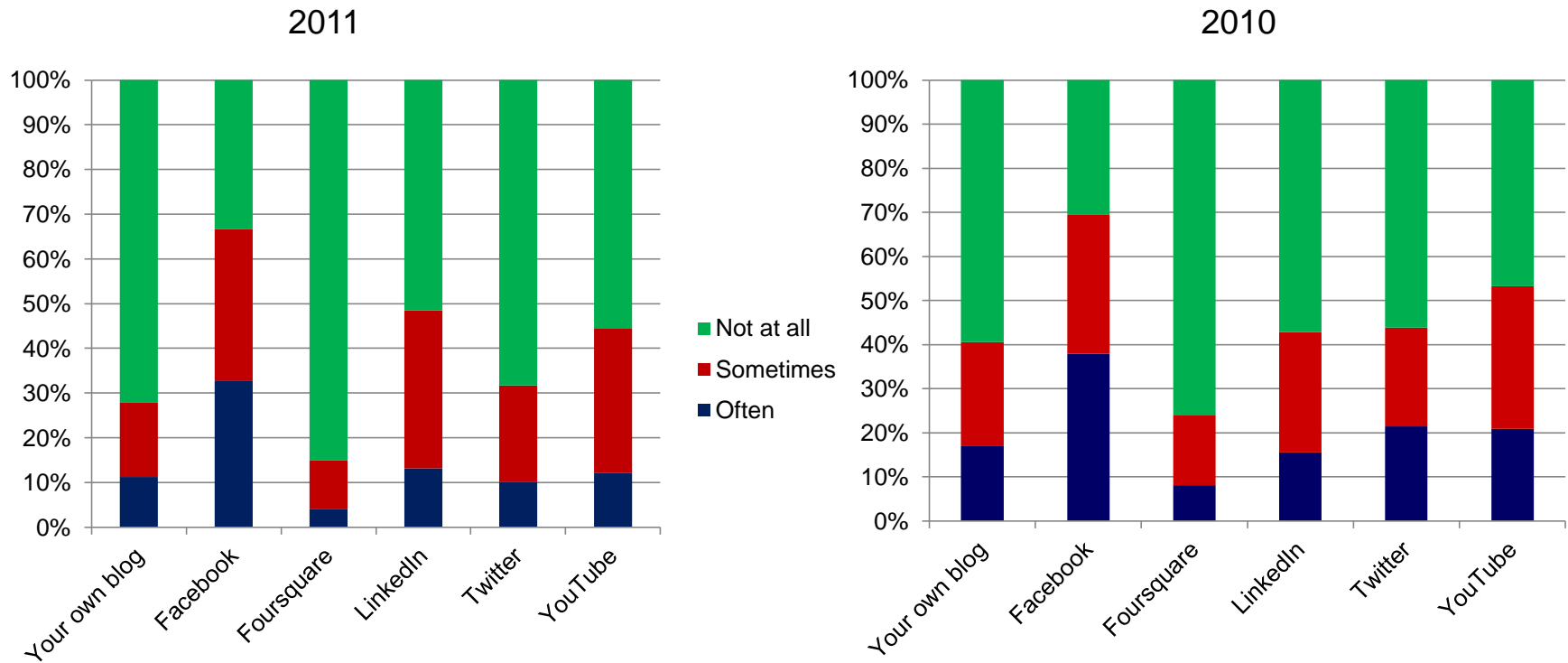
## “Finding new customers” remains the greatest business challenge

What is your greatest business challenge? Please rank from top (most important) to bottom (least important) your current business challenges:



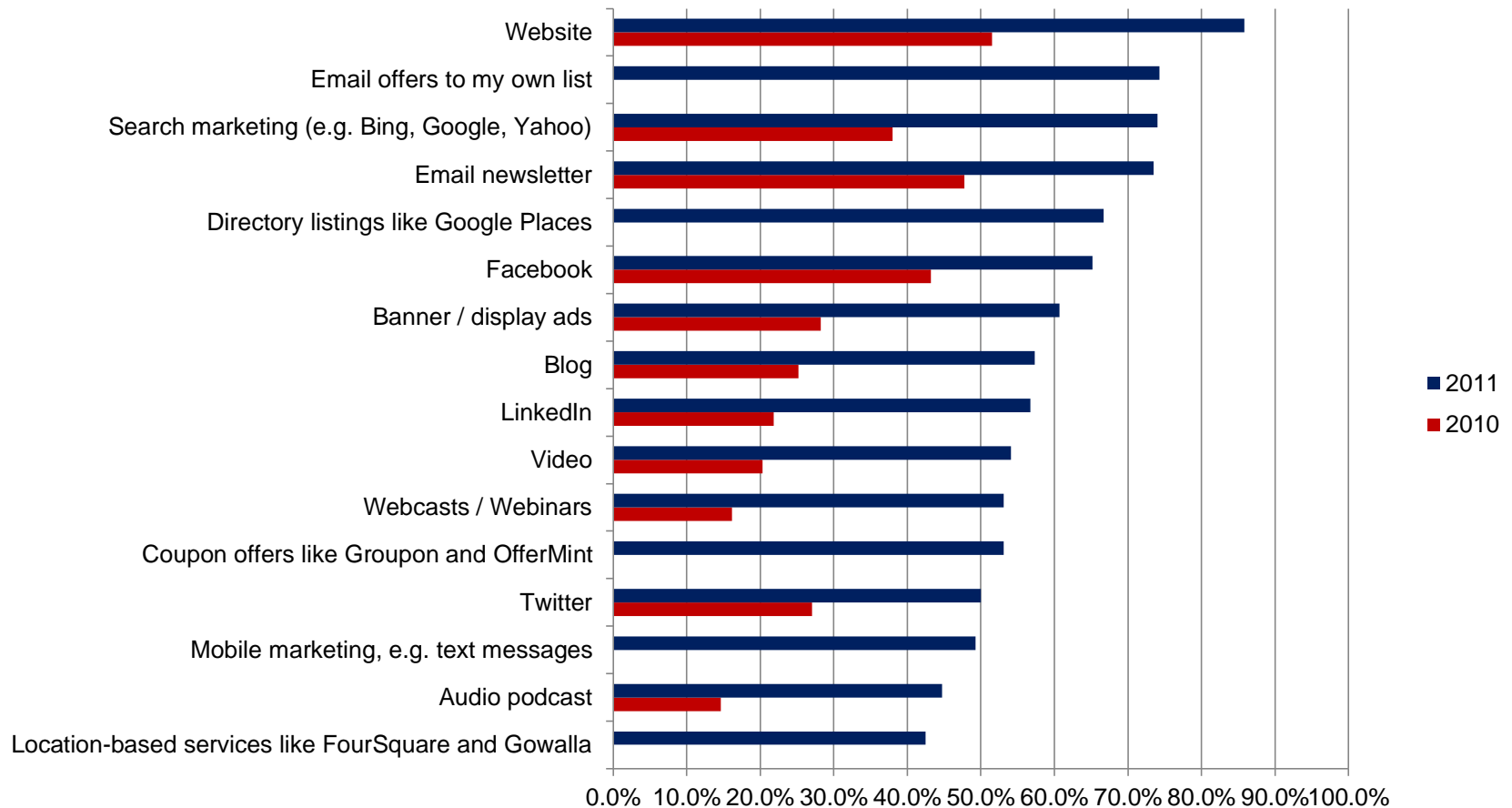
## SMBs are moderate users of social media personally

Which of these social media tactics do you use personally, i.e. for entertainment or to stay in touch with friends?



## SMBs use websites, email and search most to acquire new customers

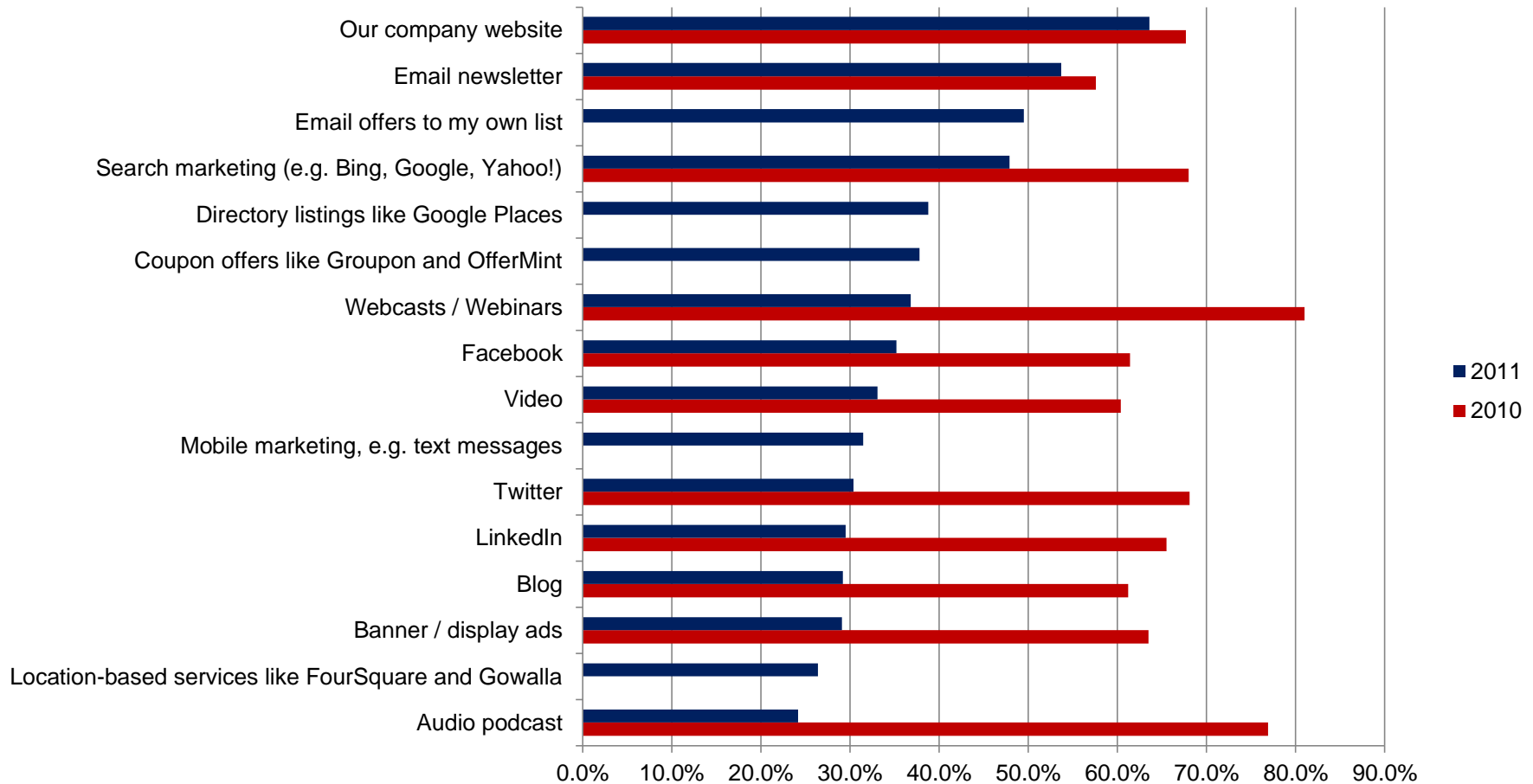
Which of these online marketing tactics have you used to find new customers for your business?



Note: "Email offers," "Directory listings," "Coupon offers," "Mobile marketing" and "Location-based services" were not asked in 2010.

## SMBs rate their website, email and search as the most effective for acquisition

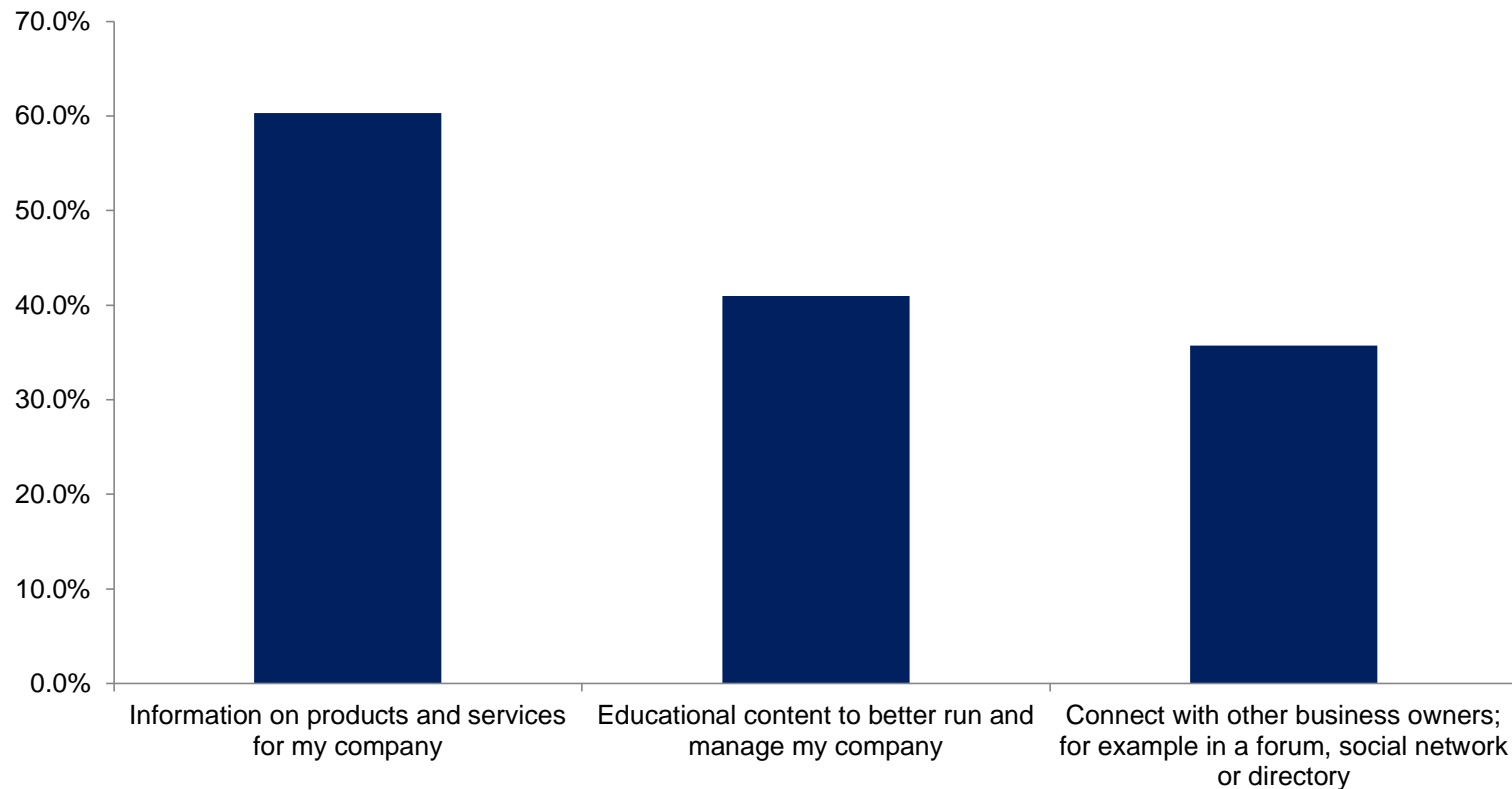
On a scale of 1 (not at all effective) to 5 (very effective), how effective have you found these tactics to be for finding new customers?



Note: "Email offers," "Directory listings," "Coupon offers," "Mobile marketing" and "Location-based services" were not asked in 2010.

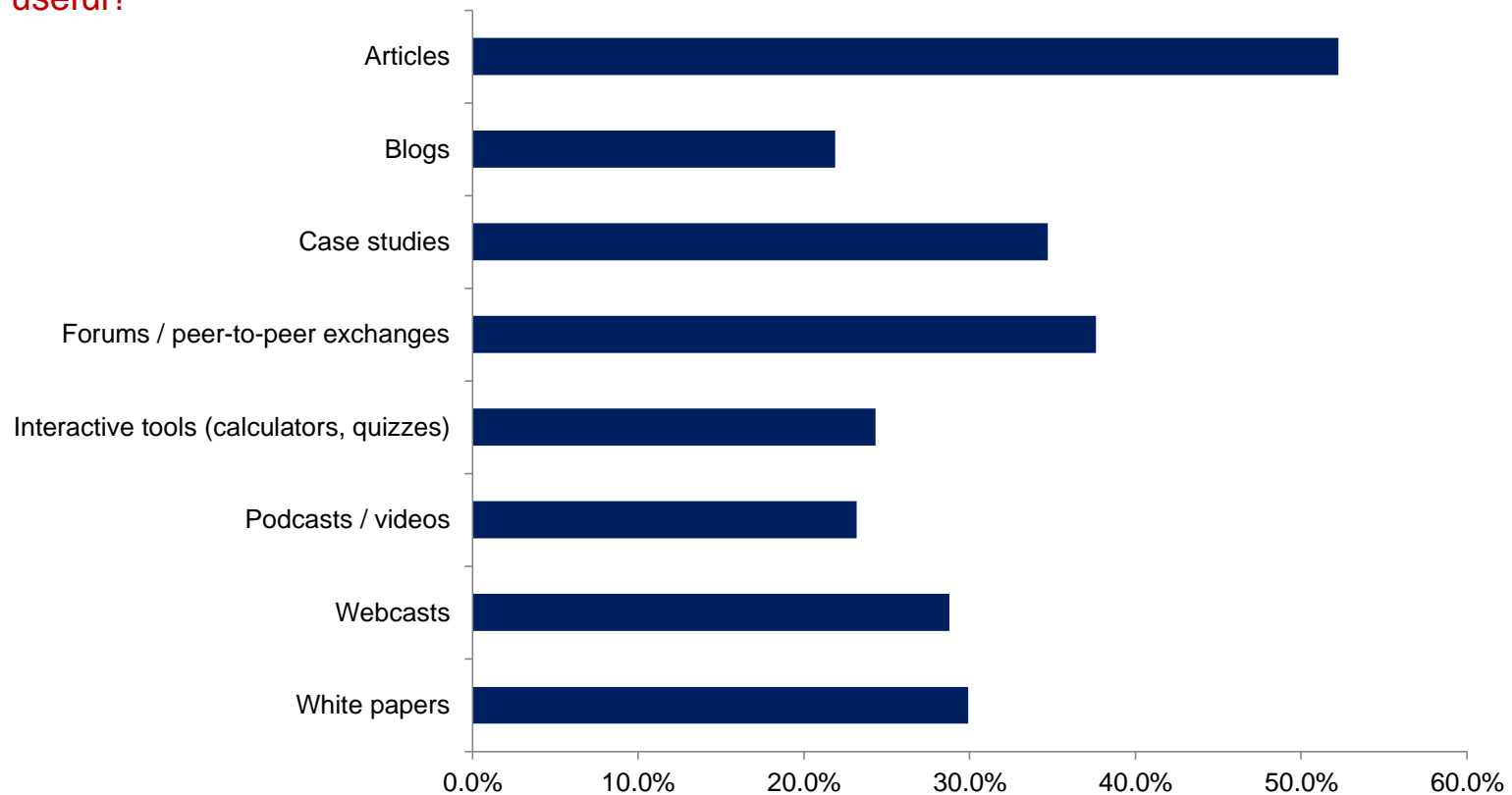
## SMBs use the Internet most to find information on products and services for their business

On a scale of 1 (not often) to 5 (very often), how often do you use the Internet for these aspects of managing your small business?



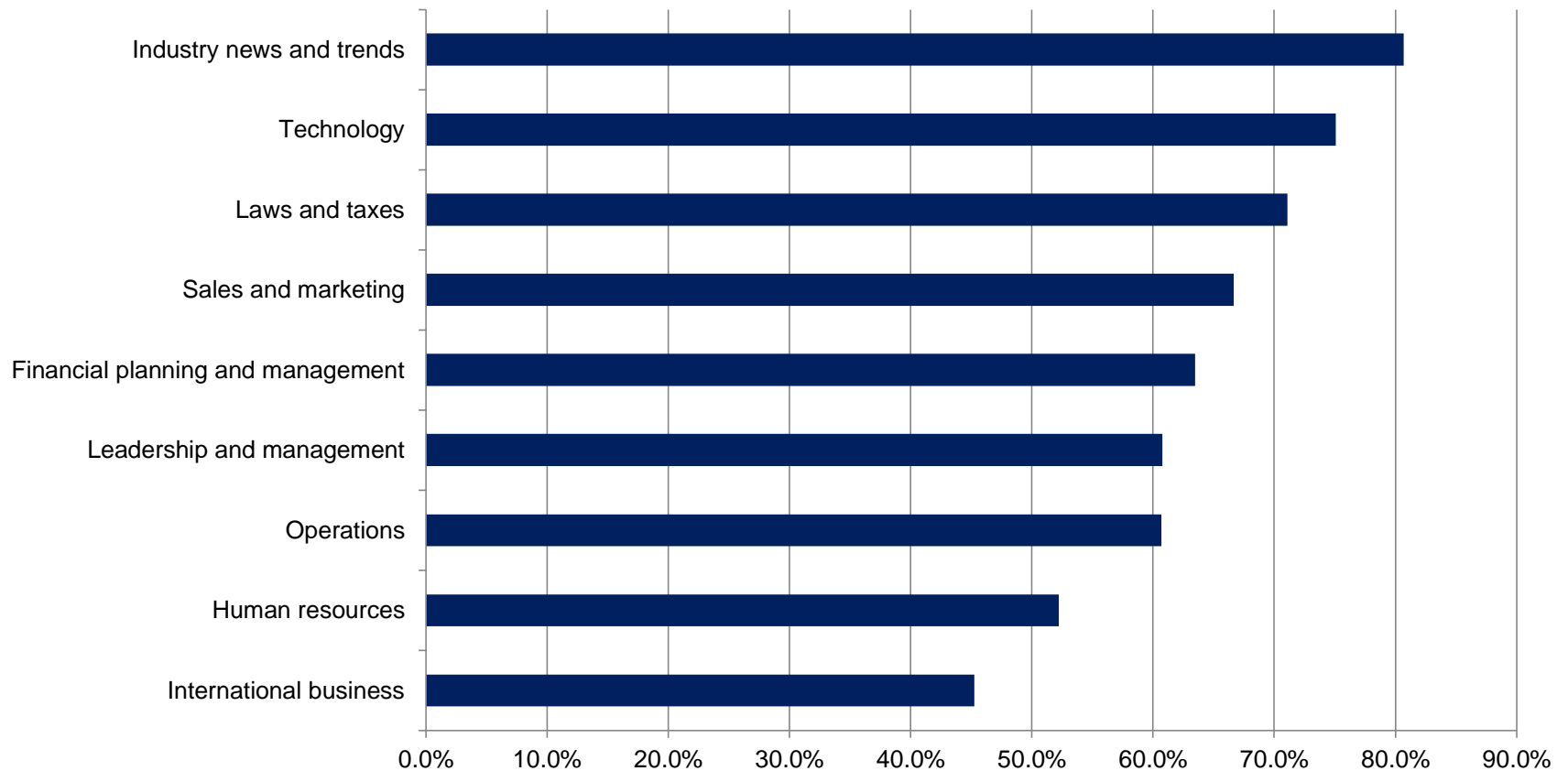
## Articles and forums are the preferred educational content formats

On a scale of 1 (not useful) to 5 (very useful), what educational content formats do you find most useful?



In general, industry and technology news are the preferred topics for educational content

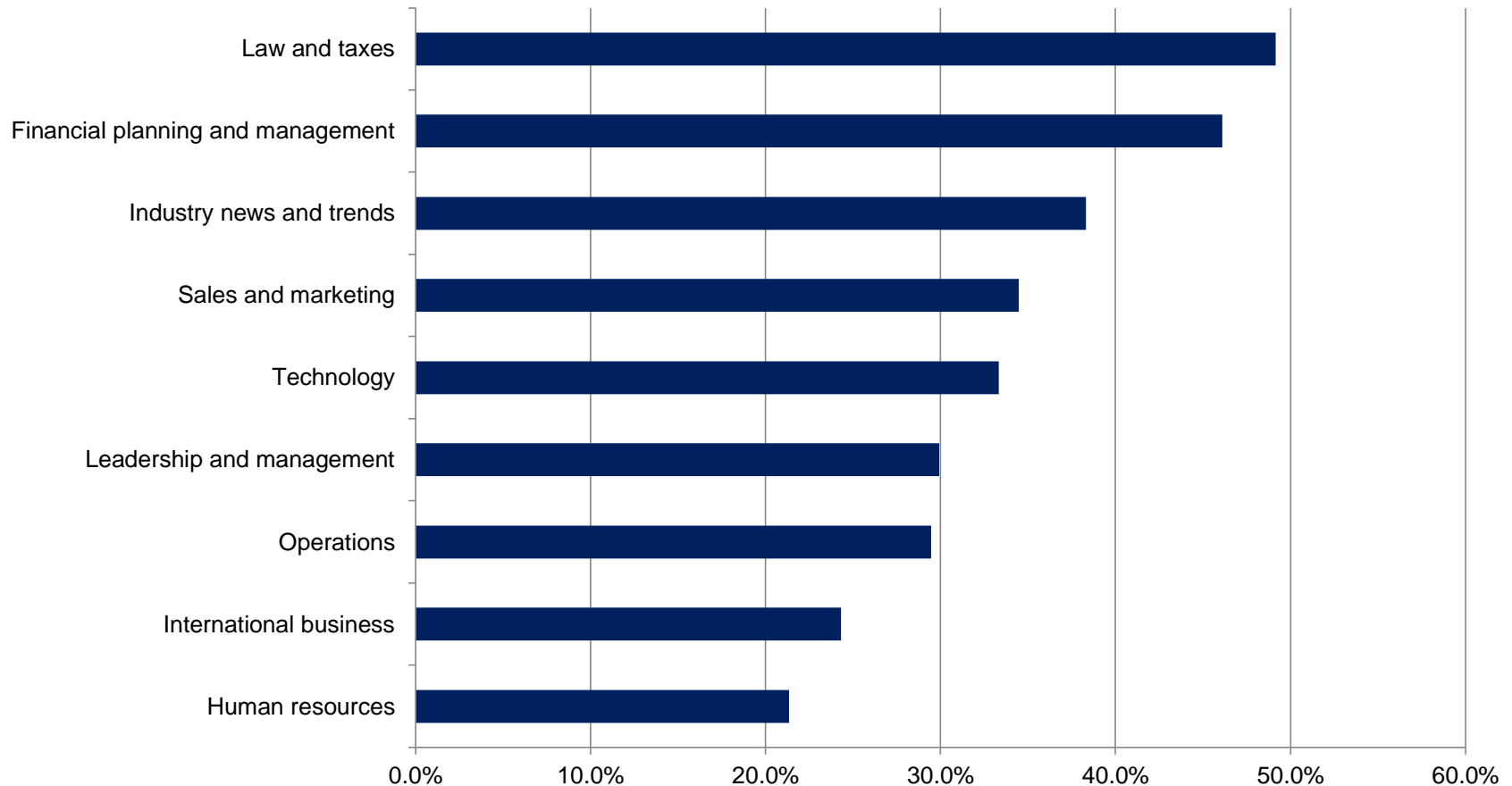
How often do you go online to find information on the following topics to help you manage and grow your business? (frequently, occasionally, rarely, never)





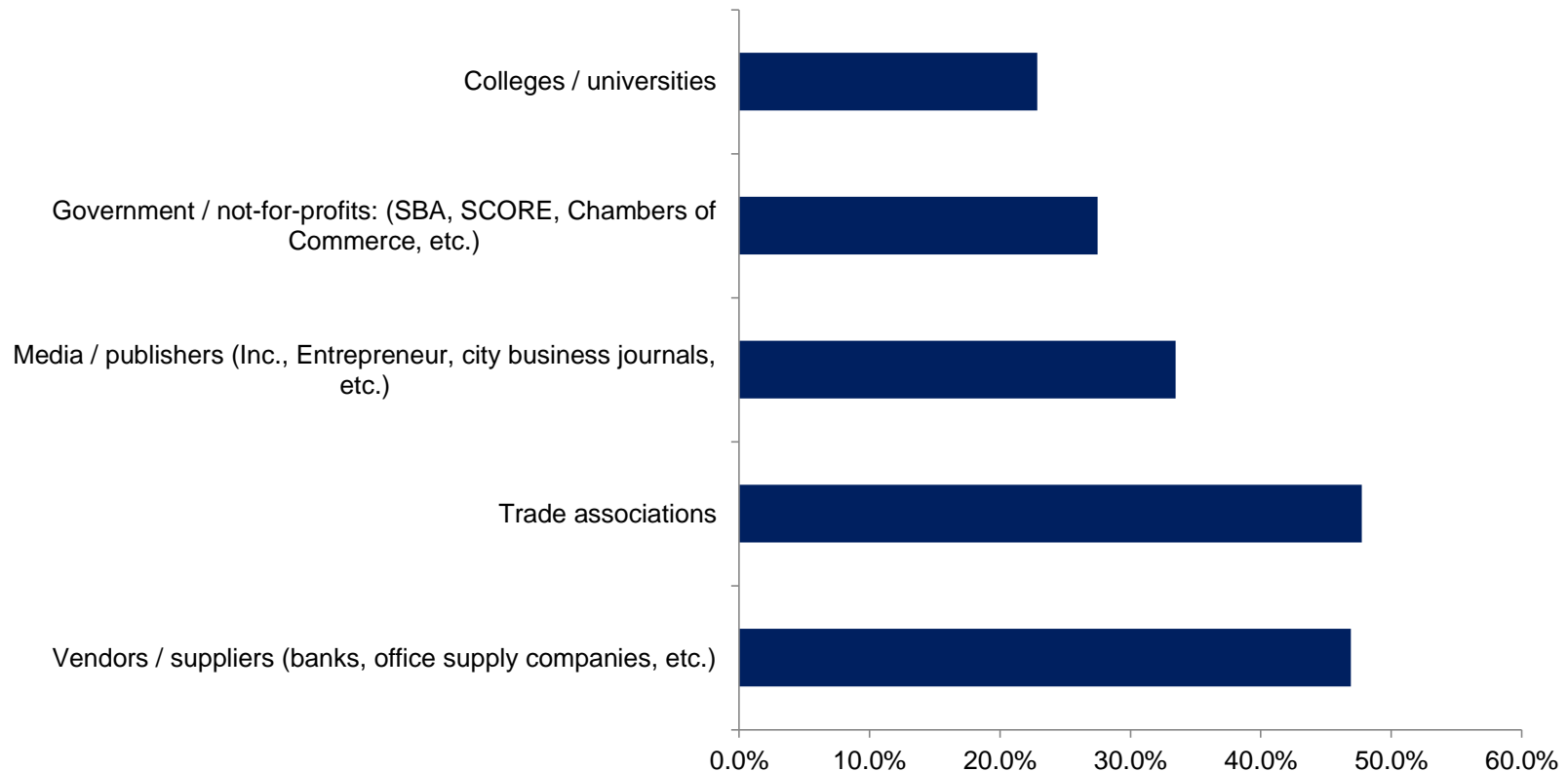
However SMBs look to their banks most for information on finances

On a scale of 1 (not at all) to 5 (very much), on what business management topics would you like information or advice from your bank?



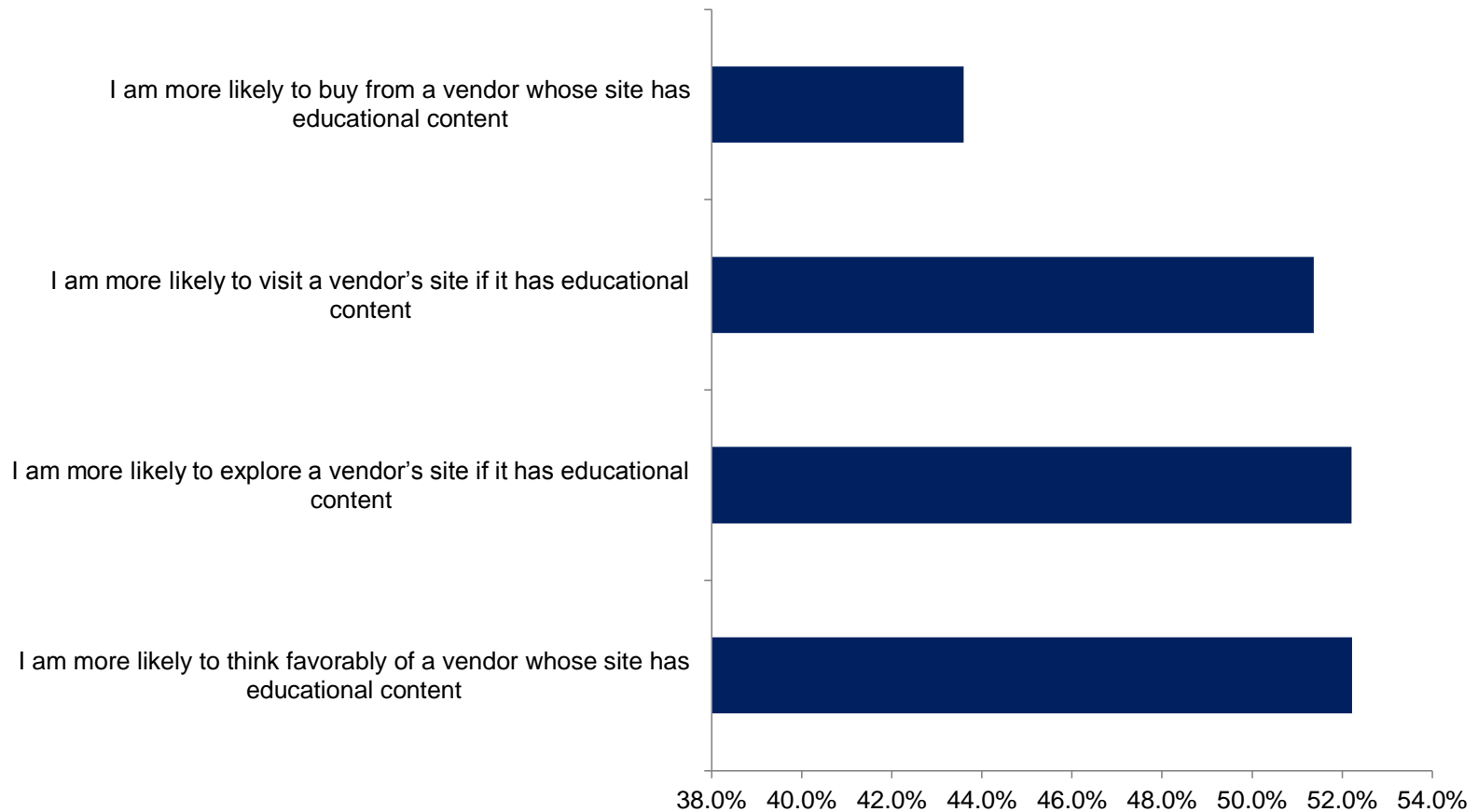
## SMBs look to trade associations and vendors for business management advice

On a scale of 1 (not often) to 5 (very often), what kind of websites do you go to for this kind of educational content?



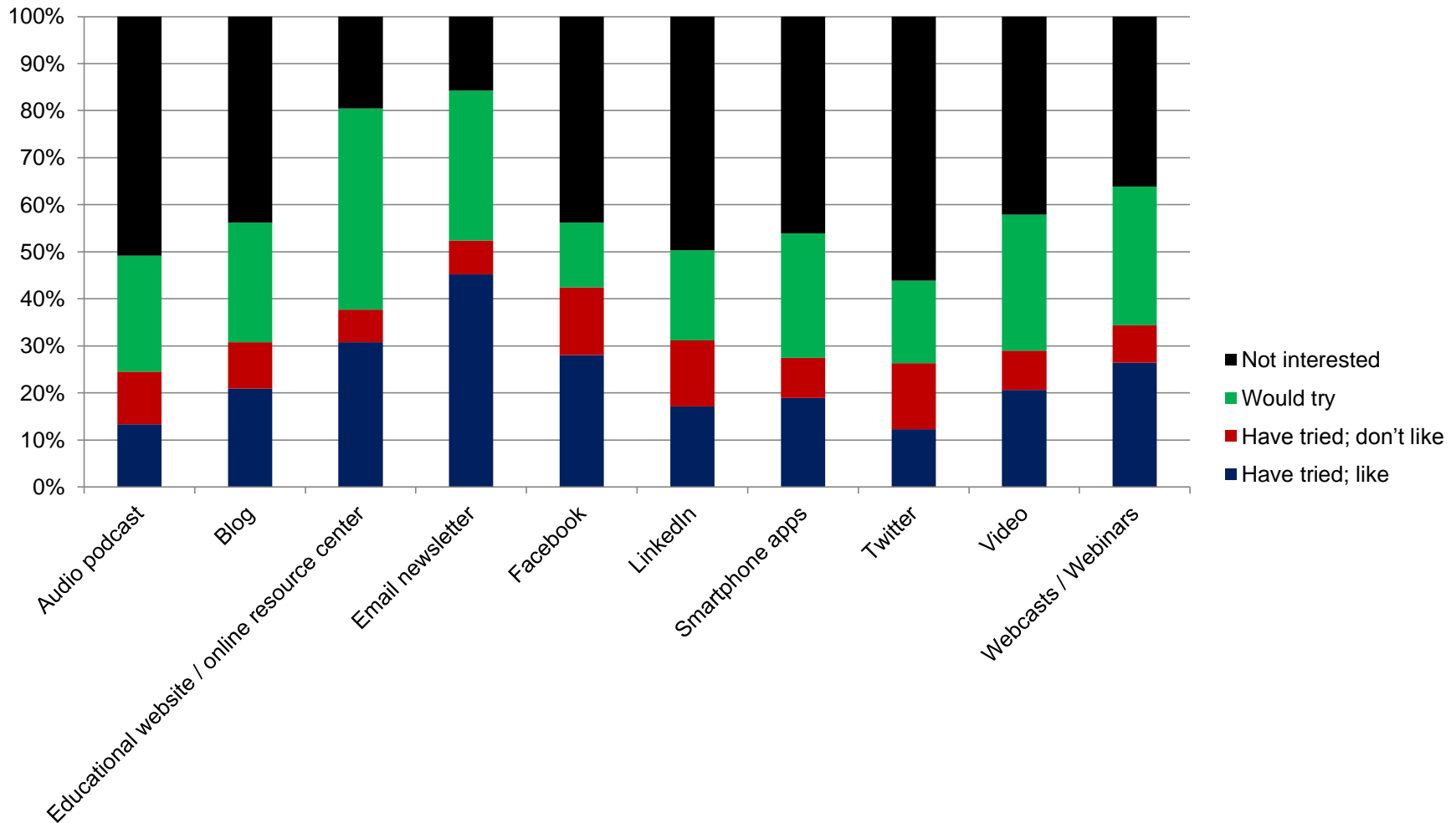
## SMBs are more likely to visit, explore and buy from sites with educational content

On a scale of 1 (strongly disagree) to 5 (strongly agree), please react to these statements.



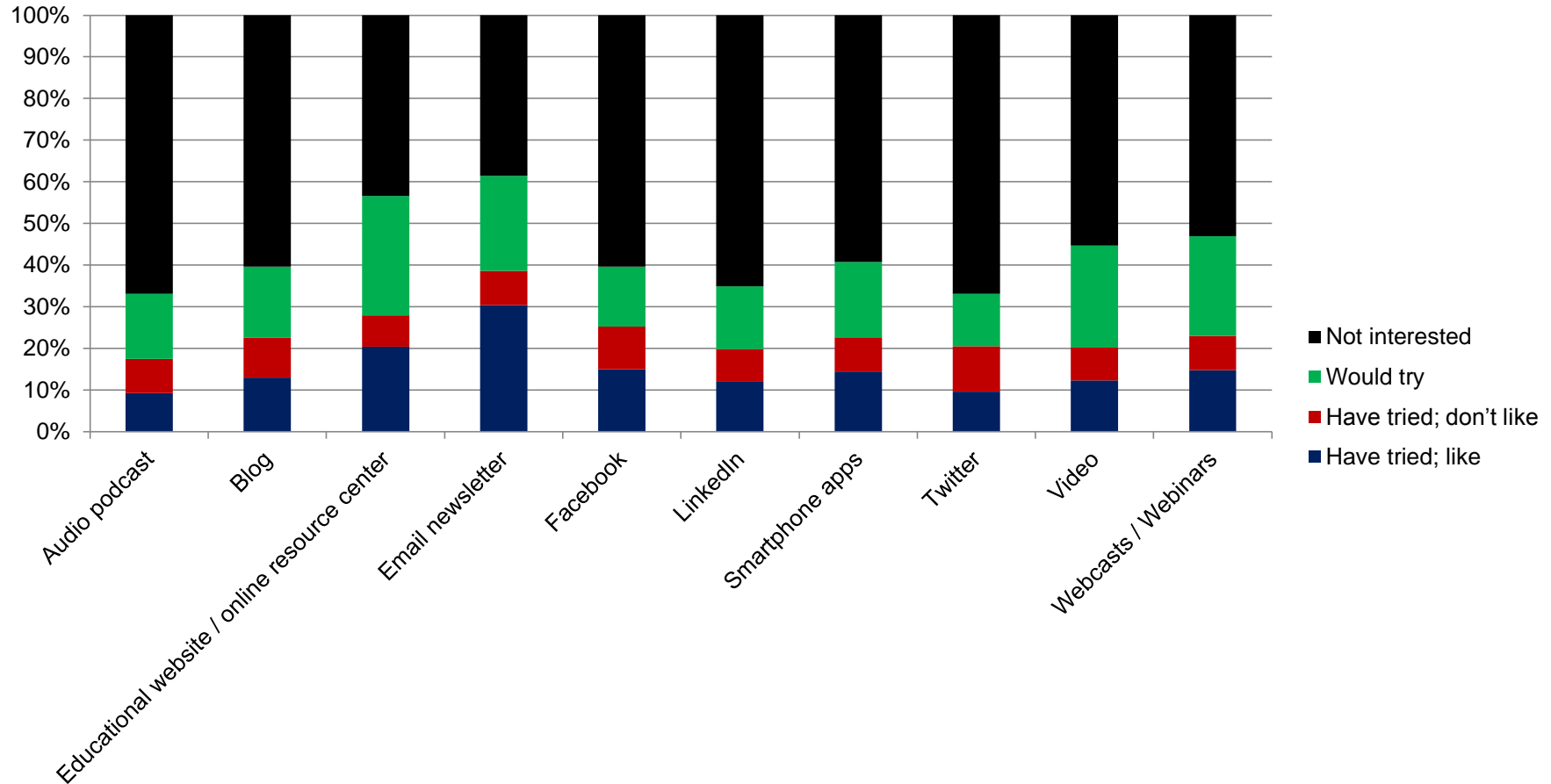
## Resource centers and email newsletters offer the most potential to banks

Which best describes your usage of these online marketing offerings from your bank?



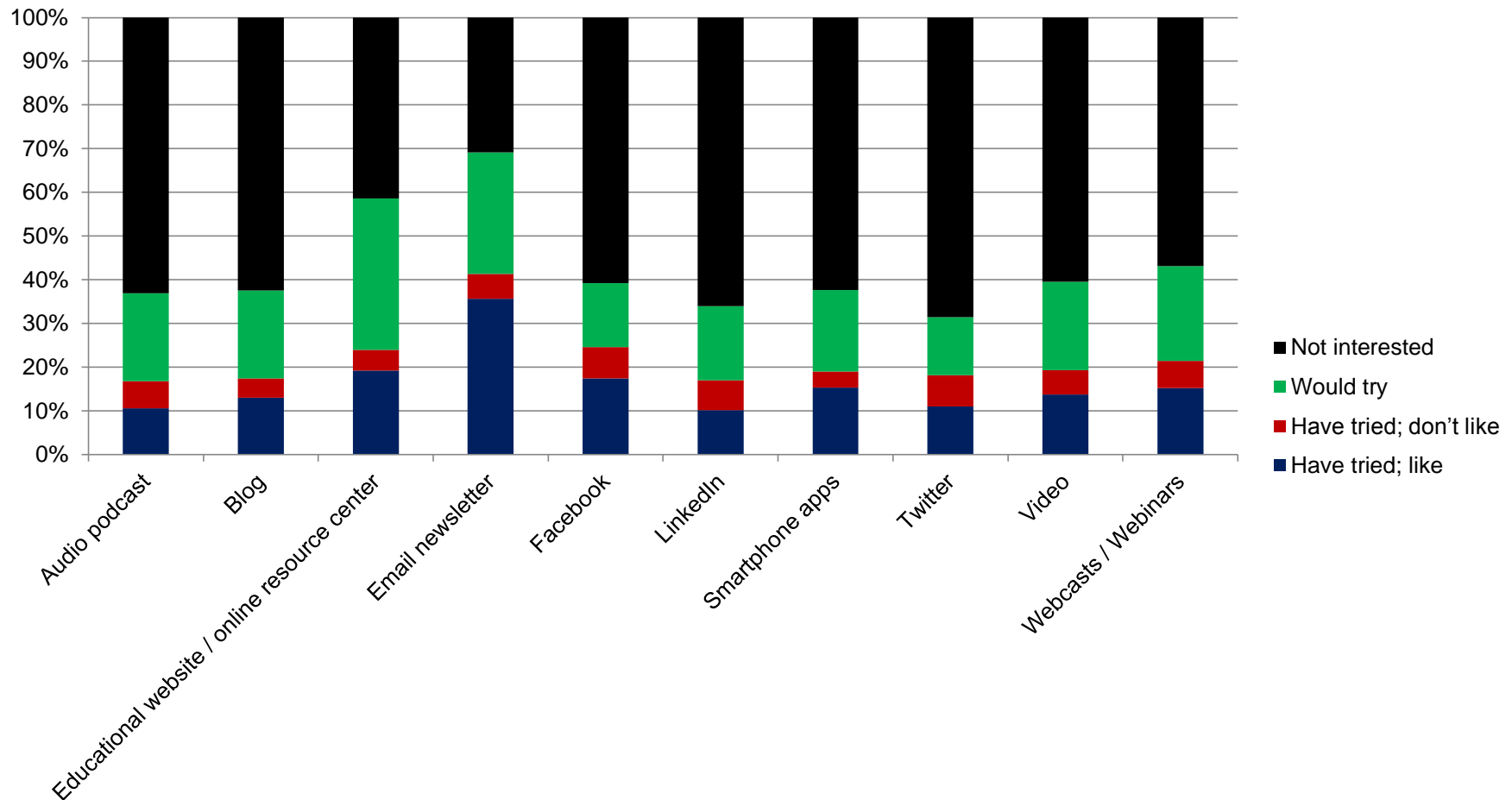
## Resource centers, videos and webcasts offer the most potential to credit card companies

Which best describes your usage of these online marketing offerings from the credit card company you use for your business?



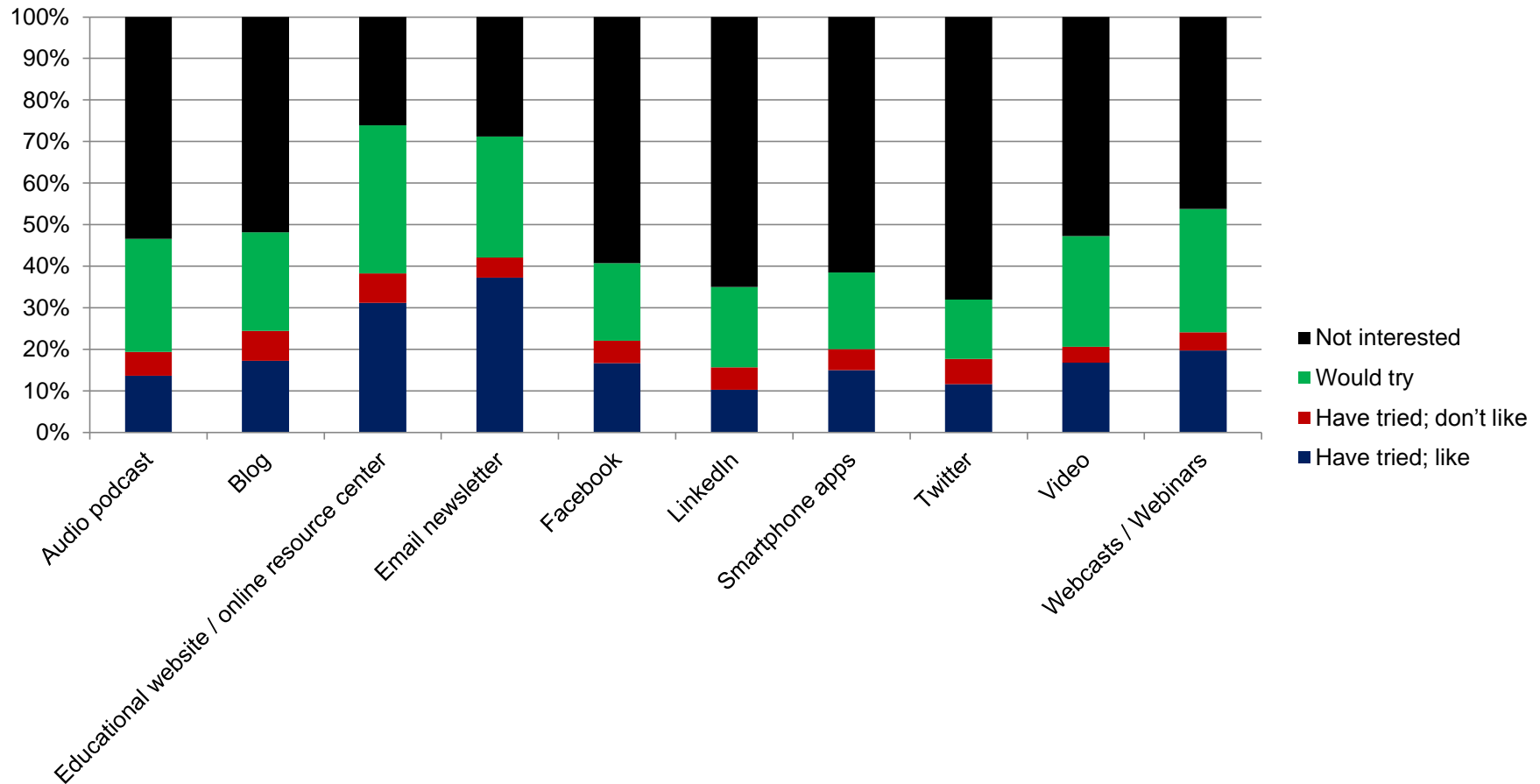
Resource centers and email newsletters offer the most potential to office supply companies

Which best describes your usage of these online marketing offerings from your office supply company?



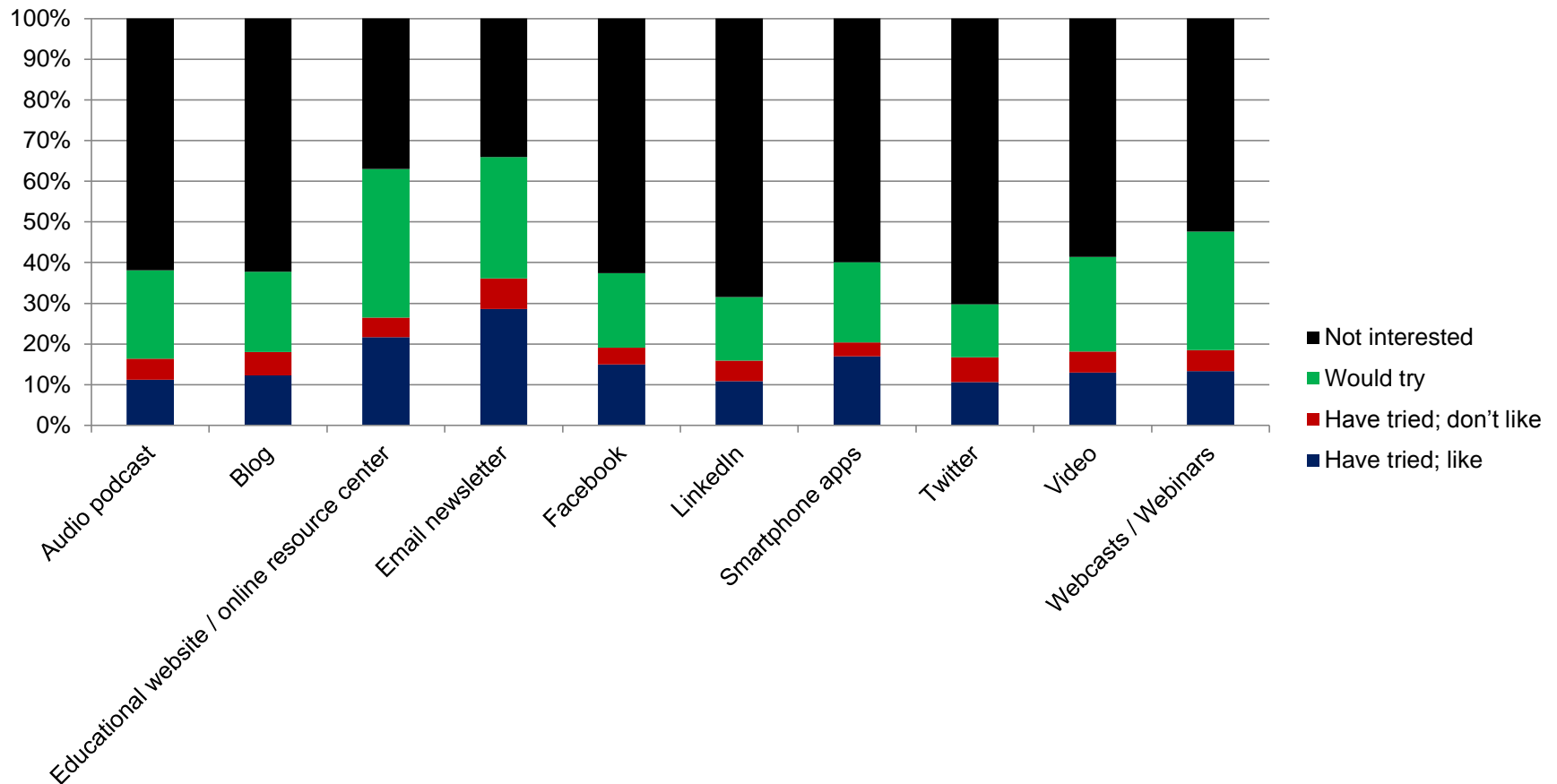
Resource centers and email newsletters offer the most potential to hardware vendors

Which best describes your usage of these online marketing offerings from your technology manufacturer?



Resource centers, email newsletters and webcasts offer the most potential to telecoms companies

Which best describes your usage of these online marketing offerings from your phone service / Internet access provider?





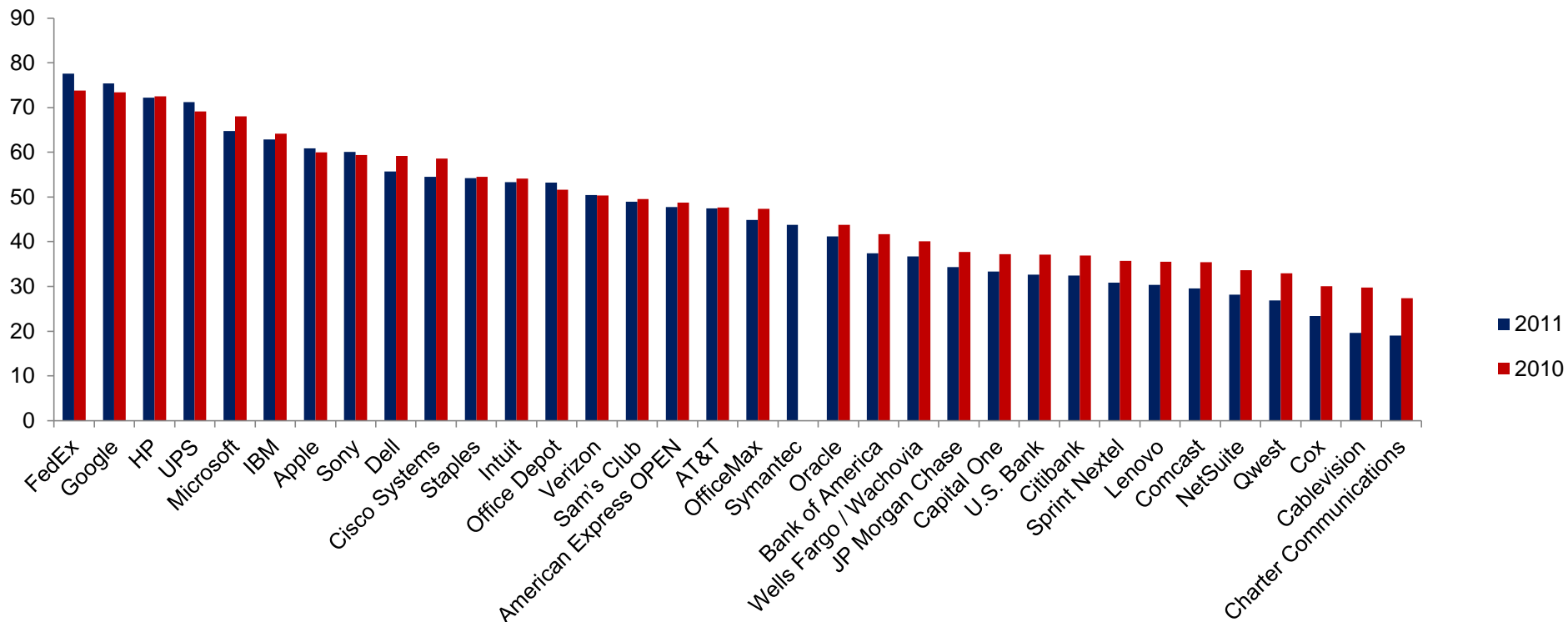
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# Brand Perceptions

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## FedEx edged out Google as the highest-rated brand

On a scale of 1 (very unfavorable) to 5 (very favorable), how do you feel about these brands?



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# Implications

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- ➡ Align your marketing efforts with SMB preferences
  - ↳ Offline: Events, PR, DM
  - ↳ Online: Resource center, email newsletter, webcasts
  
- ➡ Communicate how your products and services meet SMB needs
  - ↳ Especially new customer acquisition
  
- ➡ Ensure your brand is a source of educational information to help SMBs solve their business challenges



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