

Small to Midsized Business Marketing Practices Survey 2010

Overview & Methodology

Objective – Obtain an understanding of how small to mid-sized businesses (SMB) are using their marketing budget in 2010, as well as 2011 projections.

Approach – In partnership with GrowBiz Media, a SMB content provider and consultant, Zoomerang distributed a survey to businesses with less than 1,000 employees. Businesses were asked questions about their 2010 marketing budgets, the tools/technology utilized this year and 2011 projections.

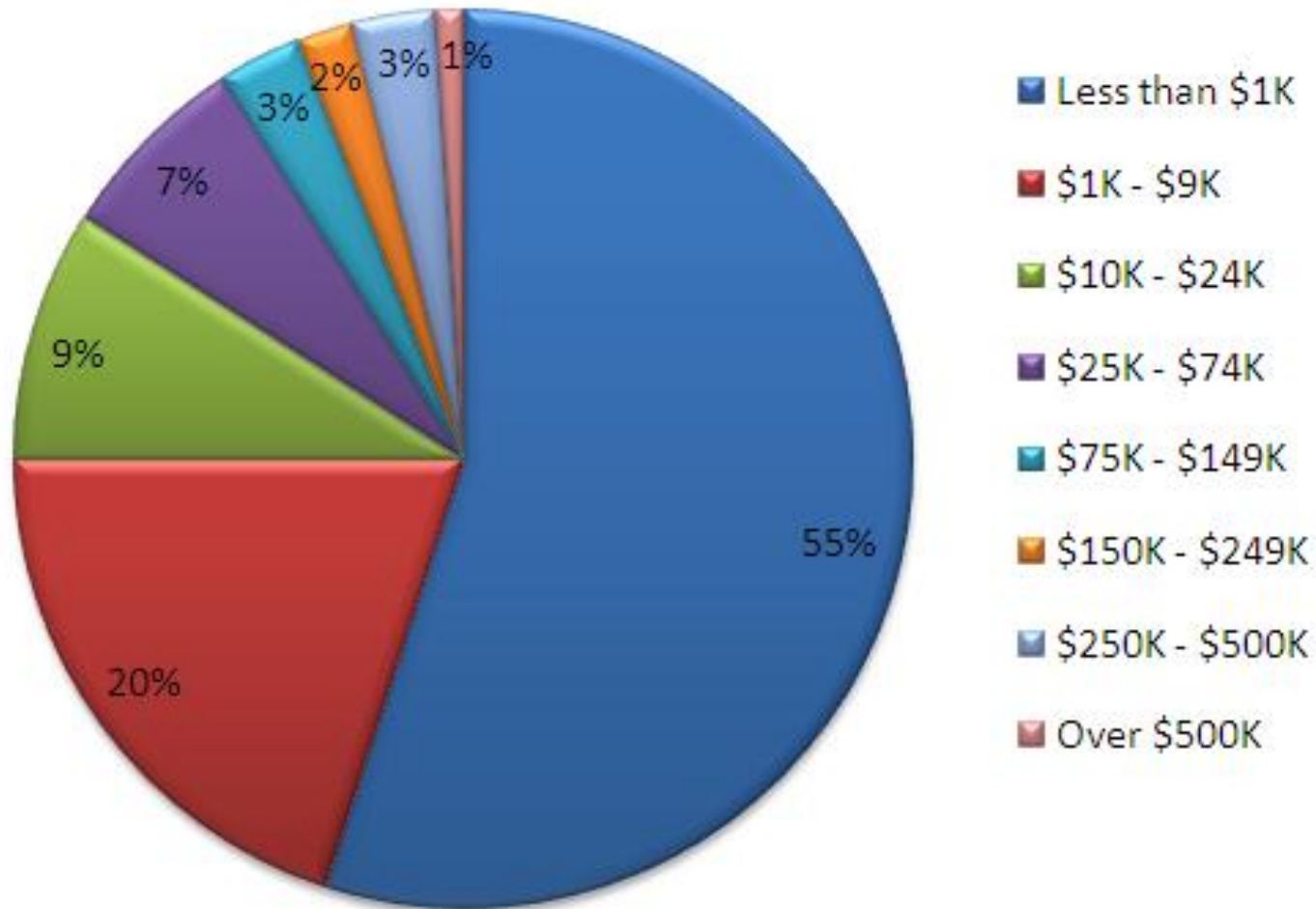
Results – In total, 751 completed surveys were received from businesses across the country. The results show an evolution of the technology and tools used in SMB marketing. E-mail and social media marketing continue to grow in popularity, whereas many forms of print marketing remain strong.

Key Takeaways –

- Businesses are continuing to adopt social media and build these practices into marketing budgets.
- The growth of social media could be linked to more than half of the businesses surveyed having a marketing budget of \$1,000 or less.
- Facebook, LinkedIn and Twitter are the top three social networks, respectively, utilized by SMBs.
 - Respondents under the age of 30 are the highest adopters of social media.
- The top five budget areas that SMBs plan to increase in their 2011 marketing budgets are: website, e-mail, direct mail, social media and print advertising.

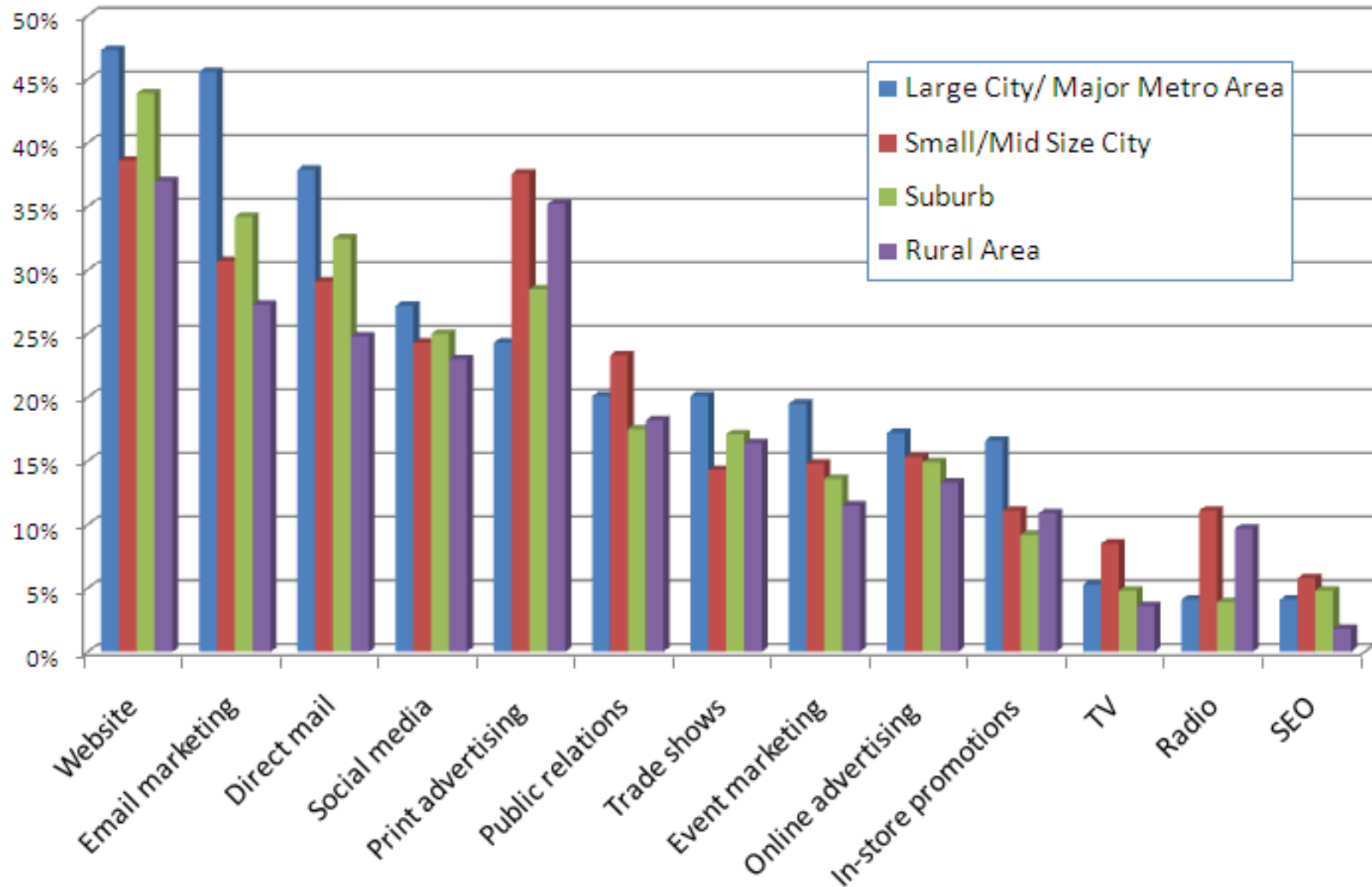
2010 Annual Marketing Budget

More than half of SMBs surveyed have a budget of less than \$1,000



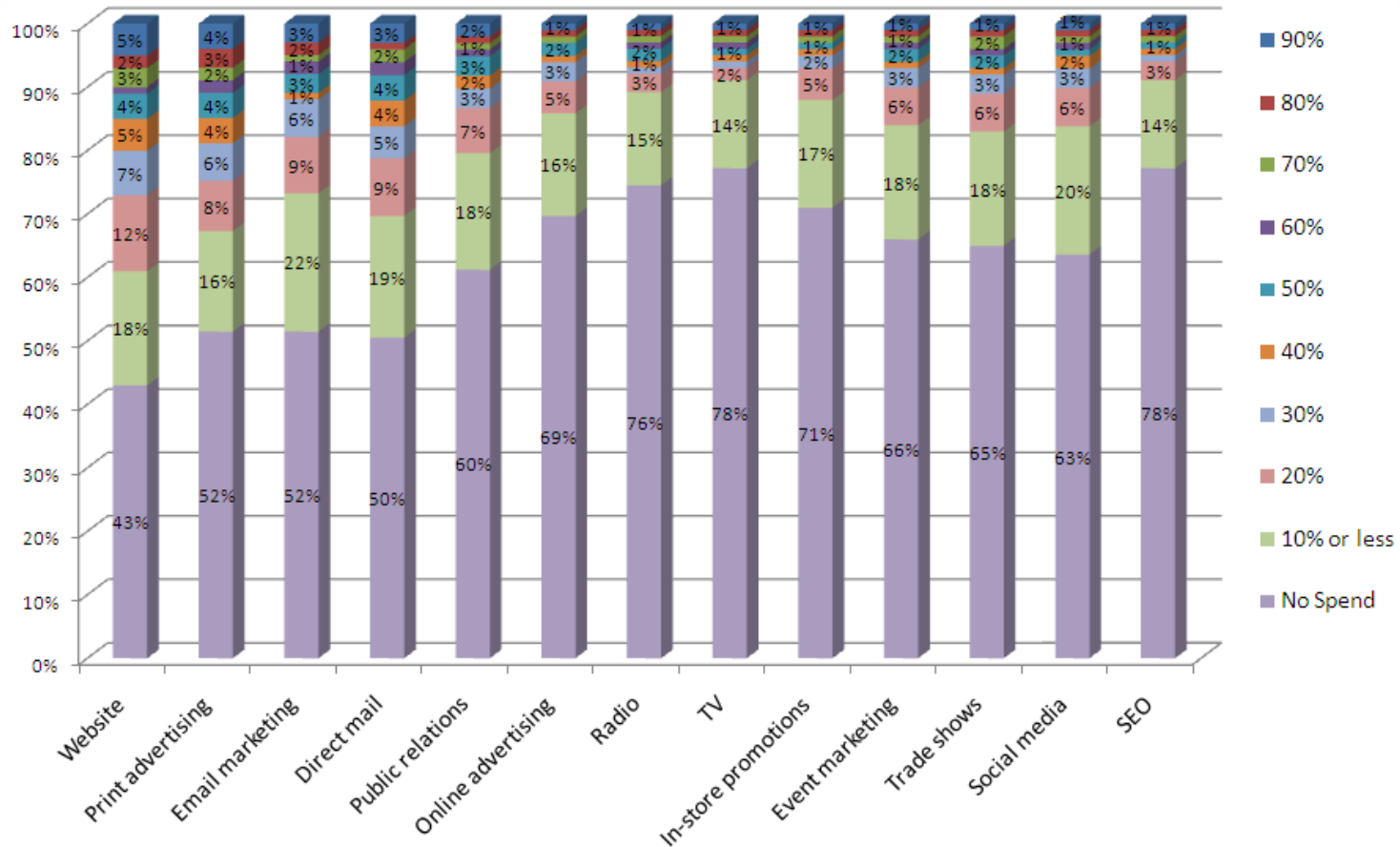
2010 Marketing Tactics by Geographic Classification

A closer look at the budget allocations by population numbers



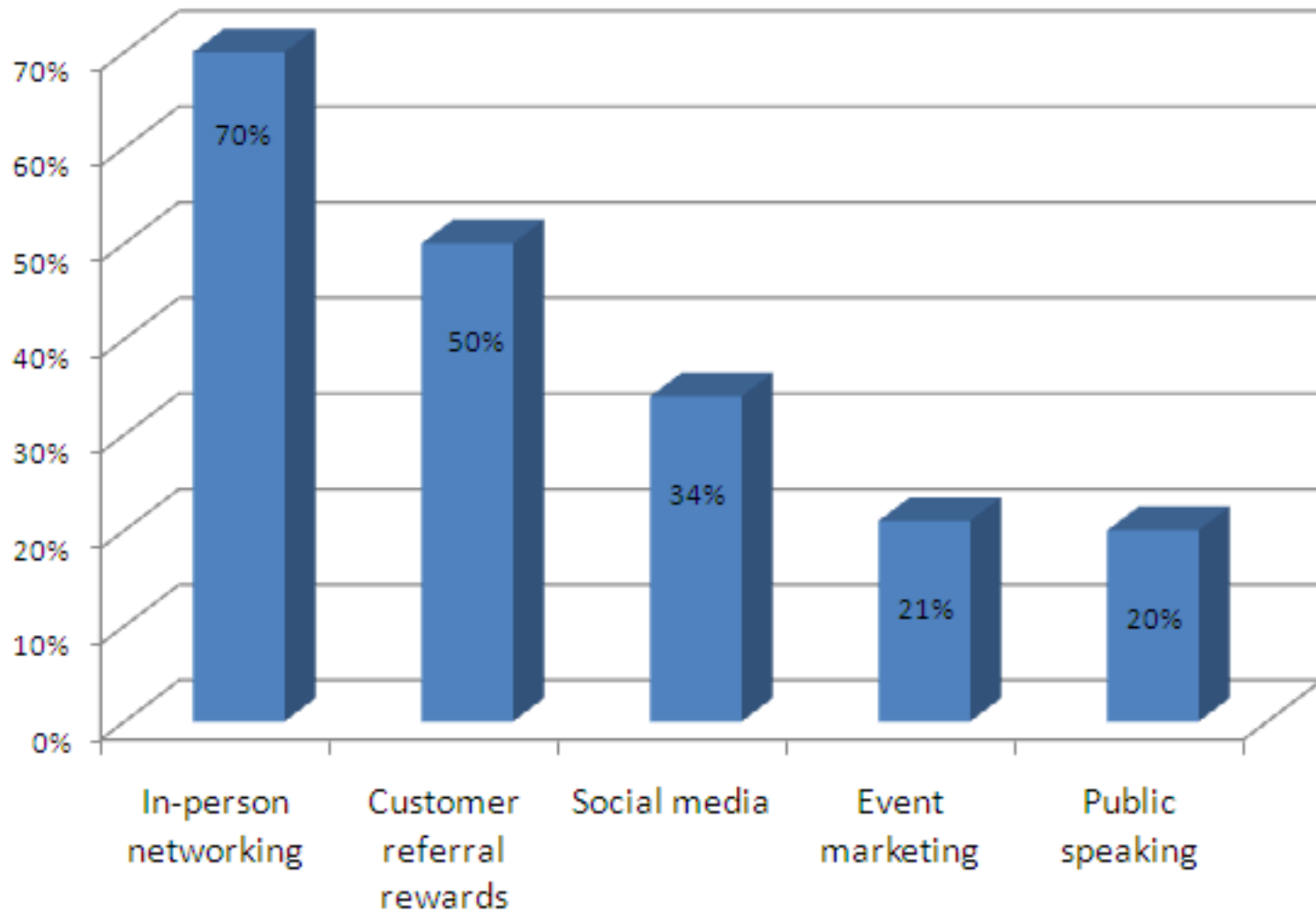
2010 Marketing Budget Expenditures

Breakdown of 2010 budget allocation for the SMB respondents



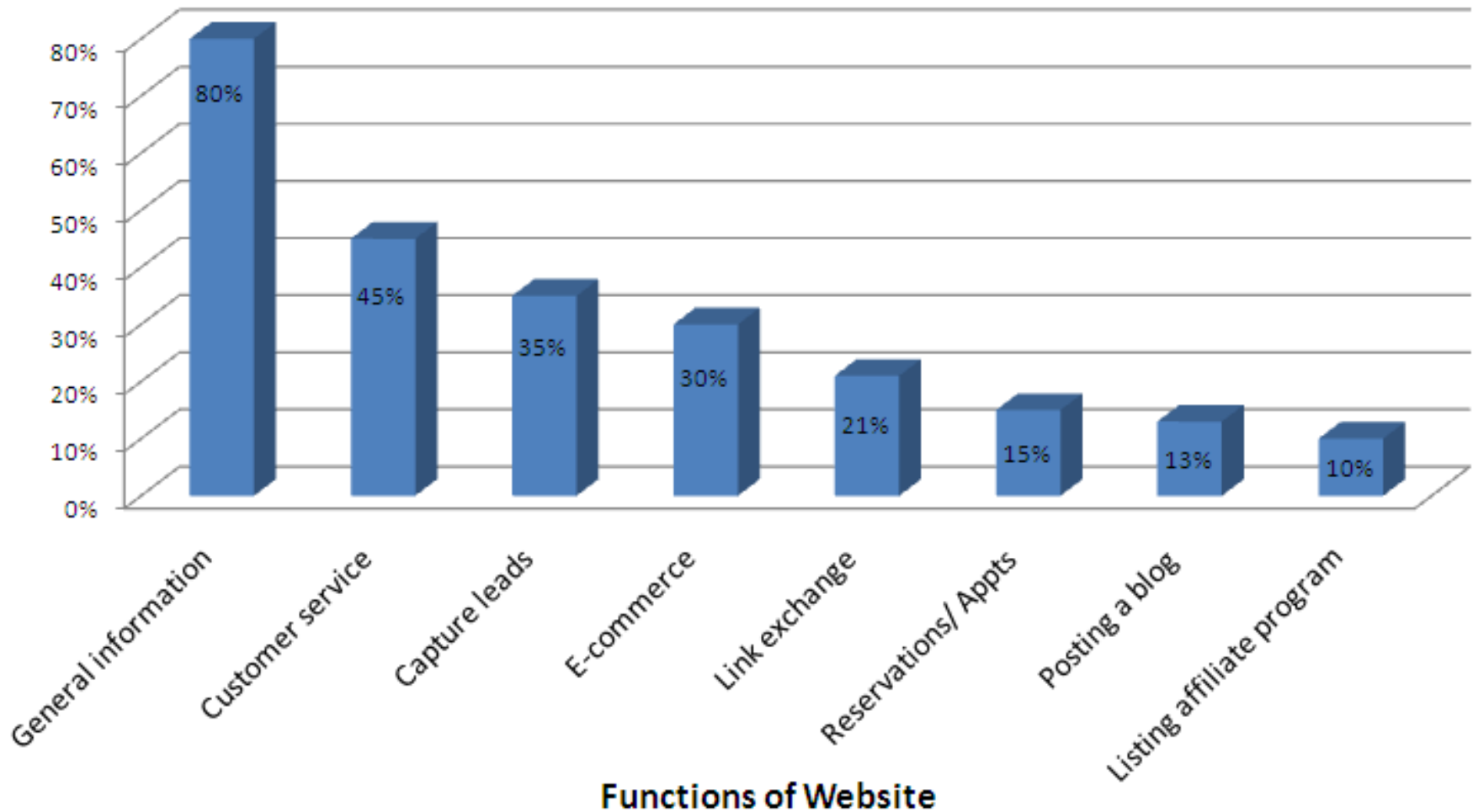
2010 Word-of-Mouth Marketing Efforts

86% of the businesses surveyed utilize some form of word-of-mouth marketing



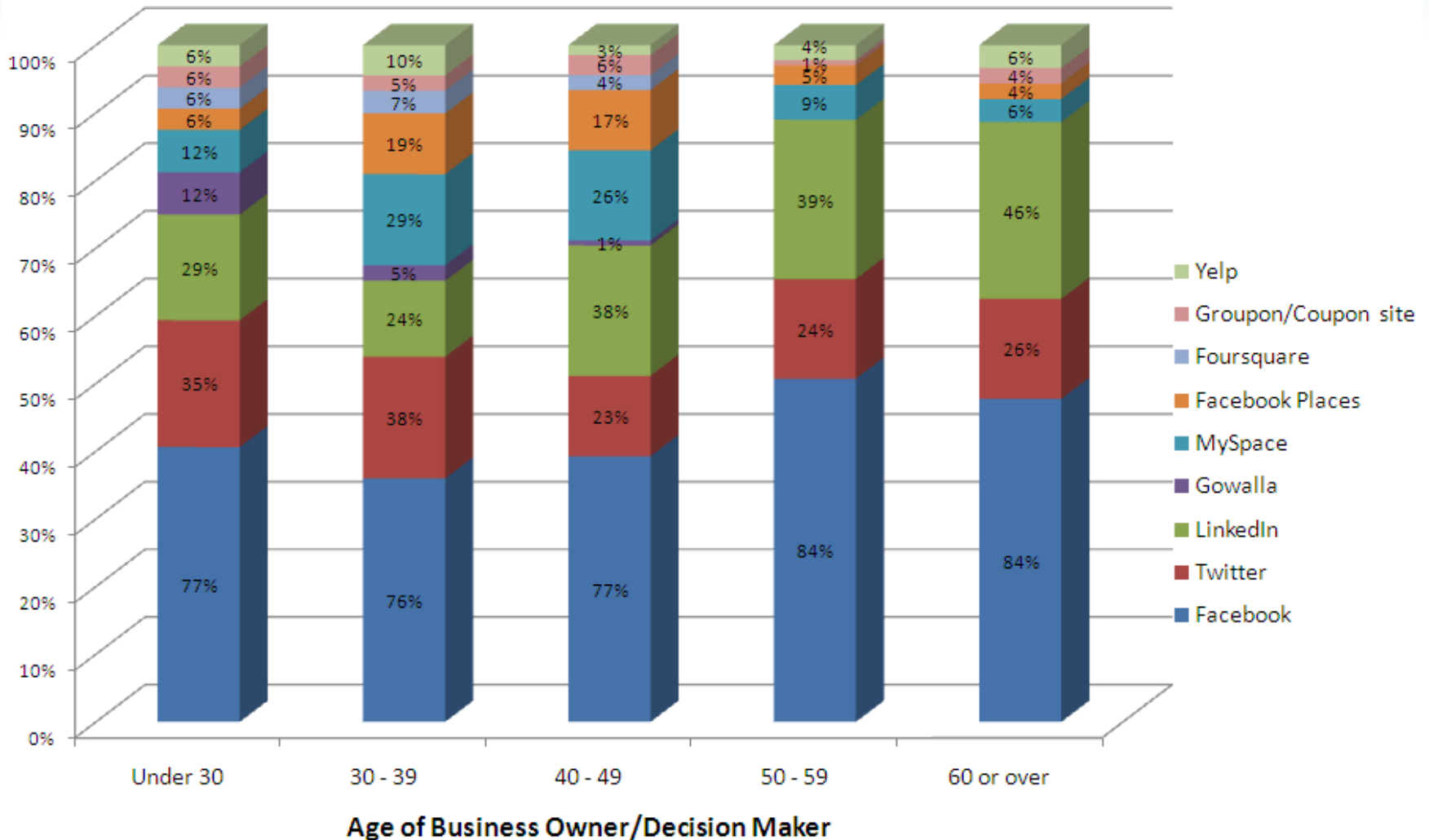
2010 Website Usage

54% of the respondents indicate their business currently has a website



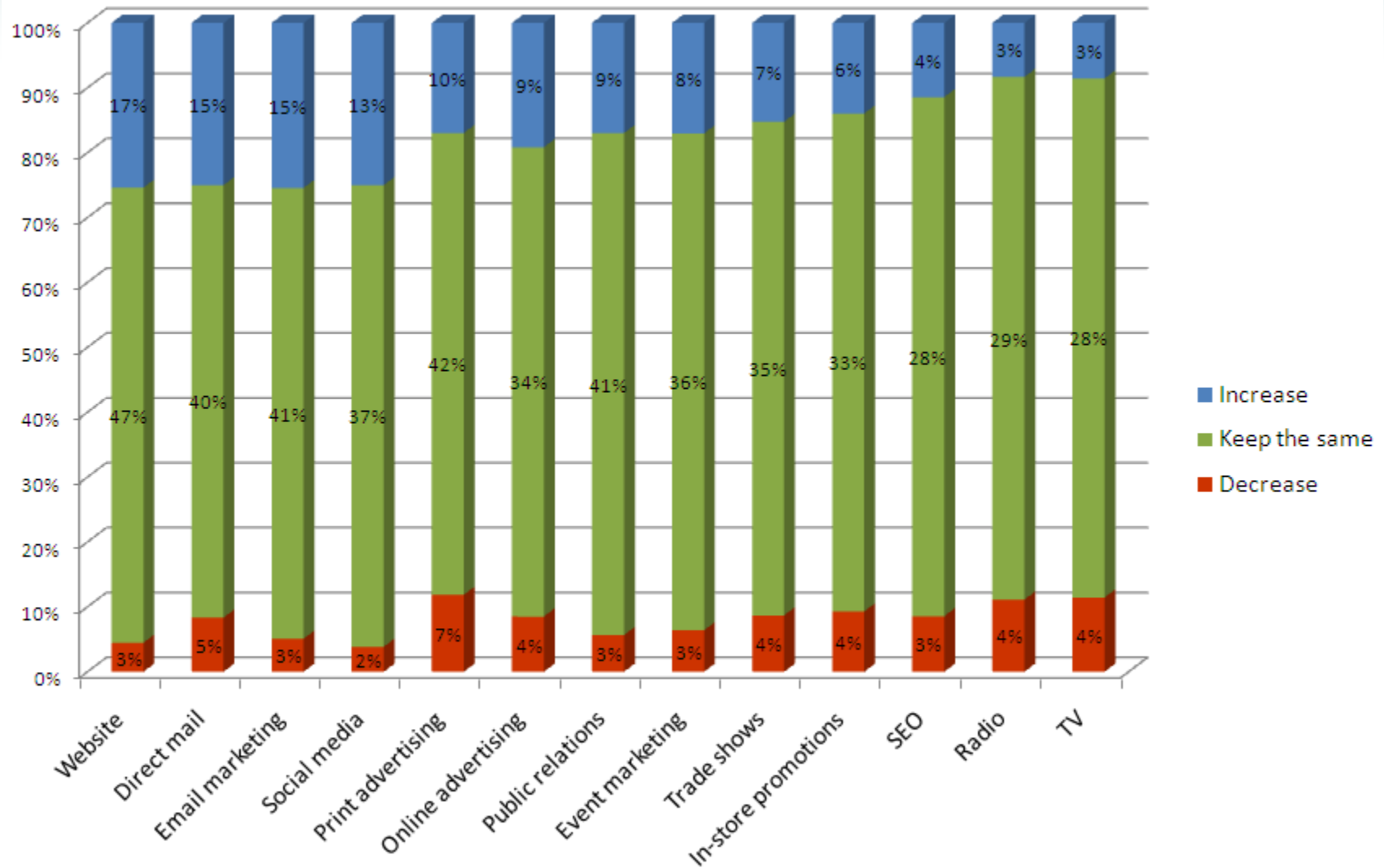
2010 Social Media Usage for Business

35% of the SMBs surveyed employ some form of social media



2011 Marketing Plans

Breakdown of budget allocation projections for the SMB respondents



*A further breakdown of the data is available in the Appendix.

Appendix

Business Size

Number of permanent, full-time employees at the SMBs surveyed

Number of Employees	Percentage
1 - 25	89%
26 - 50	3%
51 - 100	4%
101 - 250	3%
251 - 500	1%
501 - 1,000	1%

Business Location

Breakdown of the top 10 states represented in the survey respondent base

State	Percentage
California	9%
Florida	9%
Illinois	7%
New York	5%
Ohio	5%
Texas	5%
Georgia	4%
Michigan	4%
New Jersey	4%
Massachusetts	3%
North Carolina	3%

Role in the Organization

84% of respondents are the primary marketing decision maker, whereas the remaining 16% have “a lot of influence” in the decision process

Role	Percentage
Owner/ Owner Operator	91%
Partner	7%
Head of Marketing	2%

2011 Marketing Budget Predication

A closer look at the planned budget breakdown for 2011

Tactic	Increase	Keep Same	Decrease	N/A
Website	17%	47%	3%	33%
Direct mail	15%	40%	5%	40%
Email marketing	15%	41%	3%	40%
Social media	13%	37%	2%	48%
Print advertising	10%	42%	7%	41%
Online advertising	9%	34%	4%	54%
Public relations	9%	41%	3%	47%
Event marketing	8%	36%	3%	54%
Trade shows	7%	35%	4%	53%
In-store promotions	6%	33%	4%	57%
SEO	4%	28%	3%	65%
Radio	3%	29%	4%	64%
TV	3%	28%	4%	66%