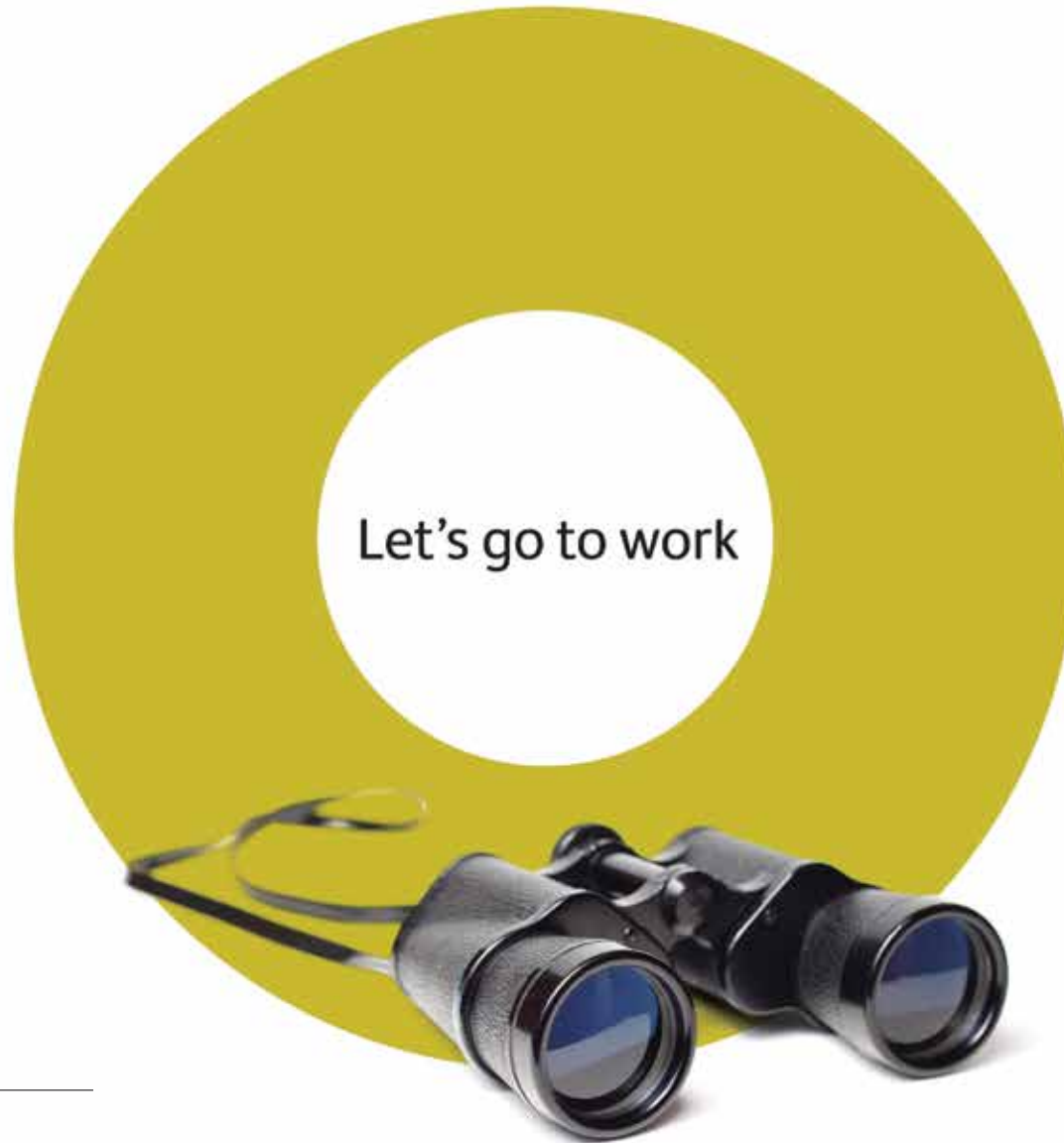




Omobono

The Business
Agency

In partnership with



What Works Where

Digital benchmarking research 2013

#wwwb2b



Welcome

What Works Where in B2B Digital Marketing

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“One of the biggest issues in B2B is the lack of published research on best practice”.

Andrew Markowitz,
Director Global Digital Strategy, GE
BMA Blaze Conference, Chicago May 2013

Overview

What Works Where is now in its third wave and continues to explore how B2B digital marketers are behaving, and the effectiveness of their approach. Working in partnership with The Marketing Society and ably assisted by Circle Research, the aim of Omobono's study is to share best practice in B2B digital marketing, in a market which is notoriously undocumented.

The top line

We have 3 years' worth of data about what B2B marketers are up to in terms of digital marketing. Whilst some things have not changed, marketers are facing bigger challenges than ever before.

Channels

Still same spread across channels.

Essentials

And more essential channels than ever before.

Digital

Still same share of budget (c. 40%) spent on digital.

Targets

Despite no real increase in budget they have more audiences to target.

Marketing

The additional challenge marketers face is how to do more with less.

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ROI

Still same struggle with ROI.

Places

More geographies to manage.

Challenging

No wonder 73% of marketers agree that their role has become more challenging.



Overview

What we study

- Marketers' objectives.
- The digital solutions they are using to achieve those objectives.
- How they view the effectiveness of what they do and the techniques they use to measure them.

This year we also explored some of the issues which we know are creating additional pressures for the B2B marketing community:

- How far marketers are being required to reach audiences beyond their normal targets of customers and prospects.
- What additional challenges marketers are facing – whether technology or wider goals.
- A global view – which regions marketers are targeting and how this affects their approach.
- A closer look at interactive channels - social media and mobile.

How we do it

The research is based on a detailed questionnaire with 109 B2B Marketers, screened to ensure their involvement in their organisation's B2B digital activity. As a result we have the views of those with significant responsibility for both budget and strategy. Respondents came from a wide range of sectors, from utilities to construction, with significant responses from the professional service, banking and finance and technology sectors. With over 50% of the respondents from companies of £500m turnover upwards, we have also been able to compare how marketers within major corporates differ from their counterparts in smaller organisations.

Marketers

Marketers embattled

70% of respondents say their marketing priorities have changed over the past 3 years and 73% agree that their role has become more challenging. They are responsible for more audiences, using a wider range of channels and wider geographies.

One of the knock-on effects is that marketers' behaviours are arguably becoming less brave and less focused as a result of these pressures. Instead of concentrating on a smaller number of clear objectives, they are trying to cover all bases. Instead of focusing on specific channels for specific objectives they continue to use every channel for every goal. As a result they are pulled in all directions and struggle with proving the ROI of their endeavours; just as they did 3 years ago.

Is challenge just the price of a seat at the top table?

It's not all doom and gloom however. There is excitement and opportunity in new channels and an expanding remit that arguably puts marketers at the heart of organisational achievement, finally giving them a seat at the top table. As the legendary Philip Kotler put it at the BMA Conference in Chicago in May 2013, 'the change to the CMO title denotes the shift from a service function to leading and participating in strategy.'

In addition, our report demonstrates considerable consistency in what B2B marketers view as effective, both over time and across company size and geographies. They may be taking on increasing levels of responsibility; but they are clear on what needs to be done and how to do it well.

73%

of respondents agree that marketing has become more challenging.



Objectives

Still focused on the customer

This year ‘Deepening Customer Relationships’ came in for the third time running as the most important objective for B2B marketers, with 67% of respondents naming it in their top 3.

This has dropped by 10% from previous years however as other objectives creep up in terms of importance.

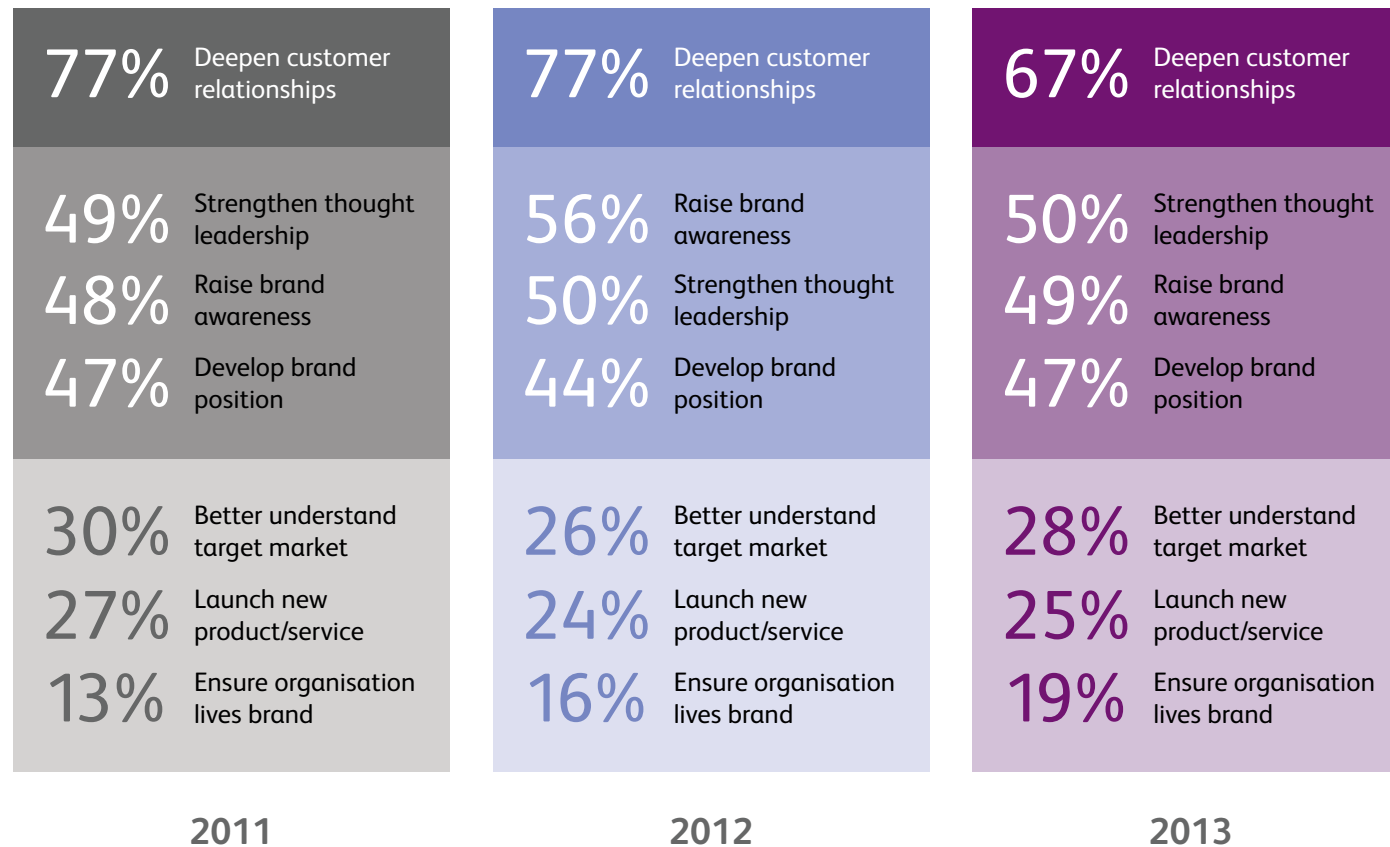
Awareness creating objectives feature strongly in this year’s survey, with ‘Strengthening your Thought Leadership position’ narrowly taking over in importance from straight brand awareness. Whilst last year we saw this as no.2 priority for large companies, this is now true across the board. Understanding of the target market and launching new products and services continue to be less important objectives when compared to the pressure to build awareness of what the existing company has to offer.

Ensuring the organisation is living the brand has however increased by 46% over the 3 year period, with nearly 1 in 5 of respondents now putting it in their top 3 priorities. For 7% it is the top priority, a massive change over 2011 when absolutely no-one felt that way. As we will see later in the report, for marketers with global responsibilities and working in large organisations the internal audience takes on an even higher priority.

This is the first sighting of what we see as a significant theme in the research. That delivery of the marketing message goes beyond the marketing department and conversely, that the audiences that marketers must target goes beyond the customer.

“The change to CMO title denotes the shift from a service function to leading and participating in strategy”.

Broadly speaking, what would you say are the three highest B2B marketing priorities for your organisation over the next 12 months?



“Nearly 1 in 10 marketers ranked ensuring the organisation is ‘living the brand’ as their **highest priority** in 2013. In 2011 no-one felt this way.”



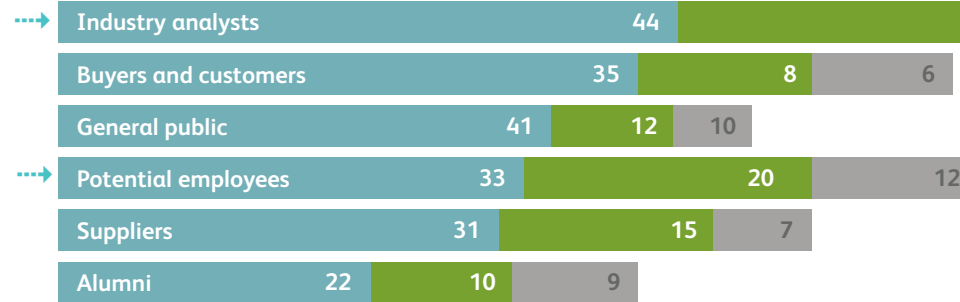
Audiences

We work increasingly on marketing initiated projects which are aimed at internal audiences or potential recruits. So we looked for evidence that this was industry wide. Who are marketers targeting?

Our findings revealed that marketers have been targeting an average of 5 audiences over and above their major customer and prospect focus, of which current employees and senior internal stakeholders are seen to be as important as external commentators and stakeholders such as the media or government.

Additional target audiences (%)

5 most important audiences who have always been targeted by majority of respondents



Always targeted Recently started Plan to start

---> Marketers are particularly starting to target potential employees and analysts

Base: All respondents (109)

The customer is not enough

65% of marketers agreed that they are targeting more audience types than they were 3 years ago.

In particular, marketers are increasingly taking on responsibility for targeting potential employees and even industry analysts, once the province of HR or the corporate communications department. Alumni are also becoming an important target for the marketing community as nearly twice as many marketers plan to target this audience in the future. Overall, nearly half of marketers consider this audience within their remit. All audiences are rated as important, or very important – it would seem that for marketers in 2013, no audience can be neglected.

Whose remit is it anyway?

The question is whether this attention to a wider audience set is self-imposed, reflecting marketers' own views on what they should be doing; or whether it is a direct result of shifts in the environment which mean there is no longer dedicated resource to do the other things. There is certainly evidence from this research that some audiences are increasing in importance to marketers, such as potential employees, and that those additions are resulting in a bigger workload.

“Potential employees, industry analysts, even alumni; in 2013, no audience can be neglected.”



Activities

Where are marketers spending their money?

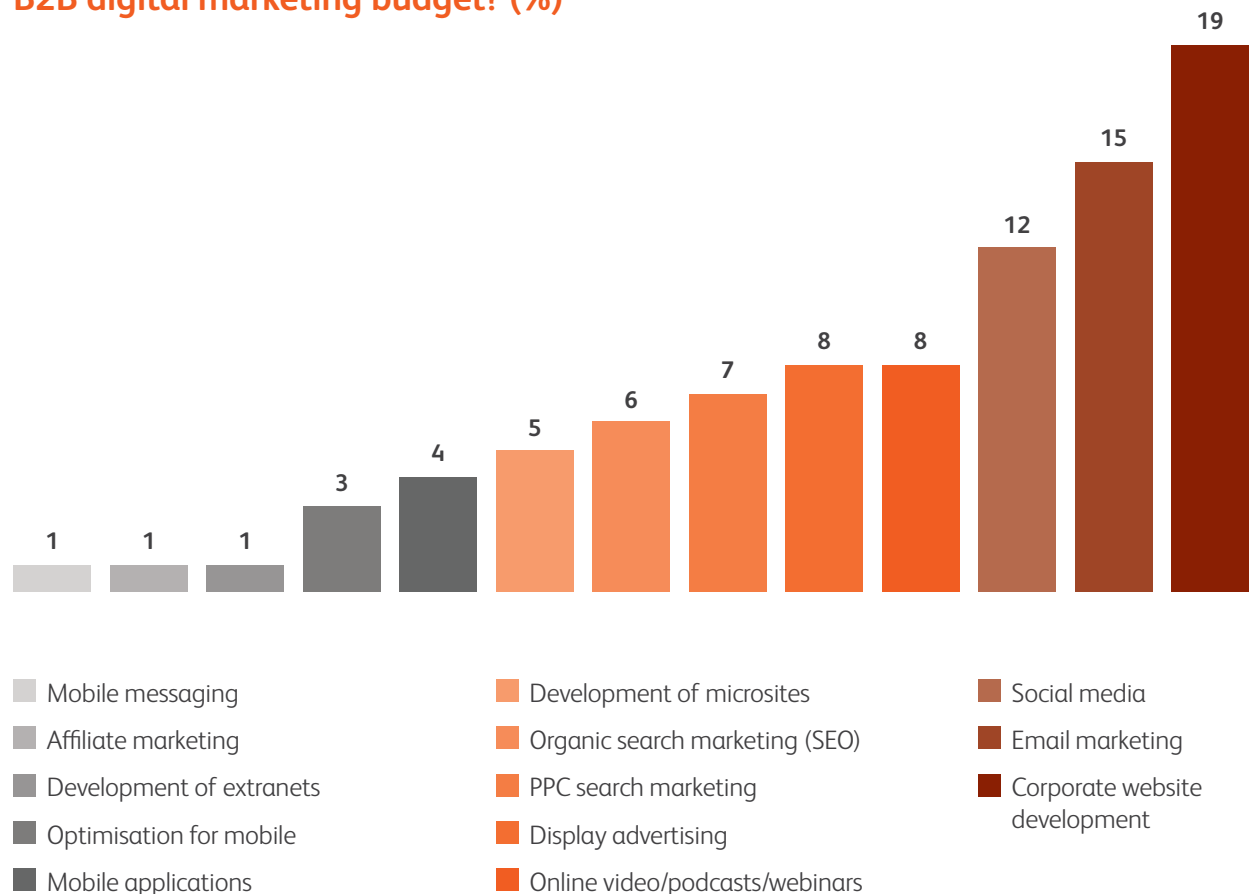
Digital budgets are still mainly devoted to websites, email and social media. However, web and microsities have dropped noticeably since 2011, whilst other channels have increased slightly, with mobile showing the most marked increase.

The digital share of B2B budgets has barely moved over time as far as our, and other surveys reveal.* Whilst some marketers have received additional budgets, a quarter are working with the same budget and a further quarter are working with less than in previous years.

As a result, compared to our first study in 2011, overall spend is more evenly spread over channels. Once again marketers seem to be trying to cover all bases with a resource that is, in the main, not increasing. In 2013, as in previous years, we saw that just under 40% of the budget is being allocated to digital (38% in 2013 and 2012, 37% in 2011).

*B2B Barometer

In the next 12 months, how do you expect to allocate your B2B digital marketing budget? (%)

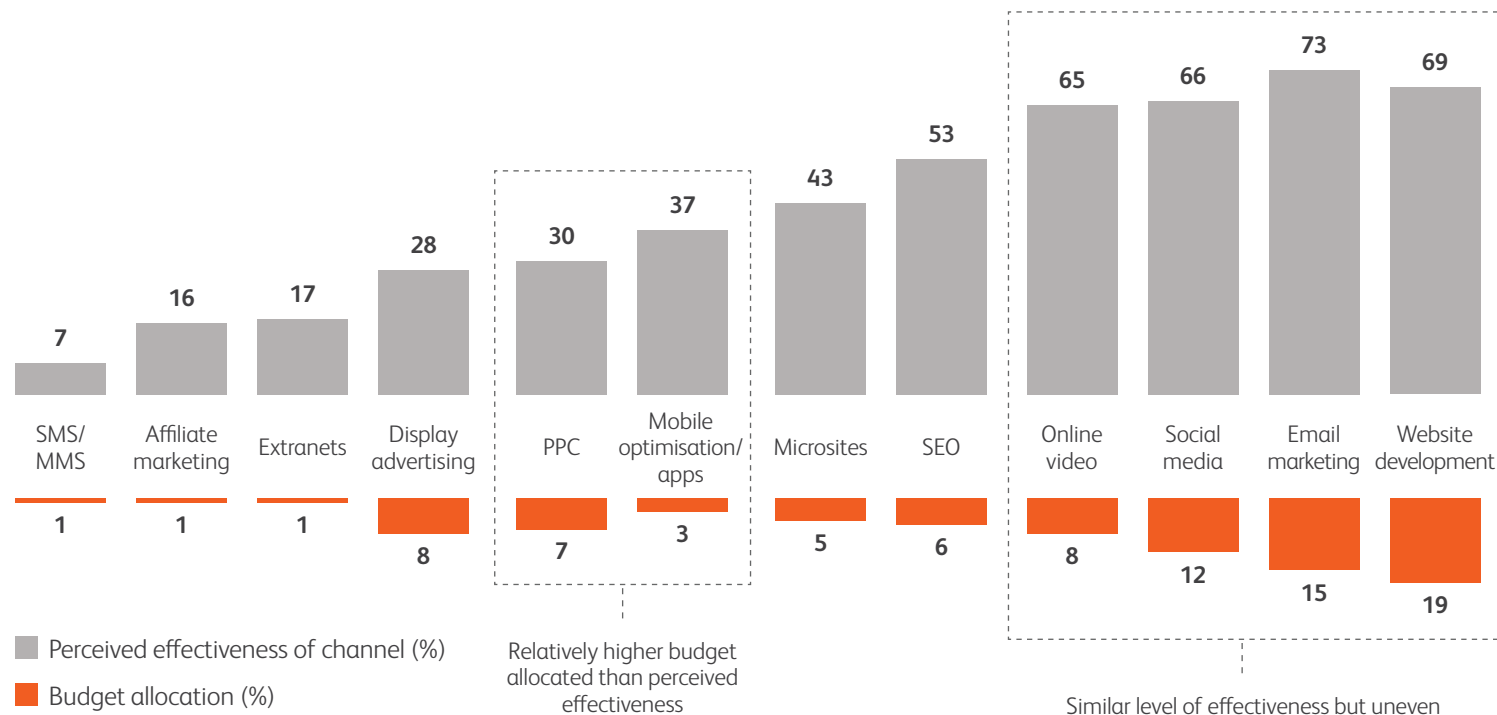


Base: All respondents (109)

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Overall, our results show that marketers are allocating more money to channels which allow more interactivity, whilst spend on static online assets has decreased. Increasing amounts are being spent on interactive channels. Despite a slight increase this year, spend on PPC and display advertising is not perceived to be worth the money in the sense that perceptions of effectiveness continue to lag.



Base: All respondents answering the question(97)

↑ Increase in spend seen on 'interactive' channels

Social media	+2%
Mobile applications	+2%
Email marketing	+1%
Display advertising	+1%
Online video	+1%
Mobile optimisation	+1%
SMS/MMS	+1%
SEO	-1%
Affiliate marketing	-2%
Extranet development	-2%
Microsite development	-9%
Corporate website development	-12%

↓ Spend decreasing on 'static' websites

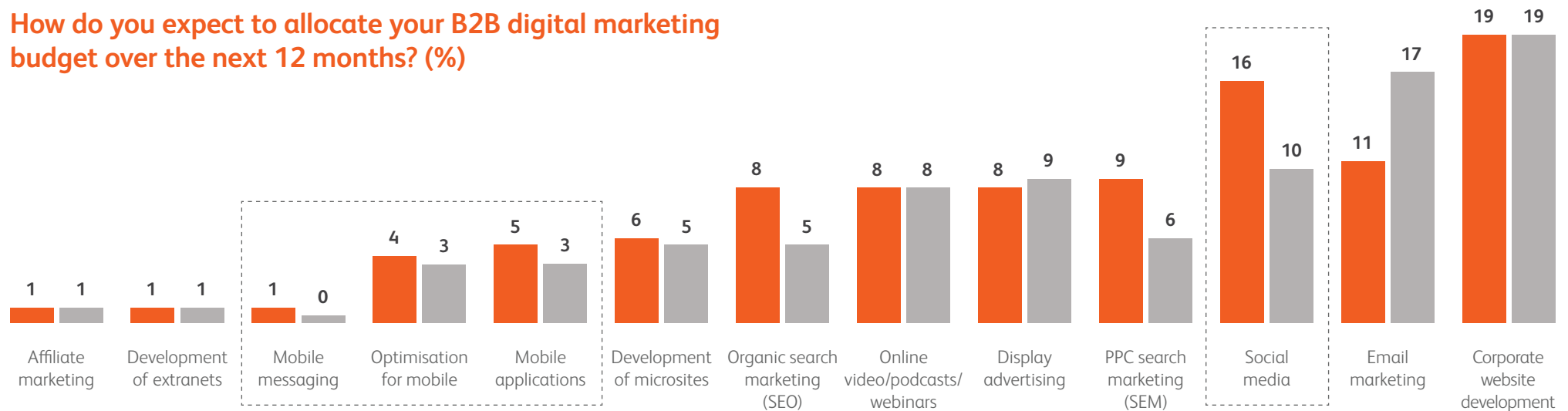


Activities

Those who spend more budget on digital allocate larger amounts to interactive channels.

Social media receives a higher budget allocation for companies prioritising digital budgets, and companies giving more budget to digital are spending more on mobile – 10.4% vs. 6.2%.

How do you expect to allocate your B2B digital marketing budget over the next 12 months? (%)



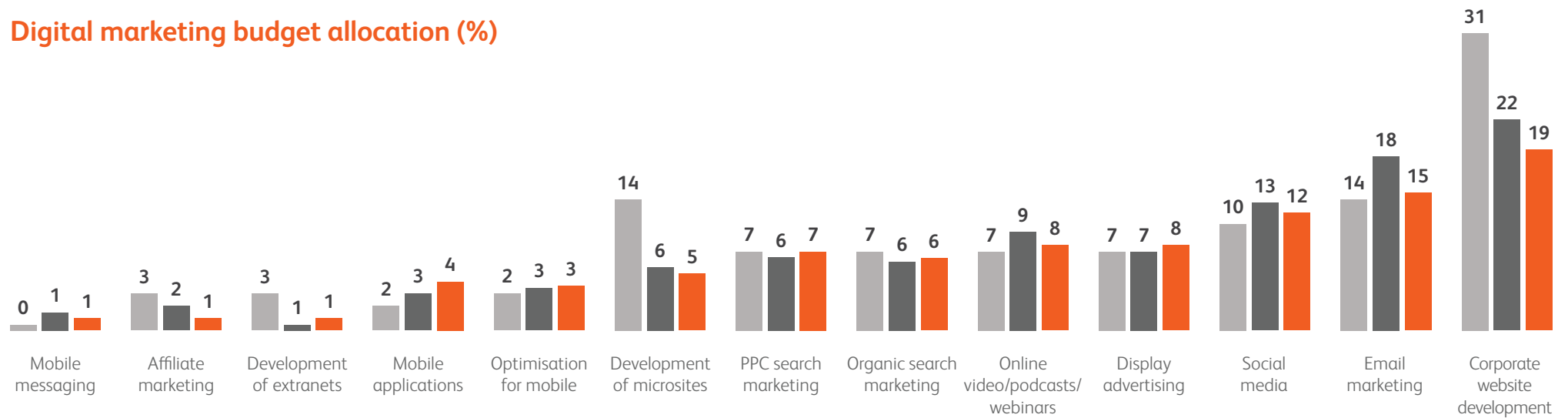
■ < 50% budget spent on digital ■ > 50% budget spent on digital

Base: All respondents answering question (97)

Websites lose out. A three year perspective on budget allocation.

Since 2011 the reducing investment in websites is marked. However, our 2012 buyer survey found that supplier websites are a key factor in their research as they move through the buying cycle – so perhaps this underinvestment is ill advised?

Digital marketing budget allocation (%)



■ 2011 ■ 2012 ■ 2013

Base: All respondents answering question (97)



Effectiveness

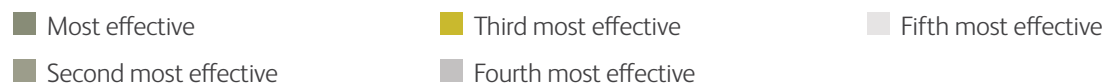
So, what does work where?

One of the findings we have identified in our previous reports is that although marketers aim for different goals, their channel selection remains consistent. No matter what they want to achieve, the same methods are used to achieve it.

This year is no different. Web, email, social media and online video are in the top 5 in terms of effectiveness for all objectives. And yet, when we look at the spread of budget across media, we can see that marketers are tending to spread their bets more evenly, investing in a larger number of channels more equally than ever before. In 2011 the range of the lowest to the highest stretched from 0.6% to 31.3%. By 2013 it had narrowed from 1% to 19% with the bulk of the expenditure clumped in the middle.

One interpretation of this is that, no matter what the task, marketers simply throw everything they have at it. However, given media fragmentation it may be that this budget spread reflects newer views of best practice which advise the reuse of assets across the digital landscape to maximise the reach of messages amongst a fragmented audience.

	Deepen customer relationships	Raise brand awareness	Strengthen thought leadership	Develop brand positioning
Website development	56%	83%	75%	82%
Email marketing	85%	72%	57%	71%
Social media	67%	69%	79%	68%
Microsites	45%	33%	46%	44%
Online video	73%	58%	79%	62%
Display advertising	9%	47%	14%	53%
SEO	35%	67%	61%	62%
PPC	15%	33%	18%	21%
Mobile optimisation	45%	33%	36%	38%
Mobile apps	47%	36%	29%	32%
Affiliate marketing	7%	19%	11%	21%
Extranets	27%	8%	21%	24%
SMS/MMS	15%	3%	4%	0%



Base: All respondents with named objectives as a first or second priority.

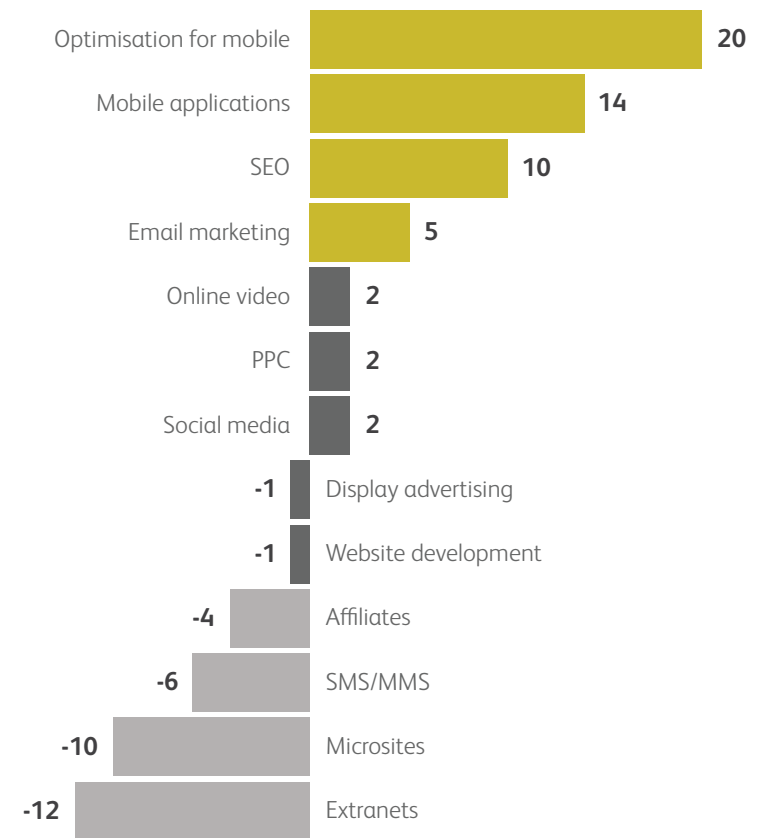
A three year perspective – mobile’s dramatic rise.

Comparing previous views of effectiveness across the different channels we can see the changes that the three year period has wrought. Although still low in terms of the amount of money spent as a proportion of the budget, the areas where effectiveness has really grown is mobile and SEO. Email marketing is also felt to be growing in effectiveness, again challenging those who believe that we are all overloaded with email. As we saw in our 2012 study which focused on buyer reactions however, there is of course a huge difference between the effectiveness of personalised emails carrying relevant content and generalised emails which hit the bin.

Effectiveness is falling mostly on the static areas of website development, affiliate marketing, and particularly microsites and extranets, many of which have seen corresponding falls in budget allocation.

Interestingly, despite rising for the two other mobile related areas, suggests effectiveness is falling for SMS/MMS. This is reflected in the verbatim feedback which suggest that marketers are not yet comfortable with the intrusiveness of this medium in the business context. It will be interesting to see whether the current increase in consumer text messaging makes its way into B2B marketing in the coming years.

Change in effectiveness 2011-2013 (%)



Base: All respondents (109)



Effectiveness

Digging deeper into social and mobile

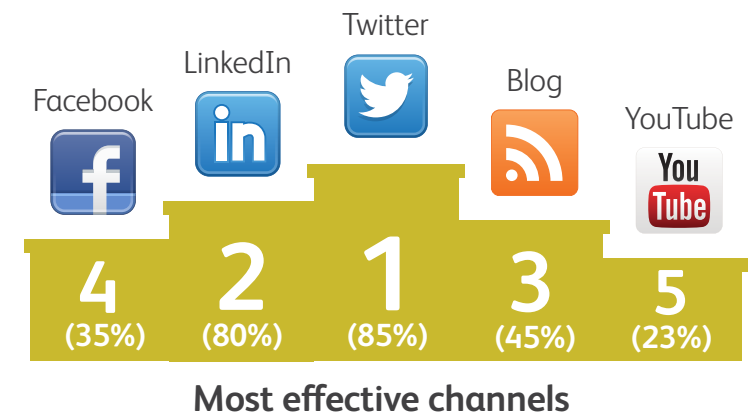
Some of the areas that have grown in importance over the last 3 years are social media and mobile and this year we took the time to explore how exactly these were being used and how effective they were felt to be.

Taking social media first, respondents told us that their activities fell into two specific areas – channels and content.

According to respondents, social media scored very highly against a number of the key marketing objectives, and at 79% it is clearly felt to be most powerful at strengthening thought leadership. In addition, marketers were using it for lead generation, for increasing campaign coverage and for recruitment.

Whilst overall social media budgets have remained at a consistent level (12%), mobile has doubled in the past 3 years, with mobile apps in particular growing from 1.5% to 4% of the budget. But marketers remain polarised about the value of mobile, as the previous chart shows. Whilst protagonists believe it improves communications with customers and demonstrates a company's technological prowess, detractors find it irrelevant. However, it is worth noting that many of those who judge it ineffective for business are also those who admit they do not have the technical capacity or resources to deliver it.

A range of channels and content are being utilised on social media



Most effective content

- 1 Discussion forums on industry topics
- 2 Latest company developments
- 3 Feedback from customers
- 4 Advertising/promotion of product and events
- 5 White papers
- 6 Case studies

Mobile much more effective for relationships, while display, PPC and affiliates better at building brand awareness and positioning

	Deepen customer relationships	Raise brand awareness	Strengthen thought leadership	Develop brand positioning
Website development	56%	83%	75%	82%
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Affiliate marketing	7%	19%	11%	21%
Extranets	27%	8%	21%	24%
SMS/MMS	15%	3%	4%	0%

■ Particularly effective for goal ■ Particularly ineffective for goal

Base: All respondents with named objective as a first or second priority

Mobile is growing but still divided view on effectiveness

More accessible

- Improved communication with customers
- Promotes products/events
- Raises brand awareness
- Strengthens thought leadership
- Demonstrates forward technology
- Collects customer data
- Lead generation
- Deepens customer relationships
- Targets certain audiences

Not relevant to our business

- Not worth investment to business
- Does not deepen customer relationships
- Intrusive
- Do not have the resources

■ Benefits for business ■ Ineffective for business

Base: All respondents finding mobile effective (47) and ineffective (37)



International

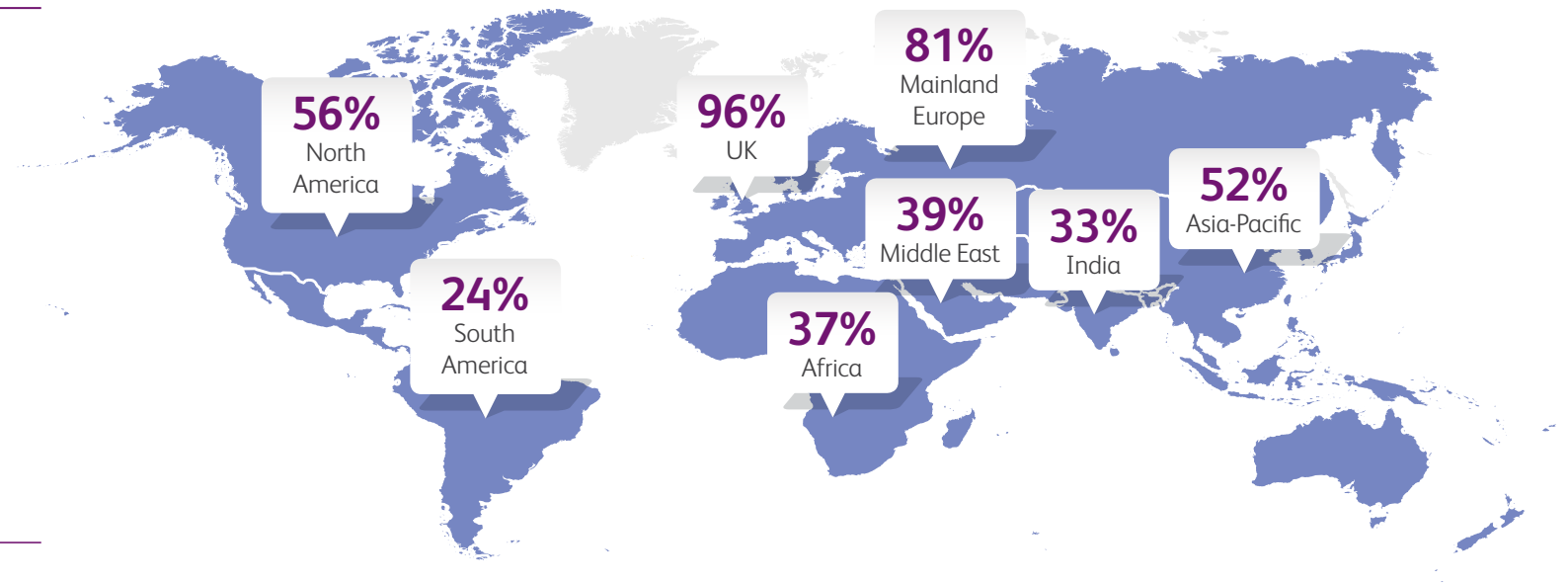
In addition to the expansion of the audiences marketers have to take within their reach, increasing numbers of our respondents are responsible for marketing beyond their immediate geographic region.

Marketing has become more centralised over the last three years. Only one in ten disagree.

International expansion

Nearly half (47%) are now responsible for a more centralised marketing approach, with the result that 17% are global marketers. On average respondents targeted 3 regions – most notably mainland Europe (81%), North America (56%) and Asia Pacific (52%).

Only a third of respondents (34%) were responsible for one territory only, the majority of which was the UK (96%).

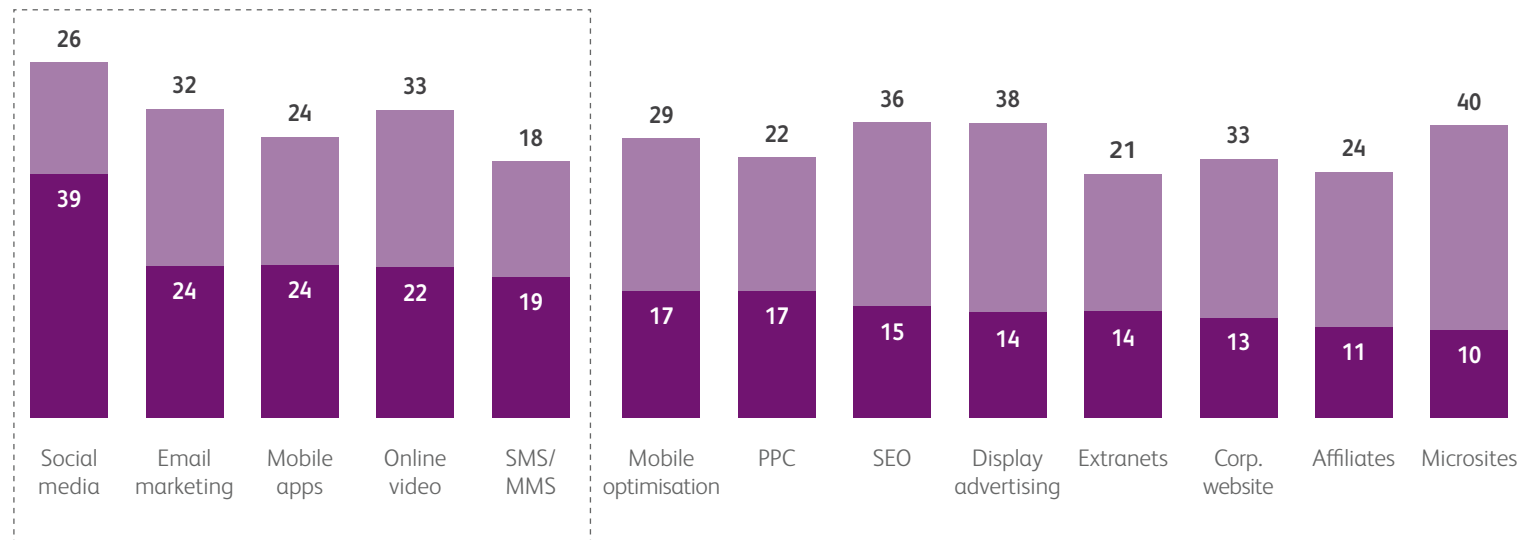


Base: All respondents answering question (54)

International differences

We also dug deeper into how activities varied across geographies, recognising that marketers need to balance centralised efficiencies and cultural differences. We found that internationally there were more differences in what we would term ‘personalised’ digital contact (social media particularly) than in the more corporate activities (web, microsities, display).

The differences in social media were due to both platform and cultural differences, as can be seen by the graphic (right).



■ Significant difference ■ Slight difference Base: All respondents answering question (72)

40%
 Different platforms used

30%
 Cultural differences in engagement with content

25%
 Access to technology

20% Extent of usage of social media

15% Attitude to social media for business purposes



International

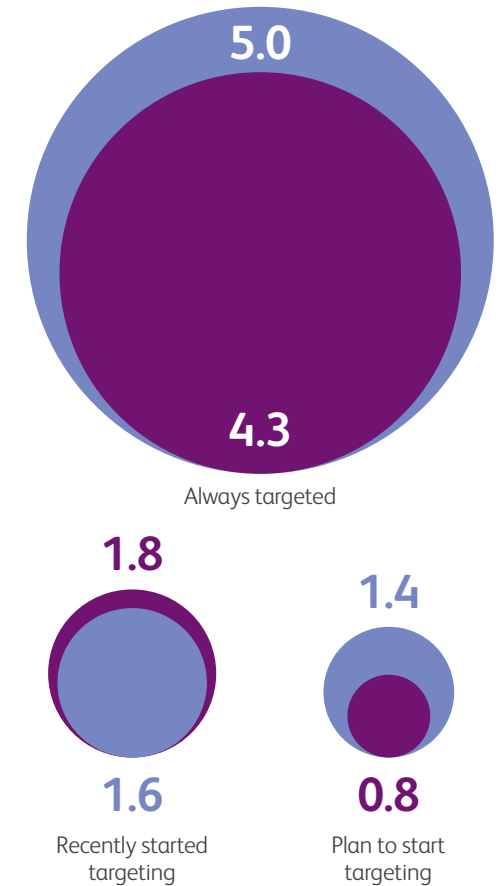
Global vs. local – the top line

One of the areas of additional focus for this year's study has been to look at global marketers as a separate segmentation. It revealed some findings which give a strong sense of the differences between their remit and those of their single marketer counterparts.

Global marketers...

- have a slightly different set of priorities. Thought leadership is as important as customer relationships.
- target more audiences and put more of an emphasis on employees and senior internal stakeholders.
- use fewer metrics to capture ROI.
- spend more on digital as a percentage of budget.
- value mobile and SEO more.
- spend less on display advertising and email, and find these less effective.
- find it tougher to keep up with developments in technology and marketing.

Number of audiences targeted



■ One country ■ Wider remit

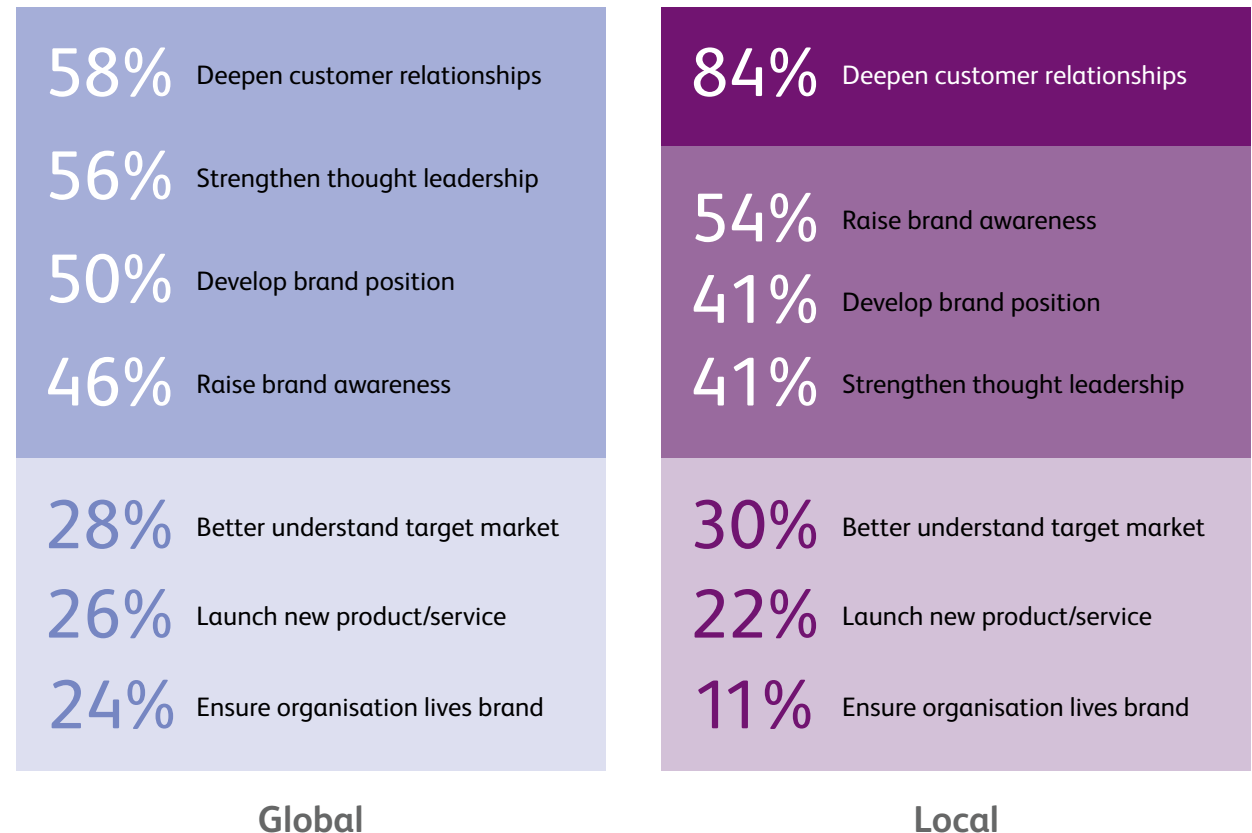
Base: All respondents (109)

Increasing importance of internal brand

Those marketing to more than one country have a slightly different set of priorities to the respondents of our research who were locally focused, as the following chart shows. Thought leadership is just as important a priority as deepening customer relationships – a very different picture from elsewhere. Also noticeable is that ensuring the organisation is living the brand is of higher importance, with a quarter of respondents (24%) rating it in their top three priorities. Marketers clearly recognise that it's essential their colleagues in other countries understand what the organisation stands for and are consistent in its delivery.

This is also reflected in the audiences they are responsible for targeting. On average, marketers targeting more than one country reach out to more audiences, in particular they target potential employees and senior internal stakeholders much more than their colleagues who only focus on one country.

Global vs. local priorities



Base: All respondents for one country (local) (37) and more than one country (global) (72)



International

Change matters for global marketers

Those marketing to more than one country are spending more of their budget on digital – 41.6% of budget goes on digital on average compared to only 32.7% for those marketing to one country.

Although the allocation of spend across the different digital channels is broadly similar for both sets of marketers, there are a few differences worth noting:

- Marketers who are responsible for a wider range of countries spend a larger proportion of their digital budget on mobile – 7.4% across mobile applications, optimisation and SMS compared to 4.6% for those in one country.
- Marketers with a broader geographical remit spend less on display advertising (6% vs. 9%), and email marketing (10% vs. 19%) than their counterparts who focus on one country alone. Based on studies we have conducted in other global locations such as India and China this would potentially reflect the paucity of data in terms of global email addresses, as well as the availability and cost of the display estate internationally.

Differences in effectiveness:

- Marketers with a wider reach find mobile optimisation (43% vs. 24%) and mobile applications (43% vs. 27%) much more effective, in line with their increased spend on this area.
- Marketers with a broader geographical remit find display advertising (22% vs. 38%) and email marketing (64% vs. 92%) much less effective, also in line with their spend in these areas.
- SEO seems to be the exception to the otherwise direct correlation between views of effectiveness and spend. It is viewed as much more effective by marketers with a wider geographical remit (60% vs. 41%), despite no difference in spend on this area.

How do they measure it?

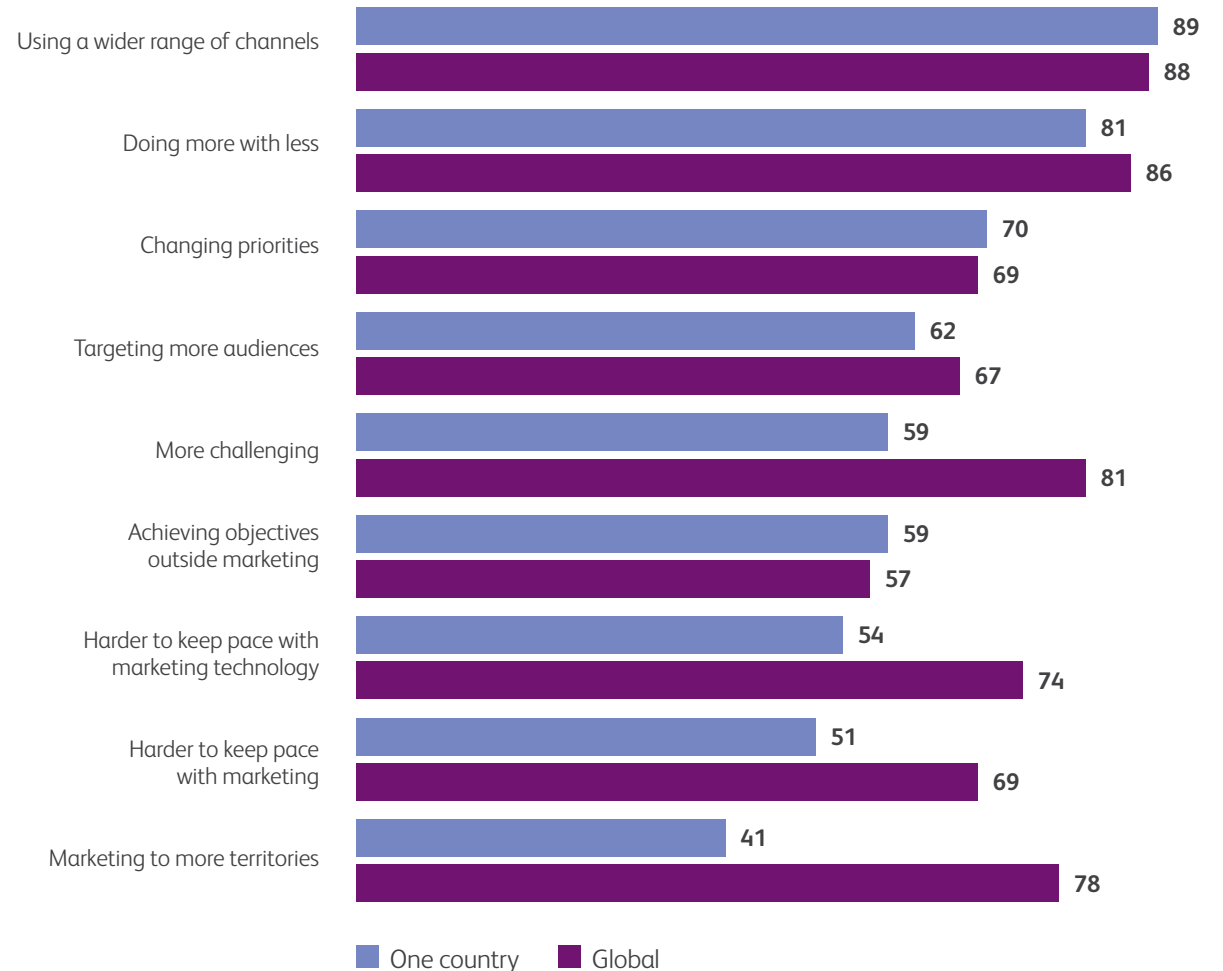
In terms of ROI, global marketers use a smaller set of metrics, an average of 4.2 compared to 4.7. Lead generation and profitability measures are much less favoured than for single geography marketers, perhaps reflecting the fact that capturing this data at a distance is too difficult to achieve.

More pressure on global marketers

78% of those whose responsibilities go across more than one country say they have started marketing to a wider range of territories in the past 3 years. This suggests that their global reach may be a relatively recent development. Perhaps as a result of this they are finding it more challenging to keep up with developments than those whose remit is only one country:

- 69% agree keeping pace with marketing developments has become more challenging over the past 3 years (vs. 51% of marketers in one country).
- 73% agree keeping pace with technological developments in marketing has become more challenging over the past 3 years (vs. 54% of marketers in one country).

One country vs. Global (%)



Base: All respondents for one country (37) and for more than one country (72)



Size

Big vs. Small – the top line

A further piece of segmentation looks at the way in which marketers within organisations above £1bn are behaving, compared to their counterparts in smaller companies. These constituted nearly 40% of respondents. We compared these to the responses from marketers under £50m turnover, who again made up just under 40% of the audience.

- Thought leadership and living the brand is higher on the radar for larger companies, while creating awareness and launching new products are more of a priority for small companies.
- Marketers in larger companies are targeting more audiences than their counterparts in smaller organisations – particularly those within the company itself.

- Larger companies are much more likely to measure ROI, but no more likely to be able to do so accurately. In fact slightly fewer feel they can accurately measure ROI than those in smaller organisations and they also use fewer metrics.
- Those in smaller organisations spend more of their budget on social media and email marketing and find these channels more effective.
- However, for the majority of channels, those in larger organisations find them to be more effective than those in smaller organisations.
- Interestingly, marketers in larger companies are more likely to be faced with changing priorities.

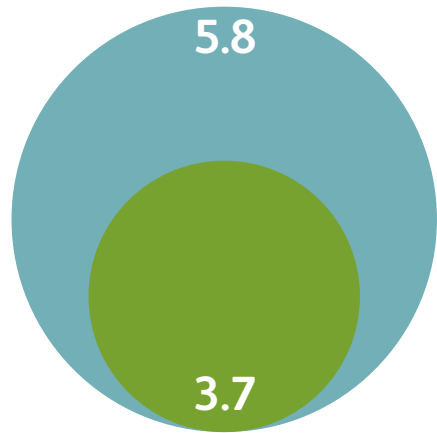
What's most important?

On the whole, both large (over £1bn turnover) and small companies (under £50m turnover) have similar priorities, with deepening customer relationships as their top priority.

However, there were a couple of differences. First of all strengthening thought leadership is much more of a priority for larger organisations (60% have it in their top three, compared to 39% of smaller organisations). Secondly ensuring organisation is living the brand is in the top three priorities for almost a third of larger organisation respondents (30%), compared to only 5% of small organisations where this perhaps comes more naturally. Finally, raising brand awareness and launching new products or services is a much higher priority for small companies (56% vs. 42% on brand awareness, 37% vs. 16% for launching new products) than for larger ones.

This makes sense. Many larger companies are well known, not simply in their sector but more broadly, whilst smaller companies jockey for shelfspace. Larger companies meanwhile broadly compete against others who are also well known in their sector and must strive to differentiate themselves and demonstrate their deep expertise in order to win the remit, hence the focus on thought leadership.

Number of audiences targeted



Always targeted



Recently started targeting



Plan to start targeting

■ Large companies ■ Small companies

Base: All respondents (109)

Employees are at the heart of delivery

Larger companies have a higher number of audiences that they have always targeted. Like global marketing respondents, and probably because there is a strong correlation between the size of a company and its global footprint, internal audiences are at the heart of their ability to deliver. Large and small companies have similar rates of targeting suppliers and buyers' end customers. However larger organisations are much more likely to be targeting across all other audiences or planning to target them.

As the graphic (left) shows, larger companies are targeting or planning to target more audiences overall, although smaller companies are looking to start targeting more.

Channel selection

Interestingly, smaller organisations are spending a larger proportion of budget on digital – 45% compared to 34% for companies who turnover over £1bn. Perhaps this is because larger companies are those that can afford more traditional, and expensive, broadcast channels?

In terms of allocation of spend, smaller companies invest more of their budget in email marketing (19% vs. 6%) and social media (16% vs. 9%) than the biggest companies. While larger companies invest more heavily in microsites (5% vs. 3%), extranets (1.3% vs. 0.4%), PPC (6% vs. 4%) and mobile applications (4% vs. 2%).



Size

Marketers in larger companies more confident about effectiveness.

Interestingly, marketers in larger companies tend to rate most channels as more effective than their counterparts in smaller companies.

This difference is particularly noticeable in their views of mobile (47% view mobile apps as effective, compared to 20% in small companies) and online video (77% vs. 49%). Whilst both are being used more by larger companies, the effectiveness rating is comparatively higher and not simply correlated with the difference in spend.

In comparison the only three channels which are deemed more effective by marketers in smaller companies are email marketing (78% vs. 58%), social media (73% vs. 61%) and SEO (54% vs. 47%).

It is interesting to note that email marketing and social media are the two where smaller companies invest more heavily also, in line with their perceived effectiveness.

Measurement thresholds are higher

Marketers in large companies are much more likely to measure ROI – 79% are currently measuring ROI compared to only 41% in organisations with a turnover of under £50m.

However, the difference between how many feel they can measure accurately is actually worse for the larger organisations. Only 12% of those in larger organisations feel they can accurately measure ROI compared to 15% of those in smaller organisations. This perhaps reflects some of the pressures of both gathering data in a larger company and also reporting to a more complex management structure, where differing opinions of what's important will impact on how ROI is reported, as one of our respondents highlighted.

The average number of metrics used to measure is also slightly smaller for larger companies – 4.3 metrics used on average, whereas smaller companies use on average 4.5.

“Brand awareness [is the] most logical and easy for senior stakeholders to buy into. Our business involved high involvement decision making which is influenced by a range of touchpoints and interactions. Therefore, sales or lead generation solely.. would be hard to substantiate”.

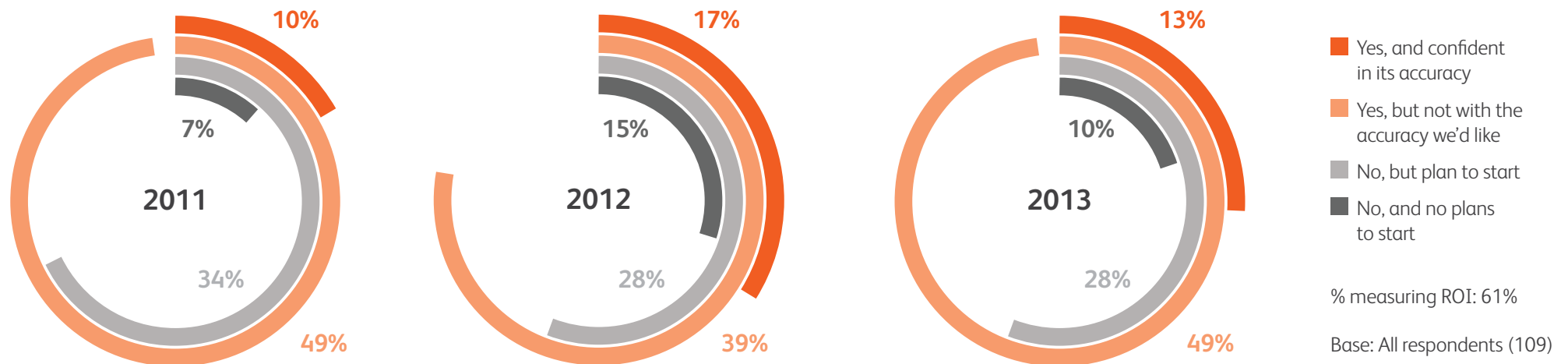
ROI

In the past 3 years we have seen ROI being consistently voted the biggest challenge that marketers face. So this year we looked into the problem in a bit more depth, looking for answers on which measures were felt to be most valuable, how to report to the board, and what could realistically be measured in the first place.

In previous years, surveys have thrown up some interesting findings – not least that in 2012 nearly 1 in 6 marketers said that they did not measure ROI and had no plans to start. This dropped back to 1 in 10 in 2013, with a slightly larger percentage confidently stating that they had faith in the accuracy of their measurements. Nearly half said they measured ROI but would like the accuracy to improve, and a characteristic third plan to start doing so. But as this has been consistent over the past 3 years, it suggests that they have yet to get around to it.

Perhaps one of the explanations is that there seems to be no single metric which gives the answers we need. 61% of respondents do measure ROI, using an average of 4.4 different metrics, ranging from web analytics to profitability.

Measuring Return on Investment



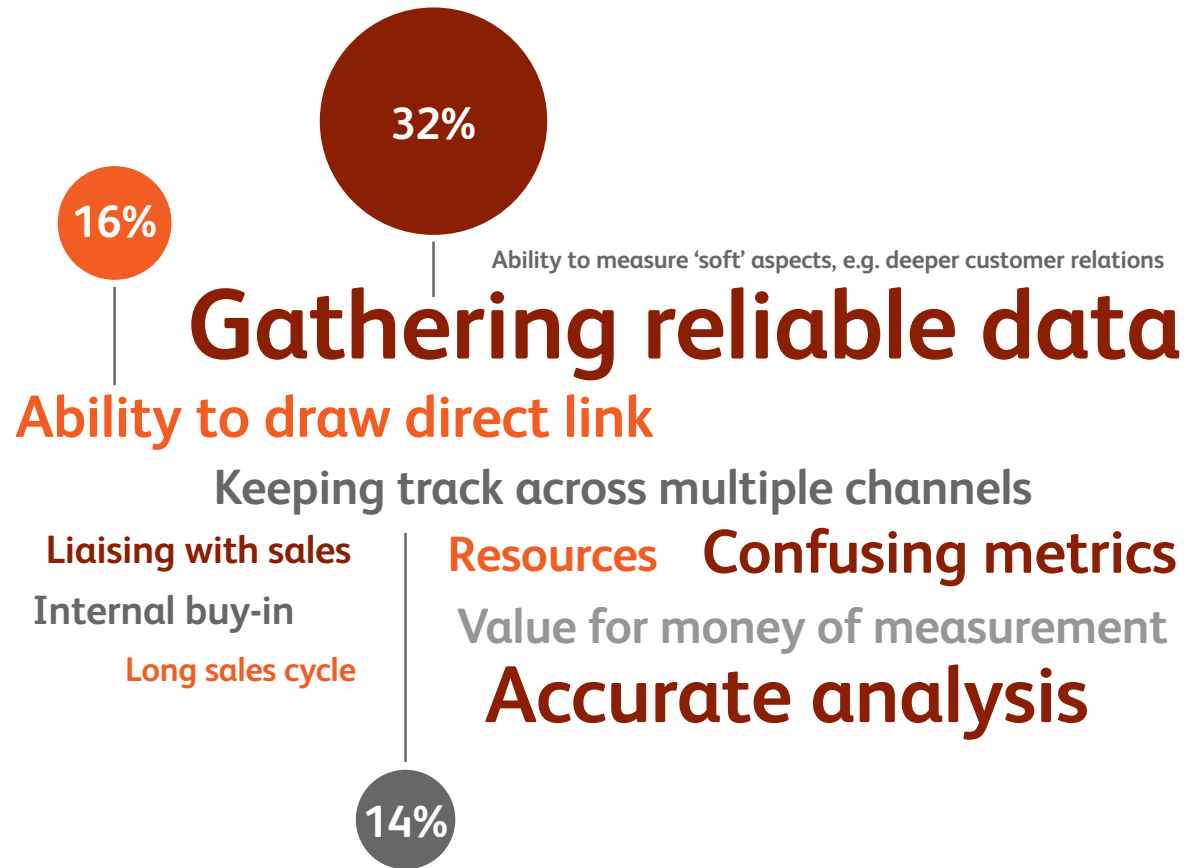


ROI

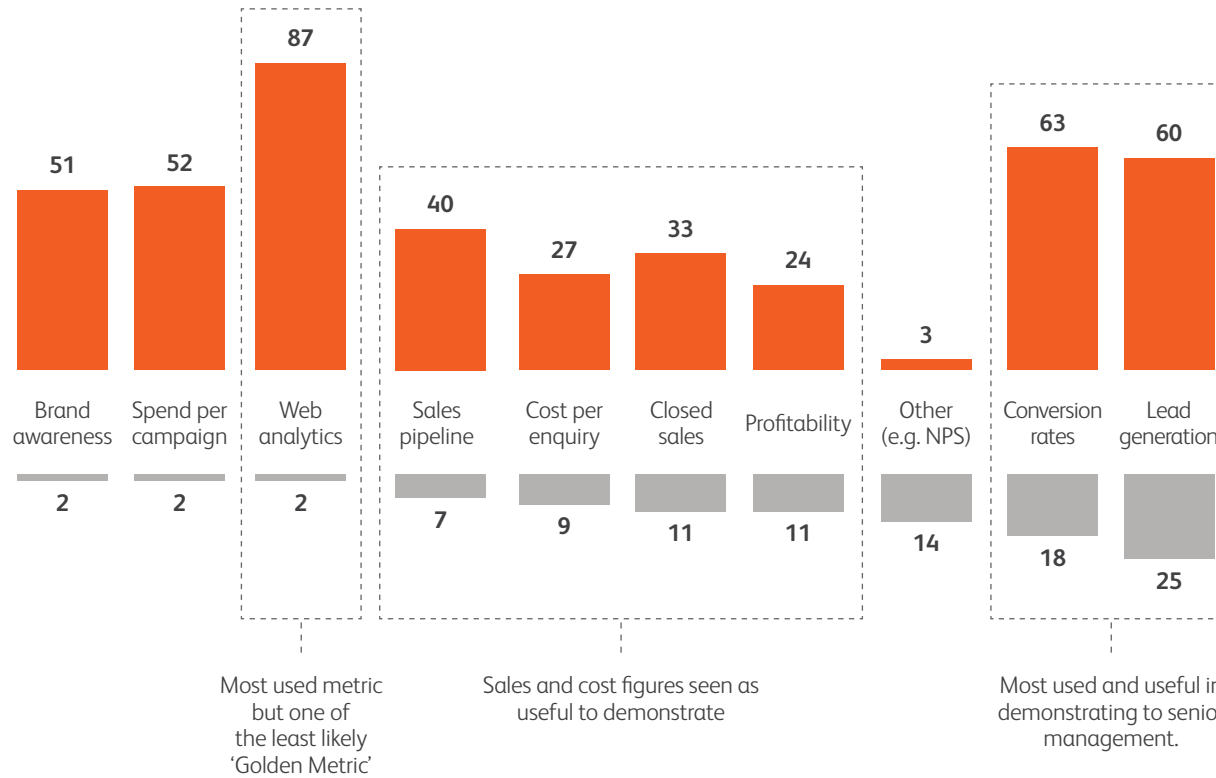
The main difficulties lie with reliability and attribution.

Respondents cited gathering reliable data as the most significant challenge, whilst the ability to draw a direct link between marketing activity and revenue generation also featured highly. Channel proliferation is also causing problems, as marketers faced the additional challenge of keeping track across multiple channels.

Since 2011 there have been some winners and losers in terms of what marketers are using to demonstrate the return on their expenditure. Web analytics seem less popular than they were, falling by 9% over the two year period although it remains the most used metric. Lead generation suffers more seriously with a 25% drop. Many of the metrics follow a similar downward pattern, leaving three methods on the increase: brand awareness, conversion rates and spend per campaign. We advise our clients to look at two things when it comes to measurement – impact and effectiveness, so it is interesting to see that some of the measures that are declining fall into the ‘impact’ category (how many people visit your website, how many leads are generated) whilst the more valued ones fall into the ‘effect’ category – how many more people are aware of your company, product or service, how many of them buy and how much it cost you to acquire them.



Base: All respondents answering question (79)



■ % using metric
 ■ % choosing item as golden metric

Base: All respondents (97)

The Golden Metric

Despite its massive drop in popularity however, when asked which single metric marketers would use to demonstrate ROI to the board, they all fell back on lead generation.

Conversion rates, costs per enquiry and closed sales were the other measures, indicating that marketers have recognised that a conversation with the board needs to focus on hard sales rather than softer factors such as awareness. Interestingly, despite being used by 87% of marketers, web analytics are recognised as simply being a means to an end and are only the Golden Metric for a tiny number of respondents (2%).

“Additional opportunities in the sales pipeline - to prove marketing can have an impact on business”.



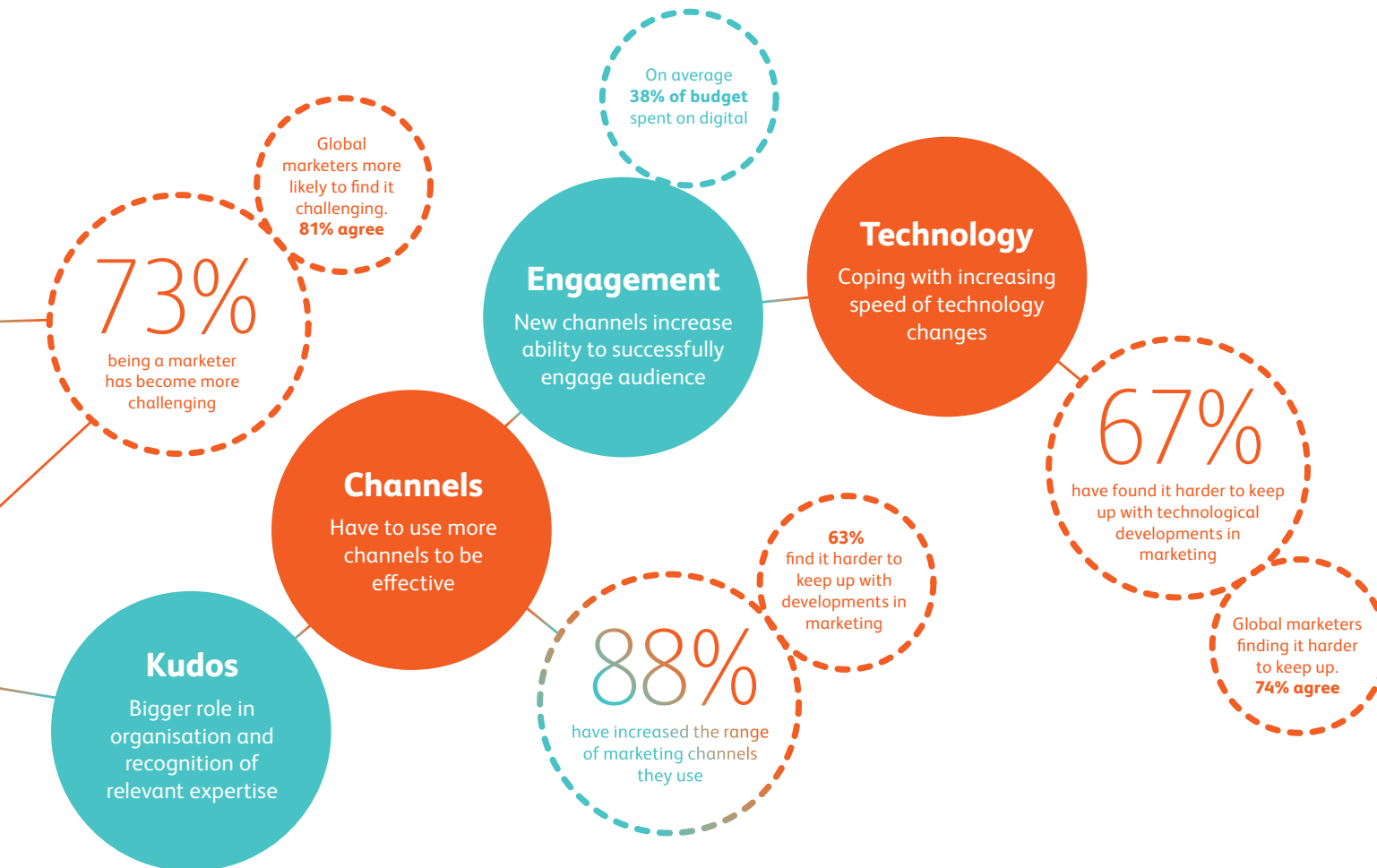
B2B Marketing 2013: Challenge or Opportunity?



Summary

Trying to cover all objectives, all channels and an ever increasing range of audiences has put pressure on marketers as never before. If you ever needed to demonstrate that marketing was a highly pressurised job – our survey provides the evidence.

Despite the fact that spend on digital (and marketing spend overall) has remained more or less constant over the past 3 years we have been running this survey, 84% of marketers say they are doing more with less. But their reach is greater and their involvement deeper. Challenge; yes. Opportunity; definitely.



challenges **opportunities**

Base: all respondents (109) Q: Do you agree or disagree with the following statements? In the last 3 years...



Let's go to work

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For further research data or to discuss how Omobono can help you maximize the effectiveness of your digital activities, please contact Francesca Brosan on 01223 307000 or email fran@omobono.com

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