Marketing and Technology Survey

With support from
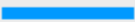
Results as of
January 13, 2006

What's on the Minds of Marketing Executives?

1. **Biggest marketing business challenge is determining there is a payback for marketing dollars spent.**

2. **Two of the biggest sales challenges are tracking sales follow-up with prospects and the fact that lead generation is getting more expensive.**

3. **Specific marketing needs are focused on getting the right message to the right person and secondly, reporting results on marketing programs.**

4. **Most companies have some marketing technology tools, but lack integration between e-mail, surveys and analysis.**

5. **Finding out target market interests and customer trends is the most likely use of a survey tool.**

6. **The top marketing priorities included creating a centralized database, communicating frequently to the target market and measuring results.**

7. **When buying a marketing technology solution, the two highest evaluation priorities were return on investment and software features and functions.**

8. **When gathering more information on technology solutions, communication preferences included e-mail, website links and web seminars. Getting a phone call from a sales rep was a resounding "NO!"**

Marketing Survey

## 1. What is your biggest marketing business challenge?

CUSTOM QUESTIONS			
1. What is your biggest marketing business challenge?		Response Percent	Response Total
Knowing that there is a payback for marketing dollars spent		34.0%	35
Generating predictable lead flow for sales		22.3%	23
Differentiating our company from competitors		21.4%	22
Getting marketing communications out consistently		14.6%	15
Qualifying lead status before sales hand-off		7.8%	8
		Total Responses	**103**
		Skipped Question	0

Write in comments:

- Overcoming slow adoption and lack of awareness of technology in the industry segment my agency serves (food service)
- Getting my email newsletter to everyone who requested it.
- Note: Your survey form required me to choose one of the above options.
- Getting cooperation from other business unit (IT/IS) in order to implement changes and "Get Stuff Done".
- Not having a CRM tool- we don't know who to talk to, what to talk about, when our customers were visited, etc!
- Getting sales to follow up on marketing generated leads
- Finding business-focused, fantastic marketing team members.
- Integrating with sales (even with best practice lead generation results and top internal communication strategies)
- Tracking lead sources

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2. What is your biggest sales challenge?
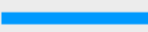
2. What is your biggest sales challenge?		Response Percent	Response Total
Sales follow-up with prospects and customers is difficult to track		24.3%	25
Lead generation is getting more expensive and payback is getting worse		22.3%	23
Rigid buying processes at most companies are delaying decisions further		18.4%	19
Getting existing customers to buy more products or services		16.5%	17
Not enough quality leads for the sales force to call on		12.6%	13
Techniques for getting sales appointments are getting less effective		5.8%	6
		Total Responses	**103**
		Skipped Question	0

Write in comments:

- Prospects are completely inundated with "sales" calls, literature and etc. They are immediately on the defensive (especially Gate Keepers) when you identify yourself.
- Buying Process is changing from negotiated relationship selling to low bid.
- Solution in place that have none of the concerns
- Good, continuing training for sales forces. Effective, easy-to-use CRM technology. Adequate, reasonably honest feedback from customers.
- Shift to solution selling
- Their bandwidth to cover, they are trying to balance closing existing pipeline versus qualifying new.
- Speeding up the sales cycle - creating an imperative for 'why now, why us?' It's a 'big idea' sell - so we need to convert the prospect - the sale then becomes incidental.

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3. Which comment best describes your specific   marketing needs?
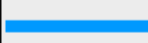
3. Which comment best describes your specific marketing needs?		Response Percent	Response Total
Managing data so the right message gets to the right person		37.9%	39
Reporting and analysis on marketing results		30.1%	31
Measuring lead volume and lead qualification steps		12.6%	13
Segmentation and querying of customer lists		10.7%	11
Ability to utilize a system without IT involvement		8.7%	9
		Total Responses	**103**
		Skipped Question	0

Write in comments:

- All the other four comments in the survey.
- Ability to know salient demographics of who's in the database.
- Market knowledge

<u>Marketing Survey</u>

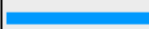## 4. What comment best describes your current marketing technology situation?

4. Which comment best describes your current marketing technology situation?		Response Percent	Response Total
Some tools but no integration between emails surveys and analysis		37.9%	39
No central marketing database with customers prospects and rental lists		22.3%	23
Good database but no easy way to segment information to target markets		19.4%	20
Difficult to execute on-going automated marketing campaigns		12.6%	13
No way to measure customer interaction on the marketing campaigns		7.8%	8
	Total Responses		**103**
	Skipped Question		0

Observations:

- 80% indicate that they are experiencing some frustrations with the current tools they are utilizing.
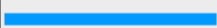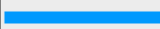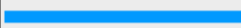
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5. If you had an easy to use survey tool, where would you most likely use it?

5. If you had an easy to use survey tool, where would you most likely use it?		Response Percent	Response Total
Market Intelligence - Find out marketplace trends and customer interests		36.9%	38
Prospect Qualification - Qualify leads by product category or sales stage		20.4%	21
Win/Loss Report - Why a client bought your product or service or a competitors		18.4%	19
Customer Satisfaction - Understand how existing customers feel about you		17.5%	18
Product Development - Determine enhancements to existing products		6.8%	7
	Total Responses		**103**
	Skipped Question		0
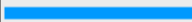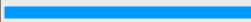
Marketing Survey

6. Rate the priorities of these business imperatives.

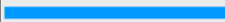| 6. Rate the priorities of these business imperatives. 6a. Creating a centralized database of all your customers and prospects		Response Percent	Response Total
High		54.4%	56
Medium		27.2%	28
Low		18.4%	19
	Total Responses		**103**
	Skipped Question		0

6b. Segmenting your database by the products and services you are offering		Response Percent	Response Total
High		40.8%	42
Medium		39.8%	41
Low		18.4%	19
	Total Responses		**102**
	Skipped Question		1

6c. Communicating marketing messages to your target market frequently		Response Percent	Response Total
High		61.2%	63
Medium		25.2%	26
Low		10.7%	11
	Total Responses		**100**
	Skipped Question		3
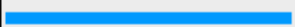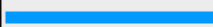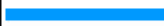
Marketing Survey

6. Rate the priorities of these business imperatives.

6d. Leveraging multi-channel communications to your target market	Response Percent	Response Total
High	48.5%	50
Medium	34.0%	35
Low	14.6%	15
Total Responses		**100**
Skipped Question		3

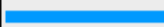| 6e. Getting marketplace feedback and measuring results	Response Percent	Response Total
High	64.1%	66
Medium	30.1%	31
Low	4.9%	5
Total Responses		**102**
Skipped Question		1

6f. Finding ways for continual communication improvements	Response Percent	Response Total
High	58.3%	60
Medium	32.0%	33
Low	8.7%	9
Total Responses		**102**
Skipped Question		1
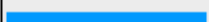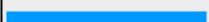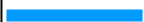
Marketing Survey

7. When buying a marketing technology solution, please rate evaluation priorities? Responses for a, b, c

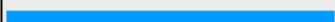| 7. When buying a marketing technology solution, please rate evaluation priorities		Response Percent	Response Total
7a. Feature / function			
High		73.8%	76
Medium		23.3%	24
Low		1.9%	2
	Total Responses		**102**
	Skipped Question		1
7b. Solution cost		Response Percent	Response Total
High		53.4%	55
Medium		41.7%	43
Low		3.9%	4
	Total Responses		**102**
	Skipped Question		1
7c. Technical support		Response Percent	Response Total
Medium		41.7%	43
High		39.8%	41
Low		15.5%	16
	Total Responses		**100**
	Skipped Question		3
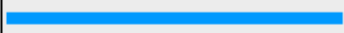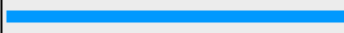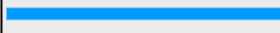
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7. When buying a marketing technology solution, please rate evaluation priorities? Responses for d, e, f

7d. Implementation consulting		Response Percent	Response Total
Medium		51.5%	53
High		24.3%	25
Low		23.3%	24
	Total Responses		**102**
	Skipped Question		1

7e. Client success stories		Response Percent	Response Total
Medium		51.5%	53
High		35.0%	36
Low		12.6%	13
	Total Responses		**102**
	Skipped Question		1

7f. Return on investment		Response Percent	Response Total
High		84.5%	87
Medium		8.7%	9
Low		3.9%	4
	Total Responses		**100**
	Skipped Question		3
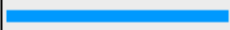
3D THREE DEEP
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8. In general, to gather more information about marketing and survey technology solutions, what communication methods do you prefer? Responses for a, b, c

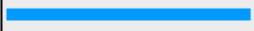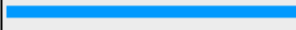| 8. In general, to gather more information about marketing and survey technology solutions, which communication methods do you prefer?		Response Percent	Response Total
8a. Receive and share information via email			
Yes		86.4%	89
No		12.6%	13
	Total Responses		**102**
	Skipped Question		1
8b. Link to a website with relevant information		Response Percent	Response Total
Yes		87.4%	90
No		10.7%	11
	Total Responses		**101**
	Skipped Question		2
8c. Phone discussion with a sales rep		Response Percent	Response Total
No		70.9%	73
Yes		26.2%	27
	Total Responses		**100**
	Skipped Question		3

Marketing Survey

8. In general, to gather more information about marketing and survey technology solutions, what communication methods do you prefer? Responses for d, e, f

8d. Face-to-face sales meeting and demonstration		Response Percent	Response Total
No		57.3%	59
Yes		38.8%	40
	Total Responses		**99**
	Skipped Question		4

8e. Large group seminar presentation & demonstration		Response Percent	Response Total
No		63.1%	65
Yes		34.0%	35
	Total Responses		**100**
	Skipped Question		3

8f. Web based presentation taken from any computer		Response Percent	Response Total
Yes		74.8%	77
No		20.4%	21
	Total Responses		**98**
	Skipped Question		5

Survey Response Rates
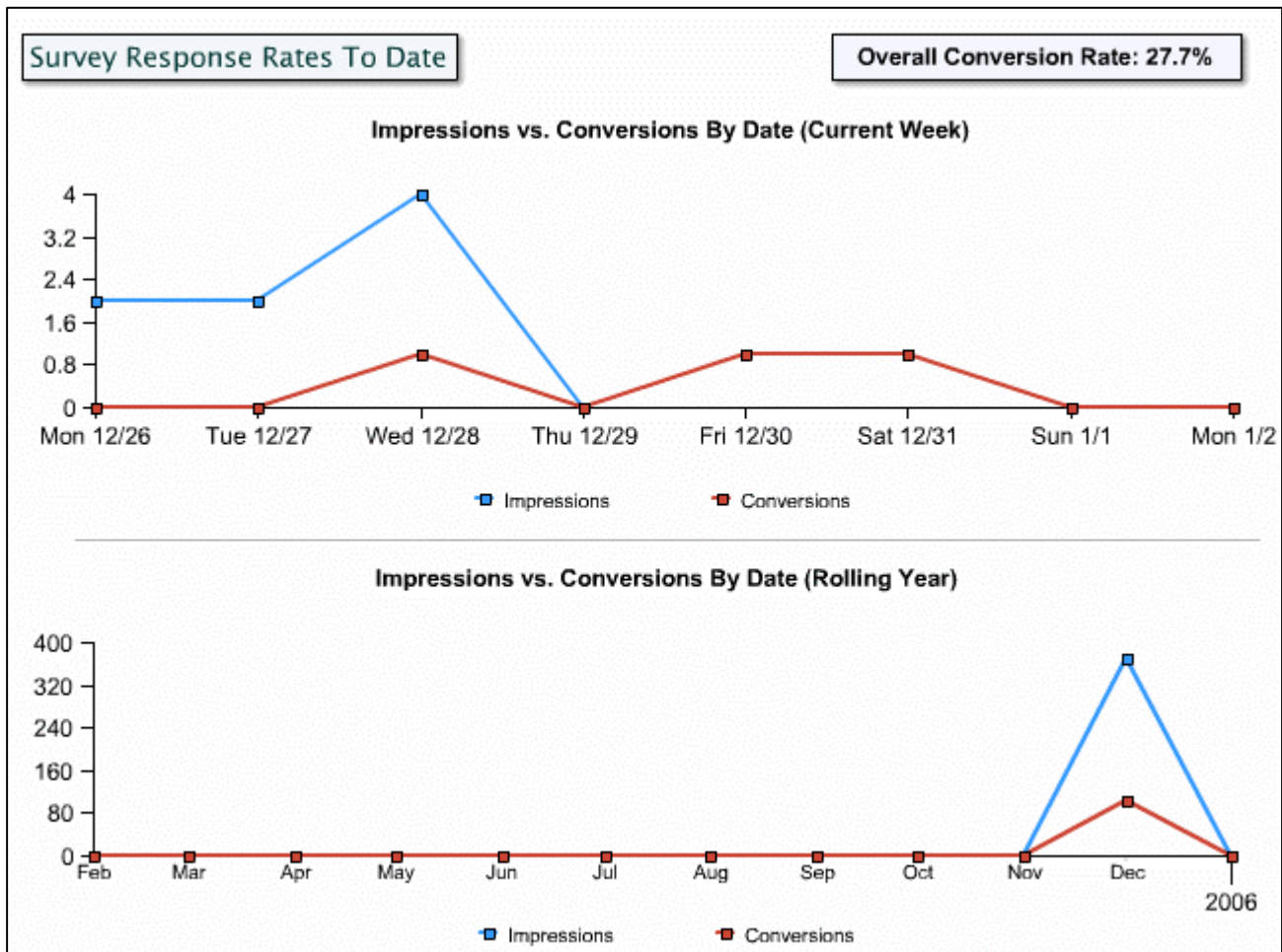
Survey Response Rates

- **372 Impressions**

- **103 Conversions**

- **27.7% Conversion rate**
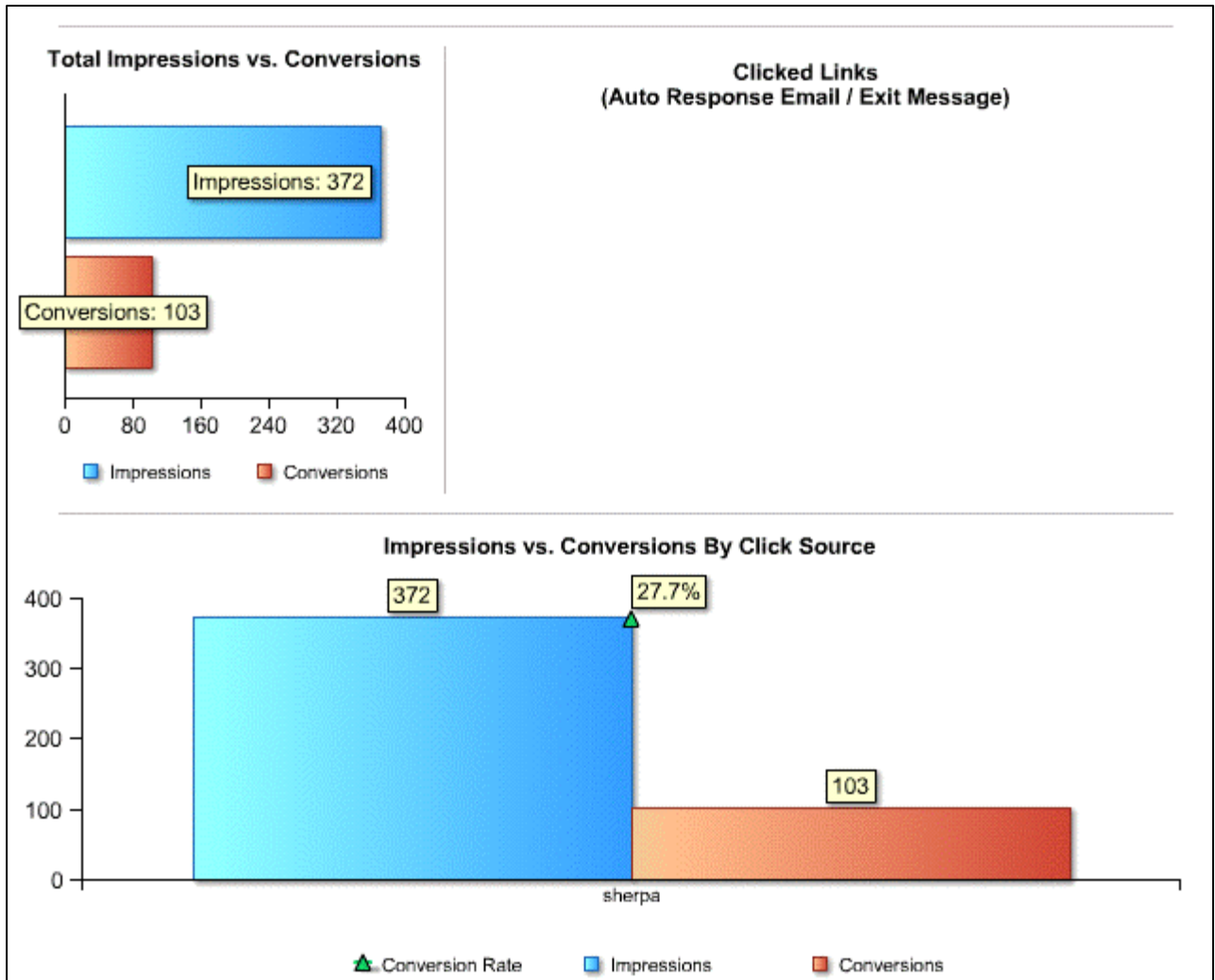
About Three Deep Marketing

Your marketing and sales systems should give your prospects and customers the unshakeable confidence that you provide the best business value. If your current marketing and sales systems aren't doing that, we fix them by:

Developing strategic lead generation programs that get prospects interested what your company offers.

Creating follow-up systems that nurture and educate the market on how you solve their problems.

Automating these processes by leveraging technology to make marketing and sales investments pay-off.

To learn more about our company, go to our website at www.threedeepmarketing.com or call (651) 777-6601.