2012 Business Software Demand Generation Marketing Report
(Frantz Group, February 2012)

EXECUTIVE SUMMARY

During November, December and January, Frantz Group Research conducted a survey of senior marketing executives at business software companies and partners, including resellers, implementation firms and consulting companies. Thirty-two companies participated. We used two qualifying questions to control participation and improve the quality of the data.

What you've just read is the scientific description of what FG did. The more-gut level description is this: in many ways, 2012 presents a 'brave new world' for marketers, and we all will benefit from learning what our peers have planned for succeeding – and excelling – this year.

Here's how we envisioned the psychographics of the 'Business Software Segment in 2012' when we started our project: First, everyone is hoping the effects of the 'Great Recession' are easing but we have no guarantees. Second, we've all by now grasped that the 'old marketing' no longer works and changes are underway to address how customers buy today, and, third, if managing to the above were not enough, 2011 netted an enormous amount of flux and 'self exploration' around marketing tactics due to the explosive growth of social media and all things digital. So, those planning B2B marketing strategy will find themselves dealing with more decisions, and more <u>complex</u> decisions, going forward. Our solution: A level-setting analysis of what worked / didn't work last year, and is hoped to work for 2012 – among peers – is called for.

What follows is a summary of our findings along with Frantz Group commentary in italic, and then the full report.

Lessons learned during 2011:
<u>What worked best among our respondents?</u> Integrated multi-touch marketing programs, webinars that were scheduled regularly and featured industry experts, and tradeshows.

FG commentary: Regarding FG's own observations on what worked in 2011, we'd cite 7 areas as top standouts. After listening to thousands of prospecting conversations, analyzing about the same number of emails and hundreds of prospects' perspectives as well as building and executing on messaging for all pertinent verticals and many titles, we'd pick the following as our top winners: original thought leadership marketing, C-level appointment setting, highly-tailored messaging, complete and fully functional data, video, solid SEO strategy, and, some pay-per-click banner ads on industry specific 'watering holes,' with tight lead criteria. Like the rest of our very changed industry, we have navigated rough seas alongside our clients and are using the fresh insight we've gained to fuel new marketing models and approaches. The good news as we see it? Opportunities are out there – they may not look exactly the same (volumes are changed, the forms they take and their stages of development are different) but they are out there.

<u>What did not?</u> Cold calling topped the list; a distant second was a group of items all viewed equally: purchased lists, email (fatigue), print, inbound and social.

FG commentary: a few points regarding the findings need further examination here. First, we feel compelled to qualify the very obvious troubles with cold calling by saying that "cold calling" and intelligent, integrated calling are not the same animals, and that well strategized, expertly executed calling is still, in our opinion, a vital step in

winning lead generation for business software solutions and should not be underestimated or discounted. That being said, what did not work well in 2011 were projects with too-high short term expectations for highly qualified leads (BANT); success today requires multiple touches keyed to the buying cycle stage and the target persona. Second, our respondents' complaints around purchased lists resonate with us as poor databases frustrated us last year as well, causing too much valuable lead gen budget to be used discovering basic data. A third issue we noted in 2011 were campaigns with mushy or unclear product positioning; no room for this in today's marketplace. "We need to get clear, visually supported positioning out there in the first 10 seconds of any conversation." says Frantz Group president John Frantz.

One more thing: social marketing's application to B2B is an intriguing topic – maybe because we're anxious to see who will use it best and in what ways in the year to come – but also in light of the blossoming of new platforms in 2011 beyond just Facebook and Twitter, etc., and their apparent ready acceptance among certain demographics, way outside the to-date comfort level and perceived usefulness for B2B. (Facebook announced on 1-18 that it will unveil 60 new apps to 'function with' it, allowing users myriad new ways to share with each other and to interface with retailers.)

Marketing Qualified Leads are the primary result of demand generation programs. The survey data shows wide-ranging results for achieving MQLs, with numbers of touches from 1 to 350, over a timeframe of 1 to 46 weeks, and at a cost of form $50 to $2700 per MQL. Also notable: 50% of respondents feel that the top area needing work is quality of leads.

FG Commentary: The familiar issue of how to define a 'qualified' lead is likely at play here, causing such wide ranges in what it takes to net an MQL. Without further investigation it's impossible to tell why results varied as they did, but since half of respondents noted trouble with lead quality, it's reasonable to assume we're on the money with the assessment that dicey leads are often passed as acceptable. We should note also that it's possible for reasonable leads to be passed to sales but not properly qualified thereafter. The discourse between marketing and sales on this topic is epic and always open to interpretation.

<u>*This brings us to a topic FG believes to be one of the biggest issues of both last year and 2012: Based upon what we've learned, at what point in the lead gen cycle do we most productively position the nurture process, what does that mean for how we define a 'lead' and how should that effect analytics?*</u>

Historically, FG clients have required highly qualified leads (BANT criteria, sometimes more), but today it's our opinion that for complex solutions, sales departments need to accept and   work with leads that are farther 'upstream' – with need and pain, but requiring nurture – or, in the words of one expert, "If it's BANT qualified, you're too late. By that time, the prospect has been guided by a competitor toward their solution and your role is that of 'also-ran.'" Today, the best path to a win is to connect earlier in the cycle so the nurturing is done using your value proposition and your proprietary thought leadership content. This means using more inside sales-type nurturing, because you'll need to bring more value to the table and you'll need to know much more about the prospect – their issues, pains and current challenges – in order to build allegiance to your brand and the competitive advantages of your solution. Frantz Group has coined the term, "NBO" (Need Based Opportunity) to describe these early phase leads that need customized nurturing. At this stage, the focus is on understanding the 'breadth and depth of needs' including what's at stake for the prospect's business. Nurturing to build trust and confidence is needed to move the lead closer to sales ready. For 2012, we're encouraging our clients to adopt this new way of thinking.

During 2011, we saw the transition from traditional BANT MQLs to NBOs for some enterprise business software, but we don't recommend turning NBOs over to outside sales. Rather, NBOs should flow from marketing to inside sales, and after nurturing, to outside sales. In other words, the beginning and end points of the lead generation process stay in place but the central portion shifts, as in FG's case where we are now acting as inside sales for a number of our clients. This changes the characteristics of leads – their cost, number of touches and timeline. FG

typically sees costs per lead at or above $2K, with about 8 to 12 touches and a nurturing timeline of 3 to 6 months, sometimes more. We have also learned that increasing the spacing between touches allows prospects to absorb the information delivered, netting better results. We expect that longer nurturing programs will become more common, as will reliance upon shared and disciplined sales approaches like Strategic Selling® by Miller Heiman. Our observation has been that quality of leads has suffered less than has quantity, due to the 'Great Recession' and its aftereffects as well as the marketing industry's needed adjustment to its new surroundings. We stress again that one's perspective regarding what constitutes a 'lead,' where we begin the nurture process and how long we need to sustain it prior to close, all play roles in the evolution of lead generation for 2012.

2012 Expectations and budgets:
Primary challenges for 2012 are budget/resources, creating quality content and generating more leads. The biggest opportunity noted? Capitalize upon awareness built in 2011.

Every participant in this study was optimistic about 2012, expecting revenue to be up. In fact, almost half expect revenue to be up to 10% or more. About half of the 32 companies we queried plan to increase their marketing program budgets. The other half is keeping it constant. Only one company cut their marketing budget for 2012.

Meeting 2012 revenue goals:
88% say it's vital that they target and win new accounts. 66% will invest more in outbound demand generation programs. 57% will invest more in inbound demand generation programs.

94% of respondents say they need to specifically and directly market to the C-Suite; 60% thinks it's vital to success.

FG commentary: during 2011, Frantz Group had success for multiple clients by targeting the C-Suite using thought leadership content, knowledge and a team of specially trained FG C-level professionals. So far we are seeing that success carry over into 2012.

Top areas for outsourcing are, SEO, content creation, telemarketing and nurturing.

FG commentary: for 2012, Frantz Group's short list of key tactics will include C-Level marketing, thought leadership content, rifle-shot social marketing, balanced and integrated inbound/outbound programs, and solid marketing information to segment prospects and drive successful, cost effective campaigns. We believe that we all will be more successful in 2012 with the inclusion of better profiling, scoring, more concentrated nurturing, and great content on all levels.

"I think that slowly the market is improving; people are beginning to realize they're back to level ground, grasping the idea that they could miss new business opportunities. This means that if we get in market now, we enter the sales cycle earlier and avoid becoming column fodder later. The time to act is now." John Frantz

Social media:
Not surprisingly, 50% of responding companies see value in LinkedIn – it was number 1 among social platforms, with Blogs and YouTube ranking second and third. There is a great deal of uncertainty about Twitter and Facebook, as well as for Google+, due to its newness.

As an aside, we'd say again, the practical application of social / Facebook to B2B can be challenging at this juncture but some are finding rewards there. The realities of motivating your customer to 'like' a business software

vendor require creative thought (and giveaways), and, a sound strategic reason beyond not wanting to 'miss the boat.'

Primary uses for LinkedIn are cited as leads, awareness, roles, contacts, community and recruiting; primary uses for blogs noted to be SEO, thought leadership and awareness. YouTube is used for demos, customer testimonials and call-to-action. Twitter is reported to be used for driving traffic, thought leadership and communication, while Facebook's key uses were said to be recruiting and customer communication. Facebook is perceived to be more personal than for business.

We encourage your inquiries and comments. If you have questions or would like more information, please contact Ken Heun at kenh@thefrantzgroup.com or 262-204-6021.
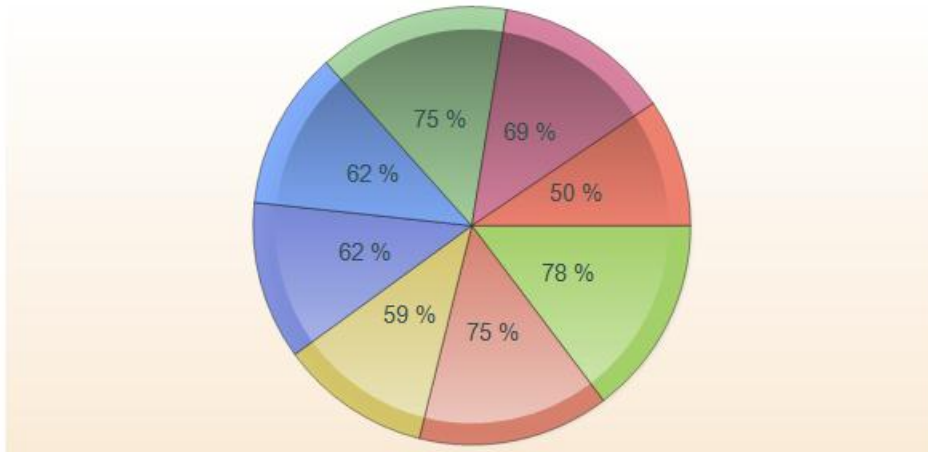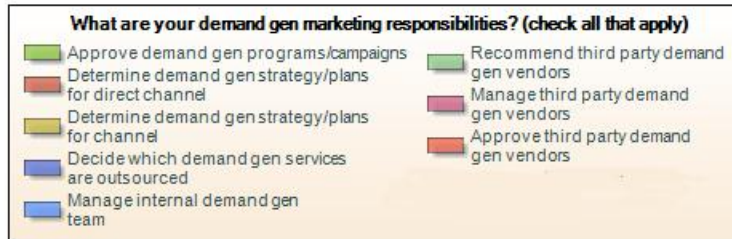
RESEARCH OVERVIEW & METHODOLOGY

This market research project had these specific objectives:

- Gain understanding of demand gen marketing in a specific segment – business software solutions
- Collect information on 2011 demand gen – tactics, what worked and what didn't
- Gain insights into how business software marketers are approaching 2012

We used our marketing database to select business application software companies and related companies including business application software re-sellers, consulting companies, implementation partners. Our targets were director, vice-president and C-level marketing executives at those companies. We were successful as 78% of the participants had those titles. And all of the other participants had demand gen management responsibilities.
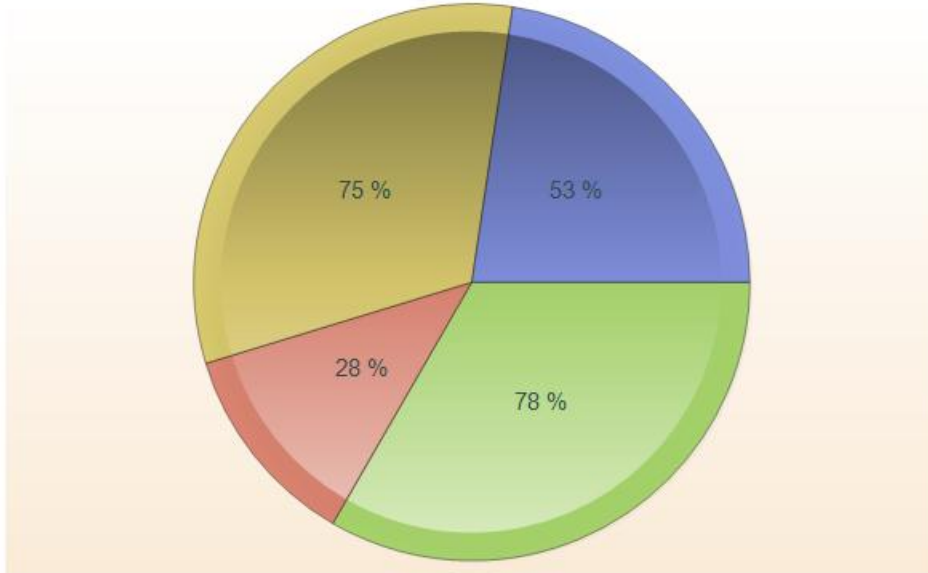
We promoted the value of this report as the primary incentive to participate. We took two specific actions to maximize the value: first, to get participation from senior marketing professionals and second to focus on the business application software eco-system.

We used two of the survey questions to qualify participants. One question characterized and confirmed their demand generation role and screened out those that didn't meet the criteria. From the chart below, you can see that we had influential participants - 78% approve demand gen programs and 75% set demand generation strategy.

What are your demand gen marketing responsibilities? (check all that apply)

- Approve demand gen programs/campaigns
- Determine demand gen strategy/plans for direct channel
- Determine demand gen strategy/plans for channel
- Decide which demand gen services are outsourced
- Manage internal demand gen team
- Recommend third party demand gen vendors
- Manage third party demand gen vendors
- Approve third party demand gen vendors

We focused this study on business application software companies and their eco-system. We targeted a range of applications, but the primary emphasis was on cross industry applications like ERP, SCM, PLM, CRM, Business Intelligence, Analytics, content management, spend management and similar applications. We also targeted industry specific applications. From the chart below, most of the participants were from software companies, but we had meaningful participation from implementation companies, consulting companies and re-sellers as well.

Which of the following apply to your business? (check all that apply)

- We create and market our own software solutions
- We re-sell software solutions
- We implement software solutions
- We providing consulting for software solutions

The information was collected beginning Nov 7, 2011, with the last accepted response dated January 4, 2012. The primary marketing tactics used to drive participation were email and telemarketing. Here are the pertinent statistics regarding participation:

- 172 visits to the survey website
- 62 responses
- 27 partially completed surveys (not included)
- 3 responses were screened out
- 32 qualified surveys
- 32 different companies represented

As a secondary incentive, qualified participants were entered into a drawing for custom running shoes and we awarded 3 pairs.

2011 MARKETING PERFORMANCE

What's working?

We asked marketing executives what worked for them during 2011. It was an open-ended question, intended to net a wide range of responses.

Mentions	Marketing Tactic
5	Integrated, multi-touch marketing programs
5	Webinars, regular and with experts in industry
5	Tradeshows
4	Content, especially whitepapers from knowledgeable experts
4	Referrals
4	Email, especially as a nurturing touch

What's not working?

We were not surprised by telemarketing being at the top of the list because we had come to that same conclusion during late 2010. It was at that time that we heavily promoted integrated, multi-touch, multi-media marketing programs. There was a time when cold calling worked very well.

Mentions	Marketing Tactic
7	Telemarketing – cold calling and inexperienced callers
3	Database/marketing lists - fatigued
3	Email – too heavily used by our industry
3	Print – too expensive and poor ROI
2	Inbound – hard to drive responses
2	Social – not much to show for our efforts

Demand Generation Limiters

We expected "lead issues" and marketing database quality to be at the top of the list because we hear those comments over and over in our conversations. What surprised us was how many companies feel their website is not supportive of demand generation.

What are the top 3 issues impacting your demand gen results?	
Website not supportive of demand gen	39%
Issues with leads (too few, poor quality, high cost)	39%
Incomplete or poor quality marketing database	32%
Poor lead follow-up by your sales team	29%
Content deficiencies	26%
Inability to move leads through the funnel	23%
Inbound issues (quantity, response, qualification)	19%
Demand gen team issues (competence, retention, etc.)	16%
Inadequate marketing automation software or tools	16%
Unclear or unknown sales requirements	13%
Inability to tap into social media effectively	13%
Poor channel performance	6%

Marketing Qualified Leads

Marketing Qualified Leads is arguably the primary result for demand generation programs. The definition of an MQL can vary widely. At one end of the spectrum, it might mean anyone who shows interest in a product or service; at the other end, it might be very tightly qualified using the common BANT (Budget, Authority, Need and Timeframe) criteria.   That's why you see such wide variation in the data below.

6. MQL (Marketing Qualified Leads) is arguably the primary result for demand gen. What's been your experience in the following areas during 2011?		
Metric	**Minimum**	**Maximum**
Number of weeks from first touch to an MQL	1 week	46 weeks
Number of touches required to generate an MQL	2 touches	350 touches
Cost to generate an MQL	$50	$2,700
MQL to SQL (Sales Qualified Lead) conversion rate	1%	90%
MQL to Win conversion rate	1%	45%

As for lead flow, two things are very clear - marketing is feeling pressure to generate more leads as nearly half the companies say their quantity of leads needs work. The second area of pressure on marketing is to do more to help their sales team close more leads. It's worth noting that there are no areas of high satisfaction regarding leads flowing from marketing. If you combine "satisfied" and "very satisfied", only one area scores 50% or higher and that is "% of leads accepted by sales".

Please rate the overall satisfaction with the leads flowing from your marketing programs:					
	very satisfied	satisfied	marginal	needs work	unknown
Quality as measured by % accepted by sales	9%	41%	31%	9%	9%
Quality as measured by percent closed	6%	22%	**41%**	22%	9%
Quantity of leads	6%	25%	22%	**44%**	3%
Cost per lead	9%	34%	28%	16%	12%
Timeliness of leads	6%	42%	16%	**29%**	6%
Coverage (products, geography, industries)	6%	34%	25%	**28%**	6%

2012 MARKETING ENVIRONMENT

What are the 2012 challenges?

Marketers are still concerned about having enough budget and resources to get their job done. We're not surprised that content was high on the list because the internet has put more pressure on sales to provide value when they engage with buyers. We believe that sales pressure is driving the push for content. We are definitely surprised that "generating more leads" didn't show up higher.

Mentions	Marketing Tactic
10	Budget/resources
6	Generating quality content
4	Generating enough quality leads
4	Create awareness for our brand
3	Marketing database
2	Sales related

What are the 2012 opportunities?

We think many have not had a chance to think about 2012 opportunities because the responses were very generic.

| Mentions	Marketing Tactic
4	Capitalize on the brand/awareness we built in 2011
3	Integrated marketing to replace "one and done" tactics
3	New products/services
3	Channel opportunities
3	More online marketing

2012 Expectations and Budgets

The outlook for 2012 is very positive for business application software – all of the companies responded by saying they expect more revenue in 2012 than in 2011. At the same time, companies continue to expect increases in marketing productivity again in 2012. It's also positive to note that only 3% of the companies cut funding.

How does your revenue goal and marketing budget for 2012 compare relative to 2011?		
	Company Revenue Goal	**Marketing Program Budget**
More than 10% higher	43%	24%
1% to 10% higher	57%	24%
About the same	0%	48%
1% to 10% lower	0%	3%
More than 10% lower	0%	0%

There's a wide range of marketing program budgets. About 1/3 have a program budget $150K or less; another 1/3 have a program budget between $150K and $750K; and another 1/3 have a program budget greater than $750K.

What is your approximate demand gen program budget for 2012?

Legend: less than $50K; $150K to $249M; $500K to $749K; $750K to $1M; greater than $1M; $50K to $149K; $250K to $499K

4 %, 7 %, 11 %, 11 %, 21 %, 18 %, 29 %
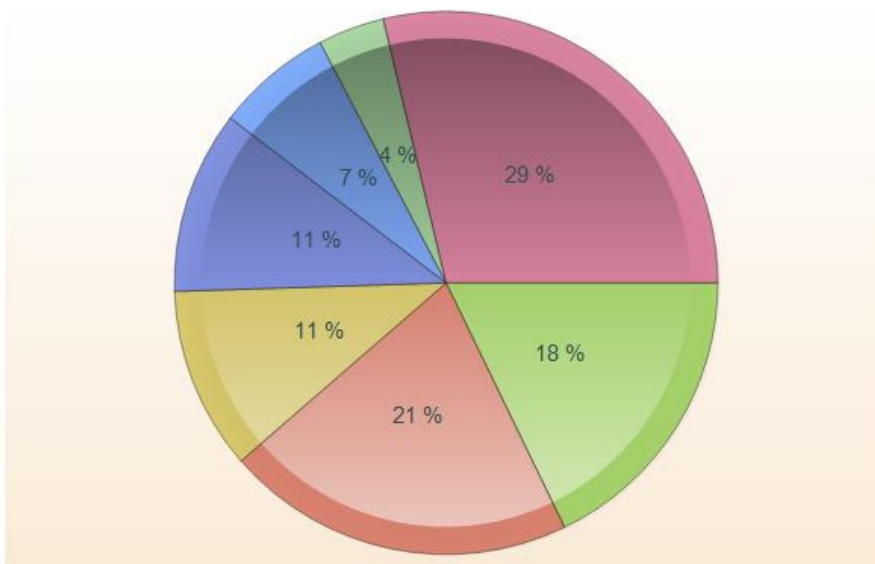
How to Meet Increased 2012 Revenue Goals

It's not surprising that all companies are focused on winning new business or that 88% of them don't see a way to meet their revenue goals without it. And most realize that it will be necessary to steal market share from others (i.e., solution replacement) as well. Growing existing business rates highly because of the lower cost of acquisition and the shorter sales cycle. Most companies are not expecting to tap new industries, but they might be considering new products to help them meet their revenue goal.

To help your company meet its revenue goal in 2012, rate the importance of the following:					
	vital	**important**	**maybe**	**no**	**N/A**
Win new accounts	88%	12%	0%	0%	0%
Grow existing accounts	56%	38%	6%	0%	0%
Steal market share	12%	62%	19%	6%	0%
Grow channel revenue	25%	38%	12%	12%	12%
Target new industries	13%	26%	32%	**29%**	0%
Add new products/services	16%	16%	53%	16%	0%

In 2012, most companies will be spending more on demand gen programs to help them meet their revenue goals. Most still favor outbound, but inbound is gaining. One in two companies will increase spending on brand related programs. PR is essentially flat. Since companies are optimistic about 2012, they are spending more on direct sales-related marketing and less on the channel. When we did our "tough economy" study in 2008/2009, we saw companies put more emphasis on the channel and less on direct sales. About 1 in 4 companies will do less outsourcing in 2012 than in 2011.

Which of these programs will get more of your budget in 2012 than in 2011?				
	more	**no change**	**less**	**N/A**
Outbound demand gen	66%	34%	0%	0%
Inbound demand gen	57%	43%	0%	0%
Brand	50%	47%	3%	0%
PR	37%	63%	0%	0%
Channel programs	33%	37%	7%	23%
Use of outsourcing	17%	57%	27%	0%

How to Meet Increased 2012 Revenue Goals (continued)

The C-Level has always played a role in business application software buying decisions. But companies typically marketed lower in the organization and waited for the C-Level to get involved as the sales cycle progressed. ***But, 94% of the companies now feel they need to market directly and specifically to the C-Level. In fact, nearly 60% feel it is vital!***

How important is marketing directly and specifically to the C-level in 2012?

Vital | Important | Not sure | Not important | N/A

34 %

3 %

3 %

59 %
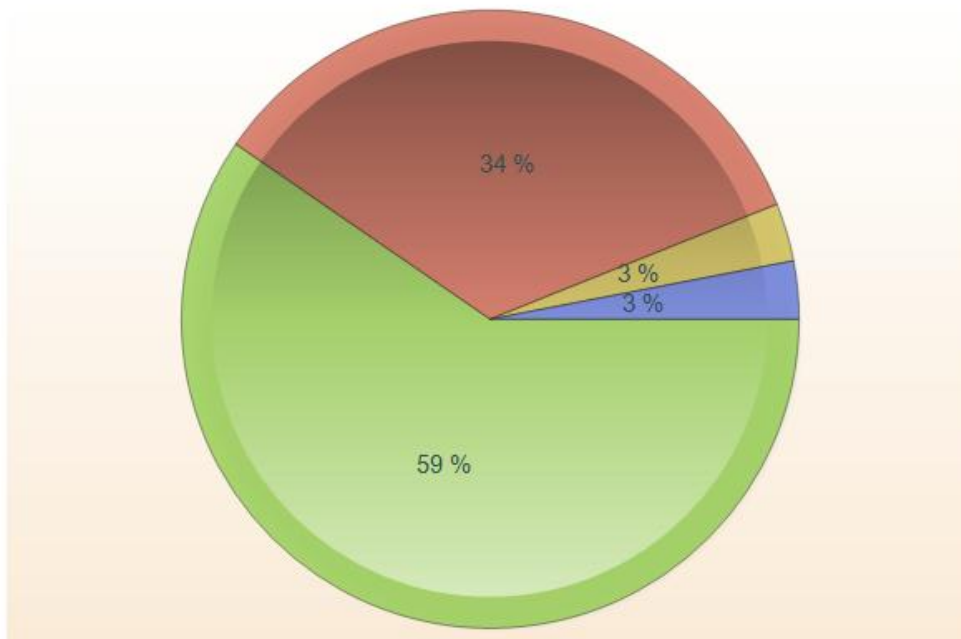
What about Social Media in 2012?

From the table below, you can see that business software marketers see value in LinkedIn, Blogs and YouTube. They're uncertain about the value of Twitter and Facebook. And for now, they don't see a role for Google+ (due to its newness) in 2012.

How valuable do you expect these social media tools to be in your 2012 marketing programs?					
	Very Valuable	Valuable	Marginal	No role	Not sure
LinkedIn	12%	**59%**	22%	6%	0%
Blog	**28%**	38%	25%	3%	6%
YouTube	13%	**45%**	32%	10%	0%
Twitter	13%	35%	**39%**	3%	10%
Facebook	6%	31%	**47%**	16%	0%
Google+	13%	13%	32%	**29%**	13%

There were many comments regarding the uses of social media that deserve your consideration. You might have an "aha moment" as you review them.

Observations about LinkedIn
We are getting some traction...LinkedIn is a top-15 referrer back to our website.
Does create awareness but is more for community and where-should-I-work type things.
Use internally to understand prospect roles.
For thought leadership, especially.
Very powerful B2B marketing tool - good source to reference and connect, build a community.
We are planning a new app.
Similar to Facebook.
Currently underutilized and poorly managed.
This is our top lead generator just behind our blog.
Good business networking.
This is a growing tool for resource recognition.
To promote blog and find contacts.
This will be an important part of our marketing strategy: corporate LinkedIn profile, individual employee profiles, and LinkedIn tools for networking opportunities.
Love to hate these guys. If everyone understood that they were the product, not the consumer, the user/LinkedIn relationship would be wildly different. Unfortunately, most do not and we must play ball.
LinkedIn provides a presence. It is not the dominant source of information for our prospects.
This is where business people are asking for advice and assistance.
Has been a big help in our consulting business - need to figure out how to incorporate into our software sales which is targeting net new business.
Mixed bag of participants. Good for careers.
Helps with contacts as well as recruiting talent.

Observations about Blogs
Blog is a referrer of traffic (top 10) but the visitors stay only about as long as the average site visitor. Wish it was longer.
Only if industry leaders/visionaries are writing on our behalf.
Blogs seem like noise. I'm sure some are counted on, but there are so many with an ill-defined agenda.
Content is king - SEO tactic.
Most of our targets are jaded about blogs since many bloggers are paid for their opinions.
Goal is to expand our thought leadership in our industry.
Effective use of a blog(s) could leverage us better within key strategic endeavors.
Huge SEO opportunity for us.
Builds thought-leadership.
This is core to our marketing and name recognition.
For SEO.
Helps our SEO efforts.
We see this as a key way to publish timely and relevant content for our prospects and customers.
Internal blogging strategy proved successful. Plan to roll it out externally in 2012.
The blog we host allows us to position the company as a thought leader in a fairly fragmented market space.
Great for awareness and driving traffic.
Not sure yet if / how we will incorporate.
Good for prospects and customers.
Important to provide content via a blog.

Observations about YouTube
Referrer of traffic, but not at huge rates.
Provides a direct means of outreach though forms should be attached for lead generation.
Increasing our product demonstrations via YouTube.
increasingly
Videos are really the future in terms of conveying a message. We are currently building this medium.
Most of our customer testimonials are targeted for our channel.
Don't use video much, but may expand a bit in 2012 and test it out.
Could exploit our efforts to video much better, but getting those videos created and edited is an even bigger challenge.
Not sure about this yet - security and tracking are an issue we are investigating with YouTube.
Build a library of customer case studies on YouTube - this would show competency and thought-leadership in our space.
We have some videos on YouTube, but not a significant focus for us.
For SEO.
Video gets bigger and more important every day. Leaders (especially the younger generation) want it and expect as part of their evaluation process.
We are just testing YouTube now.
We will begin to better utilize YouTube in 2012 to host client videos, thought leadership clips, etc. Studies show that video dramatically increases a prospect's response to a call to action.
We have been successfully using and will continue to do so.
Valuable for displaying important announcements or customer success stories. Also useful for recruiting.

Observations about Twitter
We're interfacing with analysts, partners, etc. It's proving to be valuable for us to start conversations, stay top of mind, share resources, etc.
I don't think it translates to business. It might stem new leads but long-term it is for personal usage or teenagers.
More noise.
Drive traffic to resources- thought leadership.
Excellent source to connect and feed valuable information.
Another avenue to reach potential users and influencers - and potentially buyers.
Currently underutilized and poorly managed.
Twitter has so far been of little value to us. We continue to not be unable to demonstrate any benefit from this service. We continue to use it and learn about it until we feel we fully understand the product.
More valuable to show support for our partners by re-tweeting for them.
Can be a way to connect all other social media.
Overrated, more hype than anything else for us.
To promote blog.
Helps our SEO efforts.
We will be more active in broadcasting information on Twitter. We're not convinced of the ability for it to translate to new business, but want to be part of the conversation.
Low cost, easy to plan. We are successful in using Twitter to drive interest in events and services.
As re: Facebook, Twitter is really not as effective a tool in B2B as one would be led to believe.
Promotes the blog.
Need to incorporate into our software sales which is targeting net new business.
Key to integrating into all our programs.
Useful during our industry conferences or big announcements to monitor customer reactions and receptivity, but otherwise not very valuable.

Observations about Google+
Too undeveloped and under-utilized to play a significant role.
Not yet a big community.
Not sure what role this will play. Just looking at it.
Very new - research is required to determine merit. There is an argument for rankings as Google will probably incorporate this within its scoring.
Not yet there.
While we are being open minded, we have seen very little uptake of this product so we are not currently using this at all.
SEO is our bread and butter.
Not enough users.
I'd put Google+ in the same category as Facebook - not a real focus or a solid source of customer / prospect interaction.
Still determining whether there is an opportunity for us here, or will it be like Facebook.
We are allocating significant resources to improve our presence relative to our competitors in organic search results.
Really hasn't taken off. It's like crickets in there.
Definitely need to improve our results here.

Observations about Facebook
We are getting some traction...Facebook is a top-15 referrer back to our website.
I don't think it translates to business. It might stem new leads but long-term it is for personal usage or teenagers.
We are very innovative in leveraging social media, as well as assisting customers is leveraging information from social media as a channel.
Not yet evolved into B2B - but part important to explore because it will be.
It will help brand awareness and brand building, not relying on it for lead gen.
We don't use Facebook as a social media platform - we see it more as a personal/private connector.
We are planning a new app.
Will mainly use for our user community and for our annual user conference.
Currently underutilized and poorly managed.
Our industry tends to be somewhat secretive, so Facebook, although heavily used, is not normally "subscribed" to.
Too personal - not business-related. Also, most companies do not have bandwidth to keep fresh.
Facebook does not, and is not likely to, have any major impact in our market.
To promote blog.
Helps our SEO efforts.
I anticipate that we will do a better job of updating the corporate Facebook page, but don't anticipate it being a real focus or a solid source of customer / prospect interaction.
Facebook is not a source of contact-harvesting in our industry.
Facebook is really not as effective a tool in B2B as one would be lead to believe.
We view this as a good recruiting tool, but not for demand gen.
Social media is going to be a new venture for our operation in 2012 and expect it will drive some new business,
Good for communication with customers.
Have not seen or heard of positive results from Facebook for B2B marketing efforts.

Use of Outsourcing During 2012

The top areas (where no percent is 50% of less) are indicated in green below and are the traditional, proven services from third party marketing agencies.

15. Which areas will you be looking for help from 3rd parties during 2012?				
	yes	maybe	no	N/A
SEO	44%	22%	28%	6%
Content	25%	41%	34%	0%
Telemarketing	28%	31%	41%	0%
Database cleanup	19%	34%	47%	0%
Nurturing	12%	38%	50%	0%
Paid Search	16%	32%	52%	0%
Social Media	16%	31%	53%	0%
Online advertising	16%	28%	53%	3%
Sales/Marketing Training, Consulting	19%	22%	59%	0%
Telesales/inside sales	12%	28%	59%	0%
Email marketing	19%	19%	62%	0%
Events/Tradeshows	16%	13%	65%	6%
Channel or co-marketing	0%	26%	65%	10%
Direct mail	6%	19%	62%	12%
Inbound qualification	6%	19%	74%	0%
Account profiling	0%	23%	74%	3%
Print advertising	3%	6%	81%	10%

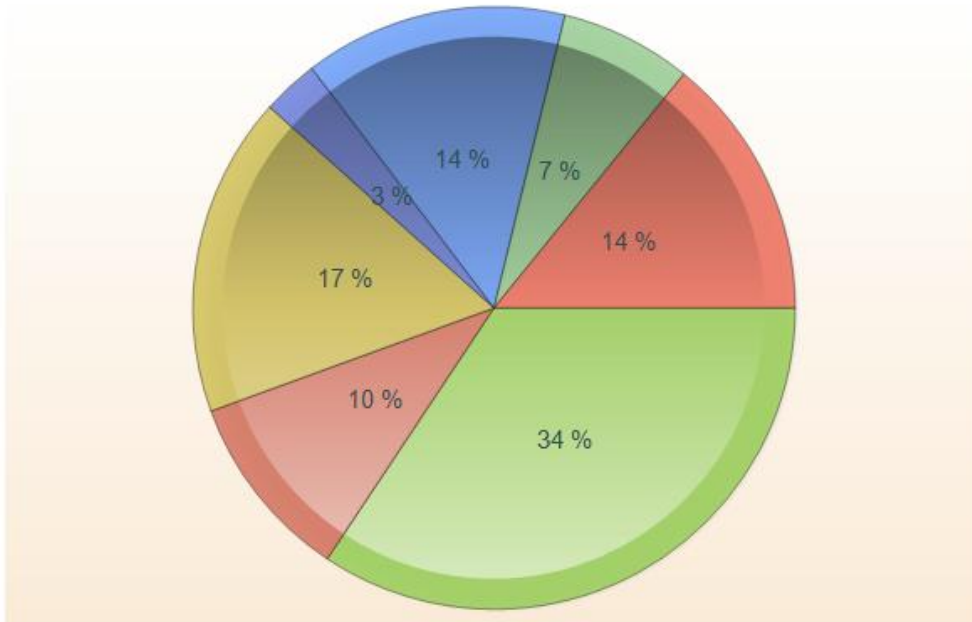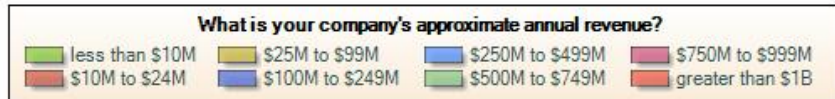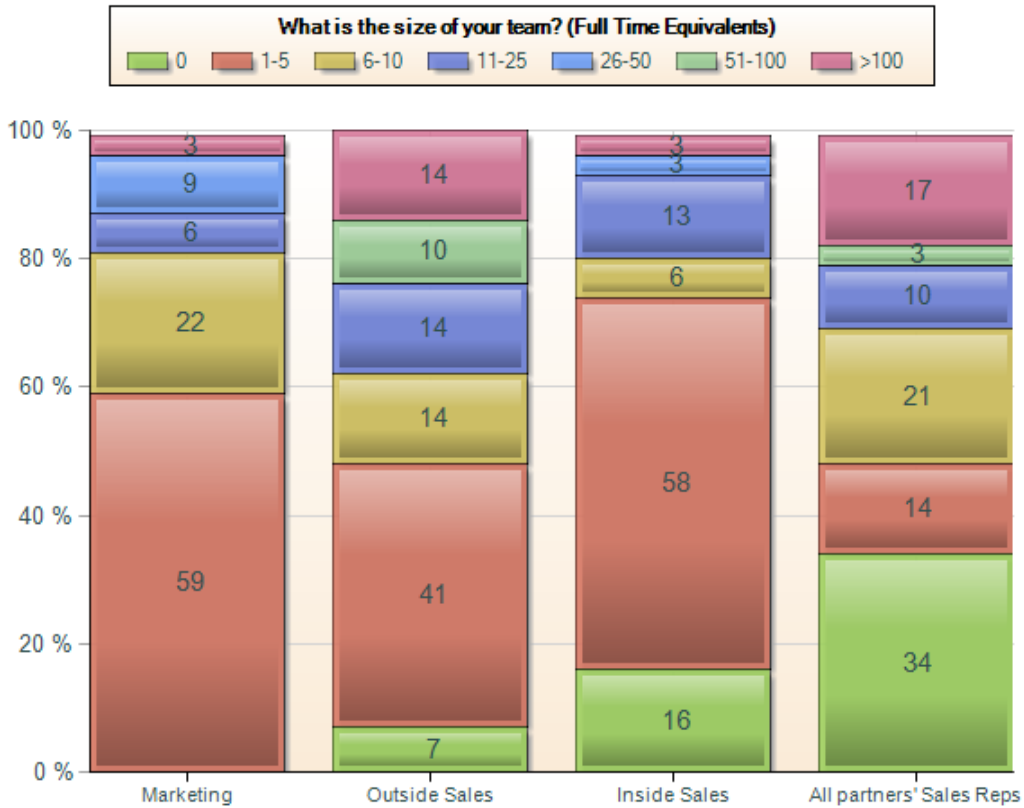## DEMOGRAPHICS

Company Revenue

About 1/3 of the companies are $250M and up in revenue; about 1/3 are between $20M and $250M; and about 1/3 are less than $10M.

Marketing and Sales Team Size

Most marketing teams are small, with 1 to 5 members. A few companies have no outside sales reps. A few more have no inside sales reps.

Questions or additional information

If you have a question, would like to make a comment, would like more information on this study or to learn more about Research at Frantz Group, please contact Ken Heun, Senior Manager of Business Development at 262.204.6021 or kenh@thefrantzgroup.com

The Frantz Group is a leader in innovative marketing and communications and has extensive experience working with companies to enhance their marketing efforts. With almost two decades in business, The Frantz Group continues to exceed client expectations through the delivery of integrated solutions designed to help companies effectively reach their target audiences, overcome marketing obstacles and increase sales.