

# WHO'S MARKETING?

RESEARCH BY THREE PROFESSIONAL MARKETING COMPANIES INTO THE MARKETING ACTIVITIES OF OVER 100 BUSINESSES (MAINLY MICRO) BASED ACROSS CORNWALL & DEVON BETWEEN APRIL AND JUNE 2013

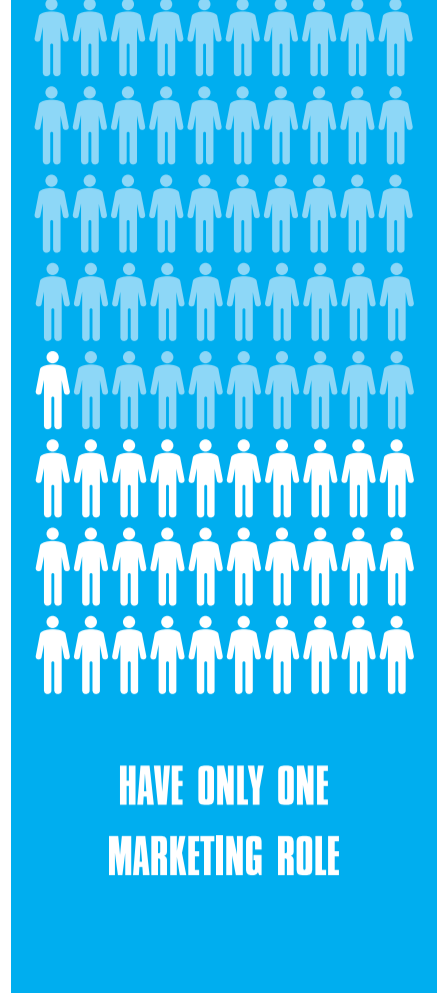
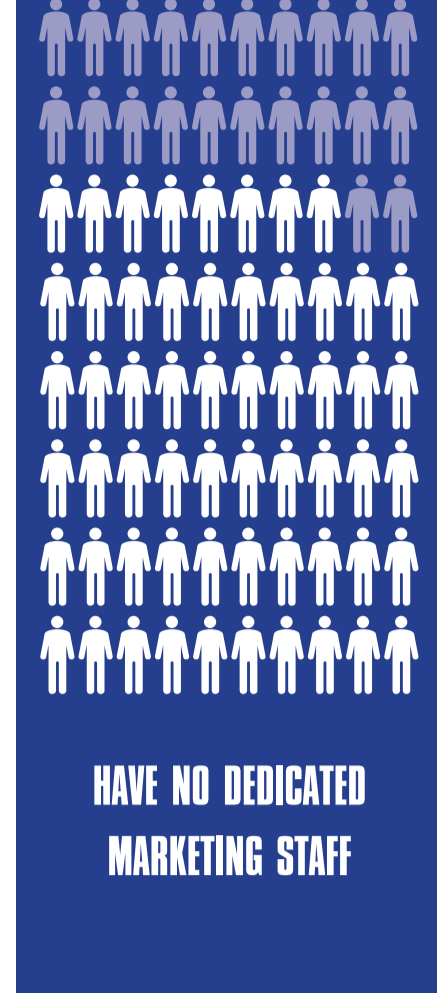
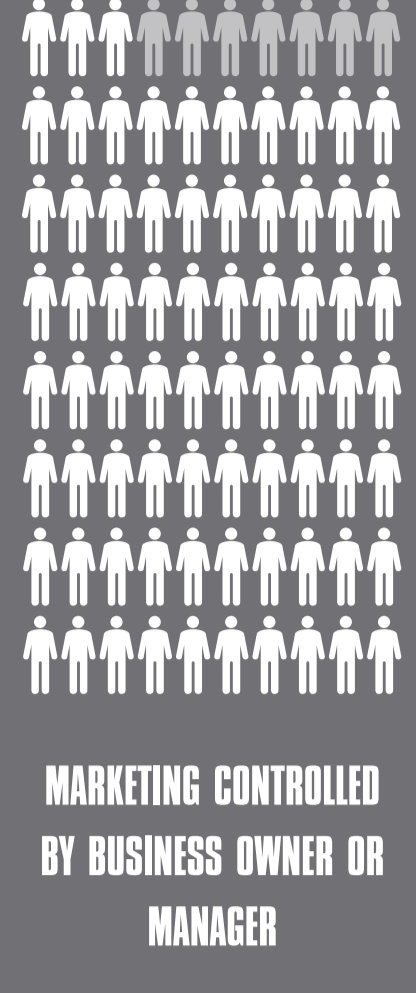
## MARKETING RESPONSIBILITY

73%

58%

31%

89%



## MARKETING APPROACH



26%

### STRATEGIC LEVEL

Matching products/services to appropriate customer markets delivering profit based objectives



13%

### FUNCTIONAL LEVEL

Conduct marketing planning and consider customer segmentation, targeting and positioning



61%

### COMMUNICATIONS LEVEL

Awareness raising and ad hoc campaigns supporting a new product launch or service

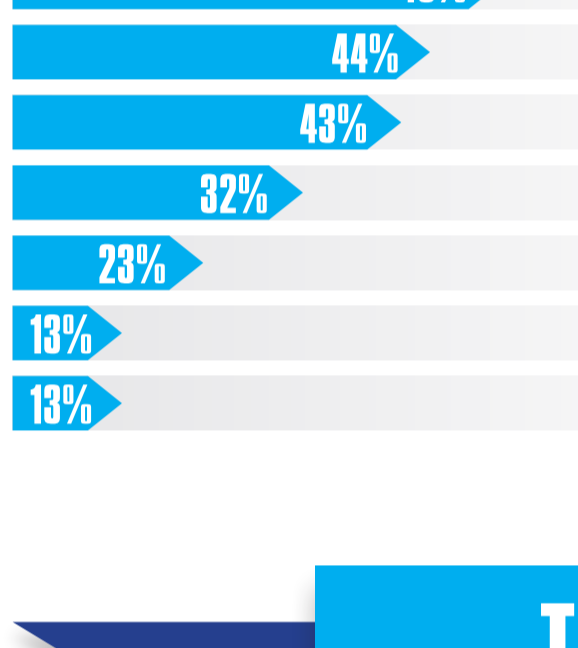
## LEVEL OF UNDERSTANDING

64%

Have a clear and sufficient understanding of digital marketing and social media marketing

13%

Confident about knowledge of video & mobile marketing



- DIGITAL MARKETING
- SOCIAL MEDIA MARKETING
- SEARCH ENGINE OPTIMISATION (SEO)
- CONTENT MARKETING
- SOCIAL MEDIA ADVERTISING
- PAY PER CLICK (PPC) ADVERTISING
- INBOUND MARKETING
- MOBILE MARKETING
- VIDEO ADVERTISING

## TRADITIONAL VS DIGITAL

38%

Don't do any above the line advertising and are not interested



80%

Do traditional off line marketing and a further 10% would like to do more



56%

Participate in PR activity and a further 30% think they should



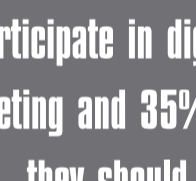
92%

Have a website and use social media



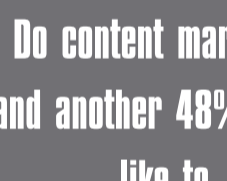
55%

Participate in digital marketing and 35% think they should



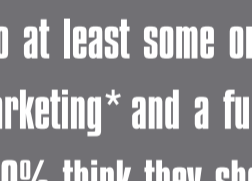
42%

Do content marketing and another 48% would like to



58%

Do at least some online marketing\* and a further 30% think they should



23%

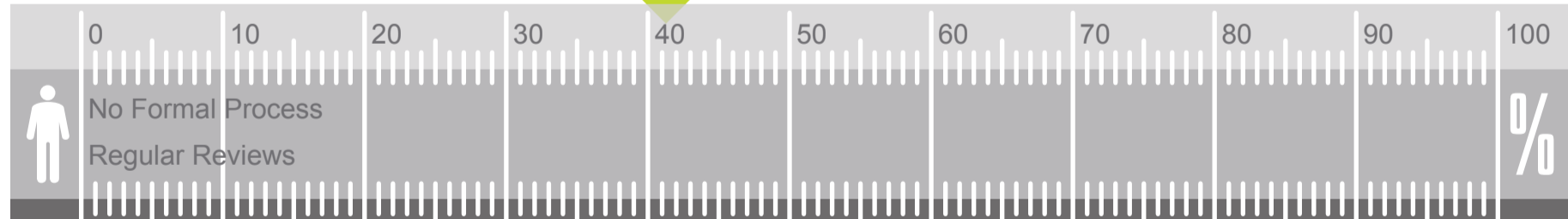
Only 23% are using video



\*SEO, Adwords, Product Listing ads, Social Media advertising

## MEASURING MARKETING

41% Have no formal process in place to assess the results of marketing



17% Conduct regular reviews of activity against pre-defined performance indicators

## MARKETING SUPPORT PROVIDERS

FREELANCE MARKETING ADVISOR DESIGN AGENCY 18%

NO OUTSIDE HELP 43%

STRATEGIC MARKETING CONSULTANT 12% LOCAL BUSINESS ADVISOR

MARKETING SPECIALIST 18% FRANCHISE HQ PR COMPANY 12%

WEBSITE DEVELOPER 39%

SOCIAL MEDIA CONSULTANT 13%

MARKET RESEARCH AGENCY 6% BIP SUPPORT FROM MENTORS

96% chose outside professionals upon recommendation from a friend/business contact

30% consider cost

JUST 13% Look for a Chartered Institute of Marketing (CIM) qualification

## RESEARCH AND BUDGET

79% OF RESPONDENTS FEEL THEY SHOULD DO MORE MARKET RESEARCH

11% AVERAGE BUDGET DEDICATED TO MARKETING ANNUALLY (AS A % OF TURNOVER)

## CONCLUSION

MARKETING IS SEEN AS VERY IMPORTANT TO BUSINESS AND DIGITAL MARKETING IS GROWING ACROSS THE BOARD. TRADITIONAL OFFLINE MARKETING PARTICIPATION IS STILL HIGH, HOWEVER 58% OF COMPANIES ONLY APPROACH MARKETING AT A TACTICAL COMMUNICATIONS LEVEL, 58% WITH NO DEDICATED MARKETING STAFF.

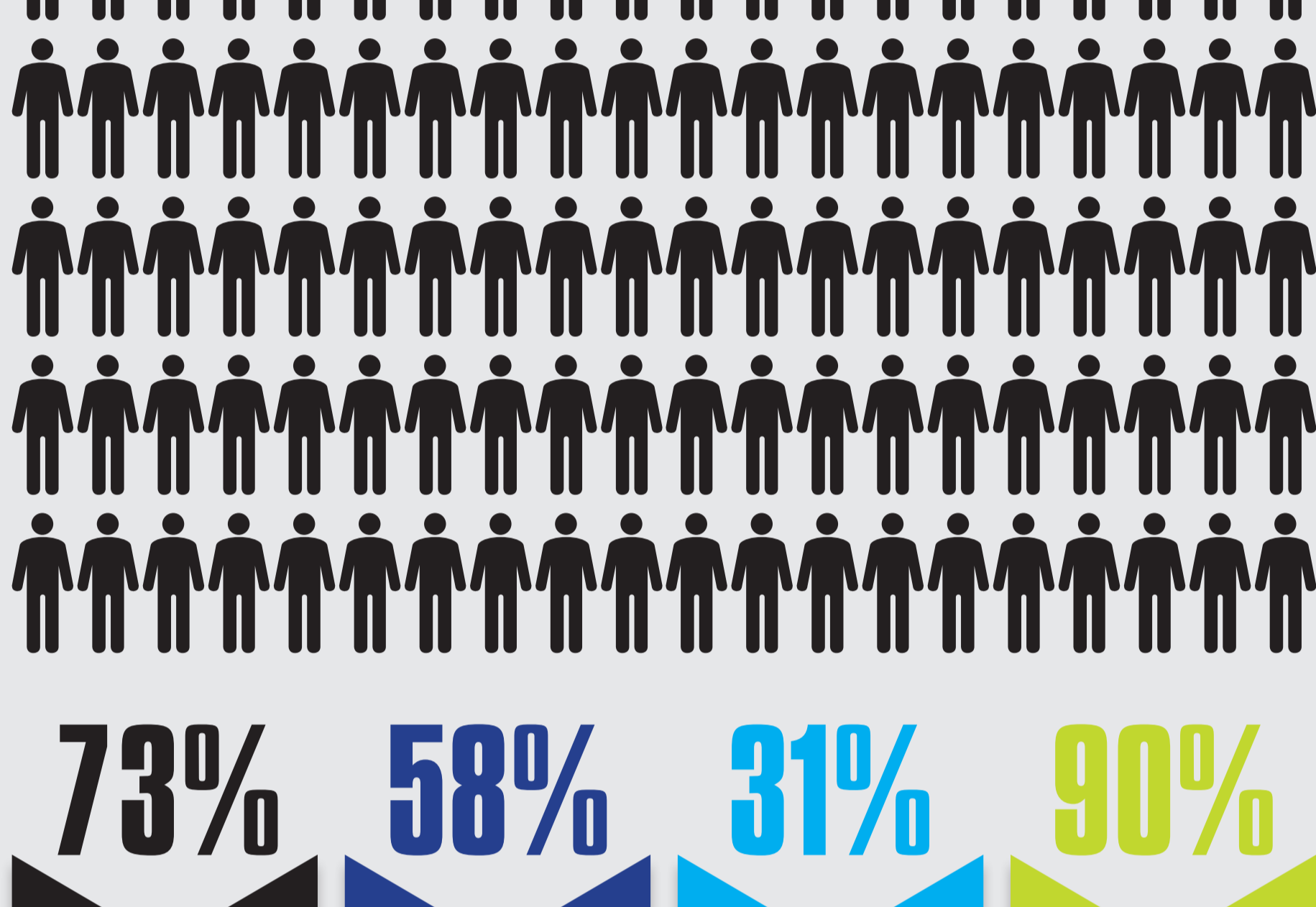
THE QUESTION IS ARE BUSINESSES REALLY PARTICIPATING PROPERLY IN DIGITAL? WITH LIMITED BUDGETS AND RESOURCES AND VERY FEW TAKING TIME TO MONITOR MARKETING PERFORMANCE, SOMETHING HAS TO GIVE...



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### MARKETING RESPONSIBILITY



73%

MARKETING CONTROLLED BY BUSINESS OWNER OR MANAGER

58%

HAVE NO DEDICATED MARKETING STAFF

31%

HAVE ONLY ONE MARKETING ROLE

90%

SEE MARKETING AS IMPORTANT TO BUSINESS SUCCESS AND 56% SAY IT'S CRITICAL!



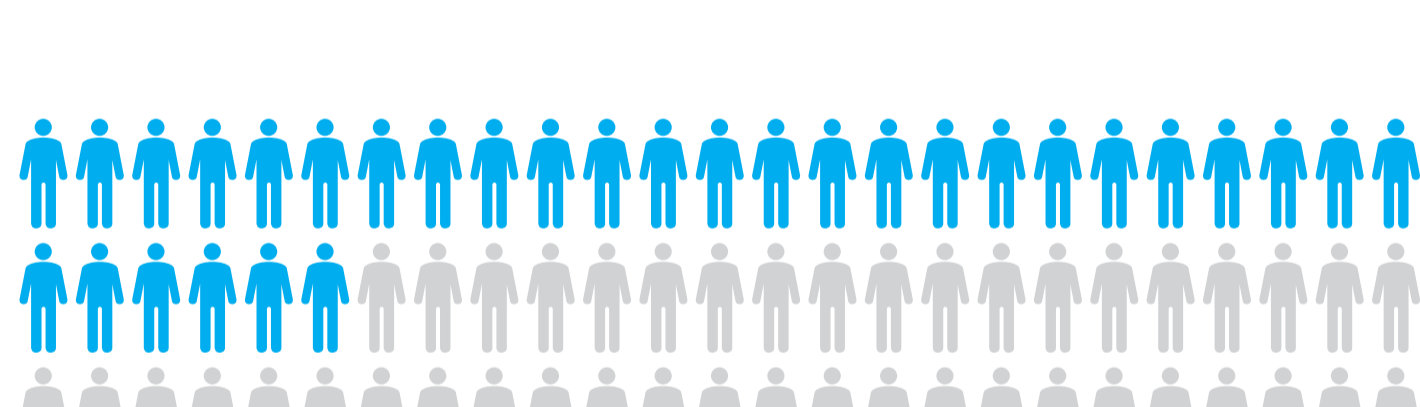
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Controlled by business owner or manager

73%



No dedicated marketing staff

58%



Have only one marketing role

31%



See marketing as important to business success

90%

### SOCIAL MEDIA ADOPTION BY SMALL BUSINESS HAS DOUBLED FROM 2009 TO 2010

61% OF SMALL BUSINESS OWNERS NOW USE SOCIAL MEDIA TO ATTRACT NEW CUSTOMERS

61%

75% HAVE A COMPANY PAGE ON A SOCIAL NETWORKING SITE

75%

45% EXPECT THEIR SOCIAL MEDIA ACTIVITIES TO BE PROFITABLE WITHIN THE NEXT 12 MONTHS

45%

### THE NUMBER OF PEOPLE WHO ARE VISITING SOCIAL MEDIA SITES HAS INCREASED BY

24% OVER THE LAST YEAR



### SOCIAL MEDIA RESULTS

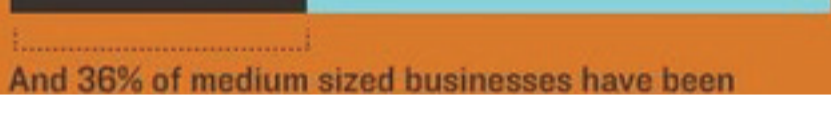


Almost one half of small businesses have successfully connected with new customers through social networks

#### MEANWHILE...



Only 28% of larger companies



And 36% of medium sized businesses have been

### GARY VAYNERCHUK, A SOCIAL MEDIA FANATIC, SPENT 12 HOURS A DAY



engaging in online markets which helped earnings for his father's quaint New Jersey-based liquor store from



through social media alone

This is the text 55%

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