



Budgeting for Branding Impact

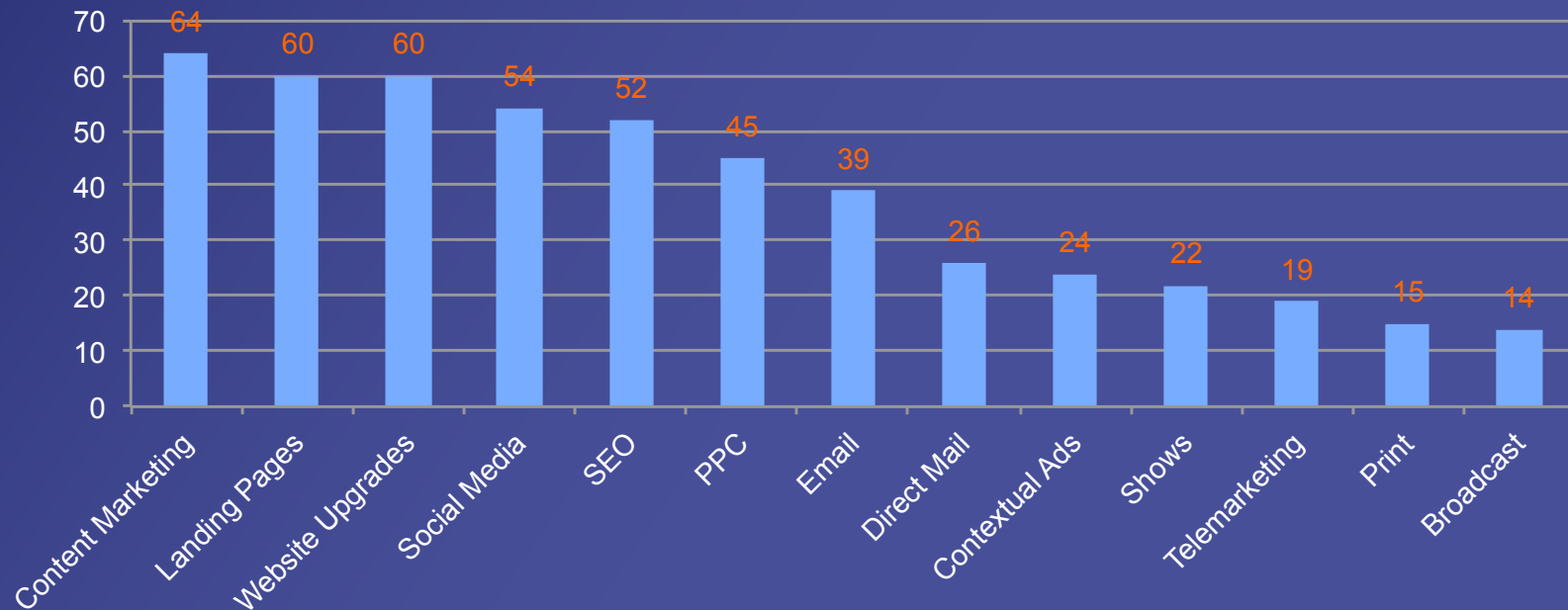


How Do You Build the Plan?

Understand what others do — harvest “best practices”

It's interesting to see how other companies are planning to spend dollars in 2014. This study, from b-to-b marketing research company MarketingSherpa, notes that **64% of b-to-b companies plan to increase their spending on Content Marketing in 2014**; 60% will increase their spending on landing pages...

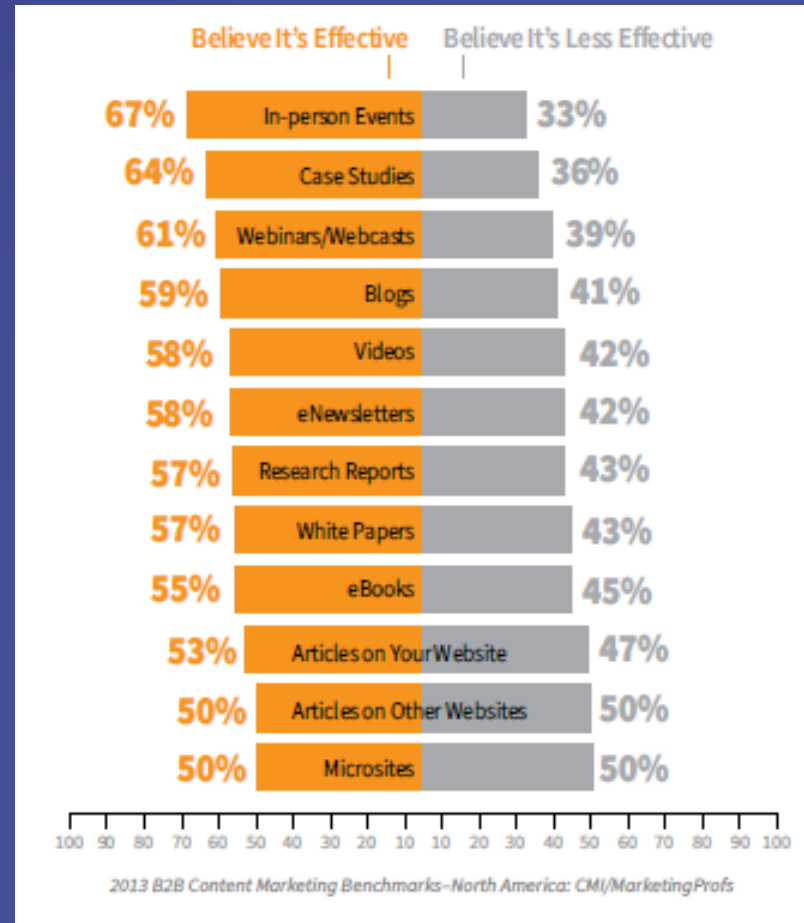
2014 Budget Increases



What's Working?

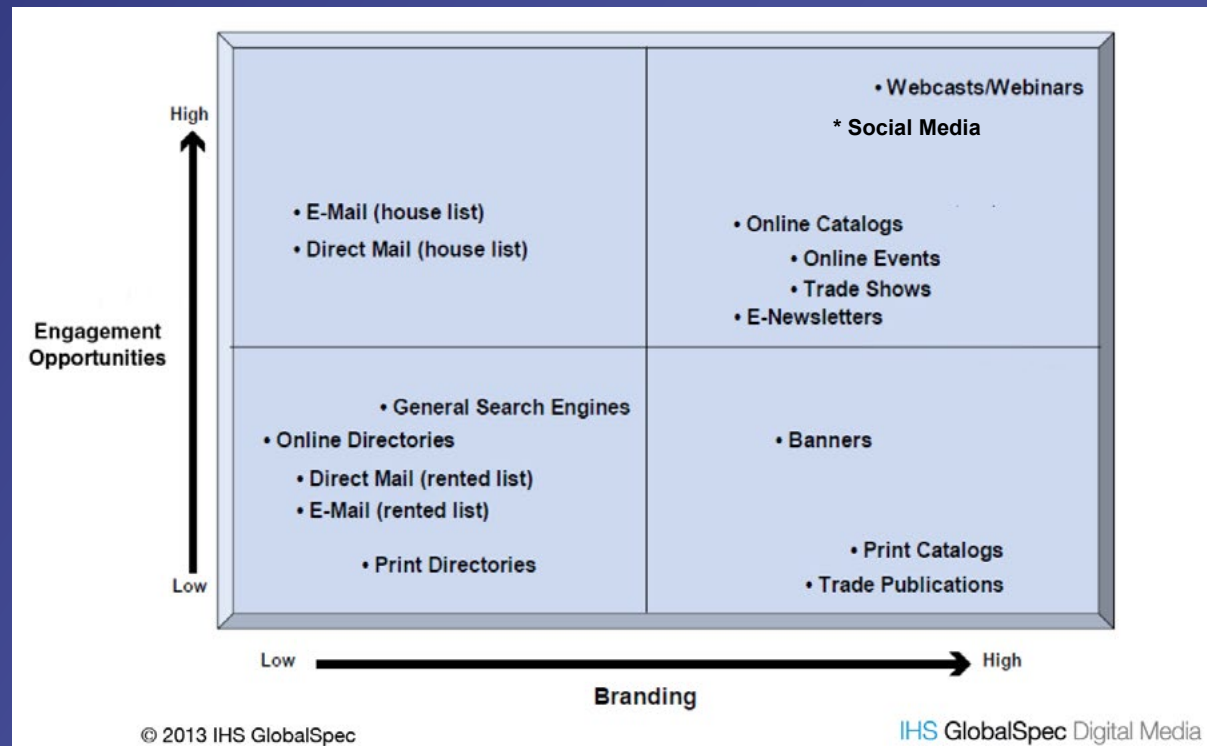
The MarketingSherpa study matches what b-to-b marketers have experienced when asked where “impact” comes from. We all want to spend dollars on those activities that generate true impact. In this study from MarketingProfs, another b-to-b research firm, we can see the important role events continue to play in the marketing mix, among other top performers.

Effective Ratings of Tactics Among B2B Users



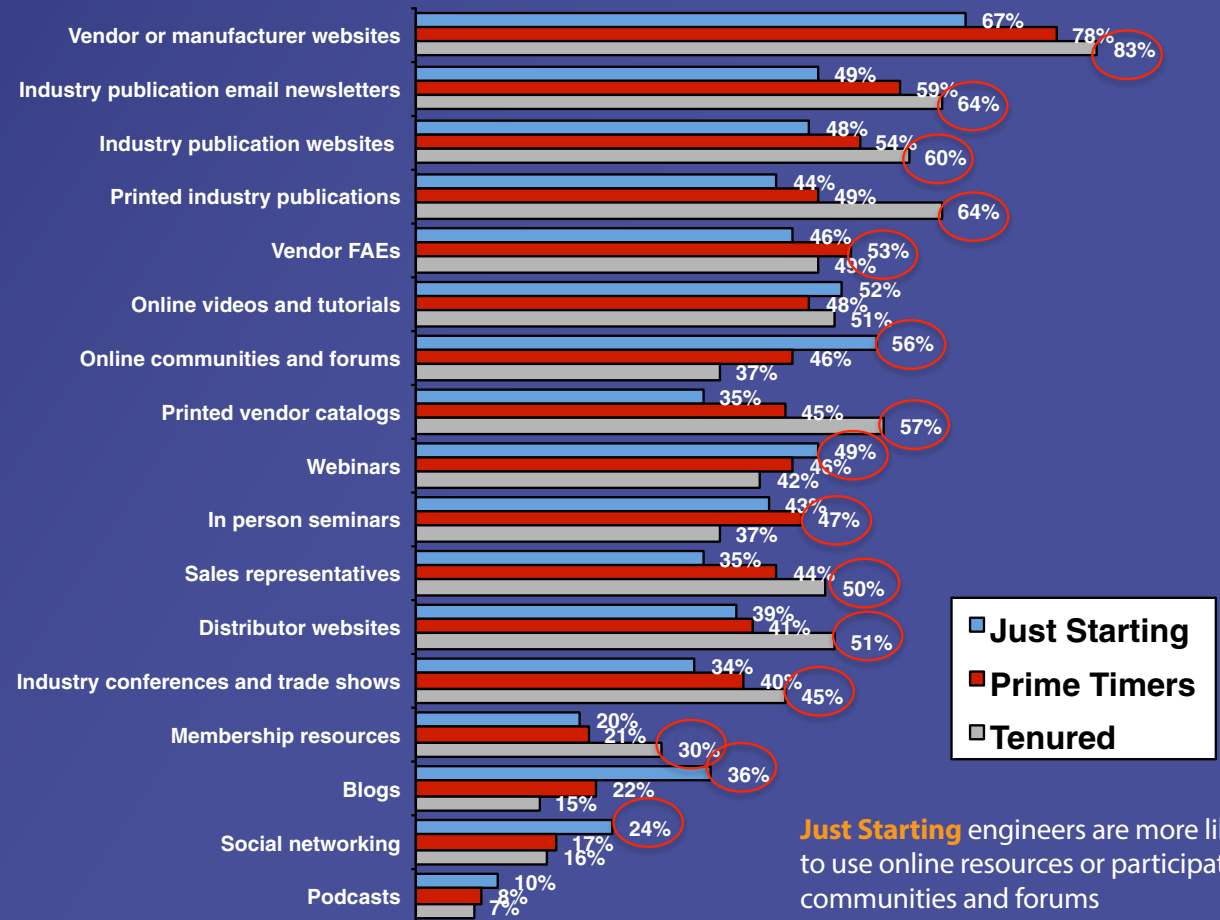
Most Effective Ways to Build Brand Equity & Customer Engagement

This is a fascinating visual that identifies webcasts (again!) for strategies that create the best engagement and branding. It's interesting that social media comes out so highly, but let's remember the engagement numbers remain small – but growing certainly! Be sure to make the distinction between the two types of emails mentioned – the house list offers high engagement, while the rented email list offers low engagement (who rents lists anymore anyway?!)



Most Frequently Used Information Sources

Yes this is a lot of numbers. But this data, from UBM's "Mind of the Engineer" study, shows that your website remains the critical doorway to marketing, whether you're a "just starting" young employee, or a more senior "tenured" employee. Note the huge variation for printed industry publications; not a surprising trend, but certainly a dramatic difference when separated by age groups. It may be hard to see, but what's the second most popular information source among new engineers, after manufacturer websites? Online communities and forums! That speaks to the impact of LinkedIn Groups, and the new more user-driven types of media websites being built by companies such as DesignWorld, UBM and EEWeb.



Indicates significant difference at 95% confidence interval between groups

Just Starting engineers are more likely to use online resources or participate in communities and forums

Tenured engineers are more apt to use supplier or publication websites, printed pubs and catalogs

Prime Timers prefer meetings and seminars

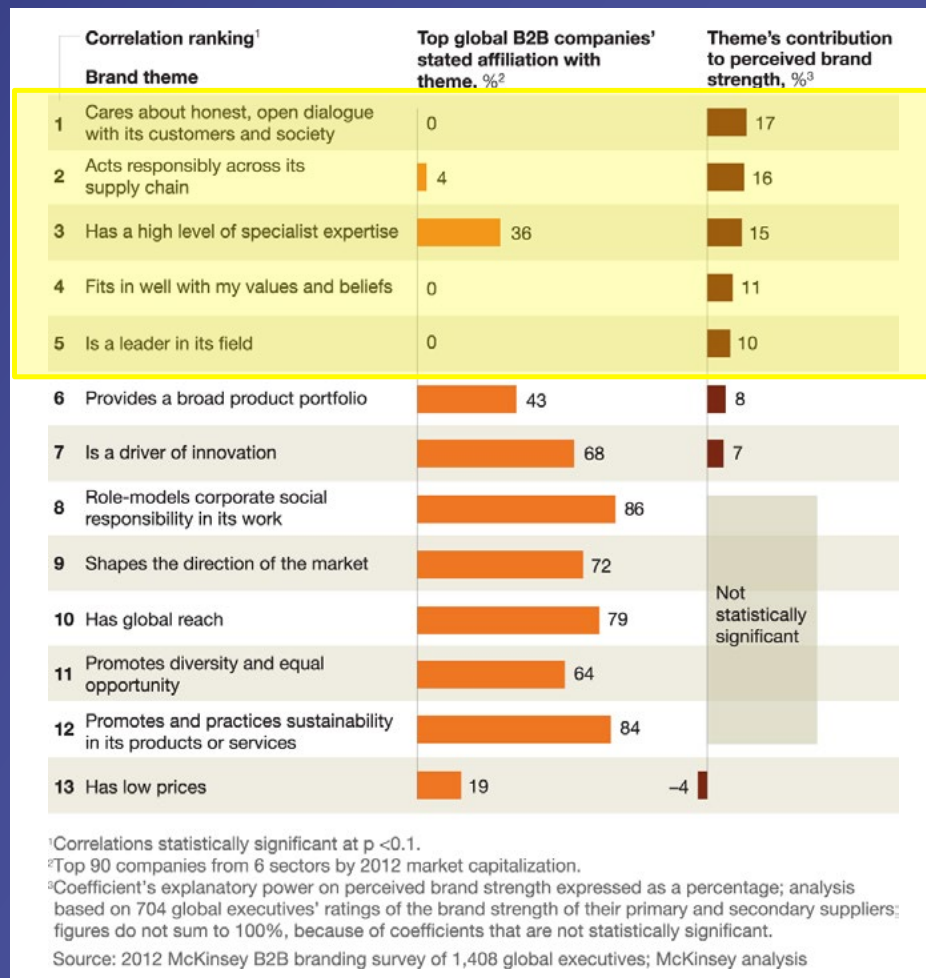


The Messages We Are Currently Communicating May Not Be What Customers Value Most

Every wonder why people don't respond to the latest email on innovation or how broad your product line is? That's because it's not important to your customers! This McKinsey study reminds us of the importance of "buyer personas," or developing content that connects to what our customers care about. What keeps THEM up at night? That's what we should write about, not our sustainability policies or our record of innovation.

Recent relevant research on B2B messaging (success and failures)

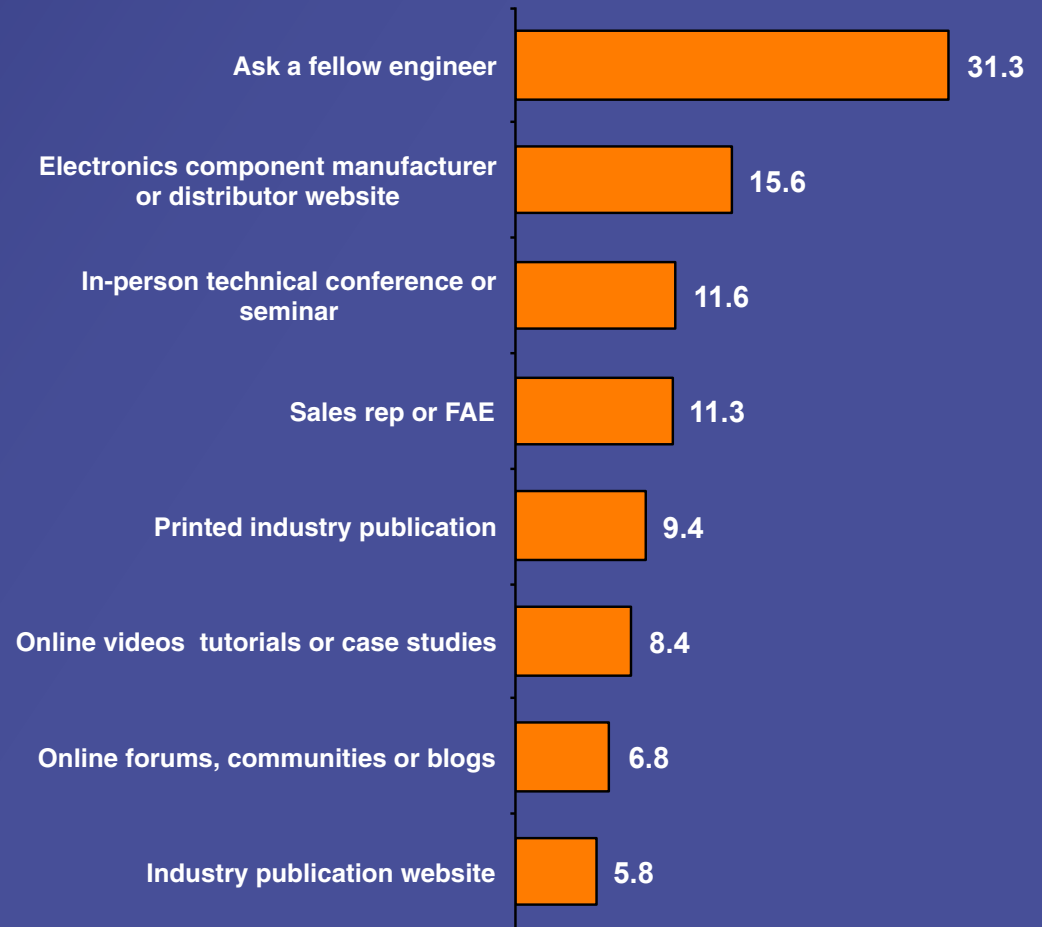
McKinsey & Company



Who Makes That?

This chart is perhaps the best reminder of the importance of high brand awareness, and word of mouth, that we've come across. People are far too busy today to spend much time doing research. They turn to Google not because they're planning to spend hours searching, but because they're looking to SAVE TIME in their purchase process. One of the other ways they save time is by asking colleagues, "I need to buy this. Who makes that?" If you're not top of mind and part of the 2-3 companies being recommended by a colleague, you're placing just one more barrier in front of you for getting the order. Brand strength, and top-of-mind awareness, is MORE important in today's busy online world, not less.

Preferred Information Sources:



Source: Mind of The Engineer Study, 2012



About Goldstein Group Communications



Goldstein Group Communications, a technology b-to-b agency, brings an unusual combination of corporate communications management and engineer-level writing capability to its national client roster. With deep experience in electronics and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients bring to their customers. Unlike other agencies, staff members for the most part have built their careers on the corporate side of the desk, rather than as agency executives, a perspective that results in a higher level of accountability and measurability in the agency's programs.

