



GoldsteinGroup
communications

7 Shocking Numbers to Consider When Building Your 2015 B-to-B Marketing Budget



Measurably Better Marketing

7 Shocking Numbers?

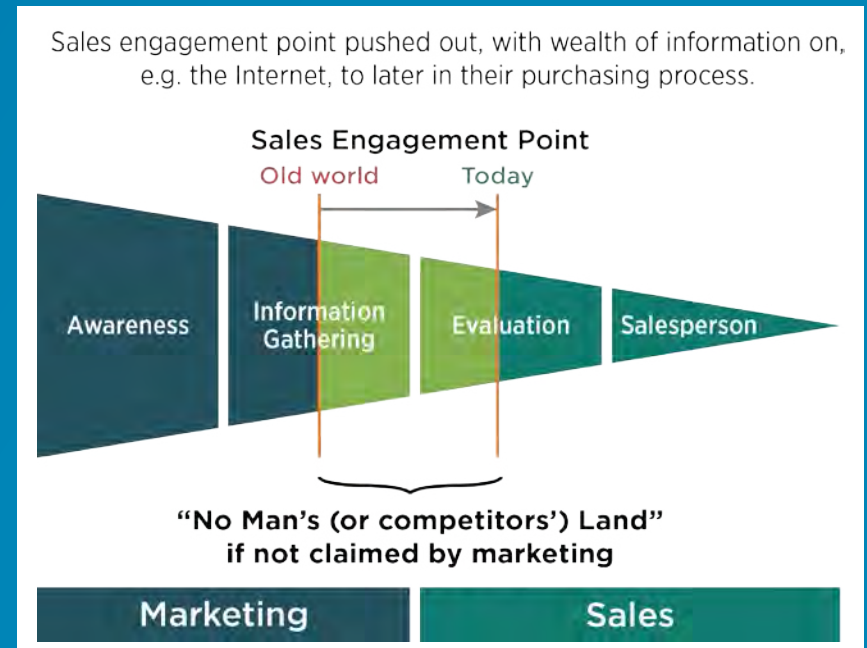
Everybody has their own way to build a b-to-b marketing budget. Here are best practices from some of the most successful marketers we can find, and from several b-to-b industry analysts. The benchmark stats are important – ***and perhaps even a little shocking!***



Building Efficient Sales and Marketing Leverage

The roles have changed in a digital world.

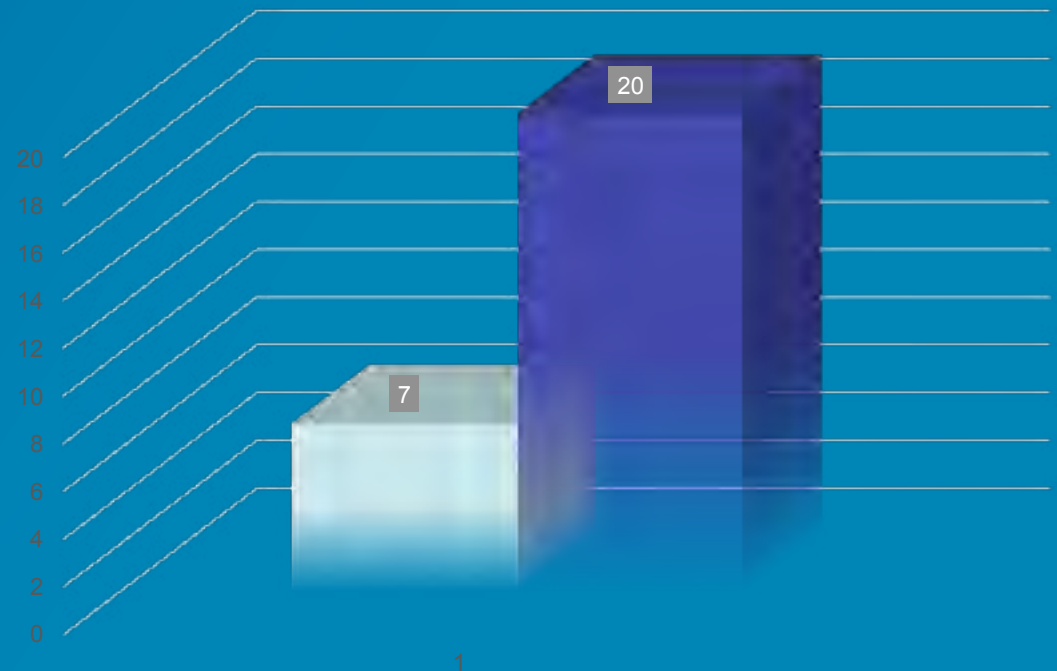
The roles of marketing and salespeople have evolved, so sales interaction has shifted to the right, later stages of the sales process. With the Internet, people do more research on their own, with many saying that 60% of the buying process is OVER by the time a prospect contacts you. Salespeople used to have to provide that education. And, the cost of marketing via digital has gone down while its impact has gone up — due to marketing's ability to nurture, qualify and CREATE a sales-ready opportunity (not lead) via content marketing. So it's far more efficient to make sure when a salesperson gets in front of someone, they should only be warm and ready.



It's SO NOISY!

In 1994 it used to take 7 “touches” before a prospect was ready to buy. At a conference in 2013 it was reported that’s up to 20. So INTEGRATED programs that encircle your target with regular, sustained and consistent messaging are what’s required today.

How Many Touches?



10 Questions You Need To Answer

Eisenhower's quote applies to marketing today just as it did on the battlefield during WWII: ***"Those who fail to plan, plan to fail."*** So build a strong foundation for this year's marketing program by making sure you write out the answers to these 10 core questions.

1. **What are the objectives?**
2. **What are the barriers?**
3. **What KPIs define success?**
4. **What are you BEST in the world at doing?**
5. **Who are the personas? Is the target VERY well defined?**
6. **What size should your database be?**
7. **What messages are working/not working?**
8. **What marketing programs are working/not working?**
9. **What content exists?**
10. **What's your current budget allocation, and what should it be?**

Which Goals Drive the Business?

Every good lead generation plan begins with a clear set of goals. Just as we're working to identify which clicks and leads truly matter — which turn into quotes and then customers — we have to hone in on which SMART Goals are important to driving ROI for the business. Decide on 2-3 of these Goals, or others on your list, before you begin building your budget.



Which KPIs Determine Success?

Shocking Number 1 on our list of 7 Shocking Numbers: would you have known that the cost for an opportunity (not an unqualified prospect or just a lead) is \$272? Is that what yours is?

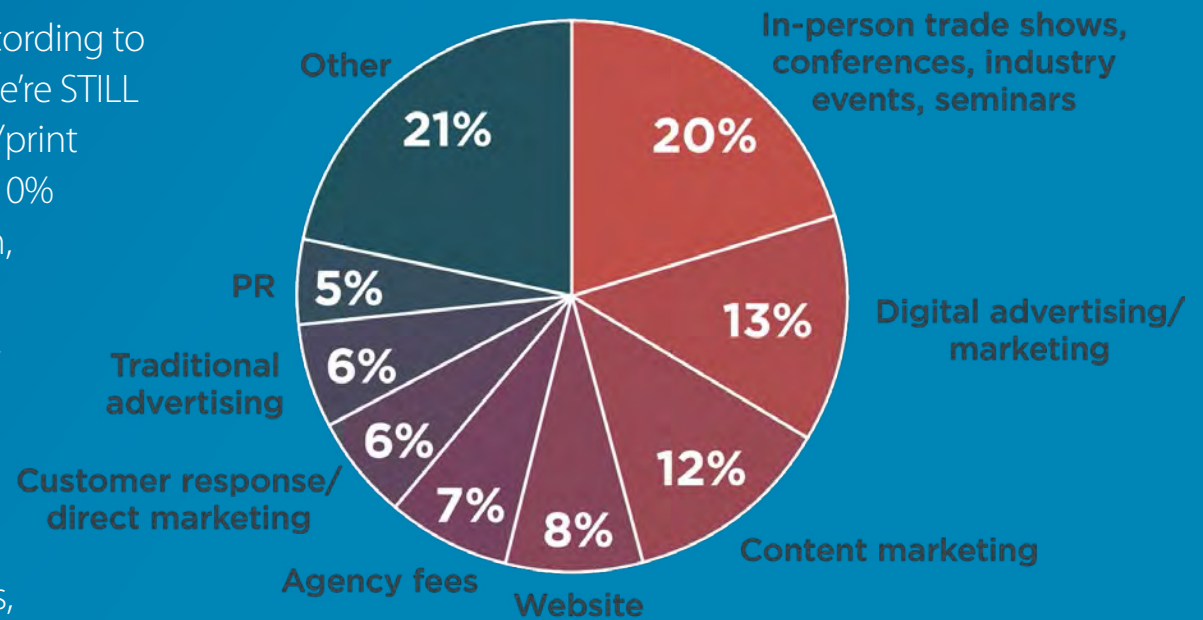
- **2% Site Conversion***
- **20% Landing Page Conversion***
- **\$.05 Cost/Impression****
- **\$10 Cost/Click****
- **\$25 Cost/Name****
- **\$272 Cost/Opportunity*****

** Hubspot; ** Goldstein Group Communications; *** B-to-B Magazine*

A Budget Template

Approximately what percentage of your 2014 marketing budget will be spent on the following?

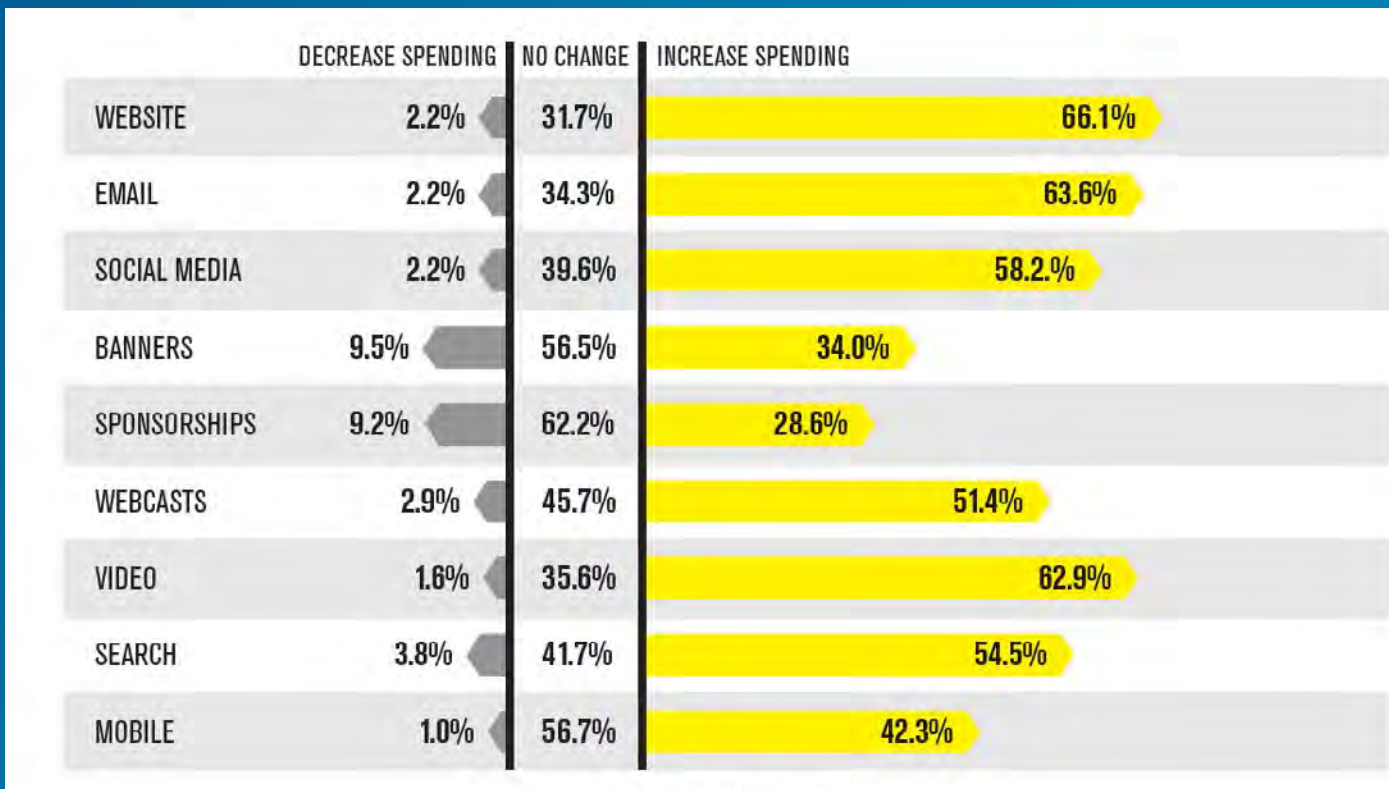
Shocking Budget Numbers 2 and 3: according to this study from industry analyst Forrester, we're STILL spending 6% of our budgets on traditional/print advertising? Many GGC clients are down to 0% as print continues to become less common, and as many publishers cancel their print editions. (Note: in our own agency surveys, it used to be 33% of budgets just 5 years ago.) And, many are surprised to see 20% of a budget on in-person events, but perhaps that's not so shocking – companies are in fact going to fewer shows, but they still consume a large part of a budget.



Source: Forrester, January 2014

Online Spending

B-to-B Magazine shared how they see some of these categories changing in 2015, by listing where marketers plan to increase and decrease investment.



What Content Matches Your Buyers Journey?

You're starting to build your plan and budget, so now begin thinking about your content and messaging.

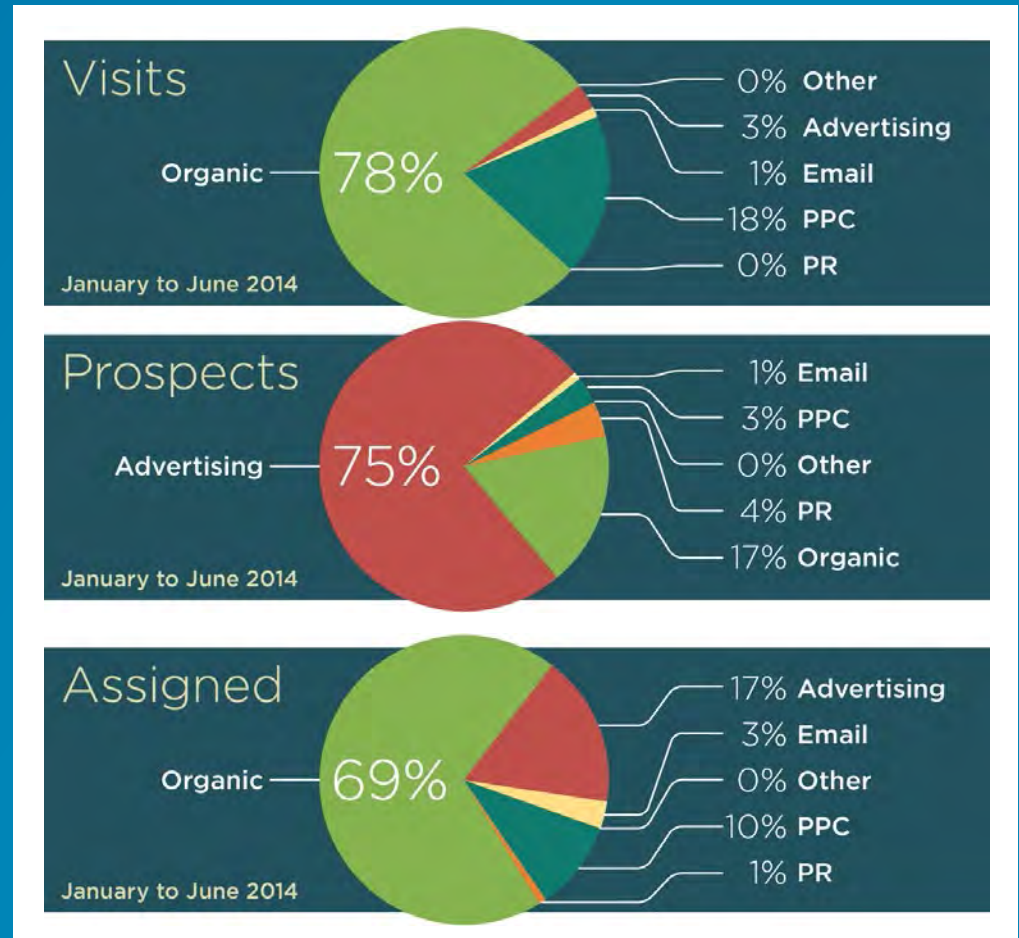
The Buyer's Journey worksheet here helps marketers work with colleagues in engineering and product development to plot out content that ties to their customer's pain points, and stages that content to be used at just the right time.

Example: asking an early-stage prospect if they're ready for a quote or sample, for example, while they're just doing initial research, is a miss in content strategy.



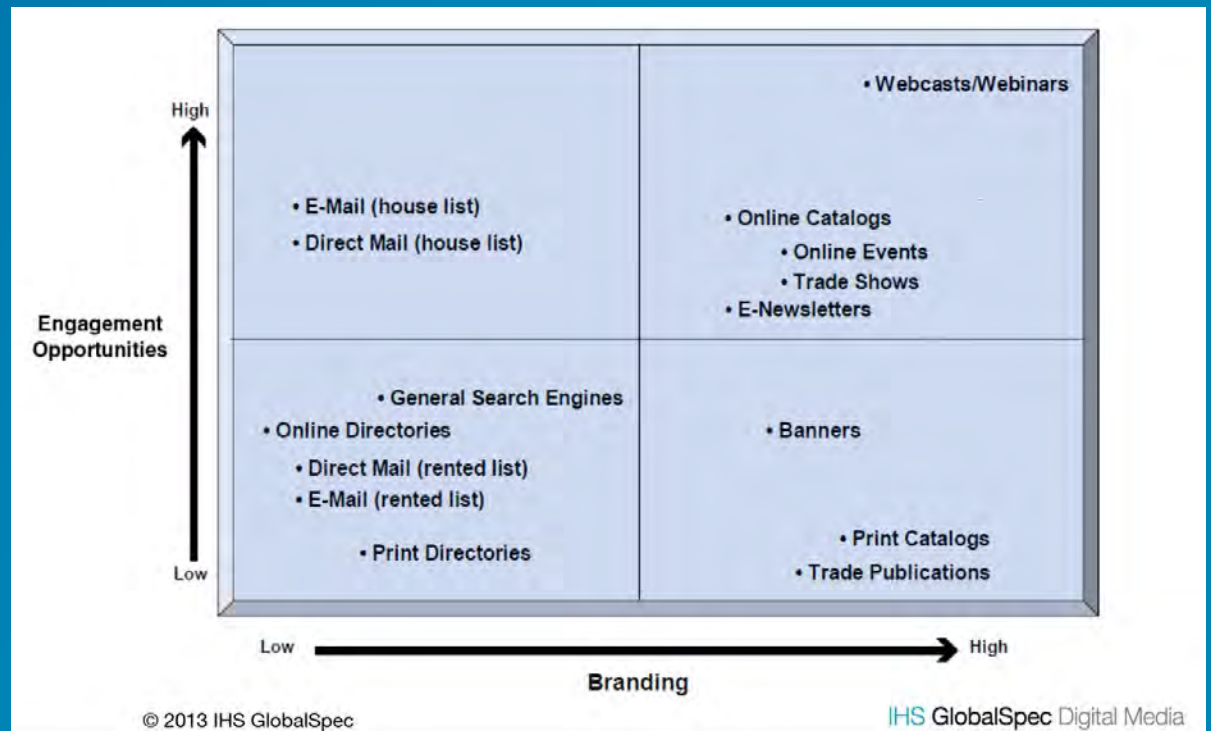
Where Do the Best Quality Leads Come From?

Shocking Budget Number 4: Organic search may be THE most important thing you do. Make sure you budget based on where true impact comes from. For instance, in this example, 78% of site visits come from organic search, 75% from online advertising, and 69% of the best quality prospects (those assigned to a salesperson) come from organic search as well. So make sure you're allocating dollars to your online presence and search programs.



Most Effective Ways to Build Brand Equity & Customer Engagement

Shocking Budget Number 5: How much do you spend on webcasts? It may not be enough. This study from Globalspec shows that the tactic with the most impact on B-to-B branding and on engagement are online webcasts. We consider this chart a good picture of tactics that drive brand awareness (bottom two quadrants) compared to brand preference-building programs (top two quadrants).



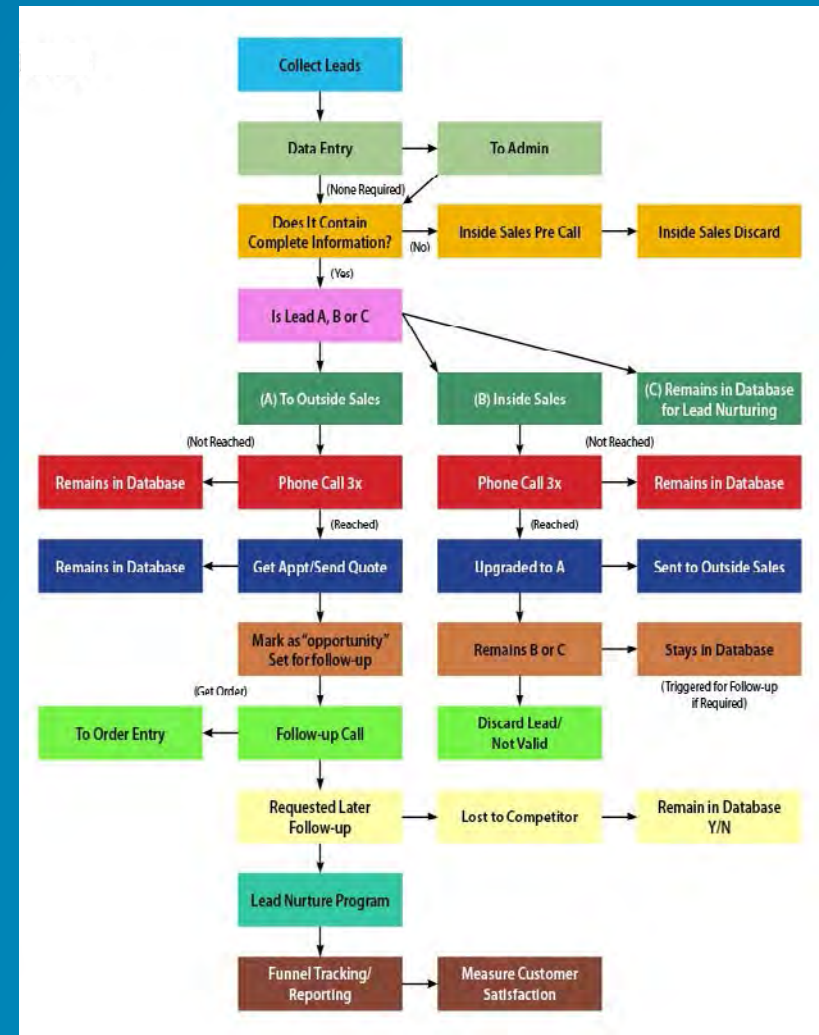
Getting to True ROI — Marketing Automation

Shocking Budget Number 6: 53% of companies use Marketing Automation software tools like Hubspot, Pardot, Eloqua, Marketo? That number, from B-to-B Magazine, surprised us as far higher than we'd thought — and what we've seen out there. But if they'd ask how many companies have effectively ADOPTED this important tool, we'd suspect the number is far smaller.



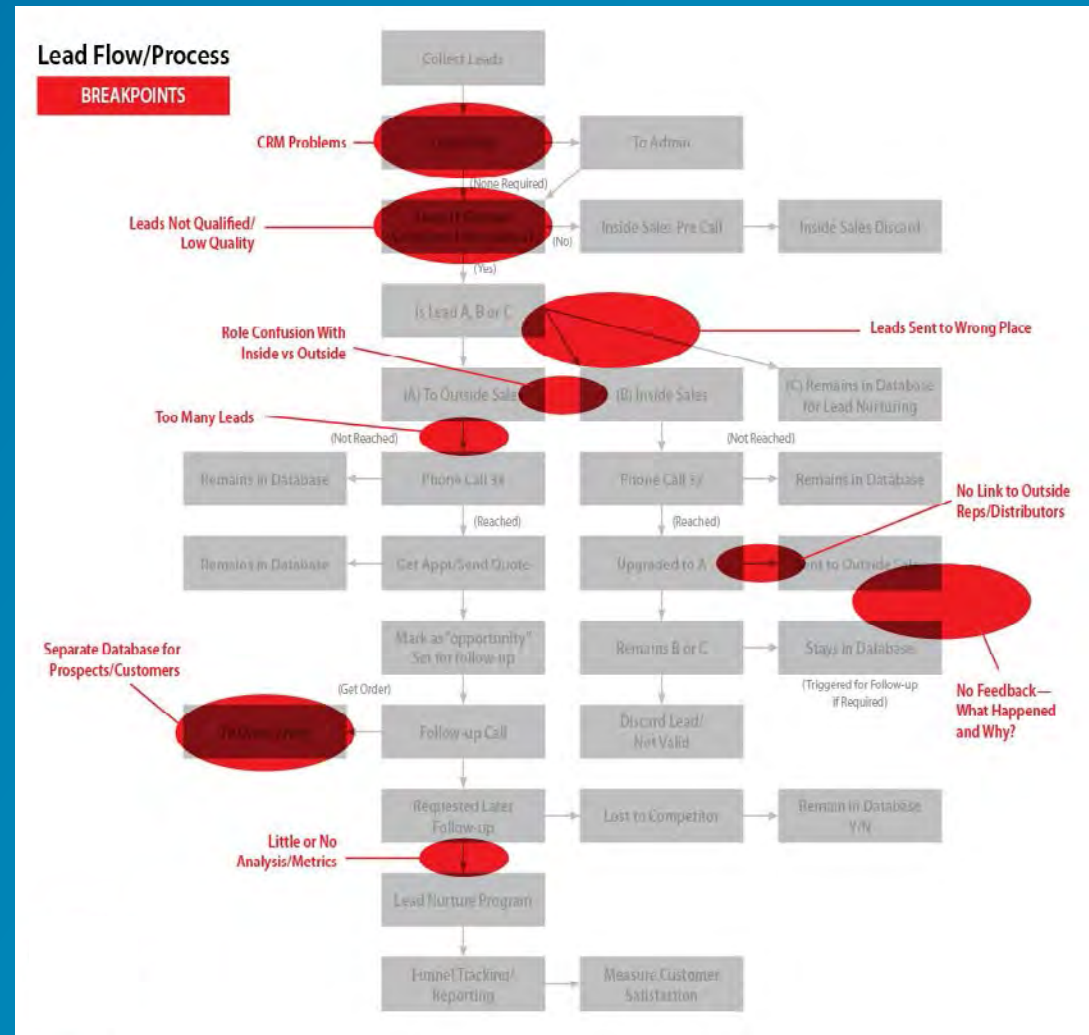
Lead Flow / Process

It never makes sense to automate a bad process. So before installing Marketing Automation software (a big priority for many in 2015), we'd encourage you to map out your lead flow process and see all the places you can remove "touches" for a more streamlined and less costly system.



Lead Flow / Process

In fact, when we've run workshops with companies to do this, we've typically identified 9 common breakpoints in a the typical lead flow process.



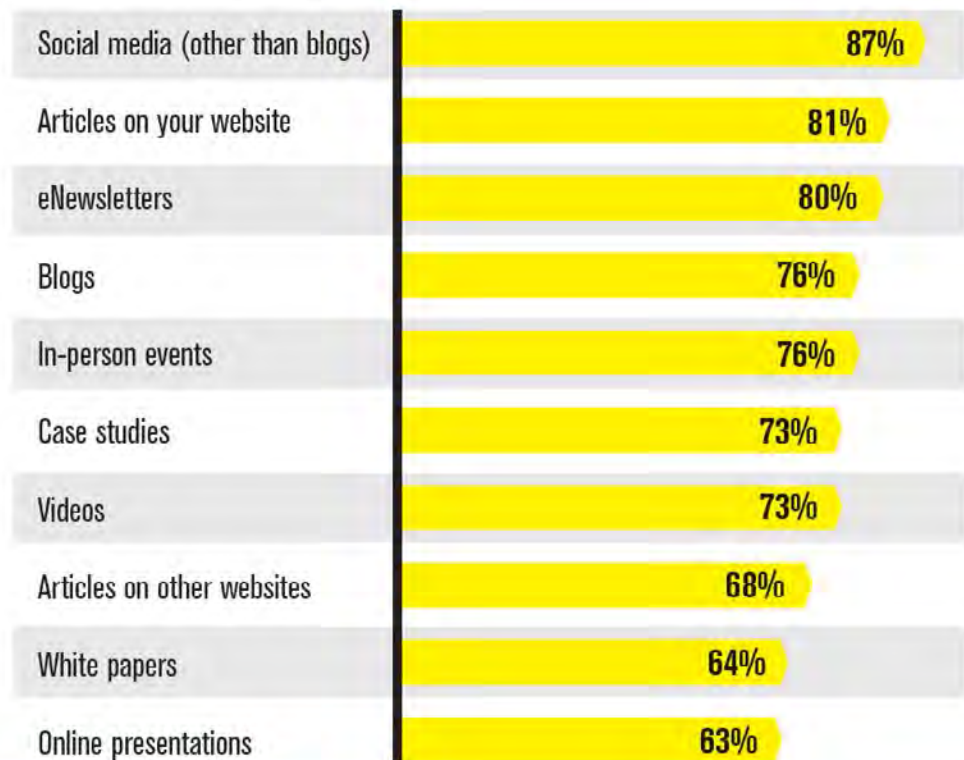
How Do I Push My Content?

Shocking Budget Number 7:

Social Media leads the way as the content distribution tool of choice. According to B-to-B Magazine again, 87% of marketers rely on social as their primary distribution platform for pushing their content. So, perhaps 2015 really is the year to get past that 100-follower ceiling on your company's Twitter channel!

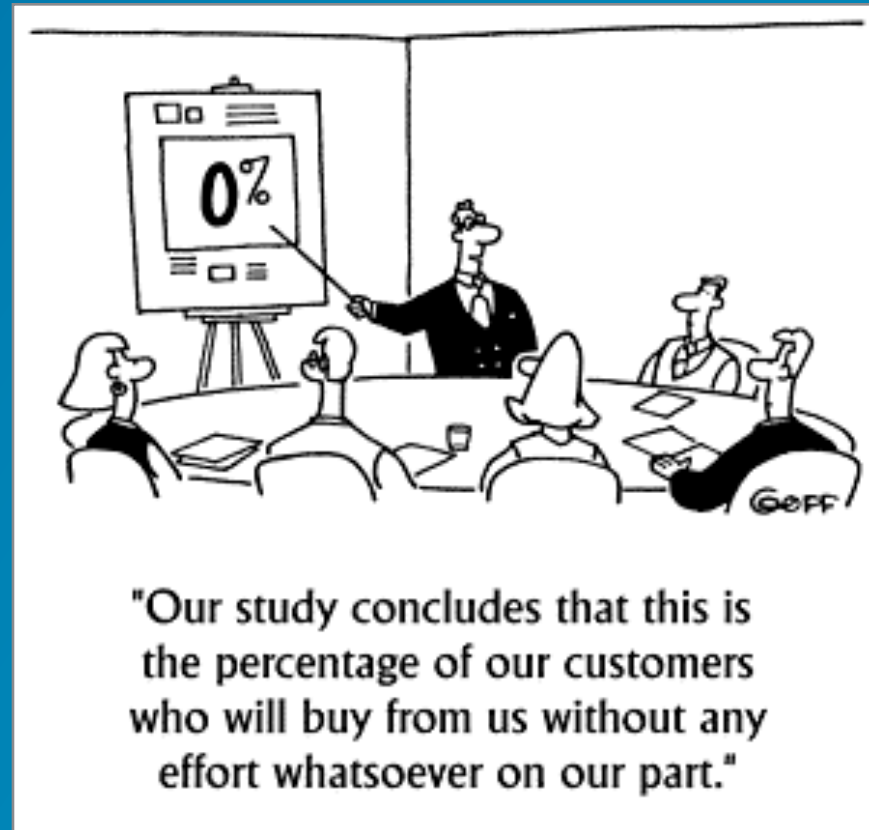
Content-market tactics

Marketers are using a variety of outlets to distribute their content, with most using social media and web articles.



The Magic Of Marketing

Marketing's no laughing matter...oh, who are we kidding, of course marketing's where all the fun is! And now, with a clear view of budget benchmarks and planning tips to drive your 2015 program, we can make real traction in our efforts for this coming year!



About Goldstein Group Communications

Goldstein Group Communications (GGC) creates high impact branding and lead generation programs for b-to-b companies that are seeking more powerful ways to find and keep customers. The agency brings an unusual combination of corporate communications management and engineer-level writing capability to its client roster. With deep experience in electronics, healthcare and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients offer their customers.

GGC was founded in 1992 as a public relations agency and today represents both entrepreneurial and billion-dollar multi-national firms throughout the country, with 60% of revenues coming from clients outside Ohio. GGC combines both left-brain analytics with right-brain creativity to provide a powerful marketing approach that leads to "Measurably Better Marketing."

