

Chief! Marketer

2013 B2B

Prospecting Survey



B2B Takes the Lead

Chief Marketer's 2013 Prospecting Survey shows B2B marketers are ramping up their lead generation efforts online and off

BY BETH NEGUS VIVEIROS

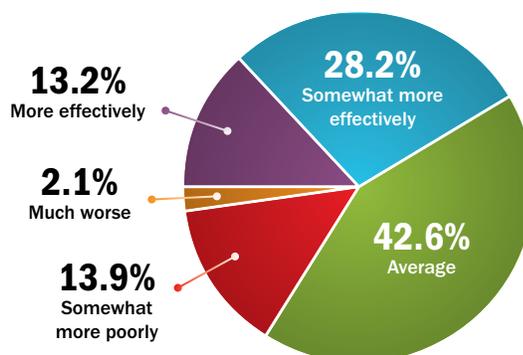
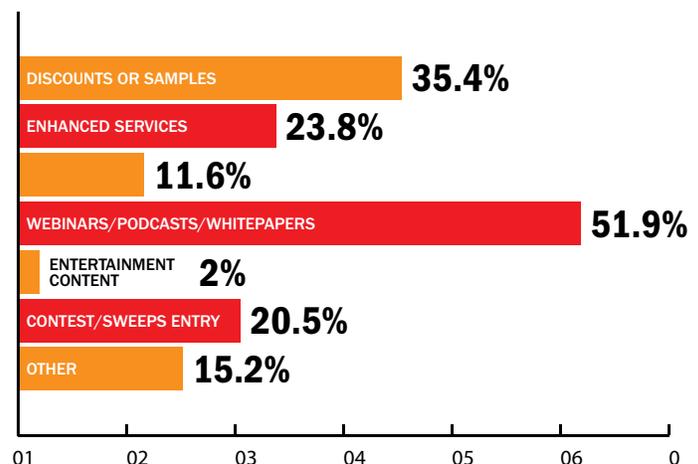
Email, content marketing, website registrations, social media and trade shows will be among the most used prospecting tools for B2B marketers this year, according to Chief Marketer's 2013 Prospecting Survey.

Fifty-six percent of respondents are dedicating over half of their B2B marketing budget to new customer acquisition this year, compared to 53% in 2012.

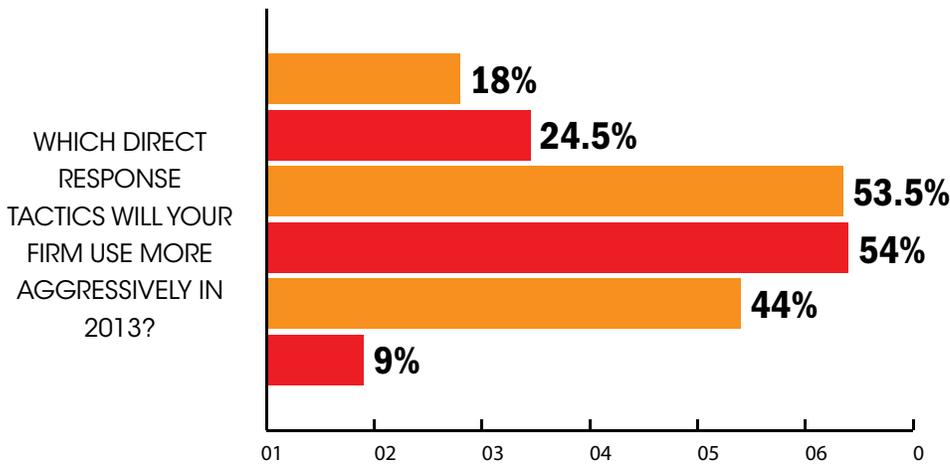
B2B respondents to the survey were almost evenly split on their lead prospecting aims for this year, with 44.2% saying they would focus primarily on finding new customers, and 42.8% citing a desire to focus on retention while also building awareness outside that core group. Only 13% said their energies would be equally split between retention and acquisition, as well as other initiatives such as finding new contacts within existing clients.

A wide variety of lead-gen tactics are working successfully for B2B marketers. Responses showed that the personal touch still definitely matters in today's online world, with live sales visits being cited by 48.4% as one of the top

WHAT DID YOU OFFER PROSPECTS IN RETURN FOR THEIR CONTACT INFORMATION OR LEAD-GEN OPT-IN?



COMPARED TO OTHER COMPANIES, HOW WELL DOES YOUR COMPANY HANDLE LEADS ONCE THEY ARE ACQUIRED?



three ways to generate leads. Referrals (52.5%), email (46.7%) and direct marketing (27.2%) also scored highly.

Lead generation overall is becoming more difficult, because prospects now often don't raise their hands until much later in the process, wrote one respondent. "They don't need to identify themselves until they have done a fair amount of research through peer networks and web surfing."

Lifetime Value

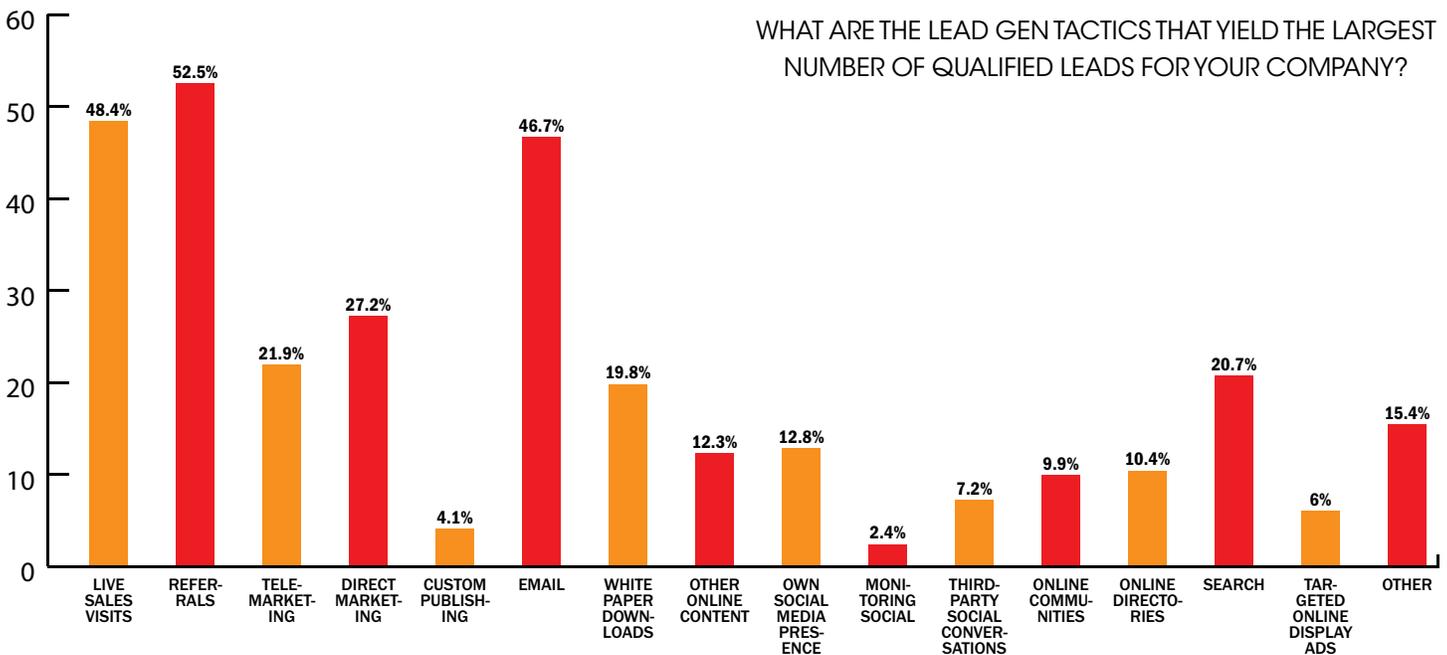
Almost 67% of respondents said their strategic aim when acquiring new customers was to find prospects that would be profitable over the lifetime of their connection with the company. Only a third were looking for customers who would be profitable from the very first transaction.

ROI for our B2B respondents was looked at through the lens of the cost of prospects who ultimately convert for

69%, while 20.2% considered mainly the cost of amassing prospect data (cost per lead) and 10.7% looked at how many prospects are contacted by a salesperson (cost per opportunity). This response was almost identical for B2C respondents to the survey.

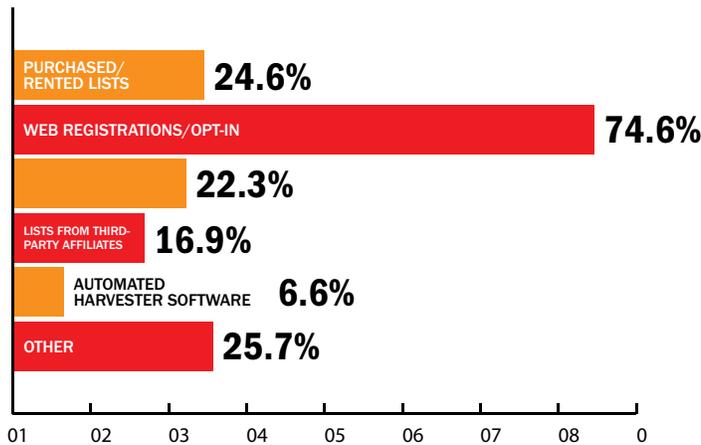
When asked whether their company attributed leads by channel source, 66.5% said yes, 19.1% said no and 14.4% did not know or said it didn't apply to their business. Two-third of respondents do not use automated lead management software to score, monitor or route leads to their sales staff.

B2B marketers are slightly more confident in their companies' lead management processes than their B2C counterparts: 13.2% said their company was better than average when it came to acquiring, evaluating and segmenting leads and then moving them through the sales funnel, compared to only 9.8% of consumer-only marketers. A nearly equal amount on both sides said they were "somewhat" more





WHERE DO YOU OBTAIN EMAIL ADDRESSES FOR PROSPECTING EFFORTS?



effective (29.3% for B2C and 28.2% for B2B). Only 2.1% of B2B marketers said their companies were “much worse” than average at lead management, compared to 6.5% of B2C respondents.

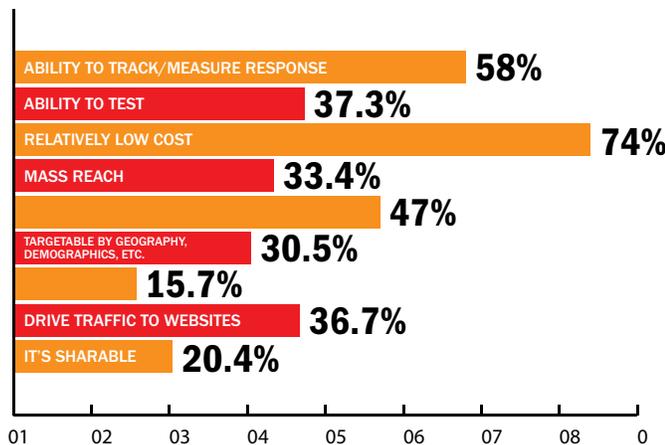
Email Marketing

Email marketing is still a widely used prospecting tool for B2B marketers. Only about 19% of our respondents don't use email or have any plans to test it this year. Almost 63% currently use email prospecting to generate new leads, and over 18% plan to start this year.

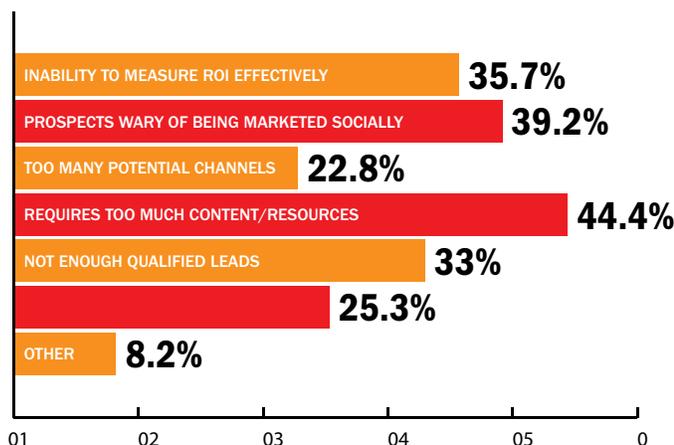
Those who don't use email cited reasons such as a fear of looking like spammers to ISPs (35.3%), response rates on prospecting campaigns being too low (27.3%), low ROI (19.4%), hard to cut through inbox clutter (36%), ineffective mobile delivery (3.6%), other lead gen options more appealing (36.7%) or can't acquire enough contacts to be effective (15.8%).

Three-quarters of our B2B respondents cited getting email addresses directly from prospects via web registrations or opt-ins as a source of names for prospecting. The most popular reasons for using email for prospecting included low cost (74%), ability to track responses (58%) and ability to personalize content and offers (47%)

WHY DO YOU USE EMAIL FOR PROSPECTING?

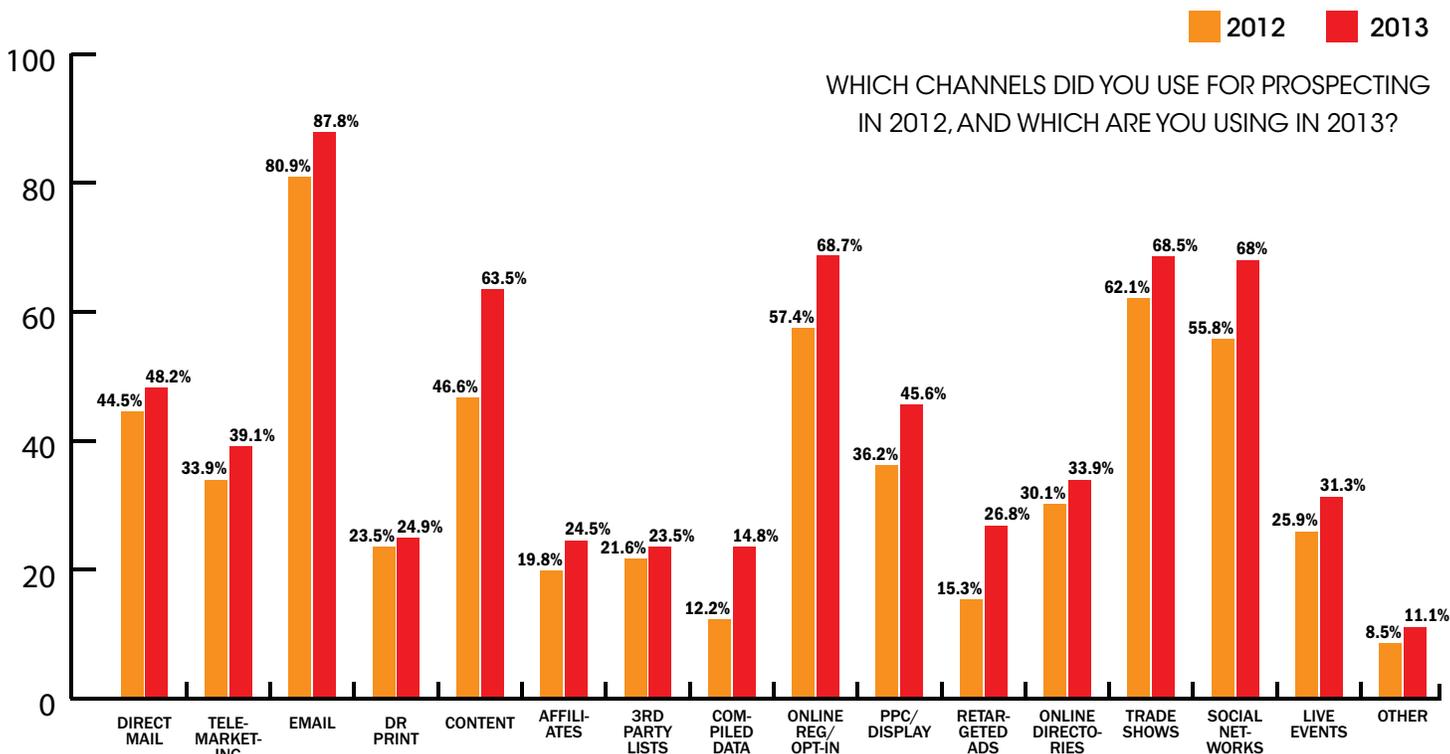


WHAT ARE THE BIGGEST OBSTACLES TO GENERATING NEW LEADS IN SOCIAL MEDIA?



Social Media

Building relationships and brand awareness that might convert over time was the main objective of social media for our B2B respondents. Not surprisingly, over a quarter also cited driving web traffic as a major goal. Less than 3% said they were using social to do things like promote coupons or contents entries, try to convince customers to repost information to their own social profiles or sell directly via social; 21.3% of B2B respon-



ALTERNATE ROUTES

What “other” forms of prospecting did our B2B respondents use?

- “Association partnerships”
- “Referrals from partners”
- “PR in venues that took us away from ‘selling’ and let us be real people”
- “Begging for in-person appointments”
- “Kiosks in malls and travel stores”
- “Webinars and event demos”

dents are not active in social media.

“It’s a slow process in our market space, but the use of social media is growing, so our ability to build content driven customer campaigns via social will become more effective as our audience grows,” wrote one respondent.

“[Social] has increased the ability to generate more leads, but the downside is that it can be difficult to access the quality of those leads,” wrote another.

Over 57% of respondents have either used or plan to use email that social users can share to their social media pages. Consumer-only marketers scored slight-

ly higher on this front, with 65% saying they had tried or will try email that can be socially shared.

“The channels are content monsters—they are so difficult to support in the way customers want,” wrote a respondent.

Almost 82% of B2B marketers said they are not currently assigning scores to the engagement visitors or social fans have with their online content, in an effort to identify or track likely buyers. Only 19.3% said they were working on developing such as score, with about a quarter saying they would do so in-house. !

METHODOLOGY

The 2013 Chief Marketer Prospecting Survey was conducted from Feb. 6 to March 5, 2013; 427 respondents identified themselves as B2B marketers. Over a quarter of these respondents (26.6%) were from marketing consultancies or agencies; 10% were retailers or catalogers; 8% were in banking/financial services/real estate; 13% were in manufacturing; and 5.6% were in healthcare. The remainder were in other vertical markets such as communications, publishing or data-related businesses.