

# Marketing During a Downturn

Part 2 – 24 Real-Life Strategies  
Marketers Are Using to Handle the Slump

# Special Report

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## **MarketingSherpa's Marketing During a Downturn, Part 2**

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499 Main St.

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## It's About Marketing Optimization

Marketers need to do everything they can to maximize the return on their marketing dollars. That's why they are investing more in search engine optimization, paid search and email marketing. And less on things like print advertising and radio/TV ads. (See our charts section for spending patterns on these tactics, based on the results of a new MarketingSherpa survey of 407 marketing professionals.)

But a recession also calls for keeping open communication with those who pull the purse strings. It calls for being realistic about your budget. Even the most trackable tactics might have a high cost, and you need to re-evaluate when the investment outweighs the results.

In short, you need to market smarter. That includes: analyzing your customer base, cross-selling and up-selling to best performing verticals, being smart about your product mix and messaging, letting your sales objectives drive spending decisions, using inexpensive Web 2.0 tactics to improve your search rankings and more ...

Yes, these are things you should have been doing all along. But if you're not, it's definitely not too late.

"Our best ROI has come from multipart direct marketing campaigns combining direct mail, phone, email and Web," wrote one of the respondents to our survey conducted in late February-early March. "We led with real benefits and put the focus on personalized communication. This took a total overhaul of our approach – not just marketing. Our program, service, messaging all were radically revised and tightly aligned. In a downturn, no efforts or resources can be wasted. I think that makes for smarter marketing."

Read on to discover two dozen strategies that business-to-business and consumer marketers are deploying right now to succeed during the downturn. Plus, we have more data from our survey of marketers about their spending levels on 10 specific marketing tactics, creative samples and other resources.

# B-to-C Marketing

Consumer marketers definitely feel the effect first when the economy slows. People have less income to spend, so they are more frugal when buying goods and services they need and scrutinize more closely those they don't need.

Here are eight ways to get their attention in a downturn:

## Strategy #1. Be smart about your product mix and messaging

Because consumers spend less money, offer them items in several price ranges. Bare Necessities, an online retailer of men's and women's intimate apparel with three stores in the Northeast, evaluates and tailors its product mix and messaging to the wants and needs of the audience at any given period of time, says Dan Sackrowitz, VP Marketing and Business Development.

You might need to increase stock and marketing of lower-priced items.

"We all have to be extremely price-sensitive," Sackrowitz says. "Whether that's offering free shipping or free returns or offering great values, great deals."

## Strategy #2. Get creative

During the last recession, eBags cut 80% of its marketing spending, says Peter Cobb, SVP and Cofounder of the online retailer of luggage, handbags, backpacks and more that was founded in 1998.

The experience strengthened the company by forcing executives to think about the long term and get creative with marketing.

Two marketing tactics eBags implemented:

- Negotiated an arrangement with Frito-Lay for a \$10-off coupon to appear on 85 million chip bags during back-to-school season.
- Built its email database by sponsoring a "win a million airline miles" contest. People left their email addresses to enter. It got a great deal of press, ramped up eBags' database quickly and was a great viral marketing vehicle.

### Strategy #3. Is every lead getting a response?

One thing Mary Senin, Director, Ecommerce Marketing, The Ritz-Carlton, looks for in a downturn is how well the hotels respond to leads coming into their websites. She hires a company to shop the websites to make sure they are being responsive to meeting space and wedding inquiries, for example.

"Here ... the business is coming to us," Senin says. "It's crazy if we're not responding."

### Strategy #4. Ramp up your online store

Online retailers say they have two advantages when it comes to downturns:

- With high gas prices and shrinking disposable income, some consumers opt not to drive to the mall or store and, instead, turn to online shopping.
- Some online retailers stock up on more brands and products than brick-and-mortar stores, some of which cut back in a downturn. Therefore, online retailers offer more convenience and variety, Cobb says.

Now might be the time to bulk up your online presence. Attempt to sell and market more through online channels.

### Strategy #5. Retention is key

The cost of acquiring new customers is even higher in a downturn. So, try to exceed existing customers' expectations with multiple-payment options, tracking numbers/shipment information, hassle-free return policies, coupons/special discounts, etc.

### Strategy #6. Show off your online product

Showing or describing a product or service in streaming video online could bump conversion rates, especially for small to medium retailers. Embed the video on your website with the product for sale. Or put it on video-sharing sites like YouTube. It doesn't have to cost much.

Clean Air Gardening owner Lars Hundley spent about \$500 on a video camera and \$150 on a wireless microphone to start producing video for the Web. He uses staff time to create the script, shoot the demonstration and edit.

The result is a 20% higher conversion rate for products with a product-demo video embedded on the page. On top of that: "It's really reduced the number of returns we get," Hundley says.

*Other tips:*

- Host the videos on sites like YouTube, Yahoo! Video, Google Video, Metacafe and 5min.com so you don't have to pay for bandwidth. It also exposes your brand to audiences who search those sites.
- Make it clear in the video where to purchase the product. Clean Air Gardening embeds the company name in text form on the video in addition to verbally telling people the company's name.
- Keep the video under 3 minutes to accommodate shorter attention spans.

## Strategy #7. Use Web 2.0

Using Web 2.0 tactics are inexpensive and relatively easy, but time-consuming. Still, B-to-C marketers, especially for small companies, are finding success using:

*Blogs* – Create a company blog. Put a link to the blog on your homepage. It's a way to communicate with customers, to mine feedback, to promote new products, to garner credibility and to improve natural search rankings. Some ideas for posts:

- Tips, useful articles, how-to guides related to your product/service
- In-depth product reviews
- Announce new product
- Press releases
- Links to news articles featuring your company or product
- Links to blogs that mention your company or product

*Online video* sharing sites like YouTube – Create product demos.

For higher-end video, you could hire a Hollywood production company to create short films using your brand as the background. Post those to video-sharing sites.

The Ritz-Carlton recently posted the first in a series of three short films on its site, <http://www.ritzcarlton.com/en/Films/Films.htm>, as well as on video-sharing sites, to create viral marketing buzz about its brand. The company also attached special packages to the film, from which it is experiencing some revenue growth, says Senin.

*Social-shopping sites* – Post products on sites like Stylehive.com and ThisNext. For smaller specialty retailers, this can be useful, says Lisa Mathisen, Owner, Realm Dekor, an online home décor/gift store.

It's free to sign up and start posting products, she says. You can create a following and blast deals to them through the social-shopping sites. She has generated some leads that way.

"We take much more advantage of [Web 2.0] during these times because when your budget is tight, your business' budget is usually tight," Mathisen says. "It all works to your advantage especially when ... you're trying to get your name out."

## **Strategy #8. Build relationships with bloggers**

Advertising on bloggers' sites is a good way to start a relationship. Keep up with them personally through email. Send emails when you have a new product or product line. Also, keep up with the bloggers who post about your company, brand, products, etc.

You can use Google and other search engines to find your company's name or set up RSS feeds. Or let Google Alerts let you know when you're being written about in Cyberspace. Send those bloggers news about your company as it happens; they are more than likely to at least link to your blog or website, even if they don't decide to blog about that new product you're pushing.

In return, they might email you when they have something going on. You can post links to their blogs on your blog to complete the loop. This improves SEO and builds your brand.

# B-to-B Marketing

OK, maybe B-to-B marketers aren't feeling the effects of a downturn just yet. In the first part of our Special Report, our recent survey found that significantly more business-to-consumer marketers are seeing lower numbers of total customers per month and increased acquisition costs.

But that doesn't mean B-to-B companies are less concerned about economic indicators. In fact, many are in preparation mode. Here are eight strategies they are implementing:

## Strategy #1. Target recession-resistant industries

When recession hits, certain industries bear the brunt – financial services, retail and consumer goods, travel and tourism, to name a few.

Some B-to-B marketers can choose which industries they target. Indicative Software, for example, is pulling back their promotion of IT management software to banking and retail because "we know we're not their top priority," says Marketing VP Angela Tucci.

*Tips for marketing to recession-resistant industries:*

- Don't spend precious marketing dollars to attend trade shows in industries you know are cutting back, especially if you think your product might not be a necessity for them right now.
- Inform your sales team and telemarketers of the best sectors to target.
- Focus webinars, case studies and press releases on industries that are more resistant to a recession.

Indicative, for example, used a government customer as the subject of a case study and presenter in a recent webinar. It attempted to draw more attendees from the government sector, who could become future customers. Tucci also is working on a case study of a customer in the drill bit manufacturing industry. "I just know that my efforts are going to have greater bang in that arena."

## Strategy #2. Move resources closer to the deal

You might want to move investment away from tactics like brand building and more toward sales enablement. Support your sales team. This relates to the strategy of letting sales objectives drive spend decisions. But it includes investing in things like customer service.

*Tip: Promote service warranties and contract renewals.*

Service warranties and contract renewals are a leaking bucket of revenue, says Scott Gillum, Sr. VP Financial Services, MarketBridge, a mid-sized marketing agency for several Fortune 500 companies.

They don't get much marketing support but generate a lot of revenue. "It's a shift from creating and executing marketing programs to creating and executing sales programs," Gillum says.

### **Strategy #3. Offer more trial offers**

This strategy might seem obvious. But if you're selling high-dollar ticket items, offer your customer a trial first. They won't get scared off at the thought of spending hundreds of thousands of dollars on a product they aren't sure they need.

Offering a low-priced trial lowers the risk. It's easier on the corporate pocketbook. It's a way to get them to your door when budgets are tight.

### **Strategy #4. Let sales objectives drive spending decisions**

Don't fall into the trap of marketing by line item. You could divvy a portion of spend to advertising, a portion to programs, a portion to press as it says in your marketing budget. Or you could skip the compartmentalizing and tailor marketing spend to sales objectives.

Tucci suggests focusing on sales objectives to increase revenue for your company during a downturn. Let's say your sales force needs 100 new accounts in certain sectors. Build your company's credibility in those sectors so the sales team doesn't encounter friction when approaching those sectors.

*Tips on building credibility:*

- Think of what accounts you're targeting.
- Get written testimonials from existing customers in the same industry, from analysts, from press. You can put these on your website and/or offer them to your sales force. Create a template for the sales team to include in their email signatures.
- Ask existing customers in that industry to field reference calls.
- Provide the sales team with written testimonials, business justification worksheets, case studies that show how the product/service improved business for someone else.

You should also build demand generation that's going to support enough field flow for them to close those 100 accounts.

*Tip: If targeting a specific region or industry, buy a list in that sector, send emails, produce a webinar, increase marketing spend in that category.*

## Strategy #5. Up-sell and cross-sell to your installed base

All marketers know that it's more cost-effective to up-sell and cross-sell to existing customers than to acquire new ones. Still, that's easier said than done.

"What got us through the downturn in 2001-2002 was going deeper in our existing accounts," Gillum says. "And that is something traditionally that companies aren't very good at."

*Tips on up-selling/cross-selling:*

- Mine your customers' purchase patterns to help you craft campaigns, messages, offers to your existing base.
- Look at what customers haven't bought.
- What can you offer them that complements something they've already bought?
- If you don't have an analytics person or team, find resources that can help you look at existing product lines and accounts and develop where there is an opportunity to cross-sell. You might need to outsource if you don't have it in-house.
- Data analysis, segmentation, scenario planning and modeling for cross-selling – these tools can be incredibly valuable.

## Strategy #6. Increase marketing to best-performing industries

If you're seeing higher results in specific industries, target them more. BearingPoint, a global management and technology consulting company, for example, recently did a "deep analysis of what we do well," says Betsy Palmer, EVP Marketing and Communications.

The company is focusing marketing spend on those industries where it has the highest performance and differentiation from its competition. In this case, it's government. This year, BearingPoint is launching a two-part advertising campaign in the Washington, DC, area called "Wrap the Beltway."

"Our government portfolio is also our largest portfolio," Palmer says.

## **Strategy #7. Invest in webinars and other low-cost prospecting tools**

You don't always need fancy features to get your prospects' attention. In an existing market, they want to know how to tackle a problem, Tucci says. Indicative started producing webinars that state a problem and use credible sources to discuss solutions. Sometimes those credible sources are Indicative employees, which saves money. Indicative spends about \$1,500 per webinar.

"I originally thought [webinars] had to have a rock star to be successful," Tucci says. But Indicative has found success without Gardner analysts or CIOs from top-tier US companies. The firm has seen as many as 75% of their registrants attend webinars.

"We were getting 90 people to show up," Tucci says. "It was more than I could have ever hoped for, and they would go into the funnel because they would say, 'We have this problem,' and if the [Indicative] product can address the problem, that's the perfect cue for the sales guy to follow up."

## **Strategy #8. Don't assume your business will be affected**

Some B-to-B companies might not feel the effects of a recession. NetSuite Inc., a business management software company, for example, continued to experience record growth during the last recession.

"It really does depend on the kind of product that you have [and] the kind of market," says Jay O'Connor, SVP Worldwide Marketing, NetSuite. "Don't assume everything is going bad because it could become a self-fulfilling prophecy."

# General Tips for All Marketers

Some tactics apply to both B-to-B and B-to-C companies. Here are eight strategies marketers in both sectors recommend for a softening economy:

## Strategy #1. It's time to negotiate

Now is the time to renegotiate – from traditional and online advertising rates to shipping rates with UPS & FedEx. During the last recession, for instance, eBags negotiated with sponsored sites to move away from cost per thousand (CPM) impressions to cost per acquisitions (CPA) models of payment for things like banner ads.

The company didn't have to pay for impressions that didn't result in a purchase. And it enticed the sponsored site to put the ad a little higher on the Web page, says Cobb. The sites also started featuring eBags' ads in their email marketing campaigns, essentially turning the sites into marketing partners for eBags products.

Similarly, Bare Necessities used the last downturn to get online ads or sponsor websites it otherwise wouldn't have been able to afford when the economy was healthier, says Sackrowitz.

Both B-to-B and B-to-C companies might also negotiate with other vendors and agencies, which will probably be working extra hard to retain their customers in these times, too.

*Tip: You might not see reductions in media costs during the economic slump, but keep a lookout or negotiate for lower pricing to gain marketshare in down times. You could end up on top when things pick up again.*

## Strategy #2. Be ruthless with measurement

Measure the ROI of every little thing. Have systems in place that give you real results by program, by campaign. You need to know:

- How many customers you're getting
- How much revenue is coming in
- How much ROI you're getting per marketing program and marketing campaign

"If you have the data, if you have the right system, then it will allow you to know that you're making your money work the hardest it can," NetSuite's O'Connor says.

*Tip: You need to link your CRM system to real transaction data in a back office system.*

There are several ways to do this. NetSuite Inc. uses its own software.

“Our approach is every campaign we do has a unique promo code associated with it and we can monitor all downstream activity by that promo code,” O’Connor says. “Then, we link back the transaction data to all of those activities.”

### **Strategy #3. Monitor results and react quickly**

Look at campaign results often and react quickly. Use tools that show daily trends by program type and campaign. Looking at data in real time on a marketing dashboard, for example, helps determine where to spend money more wisely.

NetSuite uses its own dashboard product (see creative samples).

Checking campaign performance often gives you the chance to act on something before the problem becomes too big and starts showing up on the bottom line, O’Connor says. If a paid search campaign, for example, is costing more than it is returning in its click-to-lead conversion rate, you can fix it before spending too much money.

### **Strategy #4. Offer more payment options**

Any little convenience you can offer at this time is worth it. Make it easier for customers to get the product they need by offering as many payment options as possible. For example, if you’re in the B-to-B realm offering a software license, offer term-based licenses instead of perpetual or lifetime licenses. Term licenses are cheaper for customers; they might be more inclined to buy.

For B-to-C, especially online retailers, offer PayPal, Google Check Out and “bill me later” in addition to Visa, MasterCard, Discover, American Express, etc.

### **Strategy #5. SEO, SEO, SEO**

Do everything you can to improve your natural search rankings. Even a little bit of search engine optimization (SEO) can go a long way toward saving you precious dollars with stellar results, especially if pay-per-click prices continue to rise.

BearingPoint, for example, relaunched its website with a strong SEO program to guide customers to its site.

“We’re starting to see real success,” says Palmer. “We’re doing a lot more Web-based work today than a couple years ago.”

## Strategy #6. Invest in online and high ROI tactics

Marketers are investing more than ever in email marketing, affiliate marketing, online advertising and search (paid and SEO). Some marketers say their investments are in response to the downturn; some say it's because that's what works.

"Right now we're seeing great returns on search," says Senin from The Ritz-Carlton. "So, we're trying to direct additional money into that sphere because, regardless of the economy, we're seeing great performance."

The Ritz-Carlton continues to invest in online advertising as well – for performance-related reasons. Others are reducing investment in PPC campaigns and starting an affiliate recruitment campaign that lets the affiliate control the PPC environment.

## Strategy #7. Invest more in targeting your high-value customers

If you're splitting marketing dollars between existing customers and acquisition, focus more of your budget on those who spend the most amount of money or are your most frequent customers. Give them special treatment, including exclusive discounts or other rewards. Tailor special events to them. Offer some sort of frequent purchase "club," so they get to hear about any special promotions first.

Keeping in close contact with your most loyal customers is always a good practice.

## Strategy #8. Don't eliminate traditional marketing tactics

Some marketers warn against taking all your money away from traditional techniques and investing it in online tactics. You need to let your industry and product/service category guide you.

"In some categories, Internet marketing is so competitive that hundreds are fighting over keywords," says eBags' Cobb. "You can try offline to be in a little different space, without everyone hanging around you."

If marketers shift all efforts to online, "that hurts the industry because it gives the impression that that's all that works ... just to assume [online] is going to solve all problems now is not good," says David Sable, Vice Chairman and CEO, Wunderman, a consumer-focused marketing agency.

# What Does a Slump Mean?

What does the economic downturn mean for marketers? The answer is easy; the execution is more difficult.

Marketing in a downturn boils down to keeping in mind that now is the time to:

- Optimize
- Market smarter
- Test your strategies
- Measure ROI more aggressively
- React quickly when problems occur

Fortunately, marketers have an arsenal of tactics to choose from to go about doing their jobs more effectively during an economic slump. Now is the time to use them.

“Leverage the negative,” said one of our survey respondents. “Position yourself, your product, your department, your company as a solution to this problem.”

# Creative Samples

## B-to-C

### 1. Realm Dekor

Blog ad samples:  
Promote party gear collection on  
pop culture blogs

**Servin' the Cool**



RealmDekor.com has the innovative lifestyle gear you crave. Edgy party props, lounge-worthy pillows and the only cleaning tools to ever make a fashion statement.....  
[Read more...](#)

Blog ad samples:  
Promote summer party gear on  
celebrity gossip blogs

**Rock the Party**



Get paparazzi ready with edgy party gear from RealmDekor.com.... we deliver the cool.  
[Read more...](#)

## 2. Clean Air Gardening

Product demo on YouTube: <http://www.youtube.com/cleanairgardening>

The screenshot shows the YouTube channel page for 'Clean Air Gardening'. At the top, there are navigation links for Videos, Channels, Community, and Upload. A search bar is located in the top right. Below the channel name, there is a 'Subscribe' button and a 'Guru!' badge. The channel description includes the name 'Lars', country 'United States', and website 'http://www.cleanairgardening.com'. A video player is embedded in the center, showing a man in a red shirt. Below the player, there is a video title 'HET Dual Flush Water-Saving Caroma Australian Toilet' and a 'Views: 63' count. A 'Videos (61)' section is visible at the bottom, showing a grid of video thumbnails with titles like 'FAQ: Brill Razorcut Vs. Luxus Push Reel Mowers' and 'FAQ: Brill Vs. Scotts Push Reel Mowers'.

Product demo on Yahoo! video: <http://video.yahoo.com/mypage/video?s=3144902>

The screenshot shows a Yahoo! Video profile page for 'cleanairgarden'. The page features a navigation bar with 'Home', 'Upload', 'Explore', 'Networks', and 'My Video'. A search bar is present. The profile section includes a profile picture, the name 'Clean Air Gardening', and the website 'http://www.cleanairgardening.com'. A 'Main Page' sidebar lists '34 Videos', '0 Playlists', '0 Favorite Networks', '0 Favorite Videos', '0 Favorite Playlists', '0 Contacts', and '0 Fans'. The main content area displays a list of videos with thumbnails, titles, and descriptions. The first video is 'HET Dual Flush Water-Saving Caroma Australian' with a description about water-saving features. Other videos include 'FAQ: Brill Razorcut Vs. Luxus Push Reel Mowers' and 'FAQ: Brill Vs. Scotts Push Reel Mowers'. A 'Water-saving Tri Spa 2.5GPM Showerhead' video is also visible at the bottom.

### 3. The Ritz-Carlton

Short films for online video sharing sites: <http://www.ritzcarlton.com/en/Films/Films.htm>

The Ritz-Carlton logo is in the top left. The navigation menu includes: LOCATIONS, RESERVATIONS, MEETINGS, WEDDINGS & SOCIAL CELEBRATIONS, REAL ESTATE, GIFT CERTIFICATES.

In association with American Express, The Ritz-Carlton presents "Last Night" and featured packages

**EXPERIENCE MORE**  
From romance to rejuvenation, shopping to adventure - The Ritz-Carlton and American Express offer memorable experiences.  
Select a Hotel [dropdown] Go [button]

**SAVOR MORE**  
Book a social celebration valued at \$25,000 with any American Express Card and receive a two-night stay in a suite and daily continental breakfast for two at the property where the event is held. [Terms & Conditions](#)  
Select a Hotel [dropdown] Go [button]

**The Delay**

**Heads or Tails**  
Coming June  
Two men get wrapped up in an escalating game of wits, with an outcome neither predicted.

[Email to a Friend](#)

[About the Films](#)

AMERICAN EXPRESS logo

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## B-to-B

### 1. Indicative webinar landing page

  
From visibility to vision.™

## SAP: Tackling Performance Challenges

Wednesday, September 12, 2007 9:00 AM - 10:00 AM MDT

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**Webinar Registration**

This Webinar highlights the challenges and more importantly the techniques for overcoming end-user performance issues in an SAP environment. SAP is complex and likely intertwined with the key IT services of your business. The ability to rapidly pinpoint issues and resolve them before user are impacted is nirvana, but typically a distant goal. Shorten the distance to that goal with an innovative approach to SAP monitoring and troubleshooting.



**System Requirements**  
PC-based attendees  
Required: Windows® 2000, XP Home, XP Pro, 2003 Server, Vista  
Macintosh®-based attendees  
Required: Mac OS® X 10.3.9 (Panther®) or newer

* First Name:	* Last Name:
<input type="text"/>	<input type="text"/>
* Email Address:	State/Province:
<input type="text"/>	Choose one... <input type="button" value="v"/>
* Phone:	* Organization:
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## 2. NetSuite

Keyword marketing module

Keyword Campaign ROI Summary						
Campaign	Cost	Revenue	Profit	ROI	# Leads	# Purchasers
[-] Keyword - Paid						
[-] Google						
Google-MarketingAutomation	\$28,000.00	\$9,000.00	(\$19,000.00)	(67.86)%	14	2
Google-MarketingROI	\$21,200.00	\$256,024.88	\$234,824.88	1,107.86%	13	1
Google-SFA	\$46,000.00	\$25,605.00	(\$20,395.00)	(44.34)%	16	2
Google-SOP97-2	\$7,800.00	\$20,000.00	\$12,200.00	156.41%	18	1
Google-SupportTracking	\$2,800.00	\$10,137.00	\$7,337.00	262.04%	17	2
Google-VSOE	\$2,000.00	\$15,000.00	\$13,000.00	650.00%	3	1
Total - Google	\$107,800.00	\$335,766.88	\$227,966.88	211.47%	81	9
[+] MSN	\$41,200.00	\$435,902.35	\$394,702.35	958.02%	32	4
[+] Yahoo UK	\$5,600.00	\$15,000.00	\$9,400.00	167.86%	36	1
[+] Yahoo	\$46,900.00	\$172,212.00	\$125,312.00	267.19%	39	3
Total - Keyword - Paid	\$201,500.00	\$958,881.23	\$757,381.23	375.87%	188	17
Total	\$201,500.00	\$958,881.23	\$757,381.23	375.87%	188	17

Real Time Dashboard



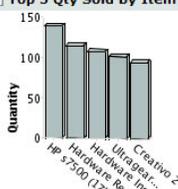
[Change Role](#) | [Sign Out](#) | [Help](#) |  [Go](#)

**Home** | [Leads](#) | [Campaigns](#) | [Reports](#) | [Setup](#) | [Support](#) | [Sales Tools](#)

Home >

Wolfe Electronics [2004] - A Wolfe (Marketing Manager)

**Top 5 Qty Sold By Item**



(Date Range: This Month To Date)

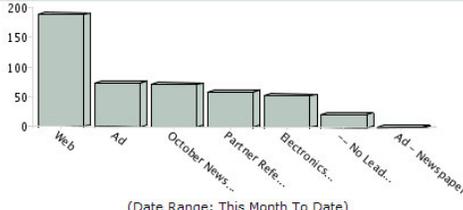
[Update](#) [Set Up](#)

**Key Performance Indicators**

Indicator	Period	Current	Previous	Change
New Leads	<a href="#">This Week vs Last Week to Date</a>		91	6 ↑ 1416.7%
Sales	<a href="#">This Month To Date vs Last Month to Date</a>	\$1,731,981.69	\$691,446.07	↑ 150.5%
Forecast	<a href="#">This Month</a>	\$1,975,865.41		

[Update](#) [Set Up](#)

**Top 10 Active Lead Sources**



(Date Range: This Month To Date)

[Update](#) [Set Up](#)

**Shortcuts**

- [Leads](#)
- [Promotion Codes](#)
- [Sales by Promotion Code Summary](#)

[Set Up](#) [New Shortcut](#)

**Active Campaigns**

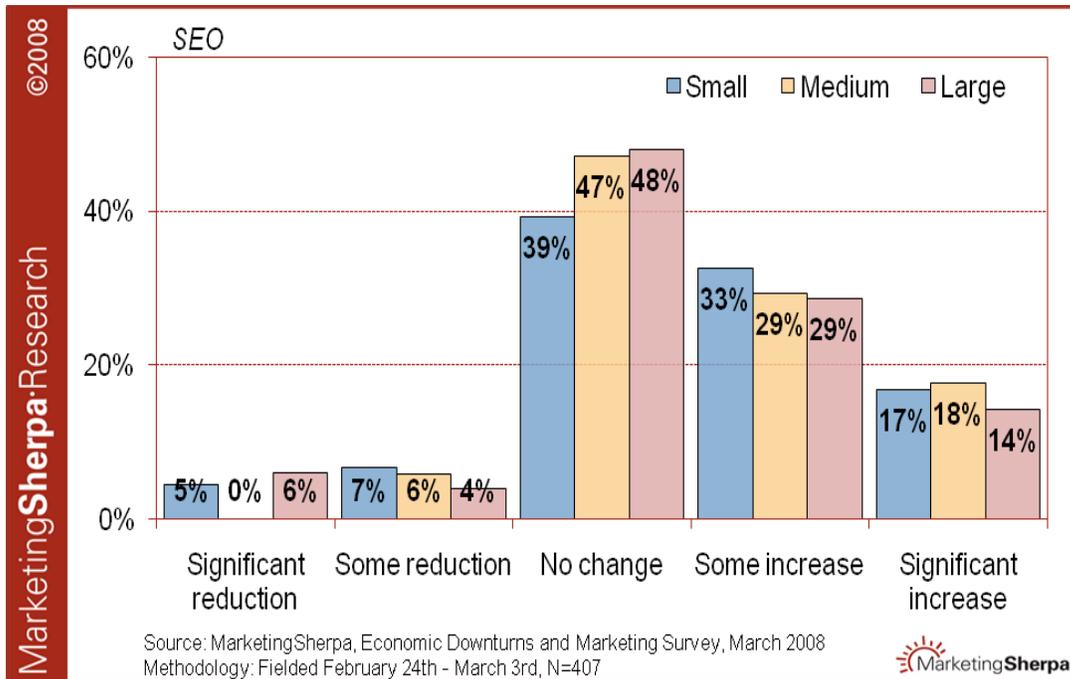
Edit   View	Start Date	Medium	Name	Code
<a href="#">Edit</a>   <a href="#">View</a>	1/30/2003	Print ad	Ad	
<a href="#">Edit</a>   <a href="#">View</a>	3/11/2003	Print ad	Ad - Newspaper	Ad - Newspaper
<a href="#">Edit</a>   <a href="#">View</a>	7/11/2003	Print ad	New Registration Promotion	
<a href="#">Edit</a>   <a href="#">View</a>	3/13/2003	Phone	Summer End Promotions	
<a href="#">Edit</a>   <a href="#">View</a>	1/30/2003	Misc.	Partner Referral	

22

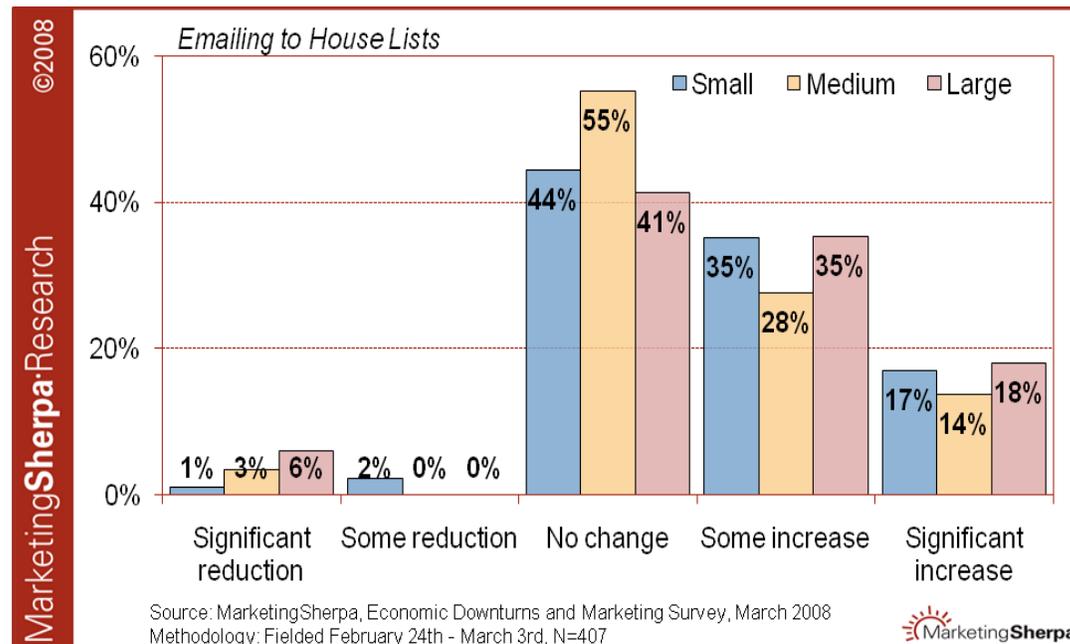
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# Supplemental Data Charts

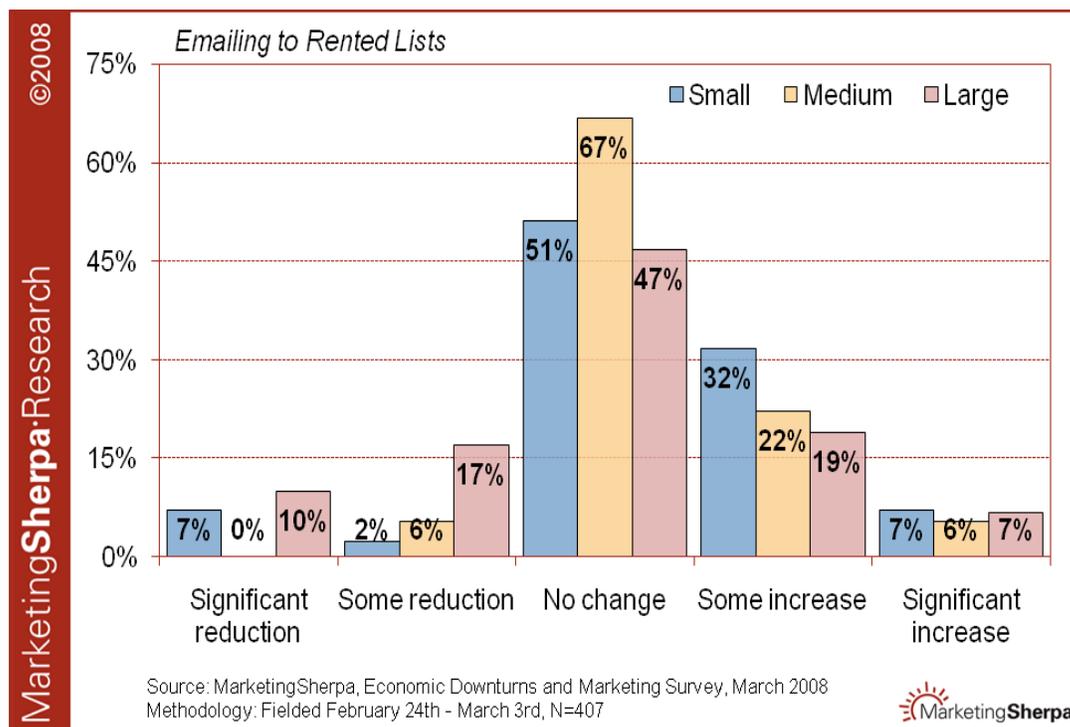
**Chart 2.01: Marketers Expect to Rely on SEO Even More**



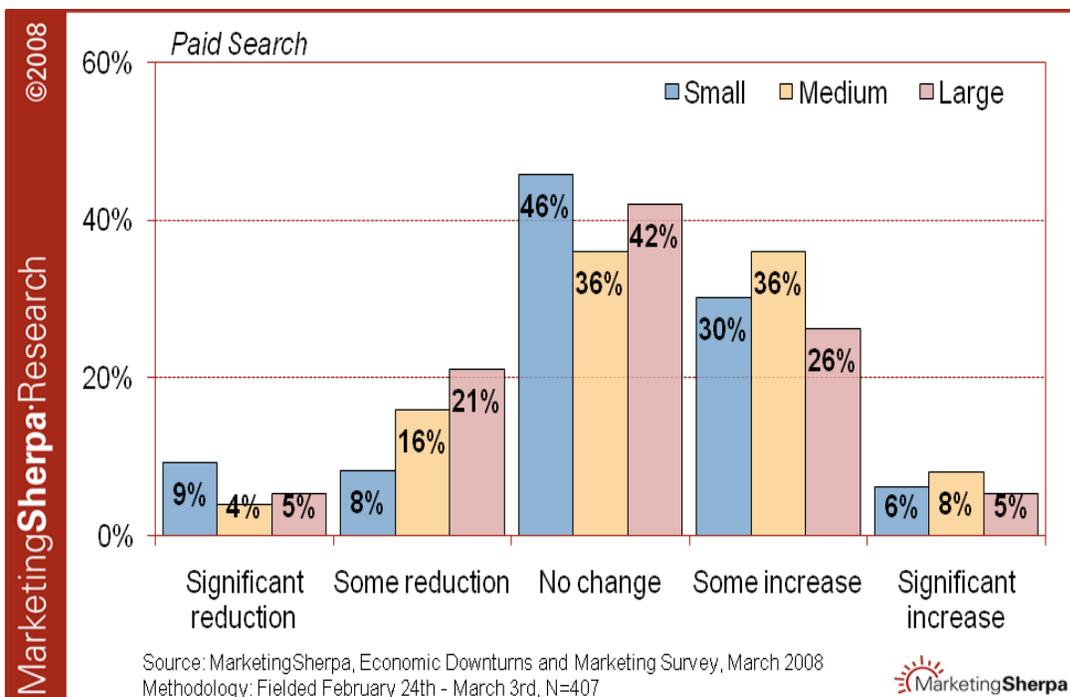
**Chart 2.02: Most Marketers Will Increase Emailing Their House Lists**



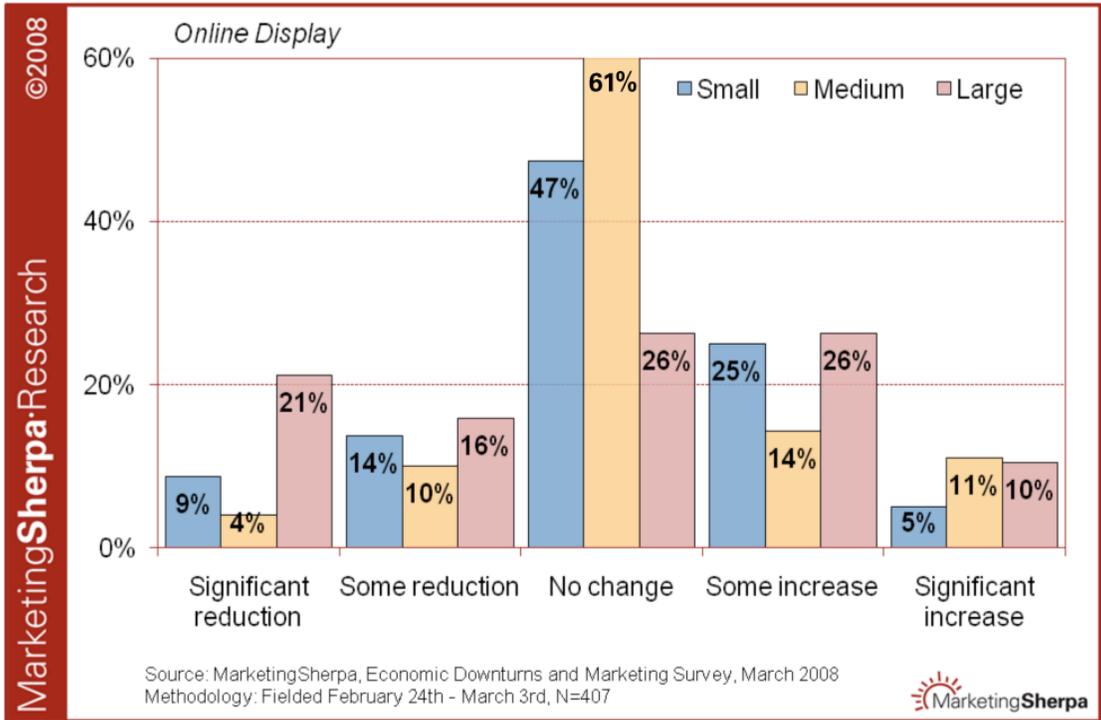
**Chart 2.03: Emails to Rented Lists Will See Limited Growth**



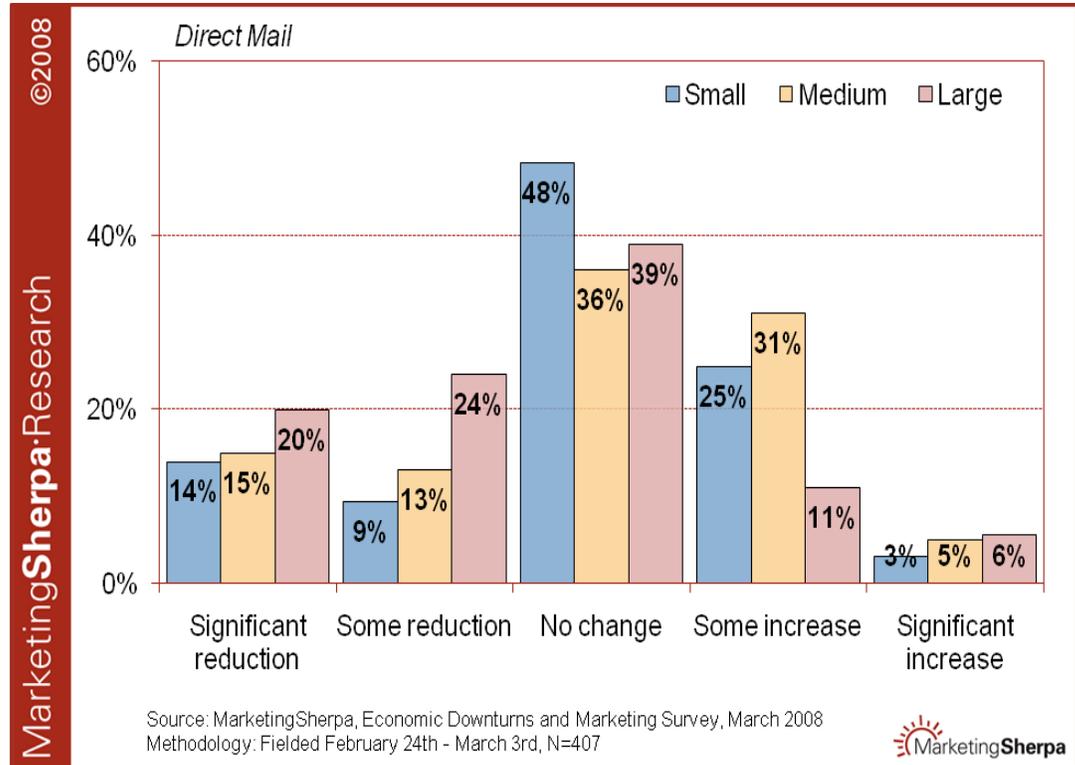
**Chart 2.04: Paid Search Will See Some Increase**



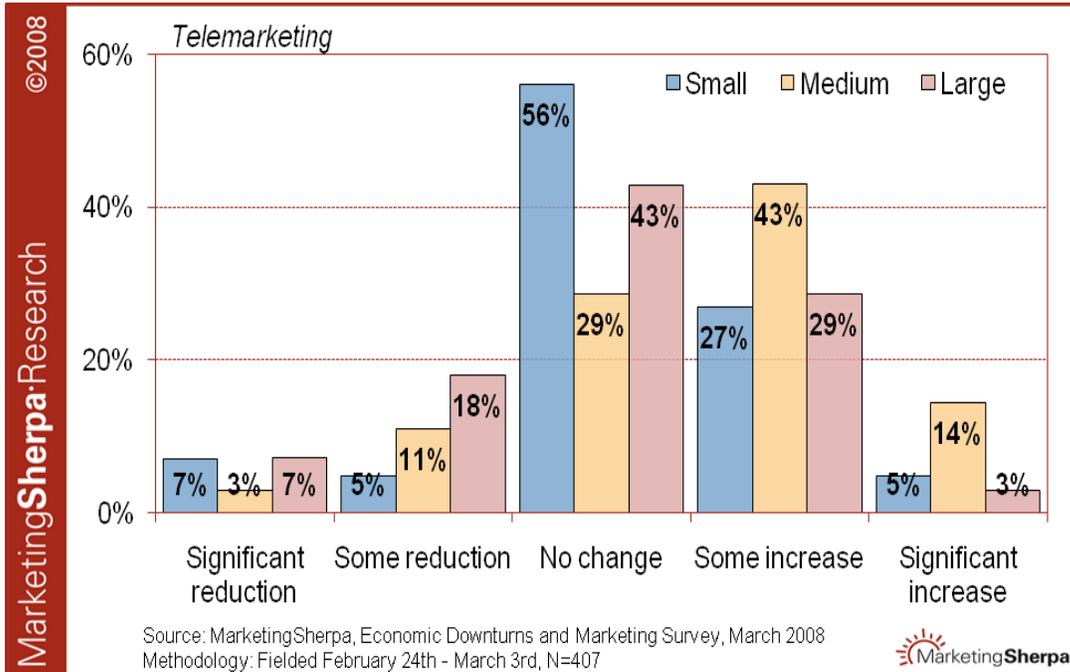
**Chart 2.05: Slight Growth Seen for Online Display Advertising**



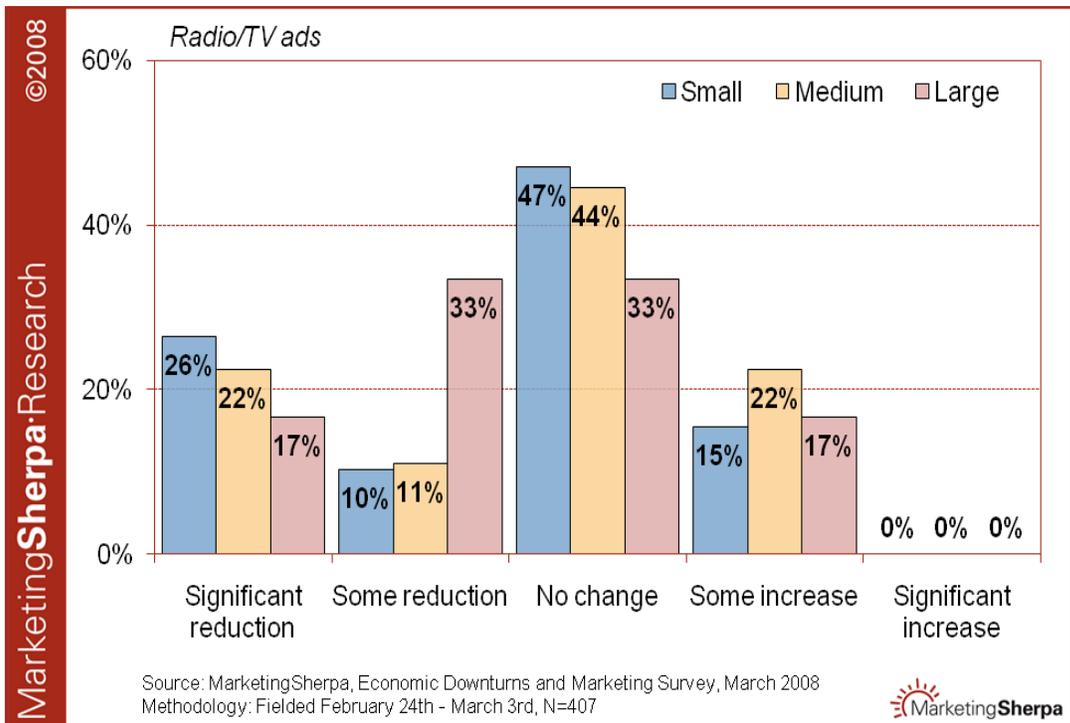
**Chart 2.06: Direct Mail Will Get More Budget**



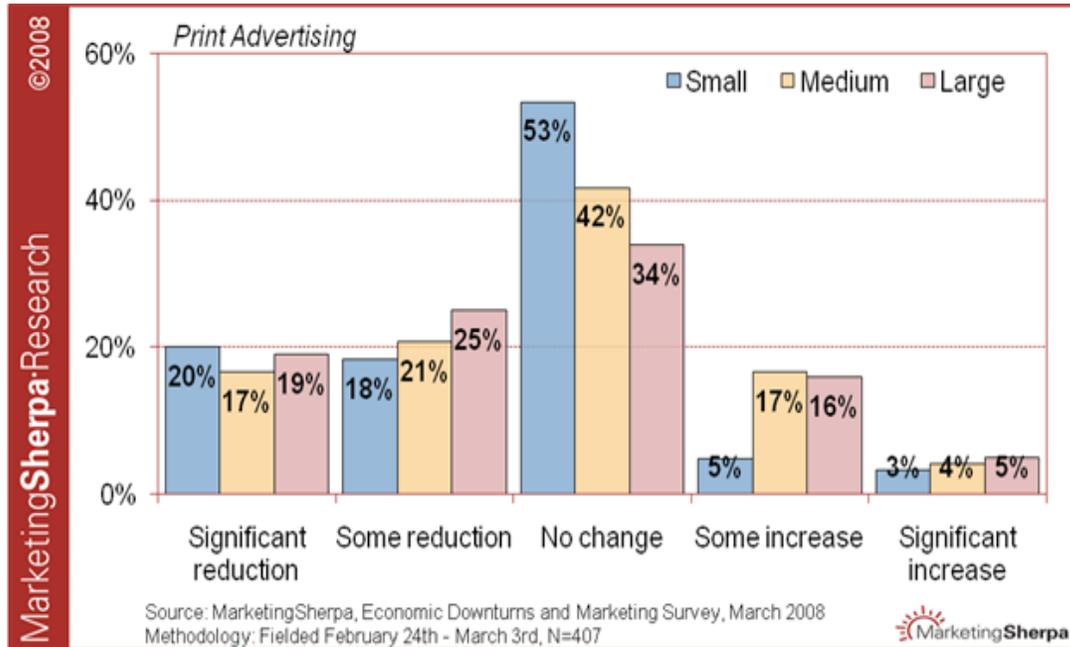
**Chart 2.07: Marketers Expect to Spend More on Telemarketing**



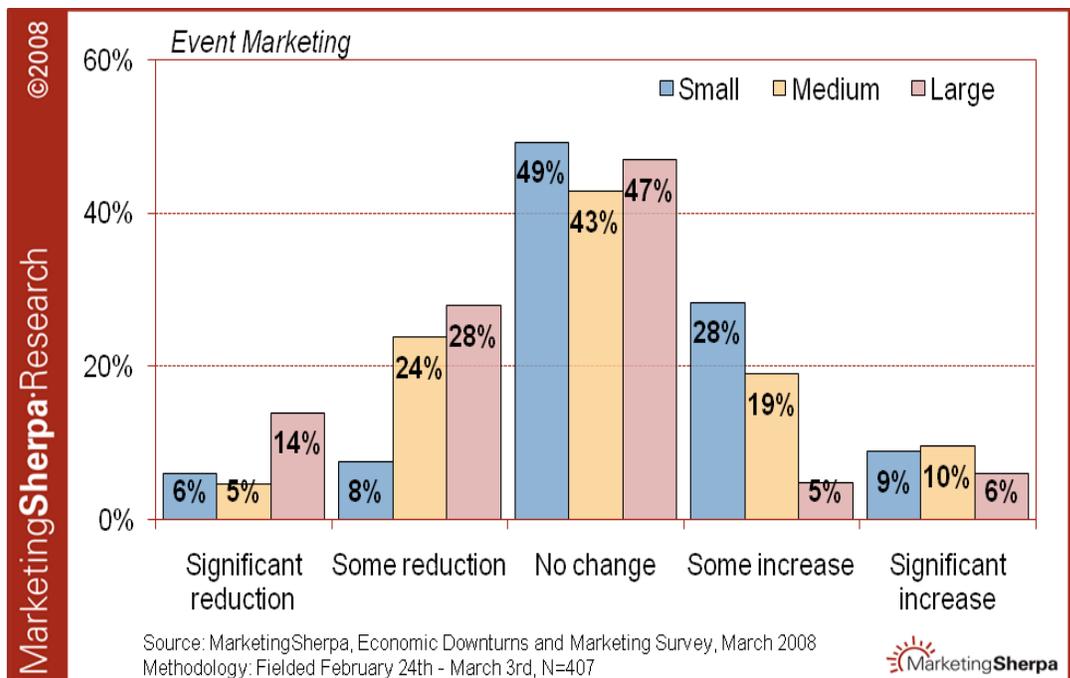
**Chart 2.08: Radio & TV Ad Budgets Will See Biggest Decreases**



**Chart 2.09: Marketers Will Spend Less on Print Advertising**



**Chart 2.10: Mixed Results for Event Marketing**



# Survey Methodology

407 marketers responded to this MarketingSherpa survey:

- 36% from the professional service sector
- 25% from consumer products
- 16% from consumer services
- 15% business-to-business
- 8% other

Of the respondents:

- 64% work at companies with fewer than 50 employees
- 25% work at companies with 50 to 1,000 employees
- 11% work at companies with more than 1,000 employees
- 41.52% are executive management
- 23.47% are middle management
- 16.61% are executive directors
- 13% are execution staff
- 6% are other

81% of respondents are from the US and Canada, with the rest spread evenly among the UK, Ireland, Europe, Asia and 'Elsewhere.'

Purchase order power of respondents:

- Not sure/Doesn't apply, 27.65%
- Under \$50,000, 25.26%
- \$50,000 to \$99,000, 12.63%
- \$100,000 to \$499,999, 19.11 %
- \$500,000 to \$999,999, 5.80%
- \$1 million or more, 9.56%

# Resources

## Past MarketingSherpa articles

Part 1 of Marketing During a Downturn:

<http://www.marketingsherpa.com/Reports/DownturnReport.pdf>

Recession-Beating Marketing - Glories of Opt-in Checkbox Barbers:

<http://www.marketingsherpa.com/article.html?id=30388>

Recession as Marketing Bonanza - a Contrarian (Yet Realistic) View:

<http://www.marketingsherpa.com/article.html?id=30344>

PR in a Recession - CEO Fantasies & Case Studies:

<http://www.marketingsherpa.com/article.html?id=30289>

How to Market Subscriptions During a Down Economy: 6 Strategies That Will Bring Double-Digit Growth:

<http://www.marketingsherpa.com/article.html?id=30284>

How iVillage Is Positioning Itself to Profit (As Soon as the Economy Gets a Little Better):

<http://www.marketingsherpa.com/article.html?id=23134>

Top 3 Low-Cost, High-Impact B-to-B Online Marketing Tactics for the New Economy:

<http://www.marketingsherpa.com/article.html?id=22829>

Two Tactics Hobart Uses to Defy the Recession: 400 Customer Testimonials and 0% Financing:

<http://www.marketingsherpa.com/article.html?id=23124>

Oakwood Uses Advanced Web & Email Tactics to Survive the Recession on a Smaller Marketing Budget:

<http://www.marketingsherpa.com/article.html?id=23105>

How Bankrate Kept Online Ad Revenues Steady Despite the Economy:

<http://www.marketingsherpa.com/article.html?id=23134>

## Other resources

MediaPost's Email Insider – Your Email Marketing Recession Survival Guide:  
[http://blogs.mediapost.com/email\\_insider/?p=578](http://blogs.mediapost.com/email_insider/?p=578)

TechnoBuzz – Preparing to Market Technology in an Economic Downturn:  
<http://technobuzz.tatummarketing.com/?p=119>

RoughStock – Recession-Proof Marketing:  
<http://www.roughstockstudios.com/RoughstockBlog/2008/01/recession-proof-marketing.html>

Marketing Productivity – Marketing into a Downturn:  
<http://blog.jimnovo.com/2007/12/28/marketing-into-downturn>

## Useful links related to this article:

Bare Necessities:  
<http://www.barenecessities.com/>

Clean Air Gardening:  
<http://www.cleanairgardening.com/>

eBags:  
<http://www.ebags.com/>

Indicative Software:  
<http://www.indicative.com/>

MarketBridge:  
<http://www.market-bridge.com/>

NetSuite:  
<http://www.netsuite.com/>

Realm Dekor:  
<http://www.realmdekor.com/>

The Ritz-Carlton:  
<http://www.ritzcarlton.com/>

Wunderman:  
<http://www.wunderman.com/>

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MarketingSherpa Inc. is a research firm publishing Case Studies, benchmark data, and how-to information read by hundreds of thousands of advertising, marketing and PR professionals every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters.

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- 840+ Case Studies on marketing from Agilent Technologies to Xerox, searchable by company or topic.
- Annual Benchmark Guides featuring primary research and collected "best of" secondary research on statistics related to search marketing, email marketing, ecommerce and business technology marketing.

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- Email Marketing
- ContentBiz: Online Pub. Industry
- Job Classifieds
- SherpaStore Newsletter
- Chart of the Week

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### MarketingSherpa Summits

MarketingSherpa also hosts annual Summits. This year's include:

- Selling Online Subscriptions Summit '08 – May 12-13, 2008 – New York City, NY
- Web Optimization Summit '08 – September 2008 – Orlando, FL
- B-to-B East Coast 2008 Summit – October 5-7, 2008 – Boston, MA
- B-to-B West Coast 2008 Summit – October 26-28, 2008 – San Francisco, CA
- B-to-C Demand Generation 2008 Summit – November 2008 – New York City, NY
- Email Summit '09 – March 15-17, 2009 – Miami, FL

Contact MarketingSherpa:

Customer Service available M-F, 9-5 (ET)

[Service@MarketingSherpa.com](mailto:Service@MarketingSherpa.com)

(877) 895-1717 (outside the U.S. call 401-247-7655)

# Practical Reports For You From MarketingSherpa



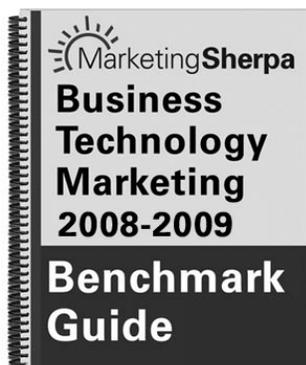
## MarketingSherpa Online Advertising Handbook + Benchmarks

Part Handbook, Part Benchmarks – All new and practical to make sure you maximize the effectiveness of your Online Advertising. Includes: fact-based data for online advertising strategy, tactics, and general know-how; 577 advertisers and marketers surveyed; common sense design and scientific targeting; 30 Images/Creative Samples; 116 Tables and Charts  
*213 pages. Published March 2008 by MarketingSherpa; \$497 for instant PDF download plus printed copy!*



## MarketingSherpa Landing Page Handbook 2008

Newly updated and expanded for 2008, MarketingSherpa's bestselling Landing Page Handbook helps you raise conversions by up to 55% or more for search, email, and ad campaigns for lead generation, ecommerce, and even blogs. Includes: page design & copy instructions; 54 stat & data charts; 114 samples of landing pages to copy; help for search, email, B-to-B, ecommerce, blogs & lead generation conversions  
*273 pages. Published November 2007 by MarketingSherpa; \$497 for instant PDF download plus printed copy!*



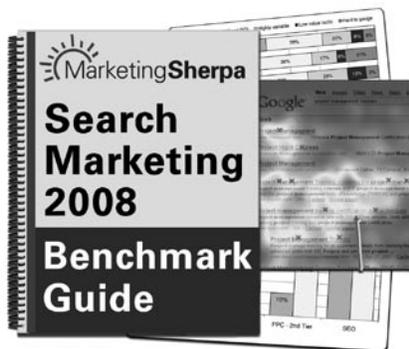
## Coming Soon! Business Technology Marketing Benchmark Guide 2008-09

- Thousands of B-to-B marketers and business tech buyers surveyed
- Practical data on search, email, PR, direct mail, lead generation, trade shows, podcasting, telemarketing, & budgeting

Publish Date - June 2008; PRICE: \$397

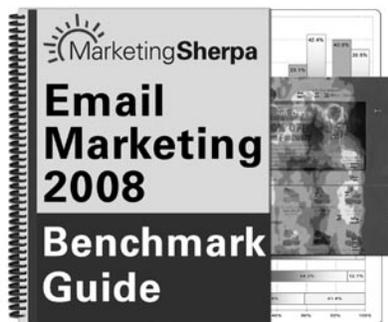
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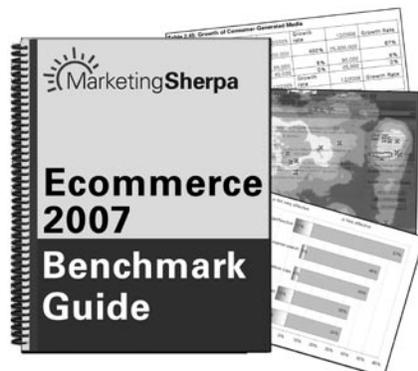
## MarketingSherpa Search Marketing Benchmark Guide 2008

New handy guide gives you: 2,475 search marketers surveyed; 184 charts & tables + 10 eyetracking heatmaps; 711 search marketing agency execs and staff surveyed; growth rates and ROI of search marketing vs. other marketing tactics; stats on costs per click, conversion rates, SEO vs. PPC, and more.  
*275 pages. Published September 2007 by MarketingSherpa; \$297 for instant PDF download plus printed copy!*



## MarketingSherpa Email Marketing Benchmark Guide 2008

Complete with all new research, Marketing Sherpa's fifth annual Email Marketing Benchmark Guide delivers the fact-based data you need to compare your Email campaigns with others. Includes: Results from in-depth survey of 1,210 marketers with hands-on Email experience; 260 charts, 12 images and 9 new eyetracking heatmaps + 4 new special reports  
*328 pages. Published December 2007 by MarketingSherpa; \$347 for instant PDF download plus printed copy!*



## MarketingSherpa Ecommerce Benchmark Guide 2007

Practical ecommerce data to help you improve shopper-to-buyer conversions. All-new Guide features: 98% new content; 223 charts & tables; 1,913 ecommerce marketers own data; Survey results from heatmaps 2,449 online shoppers; New eyetracking incl. Best Buy, Circuit City & Wal-Mart  
*294 pages. Published March 2007 by MarketingSherpa; \$297 for instant PDF download plus printed copy!*

For more information, contact Customer Service at (877) 895-1717 or [service@sherpastore.com](mailto:service@sherpastore.com)