

# Business Technology Marketing

## Benchmark Guide 2007-08

Practical Data for B-to-B Software,  
Hardware, & Services Marketers

Note: This is an authorized excerpt from the full 285-page Business Technology Marketing Benchmark Guide. To download the entire Guide, go to: <http://www.SherpaStore.com> or call 877-895-1717

# Director's Note

Welcome to MarketingSherpa's Business Technology Marketing Benchmark Guide 2007-08!

As always, this fourth annual edition has been completely and comprehensively re-researched and rewritten. If you have an older edition around, stick it on the library shelf and start working from this new edition – numbers have changed (in some cases dramatically) in the past 12 months.

In addition to all the basic B-to-B marketing stats you would expect, including cost and response data for all major marketing tactics, we have included four major \*new\* studies in this Guide:

## **#1. MarketingSherpa Business Technology Marketer Benchmark Survey**

1,038 real-life B-to-B marketers from a range of technology firms answered our extensive survey (and some discussed their answers in follow-up calls) in April 2007. They revealed:

- Which tests and tactics get the best ROI ... and which get the worst
- What are the big, new challenges
- How they allocate budgets and measure results
- Response rates for email, search marketing and other online tactics
- Response rates for traditional marketing, from telemarketing to trade shows

Discover how your internal tactics and stats match up against “the norm.” You may be surprised.

## **#2. MarketingSherpa Business Technology Buyer Surveys**

4,658 real-life business technology buyers, decision makers, specifiers, approvers (i.e., everyone on that decision-making committee that your marketing has to appeal to) answered at least one of four separate surveys we fielded this year with partners, including Zoom Information, SurveySampling, KnowledgeStorm, Enquiro and Google.

We asked your prospects the questions every marketer wants to know, including: Where do they look for information about your services? How well do they respond to tactics such as cold calling? Do they view email on their PCs or BlackBerrys? What sorts of white papers and webinars are appealing?

Before deciding where to invest your next marketing dollar, first review this all-new research data about what moves the needle for your prospects.

## **#3. MarketingSherpa B-to-B Registration Page Eyetracking Study**

For years, we've known that fewer than 10% of visitors who click to your offer page for a white paper, webinar or online "education" library (featuring past white papers, Case Studies, tech specs, etc.) actually wind up registering to use these resources. The other 90% leave without a trace.

MarketingSherpa wondered what aspects of registration pages for white papers and webinars encourage more prospects to register? To find out, we conducted a series of eyetracking tests this spring, inviting more than 60 high-level business executives into a lab to view real-life Web pages.

Share our results, including colorful heatmaps, with your own design and copy team. Hopefully, they'll inspire you to improve your online registration rates.

## **#4. MarketingSherpa B-to-B Technology Firm Web Site 150 Audit, 2007**

How effective is your Web site? MarketingSherpa analysts audited 150 B-to-B technology Web sites this spring. Site selected ranged from the global biggies to small- and mid-size companies across four primary categories:

- Software
- Hardware
- Consulting
- Application Service Providers (ASPs)

We reviewed how well you use best practices in online marketing, plus best practices in emerging tactics such as podcasting. Want to see how you measure up and where you could improve? Keeping reading ...

All in all, this year's edition of the Business Technology Benchmark Guide features 198 charts, tables and heatmaps. It's substantially thicker than our last edition and we hope of even more practical value.

Our goal is to make your job easier. If you can't find a needed marketing stat here, please let us know. We will be sure to continue to widen our research efforts to see if we can add it next year.

In the meantime, best of luck with your next 12 months campaigns,



Anne Holland  
Content Director, MarketingSherpa Inc.

# New Research Highlights:

## **1,083 B-to-B Technology Marketers and 4,658 Technology Buyers' Responses to MarketingSherpa's Surveys**

Although business technology firms spend an average 3.8% of revenue on marketing (compared to more than 11% on the sales department), according to MarketingSherpa's 2007 data, the marketing department is now responsible for bringing in 60% of new business leads.

Generating those leads is increasingly complex. In the past, marketing sent direct postal mail, ran print ads, managed trade show booths and, perhaps, managed a cold-call campaign.

Now, in 2007, a typical B-to-B campaign also often includes: mainstream paid search ads, vertical search engine listings, blogs, podcasting, RSS feeds, search engine optimization, white paper syndication, email advertising, viral marketing and Web sites.

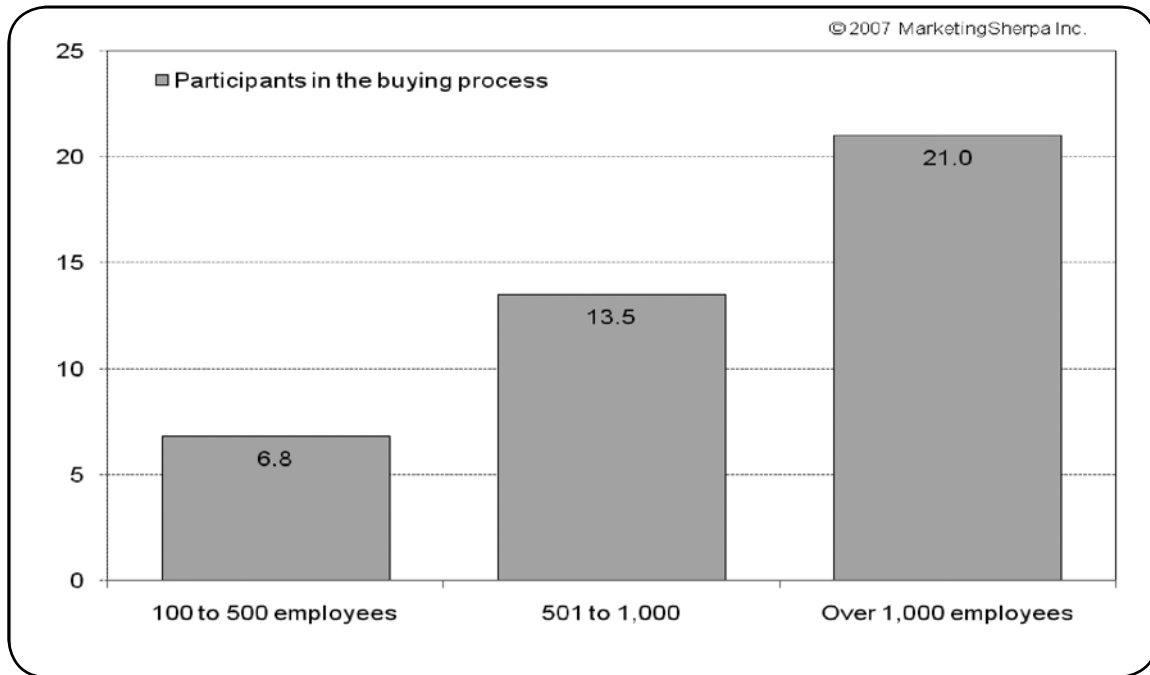
Plus, it's no longer good enough just to bring in a bunch of leads. Over the past seven years, marketing's role has expanded to encompass every activity touching the prospect until they're ready to fall like a ripe plum into sales' outstretched hands ... namely:

- Lead qualification, including telemarketing, scoring and database enhancement
- Prospect education, ranging from white papers, webinars and road shows/seminars
- Lead nurturing, especially via extensive ongoing email communication
- "Proof," including video testimonials, case studies and ROI calculators

And, of course, then you have to measure it all over increasingly long sales cycles.

Interestingly, when we asked technology marketers what their biggest challenge was this year, it wasn't any of the above. Nope, the real problem for 2007 is the ever-growing committee:

**Chart #1. Number of Participants in the Technology Buying Process – Purchases Over \$25,000**



Source: MarketingSherpa, Business Technology Buyers Survey, March 2007

Methodology: The survey was created by MarketingSherpa and fielded to SurveySampling's Business to Business Panel on March 20, 2007. The survey was closed on March 21 with 478 responses.

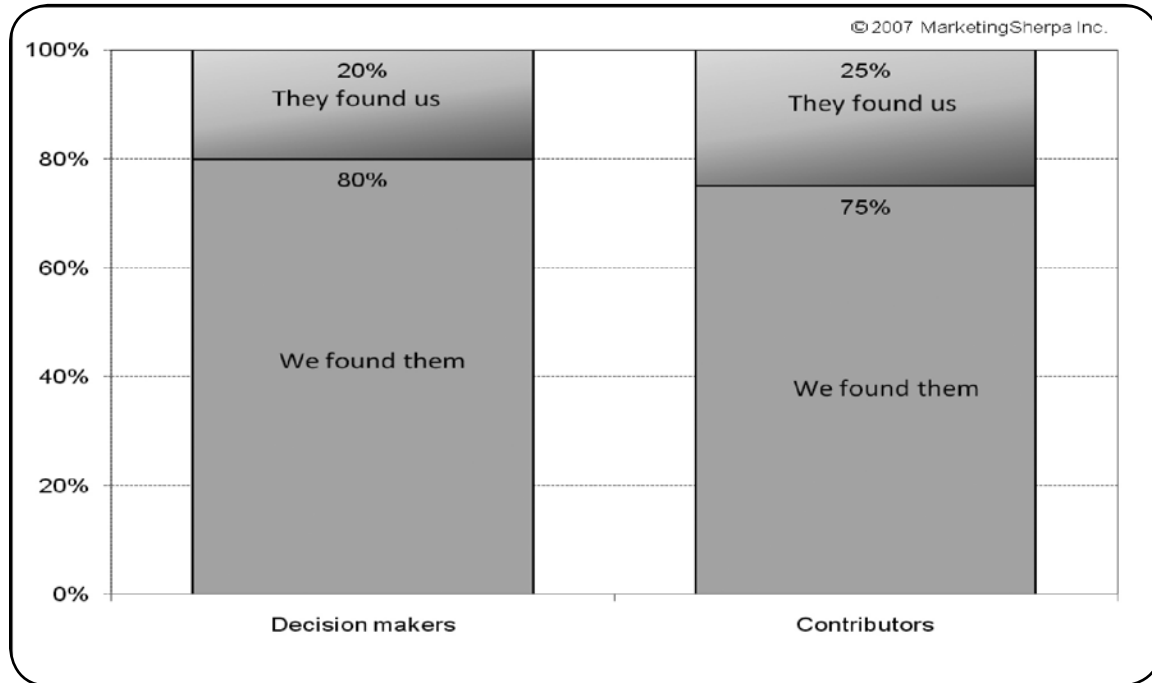
Whether it's increasing office politics or burned fingers from technology decisions in the dot-com bubble heyday, business technology prospects are bulking up on committee members. Gone are the days when you could rely on a small group of IT evangelists or a single heavyweight, such as a CIO, to handle a decision on their own.

If the above chart were for six- or seven-figure technology purchases, it would be understandable. But it's not. It's the typical number of decision makers for a five-figure purchase. In the technology world, \$25,000 isn't a terribly big account. In fact, for many vendors it's not big enough to "waste" field sales' energy on. Supposedly, you can land the account with a combination of marketing and inside sales.

Our suggestion? Given the shift to mega-committees, marketing will have to

expand their prospecting databases and outreach activities on a per-account basis. Plus, per-account viral marketing and evangelism campaigns, beyond mere email forwarding, may become the next hot marketing strategy.

### Chart #2. Did the Technology Customer Find the Vendor or Vice-Versa?



Source: MarketingSherpa, Business Technology Buyers Survey, March 2007

Methodology: The survey was created by MarketingSherpa and fielded to SurveySampling's Business to Business Panel on March 20, 2007. The survey was closed on March 21 with 478 responses.

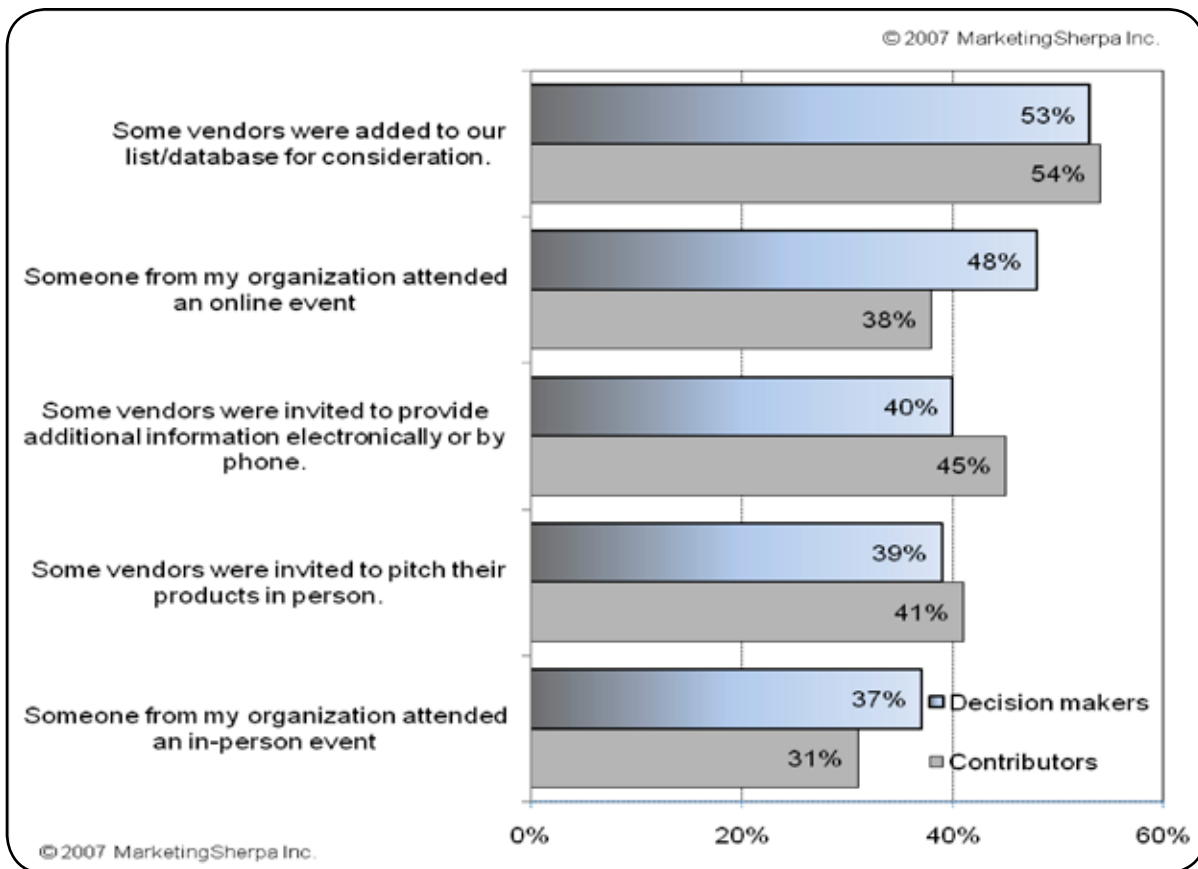
How do prospects view your campaigns? This year, MarketingSherpa asked hundreds of business executives how they chose a new vendor or technology and what information sources they relied on during the decision-making process.

As you can see from the chart above, prospects are under the impression that they drive both the demand-making and discovery processes. So, what's a marketer to do when your CEO orders you to generate more demand? The key increasingly lies not in blasting out your message via a marketing megaphone but rather in placing yourself where you can and will be found when prospects are looking.

It's the hunter concept turned sideways. Instead of hunting down new prospects, you are the prey they are hunting. That means the following marketing tactics become more critical to your mix:

- White paper syndication on third-party sites prospects use when researching
- Search engine optimization so prospects find your site
- Paid search marketing for the same
- Public relations (including speeches, blogs, awards and technical articles) so your brand appears wherever prospects are looking and reading
- Consistent brand awareness advertising so they're aware of you when they begin making that short list (low-level ads year-round will work better for prospects' schedules than one annual media blitz on your schedule)
- Current client satisfaction campaigns so you're sure that when peers and colleagues ask for vendor ideas they'll refer you in a heartbeat

**Chart #3. Prospects' Reactions to Technology Vendor Cold Calls**



Source: MarketingSherpa, Business Technology Buyers Survey, March 2007

Methodology: The survey was created by MarketingSherpa and fielded to SurveySampling's Business to Business Panel on March 20, 2007. The survey was closed on March 21 with 478 responses.



Telemarketing may not be hip, cool or 2.0 enough to merit much media attention in 2007, but it's a whopping part of many marketers' budgets. We wondered: can cold calling (as opposed to lead qualification call campaigns) still work?

Again, we went straight to the source – business prospects who say they received calls in the past year. We asked them what happened as a result of the call. The answers are surprisingly positive.

Obviously, this success is predicated by:

- List quality: Did your team understand that true job function is more critical than title? Did you select targets based on their propensity for possible vendor change, such as an announced tech initiative?
- Telemarketer quality: Were they limited to a script or did they have the training to use the script as a launching pad? Did they sound professional or were they a former B-to-C call center churning out “touches”?
- Offer quality: Did the caller have compelling news or an offer to share or were they just “calling to see if you got the letter we sent you.”
- Goal: Are you calling to extend your pool of decision-maker names in the organization or just getting one name per company?

See detailed charts further in this Business Technology Benchmark Guide for more data on telemarketing costs and response rates, as well as the same for other “traditional” B-to-B tactics, such as trade shows and direct postal mail.

This May, we conducted a new eyetracking study asking real-life business executives to view real-life Web pages. The goal: to determine how you can design key pages, such as white paper offer and webinar registration pages, to get better results.

## Eyetracking Heatmap. Typical Webinar Promotion & Registration Landing Page

to find the VoIP Provider that is right for you.

Bandwidth: Packet8  
Toshiba: Mital  
Skype: Qwest  
Spektray: Verizon

go

**VOIPNEWS** | Making VoIP Connections

Search

Need Help? Call us at 1.877.VOIP.ASK

**Webinar - Comparison and Benefits of Hosted VoIP Services for the Small Business (SMB)**

Date: Thursday, March 29, 2007  
Time: 4:00 PM Eastern / 1:00 PM Pacific

Comparison and Benefits of Hosted VoIP Services for the Small Business (SMB)

Date: Thursday, March 29, 2007  
Time: 4:00 PM ET / 1:00 PM PT  
Sponsored by: 8x8, Inc. / Packet8 Internet Phone Service

Register now!

This webinar will cover the benefits of switching to an Internet phone service and compare the differences between traditional telecommunication solutions and Packet8's Virtual Office. Benefits include:

- Reduced Total Cost of Ownership
- Multiple Locations
- Scalability
- Portability

Join Dave Immetthun, Sr. Director Sales, for this informative webinar.

Your questions will be answered during a live Q&A period.

Attend this live webinar with Dave Immetthun on March 29. Sign up today by filling out the form on the right.

**Featured Speakers:**

**Dave Immetthun** - Dave Immetthun is the Sr. Director of Sales for 8x8, Inc., responsible for the cultivation and management of Packet8 Internet phone service sales channels including retail, reseller/MAR, affiliate, private label and consumer direct marketing agents. Prior to this, Mr. Immetthun served as 8x8's Director of Product Marketing overseeing all aspects of new product introduction, management and marketing for the Packet8 services. A 23+ year veteran in the business telecommunications market, Mr. Immetthun brings a wealth of early adopter and main stream VoIP experience to 8x8 including 17 years at Nadel Systems, where he was involved in the delivery of Call Pilot, the first converged voice and data voicemail application available to the public, and 4 years at AzGen Communications, a VoIP-PBX pioneer known for delivering one of the most widely distributed SMB call center products on the market. Immetthun holds a Bachelor of Science degree in Business Management from University of Phoenix.

**Sign up Today!**

Fill out the form below to register for this Free webinar

All fields are required. Outside the USA? Click Here.

First Name:

Last Name:

Job Title:

Company Name:

Email Address:

Phone:

Zip Code:

☐ I would like to receive the VoIP-Report newsletter.

**Register**

RESOURCE CENTERS: Asterisk • Analogous VoIP • Unified Communications • IP PBX • VoIP Security • VoIP Providers • VoIP Solutions for Providers • Phone Systems • Wireless VoIP • VoIP Training • 911 • Small Business

STAY CURRENT: Blog • Features • News • Newsletter • Subscribes • Press Releases • RSS

GET INFORMED: Review Guides • Case Studies • Columns • Companies • Guides • Databases • FAQs • Company Profiles • White Papers

PARTICIPATE: Events • Wiki • VoIP & Telecom Jobs

TECHNOLOGY: Testing & Monitoring • Development Tools • Carriers

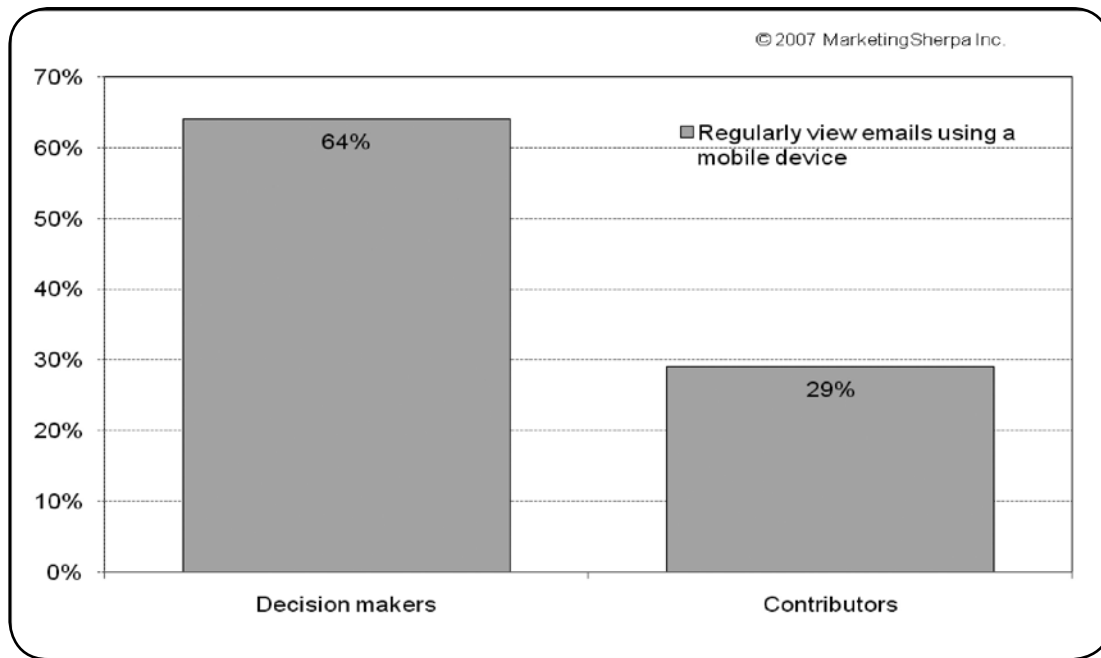
**Note: Images may have been cropped to fit the print page.**

Source: MarketingSherpa with Enquiro, Business to Business Eyetracking Study, May 2007

Above is a sample of the nine useful heatmaps included in the Benchmark Guide. Key lessons you may want to share with your Web designer and online copywriter include:

- The first word in every headline and paragraph has vastly more impact and influence over response rates than any other word in the headline, sentence or paragraph. Look at each first word – is it the most powerful you can possibly use for the critical position?
- Replicating important words – such as the topic of the webinar and keywords for your marketplace (in this case, VoIP and Internet Phone) – in multiple positions over the page can improve response. Don't assume that prospects carefully read everything on the page from start to finish. Assume their eyes flickered about and they only spotted perhaps 25% of the information. Make sure highly relevant keywords are present no matter where that eye flickers.
- Two-column formatting, where both the informational copy and the registration form are above the fold, can help response rates. Definitely test it. However, we would strongly advise against two columns of textual copy. This print-design layout rarely does well in online eyetracking tests.
- We'd also advise against a third column, such as a vertical navigation bar or additional, unrelated offers above the fold. Landing pages with fewer click options, fewer path decisions, nearly always get far higher response rates. Note how this Web designer placed alternate navigation options well below the fold where they would not distract from the registration offer at hand.
- Bullet points work. Bullet points often blow paragraph-style copy (with nearly the exact same words) out of the water. But you already knew that.
- Add immediate calls to action, such as a large "Sign up Today!" and a bold "Register Now" even when you might think the action is self evident. Being politely pushy can pay off.

#### Chart #4. Business Technology Buyers (Especially Decision Makers) View Mobile Email



Source: MarketingSherpa, Business Technology Buyers Survey, March 2007

Methodology: The survey was created by MarketingSherpa and fielded to SurveySampling's Business to Business Panel on March 20, 2007. The survey was closed on March 21 with 478 responses.

Did you notice the sample landing page above used a best practice in email name collection? Instead of just asking for an email address and assuming implied permission to mail (the idea of “we gave them valuable content so they owe us permission automatically” is hugely outdated in this age of filters and email reputation management), the form had a separate email permission checkbox.

Once you get that permission and have added a prospect's name to your list, you have one more hurdle that many B-to-B marketers forget about: mobile delivery.

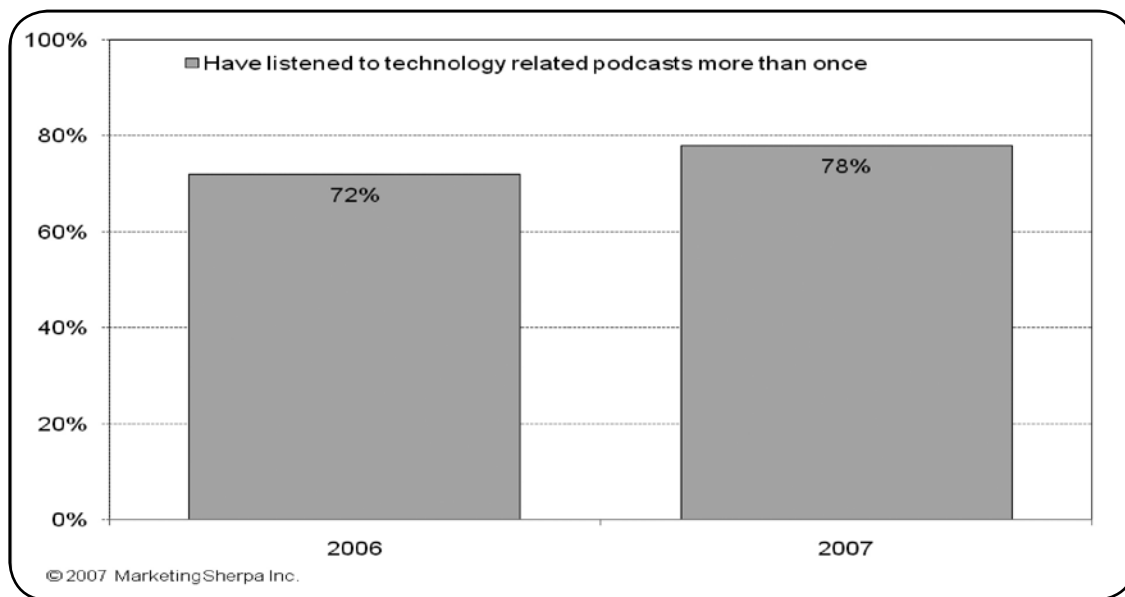
According to MarketingSherpa research from 2006, 91.4% of B-to-B marketers didn't think mobile marketing applied to them or they weren't planning to do anything about it in 2007. Well, guess what? You may not be considering mobile, but your prospects are using it ... in droves.

The horrible truth is that key decision makers are viewing your email on their mobile devices, such as BlackBerrys. And chances are your email looks pretty

horrible. Go see for yourself. Then call your email design department into an emergency meeting. Don't forget to ask your Web design department to attend, too. Prospects increasingly click through on articles, white paper offers, webinar offers, etc., via mobile devices. It's likely that your glossy high-tech brand Web site is suffering when viewed on a mobile device.

Luckily, this project may be one of the easiest you ever had to pitch for budget to the CEO. Chances are, he or she is viewing the world via their own mobile device, too.

#### **Chart #5. Podcasting Arrives as Mainstream Technology Information Source**



Source: MarketingSherpa, Business Technology Buyers Survey, March 2007 and KnowledgeStorm, Emerging Media Series, July 2006

Methodology: The survey was created by MarketingSherpa and fielded to SurveySampling's Business to Business Panel on March 20, 2007. The survey was closed on March 21 with 478 responses. The KnowledgeStorm study asked 3,900 B-to-B technology buyers about their media habits.

Last year, only 2.7% of businesses executives we surveyed said a podcast influenced a technology purchase decision. To be fair, the question that produced the chart above simply asked whether they had ever listened to technology-related audio content. Still, it's a remarkable increase in the 24 months that we've been following podcasting. Marketing via podcast was more hype than practical reality.

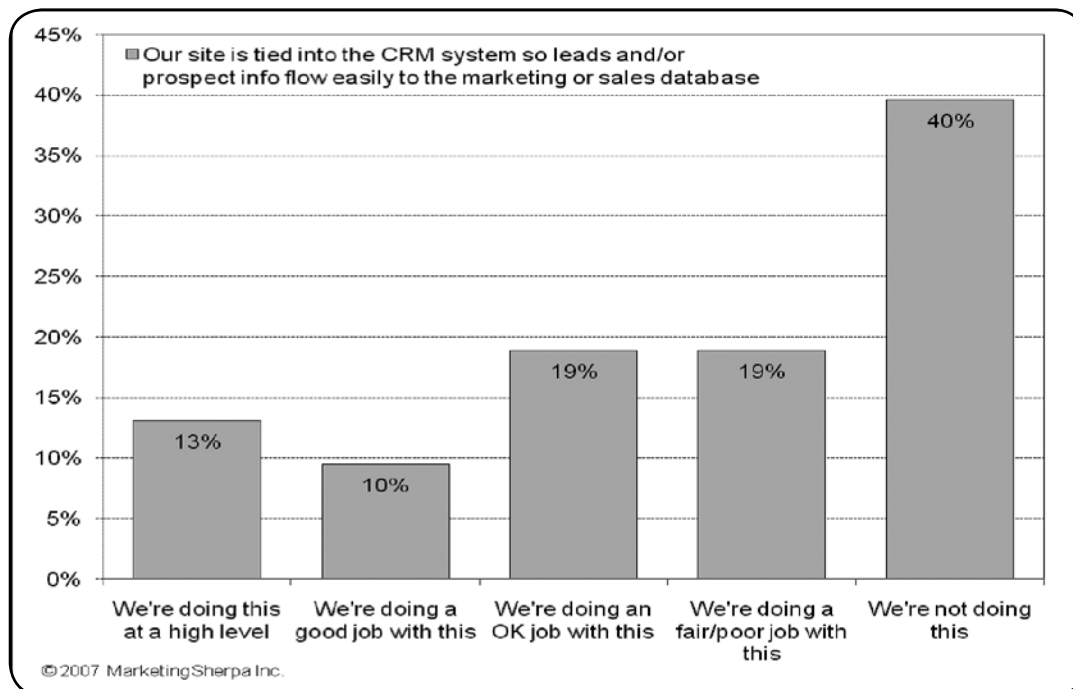
Worth noting – only 12% of online consumers have ever downloaded a podcast. So, this is where general consumer habits and technology decision

maker habits don't match. Your particular niche or vertical marketplace may not match the average consumer or the average tech buyer shown above. So, before you invest in launching a podcast – or expanding your current efforts – do a research study of your own to see if podcasts are big in your target market.

Best research? Ask prospects directly. Run a survey. Worst research? Launch a sample one-off podcast. According to multiple MarketingSherpa Case Studies, a routine podcast that is broadcast on a regular basis will have far more measurable impact than a one-off. Simply put –a one-off podcast is like a one-off email newsletter. You can't get the job done with a single issue, nor should you expect to measure success from it alone.

The good news: podcasts are extremely low cost to produce, especially compared to search marketing, telemarketing, direct postal mail, trade shows, etc. The bad news: like a high-value email newsletter or white paper, content creation can be labor and time intensive. Just when you thought your marketing department's time couldn't be stretched any further.

#### **Chart #6. Technology Marketers Evaluate Their Sites' Use of CRM**



Source: MarketingSherpa, Business Technology Marketing Survey, April 2007

Methodology: MarketingSherpa's 4th annual survey was fielded to select MarketingSherpa lists on March 23 and closed on April 2 with 1,038 completed responses. Follow-up interviews were conducted by telephone with selected survey respondents.



Ouch. Do names from your online registration forms stream smoothly into your CRM system so they can be acted on swiftly and efficiently? According to new MarketingSherpa data, 59% of business technology marketers say, “No.”

Some leads may get lost along the way (we all know what it’s like to fill out an online form and then never hear a peep from the company involved). Others are slowed down so that by the time anyone acts on them, they’ve drifted from hot to lukewarm to chilly cold.

In a year when 80% of decision makers research and reach out to technology vendors, rather than waiting to be contacted, sloppy inbound lead handling is unforgivable. Plus, in a year when marketing costs are rising – especially for search advertising – slow lead response is a massive resource waste.

This is even more critical for technology marketers with shorter sales cycles and those marketing to SOHOs (small office/home office.) Prospects ready to buy soon and ultra-busy small business owners will not give you a second chance while you fumble with their information. Your direct competitor’s Web site was probably featured in the same search engine results or online tech magazine. It’s only one click away. If they respond more promptly than you do, guess who gets the sale?

That said, we recognize that getting a new and improved CRM system working smoothly, especially when you’re coping with legacy systems and/or cobbled-together forms generators and Excel lists, is a one-to-three-year process for many technology firms. The larger you are, the tougher it can be because of politics and multiple legacy systems.

All the more reason to get started right away. Plus, in the meantime, we’ve met plenty of marketers who used “down-and-dirty” tactics (sometimes described as “chewing gum, bits of string and intern power”) to oil the wheels, speeding leads from Web form to CRM systems more quickly.

In summary, much of what we learned from MarketingSherpa research this year is fairly practical. No matter how complex -- or not -- your marketing technology is, or how large or small your budget is, you can take specific actions to improve results.

You may reallocate budget partially from one tactic to another, such as testing podcasting for the first time. You may test a tweak to your email design to get more viral hand-off within large vendor-selection committees or more readership on a mobile device. You may cobble together a solution to get inbound leads qualified and over to the sales department more quickly.

Or, you may want to use the charts to “prove” your case to your CEO or client so you can get the approvals you need to make marketing campaigns more effective.

No matter what, we’re sure you’ll find many, many practical uses for this new data. Our best wishes for your B-to-B marketing campaigns!

May your results continue to improve on an ever-lifting arc ■



# Table of Contents

<b>Director's Note .....</b>	<b>9</b>
<b>New Research Highlights:.....</b>	<b>13</b>
Chart #1. Number of Participants in the Technology Buying Process – Purchases Over \$25,000.....	14
Chart #2. Did the Technology Customer Find the Vendor or Vice-Versa? .....	15
Chart #3. Prospects' Reactions to Technology Vendor Cold Calls .....	16
Eyetracking Heatmap. Typical Webinar Promotion & Registration Landing Page .....	18
Chart #4. Business Technology Buyers (Especially Decision Makers) View Mobile Email .....	20
Chart #5. Podcasting Arrives as Mainstream Technology Information Source .....	21
Chart #6. Technology Marketers Evaluate Their Sites' Use of CRM.....	22
<b>Business Technology Marketing Glossary .....</b>	<b>25</b>
<b>Chapter 1: Business Technology Buyers and Their Sources of Information.....</b>	<b>29</b>
1.01 Chart: Tech Buyers Rate Information Sources – Tracking Their Industries .....	29
1.02 Chart: Tech Buyers Rate Information Sources – Evaluating Vendors .....	30
1.03 Chart: Top 5 Information Sources for the Executive IT Management Group .....	31
1.04 Chart: Which Web sites Are Part of the Product Research Process? .....	32
1.05 Chart: Did the Customer Find the Product Vendor or Vice-Versa? .....	33
1.06 Chart: When a Technology Need Arises, Do Orgs. Know A Vendor? .....	34
1.07 Chart: How Important is Prior Knowledge When Evaluating Vendors?.....	35
1.08 Chart: What Constitutes Prior Knowledge of a Vendor? .....	36
1.09 Chart: Number of Participants in the Buying Process – Purchases Over \$25K .....	37
1.10 Chart: Technology Marketing Challenges Ranked – Avg. vs Big-Ticket Marketing Organizations .....	38
1.11 Chart: Sales Cycle Expansion 2005-2007 .....	39
1.12 Chart: Sales Cycles by Technology Sector .....	40
1.13 Chart: Retention Statistics Collected by Tech Organizations .....	41
<i>Special Report: Information Sources Analyzed by Role and Stage of Purchase .....</i>	<i>42</i>
1.14 Table: Mainstream Online Information Sources by Stage of Purchase .....	42
1.15 Table: Emerging Online Information Sources by Stage of Purchase .....	42
1.16 Table: Offline Information Sources by Stage of Purchase .....	43
1.17 Table: Print and PR-Related Information Sources by Stage of Purchase .....	43
1.18 Table: Mainstream Online Information Sources by Role in Purchase .....	44
1.19 Table: Emerging Online Information Sources by Role in Purchase .....	44
1.20 Table: Offline Information Sources by Role in Purchase .....	45
1.21 Table: Print and PR-Related Information Sources by Role in Purchase .....	45
<i>Spending Projections by Sector .....</i>	<i>46</i>
1.22 Chart: IT Spending Projections by Sector - % Change 2007 vs 2006 .....	46
1.23 Chart: CIO Spending Predictions - Computer Hardware .....	47
1.24 Chart: CIO Spending Predictions - Data Networking Equipment .....	47
1.25 Chart: CIO Spending Predictions - Telecommunications Equipment .....	48
1.26 Chart: CIO Spending Predictions - Storage Systems.....	48
1.27 Chart: CIO Spending Predictions - Outsourced IT Services .....	49
1.28 Chart: CIO Spending Predictions - Infrastructure Software .....	49
1.29 Chart: CIO Spending Predictions - E-business Software .....	50
1.30 Chart: CIO Spending Predictions - Security Software .....	50
<b>Chapter 2: Stats on Technology Marketers &amp; Their Budgets.....</b>	<b>51</b>
2.01 Chart: Gross Margins by Sector .....	51
2.02 Chart: Sales & Marketing Spend as a Percentage of Revenue .....	52
2.03 Chart: Marketing Investment Continues to Outstrip IT Spending .....	53
2.04 Chart: % of Revenue Spent on Marketing – Large Orgs. ....	54
2.05 Chart: % of Revenue Spent on Marketing – Medium Orgs. ....	55

2.06 Chart: % of Revenue Spent on Marketing – Small Orgs. ....	55
2.07 Chart: % of Mktg. Budget Spent Online – Large Orgs. ....	56
2.08 Chart: % of Mktg. Budget Spent Online – Medium Orgs. ....	57
2.09 Chart: % of Mktg. Budget Spent Online – Small Orgs. ....	57
2.10 Table: Marketing and Lead Generation Role Salaries by Region. ....	58
<i>Selected Technology Advertising and Exhibiting Costs</i> .....	59
2.11 Table: Print Ad Rates. ....	59
2.12 Table: Exhibiting Costs of Technology-Oriented Trade Events .....	60
2.13 Table: Exhibiting Costs for International Technology-Related Trade Events .....	62
2.14 Table: Technology Newsletter Sponsorship Rates .....	64
<i>Outsourcing of Marketing Functions</i> .....	66
2.15 Chart: Outsourcing of Marketing Functions by Company Size .....	66
2.16 Chart: Impact of Paid Search Outsourcing .....	67
<i>Globalization</i> .....	68
2.17 Chart: Companies Offering Translated Content by Size of Org. ....	68
2.18 Chart: % of Revenues that Originate Overseas .....	69
2.19 Chart: % of Email List Members that Originate .....	70
2.20 Chart: % of Web Site Visitors that Originate Overseas .....	70
2.21 Chart: B-to-B Companies See Competitors 'Going Global' .....	71
2.22 Chart: Obstacles to Globalization of Web Sites .....	72
2.23 Chart: Measuring the Impact of Site Globalization .....	73
 <b>Chapter 3: Marketing Tactics – Online and Offline Tactics Measured</b> .....	<b>75</b>
<i>Advertising – Online Display Ads</i> .....	75
3.01 Chart: Average Clickthrough Rates – Online Ads 2004 to 2007 .....	75
3.02 Chart: Technology Related Online Ads – Offer Acceptance Rates 2005 to 2007 .....	76
<i>Blogs</i> .....	77
3.03 Chart: Effectiveness of Emerging Marketing Tactics Compared .....	77
3.04 Chart: Importance of RSS to Technology Buyers .....	78
3.05 Table: Ranking of Blog Impact .....	79
3.06 Chart: Use of Corporate Blogging Guidelines .....	80
<i>Notes from the Field: Encouraging Blog Coverage</i> .....	81
Top Corporate Blogs .....	84
Top CEO Blogs .....	86
3.07 Chart: Topics of Technology Company Blogs .....	88
Image: IBM Blog Link Page .....	90
<i>Special Report - Buying Leads</i> .....	91
Lead Providers .....	95
<i>Content Marketing</i> .....	100
3.08 Chart: What Types of Content Appeal to Technology Buyers? .....	100
3.09 Chart: How Challenging Do Marketers Find Content Creation? .....	101
3.10 Chart: What Triggers a Content Update? .....	102
3.11 Chart: Are Marketers Matching Content with the Buying Cycle? .....	103
3.12 Chart: Role of Content-Based Incentives in Technology Marketing .....	104
<i>Direct Postal Mail</i> .....	105
3.13 Chart: Volume & Quality of Leads – Offline Tactics (Large Orgs. Only) .....	105
3.14 Chart: Direct Postal Mail Response Rates by Size of Targeted Companies .....	106
3.15 Chart: 3rd-Party Direct Mail Conversion Rates .....	107
<i>Notes From the Field: Unique Postal Mail Campaign</i> .....	108
<i>Email</i> .....	109
3.16 Chart: Technology Marketers Compare Effectiveness of Email Tactics .....	109
3.17 Chart: Email Tactics Rated 'Very Effective' by Size of Targeted Organizations .....	110
3.18 Chart: Email Targeting and Personalization Variables Rated .....	111
3.19 Chart: Email Content Tests Rated .....	112
<i>Notes from the Field: Email &amp; Landing Page Test for Lead Generation Campaign</i> .....	113
3.20 Chart: Technology Buyers' Expanding Definition of Spam .....	114
3.21 Chart: Which Email Clients Are Used by Technology Buyers .....	116
3.22 Chart: Growing Importance of "Personal Email" Addresses .....	117
<i>Email Benchmarks</i> .....	118

3.23 Chart: Open Rates – House Newsletter .....	118
3.24 Chart: Open Rates – Solo Emails to House Lists.....	118
3.25 Chart: Click Rates – House Newsletter.....	119
3.26 Chart: Click Rates – Solo Emails to House Lists.....	119
3.27 Chart: Acceptance Rates and Sales Conversion in House Newsletters.....	120
3.28 Chart: Acceptance Rates and Sales Conversion in Solo Emails.....	121
3.29 Chart: Acceptance Rates and Sales Conversion from 3rd-Party Lists.....	122
3.30 Chart: Acceptance Rates and Sales Conversion from 3rd-Party Newsletters.....	123
<i>Email Filters &amp; Blacklists in Corporate America – B-to-B Email Deliverability.....</i>	<i>124</i>
3.31 Chart: How Corporations Filter Spam .....	124
3.32 Chart: Organizational Attitudes Toward Email Filtering.....	125
3.33 Chart: IS/IT Responses to False Positives.....	126
3.34 Chart: A Difference of Opinion – Spam Evaluated by Users vs Anti-Spam Pros.....	127
3.35 Chart: Are Business Email Users Aware of False Positives? .....	128
3.36 Chart: How Often Do Business Recipients Check Their Bulk Folders? .....	129
3.37 Chart: Are False Positives Changing Attitudes Toward Whitelisting? .....	130
3.38 Chart: Do Corporations Offer Whitelisting to Through Internal Systems? .....	131
3.39 Chart: Are Business People Still Subscribing? .....	132
<i>Mobile Email Use.....</i>	<i>133</i>
3.40 Chart: Business Technology Buyers Are Viewing Mobile Email .....	133
3.41 Chart: Volume of Emails Viewed on Mobile Devices .....	134
3.42 Chart: Are Commercial Emails Easy to Read on Mobile Devices? .....	135
<i>Podcasts.....</i>	<i>136</i>
3.43 Chart: Podcasting Arrives as Mainstream Technology Information Source .....	136
3.44 Chart: Number of Podcasts Offered .....	137
3.45 Chart: Types of Podcasts Offered.....	138
3.46 Chart: Duration of Podcasts Offered by Technology Companies.....	139
3.47 Chart: Number of Speakers in Technology Company Podcasts.....	140
3.48 Chart: Who Is Narrating/Hosting Technology Podcasts?.....	141
3.49 Chart: Fewer than Half of Download Pages Inform Listeners of Podcast Length.....	142
<i>Notes From the Field: Creating a Podcast Using Best Practices.....</i>	<i>143</i>
<i>Public Relations.....</i>	<i>145</i>
3.50 Chart: Volume and Quality of Leads from Public Relations Tactics .....	145
3.51 Chart: Press Release Optimization Tactics – Tech. Orgs vs Average .....	146
3.52 Chart: Measuring Success in Optimizing Press Releases 2005-2006 .....	148
<i>SEO and Public Relations Study.....</i>	<i>149</i>
3.53 Table: Keyword Comparison.....	149
3.54 Table: Story Rankings of Optimized Releases.....	149
<i>Text: Optimized Release.....</i>	<i>151</i>
<i>Search Engine Marketing.....</i>	<i>152</i>
3.55 Chart: How Hard Will Technology Buyers Look for Answers in Search Results .....	152
3.56 Chart: Are Technology Buyers Reading and Clicking on Paid Search Ads? .....	153
3.57 Chart: Search Engines Used by Business Technology Buyers .....	154
3.58 Chart: Search Engines ‘Used Most Frequently’ by Technology Buyers.....	155
<i>Notes from the Field: Optimizing PPC Leads.....</i>	<i>156</i>
<i>Notes from the Field: Search ROI - Lessons Learned on a SEM Scoring System .....</i>	<i>157</i>
<i>Search Benchmarks.....</i>	<i>158</i>
3.59 Chart: Clickthrough Rates 2004-2007 .....	158
3.60 Chart: Technology Company Search Ad Clickthrough Rate .....	159
3.61 Chart: Technology Company Search Ad Conversion Rate .....	160
3.62 Chart: Technology Buyers’ Feelings Toward ‘Cold Calling’ .....	161
3.63 Chart: Factors in Cold Calling Acceptance – Decision Makers vs Contributors .....	162
3.64 Chart: Results of Cold Calls Received by Technology Buyers .....	163
3.65 Chart: Tele-Qualification Connection Rates by Size of Company Targeted .....	164
3.66 Chart: Quality of Leads Generated by Tele-Qualification .....	165
<i>Trade Events.....</i>	<i>166</i>
3.67 Chart: Volume and Quality of Leads Generated by Trade Events .....	166
3.68 Chart: Lead Generation Results – Broad vs Vertical Trade Events.....	167
3.69 Table: Cost of Exhibiting at Technology Trade Shows .....	168
<i>Webinars.....</i>	<i>169</i>

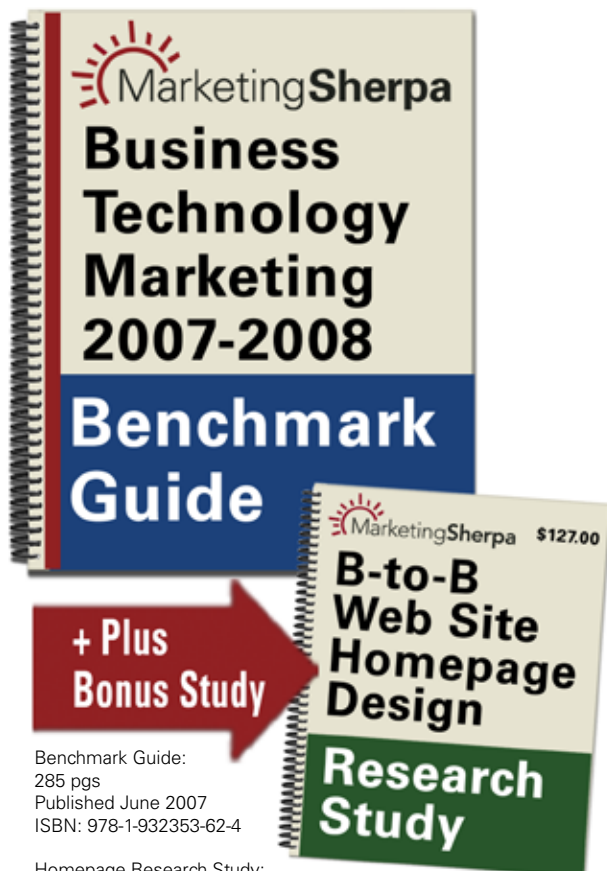
3.70 Chart: Webinar Attendance Continues to Increase .....	169
3.71 Chart: Frequency of Webinar Attendance .....	170
3.72 Chart: Actions Taken After Webinar Attendance .....	171
3.73 Chart: Tech Buyers Rate the Importance of Webinar Variables .....	172
3.74 Chart: How Technology Buyers Found Their Most Recent Webinar .....	173
3.75 Chart: Webinar Invitation Acceptance Rates .....	174
3.76 Chart: Webinar Attendance Rates .....	175
<i>Notes from the Field: Getting Webinars to Stand Out from the Crowd</i> .....	176
<i>White Papers</i> .....	177
3.77 Chart: White Paper Readership .....	177
3.78 Chart: How Technology Buyers Heard About Their Last White Paper .....	178
3.79 Chart: Tech Buyers Rate Variables in White Paper Usefulness .....	179
3.80 Chart: Importance of Detail in White Paper Summaries .....	180
3.81 Chart: Disconnect in How Much Info to Provide Summarizing White Papers .....	180
3.82 Chart: Reasons Buyers Migrate to White Paper Alternatives .....	181
<i>White Paper Titles</i> .....	182
Three Key Discoveries .....	182
Top Five Rules for White Paper Title Success .....	183
<i>White Paper Writing and Syndication</i> .....	185
12 Steps to Develop a Successful White Paper .....	185
Eight Additional Tips Regarding PDF Files and Download Pages .....	190
Eight Mistakes You Don't Want to Make .....	190
<i>White Paper Syndication Services</i> .....	192
<i>Notes From the Field: Rules to Follow When Going Viral</i> .....	203
<b>Chapter 4: Web Sites and Lead Generation</b> .....	<b>205</b>
4.01 Chart: How Satisfied Are Tech Marketers With Their Web Sites? – Three-Year Trend .....	205
4.02 Chart: Technology Marketers Evaluate Web Site Management .....	206
4.03 Chart: Technology Marketers Evaluate Web Site Management .....	207
4.04 Chart: Technology Marketers Evaluate Their Use of Web Analytics .....	208
<i>Technology Marketing Eyetracking: White paper &amp; Webinar Registration Pages</i> .....	209
Heatmaps Explained .....	211
Colors .....	211
Background Image .....	211
Image: Janco Associates White Paper Landing Page .....	212
4.05 Heatmap: Janco Associates White Paper Landing Page .....	213
Image: Janco Associates Registration Form .....	214
4.06 Heatmap: Janco Associates Registration Form .....	215
Image: Ciber White Paper Library Page .....	216
4.07 Heatmap: Ciber White Paper Library .....	217
Image: Right Now Technologies White Paper Library .....	218
4.08 Heatmap: Right Now Technologies White Paper Library Page .....	219
Image: Right Now Technologies White Paper Registration Page .....	220
4.09 Heatmap: RightNow Registration Page .....	221
Image: 8x8 Webinar Landing Page on VOIPNews .....	222
4.10 Heatmap: 8x8 Webinar on VOIPNews .....	223
Image: DDI Webinar Archive .....	224
4.11 Heatmap: DDI/HR.com Webinar Archive .....	225
Image: Microsoft Office Live Webinar Library .....	226
4.12 Heatmap: Microsoft Office Live Webinar Library .....	227
Image: Palm Webinar Archive .....	228
4.13 Heatmap: Palm Webinar Archive .....	229
Eyetracking: Key Findings .....	230
<i>Web Site Search Marketing &amp; Promotional Tools Used</i> .....	232
4.14 Chart: Natural Search Placement Report Card .....	232
4.15 Chart: Paid Search Ad Report Card .....	233
4.16 Chart: Web Site Marketing Elements .....	234
4.17 Chart: Use of Promotional Tools on SMB Technology Web Sites .....	235
4.18 Chart: SMB Technology Sites Promotional Tool Breakdown .....	236
<i>Registration Pages and Processes</i> .....	237

4.19 Chart: Sites With Registration Barrier to Downloadable Information Products .....	237
4.20 Chart: How Much Registration Information Are Technology Sites Demanding? .....	238
4.21 Chart: Registration Accuracy.....	239
4.22 Chart: How Often Do Business Technology Content Readers Complete Registration Processes? .....	240
4.23 Chart: How Often Do Business Technology Pros Read the Content They Registered For? ..	240
<i>Search Engine Optimization</i> .....	241
4.24 Chart: Technology Marketers Evaluate Site Optimization.....	241
4.25 Table: Key Factors in Search Engine Optimization.....	242
<b>Chapter 5: Technology Sales Lead Management and Measurement .....</b>	<b>245</b>
<i>Lead Management</i> .....	245
5.01 Chart: Lead Closure Rates .....	245
5.02 Chart: Lead Process Conversion Rates.....	246
5.03 Table: Lead Rate Comparison 2005-2007.....	247
5.04 Table Lead Rate Comparison – Avg. vs ‘Best Practices’ Orgs.....	247
5.05 Chart: Where Are Marketers Finding Challenges in the Lead Process .....	248
5.06 Chart: Percentage of Leads Generated by Marketing.....	249
5.07 Chart: Lead Management Practices 2006 vs 2007.....	250
5.08 Chart: Lead Management Practices by Organization Size .....	251
5.09 Chart: What Do Tech Marketers Know Before Passing Leads to Sales? .....	252
5.10 Chart: Lead/Site Metrics Tracked – Regular vs Occasional Review .....	253
5.11 Chart: Lead/Site Metrics Tracked Regularly – Avg. vs Marketers w/Comprehensive Lead Management Practices.....	254
5.12 Chart: Lead/Site Metrics Tracked Regularly – Avg. vs Long Sales Cycle .....	255
5.13 Chart: Technology Marketers Evaluate Their Sites’ Use of CRM .....	256
5.14 Chart: How Well Do Orgs. ‘Close the Loop’ on Leads? .....	257
5.15 Chart: How Well Are Sales & Marketing Collaborating on Defining a Lead? .....	258
<i>Customer Reference Management</i> .....	259
Three types of CRPs companies invest in: .....	259
Five most common CRP mistakes to avoid: .....	260
5.16 Chart: Frequency of CRP Stakeholder Meetings .....	262
5.17 Chart: Critical Activities to Improve CRPs Ranked .....	263
<i>Special Report: Lead Generation &amp; Internal Communication</i> .....	264
5.18 Chart: What Is Finance’s Attitude Toward Lead Generation?.....	264
5.19 Chart: How Informed Is Finance on Lead Generation Impact? .....	265
5.20 Chart: Are Finance and Marketing Looking Beyond Lead Volume?.....	266
5.21 Chart: How Credible Are the Leads Generated by Marketing?.....	267
5.22 Chart: How Reliable Is Post-Lead Communication from Sales? .....	268
<i>Channel Marketing</i> .....	269
5.23 Chart: Channel Partner Feedback Rates .....	269
5.24 Chart: Deal Closure Rates of Top vs Average Channel Partners.....	270
<i>Notes from the Field: Channel Marketing Success Targeting SMBs</i> .....	271
<b>Appendix: Demographic Breakdown - MarketingSherpa’s Research Studies for the Business Technology Benchmark Guide .....</b>	<b>275</b>
<i>Business Technology Benchmark Survey Respondents</i> .....	275
A.01 Chart: Respondent Titles.....	275
A.02 Chart: Size of Respondent Companies.....	276
A.03 Chart: Respondent Industries.....	277
A.04 Chart: Size of Respondents’ Average Sale .....	278
<i>Business Technology Buyers Survey</i> .....	279
A.05 Chart: Respondents’ Organization Sizes .....	279
A.06 Chart: Role in Technology Purchase Decision Making .....	280
A.07 Chart: Industry Distribution .....	281
<b>Research Partners .....</b>	<b>283</b>





# Get PDF + Print Copies for Price of One



Benchmark Guide:  
285 pgs  
Published June 2007  
ISBN: 978-1-932353-62-4

Homepage Research Study:  
54 pgs  
Published June 2007  
ISBN: 978-1-932353-67-9

**New! Practical data & advice to improve B-to-B marketing results (across all media)**

Business Technology Benchmark Guide:

- 1,038 B-to-B marketers surveyed
- 4,658 business tech buyers surveyed
- 188 charts of practical data on: search, email, PR, direct mail, lead generation, trade shows, podcasting, telemarketing, & budgeting

+ Bonus \$127.00 B-to-B Homepage Study has:

- 34 images & eyetracking heatmaps
- 6 proven ways to improve your homepage
- Real-life data on Oracle, IBM, CareerBuilder.com, Sun Microsystems, & 5 more Web sites



**YES!**

I want practical data and advice to improve B-to-B marketing results. Rush my copy of MarketingSherpa's Business Technology Benchmark Guide 2007-08 for \$297 (plus \$9.00 shipping & handling, \$25 if outside the US), plus the \$127.00 Bonus B-to-B Homepage Research Study absolutely free. I'll get PDFs of both Guides via email for instant download, plus printed-and-bound copies of both via postal mail. My risk-free order is 100% satisfaction guaranteed.

## About MarketingSherpa

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is a research firm publishing benchmark data and how-to guidance for marketing professionals. 237,000 marketers read our exclusive Case Study newsletters every week, and thousands attend our annual Summits on email, subscription sales, and b-to-b marketing.

### 100% SATISFACTION GUARANTEE

MarketingSherpa guarantees your satisfaction. If anything we sell doesn't meet your satisfaction, return it for a 100% hassle-free refund immediately!

MarketingSherpa, Inc.  
499 Main Street, Warren, RI, 02885  
Phone: 877-895-1717  
(if outside the US call 401-247-7655)  
Fax: (401) 247-1255

First email my PDF copies to: \_\_\_\_\_  
(we respect your privacy)

Then mail my printed copies to:

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Country \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Phone (in case of questions) \_\_\_\_\_

Charge my: ☐ MasterCard ☐ Visa ☐ AMEX

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

OR ☐ Bill Me\* ☐ Check Enclosed to MarketingSherpa Inc. PT9167

\* Billing: I understand I will not receive the Guides until payment is received

**Fax form to: (401) 247-1255**

