

Business Technology Marketing: Practical Benchmark Data for 2006

August 10, 2006



Anne Holland, President
MarketingSherpa, Inc.

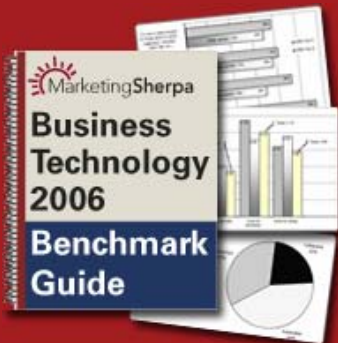


Stefan Tornquist, Research Director
MarketingSherpa, Inc.

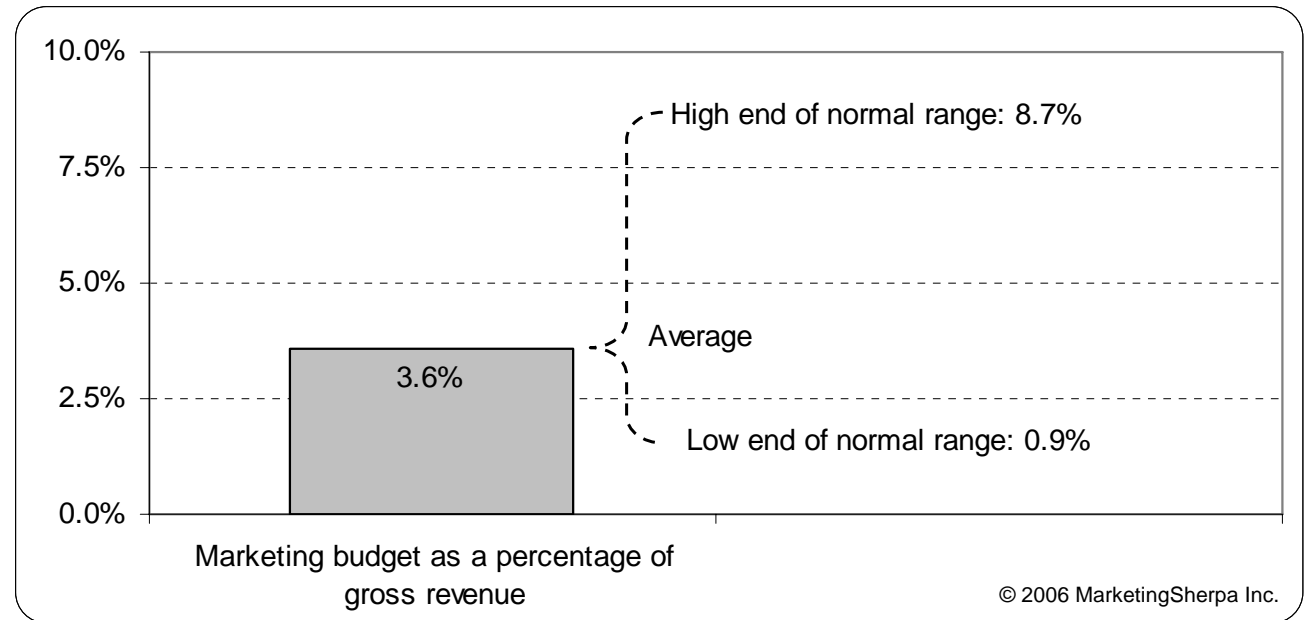
Facts not opinion: MarketingSherpa Methodology

1. Primary Research
 - *MarketingSherpa's Business Technology Survey*
1,900 business technology marketers, June of 2006
 - *MarketingSherpa Business Technology Vendor Website Study*
166 large and SMB sites put through their paces
2. Partnered Studies
 - *MarketingSherpa & CNET B2B Business Technology Buyer's Study*
633 business technology buyers surveyed in May of 2006
3. 'Best of' Secondary Research from:
 - Babcock & Jenkins, BNET, BusinessWire, CMP TechWeb, Hitwise, Intouch, ITToolbox, Knowledgestorm, SEO-PR, TechTarget, Unisfair, Zoominfo and many others
4. Anecdotal Evidence from MarketingSherpa's Own
3,300 Case Studies & Interviews

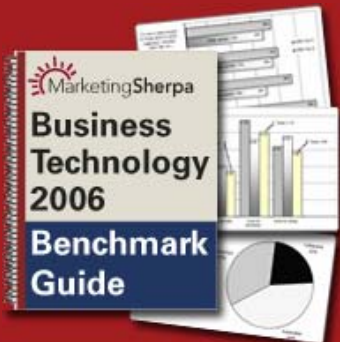
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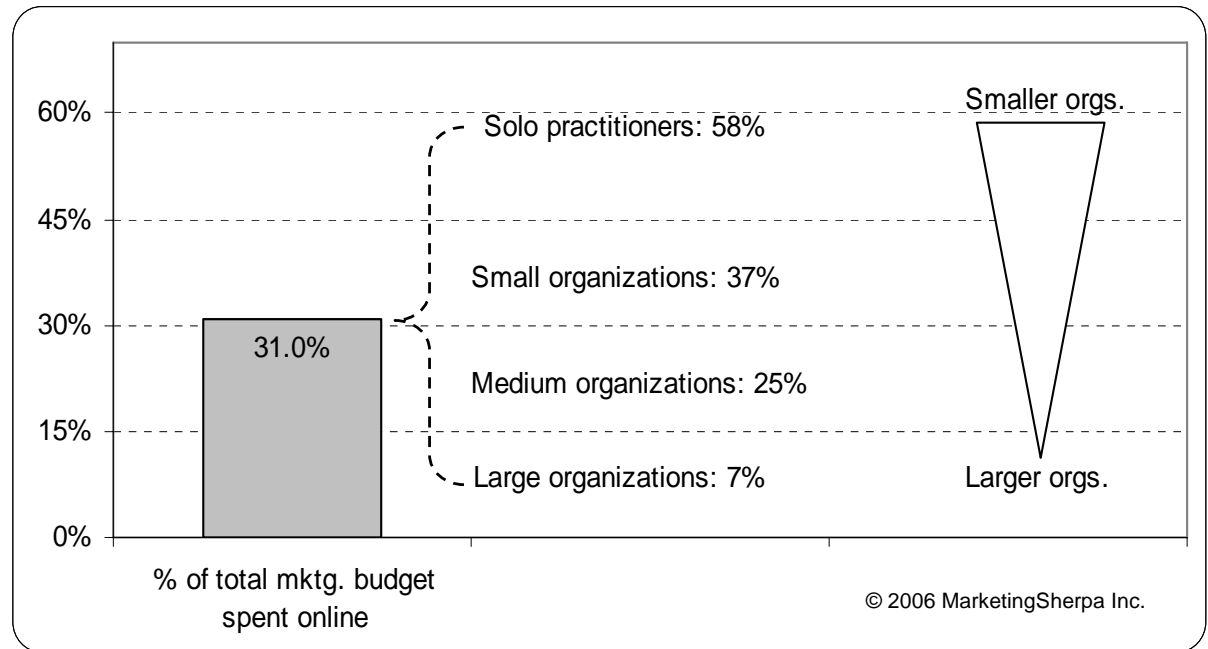
Marketing Spend of B-to-B Tech Marketers



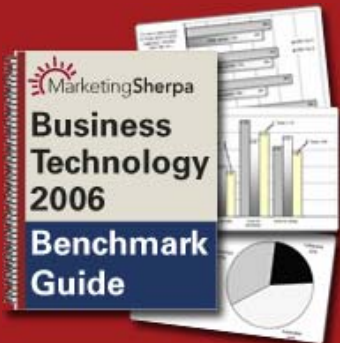
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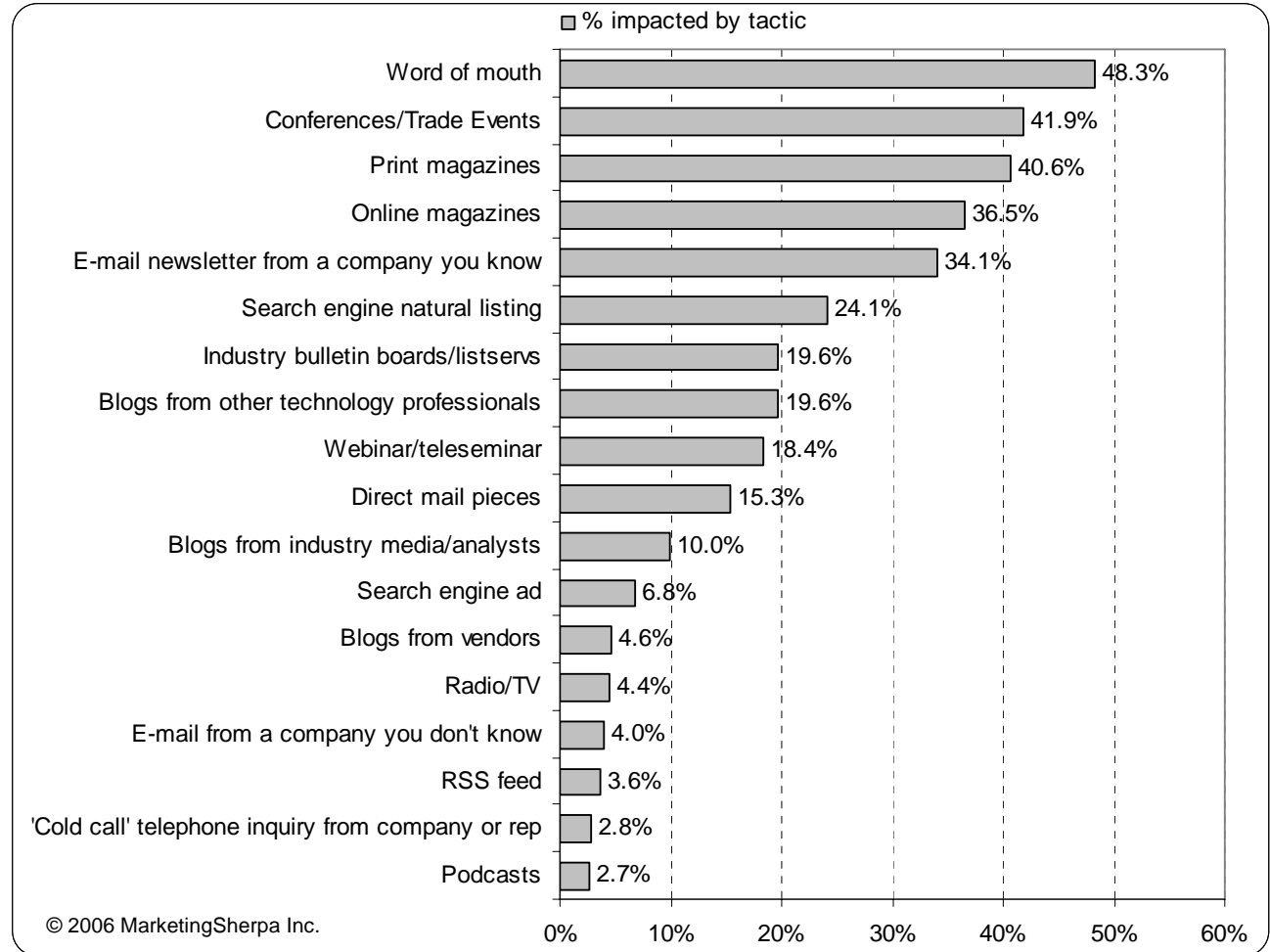
How much do B-to-B Tech marketers spend online vs offline?



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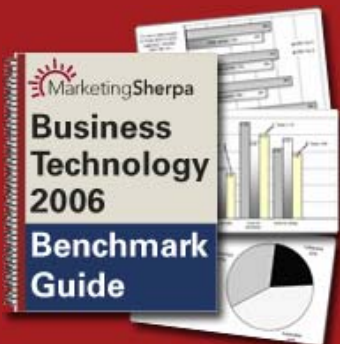


What Influences Business Technology & Services Purchasing Decisions?

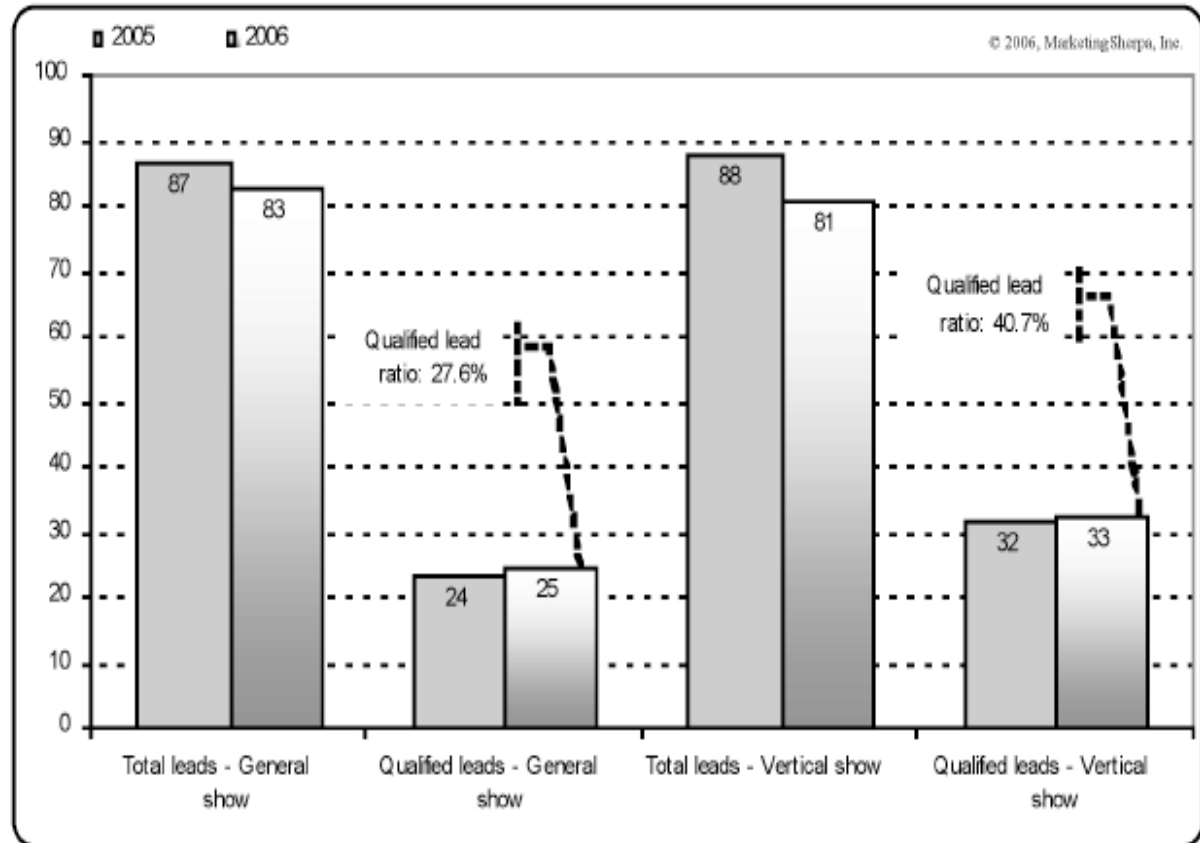


Source: MarketingSherpa and CNET, Business Technology Buyers' Survey, May 2006

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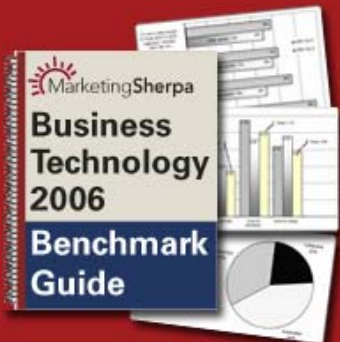


Lead Generation Results: Broad vs Vertical Trade Shows 2006

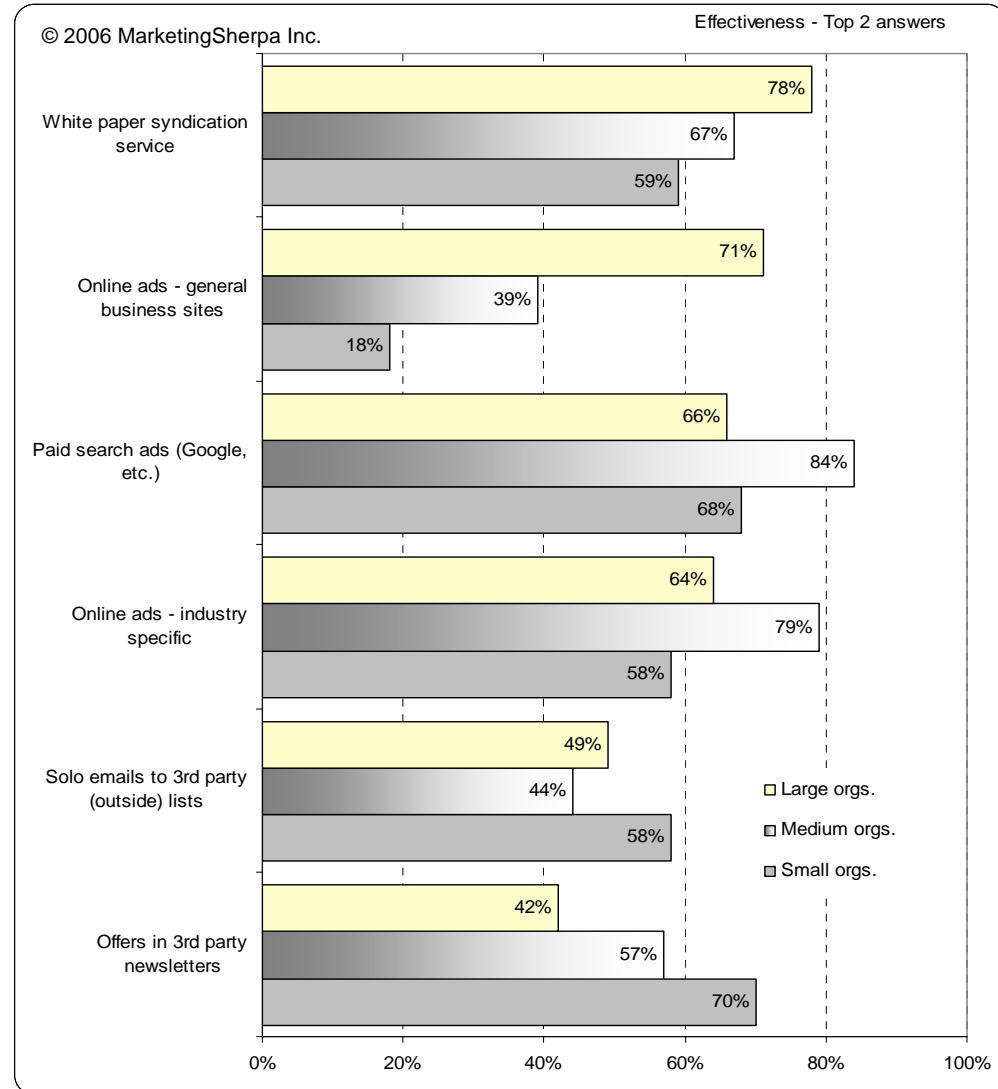


Source: MarketingSherpa IT Marketing Benchmark Survey 2005 and Business Technology Benchmark Survey, June 2006

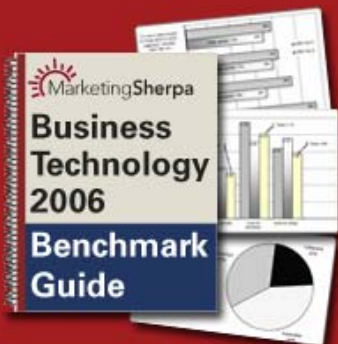
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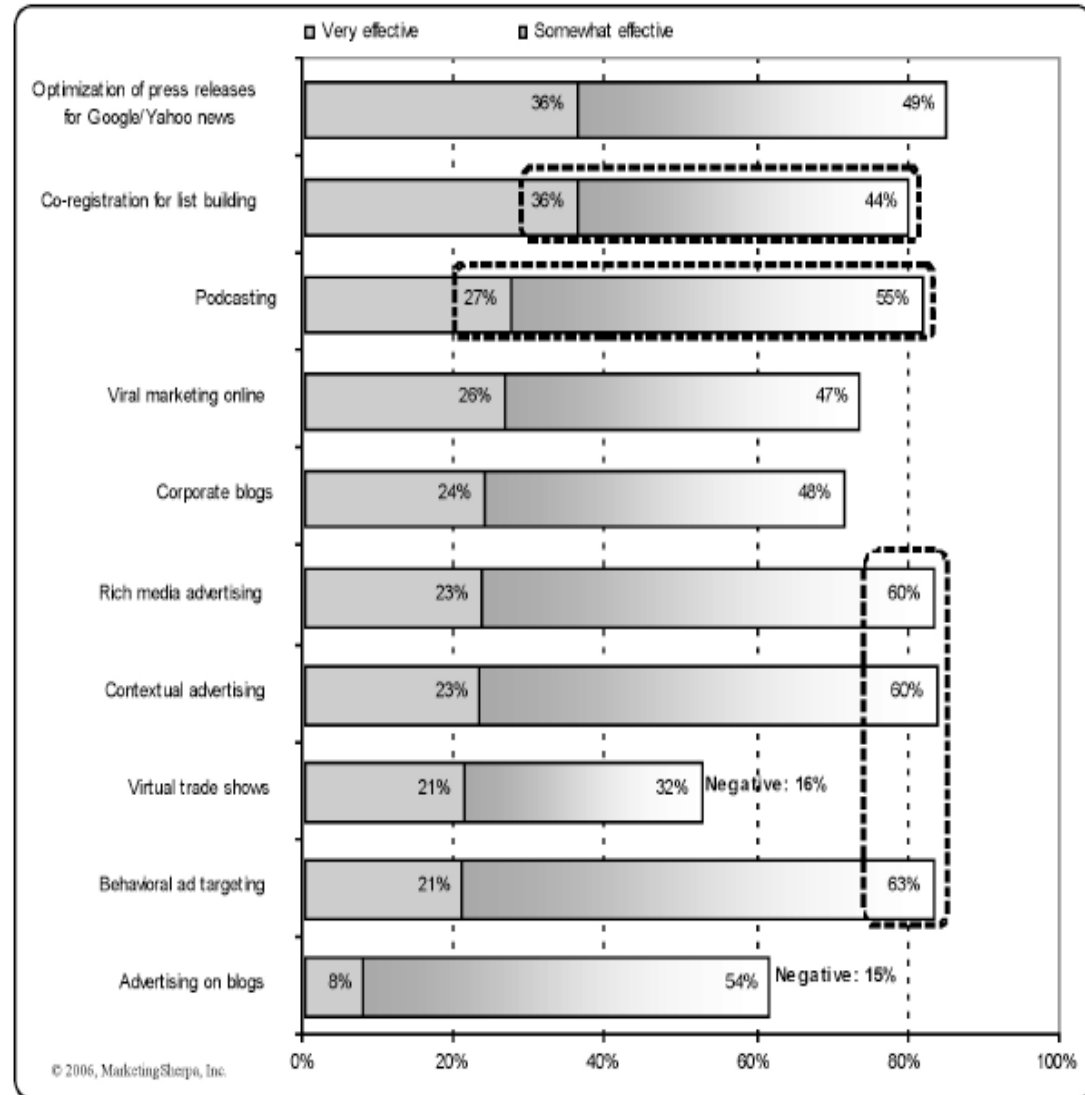
Classic Online Advertising Tactics Compared



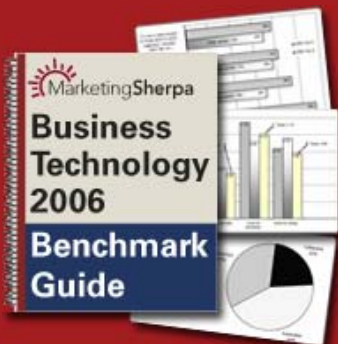
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How Effective Are New (Web 2.0) Marketing Channels for B-to-B Marketing?



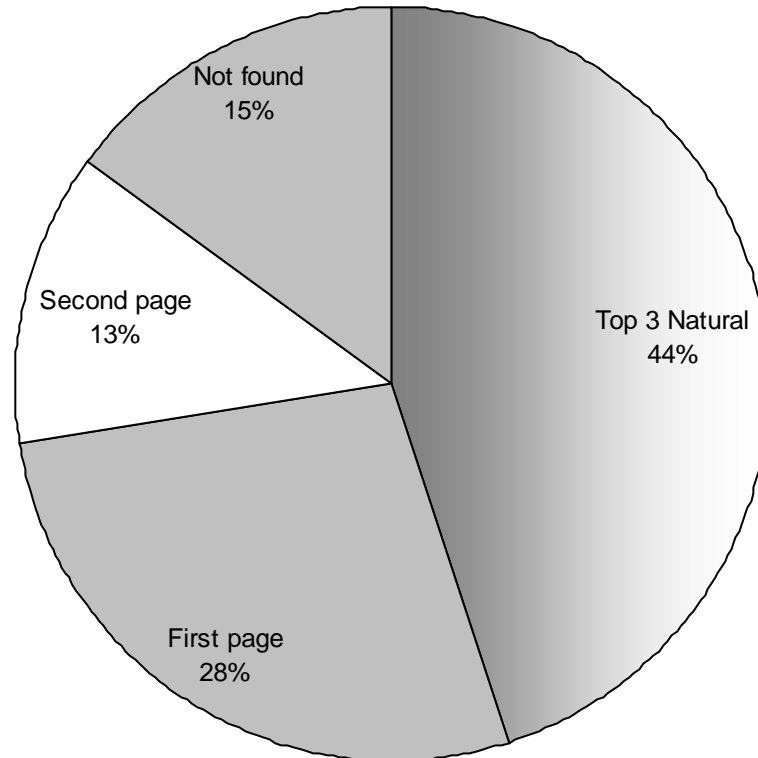
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Search Engine Optimization (Or Lack Thereof)

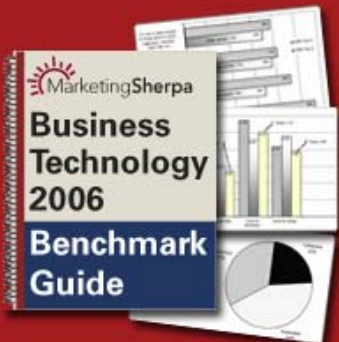
% Large Company Sites

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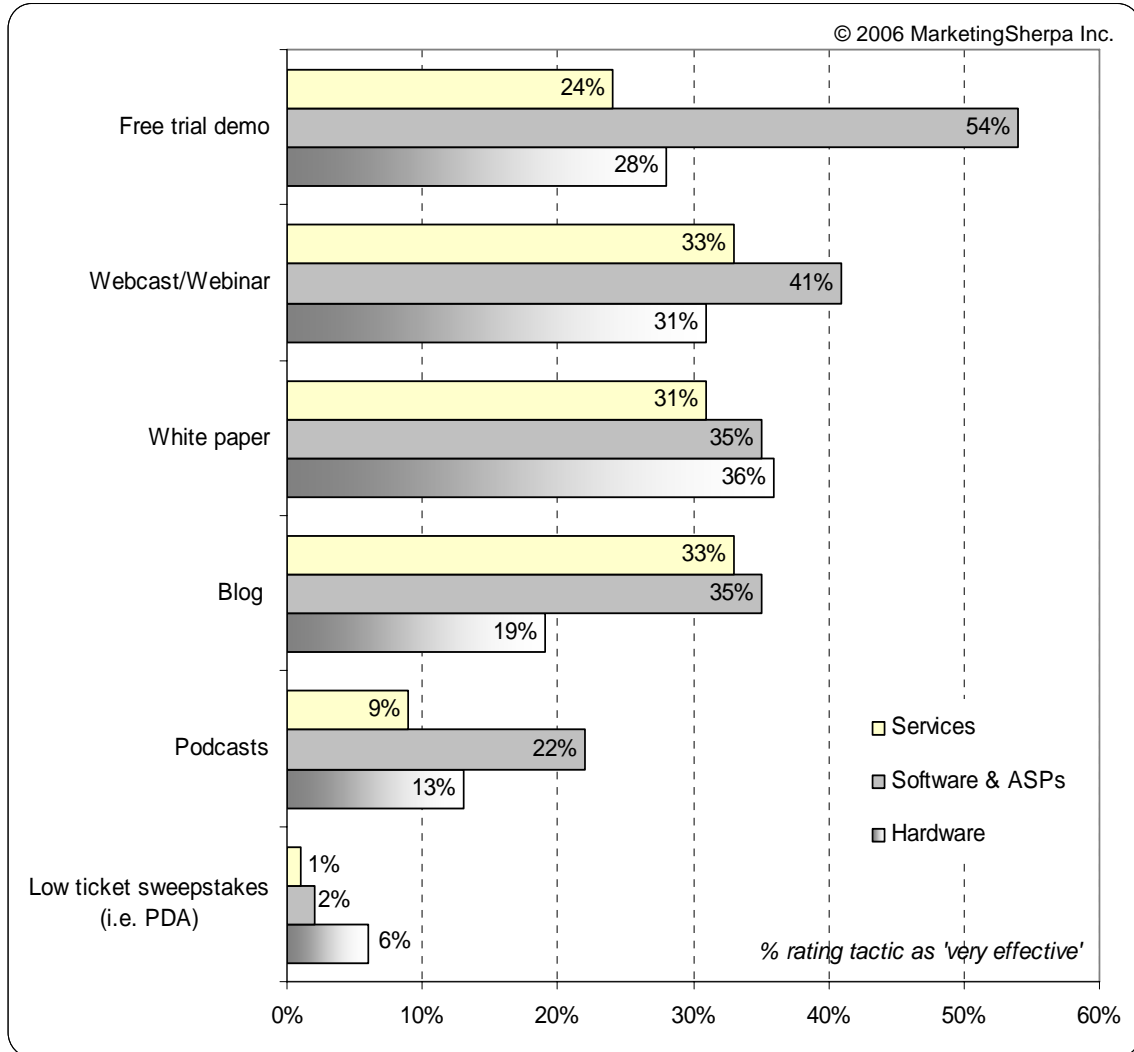


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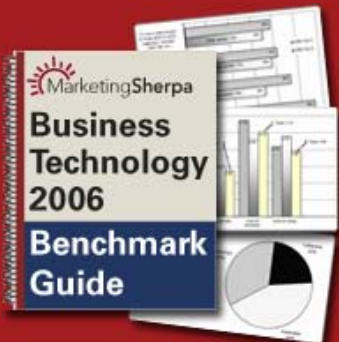
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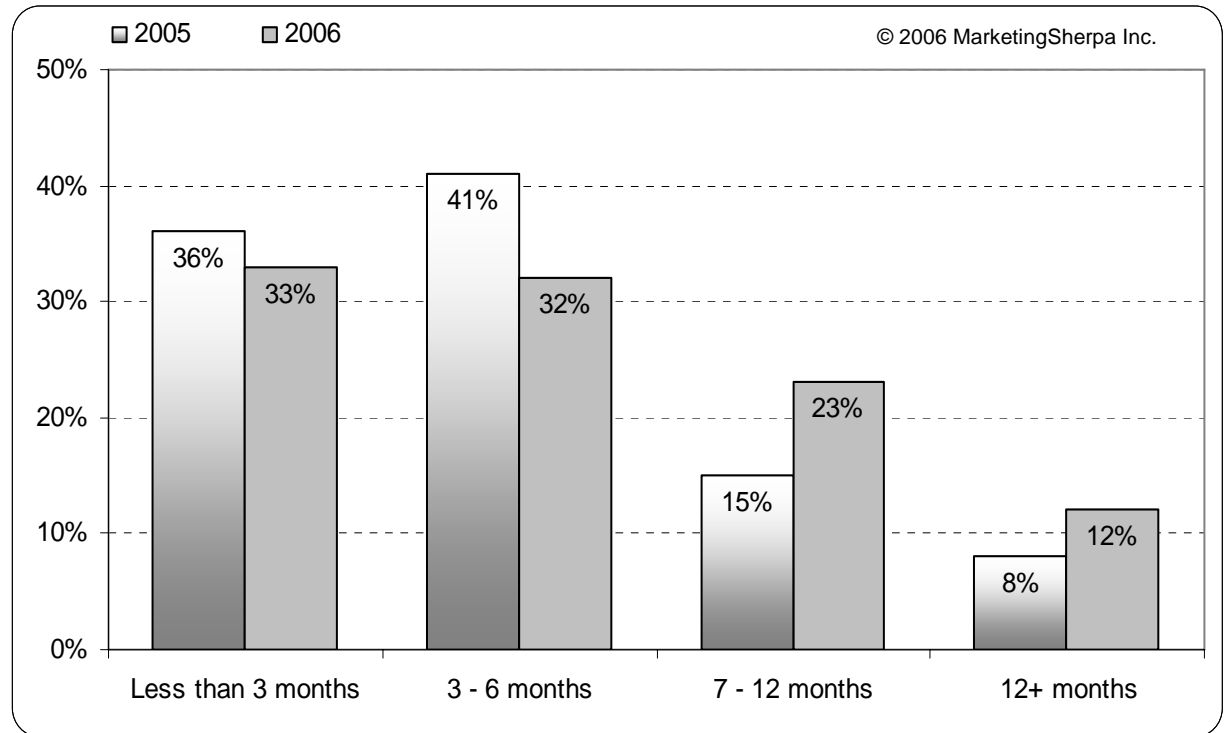
Which Lead Gen Offers on Your Web Site Are Effective?



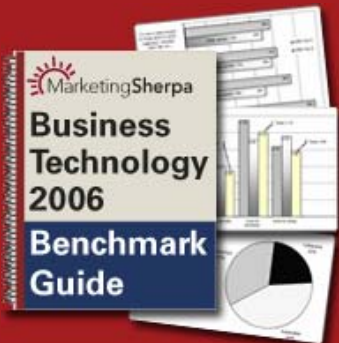
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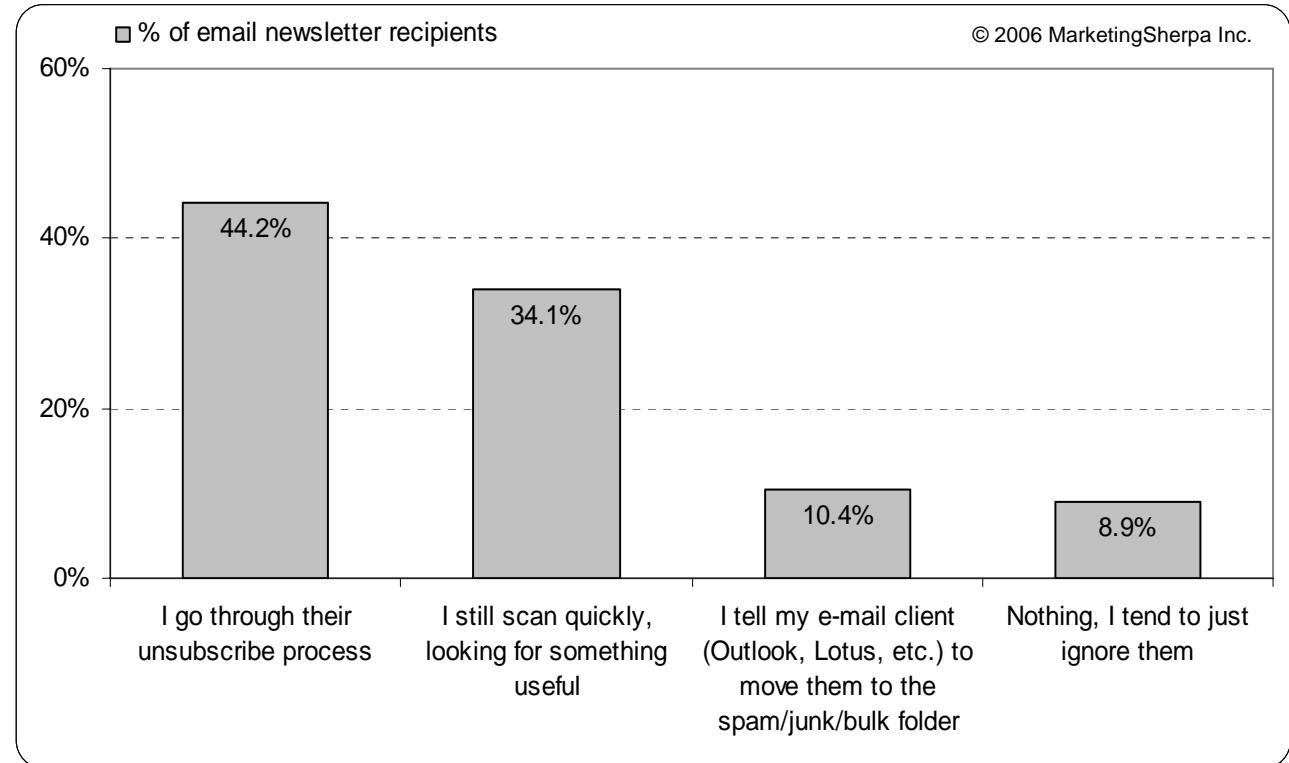
Sales Cycles Continue to Lengthen



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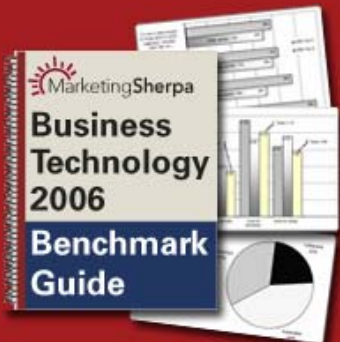


When Email Relationships Go Stale...

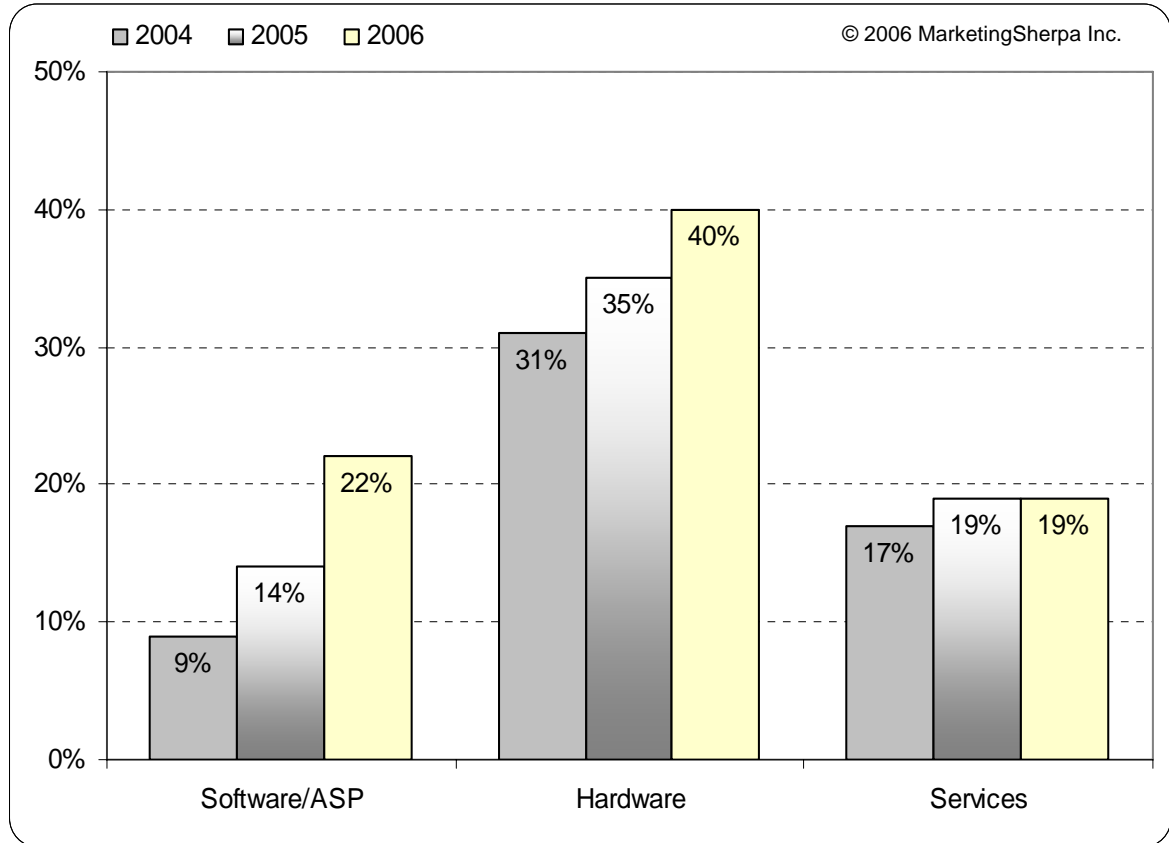


Source: MarketingSherpa and CNET, Business Technology Buyers' Survey, May 2006

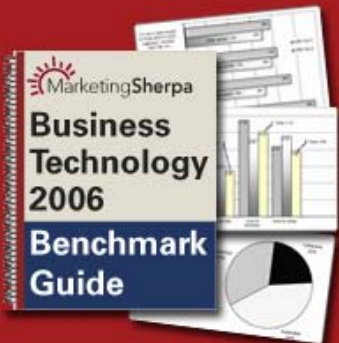
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B-to-B Marketer's Use of Personas 2004 - 2006



More data on this topic available from:



Using Personas

Persona #2: CIO, Medium-Sized Organization

Meet Kathleen Upton, CIO

Current employment situation: CIO, Medium-sized company.

Massachusetts-based early-learning book-publishing company is headquartered in Boston and has approximately 185 employees. 2005 was a banner year with record high earnings reaching \$2.8M and profits of \$805K

Age: 47

Marital status: Married

Educational background: BS in Computer Sciences, Brown University

Home: Boston, MA

Annual salary: \$95K

About the woman: In addition to her enthusiasm for the outdoors, she is an avid mystery novel reader and has two parrots.

Years in the industry: 20+

Publications read: New York Times, Wall Street Journal, Windows IT Pro, Computerworld, Market Publishers International Publishing Trends, Computer Reseller News

Online newsletters: ChannelWEB newsletters, IT Business Edge Tools & Training

Industry/Professional organizations: Member, Research Board

Reports to: CEO

On the current state of IT: IT is a far more integral part to the business in terms of growing the bottom line. We are no longer the behind-the-scenes, make-it-all-go-smoothly component. It's a more challenging time than ever for CIOs because of this — suddenly we have gone from the magical little elves that create things in the night (half of which was never even known to the user) to Project Managers on huge business initiatives. We are now more split in terms of being technology versus financially driven.

On legislation, particularly the Sarbanes Oxley Act: We've made certain that all of our internal practices have compliant documentation. I think the legislation will grow more extensive and we will have our work cut out for us.

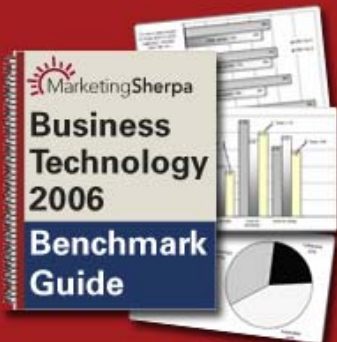
Main concerns: Budgeting, and quite frankly we are very backlogged at present.

On the shopping list: Looking to increase our headcount. Our recruiting efforts have been slow going in that our ideal candidate doesn't necessarily have a systems management background or strong programming skills, he/she has project management and business process management skills.

Role in purchases: Heavy Influencer



More data on this topic available from:



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Want more practical data? Here's the source:



Our research team
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and/or questions.

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All-new for 2006:

- 1,900 tech marketers surveyed
- 151 tables & charts
- 13 personas & profiles
- Covers: search, email, PR, lead generation, Web sites, advertising, branding, podcasting, telemarketing, and budgeting

For more information or to order call 877.895.1717 or
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