New Trends in IT Marketing:
A Review by Bob Evans
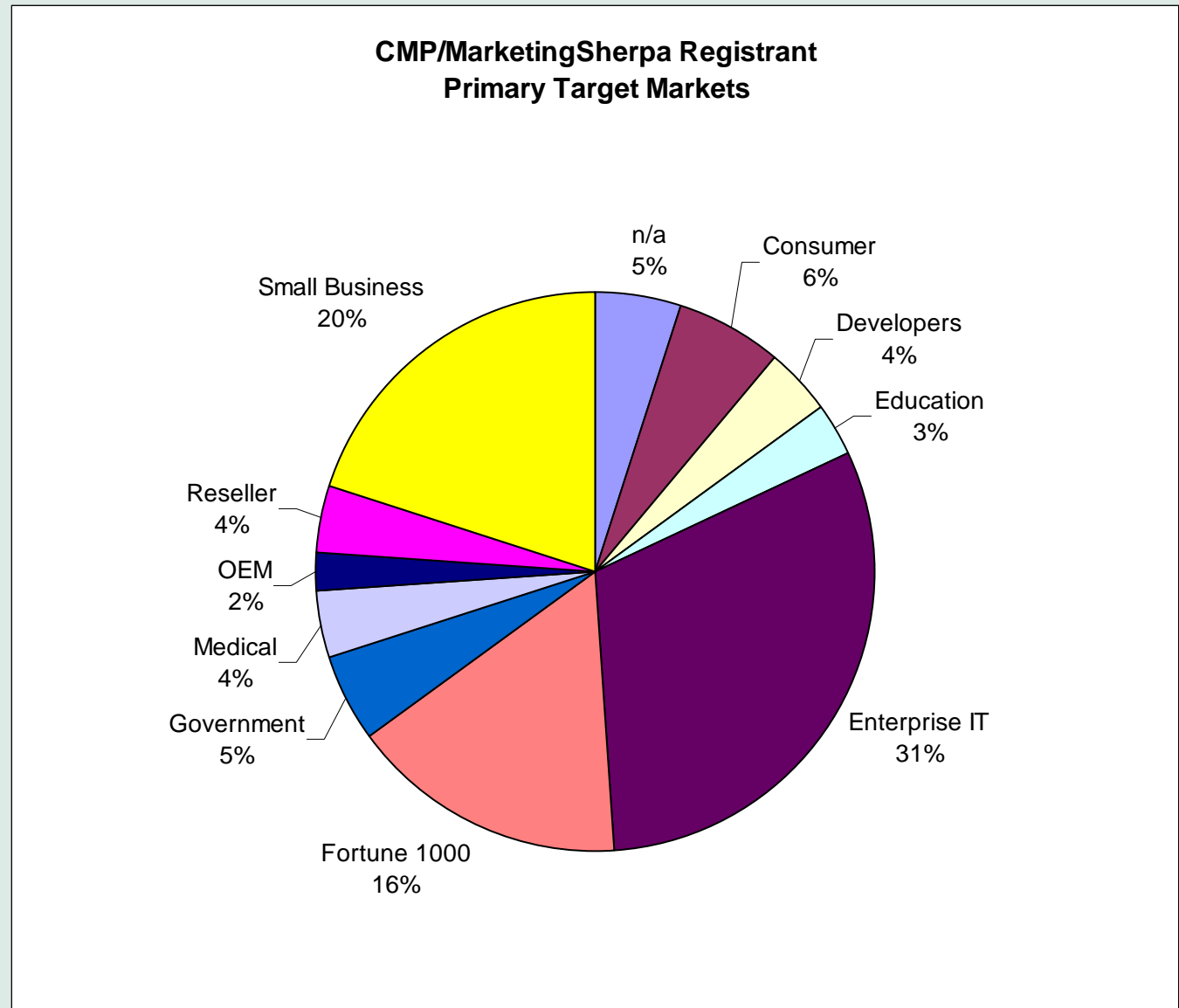# and Anne Holland

August 24th, 2005

Presented by:
Bob Evans, Editorial Director & Sr. VP, CMP Media
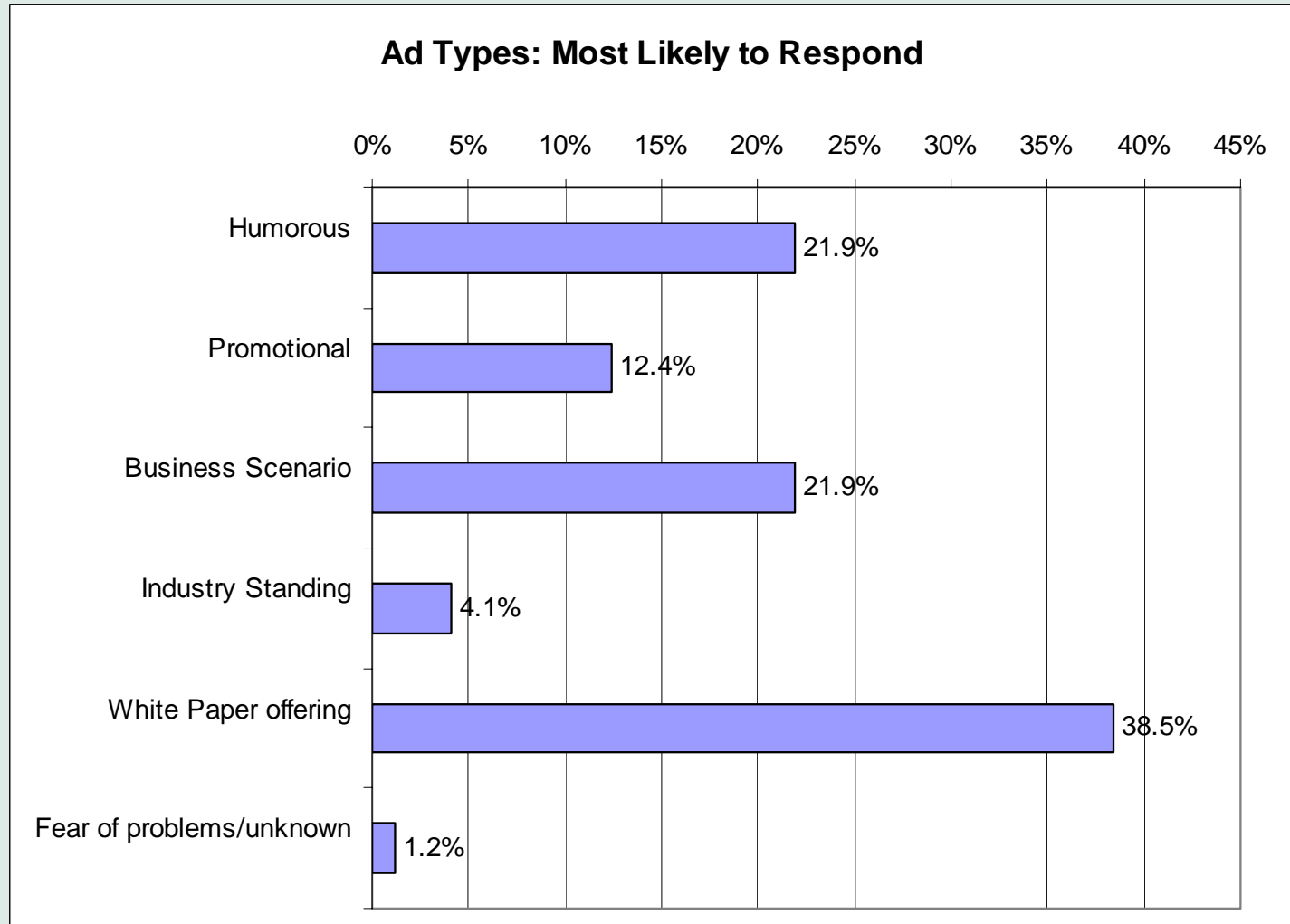Anne Holland, Publisher, MarketingSherpa

Questions? Feedback@MarketingSherpa.com or (877) 895-1717

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Attendee Breakdown: Who Are You Marketing To?

**CMP/MarketingSherpa Registrant
Primary Target Markets**

Small Business 20%
n/a 5%
Consumer 6%
Developers 4%
Education 3%
Enterprise IT 31%
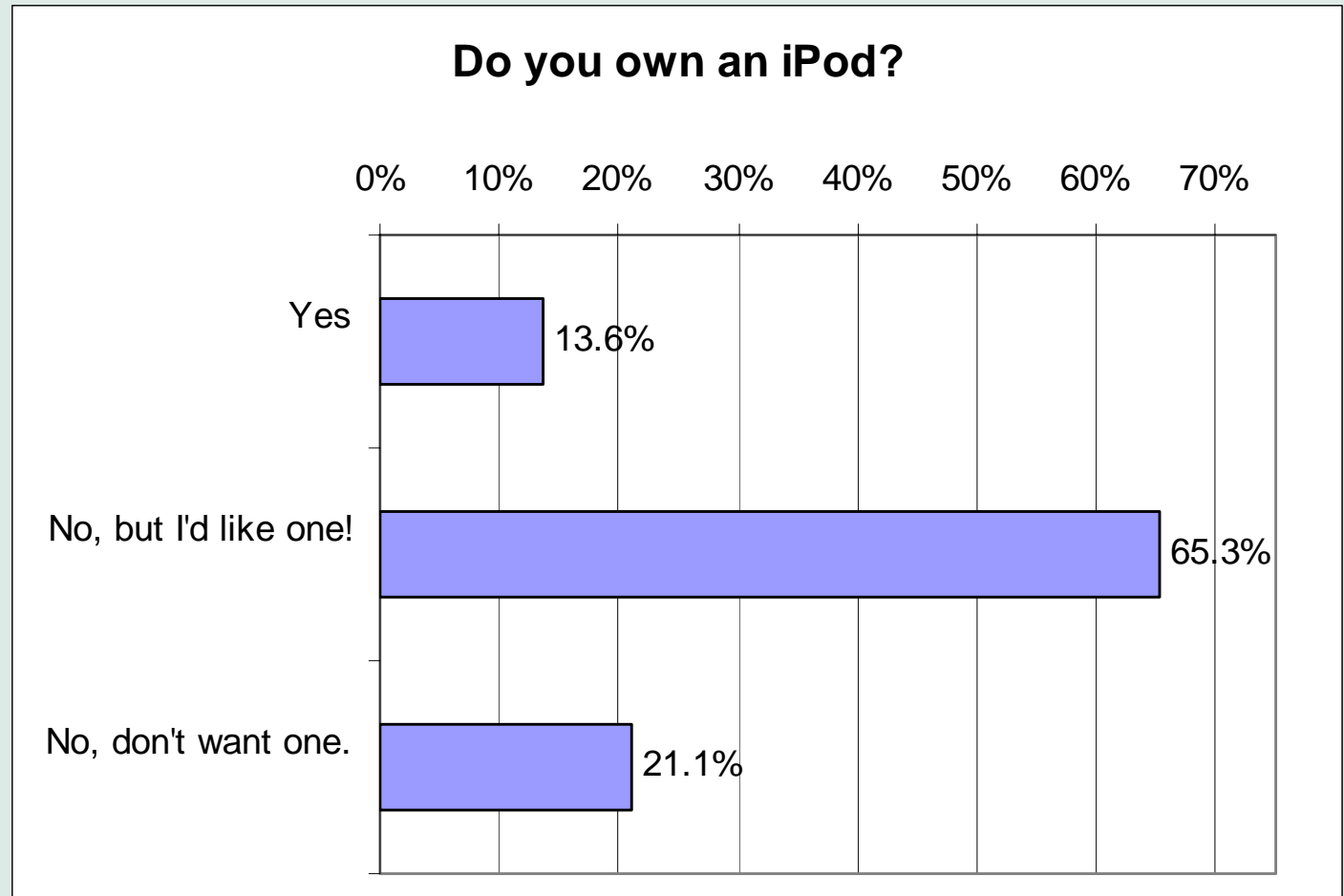Fortune 1000 16%
Government 5%
Medical 4%
OEM 2%
Reseller 4%

Source: MarketingSherpa/CMP Media, Teleconference Registrant Survey, 2005

MarketingSherpa CMP TechWeb Study – 3 Findings: #1. Online Ad Messaging IT Pros Say They Are Most Likely to Respond To

Ad Types: Most Likely to Respond

| Ad Type	Percentage
Humorous	21.9%
Promotional	12.4%
Business Scenario	21.9%
Industry Standing	4.1%
White Paper offering	38.5%
Fear of problems/unknown	1.2%

Source: MarketingSherpa/CMP Media, Attitudes and Online IT Advertising Survey, 2005

MarketingSherpa CMP TechWeb Study - 3 Findings: #2. iPod Ownership & Desire

Do you own an iPod?

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% |

Yes — 13.6%

No, but I'd like one! — 65.3%

No, don't want one. — 21.1%

Source: MarketingSherpa/CMP Media, Attitudes and Online IT Advertising Survey, 2005
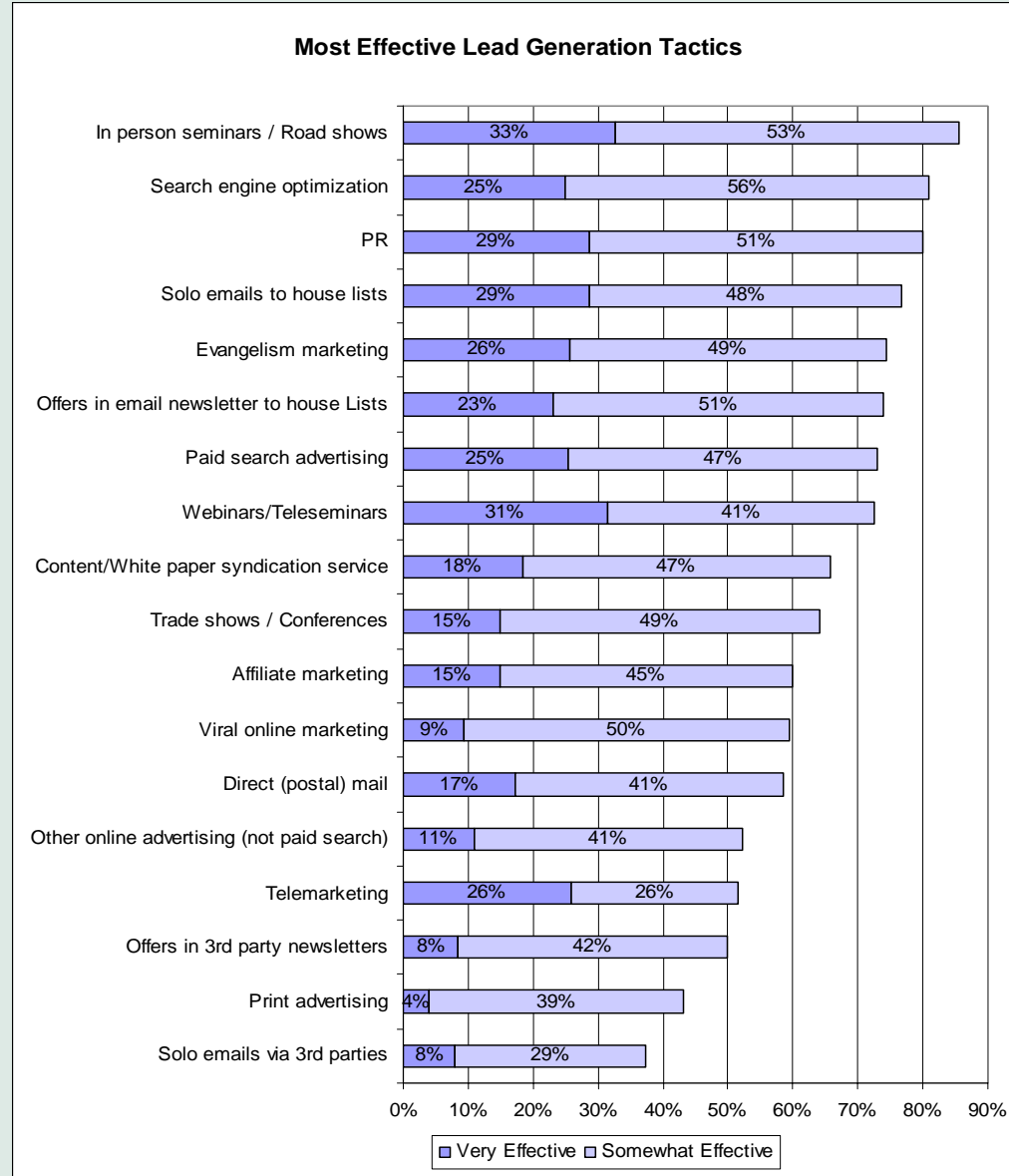
MarketingSherpa CMP TechWeb Study - 3 Findings: #3. Benefit Statements IT Professionals Rate 'Extremely Compelling'
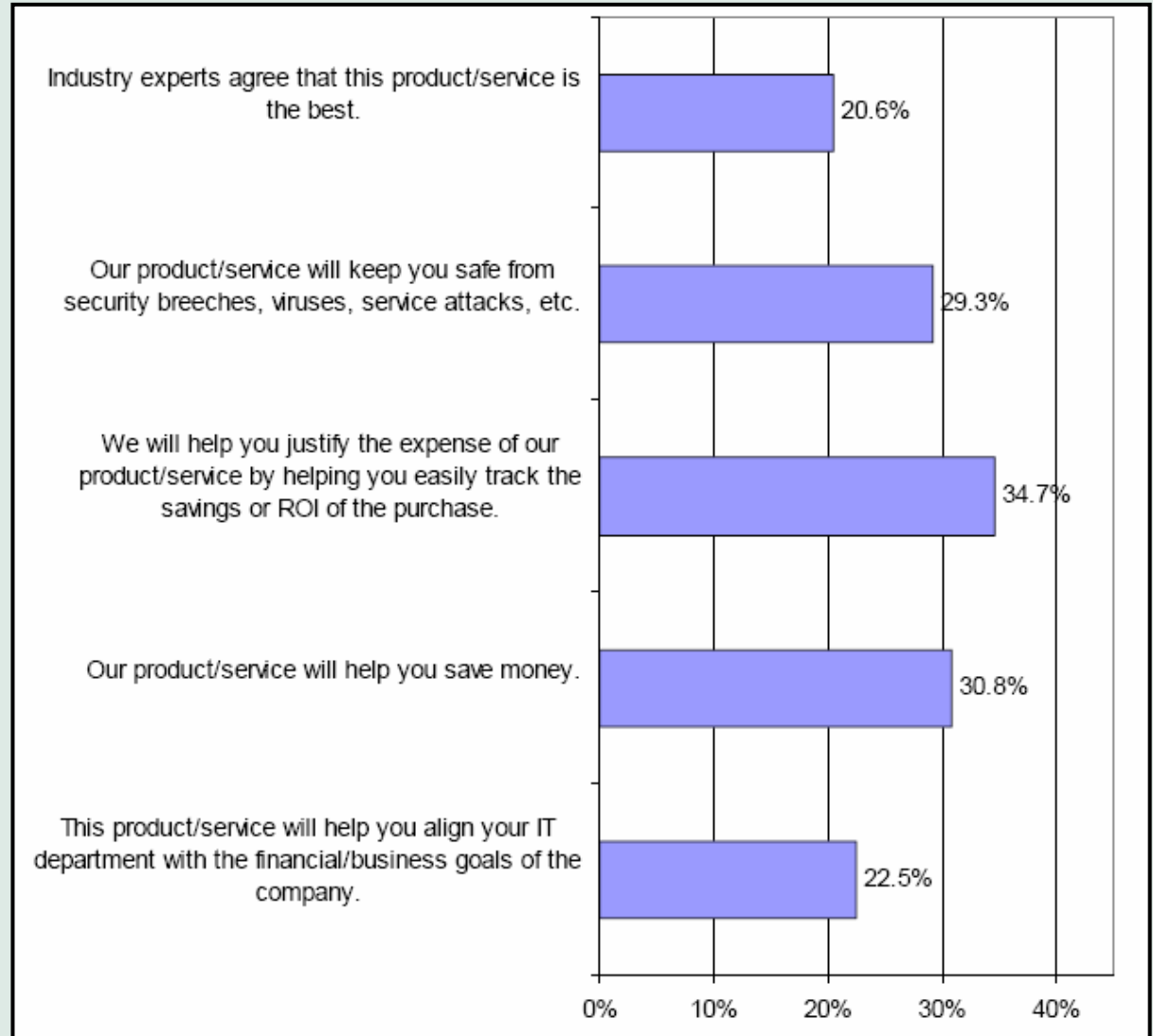
Source: MarketingSherpa/CMP Media, Attitudes and Online IT Advertising Survey, 2005
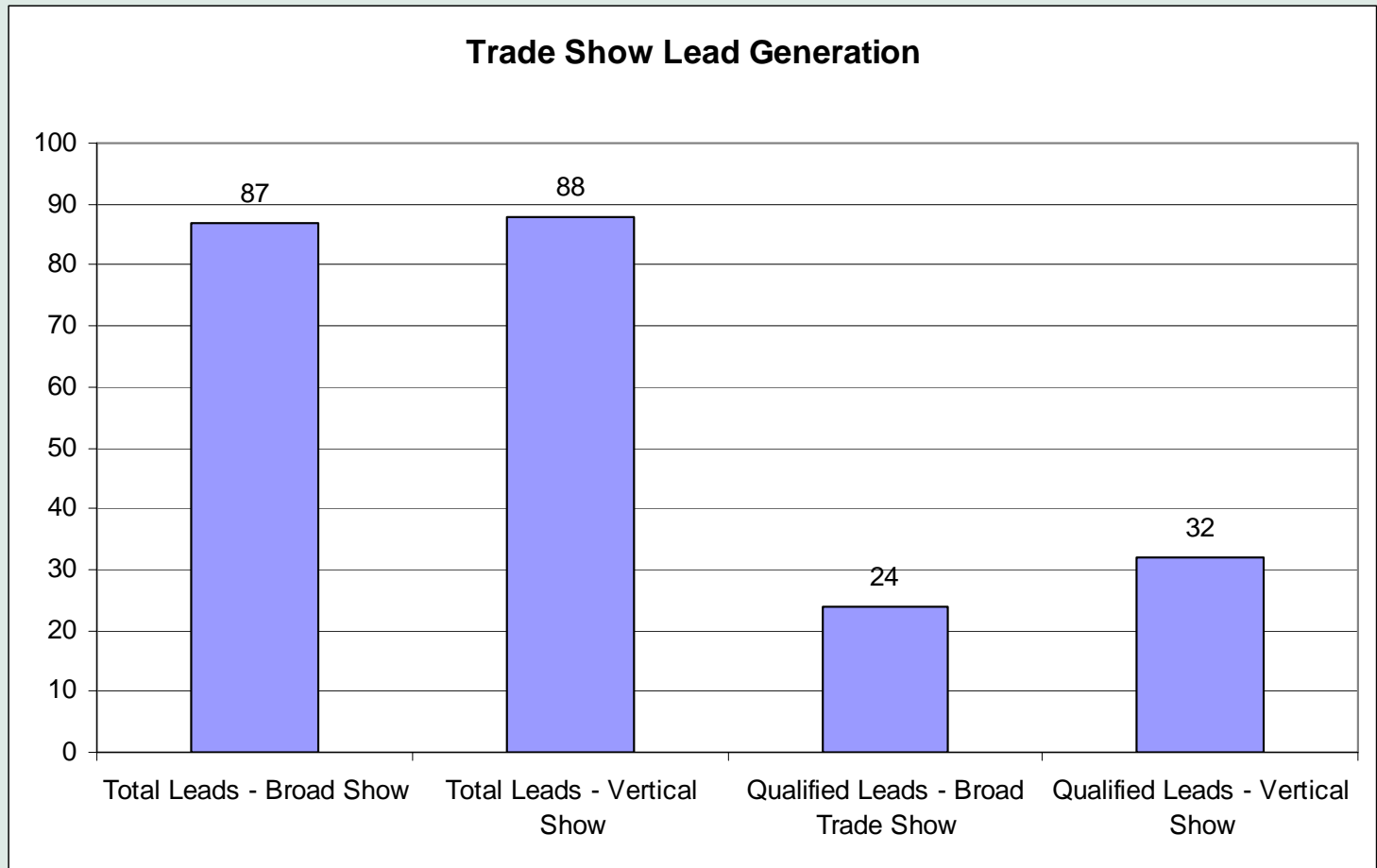
MarketingSherpa IT Benchmark Study - 4 Findings:
#1. What Works for Lead Generation

Most Effective Lead Generation Tactics

Tactic	Very Effective	Somewhat Effective
In person seminars / Road shows	33%	53%
Search engine optimization	25%	56%
PR	29%	51%
Solo emails to house lists	29%	48%
Evangelism marketing	26%	49%
Offers in email newsletter to house Lists	23%	51%
Paid search advertising	25%	47%
Webinars/Teleseminars	31%	41%
Content/White paper syndication service	18%	47%
Trade shows / Conferences	15%	49%
Affiliate marketing	15%	45%
Viral online marketing	9%	50%
Direct (postal) mail	17%	41%
Other online advertising (not paid search)	11%	41%
Telemarketing	26%	26%
Offers in 3rd party newsletters	8%	42%
Print advertising	4%	39%
Solo emails via 3rd parties	8%	29%

□ Very Effective □ Somewhat Effective

Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

MarketingSherpa IT Benchmark Study - 4 Findings: #2. Trade Show Lead Generation

Trade Show Lead Generation

Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

# MarketingSherpa IT Benchmark Study - 4 Findings: #3. Website Management Practices

Website Management - Self - evaluation

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
We use site analytics data to tweak the site for better results	12%	29%	25%	21%	13%
Our site is regularly optimized by an SEO expert	14%	20%	21%	23%	22%
Our site tied into the CRM system	16%	20%	16%	25%	24%
Changes to the site happen efficiently and on schedule	13%	33%	25%	17%	11%
The marketing - site manager relationship works well	20%	36%	25%	13%	6%

□ Strongly Agree   □ Agree   □ Neutral   □ Disagree   ■ Strongly Disagree

Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

MarketingSherpa IT Benchmark Study - 4 Findings:
#4. If You Had An Extra 50K, What Would You Buy?

Marketing Wishlist - Overall

| Category	Percentage
Expert Consultant	14%
New landing pages to better convert clicks	13%
Famous name content (speakers, white papers) as bait for lead gen	13%
Paid search ad tests	11%
In person seminars/ Road Shows	10%
Search Engine Optimization	9%
PR	8%
Telemarketing	5%
Print Ads	5%
Direct Mail	5%
Trade Show /Conferences	3%
Renting an outside email list	3%
TV/ Radio	1%
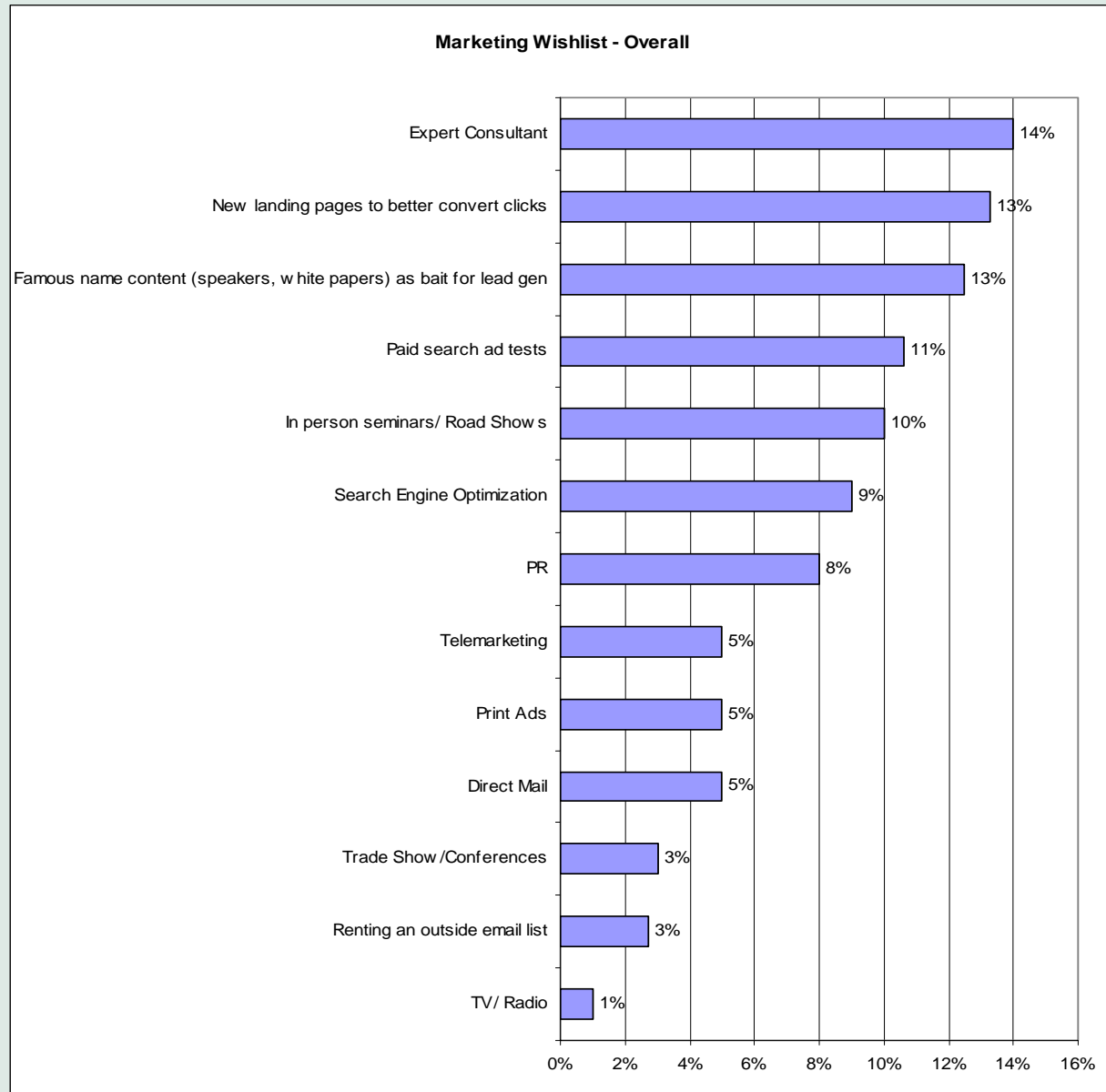
Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

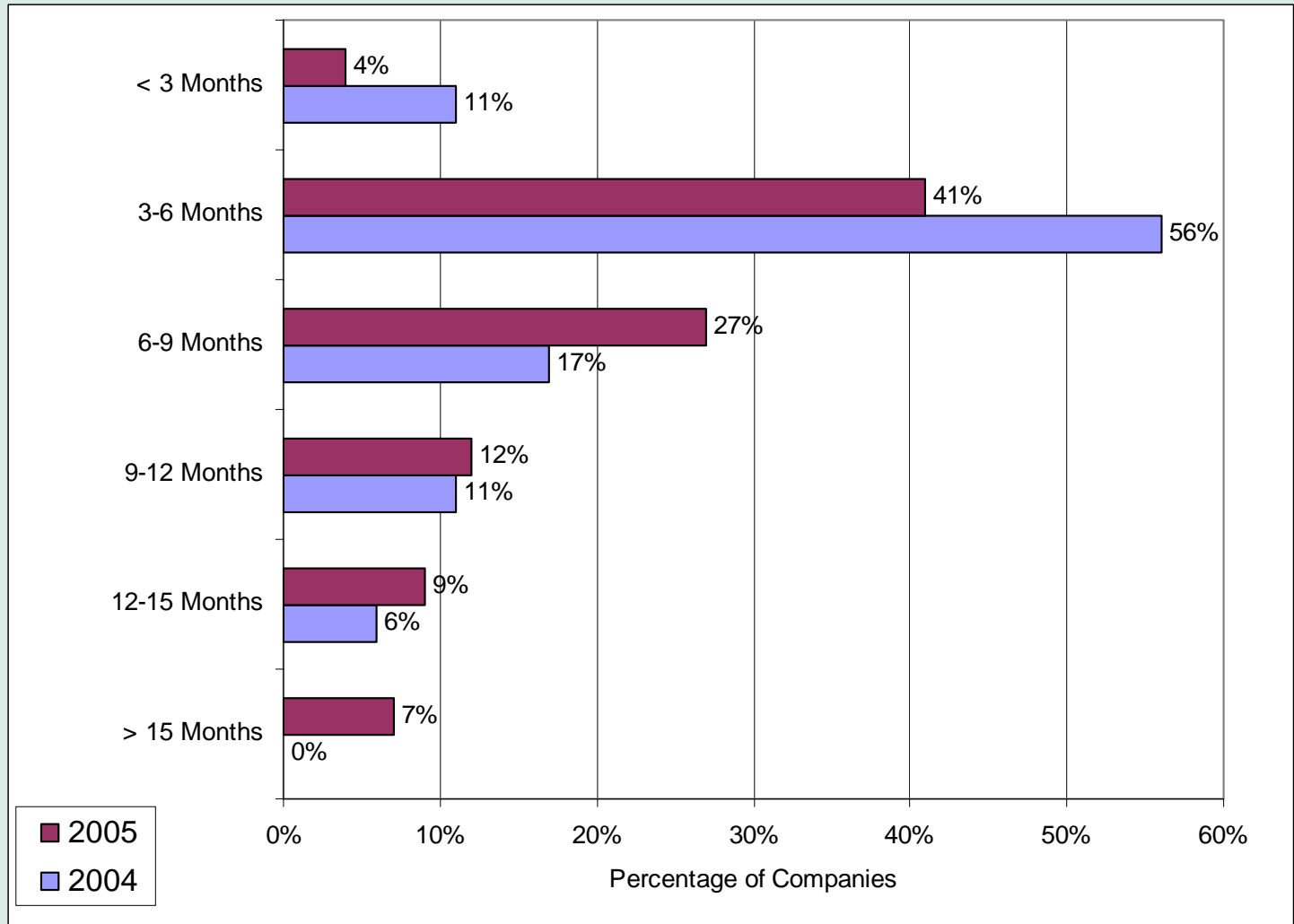# Biz360 PR Trend Analysis for MarketingSherpa: VOIP
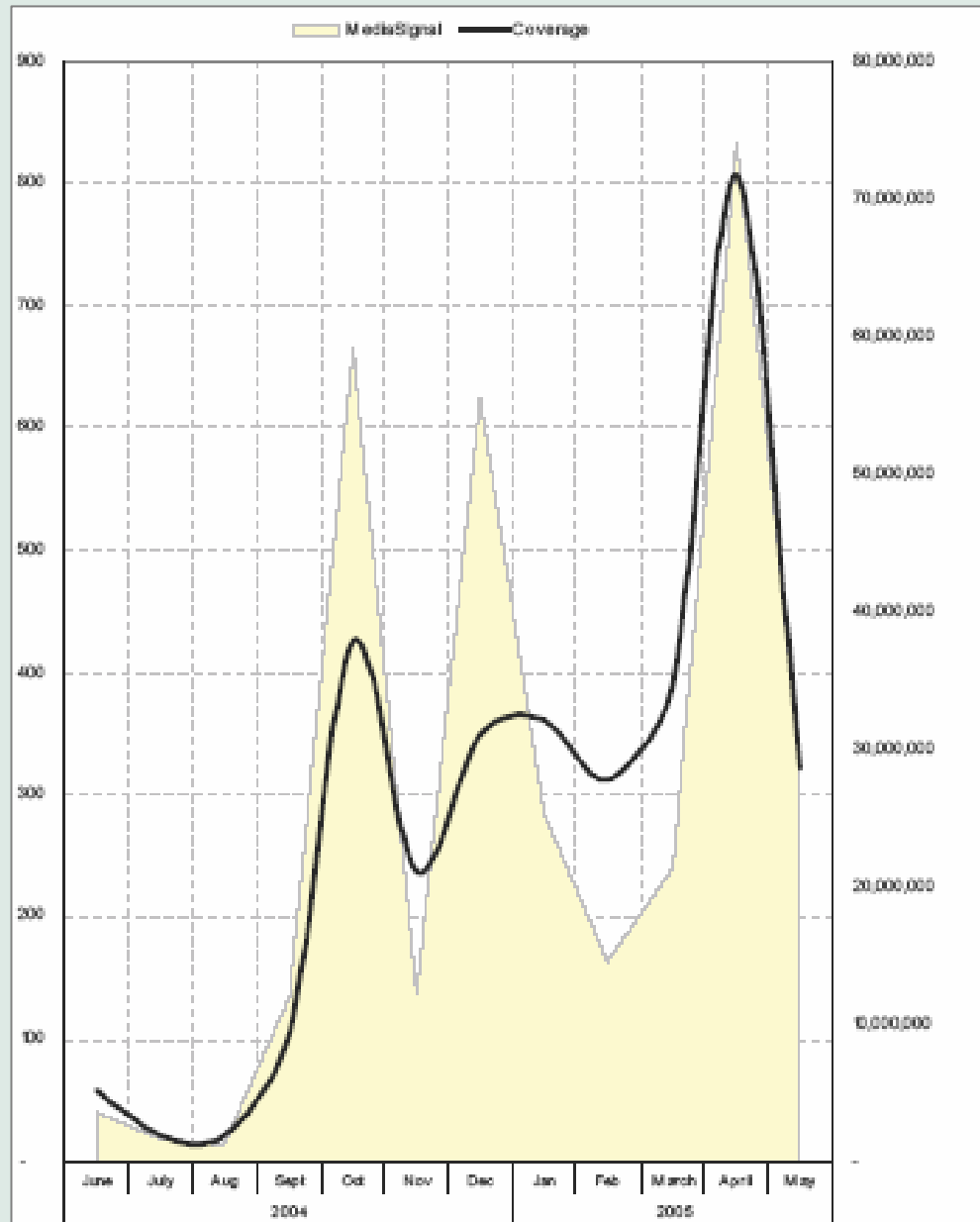
Source: Biz 360 for MarketingSherpa, June 2005

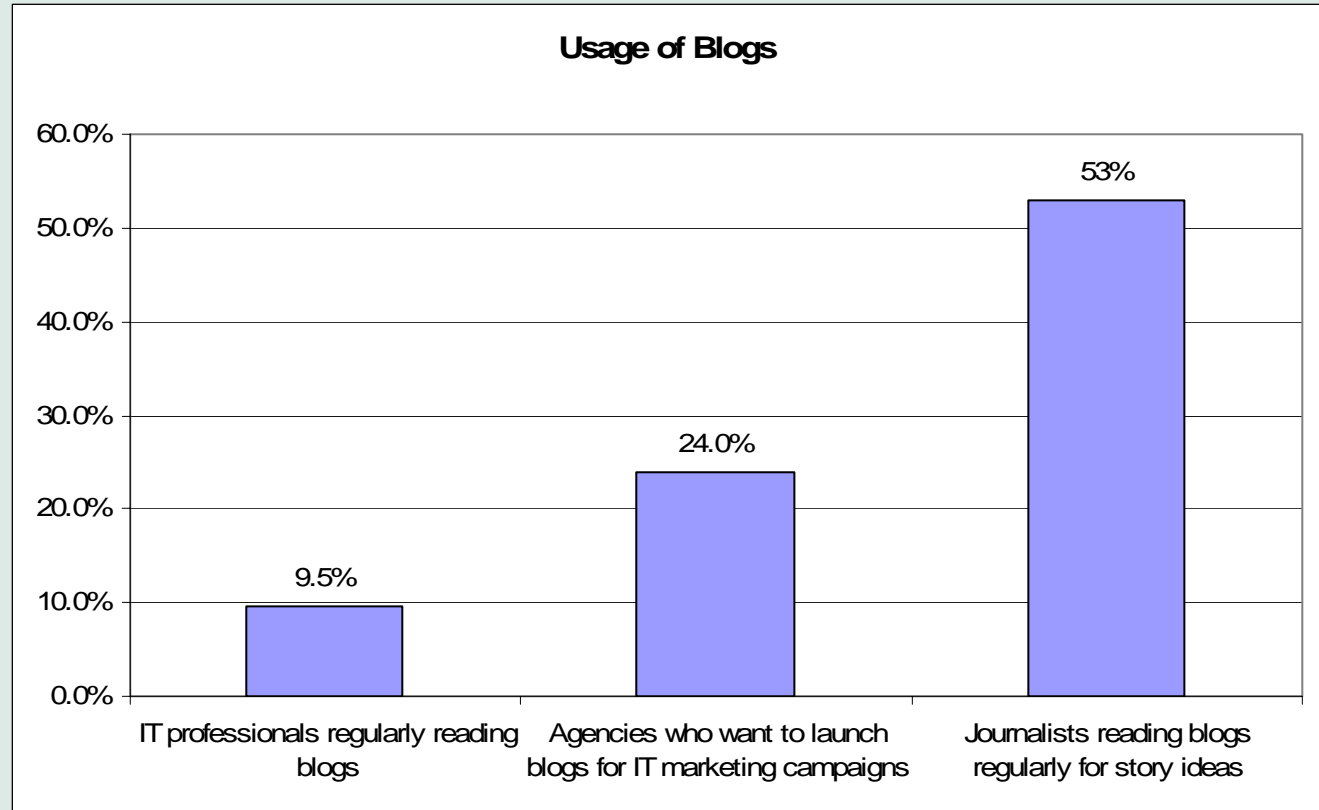# 4 Dangers/Opportunities For 2006:
#1. Leads Get Cold Ultra-Quickly
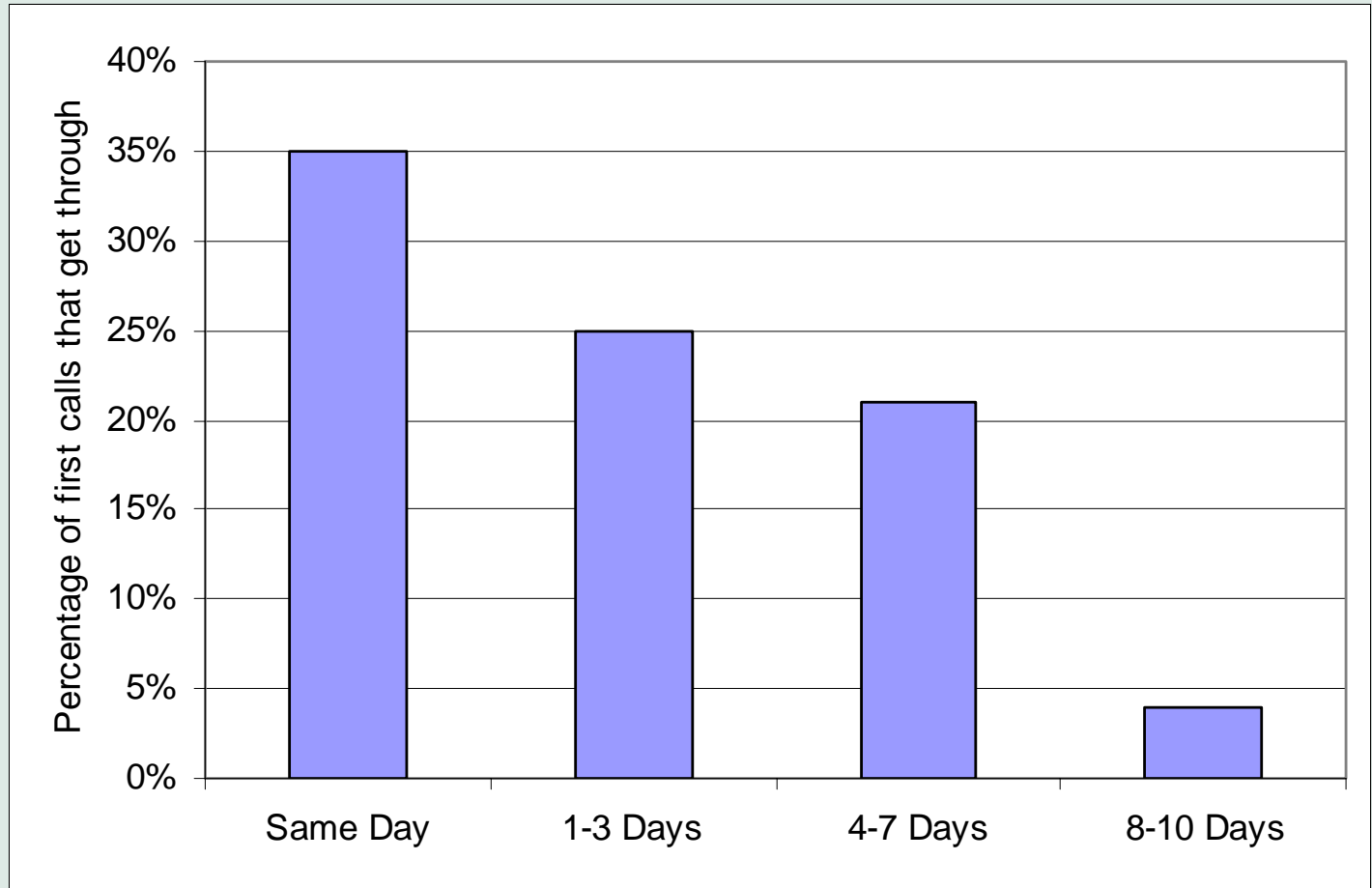
Source: KnowledgeStorm/Artemis Group, March 2005

4 Dangers/Opportunities For 2006:
# #2. Sales Cycles Are Getting Longer

< 3 Months
- 4% (2005)
- 11% (2004)

3-6 Months
- 41% (2005)
- 56% (2004)

6-9 Months
- 27% (2005)
- 17% (2004)

9-12 Months
- 12% (2005)
- 11% (2004)

12-15 Months
- 9% (2005)
- 6% (2004)

> 15 Months
- 7% (2005)
- 0% (2004)

Legend: 2005, 2004

Percentage of Companies

Source: SiriusDecisions Lead Metrics Study, 2005

Usage of Blogs

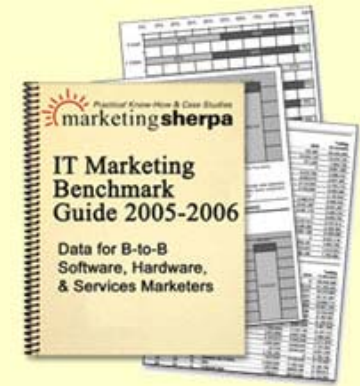| Category	Value
IT professionals regularly reading blogs	9.5%
Agencies who want to launch blogs for IT marketing campaigns	24.0%
Journalists reading blogs regularly for story ideas	53%

Sources: MarketingSherpa/CMP Media, Attitudes and Online IT Advertising Survey, 2005 and Bitpipe 2005 Marketing Trends Study, December 2004

4 Dangers/Opportunities For 2006:
#4. Customer Service More Critical Than Price

Why Customers Leave
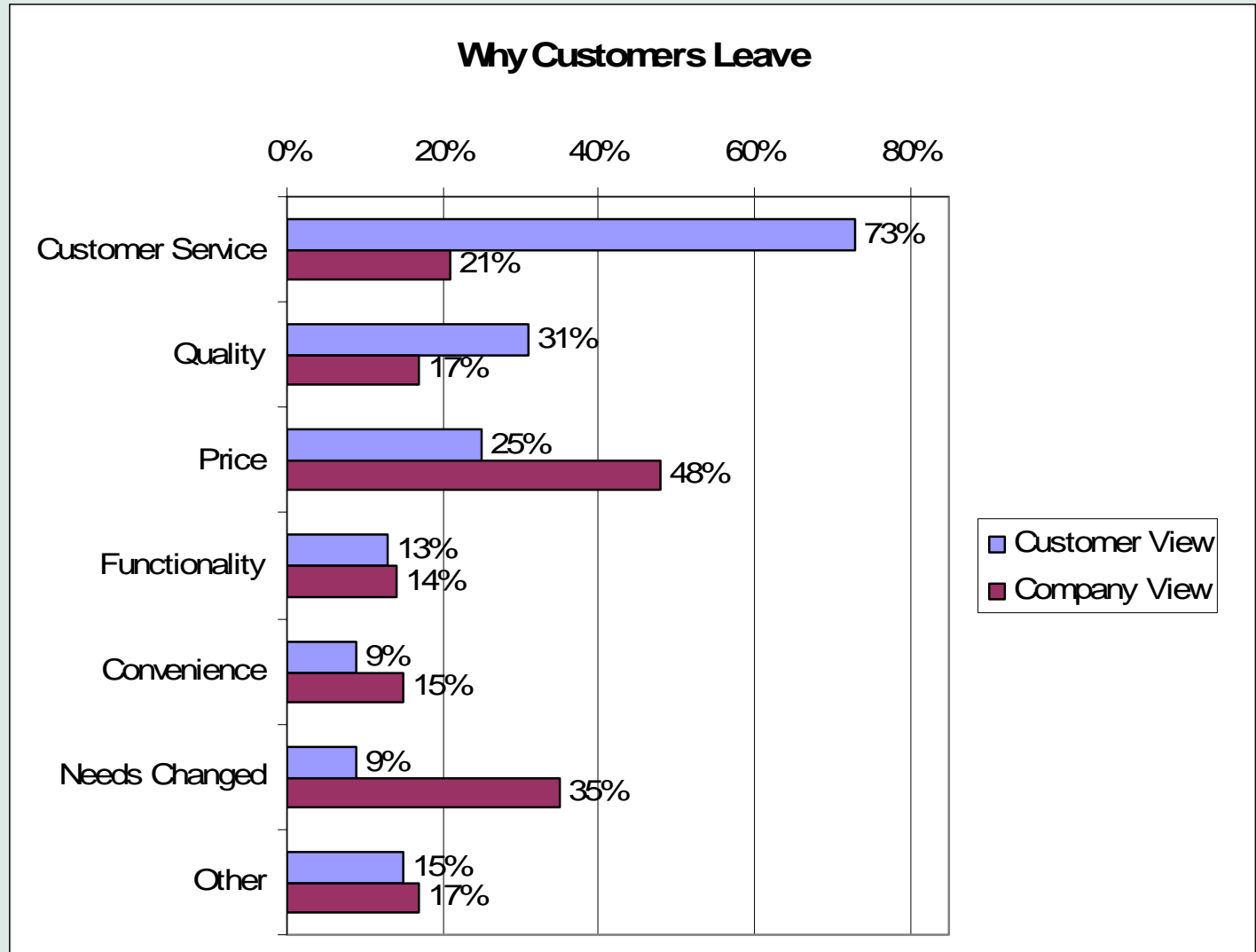
Source: RightNow Technologies, The Loyalty Connection: Secrets to Customer Retention, 2005

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