PROPOLIS COMMUNITY INDEX
FROM B2B MARKETING

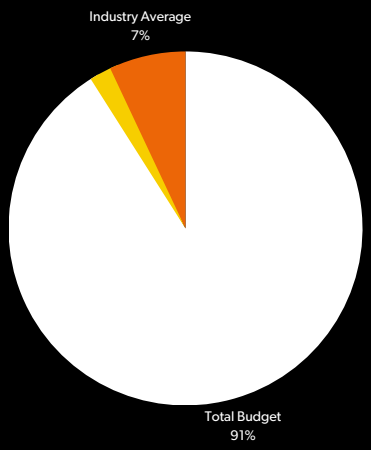
Propolis Community Index Insights: Unveiling Key Marketing Trends

The Propolis Community Index has provided invaluable data and insights into the marketing landscape, shedding light on crucial trends and practices. This report delves into three significant points extracted from the data collected through the Propolis Community Index:

1. Marketing Budget Allocation: An Eye-Opening Revelation

One of the standout findings from the Propolis Community Index is the average marketing budget allocation as a percentage of revenue target, which stands at a modest 2%.

This figure is considerably lower than the industry standard recommendation of 5% to 10%.



2. Customer Retention: The Shifting Focus

A substantial 75% of marketing leaders expressed their intent to focus on retaining existing customers throughout the year. This represents a significant increase compared to previous years when customer retention received less attention.



3. Teams and Resourcing: Navigating Divergent Growth Patterns

The overall average shows a commendable 21% increase in headcount over the last six months, this growth is not uniformly distributed.

Merely 43% of respondents reported any headcount increase, indicating that a significant proportion of businesses are not experiencing substantial expansion. Surprisingly, 6% of organizations even witnessed a decline in their team size.

