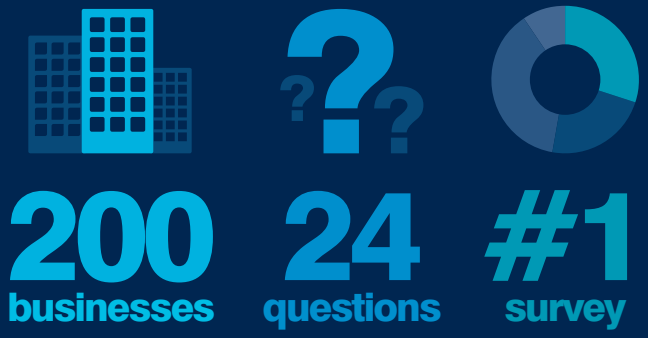
emedia



B2B Lead Generation & Content Marketing Survey 2012

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Survey overview

Welcome to emedia's inaugural B2B Lead Generation & Content Marketing Survey – we hope that you find the results both insightful and useful for your business plans.

The overall impression that the findings give us is that, while marketers are increasingly recognising the importance of both lead generation and content marketing, there doesn't appear to be joined-up, strategic planning into how their mutual goals are to be achieved.

This sentiment is clearly visible in the fact that, although lead generation is of great importance to B2B marketers, very few have a separate strategy and/or budget for creating the content that's going to drive it.

Additionally, marketers seem to be focussing on producing content that's good for conversion, rather than the lead generation/brand awareness goals that they want their content marketing to achieve.

Some key findings:

- Lead generation is of great importance to the majority: **45% gave lead generation the highest importance rating on a 5 point scale (avg. 4.27)**.
- **'Lead Generation' was ranked as the main objective for the content** that marketers are producing (48%), with 'Brand Awareness' second (34%).
- There is no agreement as to what is required for someone to be considered a lead: 22% stated it's someone that's answered their qualifying questions, but 12% stated that a lead is only someone ready to buy.
- **Email was ranked as the most effective lead generation channel** (64%), with external advertising second (56%) and live events third (44%).
- Budget (30%) and lead quality (25%) were said to be the main challenges to lead generation programmes in the coming 12 months.
- **Content marketing is important to respondents (average score of 3.92 out of 5)**, yet only around a quarter of them have a separate strategy (26%) and/or budget (23%).
- The types of content that the respondents are going to be producing over the next 12 months will focus on 'Product Spec/Demonstrations/Case Studies' (61%), with 'Digital Magazines/eBooks' second (51%).
- **'Email' was ranked the most important channel for distributing content** in the next 12 months (71%). 'Articles' and 'Social Media (not blogs)' were a distant joint-second with 24% each.
- 32% do not have a lead nurturing programme in place.
- **60% of respondents 'score' leads**, though this percentage varies with company size with just 8% of the smallest companies doing it.
- Just over a third (36%) use external content providers to produce content. Where this occurs, **an average of 39% of content is created externally with an average budget spend of £31,000p.a.**

Survey results

Survey methodology

During Q3 2012, emedia, a division of Reed Business Information Limited, commissioned NSM Research to conduct an independent survey of 200 active UK-based B2B marketers from a cross-section of businesses.

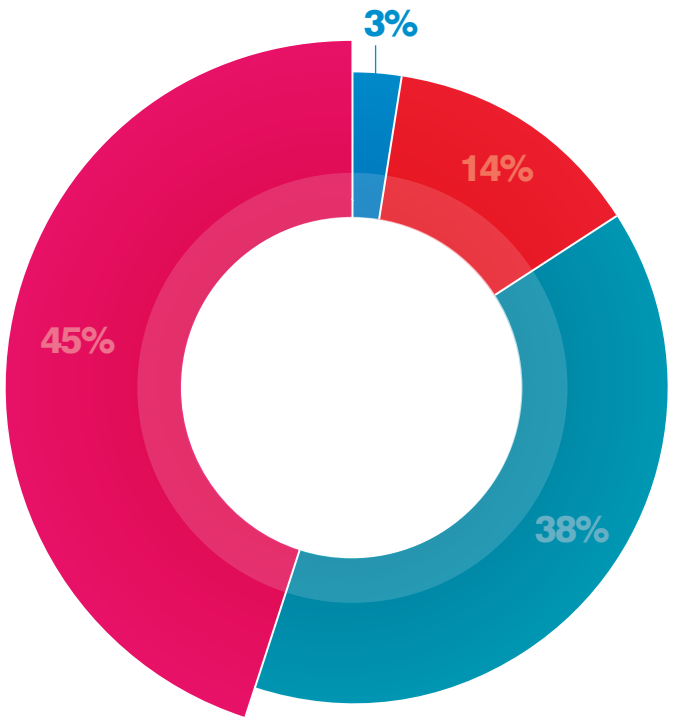
We sought their views on lead generation and content marketing, as well as information about their processes, current practices and future plans.

A full breakdown of the respondents' sector of operation, position within their organisation and company size can be found at the back of this report.

All answers were confidential and have been reported in aggregate.

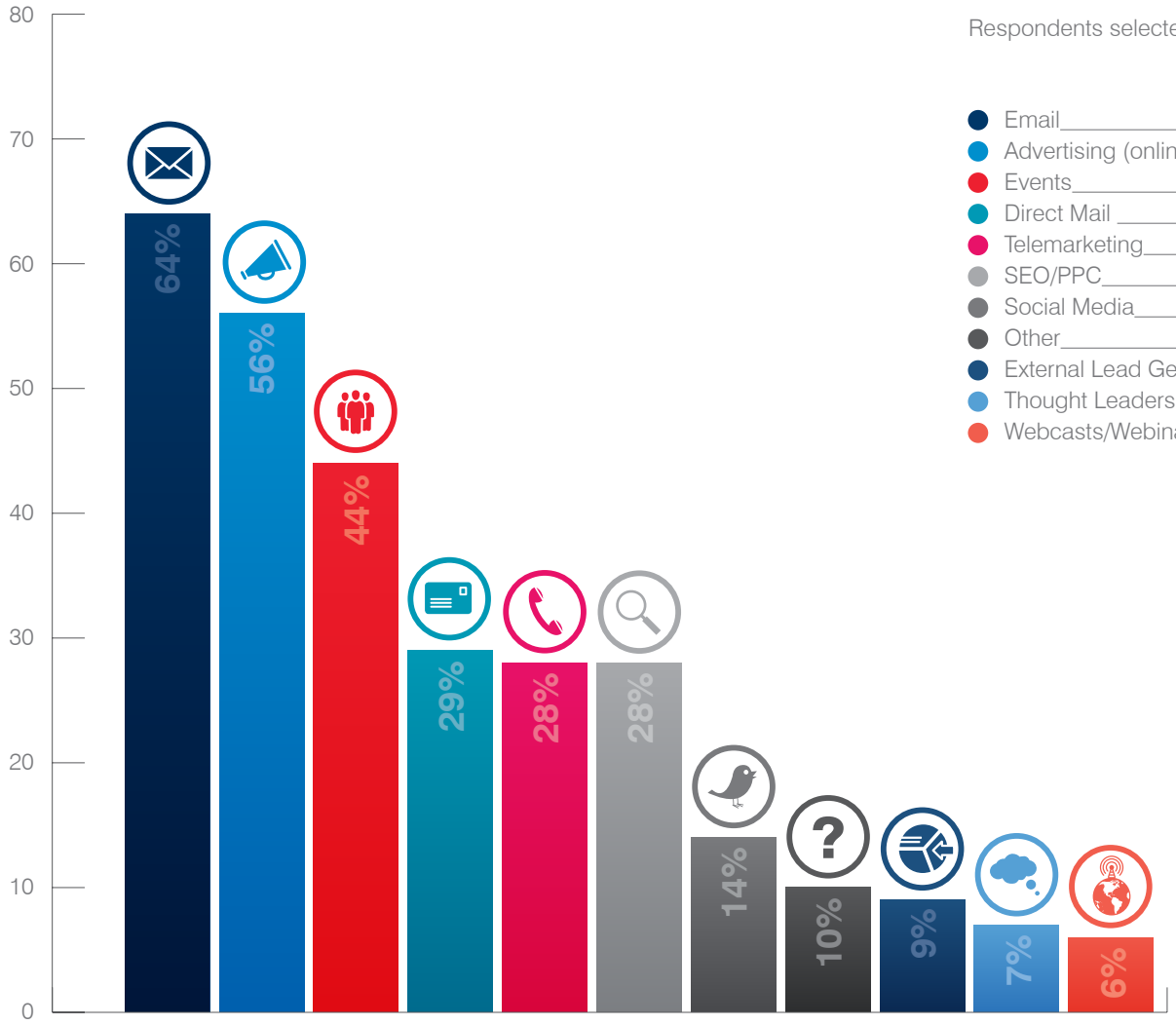
1

On a scale of 1-5, where 5 is extremely important and 1 is not important, how would you rank lead generation in your overall marketing plans?



- Not important 0%
- Not very important 3%
- Quite important 14%
- Important 38%
- Extremely important 45%

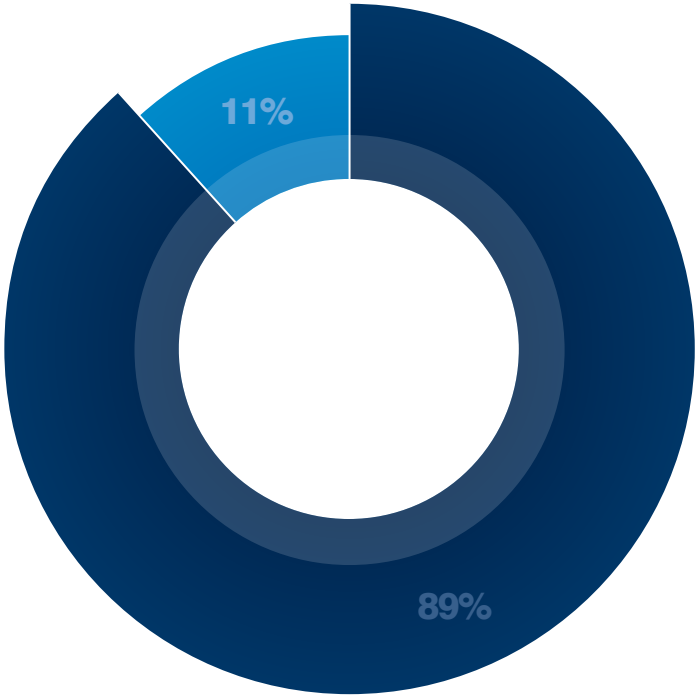
2 What are the 3 most effective channels you use to generate leads?



Respondents selected 3 answers.

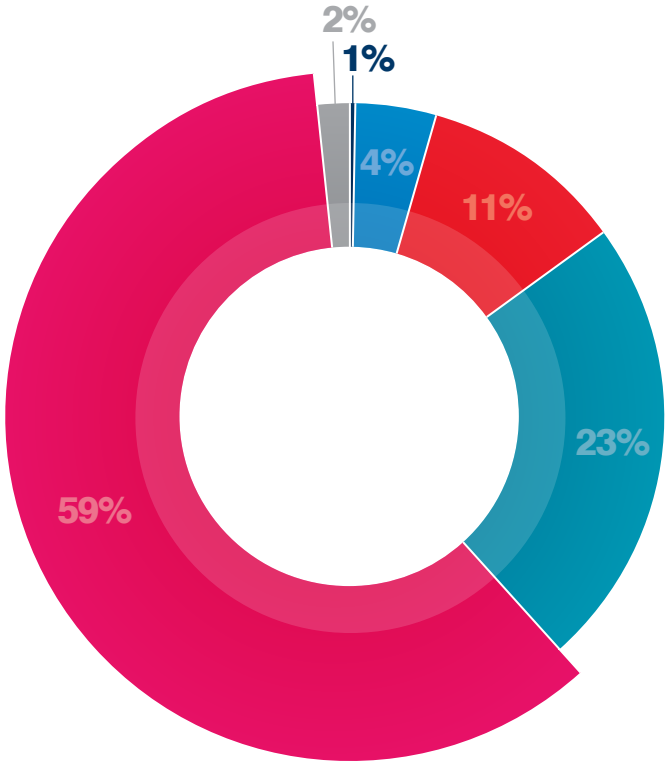
- Email 64%
- Advertising (online/trade/press) 56%
- Events 44%
- Direct Mail 29%
- Telemarketing 28%
- SEO/PPC 28%
- Social Media 14%
- Other 10%
- External Lead Generation 9%
- Thought Leadership 7%
- Webcasts/Webinars 6%

3 Do you discuss with sales people in your organisation what their requirements are prior to engaging in lead generation campaigns?



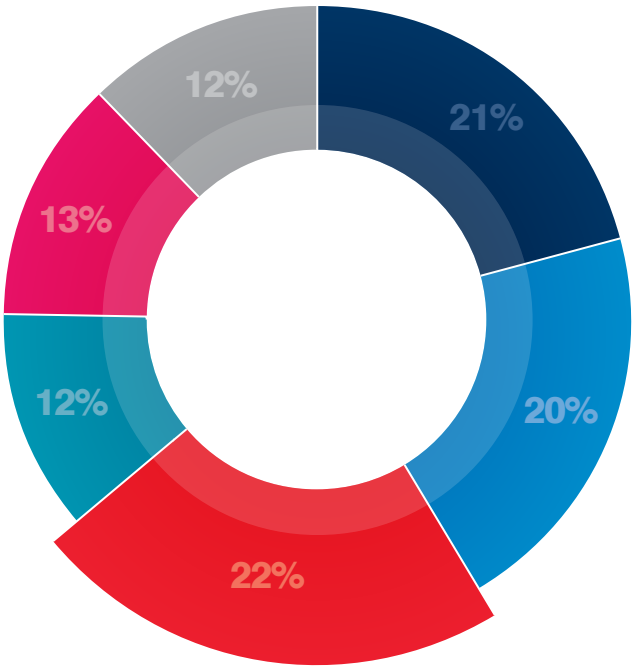
- Yes 89%
- No 11%

4 How carefully do you consider the marketing collateral/assets that you are going to use in your lead generation campaigns?



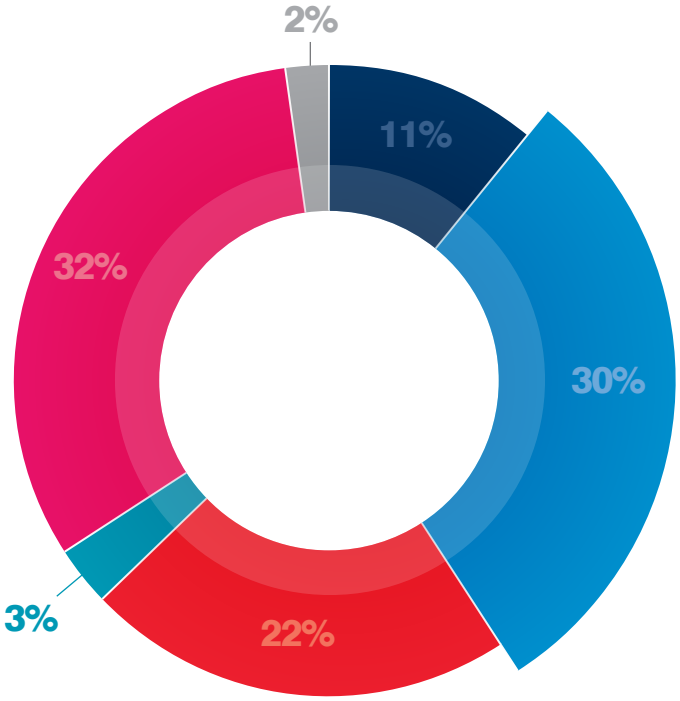
- I don't consider it at all 1%
- A bit 4%
- Moderately 11%
- Carefully 23%
- Extremely carefully 59%
- Don't know/do not use 2%

5 In terms of lead generation, what would be the minimum level at which you define someone as a lead?



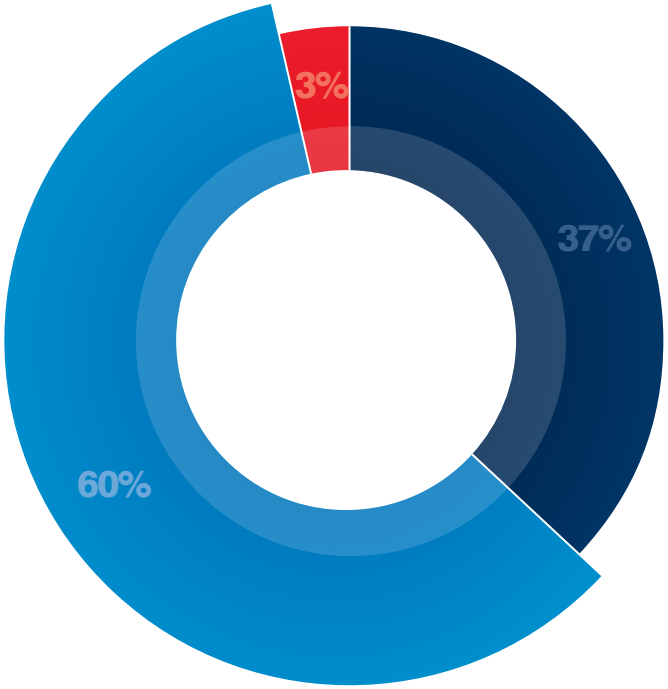
- Clicked through a link/website _____ 21%
- Has downloaded some content/collateral _____ 20%
- Has completed qualifying questions _____ 22%
- Has completed questions about their budget, authority to purchase, need and timeframe (BANT) _ 12%
- Matches my exact qualifying criteria _____ 13%
- Someone ready to buy _____ 12%

6 Do you have a lead nurturing programme?



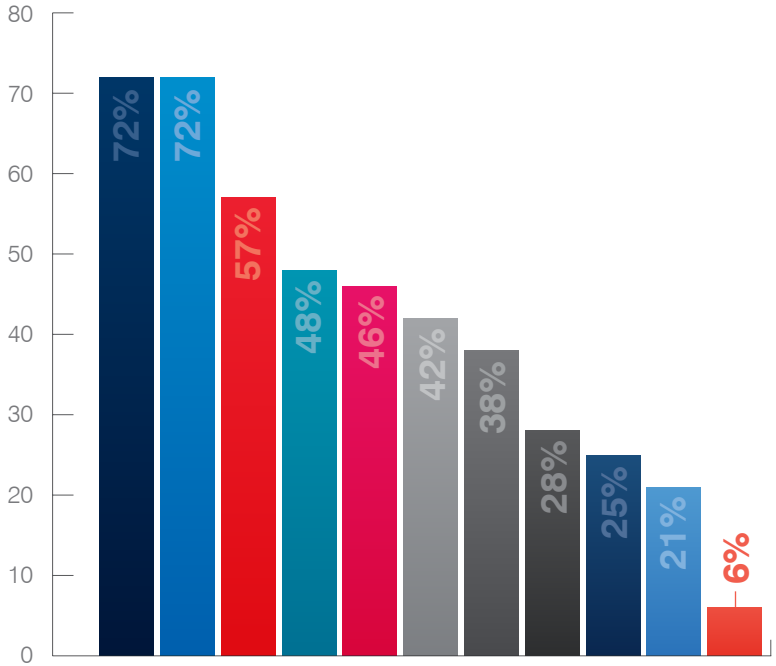
- Yes, automated system (e.g. Eloqua, Marketo) ____ 11%
- Yes, internal system/CRM-based _____ 30%
- Yes, basic/mostly manual _____ 22%
- Yes, external providers (agency, marketing services company etc.) _____ 3%
- No _____ 32%
- Don't know _____ 2%

7 Do you ‘score’ leads?



- Yes 37%
- No 60%
- Don’t know 3%

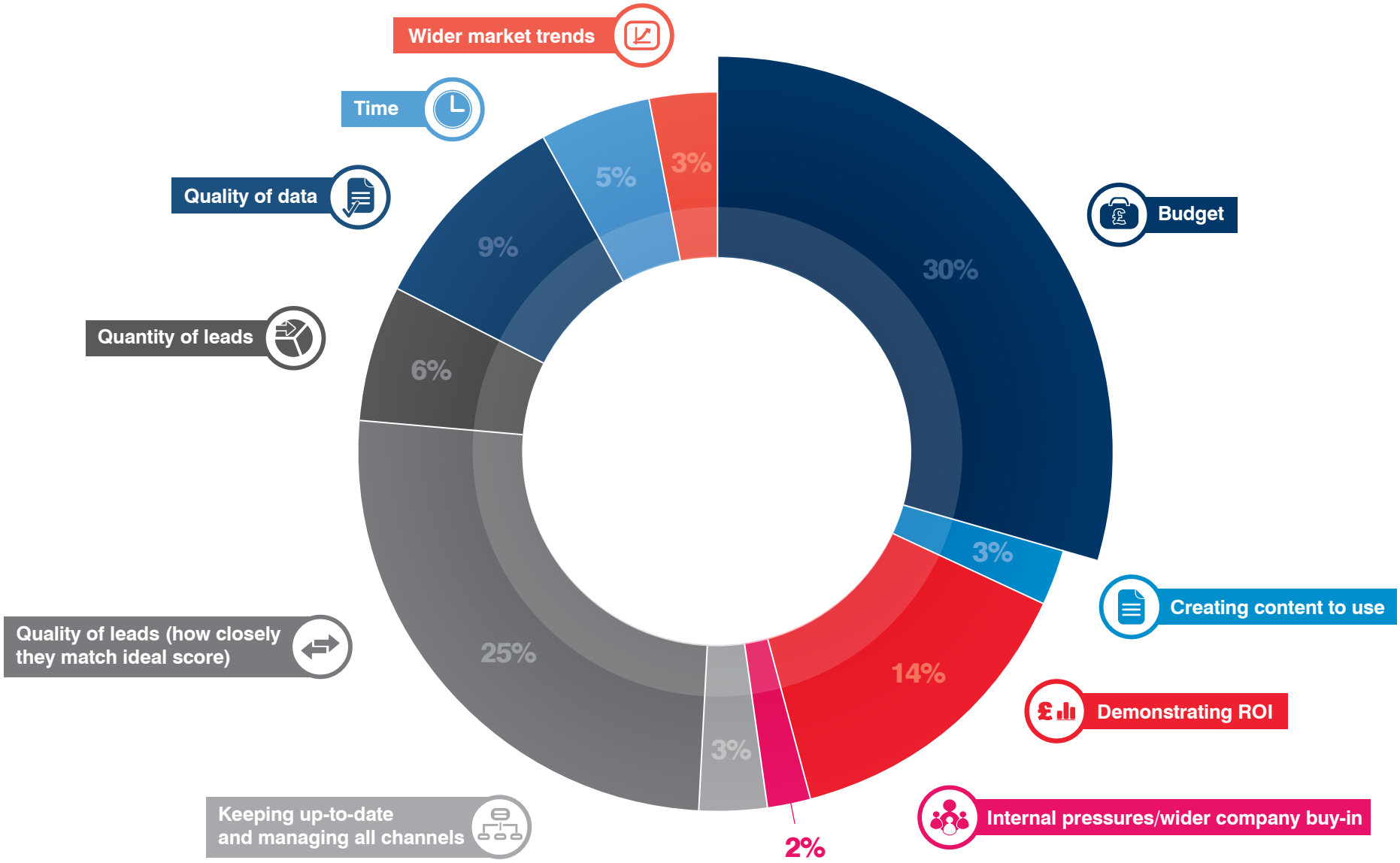
8 Which of the following do you think will be the key challenges to your lead generation programme over the next 12 months?



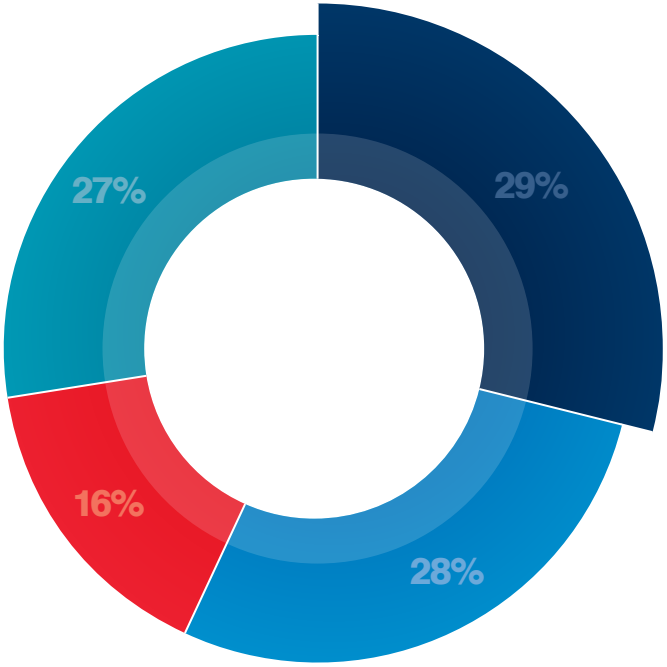
Respondents were able to select more than 1 answer.

- Budget 72%
- Quality of leads (how closely they match ideal score) 72%
- Demonstrating ROI 57%
- Quality of data 48%
- Time 46%
- Quantity of leads 42%
- Keeping up-to-date and managing all channels 38%
- Creating content to use 28%
- Internal pressures/wider company buy-in 25%
- Wider market trends 21%
- Finding something/someone that works 6%
- Other 0%

9 Which of those will be the main challenge to your lead generation programme in the next 12 months?

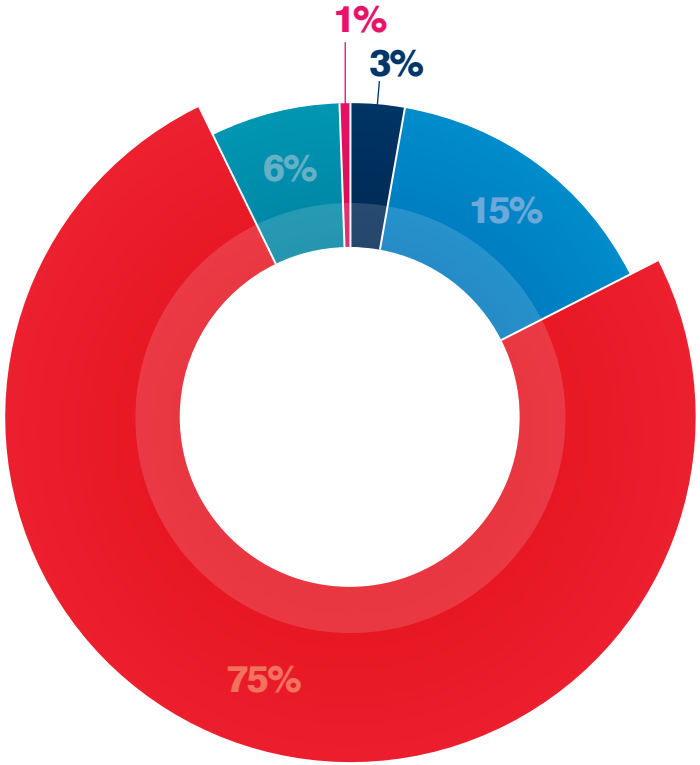


10 How important is external lead generation to your marketing plans in the next 12 months?



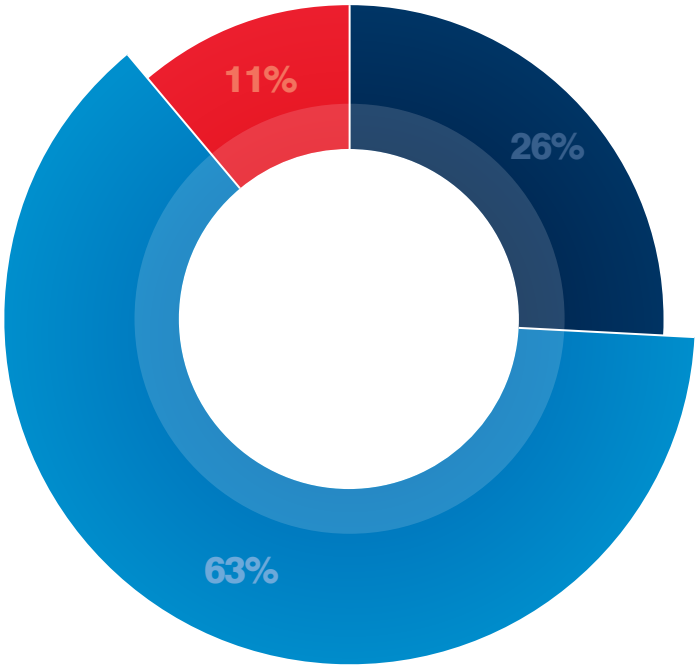
- Essential 29%
- Moderately 28%
- A little 16%
- It is not important 27%

11 How do you expect your spend on external lead generation to change in the next 12 months?



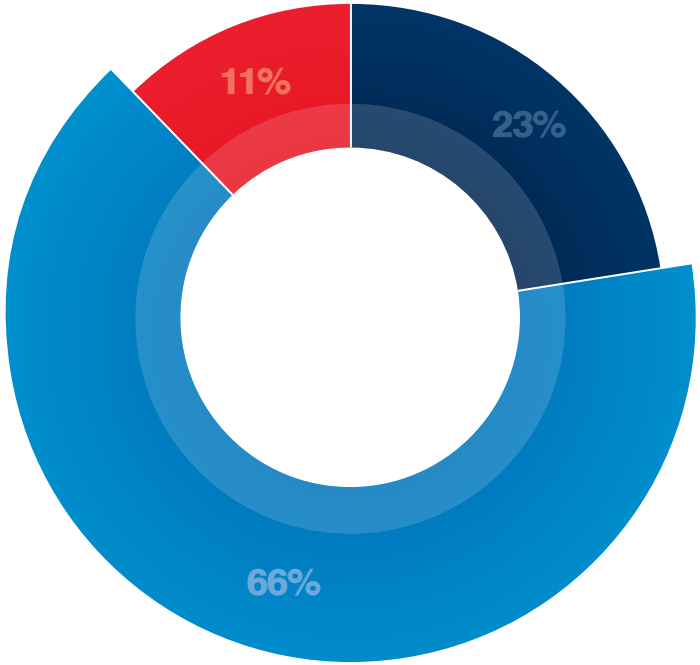
- Significant increase 3%
- Slight increase 15%
- Stay the same 75%
- Slight decrease 6%
- Significant decrease 1%

12 Do you have a separate content marketing strategy?



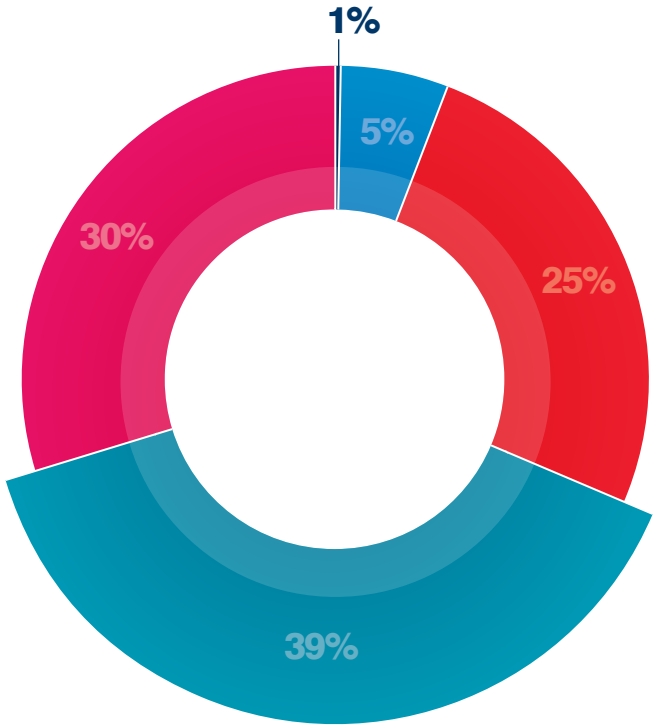
- Yes 26%
- No 63%
- Don't know 11%

13 Do you have a separate content marketing budget?



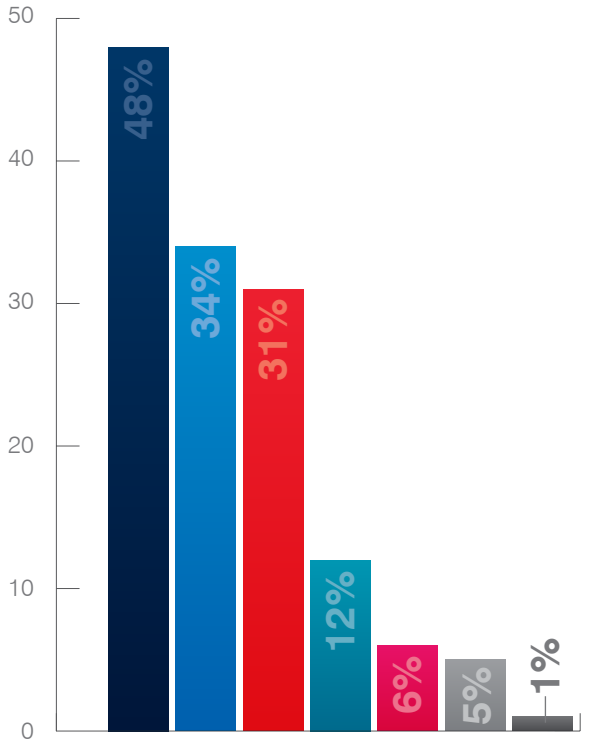
- Yes 23%
- No 66%
- Don't know 11%

14 On a scale of 1-5, where 5 is extremely important and 1 is not important, how would you rank content marketing in your overall marketing plans?



- Not important 1%
- Not very important 5%
- Quite important 25%
- Important 39%
- Extremely important 30%

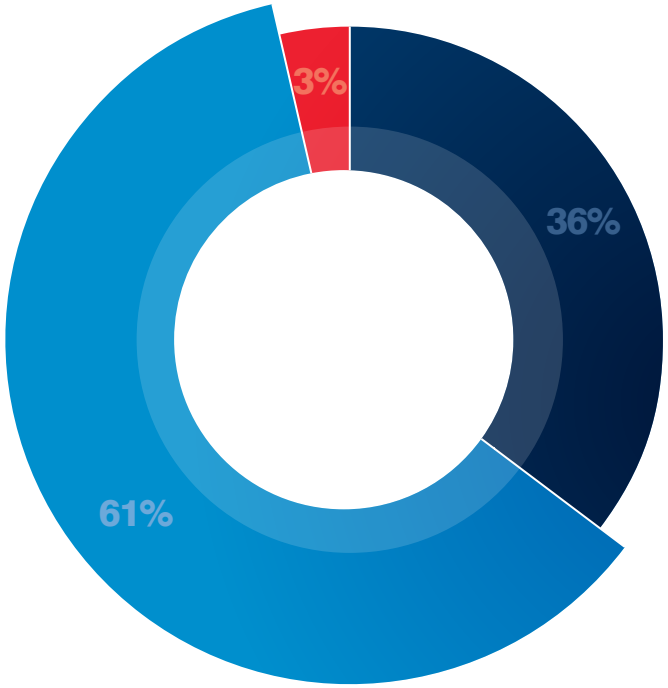
15 What are the main marketing objectives that you are trying to achieve with the content that you produce?



Respondents were able to select more than 1 answer.

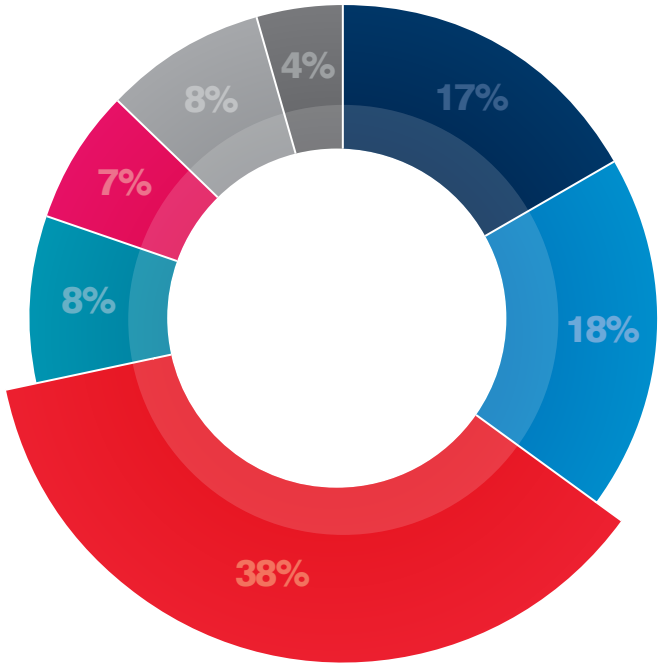
- Lead Generation 48%
- Brand Awareness 34%
- Content Marketing/Sales 31%
- Retention 12%
- Thought Leadership 6%
- Lead Nurturing 5%
- Other 1%

16 Do you use external providers to create content for your marketing campaigns?



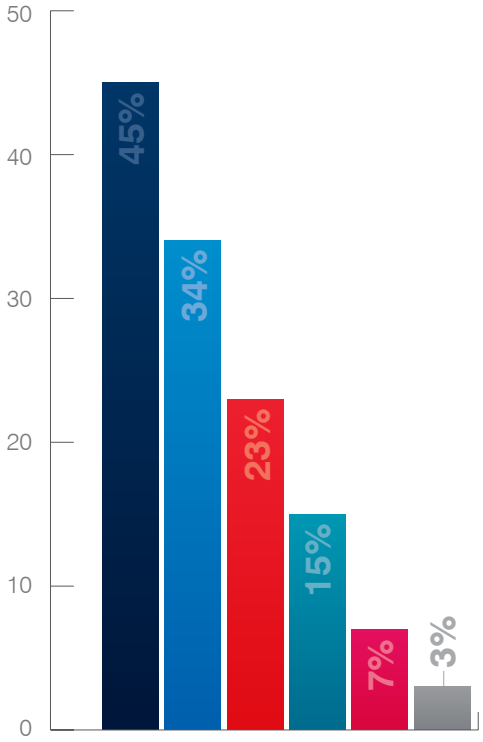
- Yes 36%
- No 61%
- Don't know 3%

17 Approximately what proportion of your marketing content is created externally?



- 1-10% 17%
- 11-25% 18%
- 26-50% 38%
- 51-75% 8%
- 76-99% 7%
- 100% External 8%
- Don't know 4%

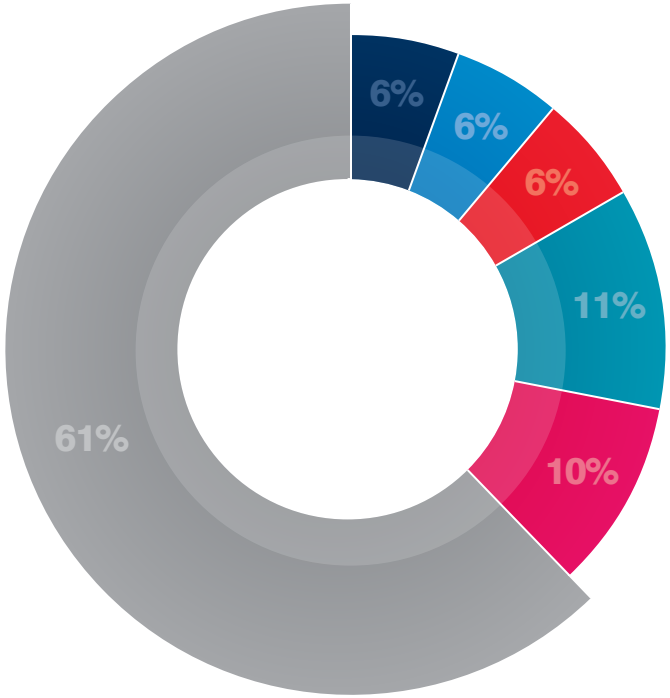
18 Who produces your external content?



Respondents were able to select more than 1 answer.

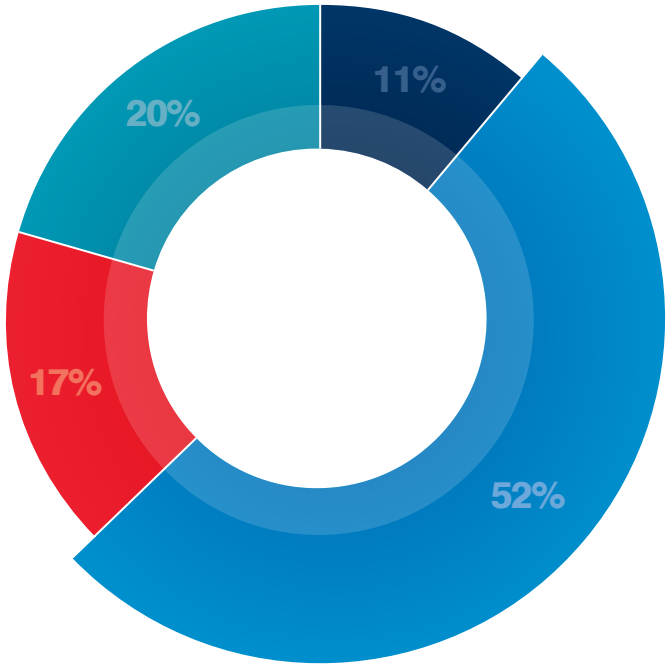
- A media company — 45%
- Ad agency — 34%
- Writers/Journalists — 23%
- Other — 15%
- Specialist Content Bureau — 7%
- Rather not say — 3%

19 How much (approximately) do you spend annually with external providers?



- <£5,000 — 6%
- £5,000-£10,000 — 6%
- £10,001-£20,000 — 6%
- £20,001-£50,000 — 11%
- £50,001+ — 10%
- Don't know/rather not say — 61%

20 With regards to producing content within your business, how do you resource this?



- I create it all _____ 11%
- Within the Marketing/Sales departments _____ 52%
- Across the organisation _____ 17%
- We have an internal resource _____ 20%
- Crowd source _____ 0%
- We don't produce content internally _____ 0%
- Other _____ 0%

emedia has a number of whitepapers, How-to and Top-tip guides that could inform and improve your lead generation campaigns.

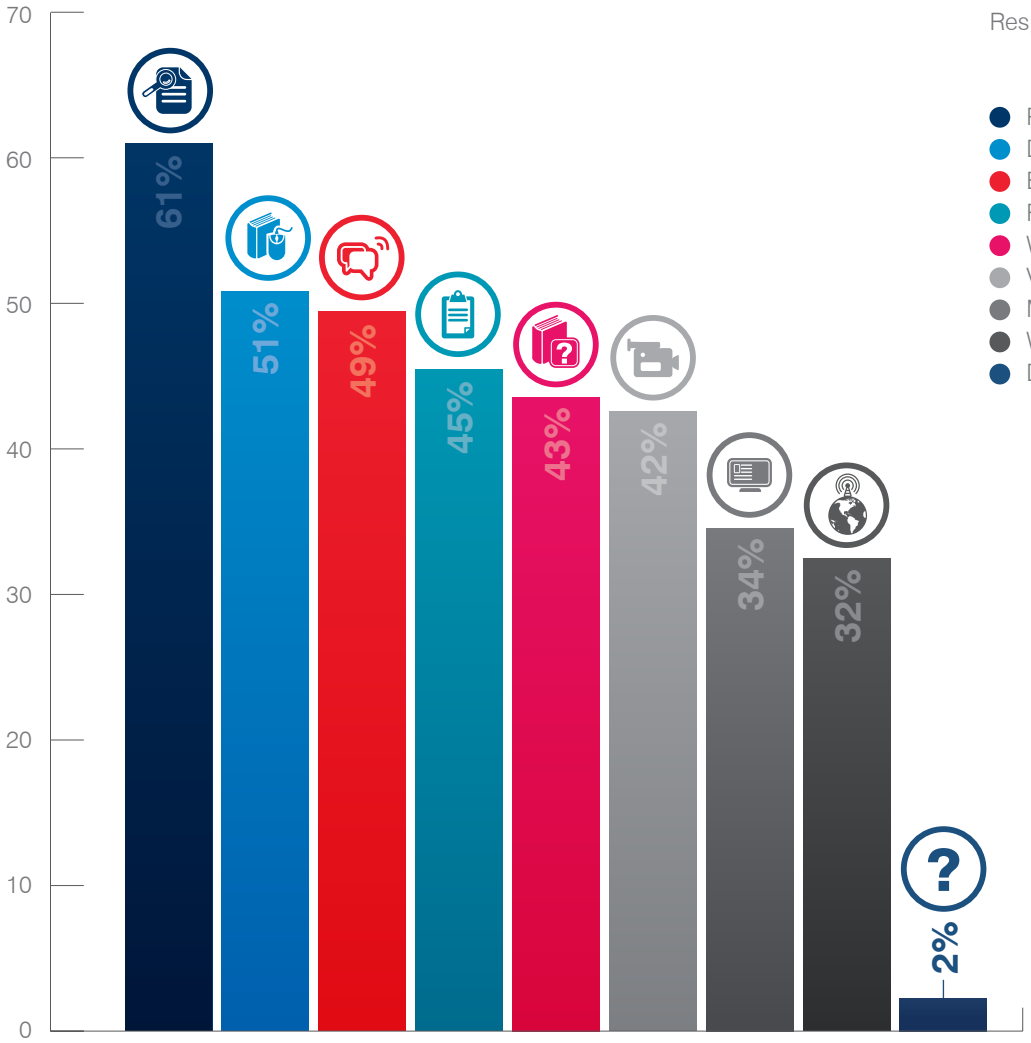
Topics covered include:

- What is email lead generation? Why do it?
- How-to do lead generation and email marketing better
- How can I convert my leads?

All are available for free within the 'Resources' section of the emedia website.

More results overleaf!

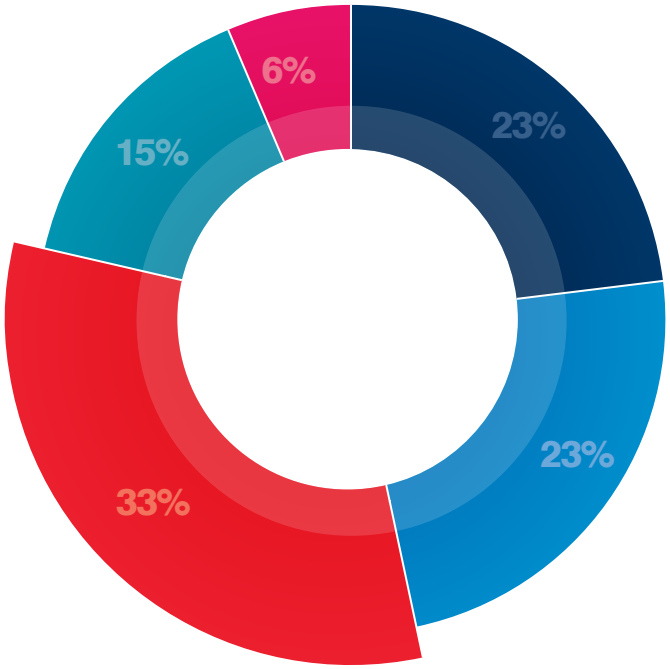
21 What types of content do you expect to be producing in the next 12 months?



Respondents were able to select more than 1 answer.

- Product Spec/Demonstrations/Case Studies 61%
- Digital Magazines/eBooks 51%
- Blogs 49%
- Research Reports/Surveys 45%
- Whitepapers/How-to guides 43%
- Videos 42%
- Microsites 34%
- Webinars/Webcasts 32%
- Don't know 2%

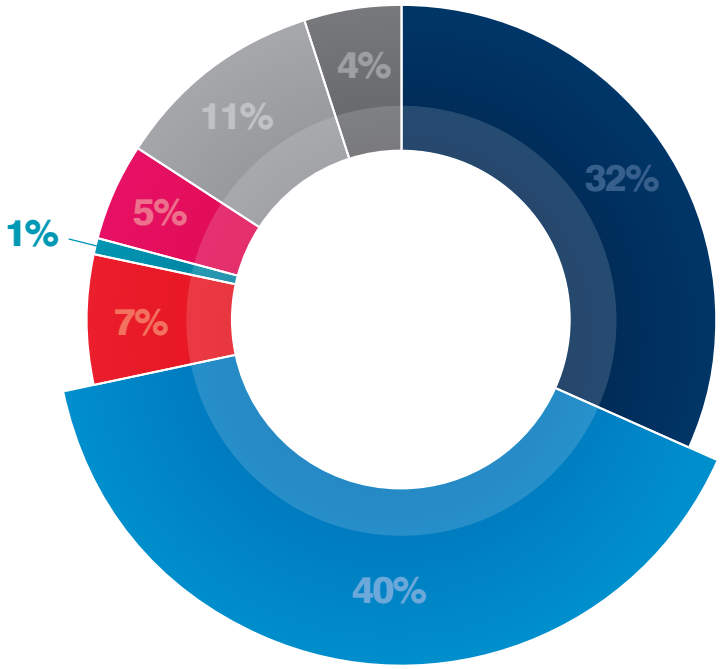
22 Which two of the following will your content focus on in the next 12 months?



Respondents selected 2 categories.

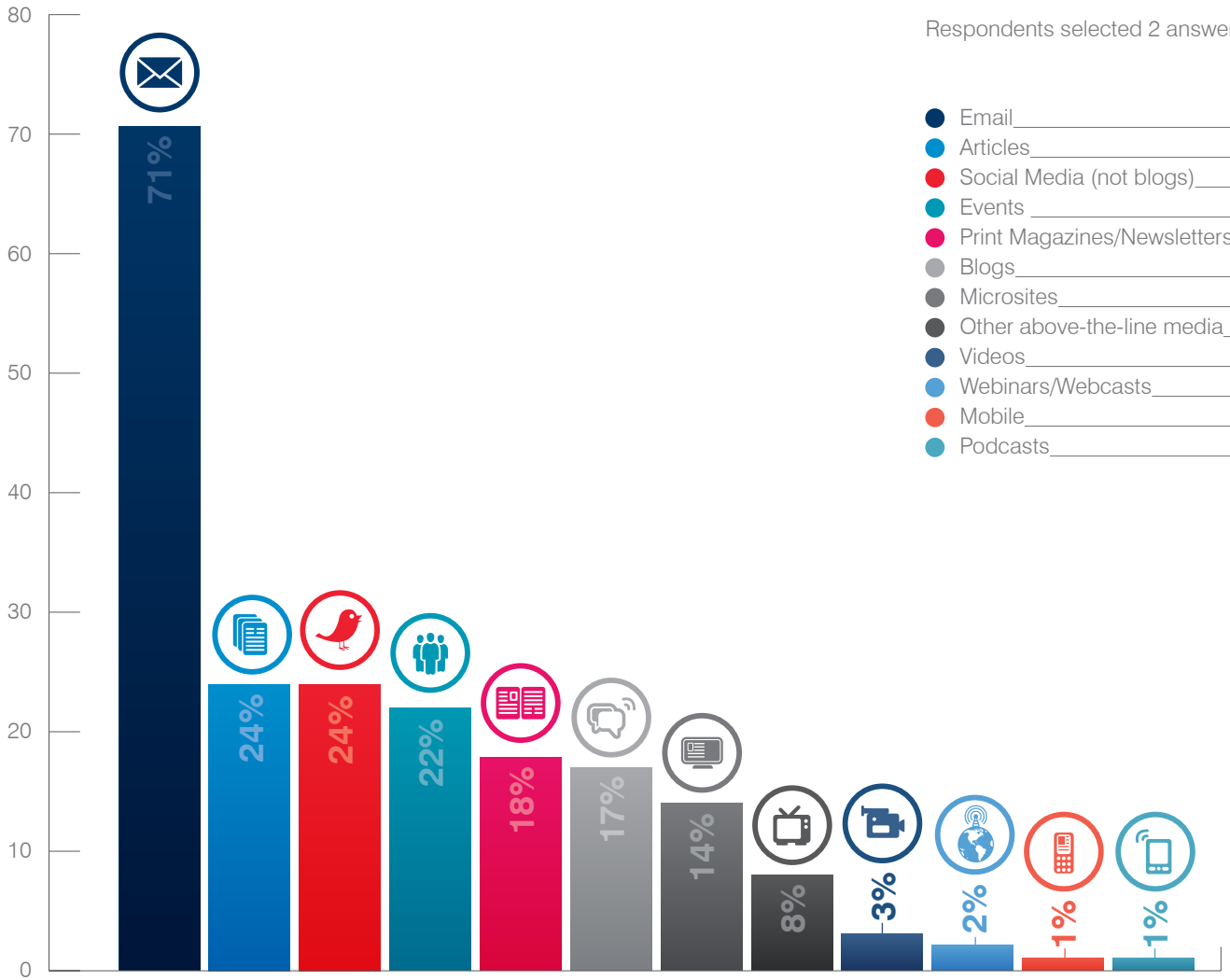
- Best Practice/How-to 23%
- Market Trends/Thought Leadership 23%
- Product Spec/Demonstrations/Case Studies 33%
- Research Reports 15%
- Other 6%

23 What will be your biggest challenge around producing content in the next 12 months?



- Time 32%
- Budget 40%
- Ideas 7%
- Finding a quality production company 1%
- Integrating it with existing campaigns/pieces 5%
- Effectively using it 11%
- Other 4%

24 What will be the two most important channels in the next 12 months for distributing your content?

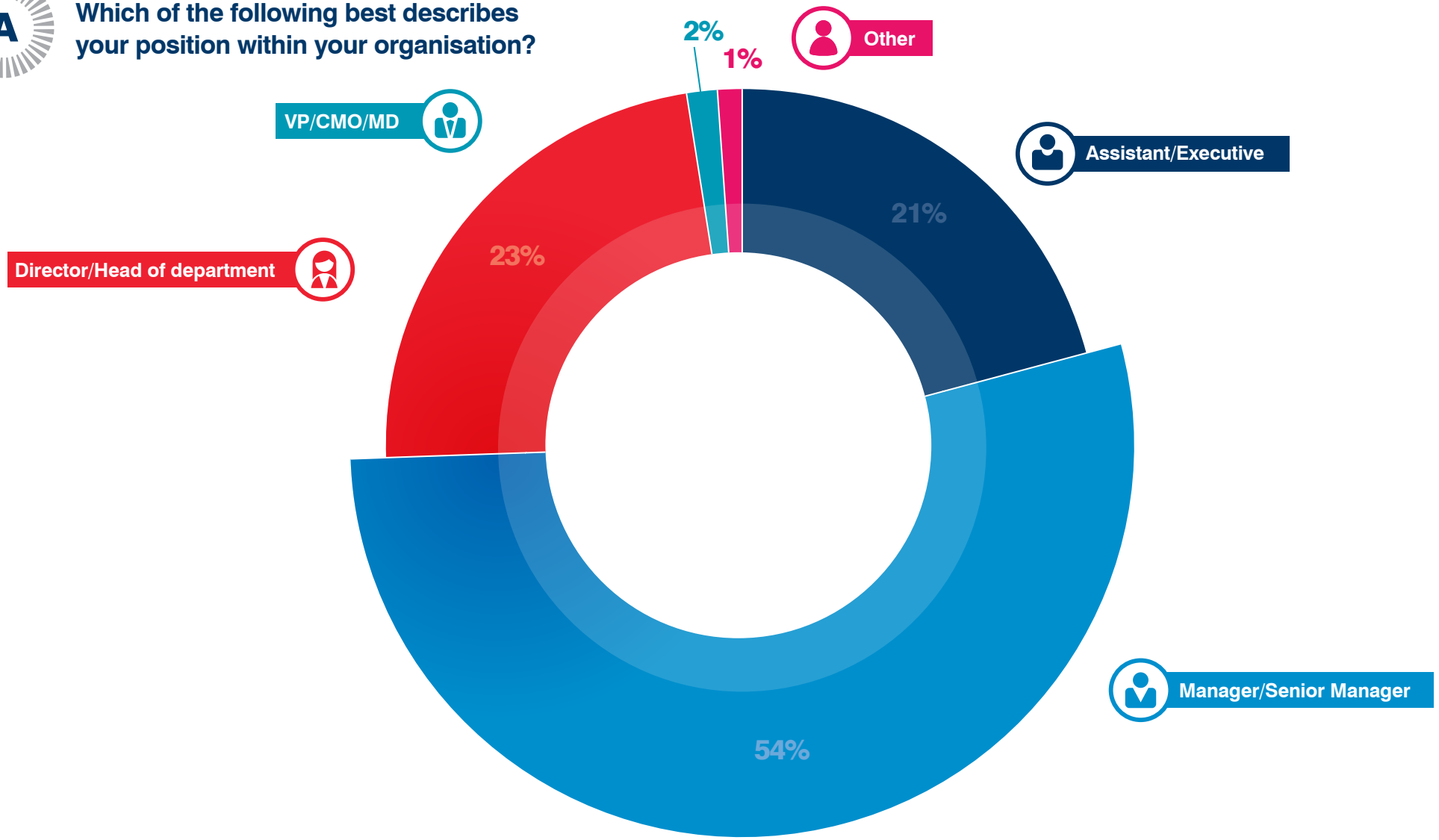


Respondents selected 2 answers.

Email	71%
Articles	24%
Social Media (not blogs)	24%
Events	22%
Print Magazines/Newsletters	18%
Blogs	17%
Microsites	14%
Other above-the-line media	8%
Videos	3%
Webinars/Webcasts	2%
Mobile	1%
Podcasts	1%

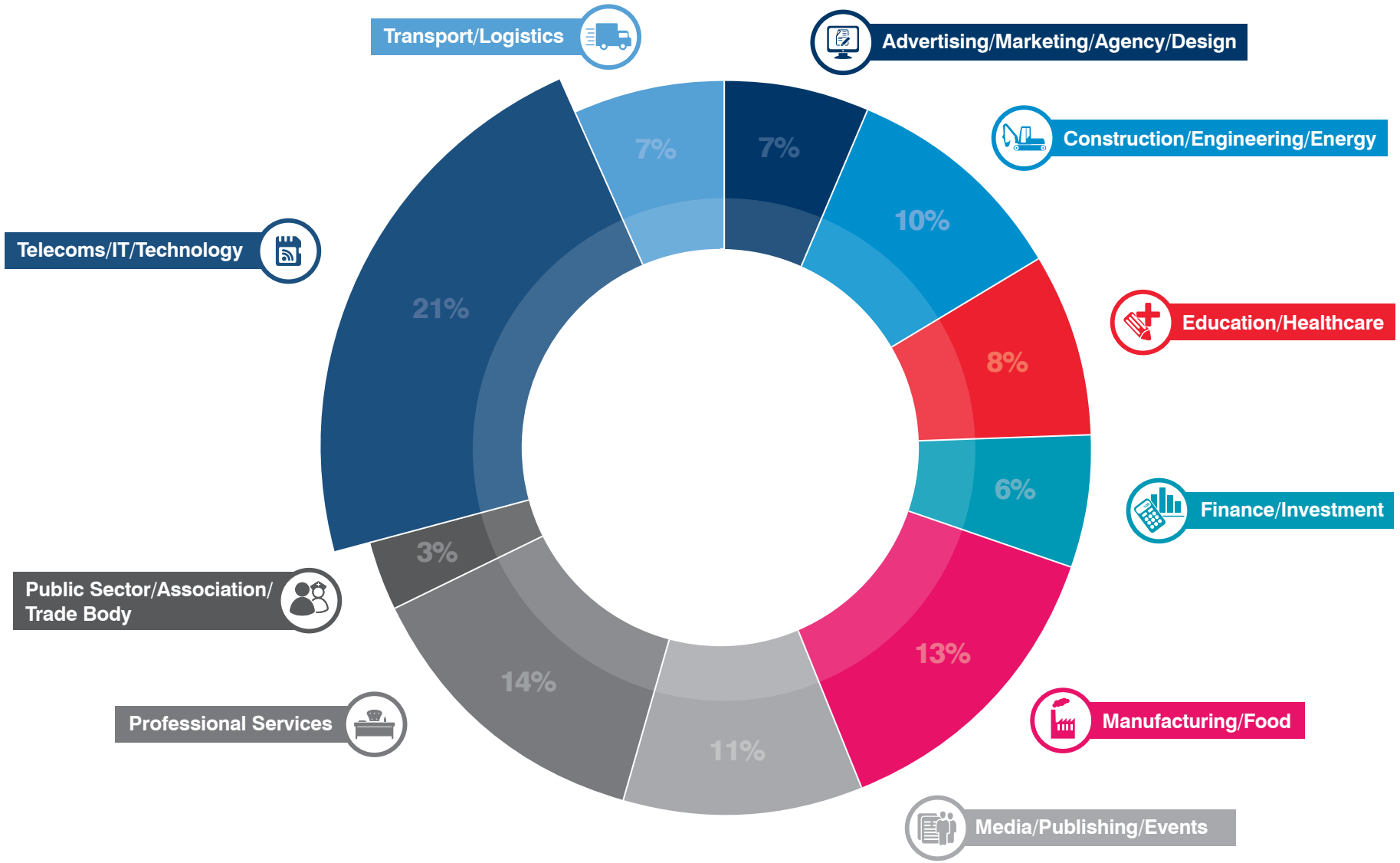
Profiler questions

Which of the following best describes your position within your organisation?

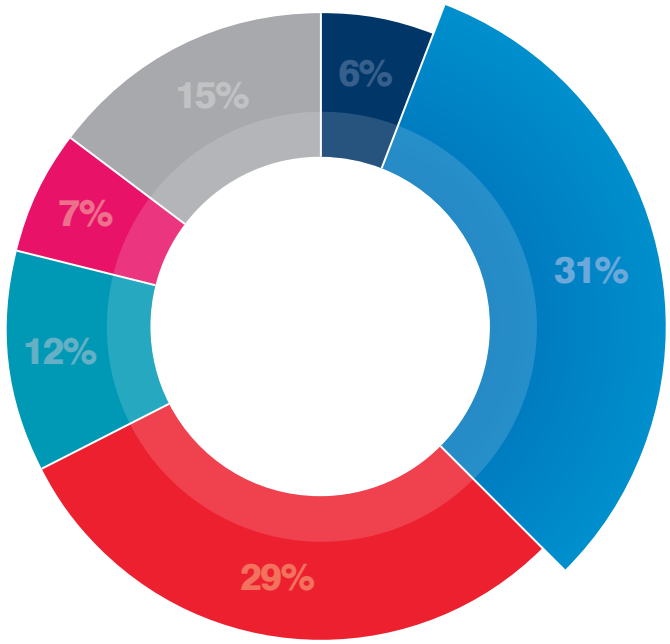


B

Which of the following best describes the primary sector in which your company operates?



How many employees are there within your organisation in the UK?



- 0-9 employees — 6%
- 10-49 employees — 31%
- 50-249 employees — 29%
- 250-500 employees — 12%
- 501-999 employees — 7%
- 1000+ employees — 15%

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Twitter – #emediauk

Google+ – emedia UK

Facebook – emedia.uk

Notes

About emedia

emedia is the UK's preeminent provider of business lead generation services.

In simple terms, we create measurable demand for products and services from an audience of over 700,000+ professionals by utilising a wide portfolio of established, permission-based email bulletins and industry-leading expertise.

What makes emedia the superior choice for lead generation services in the UK?

- **Our experience**
  emedia has provided quality and quantifiable results for our clients since 1999 and our creative team has unrivalled market experience in delivering effective lead generation campaigns.
- **Our data and the care we take with our subscribers**
  We understand our audience. All of our bulletins are permission-based, so subscribers want the information in them. This makes them uniquely receptive to the content within our already established brands.
- **Our wide range of state-of-the-art bulletin titles**
  emedia covers many niches using optimised email bulletins. This allows fast deployment of your sales messages across a wide range of uniquely engaged audiences.
- **Our technology and workflow**
  We adopt an agile, iterative approach to constantly improve subscriber experience. Unlike most email activities, emedia's open and click-through rates are increasing.
- **Our end-to-end range of bespoke products and services**
  emedia can deliver the campaign you want. We can distribute your fine-tuned marketing collateral to drive leads, or create new assets and assist delivery with exclusive campaign features and support.
- **Speed of delivery**
  An emedia campaign can be arranged and set-up within hours.
- **Our global view**
  emedia has international divisions with bulletins covering multiple industry sectors.
- **Our backing**
  emedia is owned by Reed Business Information, part of the Reed Elsevier Group plc, giving you the security and quality assurance that our products and services are the best-in-market.

Contact emedia today to find out how we can assist your lead generation and marketing campaign needs!

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