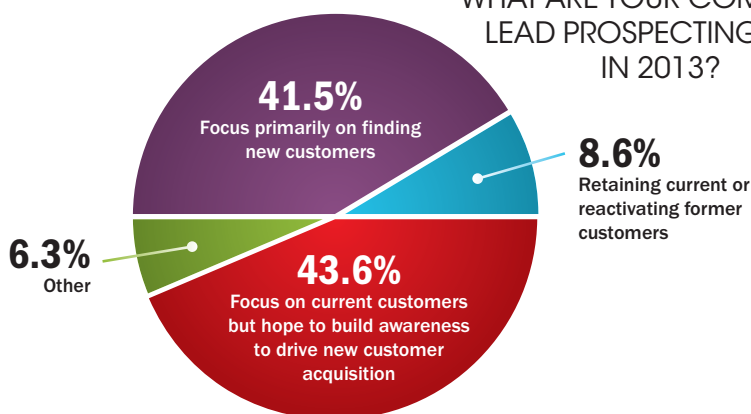


# On the Prowl



CHIEF MARKETER'S 2013 PROSPECTING SURVEY SHOWS MARKETERS ARE INCREASING ACQUISITION EFFORTS ON ALL FRONTS

## WHAT ARE YOUR COMPANY'S LEAD PROSPECTING AIMS IN 2013?



Marketers are using every tool at their disposal to acquire new leads, according to *Chief Marketer's* 2013 prospecting survey.

Marketers overall (41.5%) cited finding new customers as the primary goal of their lead prospecting efforts in 2013; and 43.6% said that while they were focusing on existing customers, they also want to build awareness outside that group in the hopes of generating new business. Only 8.6% said they were focusing on retaining current customers or reactivating former ones.

The focus on finding new leads was even greater for B2B-focused enterprises, with nearly 48% citing that as their primary objective. That number on the consumer-focused marketer side was slightly lower, at 35.8%, with this group also expressing more of an interest in retention and reactivation (11%, compared to 6.7% for B2B companies).

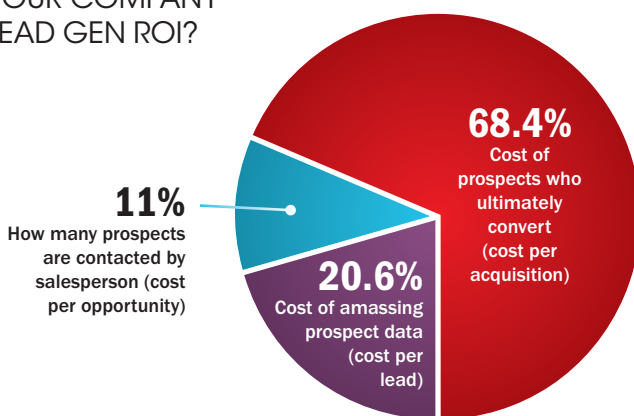
Looking at these figures broken out by revenue, businesses under \$10 million followed the overall trends, as did those in the \$10 million to \$100 million range. Those reporting \$100 million+ in revenue showed more interest in current customers, with 11% citing interest in retention/reactivation and 44% looking at the current customer pool and also looking to build awareness/sales outside.

## CHANGING CHANNELS

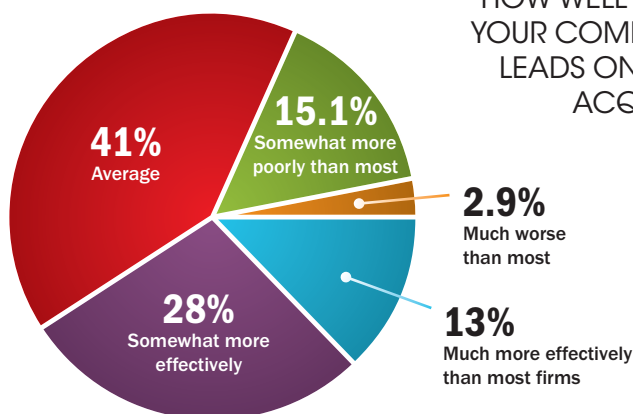
When respondents were asked which channels they had used in 2012 and which they planned to use in 2013, every category showed an increase. Not surprisingly, the greatest boosts in usage were in online media. Sixty-percent of respondents said they'd use content marketing for prospecting in 2013, up from 46% in 2012. Also showing significant increases in usage were website registration or opt-in, at 66.9% (up 10.6 percentage points, or 19%); ad retargeting, at 29.7% (up 46.3%); and social networks, at 67.5% (up 17.8%).

When broken out by B2C versus B2B marketers, the results were similar. For content marketing, 68.1% of B2B respondents reported they'd be using this tactic in 2013, compared to 53.0% in 2012; 54.3% of B2C marketers will use content marketing in 2013, up from 38.1% in 2012. Email showed growth on both sides as well: 88.8% of B2B firms and 85.4% of B2C firms

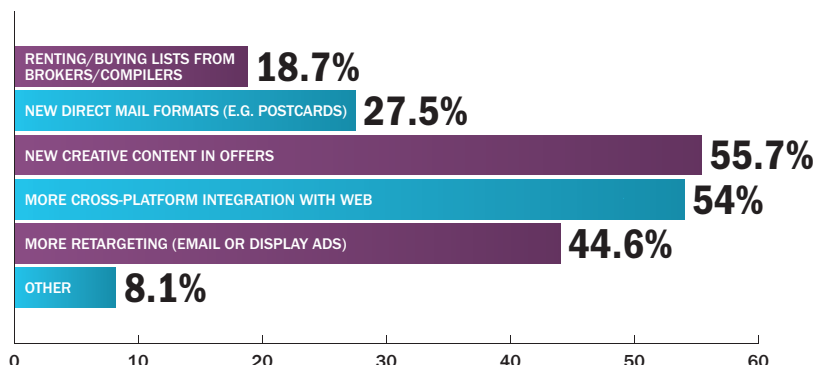
## HOW DOES YOUR COMPANY MEASURE LEAD GEN ROI?



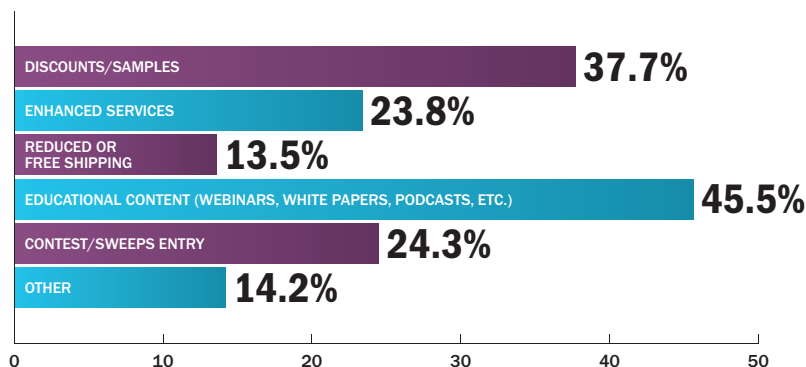
## HOW WELL DO YOU THINK YOUR COMPANY HANDLES LEADS ONCE THEY ARE ACQUIRED?



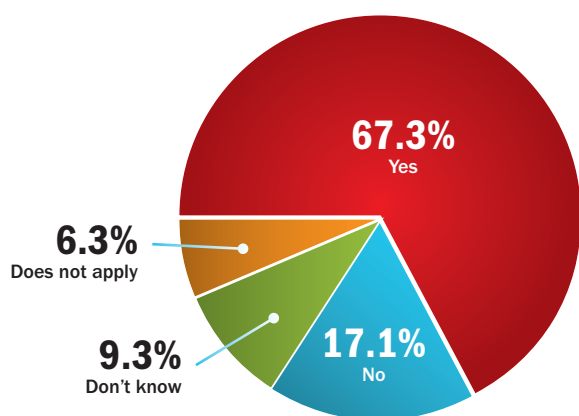
## WHAT DIRECT RESPONSE TACTICS WILL YOUR FIRM USE MORE AGGRESSIVELY IN 2013?



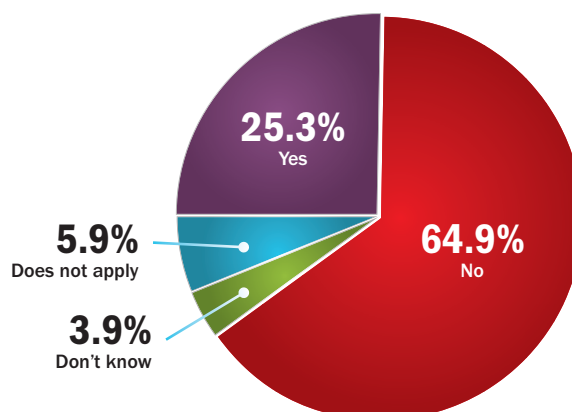
## WHAT DID YOU OFFER PROSPECTS IN RETURN FOR THEIR CONTACT INFO, OR LEAD-GEN OPT-IN IN 2012?



## DOES YOUR COMPANY'S LEAD-GEN PROCESS ATTRIBUTE LEADS BY CHANNEL SOURCE (E.G., EMAIL, DIRECT MAIL, ONLINE REGISTRATION, ETC.)?



## DOES YOUR COMPANY USE AUTOMATED LEAD MANAGEMENT SOFTWARE TO SCORE, MONITOR AND ROUTE LEADS TO THE SALES STAFF?



will be hitting inboxes in 2013, up from 81.1% and 76.5%, respectively, last year. The use of website registrations and opt-ins was also up this year, with 68.7% of B2B and 68.4% of B2C respondents reporting use in 2013.

Email usage overall was also up, with 86.7% of respondents reporting they'd use it for prospecting this year, compared to 80.3% who used it in 2012. Even traditional media like direct mail is on the rise: 50.4% of respondents said they'd use mail in 2013, compared to 48.1% in 2012. Telemarketing was also up nearly 11% over last year, with 36.2% of respondents reporting it as part of their plans.

Affiliate marketing (up 24.7%), live events/street teams (up 19.8%), pay-per click/display (up 19.3%), and trade shows/conferences (up 9.5%) all followed the trend of increased use.

### TRACKING AND MEASUREMENT

These decisions to use a multitude of tactics are not being made blindly; 67.3% reported that their company's lead-gen process attributes leads by channel source. However, only 25.3% said their company uses automated lead management software to score, monitor and route leads to the sales staff for contact.

The confidence respondents had in their company's ability to handle leads once they were acquired (in terms of evaluation, segmentation and moving them through the sales funnel) varied. Thirteen percent said their company performed this task much more effectively than most firms, while 27.9% said this

was somewhat true. Average performance was reported by 41%, while 15% said their company's lead handling was done somewhat more poorly than most firms, and 2.9% said their firm's lead management performance was much worse than most.

B2B and B2C respondents were pretty much even in their assessment of their companies' performances on this front—42.6% of B2B marketers ranked their firms as average, as did 38.1% of B2C marketers.

How B2B and B2C marketers entice their audiences to share their contact information or opt-in did differ in preference. B2B marketers were overwhelming most likely to offer webinars, podcasts, white papers or other informational content in exchange for this data (64.5%), followed by product discounts or samples (26.9%) or enhanced services (18%). Discounts and samples topped the list for B2C marketers (48.1%), followed by contest entries or sweeps (31.5%) or enhanced services (29.4%).

## THE SOCIAL WHIRL

Both B2B (41.6%) and B2C (52.3%) respondents cited the primary objective of their lead generation activity on social networks as building relationships that would convert to

transactions over time. Second for both (B2B, 25.8%; B2C, 23.0%) was generating website traffic. Only 13.6% of B2C respondents and 25.8% of B2B respondents were not currently using social media.

Measuring prospects' engagement online and in social media is still tricky for many marketers overall, according to respondents. When asked if their company assigns scores to the engagement levels site visitors or social fans have with online content (sharing, commenting, retweeting, etc.) as a means to identify and track likely buyers to a possible conversion, 81.3% said no, and 64.0% of those respondents said their company had no plan to develop such a score.

"Social media is an additional channel that presents new ways to engage and interact with customers on a more personal, one-to-one level," wrote one respondent. "It should be viewed as an opportunity rather than an obstacle. It can help build brand advocates that can extend the reach of your product or service to new customers you would not otherwise reach."

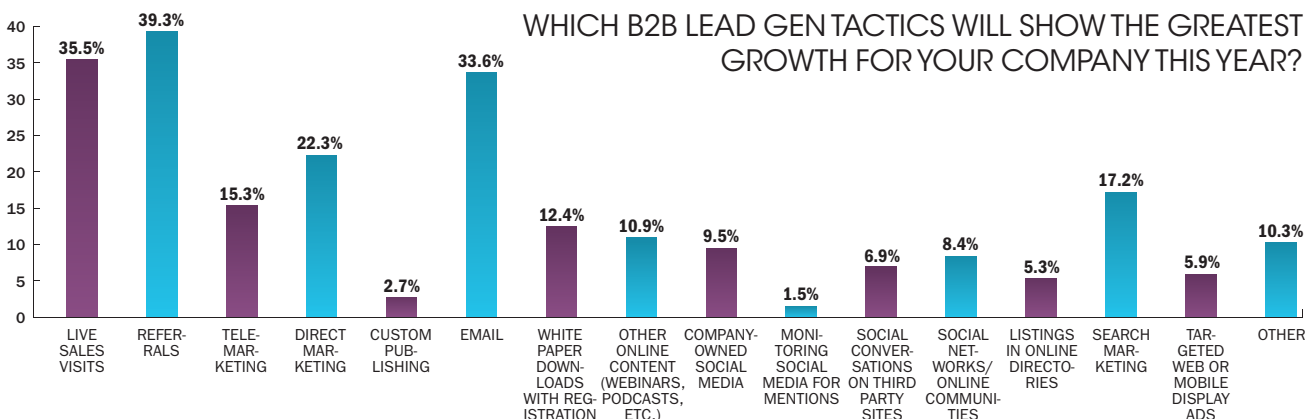
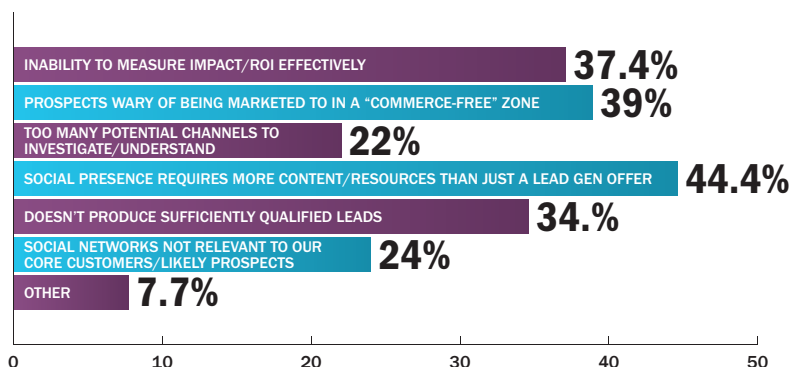
"Marketing today is more complicated because of many factors, including more diverse consumers, more marketing options,

changes in media consumption habits, more ways to buy, etc.," wrote another. "The critical issues for marketers are the same as they have always been—targeting consumers and understanding them, then getting the marketing mix and creative right. Talking about that isn't as sexy or as easily newsworthy as social media is, but that is what it takes to be successful."

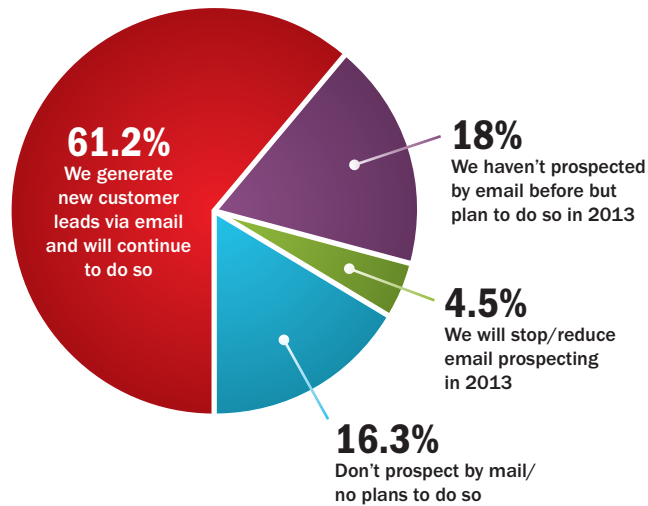
## METHODOLOGY

The 2013 CHIEF MARKETER Prospecting Survey was conducted from Feb. 6 to March 5; 678 responses were received via email. Over half of the respondents (52%) were B2B marketers; 18% identified their businesses as B2C, while 30% said they market to both businesses and consumers. Respondents included ad/sales/DM agency professionals (23.2%), banking/insurance/real estate (9.1%), manufacturers (13.5%) and retailer/cataloger/wholesalers (12.5%).

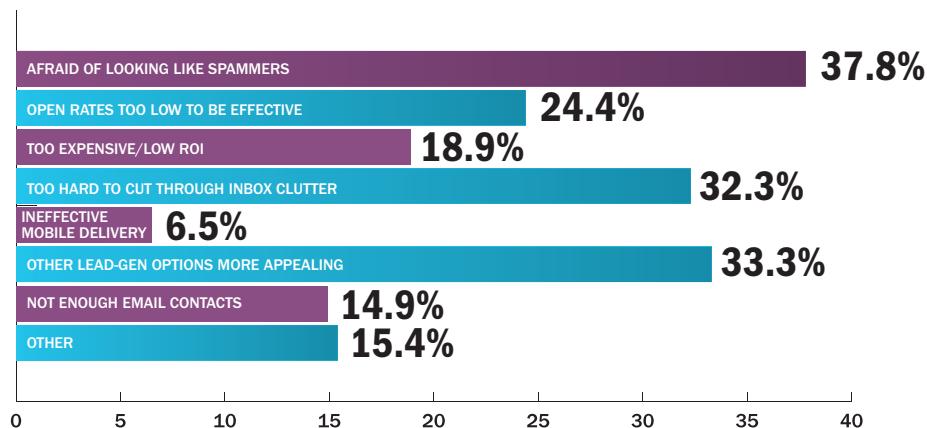
## WHAT ARE THE BIGGEST OBSTACLES TO GENERATING NEW LEADS IN SOCIAL MEDIA?



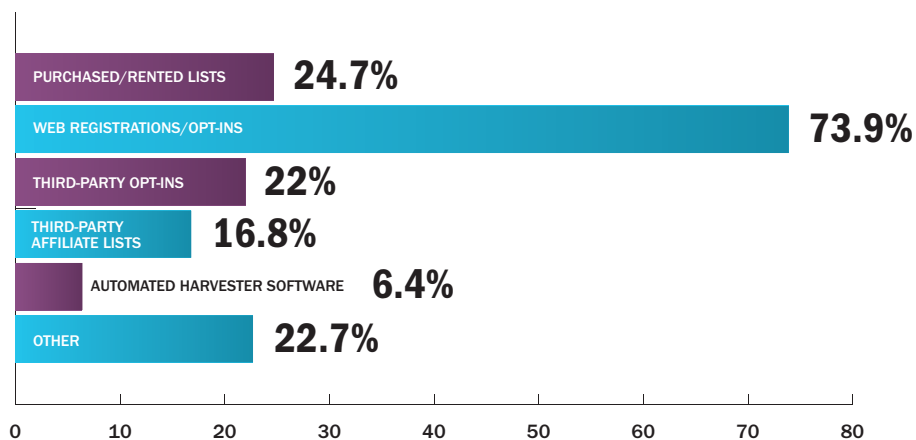
## DESCRIBE YOUR COMPANY'S EMAIL PROSPECTING STRATEGY



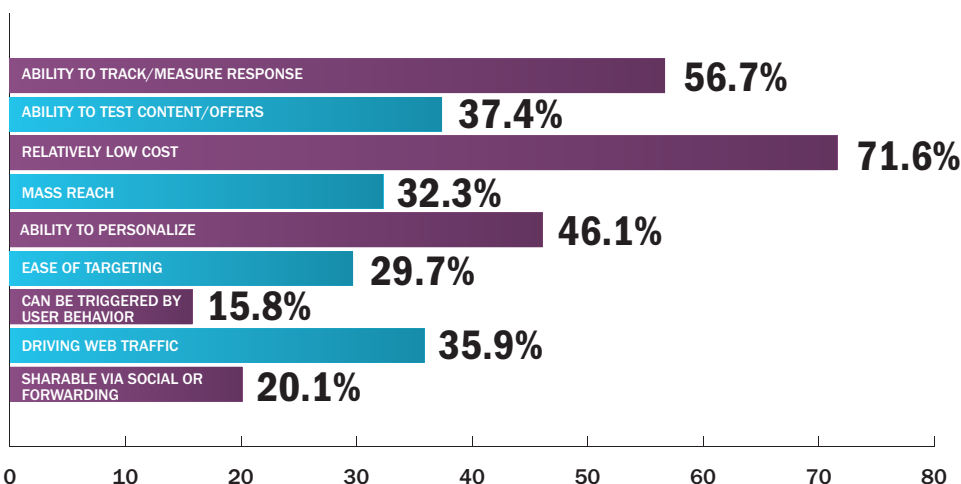
## IF YOUR COMPANY WON'T PROSPECT VIA EMAIL IN 2013, WHY NOT?



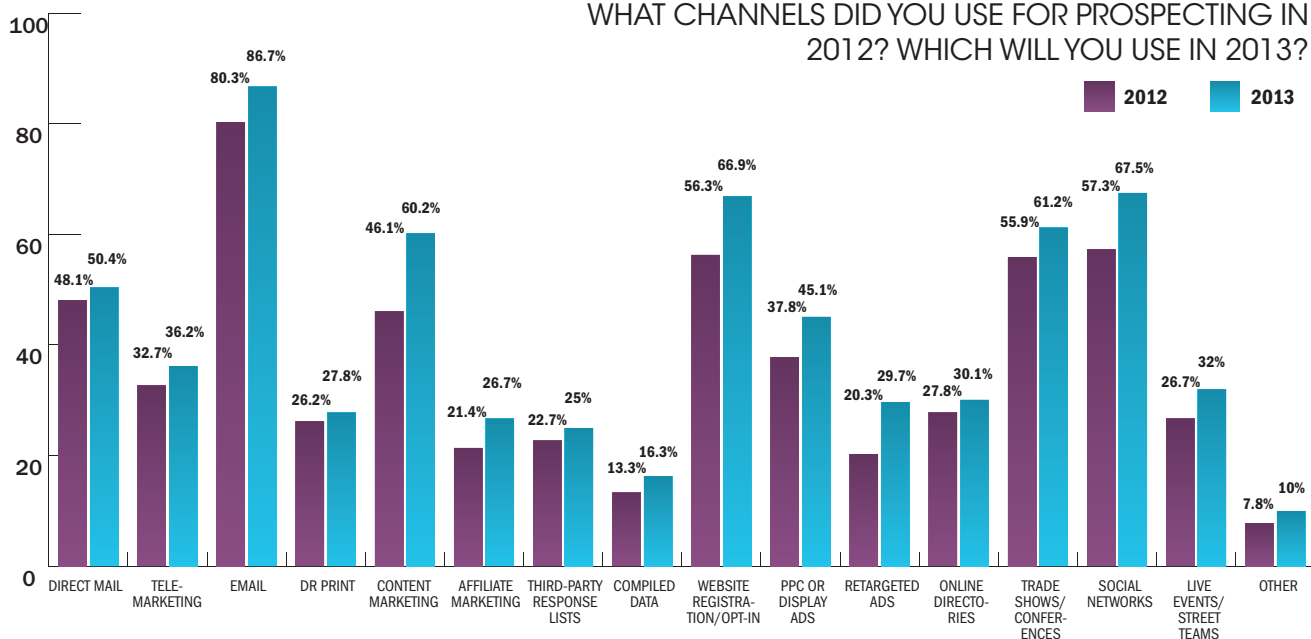
## IF YOU PROSPECT WITH EMAIL, WHERE DO YOU GET THE ADDRESSES?



## WHAT ARE YOUR MAIN REASONS FOR PROSPECTING VIA EMAIL?

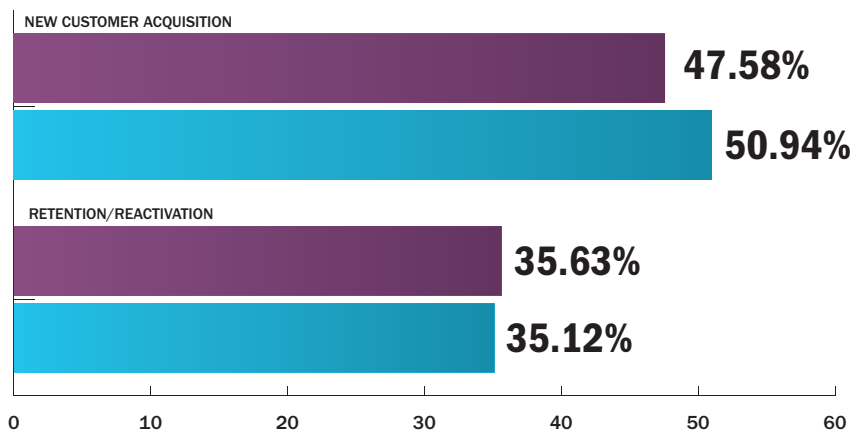


## WHAT CHANNELS DID YOU USE FOR PROSPECTING IN 2012? WHICH WILL YOU USE IN 2013?

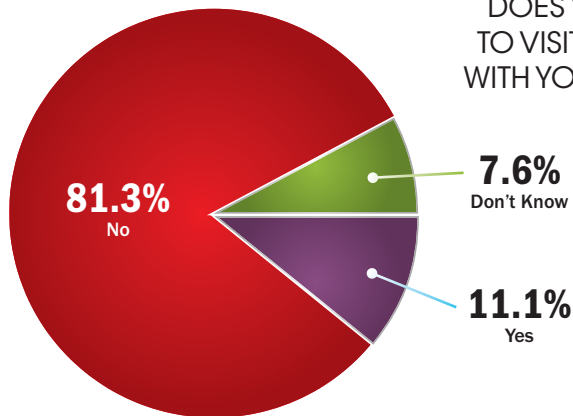


## RESPONDENTS' AVERAGE BUDGET ALLOCATIONS

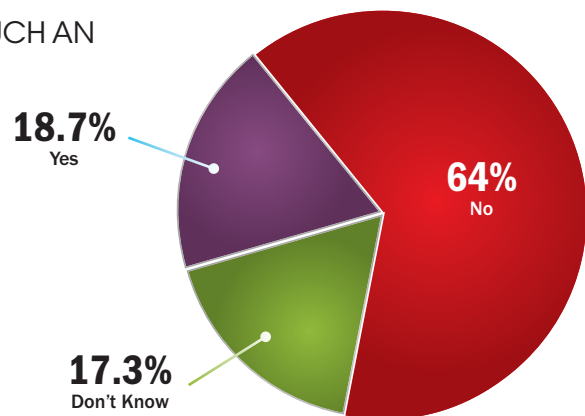
2012 2013



DOES YOUR COMPANY CURRENTLY ASSIGN SCORES TO VISITORS' OR SOCIAL FANS' ENGAGEMENT LEVELS WITH YOUR ONLINE CONTENT TO IDENTIFY AND TRACK LIKELY BUYERS TO CONVERSION?



IF NOT, ARE YOU WORKING ON DEVELOPING SUCH AN ENGAGEMENT SCORE?



IF SO, ARE YOU BUILDING THE PLATFORM INHOUSE OR VIA AN OUTSIDE AGENCY?

