








2011 Marketing Trends Survey

Positive Economic Outlook to Drive Increased Budget for Email and Social Media







A new StrongMail survey conducted by Zoomerang from November 18 to November 29, 2010 reflects the attitudes of 925 business leaders in regards to their planned marketing budgets, priorities and challenges for 2011. The data reveals an optimistic marketing outlook, with half of businesses planning to increase marketing budgets, and another 43% keeping them steady. Additionally, for the second year in a row, email marketing and social media marketing remain the top targets for increased spend.

The following charts highlight the most relevant and significant data points from the survey. More information on the survey can be found in the following press release distributed on December 9, 2010: www.strongmail.com/company/news-and-events/press_120910.php




1. What is the size of your organization?			
1-50 Employees		312	34%
51-100 Employees		114	12%
101-500 Employees		195	21%
501-1000 Employees		69	7%
More than 1,000 Employees		225	24%
Don't know/decline to state		10	1%
Total		925	100%

2. What industry is your company in?			
Automotive		12	1%
Business Services		41	4%
Education		40	4%
Financial Services		91	10%
Healthcare		29	3%
Manufacturing		37	4%
Marketing/Advertising		154	17%
Media/Entertainment/Publishing		76	8%
Non-profit		41	4%
Retail		108	12%
Technology/Internet		147	16%
Travel/Leisure/Hospitality		39	4%
Web 2.0		14	2%
Other, please specify		96	10%
Total		925	100%










3. What is your role within your organization?

Marketing		465	50%
E-Commerce		78	8%
Sales/Business Development		69	7%
Information Technology		98	11%
Executive Management		131	14%
Other, please specify		84	9%
Total		925	100%










4. How do you expect your marketing budget to change in 2010?

Increase		462	50%
Decrease		68	7%
Maintain current spend levels		395	43%
Total		925	100%















5. Please indicate the programs for which you plan to increase spend:

Advertising		235	25%
Direct Mail		167	18%
Email Marketing		597	65%
Mobile		326	35%
Public Relations		144	16%
Search (SEO/PPC)		378	41%
Social Media		524	57%
Tradeshows & Events		164	18%
Other, please specify		84	9%











6. Please indicate the programs for which you plan to decrease spend:

Advertising		223	24%
Direct Mail		334	36%
Email Marketing		36	4%
Mobile		34	4%
Public Relations		88	10%
Search (SEO/PPC)		44	5%
Social Media		25	3%
Tradeshows & Events		305	33%
Other, please specify		196	21%








7. What are your most important email marketing initiatives in 2011? (check your top three initiatives)

Increasing subscriber engagement		477	52%
Improve segmentation and targeting		450	49%
Accessing data from other systems to increase relevance		186	20%
Implementing lifecycle messaging		191	21%
Implementing preference center management		121	13%
Integrating social media and email marketing		401	43%
Integrating marketing into our transactional emails		165	18%
Integrating mobile and email marketing		198	21%
Growing our opt-in email list		389	42%
Re-engaging inactive subscribers		249	27%
Improving deliverability		183	20%
Reducing costs		160	17%
Centralizing our email onto one platform		80	9%
Other, please specify		31	3%














8. What are your biggest email marketing challenges heading into 2011? (select top 3)

Integration with customer data		377	41%
Maintaining high email deliverability		335	36%
Increasing costs		103	11%
Visibility into response data		170	18%
Managing send cadence/frequency		242	26%
Content management		269	29%
Lack of resources/staff		405	44%
Lack of features/functionality		110	12%
Challenges interfacing with other departments or divisions		199	22%
Other, please specify		50	5%










9. Are you planning to integrate social media into your email marketing campaigns in 2010?

Yes, we have formulated a strategy and have already implemented our program		258	28%
Yes, we have formulated a strategy and are researching tools for implementation		225	24%
Yes, but we don't know where to start		172	19%
No, but it sounds intriguing		79	9%
No, I don't see the value in integrating email marketing with social media		35	4%
I don't know		111	12%
Other, please specify		45	5%
Total		925	100%








10. Where do you plan to invest your social media marketing budget in 2011? (check top three)

Listening Platforms		139	15%
Staff		141	15%
Social Media Management Technology		196	21%
Training & Education		115	12%
Agency Services		65	7%
Facebook Marketing Programs		323	35%
Twitter Marketing Programs		197	21%
Viral/Referral Marketing Campaigns		200	22%
Appending social data to customer database (social CRM)		106	11%
I don't have a social media marketing budget		130	14%
I don't see value in social media marketing		11	1%
Not sure / Don't know		215	23%
Other, please specify		32	3%

11. What do you see as the primary value of social media as a marketing channel? (select all that apply)

Awareness building		582	63%
New customer acquisition		375	41%
Building customer loyalty and retention		499	54%
Expanded reach to new audiences		387	42%
Driving revenue		146	16%
Lead generation (B2B)		203	22%
Not sure/still trying to figure that out		112	12%
I don't see any value		23	2%
Other, please specify		21	2%

12. What department owns social media in your organization?

Marketing		544	59%
Public Relations		47	5%
Responsibility is shared between multiple departments		179	19%
We have a dedicated Social Media department		41	4%
We outsource to an agency with social media expertise		8	1%
Not sure		52	6%
Other, please specify View Responses		54	6%
Total		925	100%

Survey Methodology

The StrongMail "2011 Marketing Trends" survey was conducted online by Zoomerang on behalf of StrongMail. The poll, which gathered feedback from 925 business leaders across a wide range of industries, was conducted from November 18 - 29, 2010.