

# 2012 Marketing Trends Survey






## Email Marketing and Social Media are Top Beneficiaries of Healthy 2012 Marketing Budgets

A new StrongMail survey conducted by Zoomerang from November 16 to November 29, 2011 reflects the attitudes of 939 business leaders in regards to their planned marketing budgets, priorities and challenges for 2012, as well as data on the top email marketing tactics to be employed for the current 2011 holiday shopping season.








The data reveals a healthy outlook for marketing budgets in 2012, with 51% of companies increasing and 41% maintaining current levels. Additionally, for the third year in a row, email marketing and social media marketing remain the top targets for increased spend. For the 2011 holiday shopping season, email marketers plan to focus on cross/upsell offers and promotion of in-store events.

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 7, 2011: [www.strongmail.com/2012SurveyRelease](http://www.strongmail.com/2012SurveyRelease)




**1** What is the size of your organization?

1-50 Employees		354	38%
51-100 Employees		100	11%
101-500 Employees		181	19%
501-1000 Employees		59	6%
More than 1,000 Employees		241	26%
Don't know/decline to state		4	0%
<b>Total</b>		<b>939</b>	<b>100%</b>








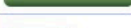

**2** What is your role within your organization?

Marketing		478	51%
Product Management/Development		39	4%
E-Commerce		75	8%
Sales/Business Development		62	7%
Information Technology		87	9%
Executive Management		137	15%
Other, please specify		61	6%
<b>Total</b>		<b>939</b>	<b>100%</b>









### 3 How do you expect your marketing budget to change in 2012?

Increase		481	51%
Decrease		77	8%
Maintain current spend levels		381	41%
<b>Total</b>		<b>939</b>	<b>100%</b>








### 4 Please indicate the programs for which you plan to increase spend:

Advertising		259	28%
Direct Mail		170	18%
Email Marketing		559	60%
Mobile		348	37%
Public Relations		148	16%
Search (SEO/PPC)		351	37%
Social Media		512	55%
Tradeshows & Events		173	18%
Other, please specify		79	8%













### 5 On which email marketing programs do you plan to increase spend?

Lifecycle Programs		328	35%
Promotional (Batch)		415	44%
Newsletter (Batch)		367	39%
Progressive Polling Profiles		57	6%
Referral Program		133	14%
Social Media Channel Growth (Facebook, Twitter, etc.)		442	47%
None		115	12%
Other, please specify		38	4%




### 6 On which of the following lifecycle email marketing programs are you increasing spend?

Welcome		204	59%
Cart Abandonment		111	32%
Winback/Reengagement		236	68%
Birthday/Anniversary		65	19%
Renew/Replenish		121	35%
Product or Service Review Request		130	38%
Other, please specify		34	10%











### 7 On what types of social media marketing program investments are you increasing spend?

Listening Platforms		138	15%
Staff		146	16%
Social Media Management Technology		236	25%
Training & Education		150	16%
Agency Services & Strategy		91	10%
Facebook Marketing Programs		370	39%
Twitter Marketing Programs		224	24%
Viral/Referral Marketing Campaigns		237	25%
Appending social data to customer database		127	14%
Not Sure/Don't Know		210	22%
None		125	13%
Other, please specify		13	1%









### 8 On which mobile programs do you plan to increase spend?

Sending SMS alerts		186	20%
Two-way interactive SMS marketing programs		102	11%
Building an application for the Android, Blackberry, iPhone, iPad, etc.		277	29%
Location-based mobile marketing		144	15%
Mobile advertising		209	22%
Not Sure/Don't Know		223	24%
None		225	24%
Other, please specify		21	2%









### 9 Please indicate the programs for which you plan to decrease spend:

Advertising		136	14%
Direct Mail		263	28%
Email Marketing		35	4%
Mobile		13	1%
Public Relations		63	7%
Search (SEO/PPC)		43	5%
Social Media		22	2%
Tradeshows & Events		217	23%
None		416	44%
Other, please specify		25	3%






**10** What are your most important email marketing initiatives in 2012? (check your top three initiatives)

Increasing subscriber engagement		447	48%
Improve segmentation and targeting		412	44%
Implementing lifecycle messaging		186	20%
Accessing data from other systems to increase relevance		139	15%
Integrating social media and email marketing		229	24%
Integrating marketing into our transactional and event-triggered emails		151	16%
Integrating mobile and email marketing		125	13%
Growing our opt-in email list		301	32%
Re-engaging inactive subscribers		182	19%
Improving deliverability		114	12%
Reducing costs		91	10%
Centralizing our email onto one platform		61	6%
Other, please specify		27	3%










**11** What are your biggest email marketing challenges heading into 2012? (select top 3)

Integration with customer data		424	45%
Maintaining high email deliverability		310	33%
Increasing costs		131	14%
Visibility into response data		186	20%
Managing send cadence/frequency		273	29%
Content management		374	40%
Lack of resources/staff		407	43%
Other, please specify		44	5%










**12** What channels are you planning to integrate email with in 2012?

Social Media Marketing		636	68%
Mobile		413	44%
Display		128	14%
Search		157	17%
Other, please specify		76	8%





**13** What do you see as the primary value of email marketing as a marketing channel? (select all that apply)

Awareness building		476	51%
New customer acquisition		361	38%
Building customer loyalty and retention		626	67%
Expanded reach to new audiences		240	26%
Driving revenue		415	44%
Lead generation (B2B)		276	29%
Not sure/still trying to figure that out		30	3%
I don't see any value		6	1%
Other, please specify		9	1%





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

Awareness building		600	64%
New customer acquisition		341	36%
Building customer loyalty and retention		451	48%
Expanded reach to new audiences		413	44%
Driving revenue		136	14%
Lead generation (B2B)		179	19%
Not sure/still trying to figure that out		100	11%
I don't see any value		25	3%
Other, please specify		18	2%

**15** What do you see as the primary value of mobile as a marketing channel? (select all that apply)

Awareness building		260	28%
New customer acquisition		213	23%
Building customer loyalty and retention		331	35%
Expanded reach to new audiences		270	29%
Driving revenue		247	26%
Lead generation (B2B)		113	12%
Not sure/still trying to figure that out		224	24%
I don't see any value		69	7%
Other, please specify		21	2%

**16** What industry is your company in?

Automotive		13	1%
Business Services		44	5%
Education		62	7%
Financial Services		84	9%
Healthcare		38	4%
Manufacturing		45	5%
Marketing/Advertising		160	17%
Media/Entertainment/Publishing		92	10%
Non-profit		39	4%
Retail		102	11%
Technology/Internet		126	13%
Travel/Leisure/Hospitality		37	4%
Web 2.0		17	2%
Other, please specify		80	9%
<b>Total</b>		<b>939</b>	<b>100%</b>

**17** What email marketing programs are you employing to generate more business during the 2011 holiday season? (select top 3)

Integrated cross/upsell offers		67	37%
Cart abandonment program		44	24%
Post-purchase program		56	31%
Refer-a-friend program		44	24%
Promotion of in-store sales events		61	34%
Other, please specify		43	24%

**18** What tactics are you employing via email marketing to generate more business during the 2011 holiday season? (select top 3)

Segmentation and targeting		75	41%
Leveraging more data to improve relevancy		36	20%
Increased volume		55	30%
Earlier start to holiday season		31	17%
Aggressive discounting		47	26%
Free shipping		36	20%
Subject line testing		44	24%
Offer testing		27	15%
Other, please specify		31	17%

## Survey Methodology

The StrongMail “2012 Marketing Trends” survey was conducted online by Zoomerang on behalf of StrongMail. The poll, which gathered feedback from 939 business leaders across a wide range of industries, was conducted from November 16 - 29, 2011.

## About StrongMail

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media. Featuring a unique combination of technology and services, StrongMail takes a fundamentally different approach that provides you with easy access to customer data, superior performance, low total cost of ownership and award-winning agency services. Learn more at [www.strongmail.com](http://www.strongmail.com) or call us at (800) 971-0380.