



Content Marketing for SMB Lead Generation

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Research Objective

Give SMB marketers a current perspective on using content to generate SMB leads

- SMB business outlook
- First, second and third touch preferences
- Content format and topic preferences
- Attributes of content that drive leads
- Sources of content
- The contact information SMBs will share
- What SMBs prefer in lead gen content
- *Which major brands are best at developing TL content*

Methodology

1 How

- 15-minute online survey

2 Who

- 303 principals of U.S. companies with <500 employees (5.5%+/- CI)
 - 102 with <20 employees (97.7% weighting)
 - 101 with 20-99 employees (1.9% weighting)
 - 100 with 100-500 employees (0.3% weighting)
 - Any industry

3 When

- March 22– 29, 2016

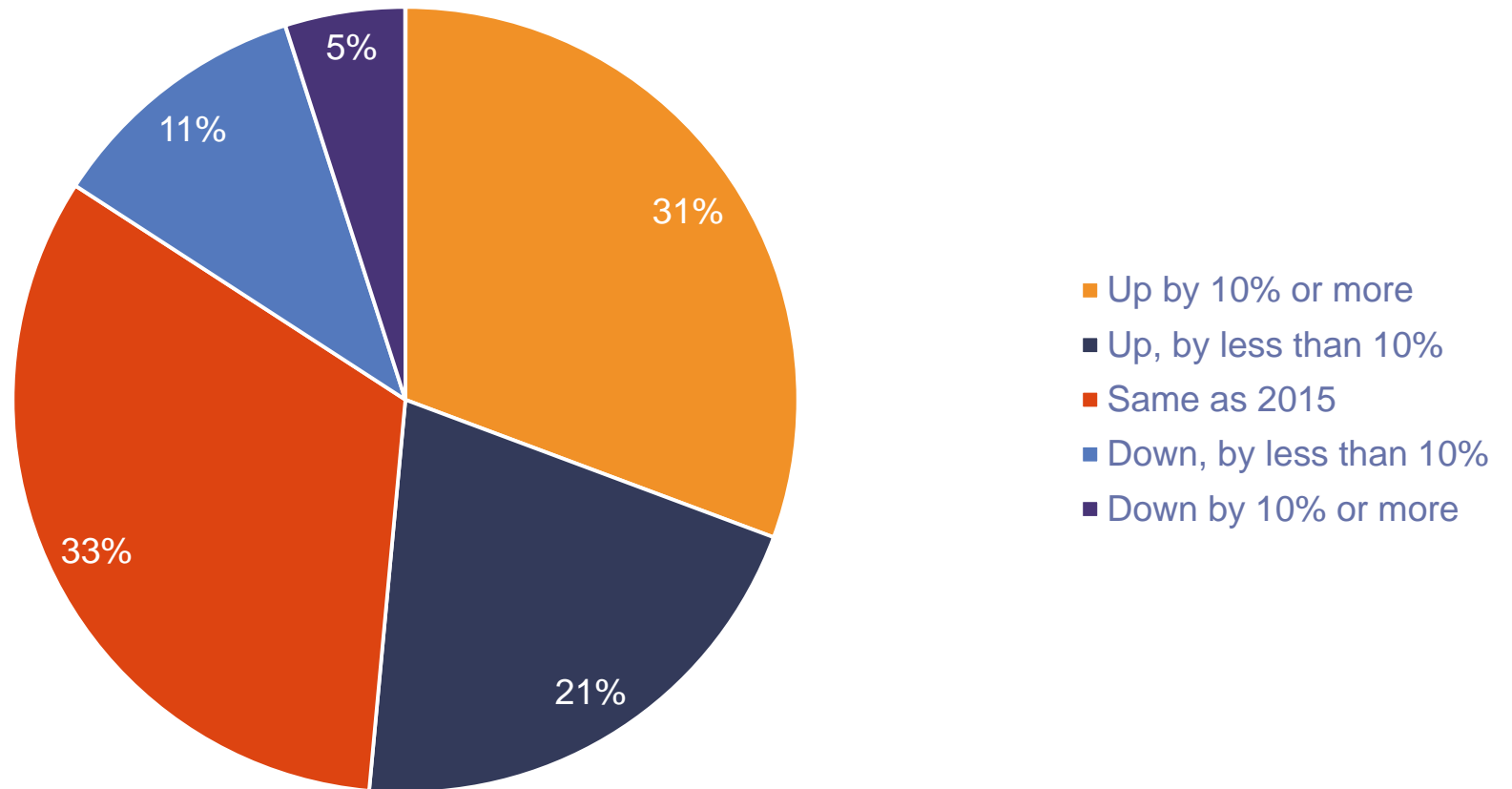
Detailed Results



2016 Business Outlook

More than half of SMBs expect to grow in 2016

What is your revenue outlook for 2016, compared to 2015?



Contact Preferences: First Touch

Update

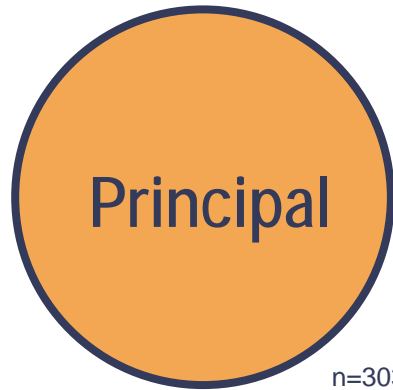
If you were a marketing consultant, how would you recommend that companies contact you? Please rank these ways that a company can first contact or engage with you from top (most likely to be effective) to bottom (least likely to be effective).



Sample Characteristics

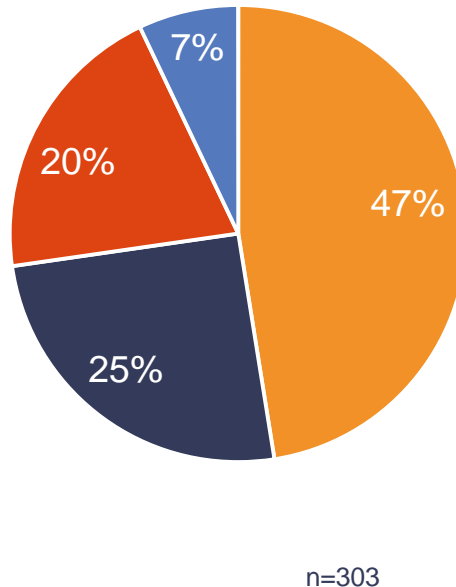
Sample Characteristics

Title



Owner, Founder, Manager, Partner, CxO, etc.
100%

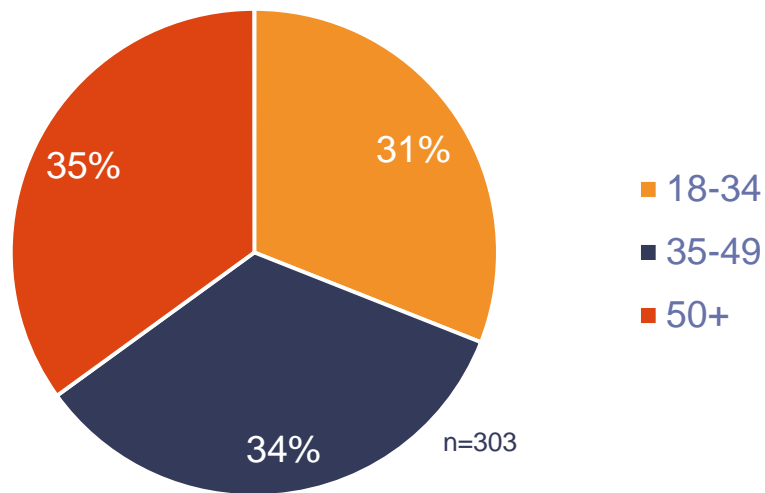
Industry



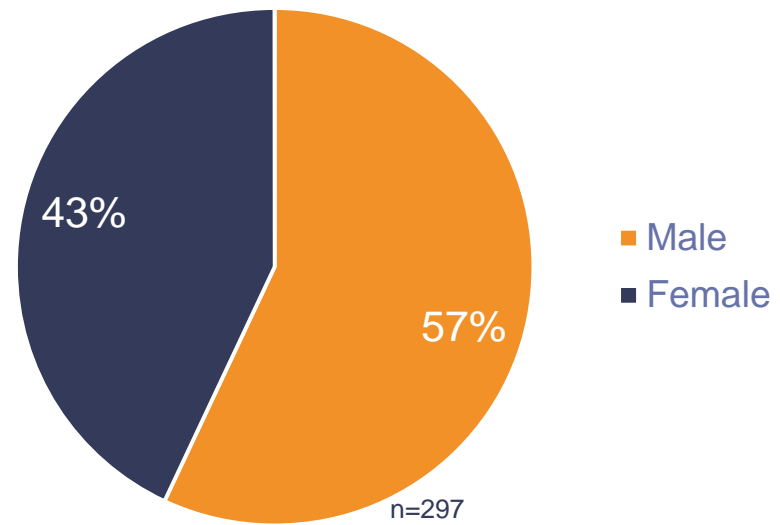
- PS: Educational services, Finance & insurance, Health care & social assistance, Information technology, Management of companies & enterprises, Professional services
- RW: Accommodation & food service, Arts, Entertainment & recreation, Real estate, rental & leasing, Retail trade, Transportation & warehousing, Wholesale Trade
- M: Construction, Manufacturing, Mining, Scientific & technical services, Utilities
- Other: Administrative, support, waste management & remediation service, Other services (except public administration)

Sample Characteristics

Age

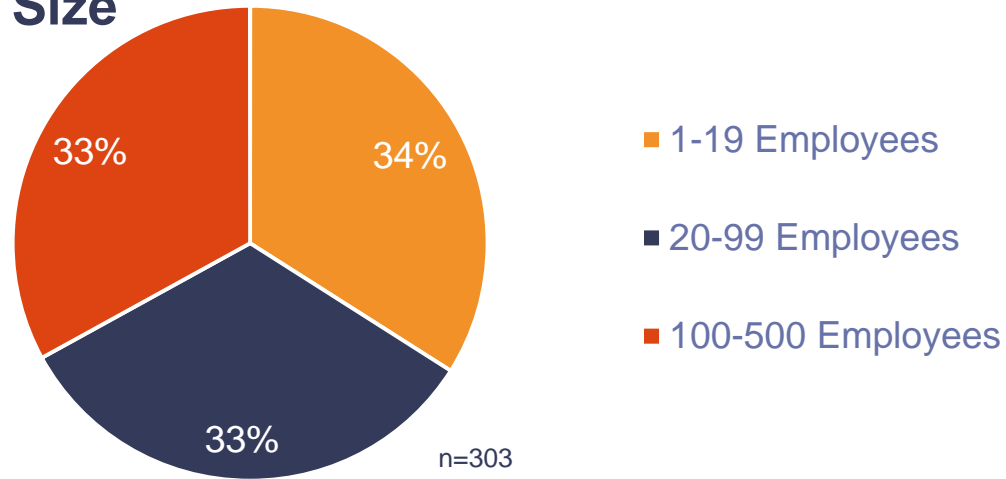


Gender

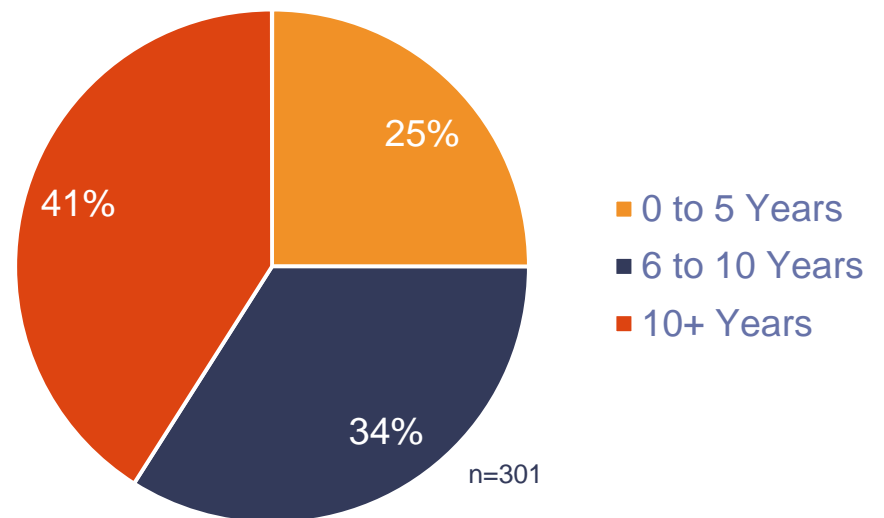


Sample Characteristics

Company Size

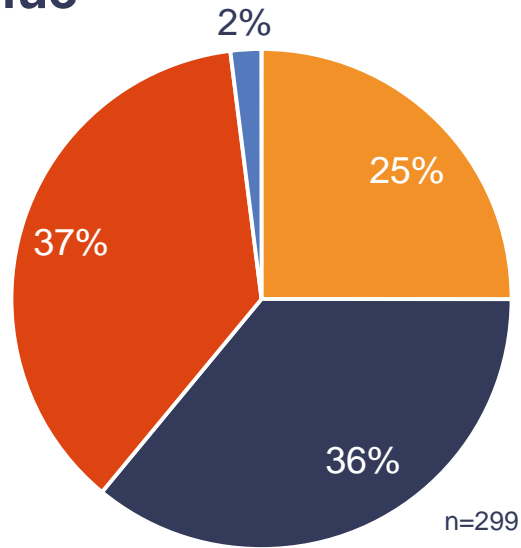


Years in Business



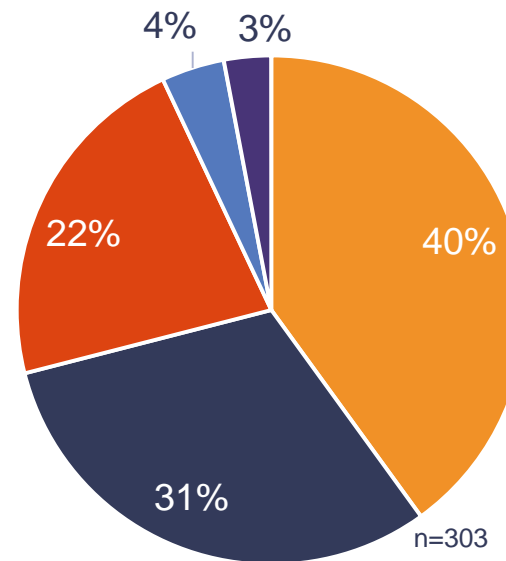
Sample Characteristics

2015 Revenue



- Less than \$500,000
- \$500,000 to \$1,000,000
- More than \$1,000,000
- Don't know / refused

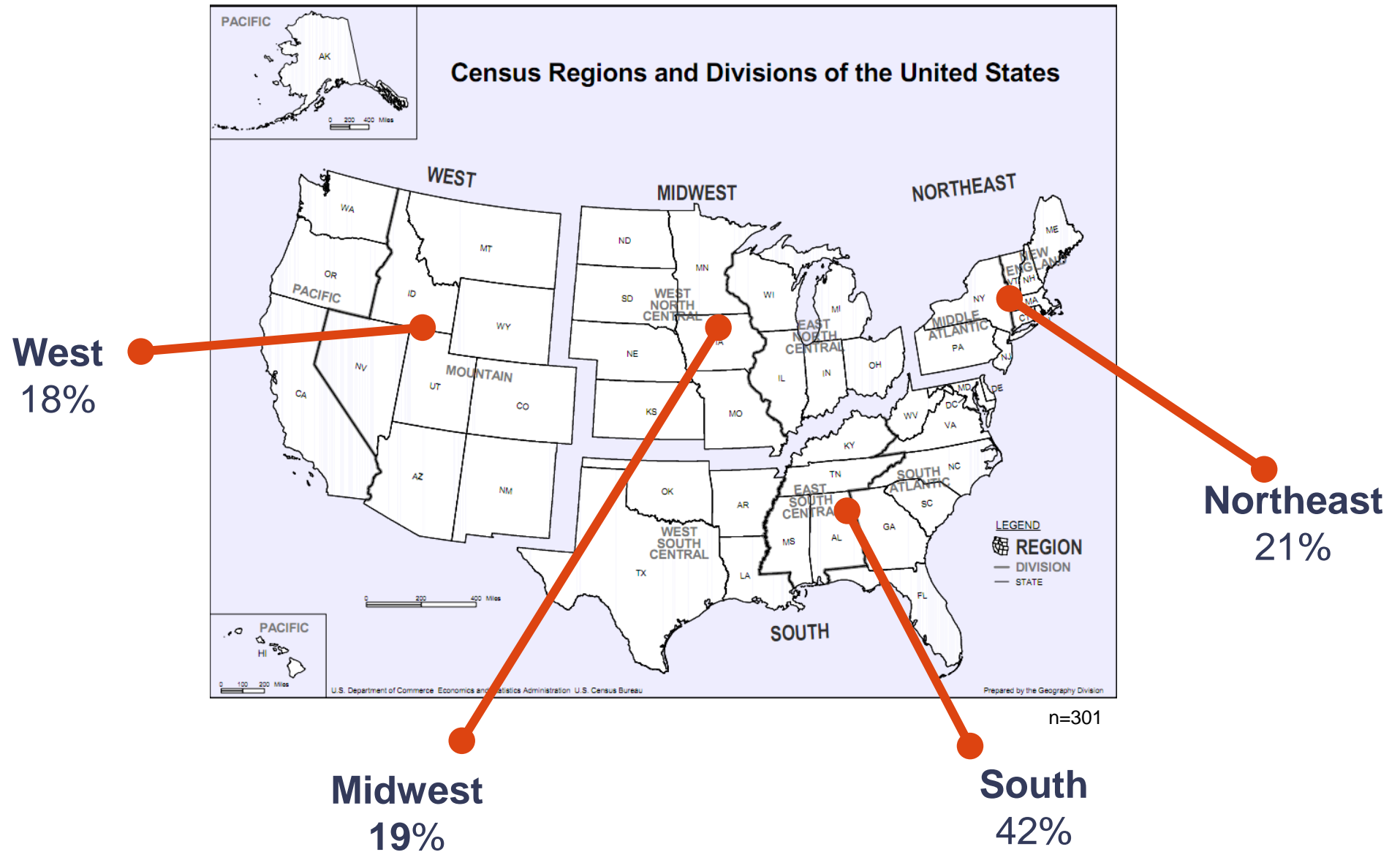
2016 Revenue Growth



- Up by 10% or more
- Up, by less than 10%
- Same as 2015
- Down, by less than 10%
- Down by 10% or more

Sample Characteristics

Region



Thank You