



Content Marketing for SMB Thought Leadership

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Research Objective

Give SMB marketers a current perspective on SMB thought leadership content preferences

- SMB business outlook
- The TL content topics and formats SMBs prefer
- Role of TL content across the sales cycle
- The industries from which SMBs want TL content
- The attributes SMBs value in TL content
- The impact of TL content marketing on SMBs
- 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
 - See slides 22-26 for participant demographics

3 When

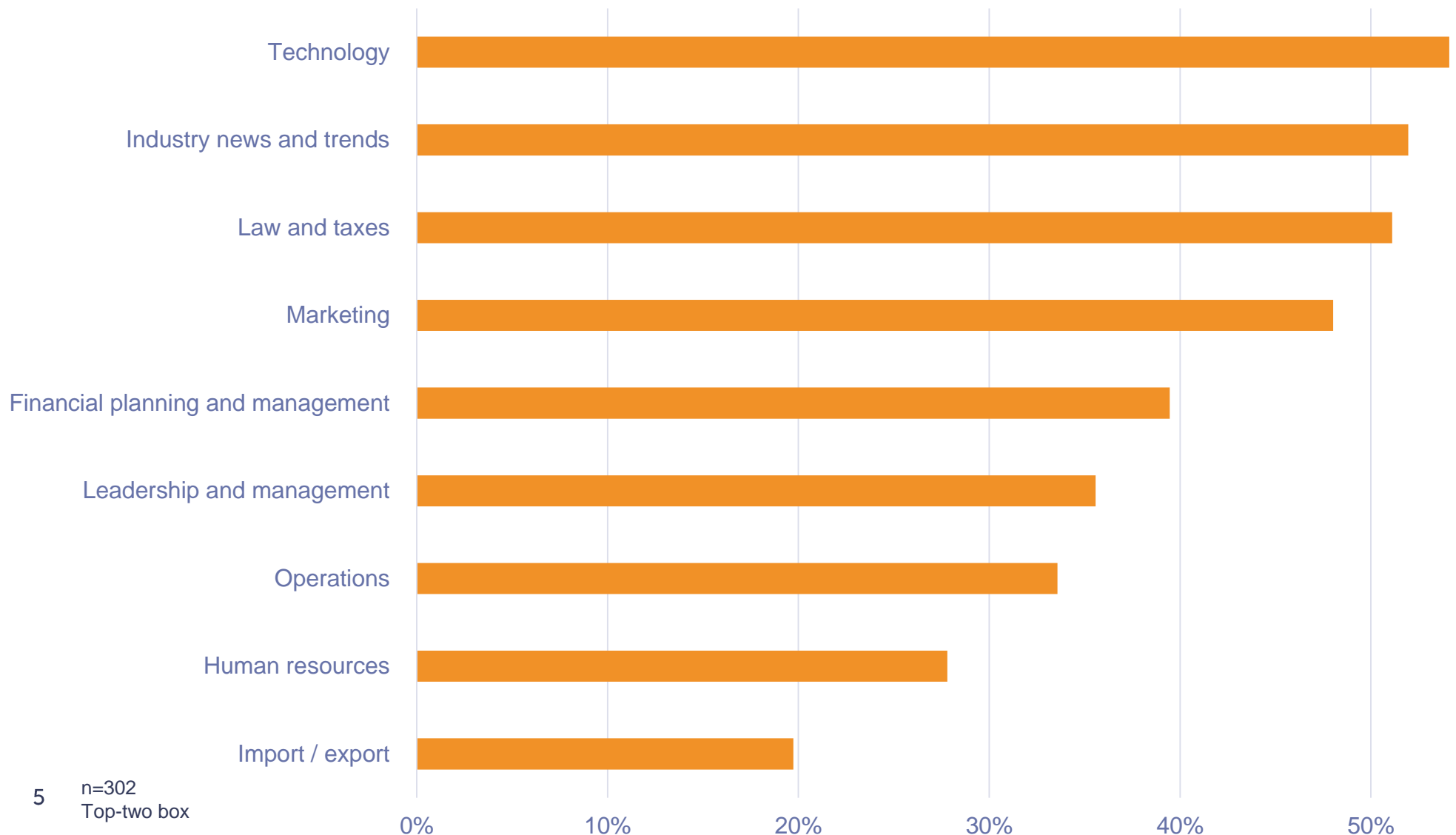
- March 22– 29, 2016

Detailed Results

Preferred Topics

SMBs are most interested in content on technology, and their industry

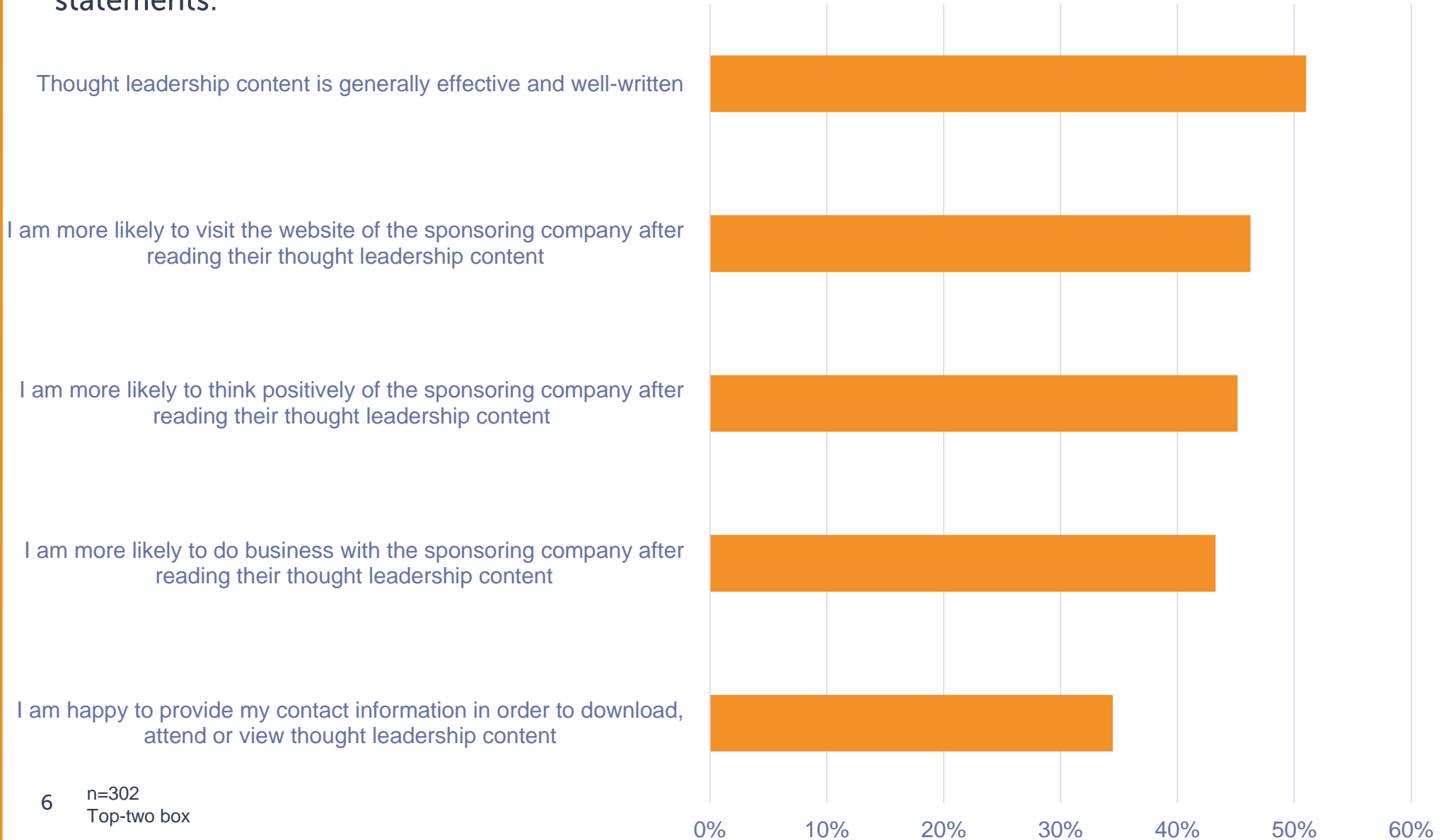
On a scale of 1 (never) to 5 (very often), how often do you go online to find thought leadership content on the following topics to help you manage and grow your business?



Effect of Content Marketing

Content marketing can drive traffic, transactions and trust

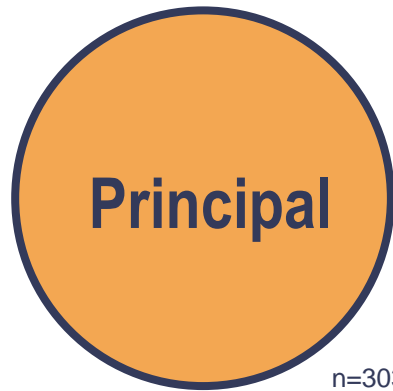
On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate each of these statements:



Sample Characteristics

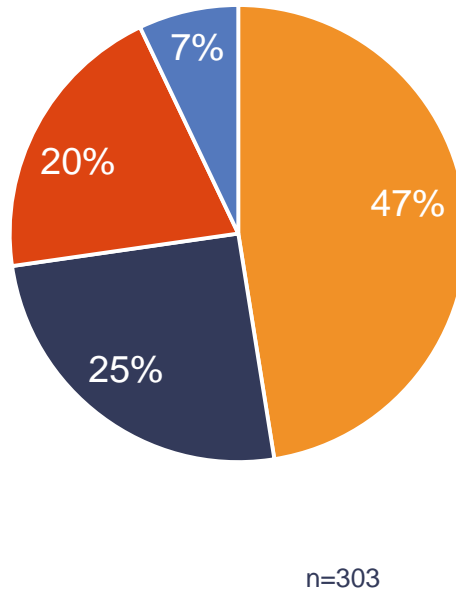
Sample Characteristics

Title



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

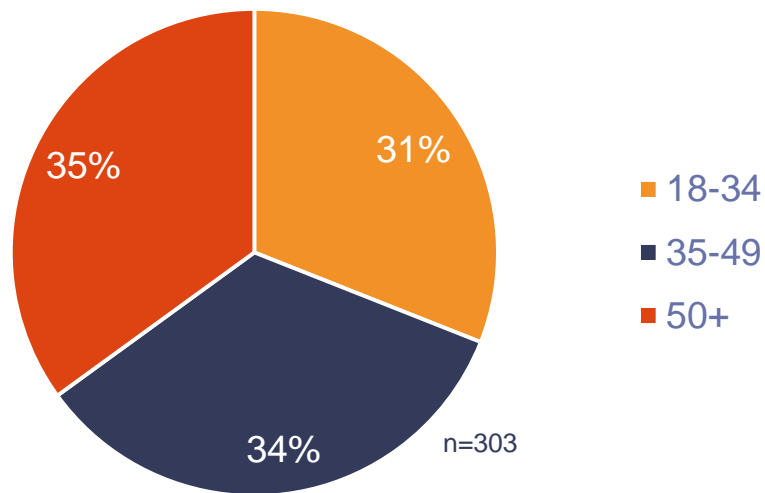
Industry



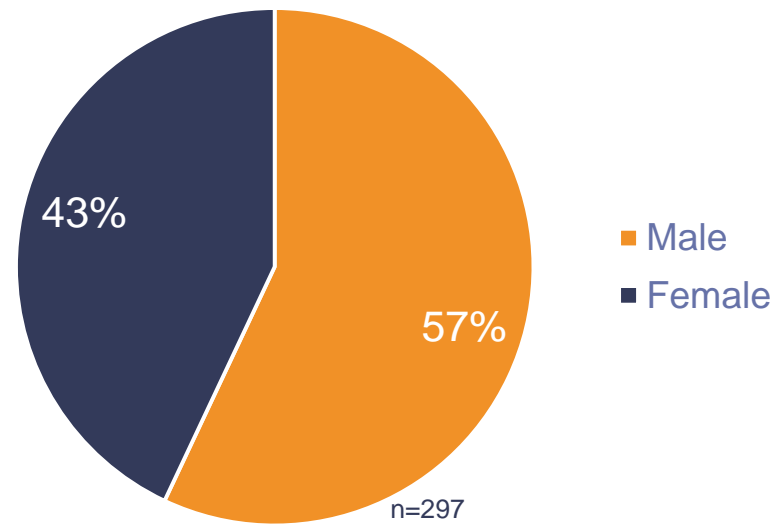
- PS: Educational services, Finance & insurance, Health care & social assistance, Information technology, Management of companies & enterprises, Professional services
- RW: Accommodation & food service, Arts, Entertainment & recreation, Real estate, rental & leasing, Retail trade, Transportation & warehousing, 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

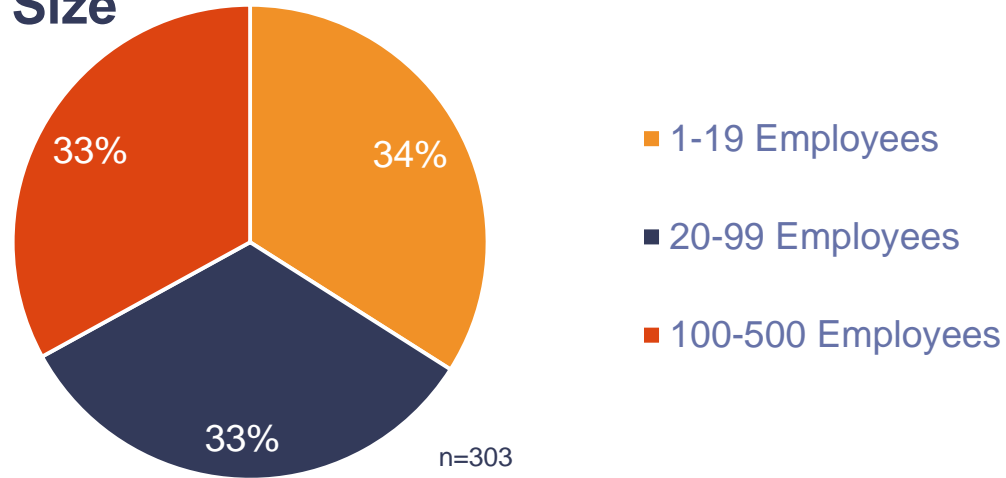


Gender

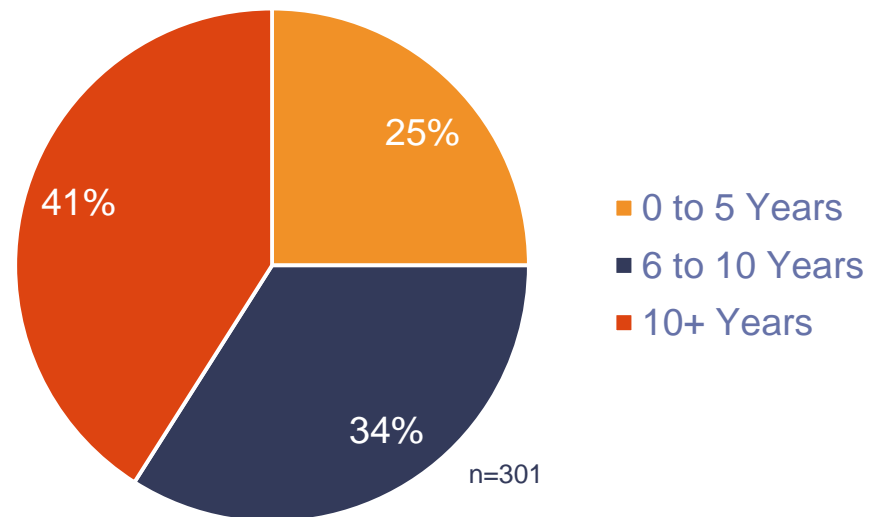


Sample Characteristics

Company Size

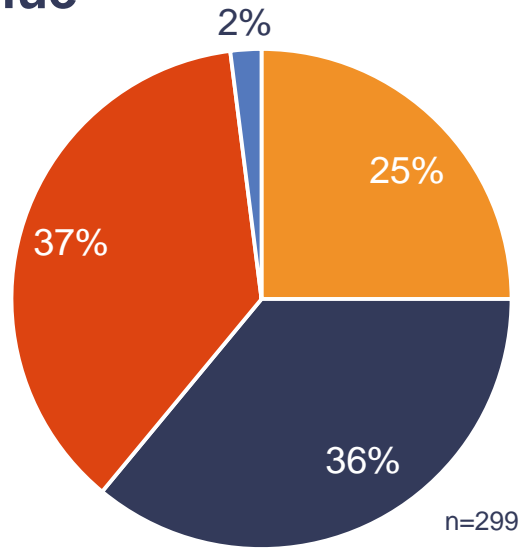


Years in Business



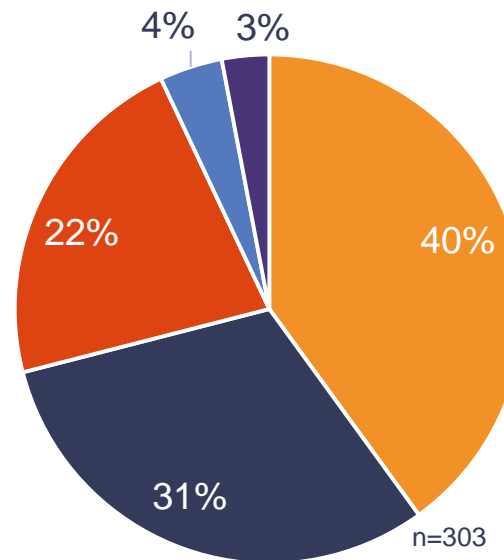
Sample Characteristics

2015 Revenue



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

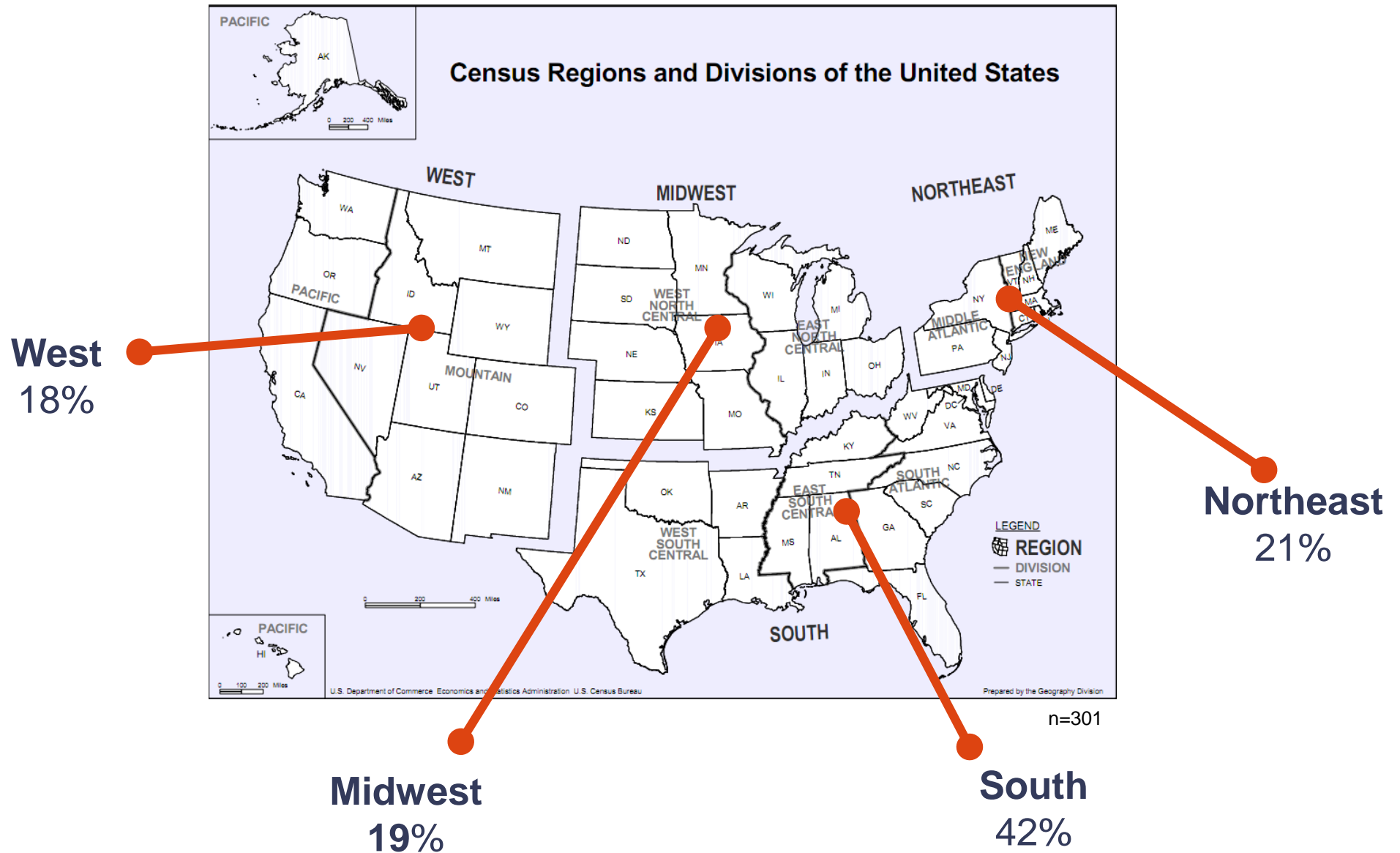
2016 Revenue Growth



- 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

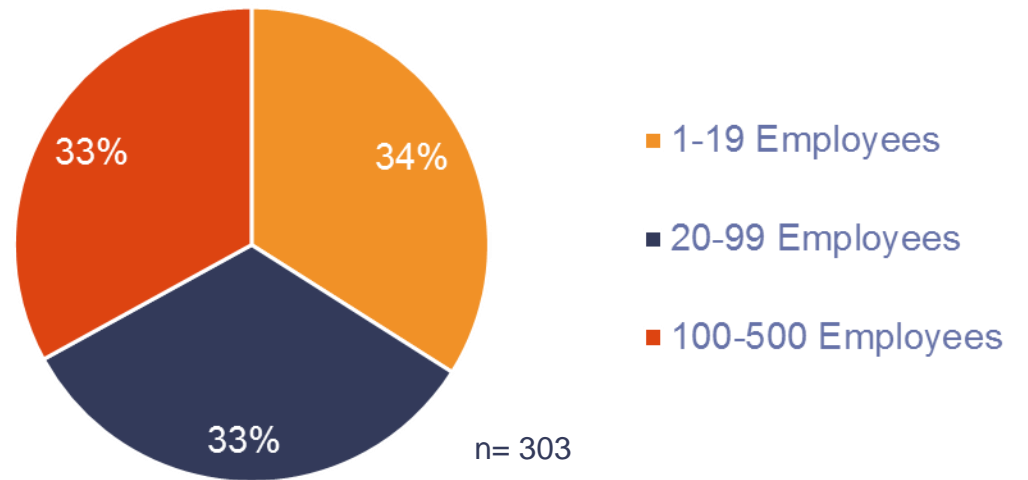
Region





Significance testing

Section 1: Company size (unweighted)



Company size

On a scale of 1 (never) to 5 (very often), how often do you go online to find thought leadership content on the following topics to help you manage and grow your business? (Top two)

	Company size			
	Total	1-19 (A)	20-99 (B)	100-500 (C)
Sample Size	302	101	101	100
Financial planning and management (Top two)				
Mentions	198	39	75	84
% Valid Cases	66%	39%	74% A	84% A
Human resources (Top two)				
Mentions	183	27	73	83
% Valid Cases	61%	27%	72% A	83% A
Import / export (Top two)				
Mentions	150	19	57	74
% Valid Cases	50%	19%	56% A	74% AB
Industry news and trends (Top two)				
Mentions	203	52	72	79
% Valid Cases	67%	51%	71% A	79% A
Law and taxes (Top two)				
Mentions	208	51	78	79
% Valid Cases	69%	50%	77% A	79% A
Leadership and management (Top two)				
Mentions	188	35	75	78
% Valid Cases	62%	35%	74% A	78% A
Marketing (Top two)				
Mentions	198	48	68	82
% Valid Cases	66%	48%	67% A	82% AB
Operations (Top two)				
Mentions	184	33	72	79
% Valid Cases	61%	33%	71% A	79% A
Technology (Top two)				
Mentions	217	54	83	80
% Valid Cases	72%	53%	82% A	80% A

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABC. Upper case at 95%

Company size

On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate each of these statements: (Top Two)

	Company size			
	Total	1-19 (A)	20-99 (B)	100-500 (C)
Sample Size	302	101	101	100
I am happy to provide my contact information in order to download, attend or view thought leadership content (Top two)				
Mentions	179	34	69	76
% Valid Cases	59%	34%	68% A	76% A
I am more likely to do business with the sponsoring company after reading their thought leadership content (Top two)				
Mentions	199	43	72	84
% Valid Cases	66%	43%	71% A	84% AB
I am more likely to think positively of the sponsoring company after reading their thought leadership content (Top two)				
Mentions	202	45	68	89
% Valid Cases	67%	45%	67% A	89% AB
I am more likely to visit the website of the sponsoring company after reading their thought leadership content (Top two)				
Mentions	202	46	77	79
% Valid Cases	67%	46%	76% A	79% A
Thought leadership content is generally effective and well-written (Top two)				
Mentions	208	51	73	84
% Valid Cases	69%	50%	72% A	84% AB

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABC. Upper case at 95%