



# Engaging SMBs via Resource Centers

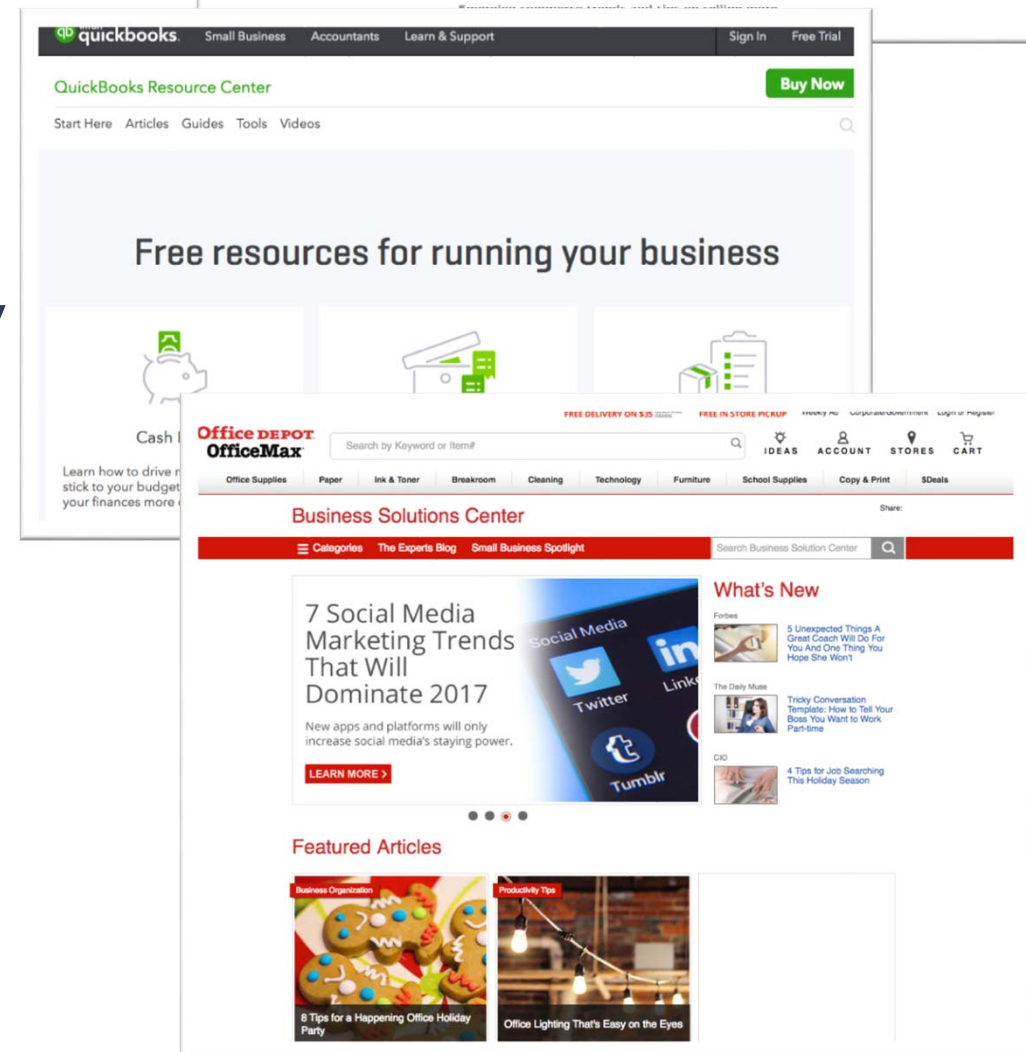
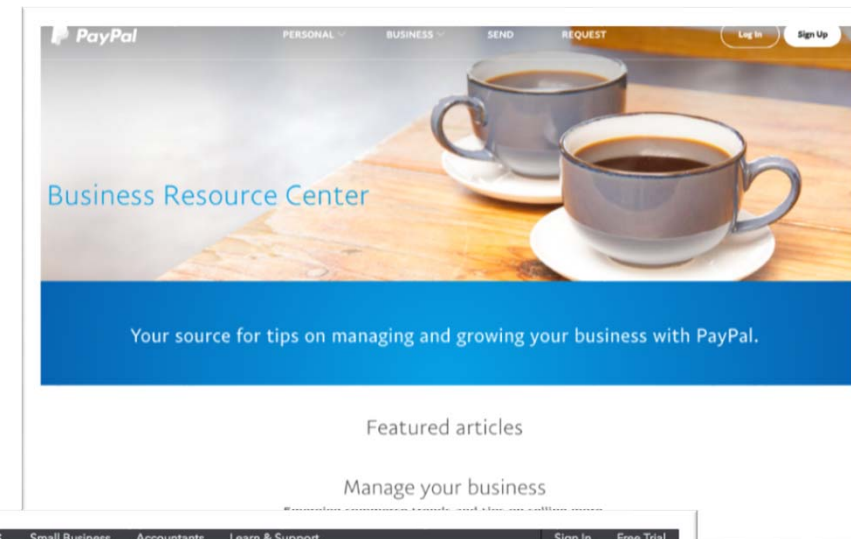
*December 15, 2016*

Bredin, Inc.  
[www.bredin.com](http://www.bredin.com)  
617-674-7882

# Research Objective

Help marketers better understand how to maximize SMB resource center (RC) ROI

- RCs across the sales cycle
- The impact of RCs
- RC visit frequency, duration, behaviors and motivators
- Topic and format preferences
- What SMBs value in an RC
- Individual RC ratings
- Best practices in RC development



# Methodology

## 1 How

- 15-minute online survey via the [Bredin.com/smbpulse](https://Bredin.com/smbpulse)

## 2 Who

- 657 principals of U.S. companies with <500 employees
- Of whom 297 visit resource centers a few times a year or more (5.5%+/- CI)
  - 102 with <20 employees (97.7% weighting)
  - 101 with 20-99 employees (1.9% weighting)
  - 94 with 100-500 employees (.3% weighting)
  - Any industry
  - See slides 32-36 for participant demographics

## 3 When

- November 1–8, 2016

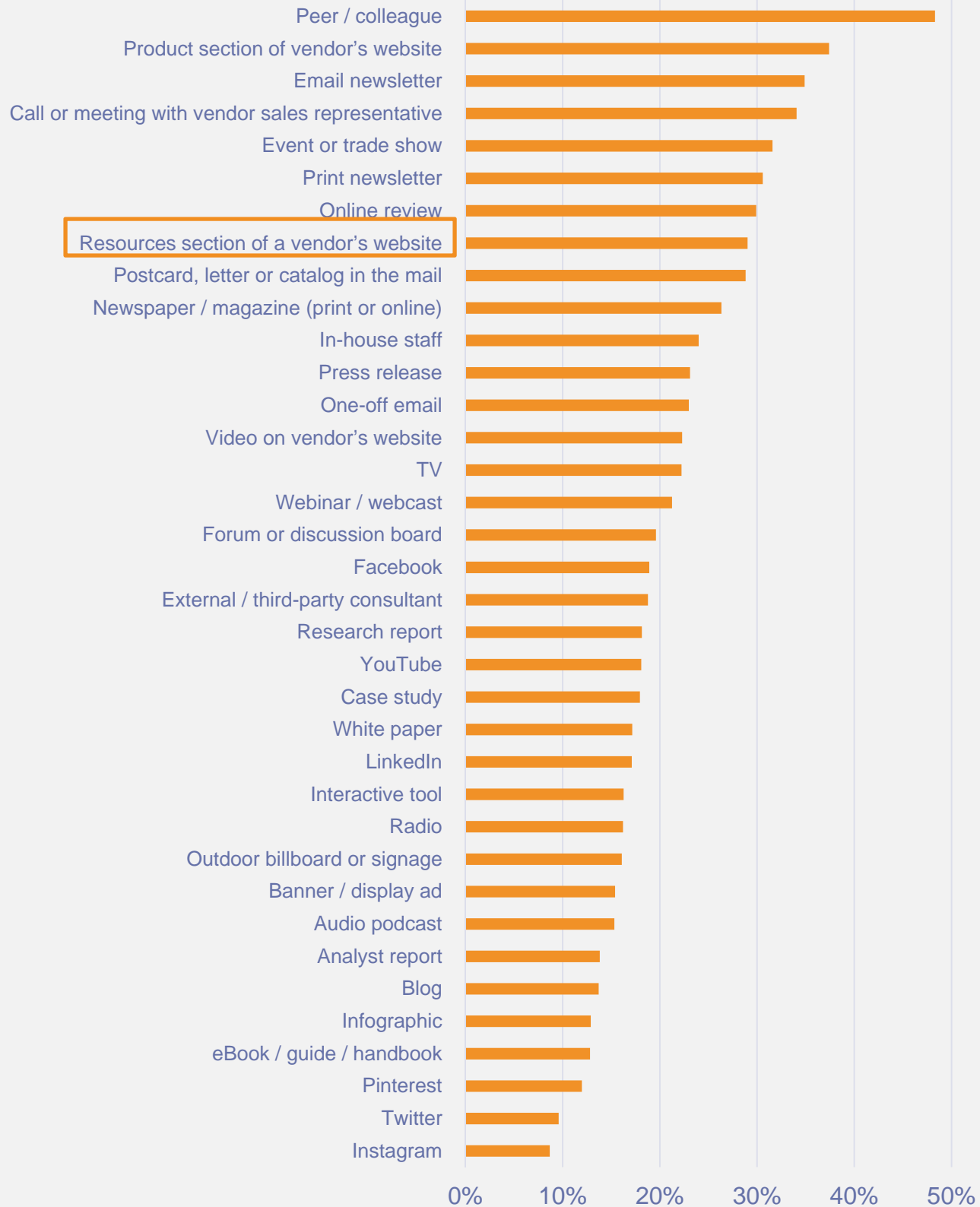
# Detailed Results



# Awareness

Resource centers play an important role in driving awareness of new products and services for SMBs...

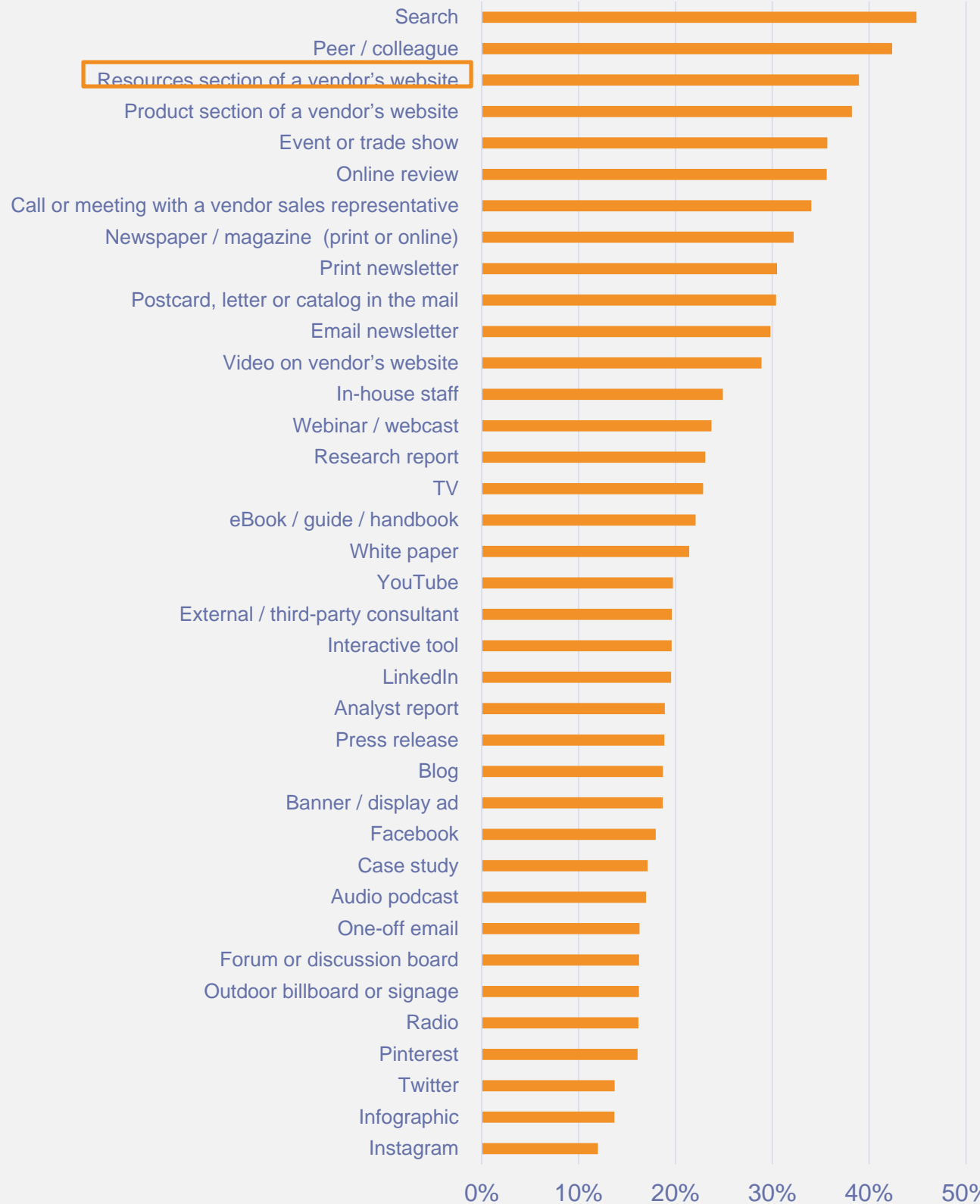
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to first learn about products or services for your business via each of these specific sources / formats.



# Research

...even more so in research...

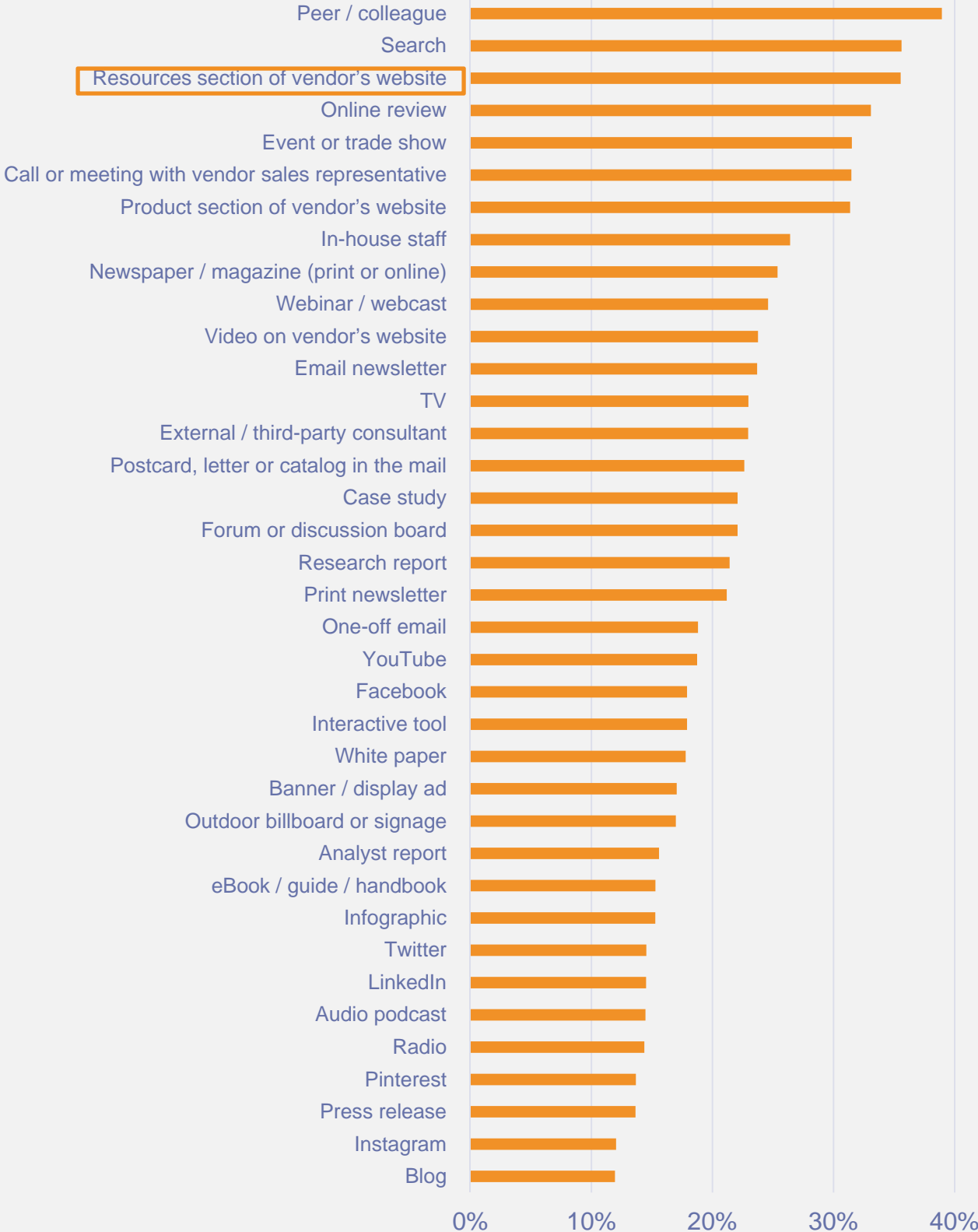
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to use each of these sources / formats when you are researching products or services for your business.



# Purchase

...and in enabling SMBs to make a final purchase decision.

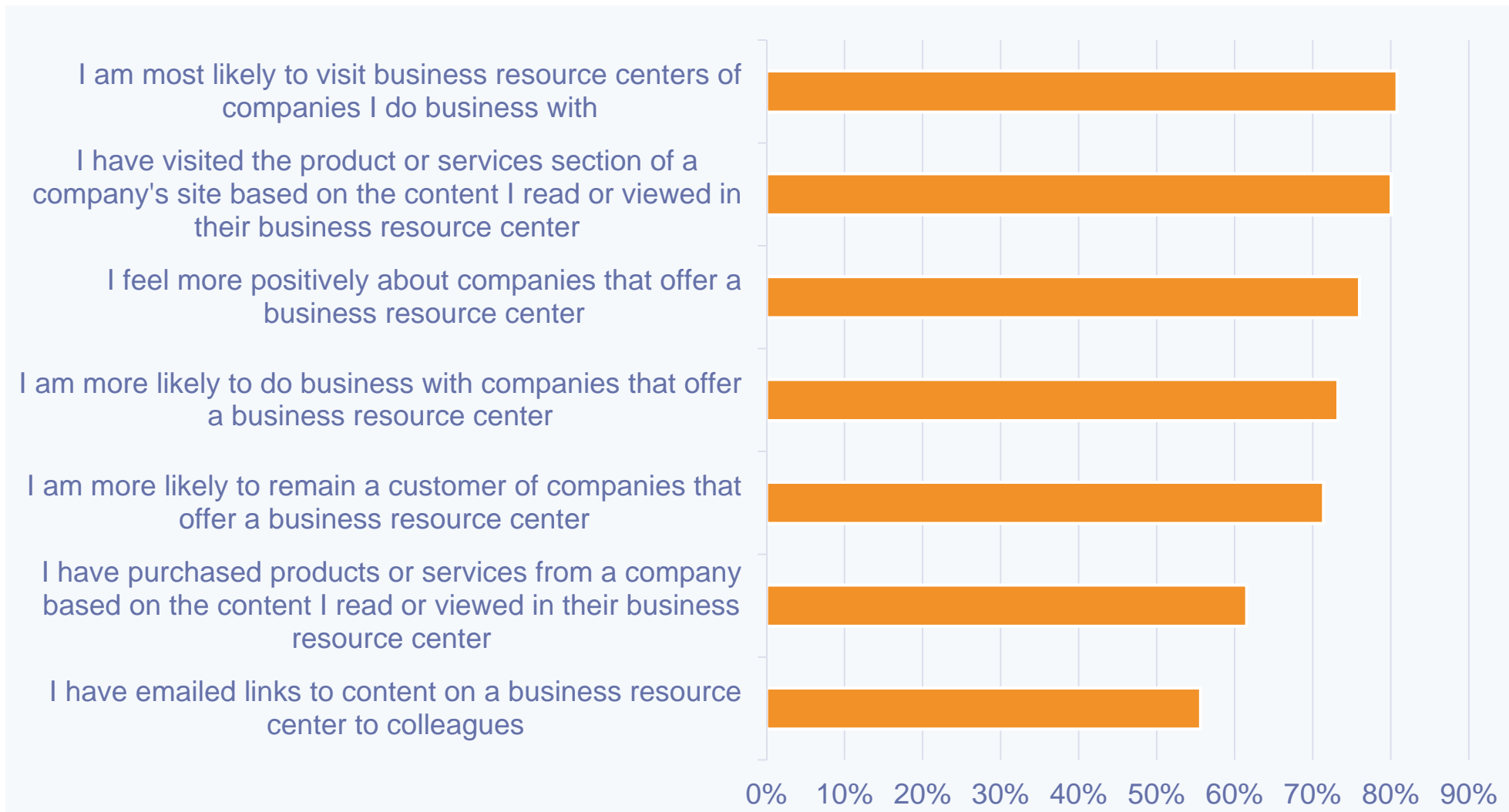
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to use each of these sources / formats to make a purchase decision on products or services for your business.



# Resource Center Impact

A resource center can drive traffic, transactions and trust

Please indicate whether you agree or not with each of these statements (% yes):

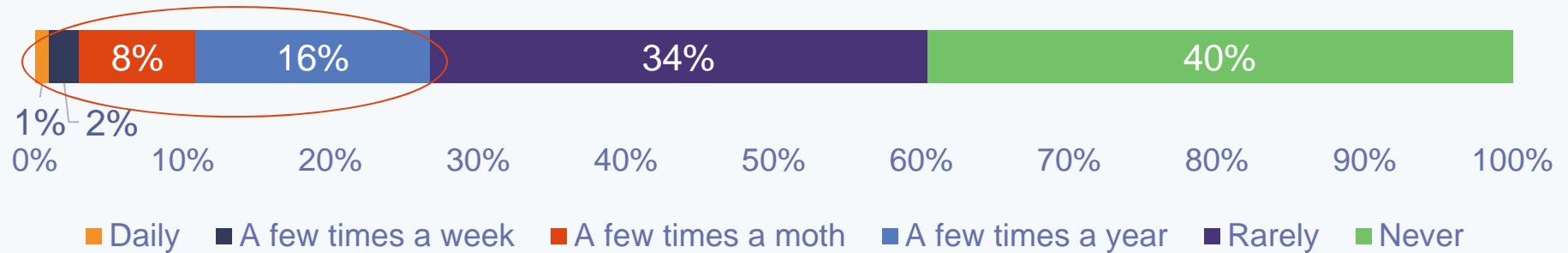




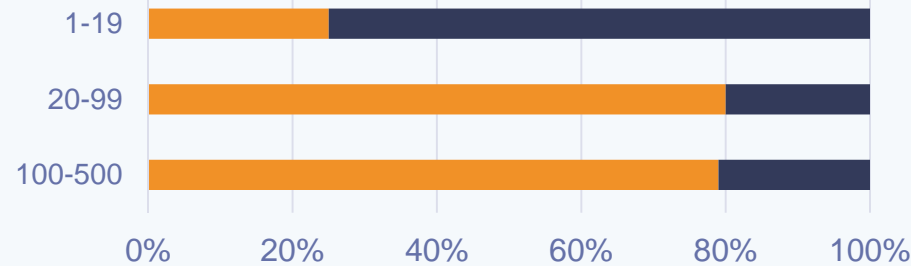
# Visit Frequency

1 in 4 SMBs visit a resource center a few times a year or more

Which best describes how often you visit business resource centers?

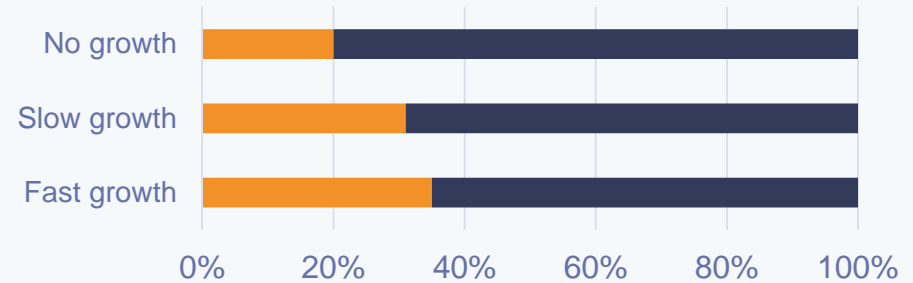


## Company size\*

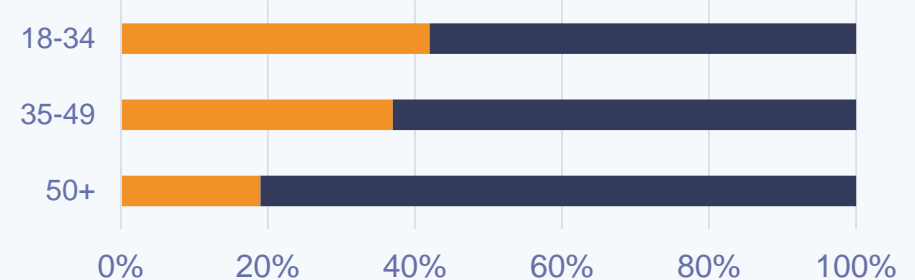


■ A few times a year or more ■ Never/Rarely

## 2016 Business Outlook



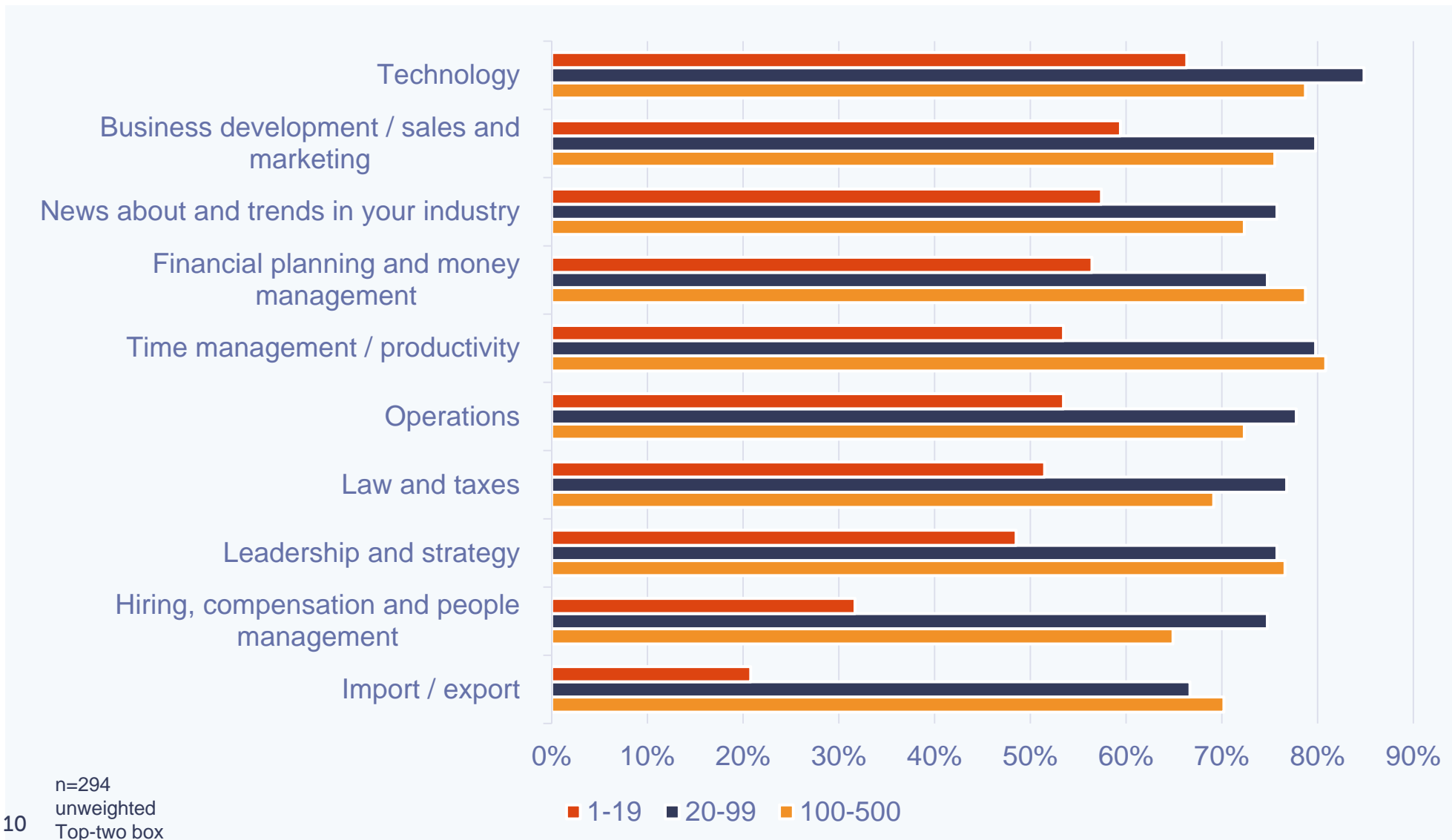
## Respondent age



# Topic Preferences: Company Size

SMBs with >20 employees are more interested in every topic...

On a scale of 1 (not at all likely) to 5 (extremely likely), please rate how likely you are to visit a business resource center to learn more about each of these topics:

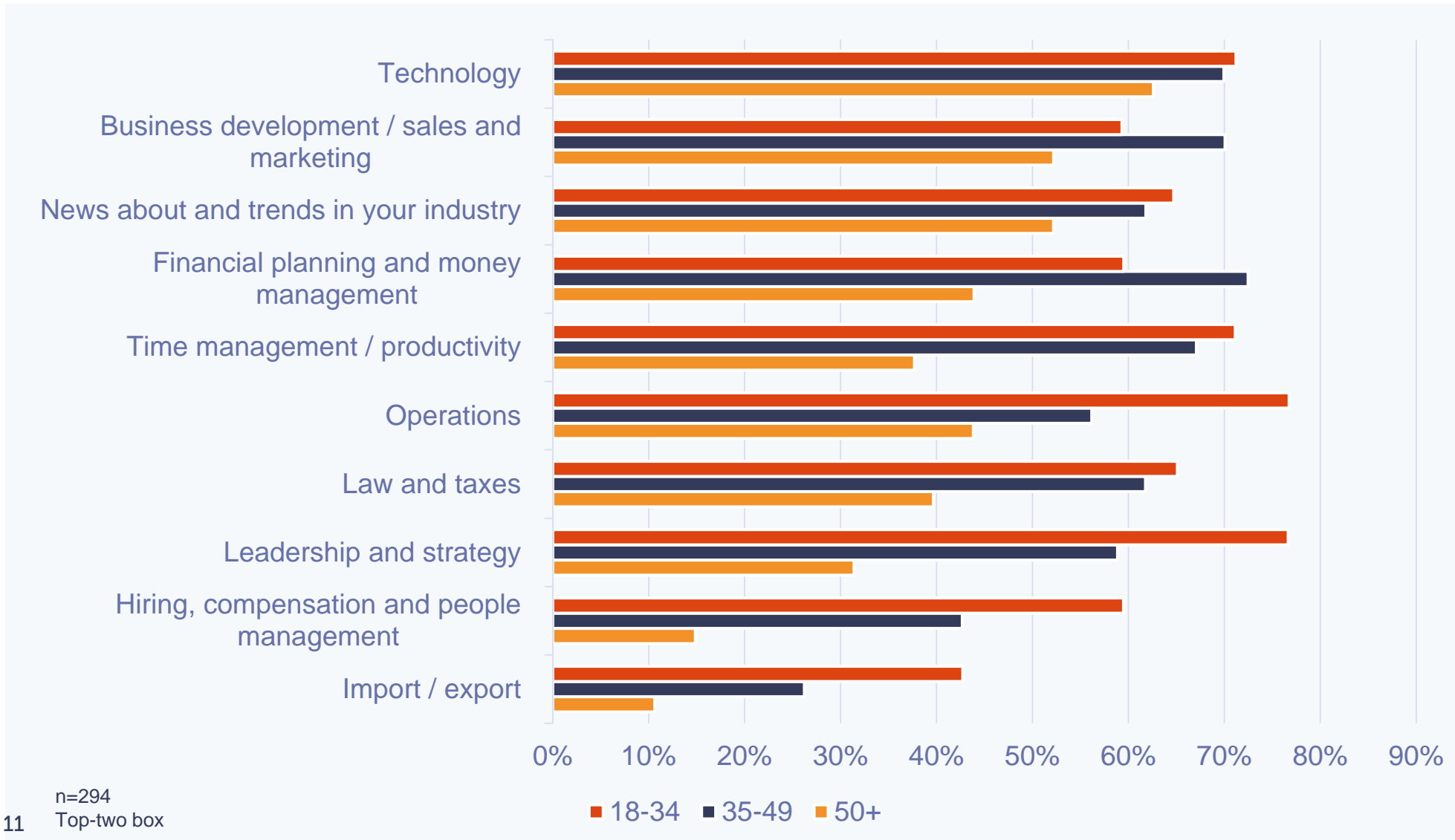


n=294  
unweighted  
Top-two box

# Topic Preferences: Respondent Age

...as, generally, are younger entrepreneurs...

On a scale of 1 (not at all likely) to 5 (extremely likely), please rate how likely you are to visit a business resource center to learn more about each of these topics:



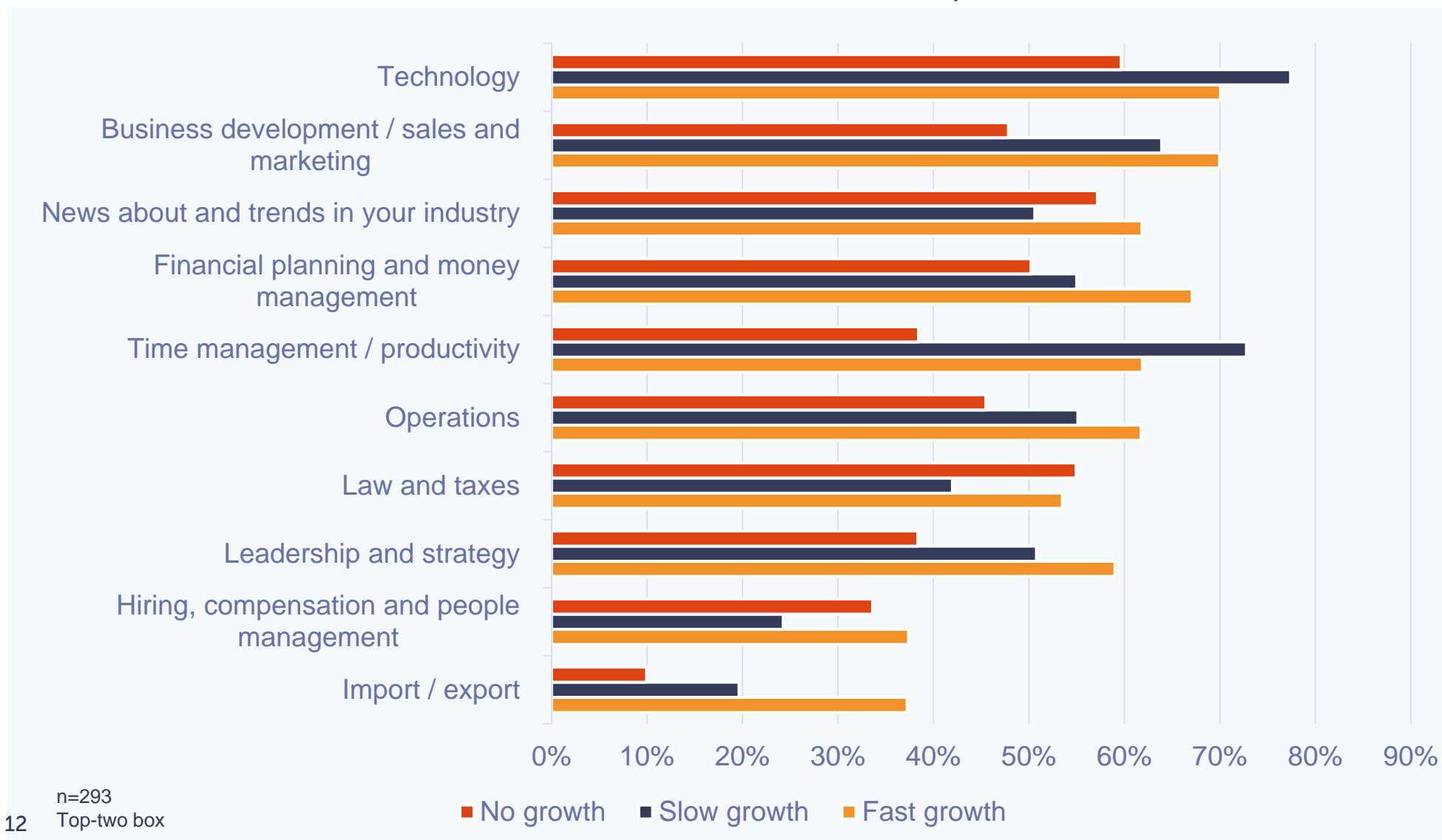
n=294

Top-two box

# Topic Preferences: 2016 Business Outlook

...and, generally, those who expect growth in 2016

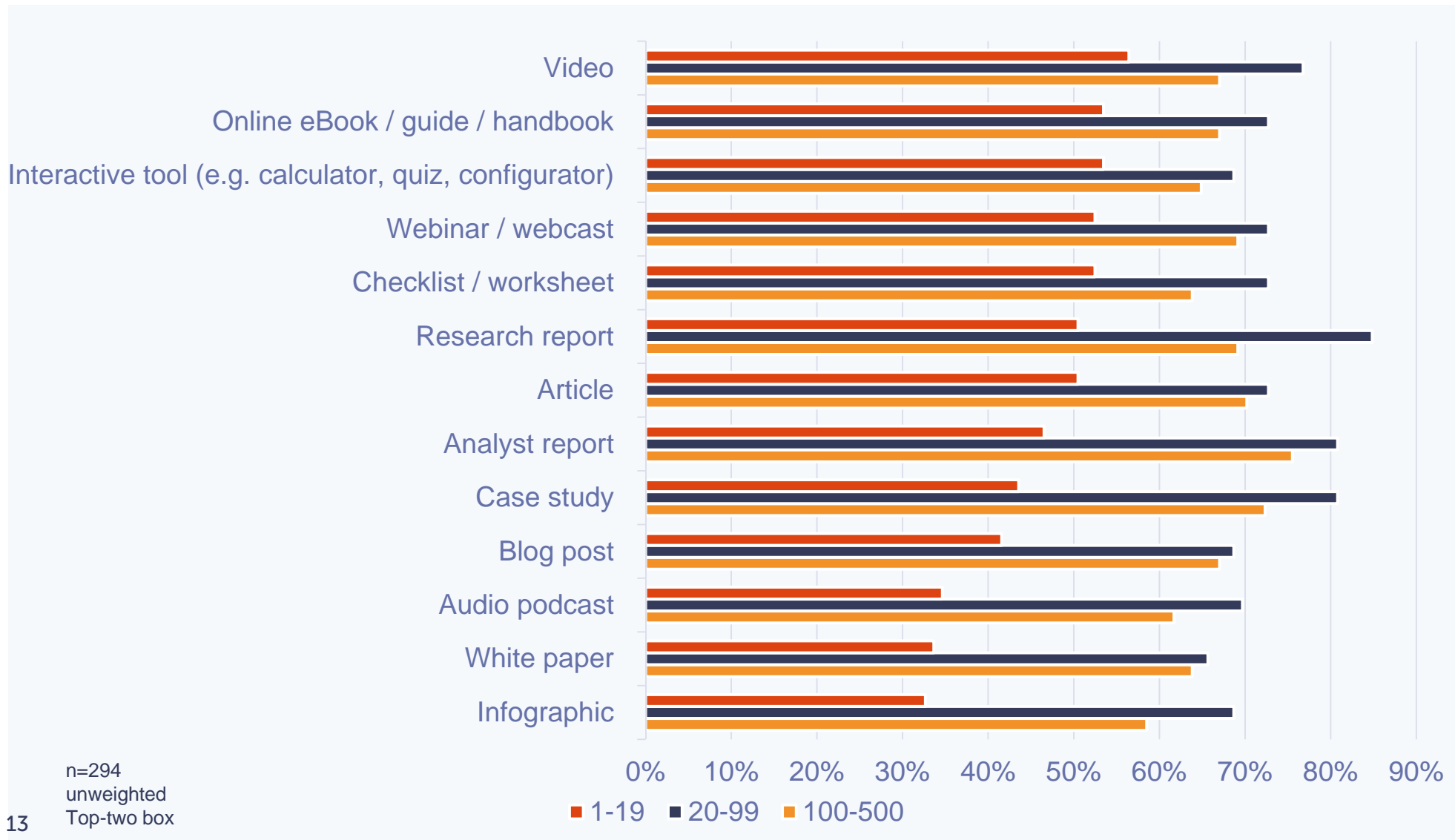
On a scale of 1 (not at all likely) to 5 (extremely likely), please rate how likely you are to visit a business resource center to learn more about each of these topics:



# Format Preferences: Company Size

SMBs with >20 employees are more interested in every format

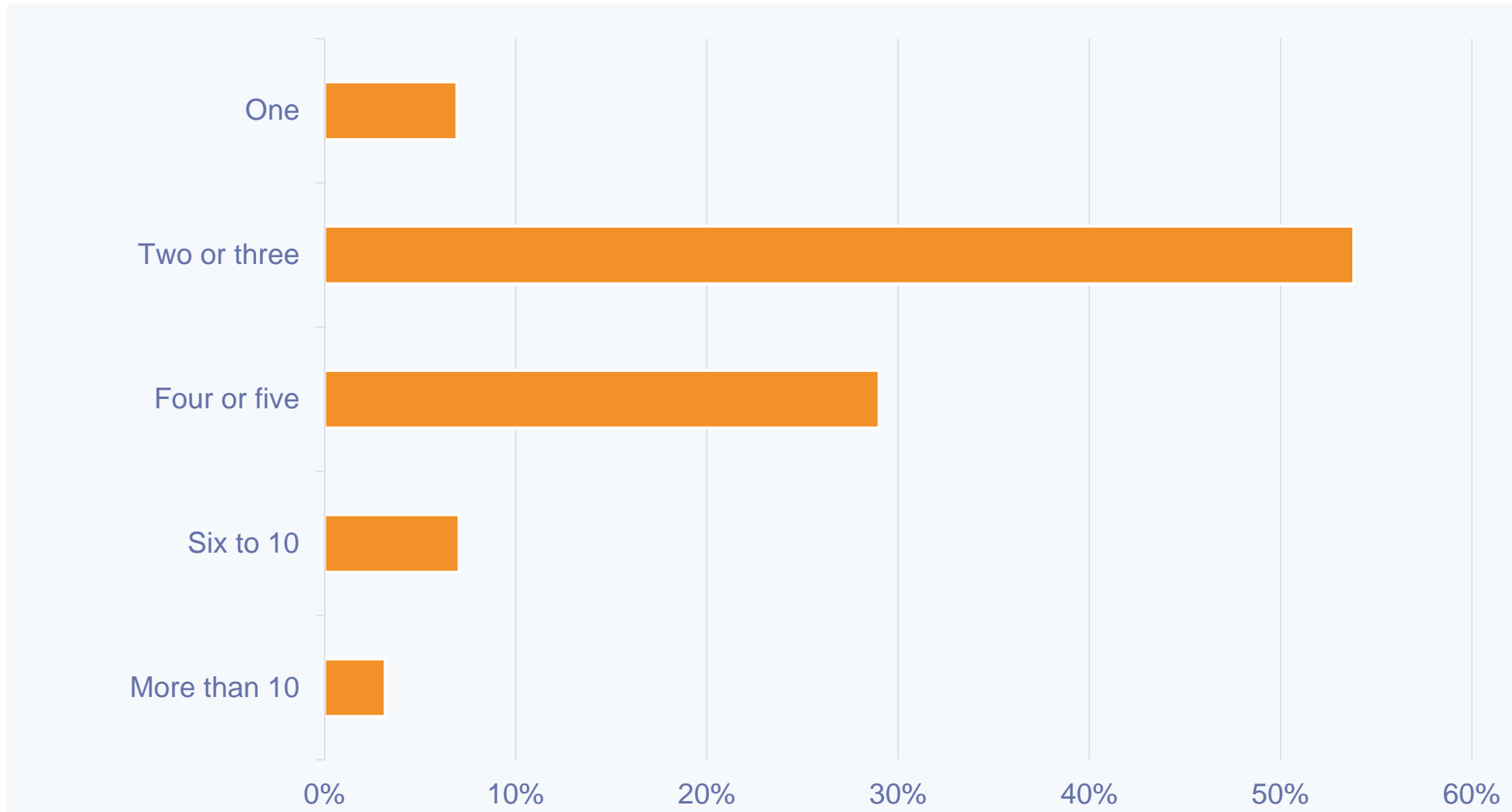
On a scale of 1 (I do not like at all) to 5 (I like very much), please rate each of these types of content that you might find on a business resource center:



# Content Consumption

9 in 10 SMBs consume multiple content elements per visit

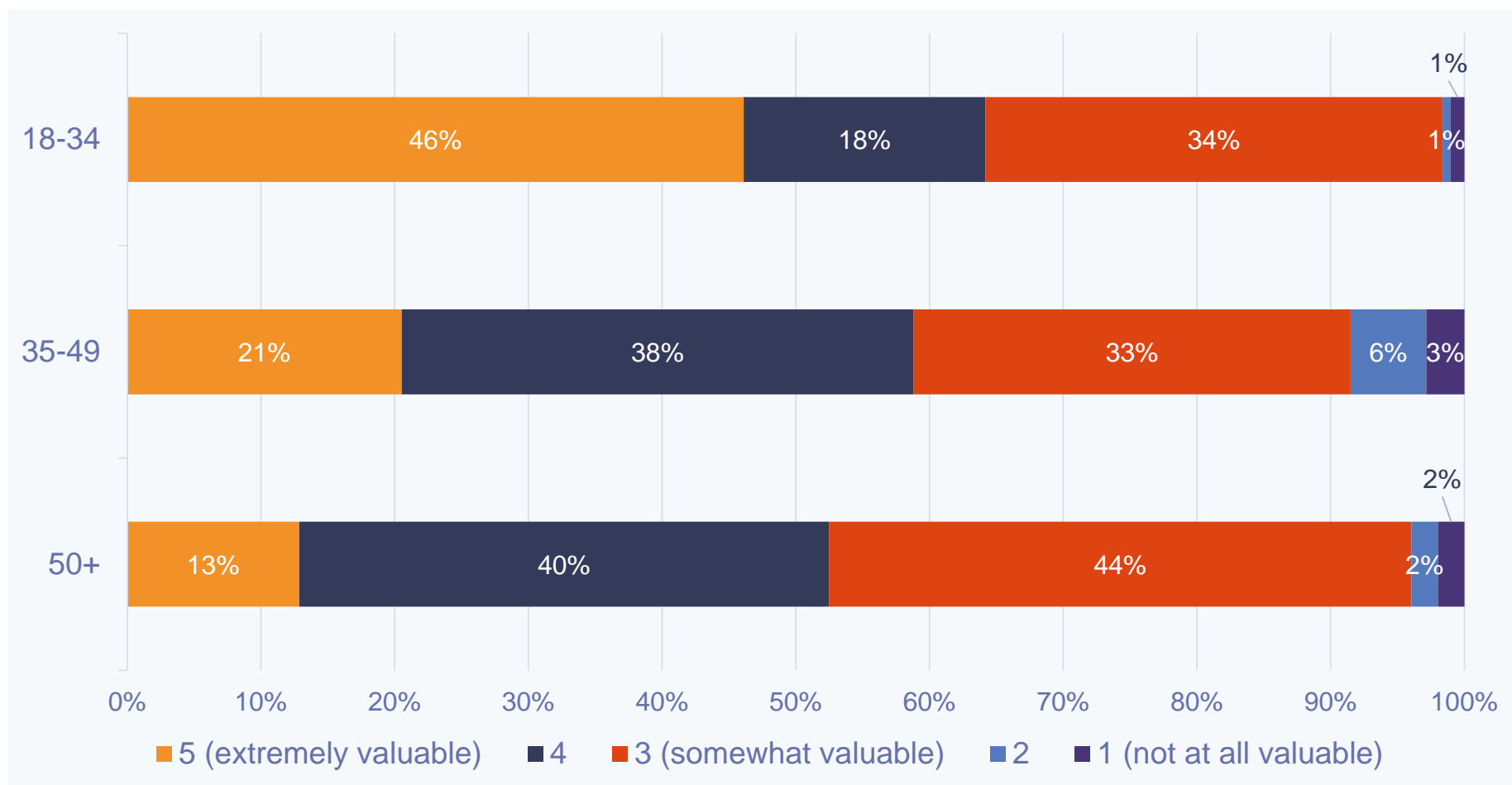
How many different content elements (such as articles, videos, blog posts, quizzes etc.) would you say you read, watch or take on a typical visit to a business resource center?



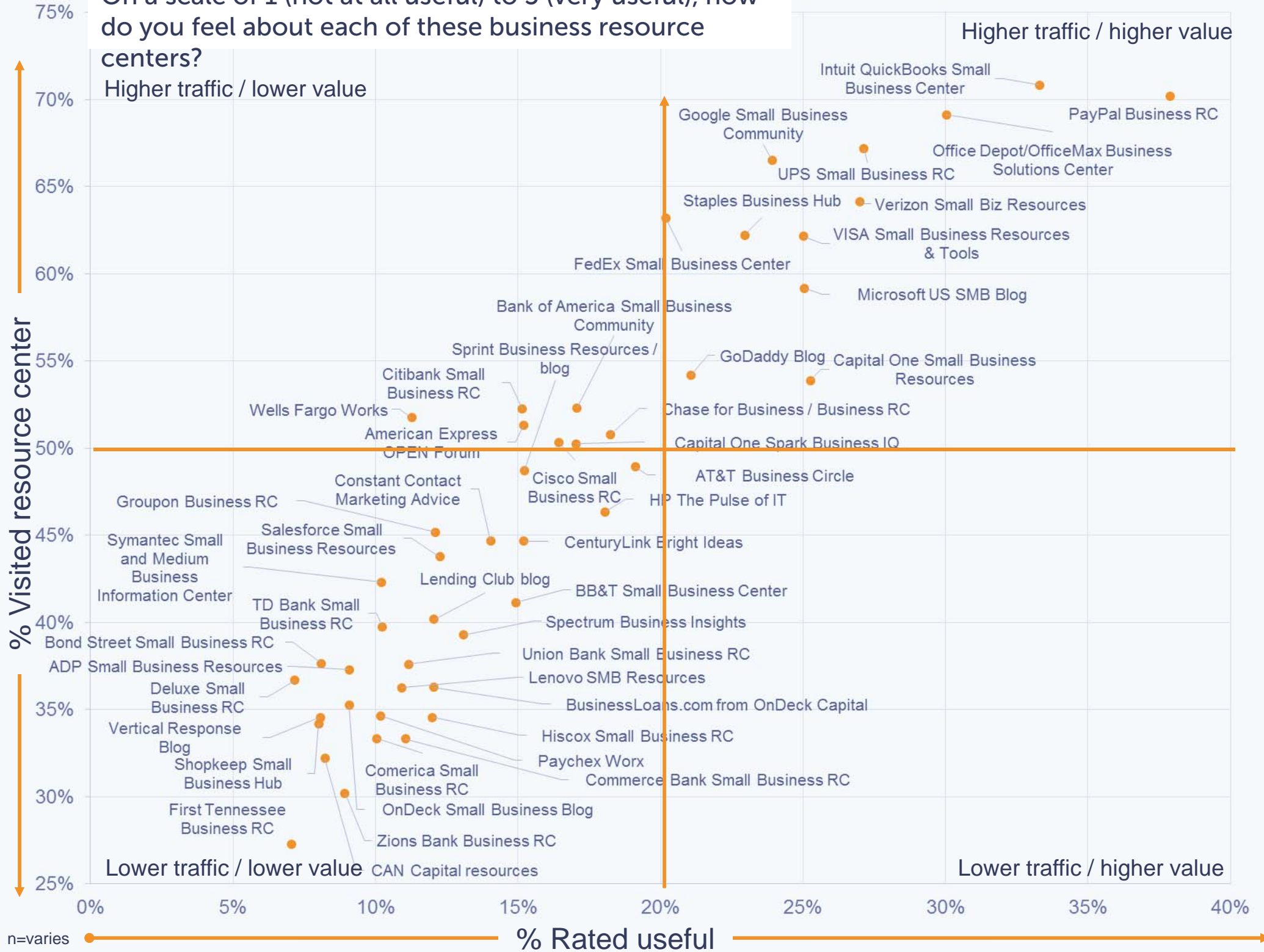
# Content Value: Respondent Age

...but decreases with age

On a scale of 1 (not at all valuable) to 5 (extremely valuable), how valuable in general would you say are the tips and advice on business resource centers?



On a scale of 1 (not at all useful) to 5 (very useful), how do you feel about each of these business resource centers?





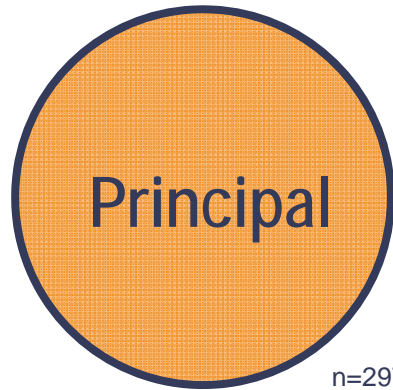
# Resource Center Development Best Practices: 7 Tips

- 1 Know your audience(s): title, company size, industry, pain points
- 2 Focus your topics on your brand domain
  - Keep topics tightly focused
  - Include an industry focus where possible
- 3 Test different topics and formats
  - Make it easy to link from piece to piece
  - Longer form content works better with larger companies
- 4 Focus on content quality
  - Relevant, actionable, easy to understand, current
  - Make your brand the hero (internal SME bylines only)
- 5 Ensure a good mix of advice and product / service information
- 6 Develop content to support the entire sales cycle
- 7 Promote your site actively
  - Email newsletter, search, social media
  - Capture and follow up on leads

# Sample Characteristics

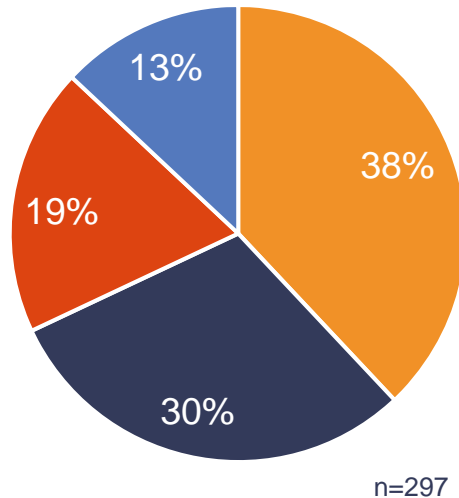
# Sample Characteristics

**Title**



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

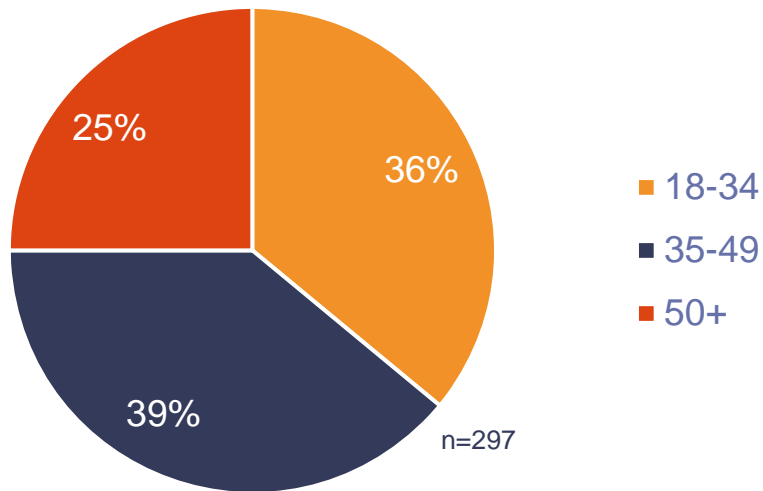
**Industry**



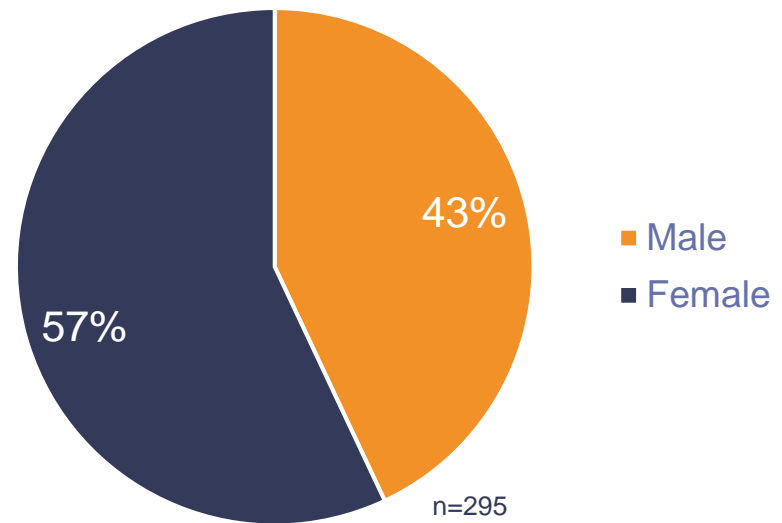
- PS: Educational services, Finance & insurance, Health care & social assistance, Information technology, Management of companies & enterprises, Professional services
- RW: Accommodation & food service, Arts, Entertainment & recreation, Real estate, rental & leasing, Retail trade, Transportation & warehousing,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

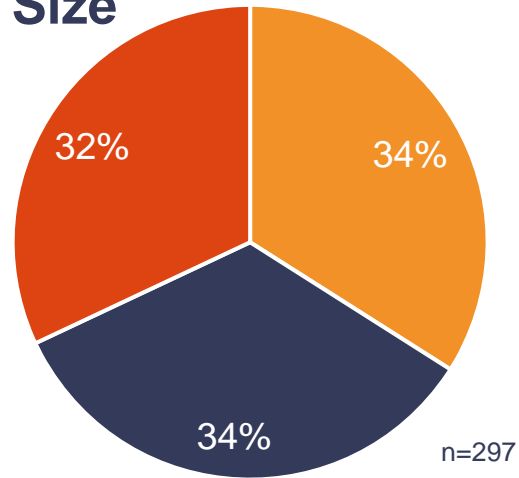


## Gender



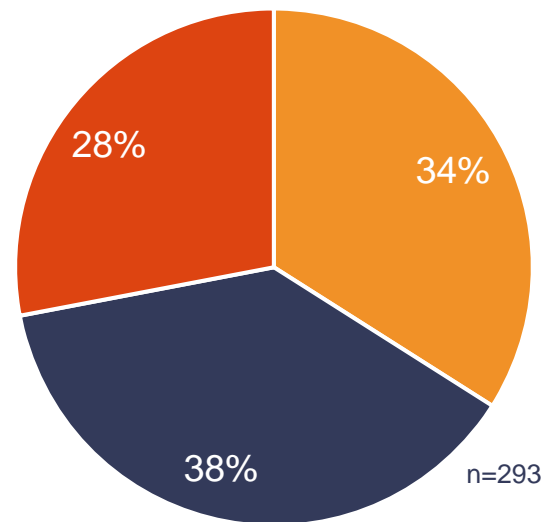
# Sample Characteristics

## Company Size



- 1-19 Employees
- 20-99 Employees
- 100-500 Employees

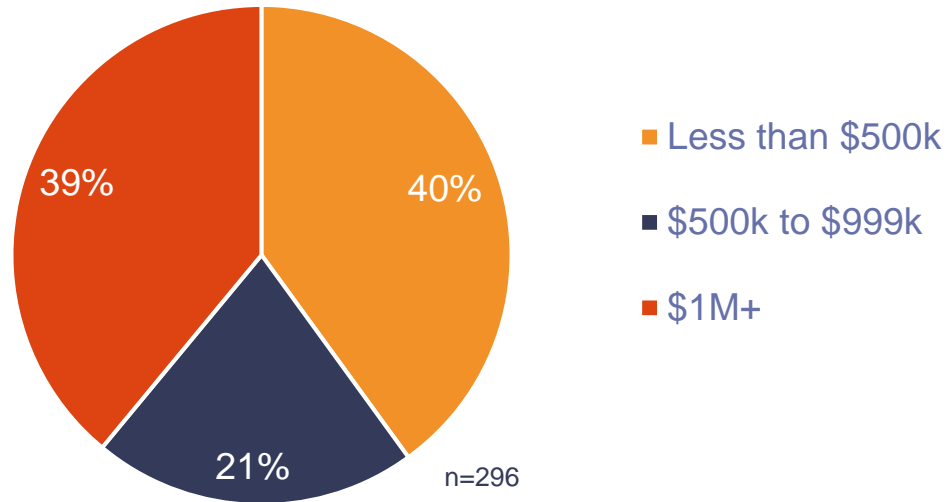
## Years in Business



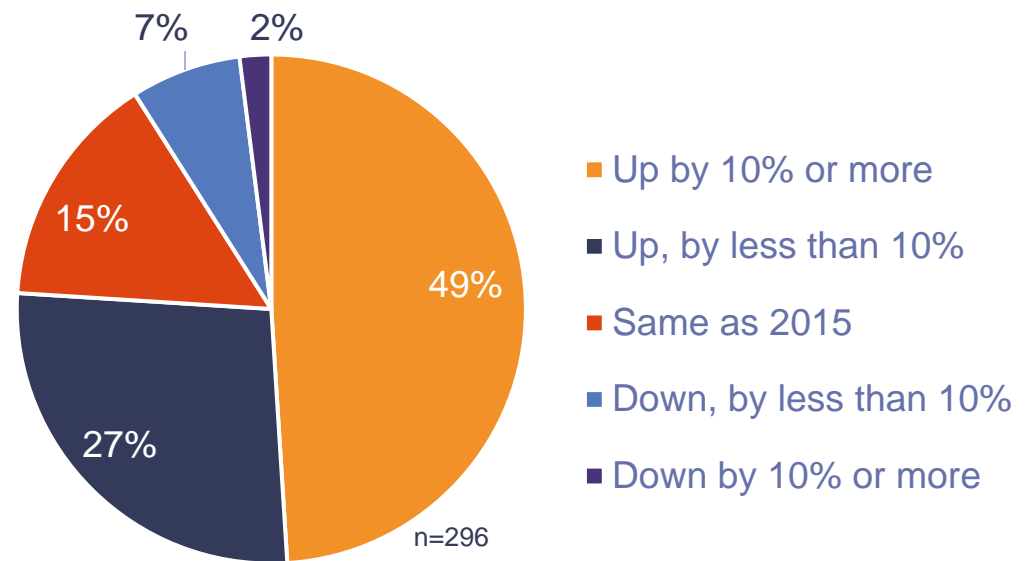
- 0 to 5 Years
- 6 to 10 Years
- More than 10 years

# Sample Characteristics

## 2015 Revenue

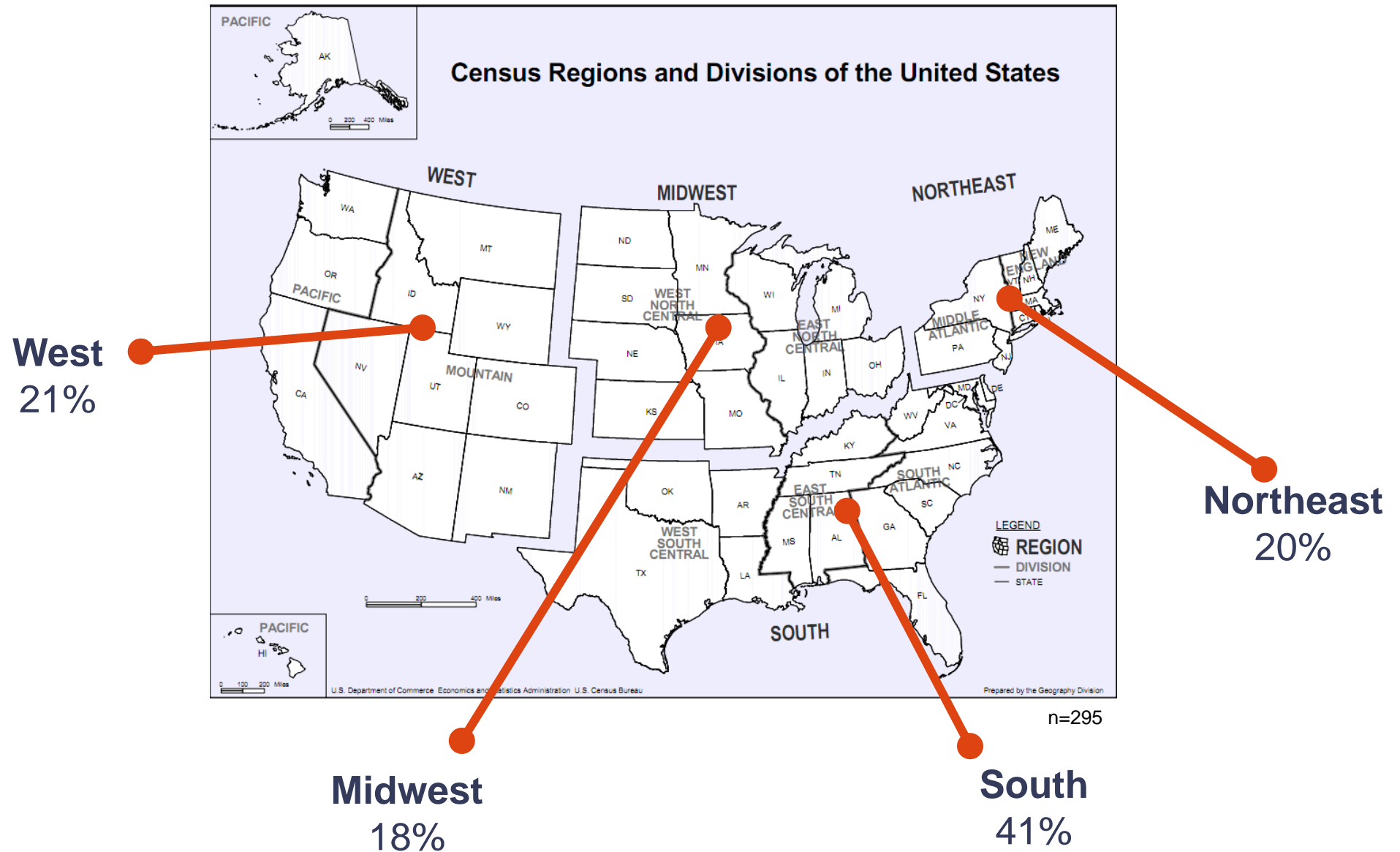


## 2016 Revenue Growth



# Sample Characteristics

## Region

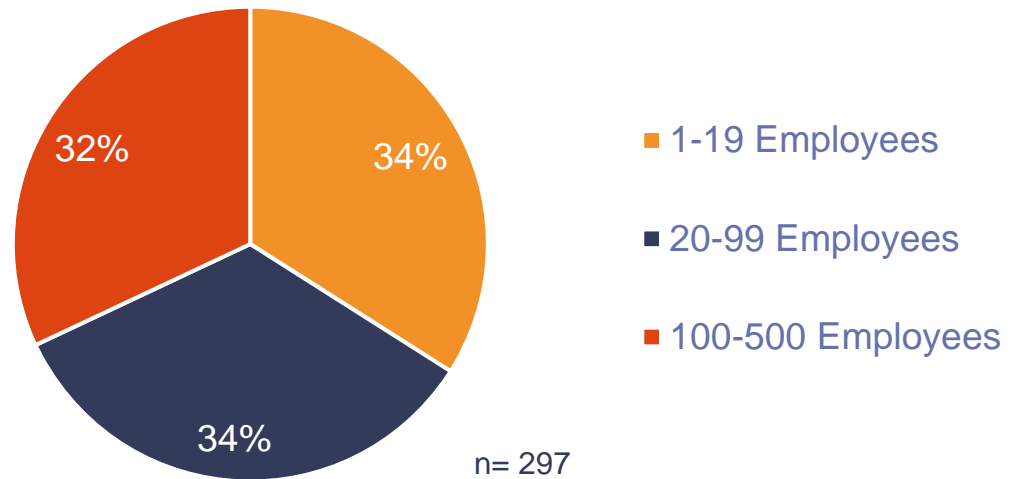




# Significance testing



# Section 1: Company size (unweighted)



# Company size

On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to first learn about products or services for your business via each of these specific sources / formats. (Top two)

	Company size			
	Total	1-19 (A)	20-99 (B)	100-500 (C)
Sample Size	318	117	100	101
<b>Analyst report (Top two)</b>				
Mentions	139	15	57	67
% Valid Cases	44%	13%	57% A	66% A
<b>Audio podcast (Top two)</b>				
Mentions	121	17	50	54
% Valid Cases	38%	15%	50% A	53% A
<b>Banner / display ad (Top two)</b>				
Mentions	131	17	53	61
% Valid Cases	41%	15%	53% A	60% A
<b>Blog (Top two)</b>				
Mentions	123	15	53	55
% Valid Cases	39%	13%	53% A	54% A
<b>Call or meeting with vendor sales representative (Top two)</b>				
Mentions	176	39	66	71
% Valid Cases	55%	33%	66% A	70% A
<b>Case study (Top two)</b>				
Mentions	137	20	55	62
% Valid Cases	43%	17%	55% A	61% A
<b>eBook / guide / handbook (Top two)</b>				
Mentions	126	14	49	63
% Valid Cases	40%	12%	49% A	62% A
<b>Email newsletter (Top two)</b>				
Mentions	175	40	66	69
% Valid Cases	55%	34%	66% A	68% A
<b>Event or trade show (Top two)</b>				
Mentions	173	36	68	69
% Valid Cases	54%	31%	68% A	68% A

\* Statistically significant result within this Column Variable at 95%

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

# Company size

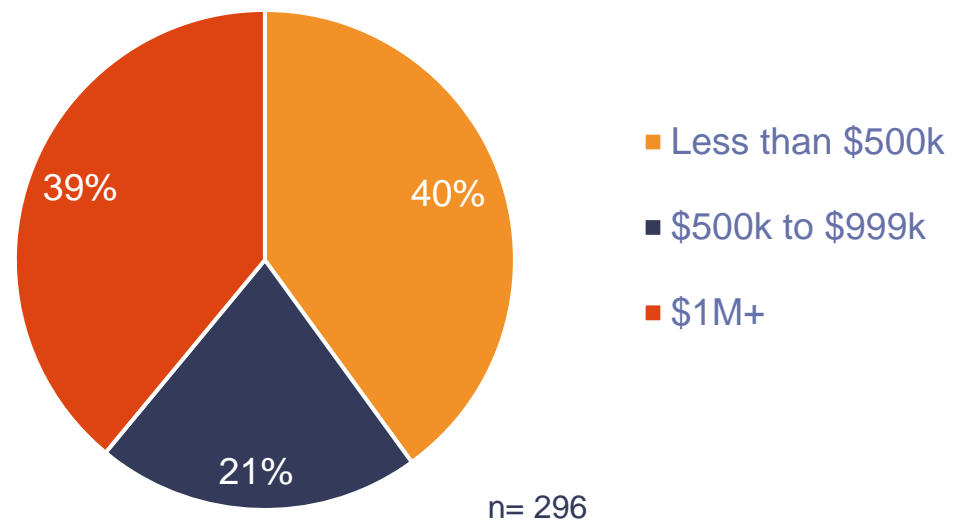
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to first learn about products or services for your business via each of these specific sources / formats. (Top two) (Continued)

	Total	Company size		
		1-19 (A)	20-99 (B)	100-500 (C)
<b>External / third-party consultant (Top two)</b>				
Mentions	140	21	54	65
% Valid Cases	44%	18%	54% A	64% A
<b>Facebook (Top two)</b>				
Mentions	148	21	61	66
% Valid Cases	47%	18%	61% A	65% A
<b>Forum or discussion board (Top two)</b>				
Mentions	139	22	54	63
% Valid Cases	44%	19%	54% A	62% A
<b>Infographic (Top two)</b>				
Mentions	129	14	53	62
% Valid Cases	41%	12%	53% A	61% A
<b>In-house staff (Top two)</b>				
Mentions	155	27	65	63
% Valid Cases	49%	23%	65% A	62% A
<b>Instagram (Top two)</b>				
Mentions	116	9	52	55
% Valid Cases	36%	8%	52% A	54% A
<b>Interactive tool (Top two)</b>				
Mentions	135	18	55	62
% Valid Cases	42%	15%	55% A	61% A
<b>LinkedIn (Top two)</b>				
Mentions	131	19	56	56
% Valid Cases	41%	16%	56% A	55% A
<b>Newspaper / magazine (print or online) (Top two)</b>				
Mentions	150	30	56	64
% Valid Cases	47%	26%	56% A	63% A

\* Statistically significant result within this Column Variable at 95%

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

## Section 2: 2015 Revenue (unweighted)



# 2015 Revenue

On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to first learn about products or services for your business via each of these specific sources / formats. (Top two)

	2015 Revenue			
	Total	Less than \$500k (A)	\$500k to \$999k (B)	\$1M+ (C)
Sample Size	318	109	60	149
<b>Analyst report (Top two)</b>				
Mentions	139	18	30	91
% Valid Cases	44%	17%	50% A	61% A
<b>Audio podcast (Top two)</b>				
Mentions	121	20	28	73
% Valid Cases	38%	18%	47% A	49% A
<b>Banner / display ad (Top two)</b>				
Mentions	131	26	31	74
% Valid Cases	41%	24%	52% A	50% A
<b>Blog (Top two)</b>				
Mentions	123	22	31	70
% Valid Cases	39%	20%	52% A	47% A
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Mentions	137	24	31	82
% Valid Cases	43%	22%	52% A	55% A
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Mentions	126	20	31	75
% Valid Cases	40%	18%	52% A	50% A
<b>Email newsletter (Top two)</b>				
Mentions	175	43	38	94
% Valid Cases	55%	39%	63% A	63% A
<b>Event or trade show (Top two)</b>				
Mentions	173	39	31	103
% Valid Cases	54%	36%	52% A	69% AB

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# 2015 Revenue

On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to first learn about products or services for your business via each of these specific sources / formats. (Top two) (Continued)

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<b>External / third-party consultant (Top two)</b>				
Mentions	140	22	29	89
% Valid Cases	44%	20%	48%	60%
			A	A
<b>Facebook (Top two)</b>				
Mentions	148	26	33	89
% Valid Cases	47%	24%	55%	60%
			A	A
<b>Forum or discussion board (Top two)</b>				
Mentions	139	25	34	80
% Valid Cases	44%	23%	57%	54%
			A	A
<b>Infographic (Top two)</b>				
Mentions	129	17	29	83
% Valid Cases	41%	16%	48%	56%
			A	A
<b>In-house staff (Top two)</b>				
Mentions	155	32	32	91
% Valid Cases	49%	29%	53%	61%
			A	A
<b>Instagram (Top two)</b>				
Mentions	116	19	25	72
% Valid Cases	36%	17%	42%	48%
			A	A
<b>Interactive tool (Top two)</b>				
Mentions	135	22	27	86
% Valid Cases	42%	20%	45%	58%
			A	A
<b>LinkedIn (Top two)</b>				
Mentions	131	25	29	77
% Valid Cases	41%	23%	48%	52%
			A	A
<b>Newspaper / magazine (print or online) (Top two)</b>				
Mentions	150	32	29	89
% Valid Cases	47%	29%	48%	60%
			A	A

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