



Engaging SMBs with Email Newsletters

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Research Objective

Give SMB marketers a current perspective on engaging SMBs with email newsletters

- SMB business outlook and challenges
- Preferred content formats and topics
- Who SMBs want email newsletters from
- What SMBs want in an email newsletter
- How and when SMBs read email newsletters
- How SMBs promote themselves
- The effect of an email newsletter program
- Email newsletter best practices

Methodology

1 How

- 15-minute online survey

2 Who

- 312 principals of U.S. companies with <500 employees (5.5%+/- CI)
 - 112 with <20 employees (97.7% weighting)
 - 100 with 20-99 employees (1.9% weighting)
 - 100 with 100-500 employees (.3% weighting)
 - Any industry
 - See slides 44-48 for participant demographics

3 When

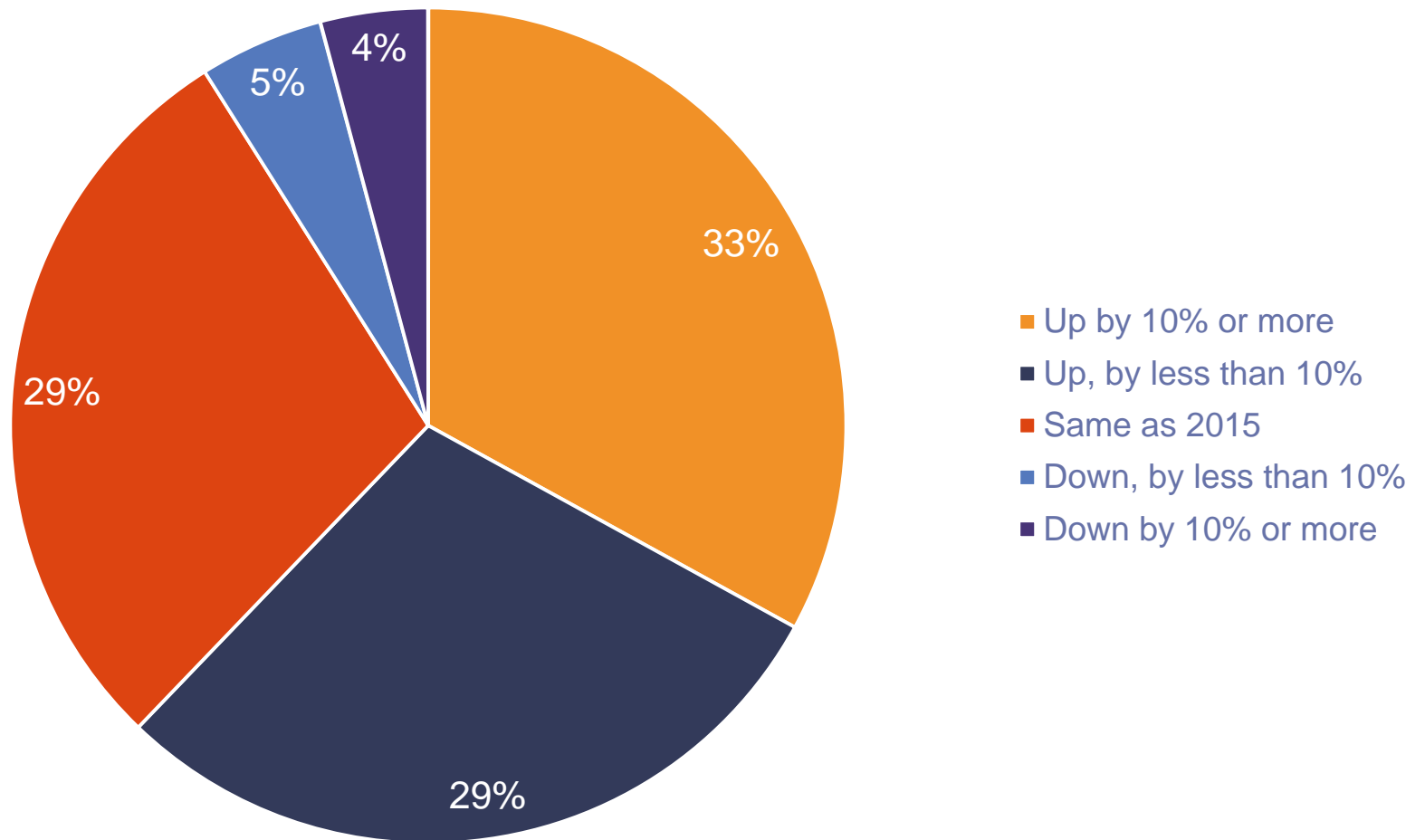
- August 3 – 8, 2016

Detailed Results

2016 Business Outlook

Almost two in three SMBs expect an up year

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



Business Challenges

Customer acquisition is the leading business challenge overall

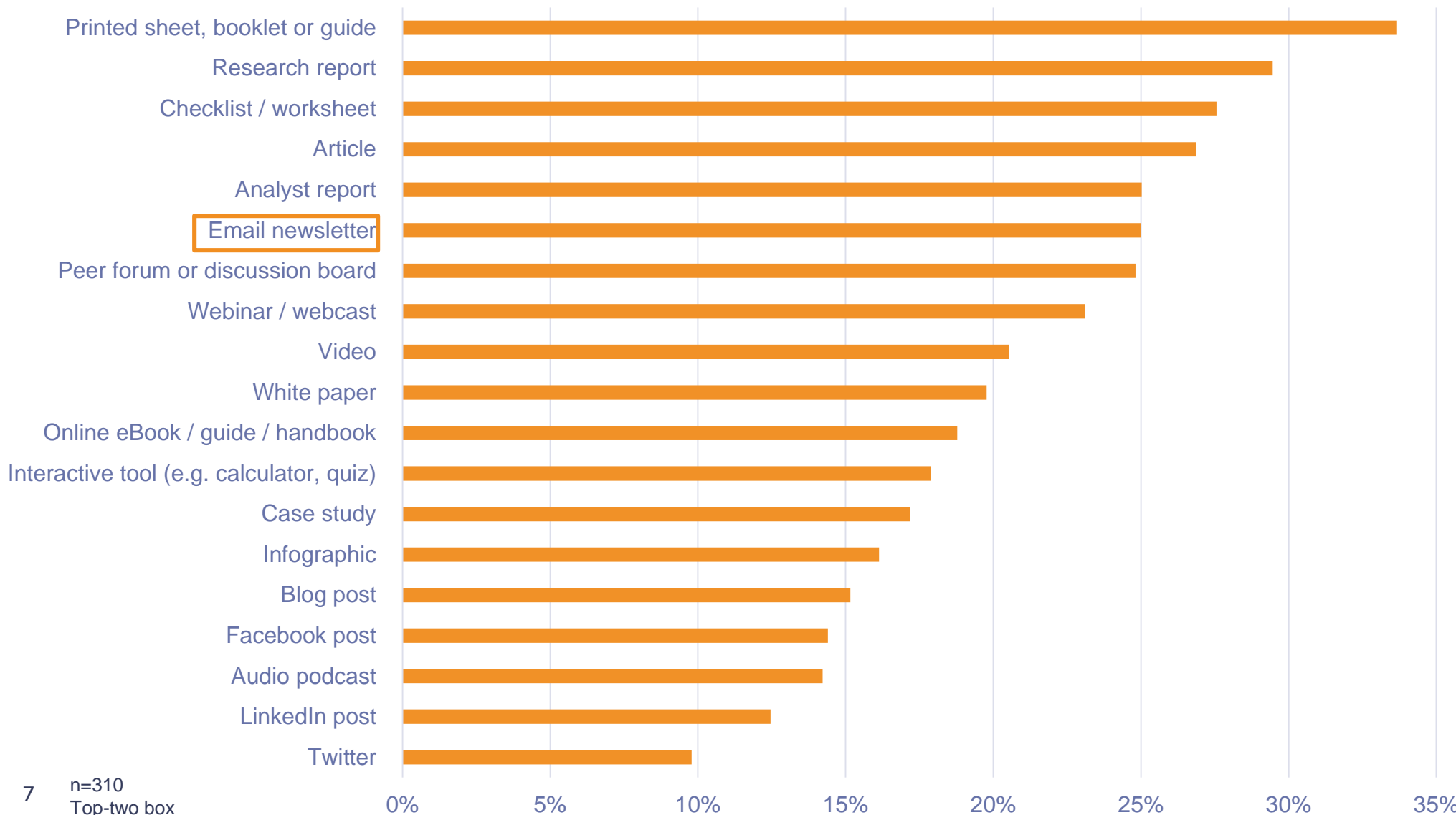
Please rank-order these business challenges from most pressing (top) to least pressing (bottom):



Preferred Formats (General)

While SMBs most prefer printed pieces, email newsletters are an important format

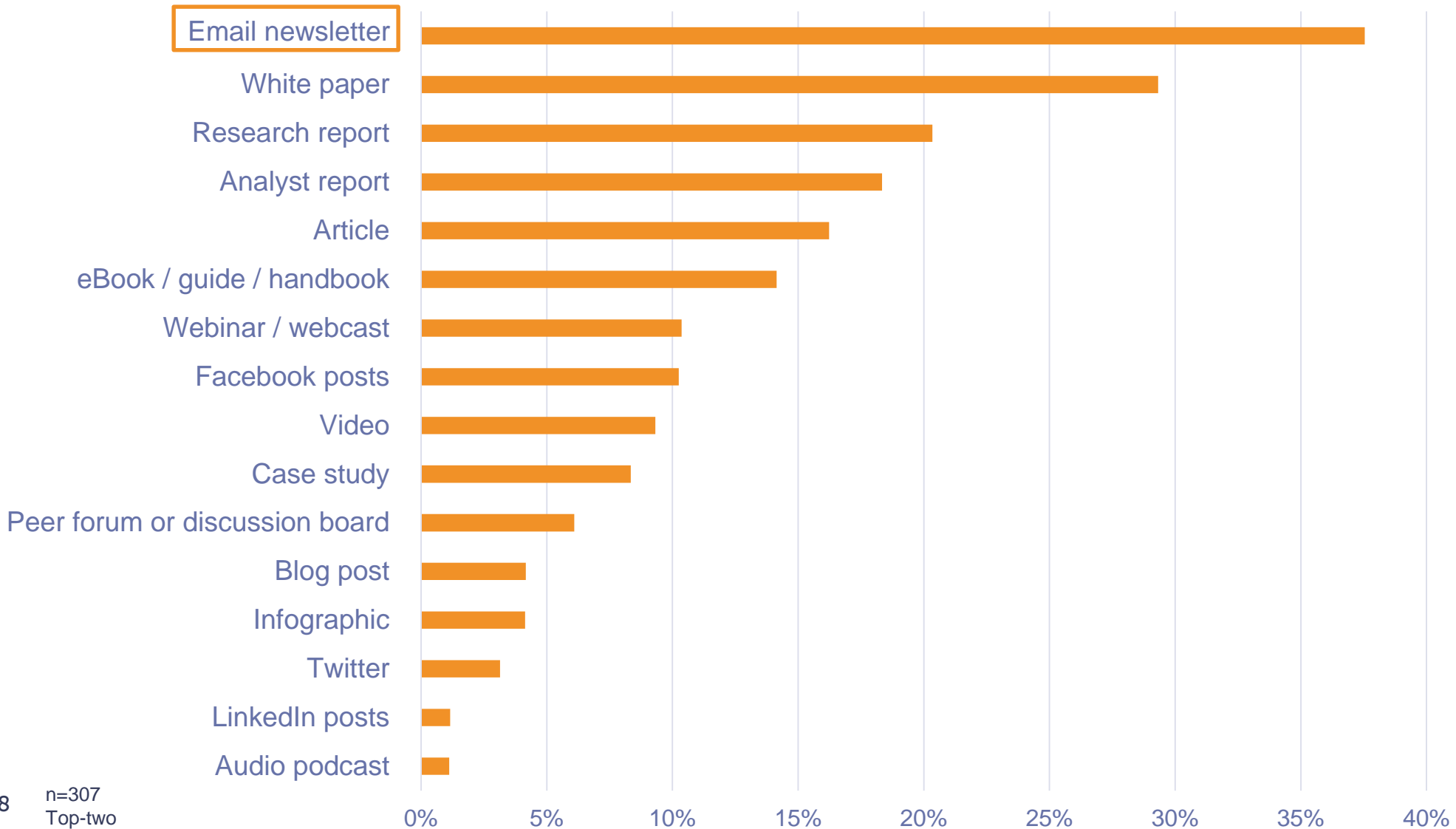
On a scale of 1 (not useful) to 5 (very useful), how would you rate each of these formats as a way to obtain business management tips and advice?



Preferred Formats (Bank)

From their bank, SMBs most want an email newsletter

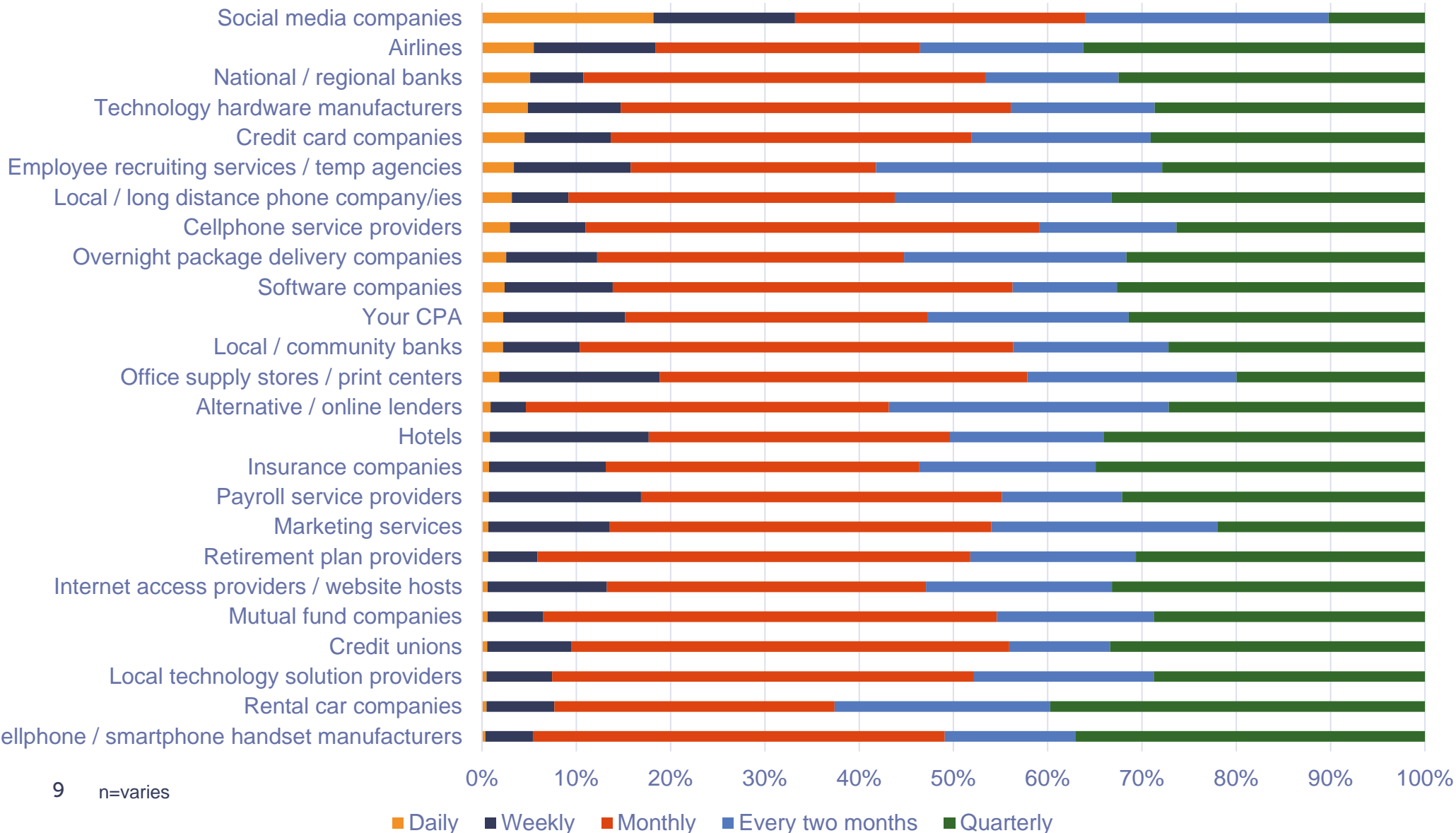
Please rank-order the formats in which you would like your bank to provide business and financial management advice from most preferred (top) to least preferred (bottom):



Preferred Frequency

In general, SMBs prefer a monthly cadence

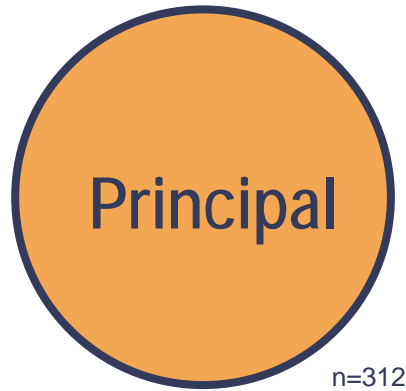
How often do you want an email newsletter from the industries you'd like an email newsletter from?



Sample Characteristics

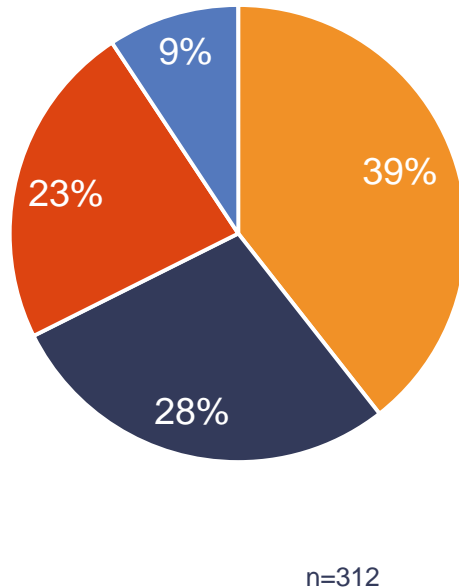
Sample Characteristics

Title



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

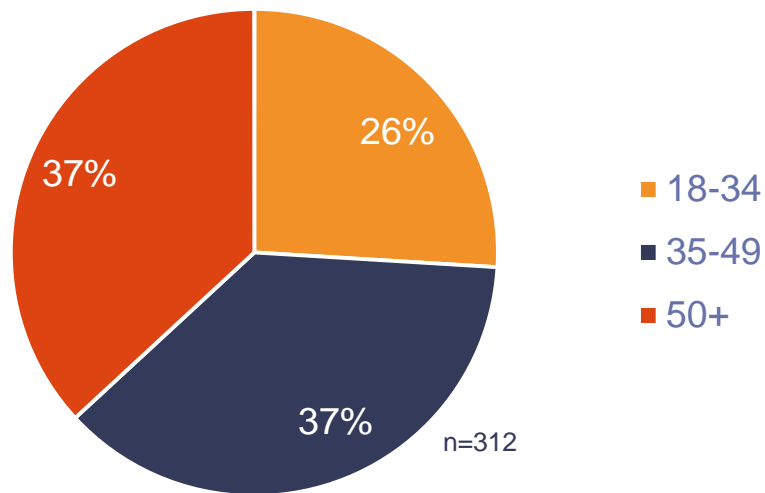
Industry



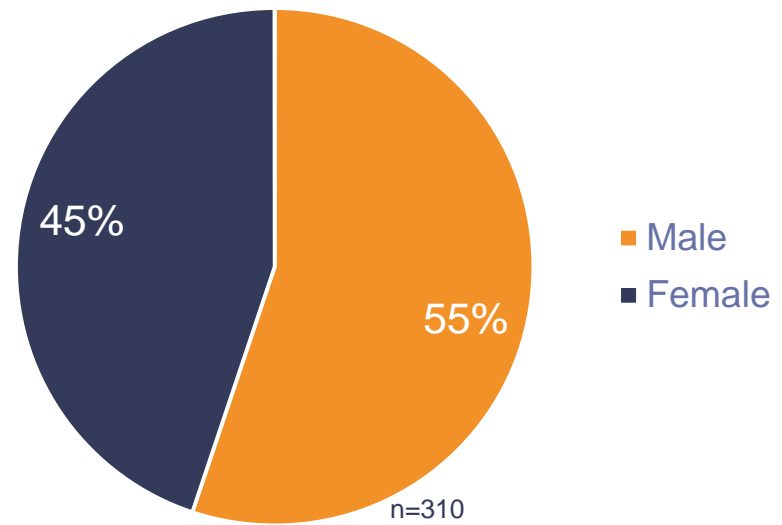
- PS: Educational services, Finance & insurance, Health care & social assistance, Information technology, Management of companies & enterprises, Professional services
- RW: Accommodation & food service, Arts, Entertainment & recreation, Real estate, rental & leasing, Retail trade, Transportation & warehousing,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

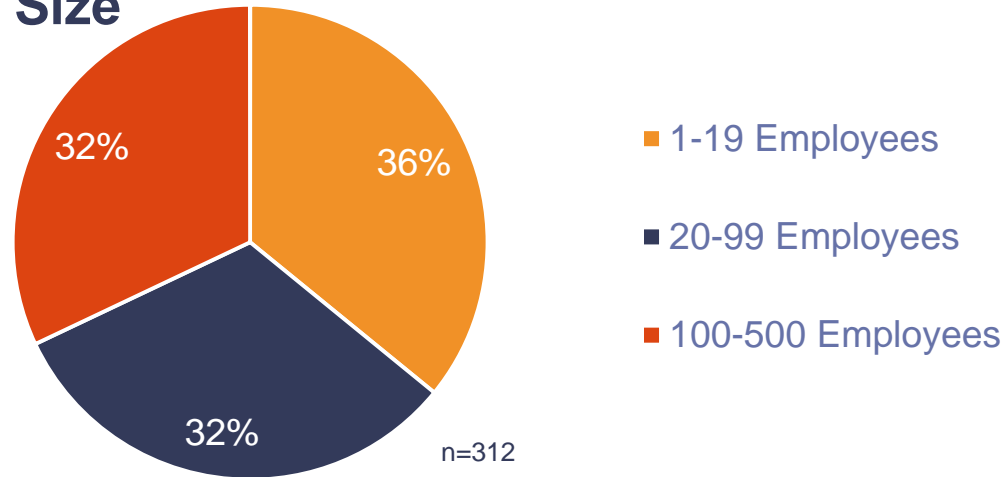


Gender

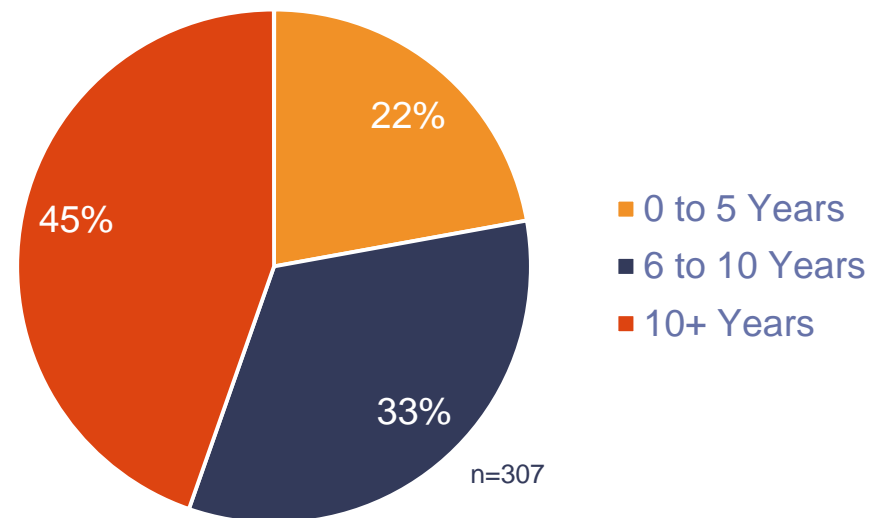


Sample Characteristics

Company Size

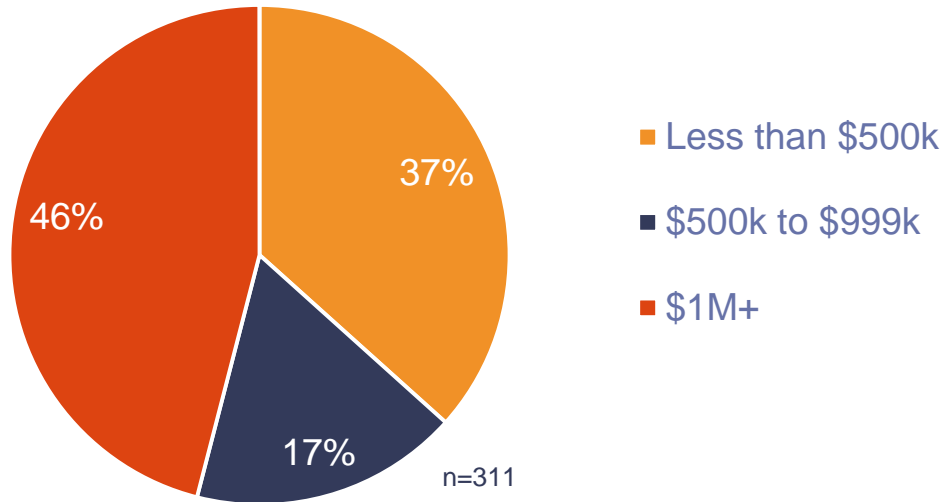


Years in Business

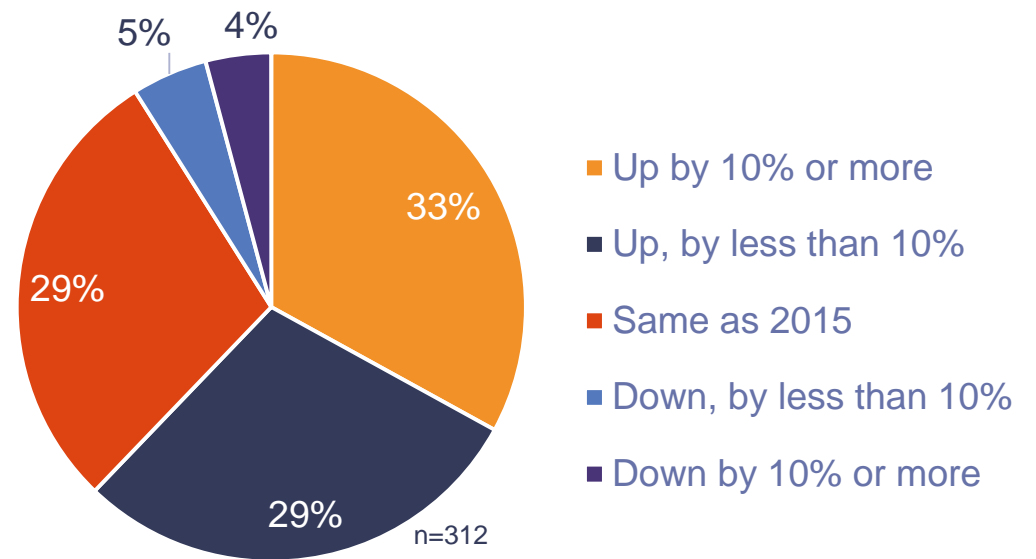


Sample Characteristics

2015 Revenue

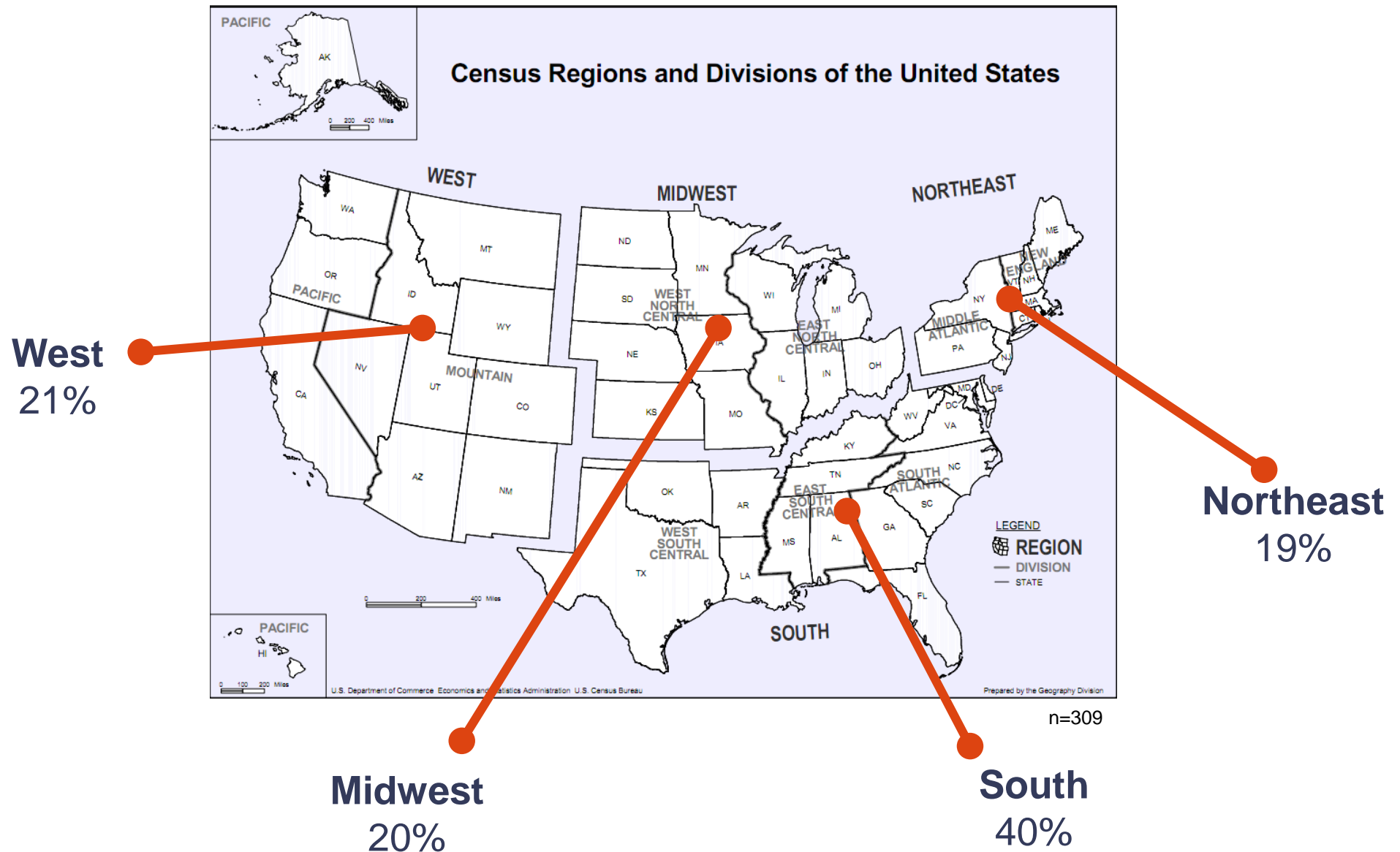


2016 Revenue Growth



Sample Characteristics

Region



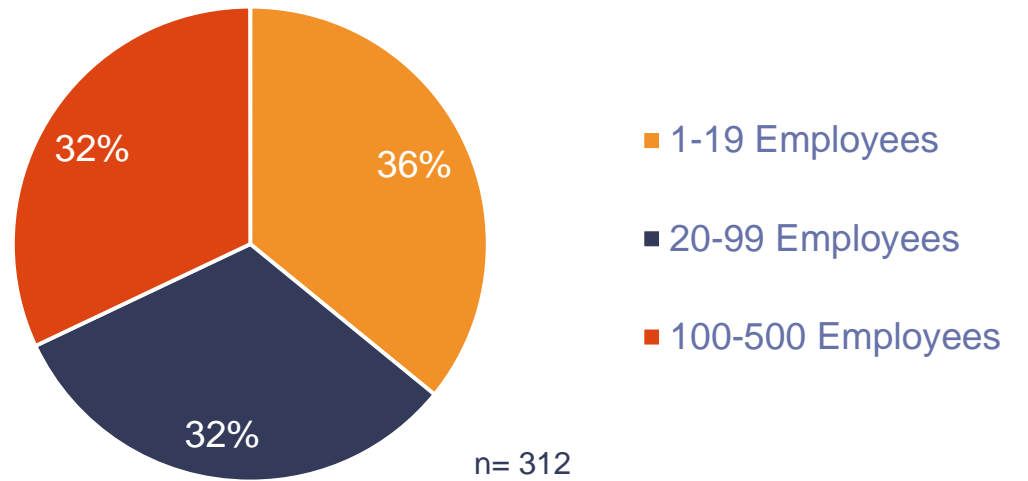
Thank You





Significance testing

Section 1: Company size (unweighted)



Company size

Please rank-order these business challenges from most pressing (top) to least pressing (bottom): (Top two)

	Company size			
	Total	1-19 (A)	20-99 (B)	100-500 (C)
Sample Size	307	112	96	99
Boosting profitability (Top two)				
Mentions	59	23	16	20
% Valid Cases	19%	21%	17%	20%
Dealing with competition (Top two)				
Mentions	44	16	13	15
% Valid Cases	14%	14%	14%	15%
Dealing with government regulation (Top two)				
Mentions	44	13	17	14
% Valid Cases	14%	12%	18%	14%
Developing new products and services (Top two)				
Mentions	34	12	10	12
% Valid Cases	11%	11%	10%	12%
Finding good employees (Top two)				
Mentions	40	9	16	15
% Valid Cases	13%	8%	17%	15%
Finding new customers (Top two)				
Mentions	81	41	27	13
% Valid Cases	26%	37% C	28% C	13%
Having enough money to pay our bills (Top two)				
Mentions	39	18	8	13
% Valid Cases	13%	16%	8%	13%
Keeping my company data secure (Top two)				
Mentions	54	13	17	24
% Valid Cases	18%	12%	18%	24% A
Managing costs (Top two)				
Mentions	44	19	11	14
% Valid Cases	14%	17%	11%	14%

* Statistically significant result within this Column Variable at 95%

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

Company size

Please rank-order these business challenges from most pressing (top) to least pressing (bottom): (Top two) (Continued)

	Company size			
	Total	1-19 (A)	20-99 (B)	100-500 (C)
Retaining / increasing sales to current customers (Top two)				
Mentions	40	17	11	12
% Valid Cases	13%	15%	11%	12%
Retaining good employees (Top two)				
Mentions	48	13	19	16
% Valid Cases	16%	12%	20%	16%
Staying current on technology solutions for my business (Top two)				
Mentions	42	12	13	17
% Valid Cases	14%	11%	14%	17%
Staying in business (Top two)				
Mentions	44	18	14	12
% Valid Cases	14%	16%	15%	12%

* 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 (not useful) to 5 (very useful), how would you rate each of these formats as a way to obtain business management tips and advice? (Top two)

	Company size			
	Total	1-19 (A)	20-99 (B)	100-500 (C)
Sample Size	310	112	99	99
Analyst report (Top two)				
Mentions	162	27	65	70
% Valid Cases	52%	24%	66% A	71% A
Article (Top two)				
Mentions	169	29	70	70
% Valid Cases	55%	26%	71% A	71% A
Audio podcast (Top two)				
Mentions	127	15	49	63
% Valid Cases	41%	13%	49% A	64% AB
Blog post (Top two)				
Mentions	129	16	53	60
% Valid Cases	42%	14%	54% A	61% A
Case study (Top two)				
Mentions	154	18	66	70
% Valid Cases	50%	16%	67% A	71% A
Checklist / worksheet (Top two)				
Mentions	156	30	61	65
% Valid Cases	50%	27%	62% A	66% A
Email newsletter (Top two)				
Mentions	158	27	64	67
% Valid Cases	51%	24%	65% A	68% A
Facebook post (Top two)				
Mentions	138	15	58	65
% Valid Cases	45%	13%	59% A	66% A
Infographic (Top two)				
Mentions	136	17	58	61
% Valid Cases	44%	15%	59% A	62% A

* Statistically significant result within this Column Variable at 95%

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