



Selling to SMBs via Events

November 17, 2016

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www.bredin.com
617-674-7882

Research Objective

Help marketers better understand how to sell to SMBs via live and online events

- SMB business outlook and challenges
- The role of events across the sales cycle
- The type, and value, of events SMBs attend
- What SMBs want to learn about at events
- Who SMBs want events from
- Preferred event timing and duration
- The effect of events on brand perception and sales
- Best practices in event marketing

Methodology

1 How

- 15-minute online survey via the Bredin.com/smbpulse

2 Who

- 318 principals of U.S. companies with <500 employees (5.5%+/- CI)
 - 117 with <20 employees (97.7% weighting)
 - 100 with 20-99 employees (1.9% weighting)
 - 101 with 100-500 employees (.3% weighting)
 - Any industry
 - See slides 57-61 for participant demographics

3 When

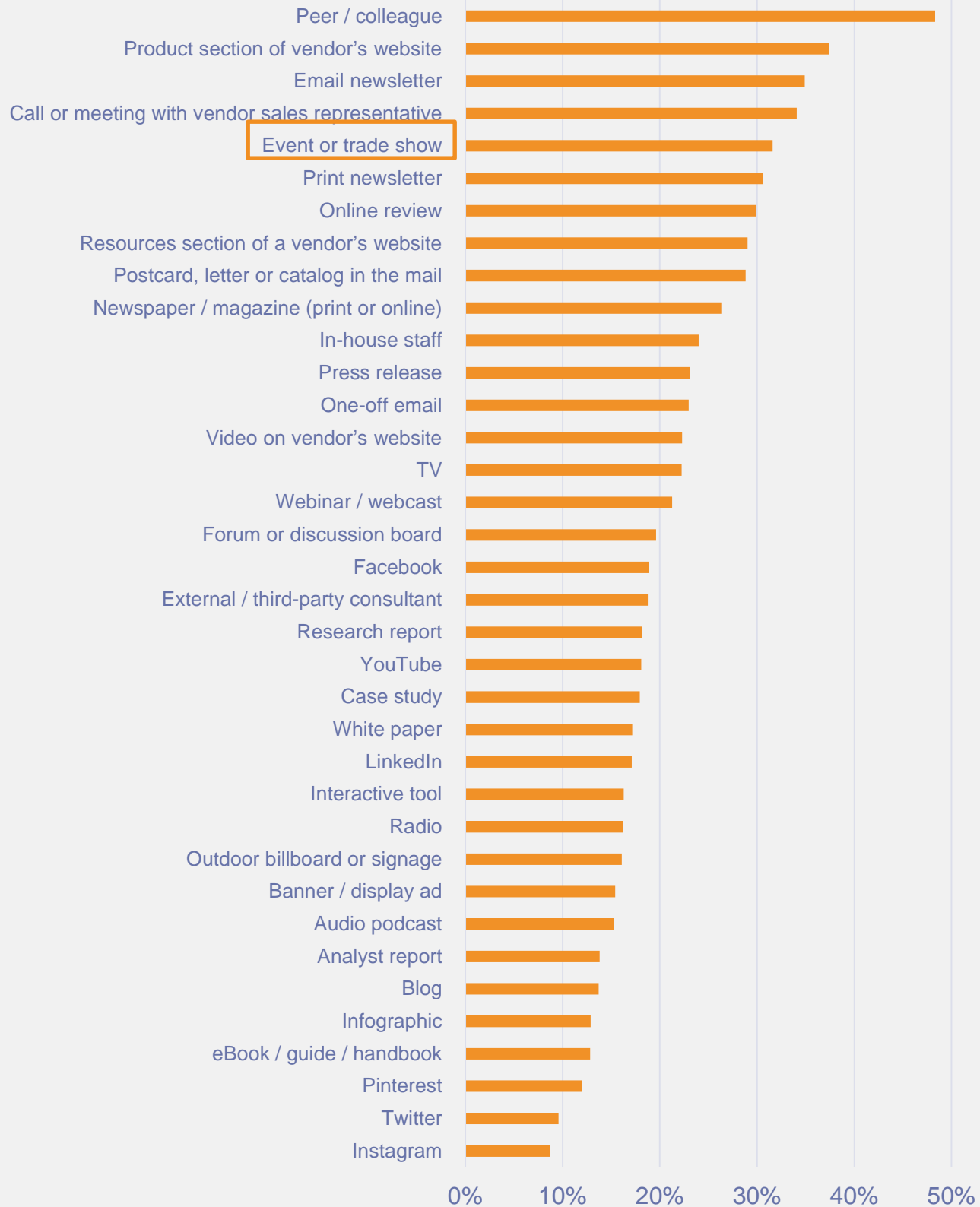
- September 21 – 26, 2016

Detailed Results

Awareness

Events play a surprisingly important role in driving awareness of new products and services for SMBs...

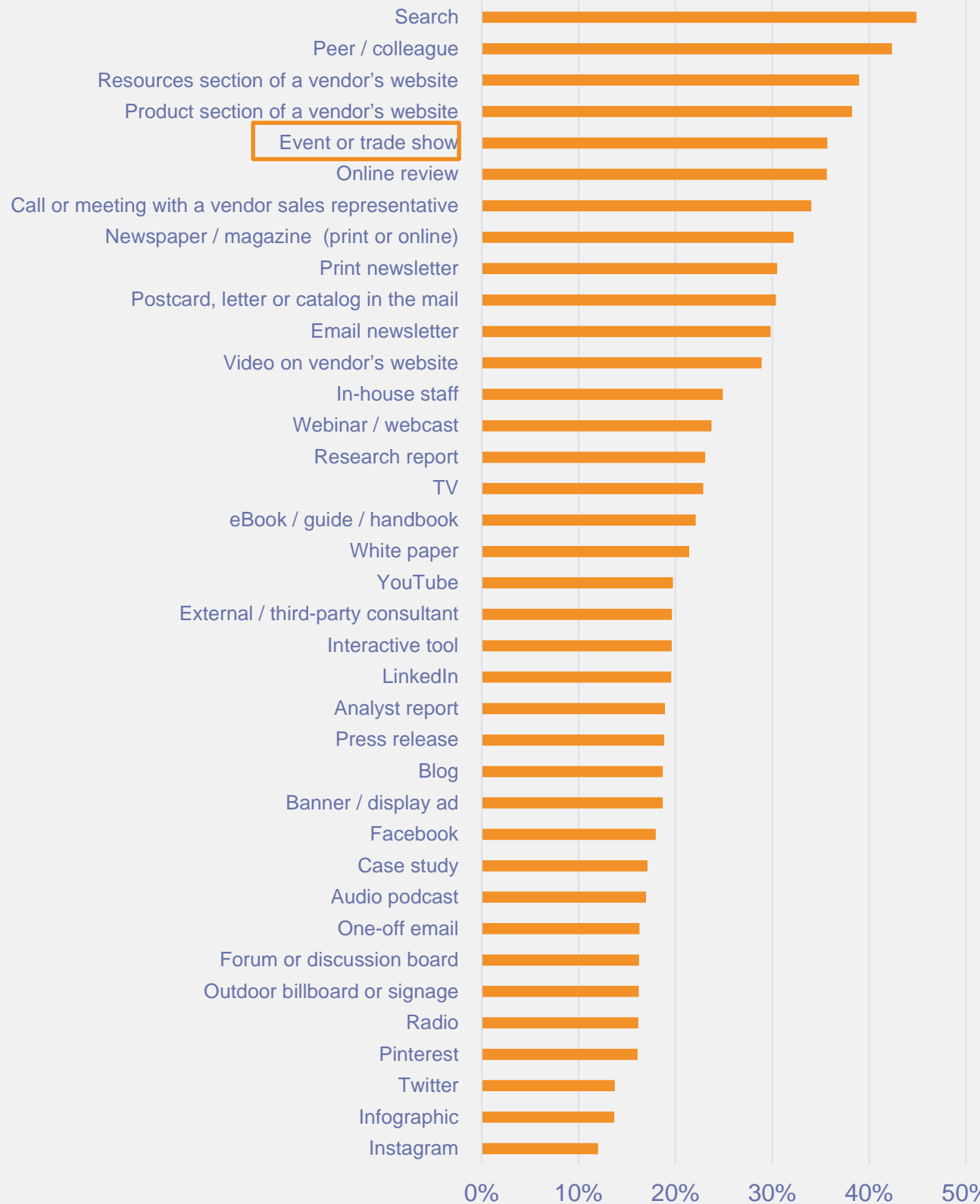
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to **first learn** about products or services for your business via each of these specific sources / formats.



Research

...and in research...

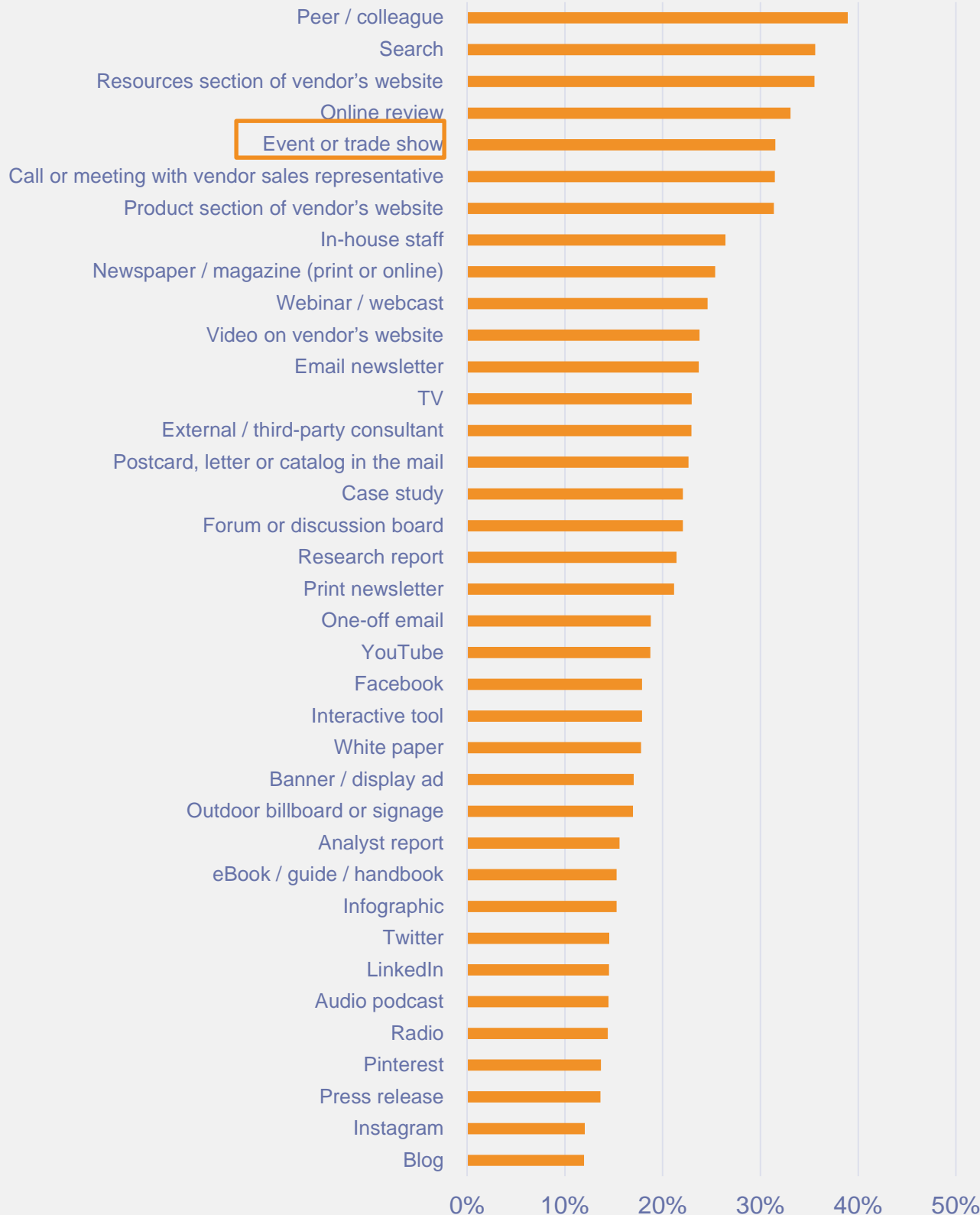
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to use each of these sources / formats when you are **researching** products or services for your business.



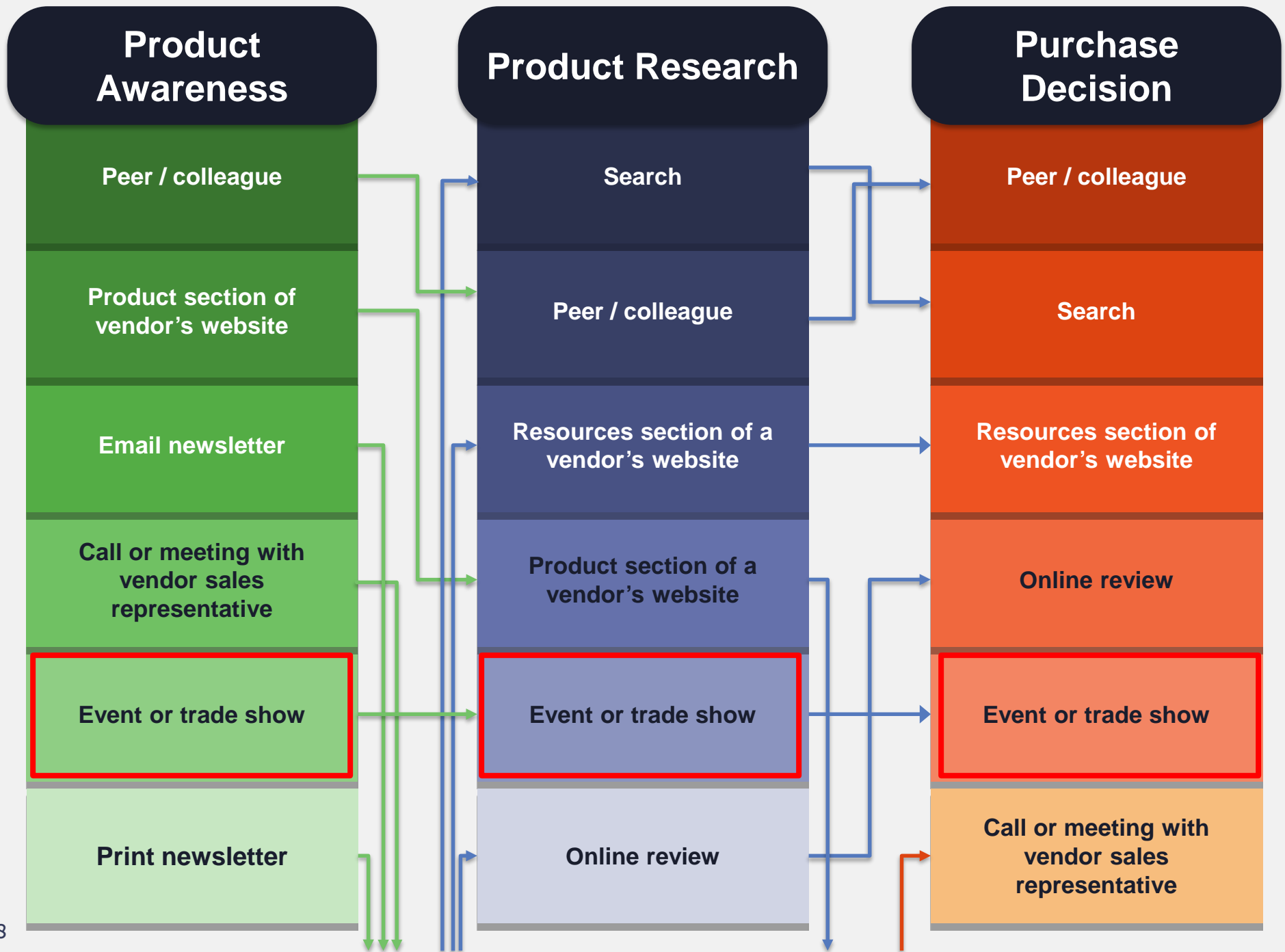
Purchase

...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.



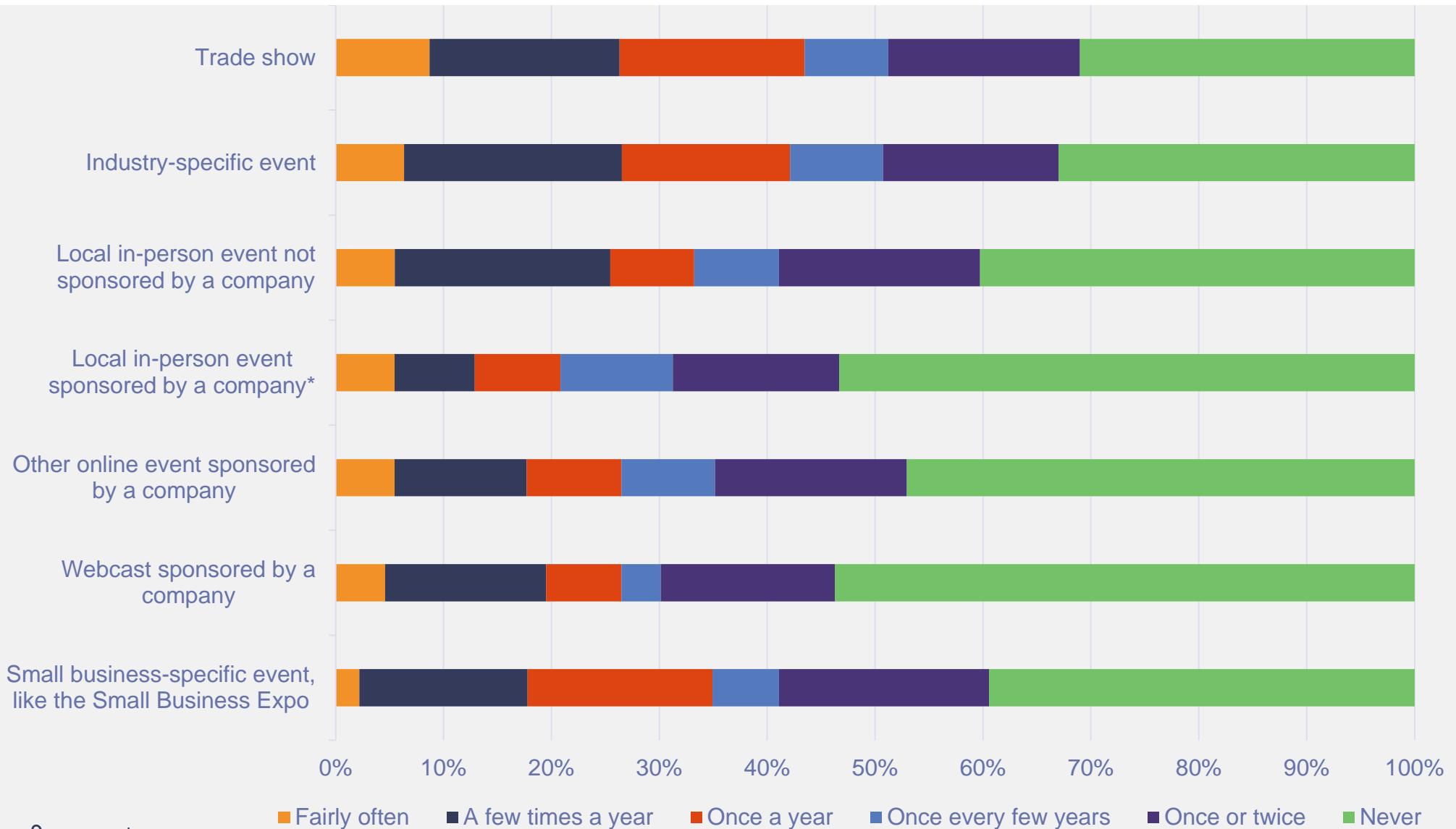
SMB Purchase Process Map



Event Attendance Frequency

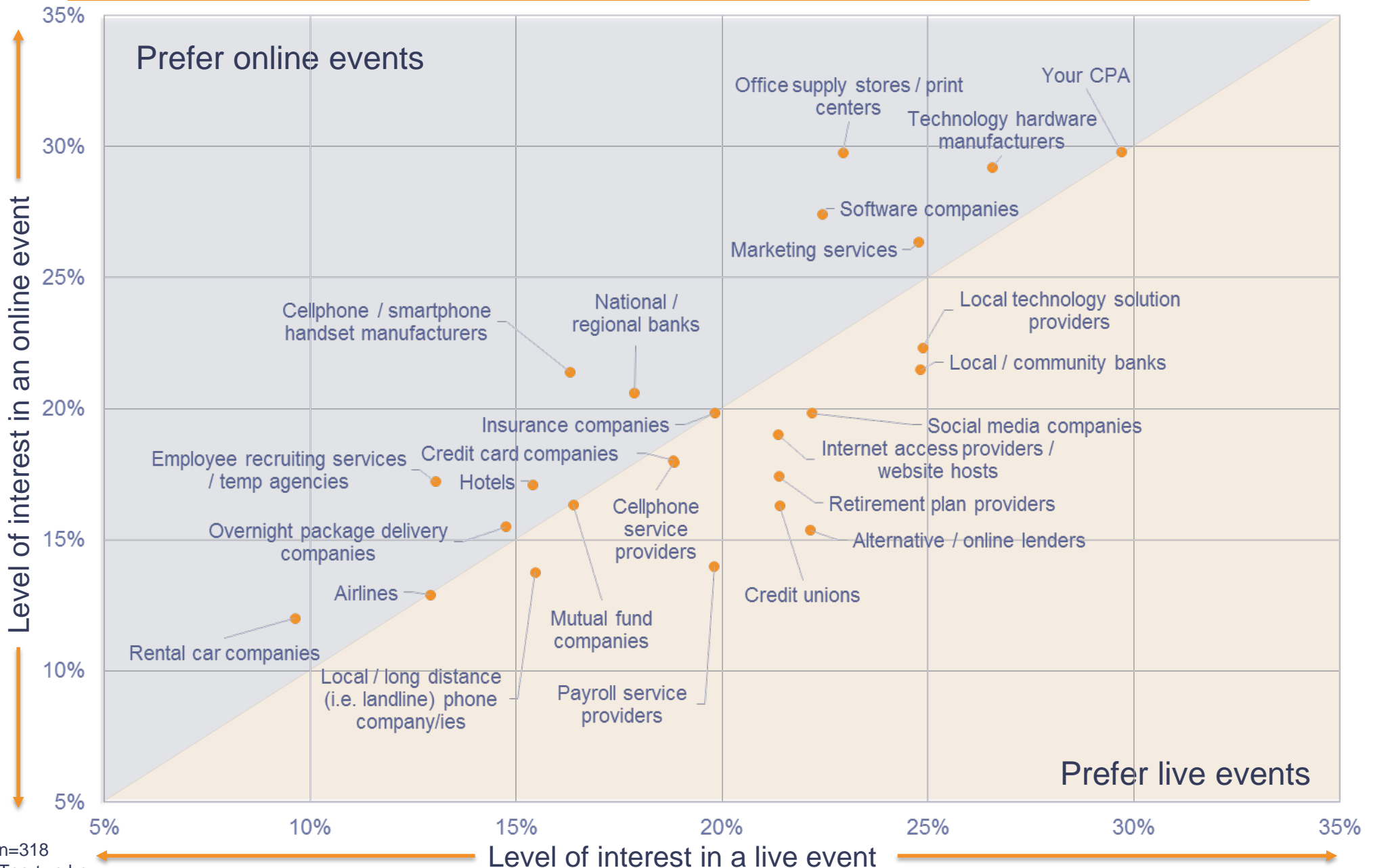
SMBs are most likely to attend trade shows

How often do you attend these different kinds of events?



Industry Preferences: Live vs. Online Events

There are slight differences in event format preference by industry

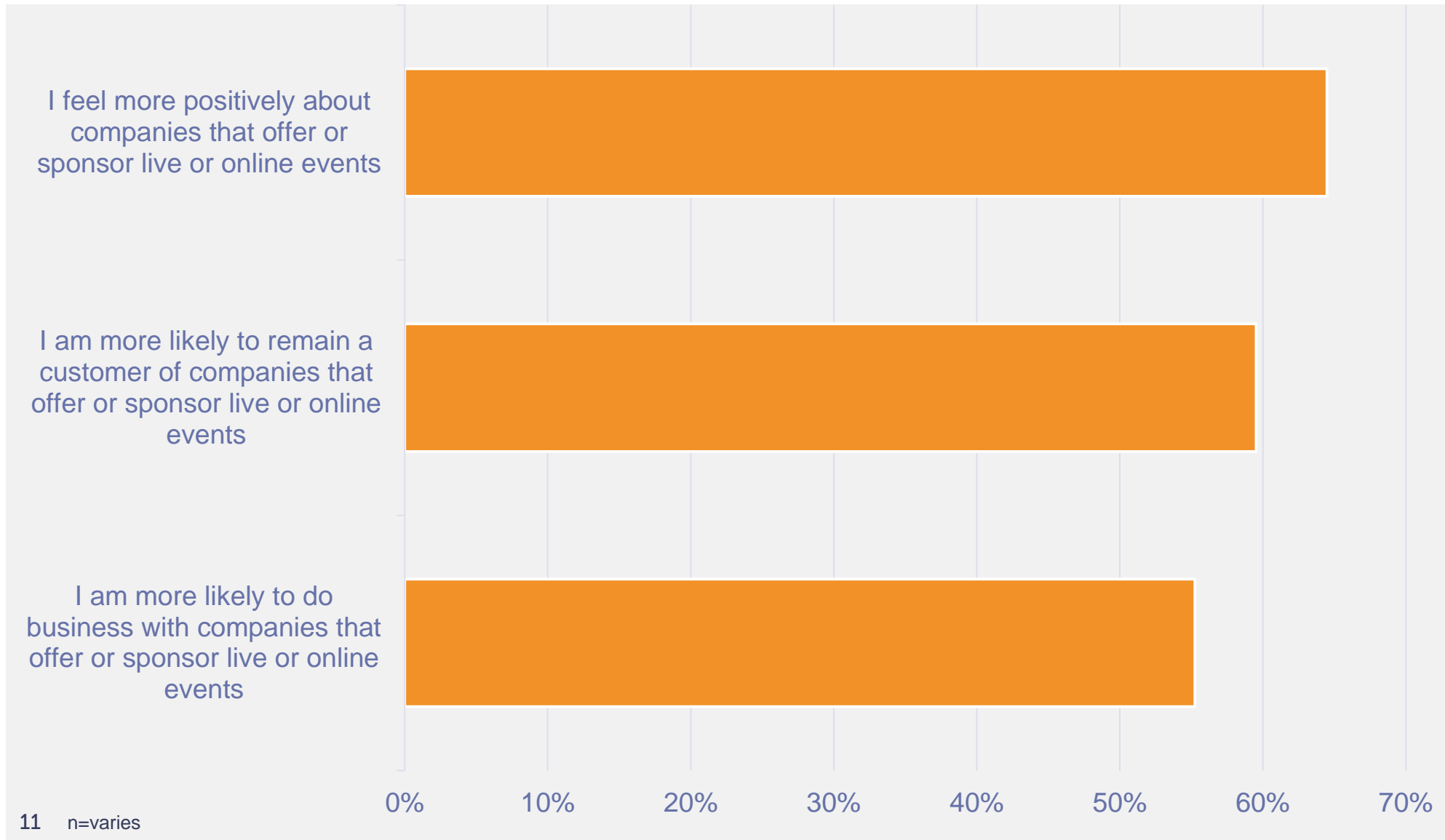


n=318
Top-two box

Impact of Events

Events can have a strong positive effect on brand perception, conversion and retention

Please indicate whether you agree or disagree with each of these statements (% agree):



Impact of Events: Company Size

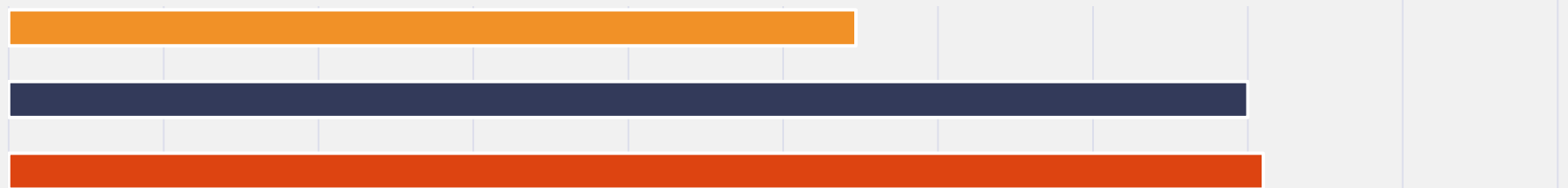
The larger the SMB, the more they value events

Please indicate whether you agree or disagree with each of these statements (% agree):

I feel more positively about companies that offer or sponsor live or online events



I am more likely to do business with companies that offer or sponsor live or online events



I am more likely to remain a customer of companies that offer or sponsor live or online events



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

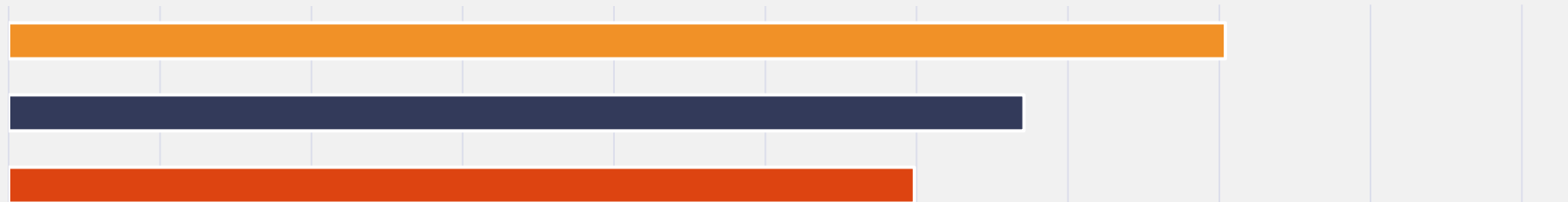
1-19 20-99 100-500

Impact of Events: Respondent Age

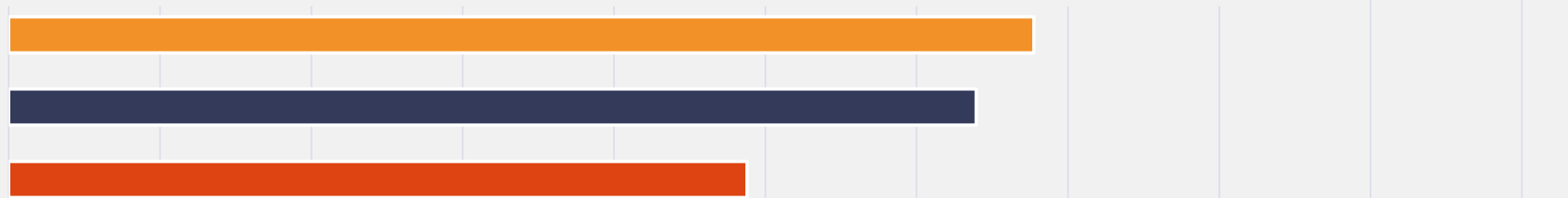
...and the younger the respondent, the more they value events

Please indicate whether you agree or disagree with each of these statements (% agree):

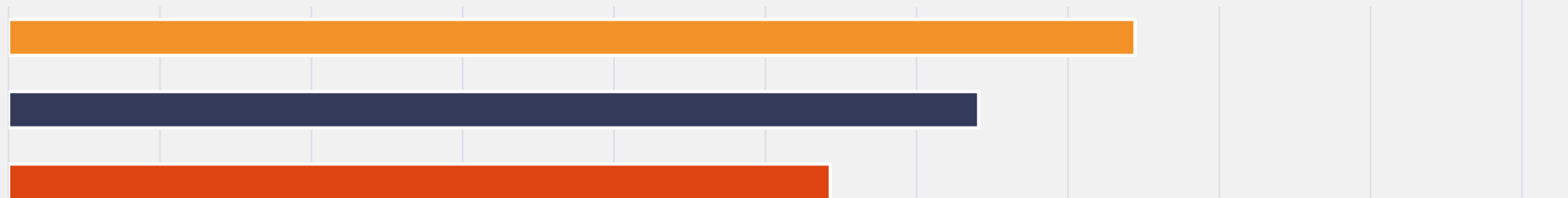
I feel more positively about companies that offer or sponsor live or online events



I am more likely to do business with companies that offer or sponsor live or online events



I am more likely to remain a customer of companies that offer or sponsor live or online events



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

18-34 35-49 50+

Event Marketing Best Practices: 7 Tips

- 1 Focus your topics on your brand domain
 - Keep topics tightly focused
 - Include an industry focus, and product information, as appropriate
- 2 Use SBOs as presenters, if possible / appropriate
- 3 Ensure the timing, duration (and location) are a fit with your target
 - K.I.S.S.: Keep it Short, ...
 - Test different formats to see what works best
- 4 Focus on content quality
- 5 Ensure interactivity, e.g. Q&As and networking
- 6 Capture and follow up on leads
- 7 Complement and extend your event with content

Using Content to Enhance Events: 7 Tips

- 1 Know what you're trying to accomplish (i.e. advisory vs product)
- 2 Craft content to complement your event (i.e. on same topic as event)
- 3 Make it actionable (i.e. how to worksheet, checklist, notes page)
- 4 Consider content for "dead time" (i.e. video / slides during breaks)
- 5 Content is a before, during and after experience. Enable people to get content electronically / afterwards
- 6 Use events to create content (i.e. case studies / testimonials)
- 7 Hire a photographer to make your event look great (to promote the next one)

For More Information



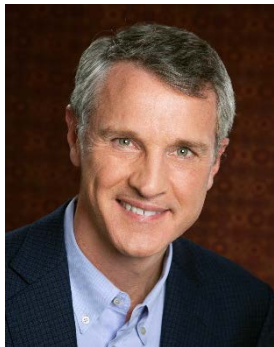
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Join me for our next Fastcast, *Best Practices in SMB Resource Centers*, at 1pmE on Thursday December 15



Stu Richards, CEO

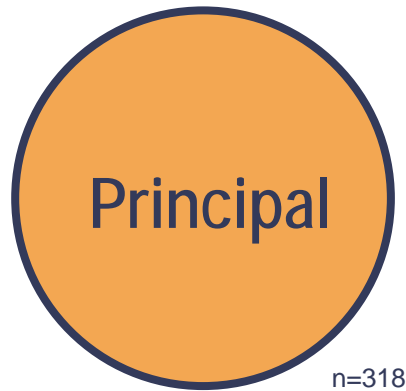
stu@bredin.com

Twitter: @BredinInc

Sample Characteristics

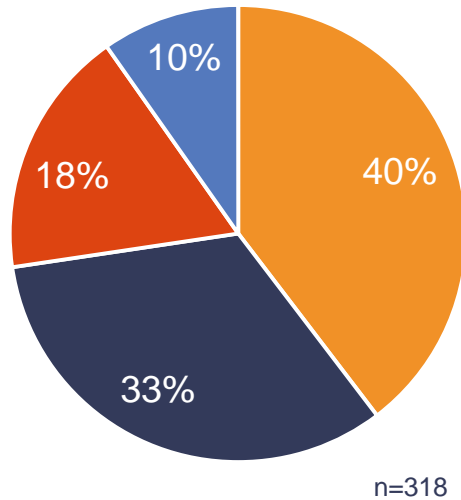
Sample Characteristics

Title



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

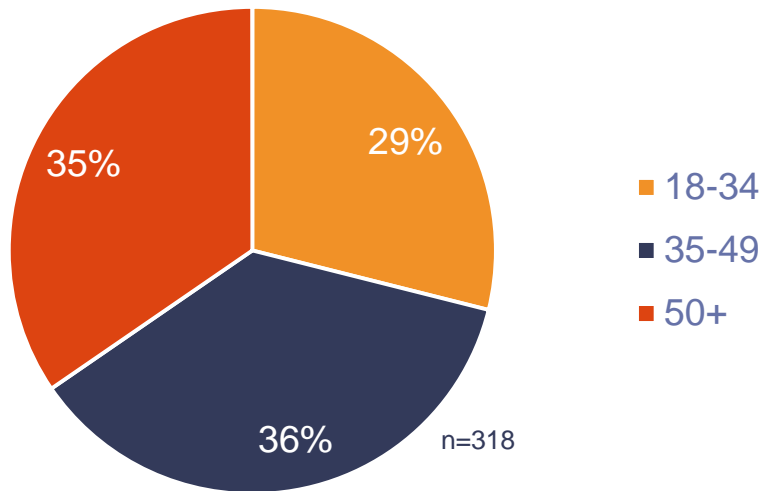
Industry



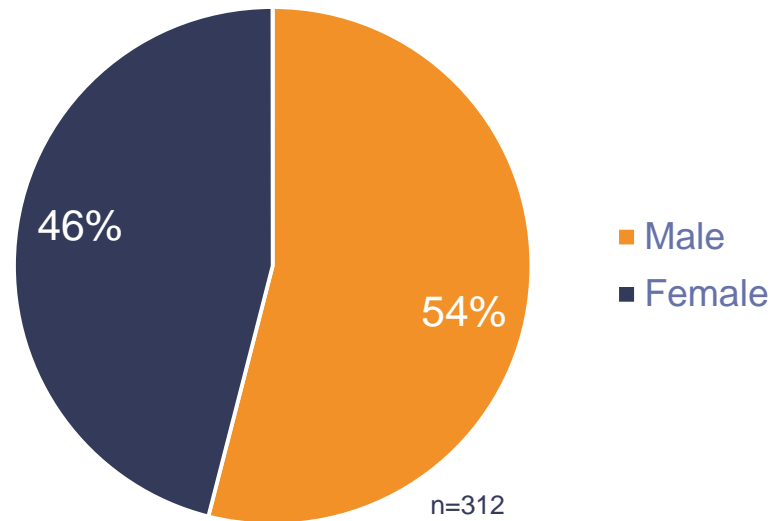
- PS: Educational services, Finance & insurance, Health care & social assistance, Information technology, Management of companies & enterprises, Professional services
- RW: Accommodation & food service, Arts, Entertainment & recreation, Real estate, rental & leasing, Retail trade, Transportation & warehousing,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

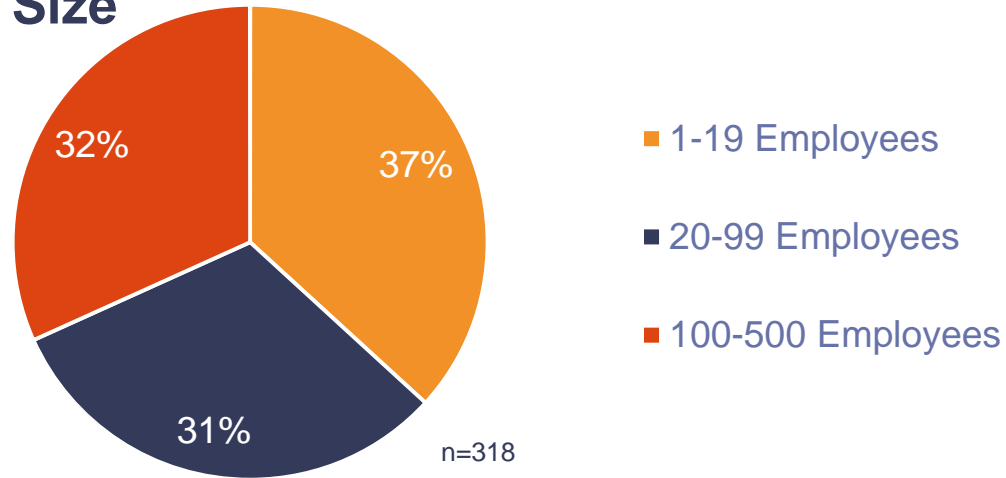


Gender

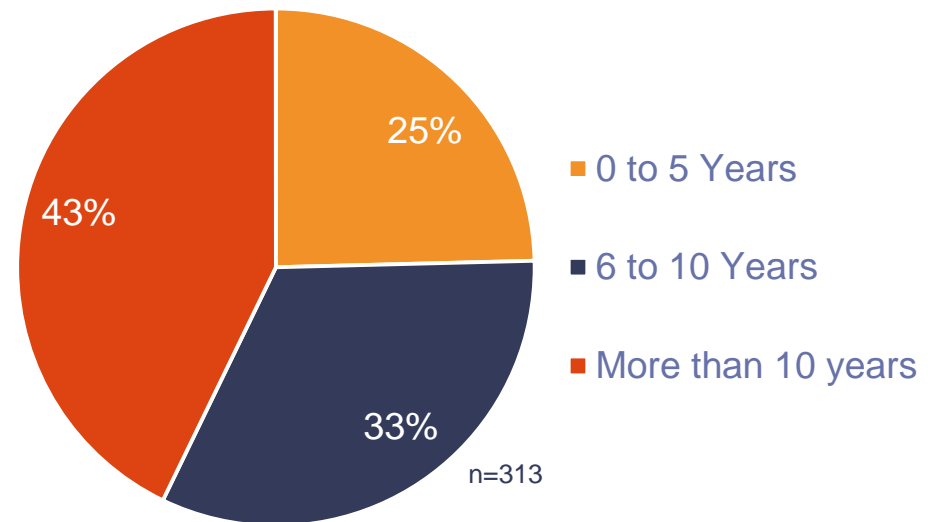


Sample Characteristics

Company Size

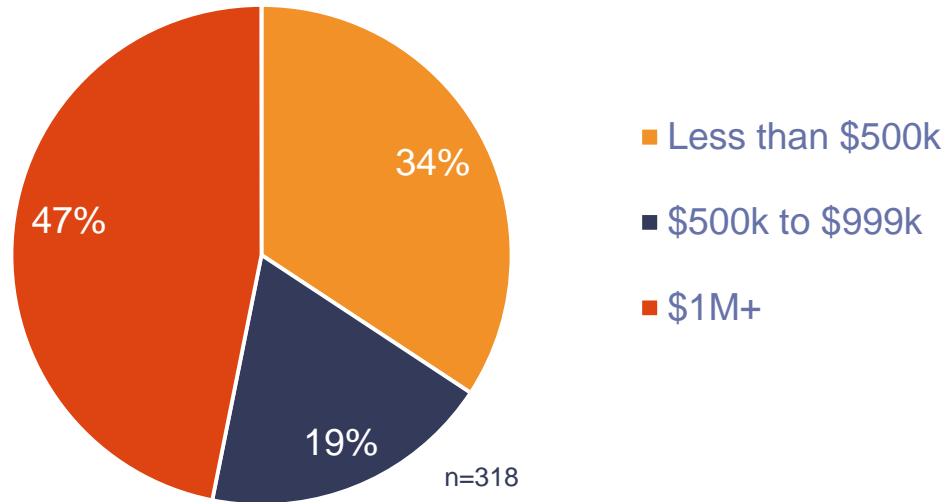


Years in Business

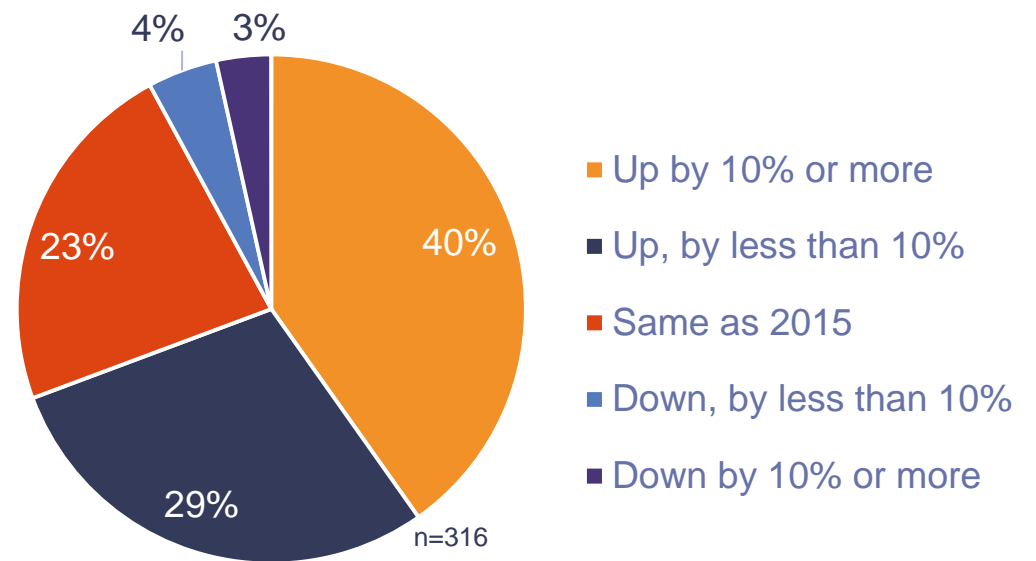


Sample Characteristics

2015 Revenue

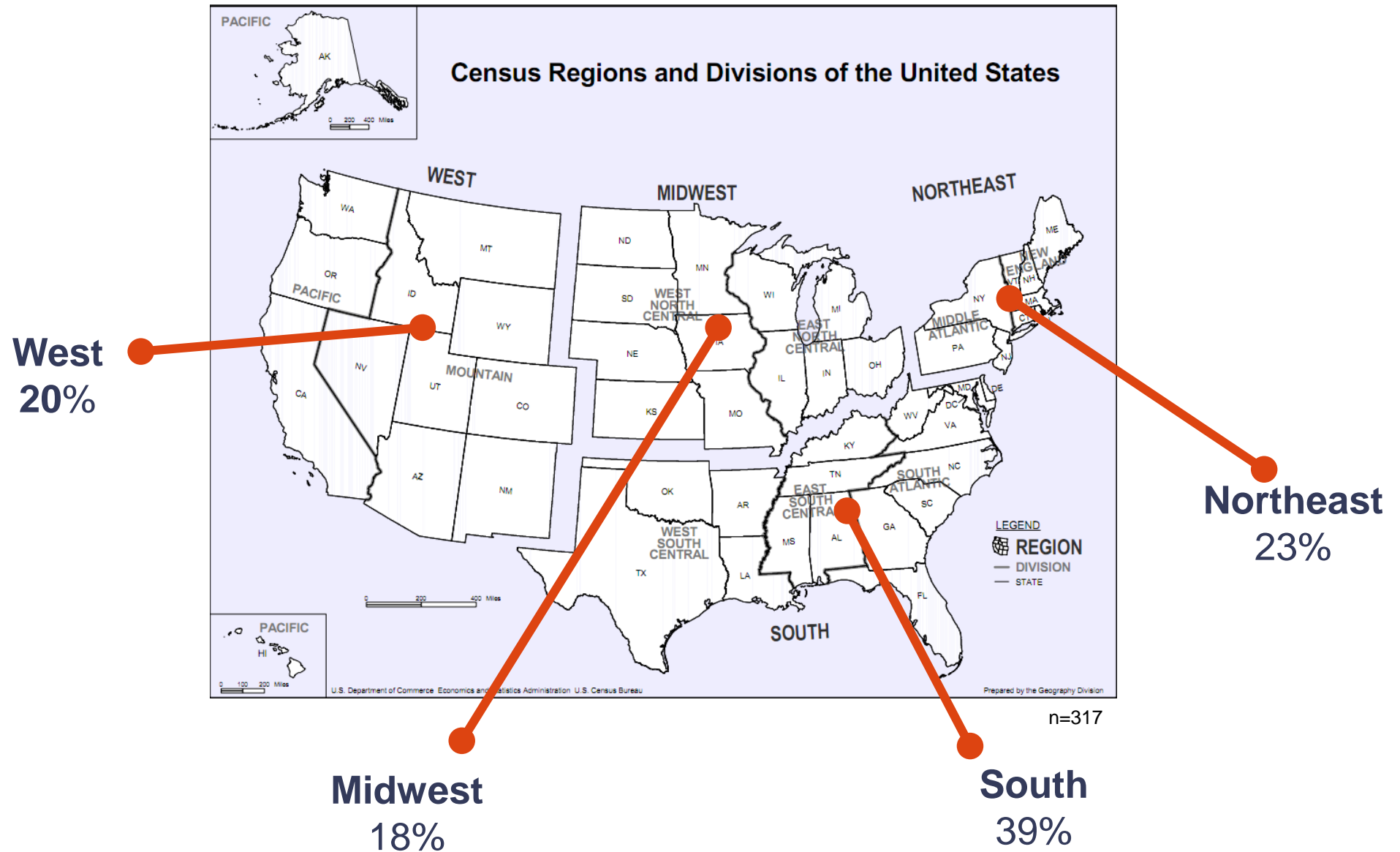


2016 Revenue Growth



Sample Characteristics

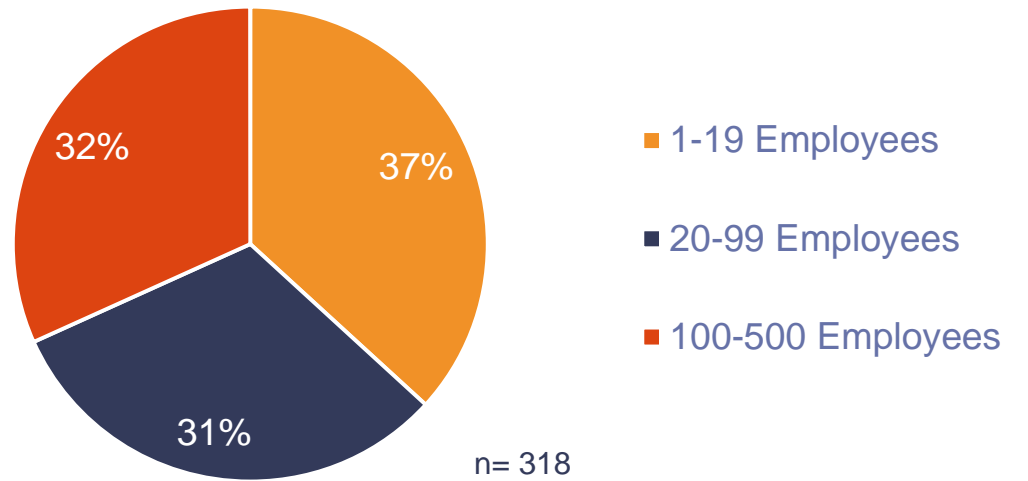
Region





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
Analyst report (Top two)				
Mentions	139	15	57	67
% Valid Cases	44%	13%	57% A	66% A
Audio podcast (Top two)				
Mentions	121	17	50	54
% Valid Cases	38%	15%	50% A	53% A
Banner / display ad (Top two)				
Mentions	131	17	53	61
% Valid Cases	41%	15%	53% A	60% A
Blog (Top two)				
Mentions	123	15	53	55
% Valid Cases	39%	13%	53% A	54% A
Call or meeting with vendor sales representative (Top two)				
Mentions	176	39	66	71
% Valid Cases	55%	33%	66% A	70% A
Case study (Top two)				
Mentions	137	20	55	62
% Valid Cases	43%	17%	55% A	61% A
eBook / guide / handbook (Top two)				
Mentions	126	14	49	63
% Valid Cases	40%	12%	49% A	62% A
Email newsletter (Top two)				
Mentions	175	40	66	69
% Valid Cases	55%	34%	66% A	68% A
Event or trade show (Top two)				
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

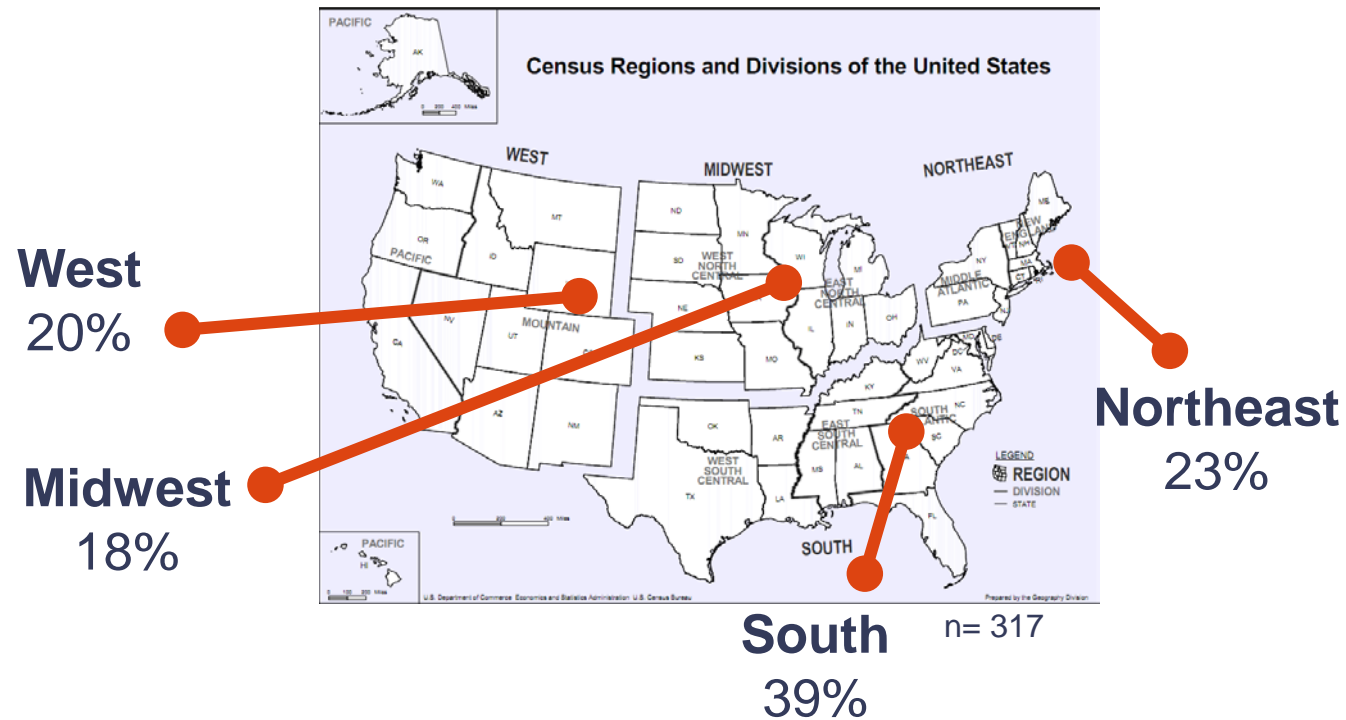
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to first learn about products or services for your business via each of these specific sources / formats. (Top two) (Continued)

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



Geography

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)

	Geography				
	Total	West (A)	Midwest (B)	South (C)	Northeast (D)
Sample Size	318	54	54	133	76
Analyst report (Top two)					
Mentions	44	11	9	12	11
% Valid Cases	14%	21% C	16%	9%	15%
Audio podcast (Top two)					
Mentions	49	6	11	18	14
% Valid Cases	15%	11%	20%	13%	18%
Banner / display ad (Top two)					
Mentions	49	4	6	25	14
% Valid Cases	15%	7%	11%	19%	19%
Blog (Top two)					
Mentions	44	9	3	20	11
% Valid Cases	14%	16%	6%	15%	15%
Call or meeting with vendor sales representative (Top two)					
Mentions	108	14	17	50	28
% Valid Cases	34%	26%	31%	37%	36%
Case study (Top two)					
Mentions	57	9	14	18	17
% Valid Cases	18%	16%	26% C	13%	22%
eBook / guide / handbook (Top two)					
Mentions	41	1	6	17	17
% Valid Cases	13%	2%	11%	13%	22%
Email newsletter (Top two)					
Mentions	111	19	22	47	22
% Valid Cases	35%	36%	41%	35%	29%
Event or trade show (Top two)					
Mentions	100	19	11	52	17
% Valid Cases	32%	36%	21%	39% BD	22%

* Statistically significant result within this Column Variable at 95%

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

Weight Variable = Company size (headcount)

Geography

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)

	Geography				
	Total	West (A)	Midwest (B)	South (C)	Northeast (D)
External / third-party consultant (Top two)					
Mentions	60	11	9	18	22
% Valid Cases	19%	21%	16%	13%	29% C
Facebook (Top two)					
Mentions	60	12	6	28	14
% Valid Cases	19%	21%	11%	21%	19%
Forum or discussion board (Top two)					
Mentions	62	9	9	25	19
% Valid Cases	20%	16%	16%	19%	26%
Infographic (Top two)					
Mentions	41	6	9	12	14
% Valid Cases	13%	11%	16%	9%	19% C
In-house staff (Top two)					
Mentions	76	9	14	26	28
% Valid Cases	24%	16%	26%	19%	36% AC
Instagram (Top two)					
Mentions	28	12	1	9	6
% Valid Cases	9%	21% CD	1%	7%	8%
Interactive tool (Top two)					
Mentions	52	6	11	28	6
% Valid Cases	16%	11%	21% D	21% D	8%
LinkedIn (Top two)					
Mentions	54	3	9	31	11
% Valid Cases	17%	6%	16%	23%	15%
Newspaper / magazine (print or online) (Top two)					
Mentions	84	9	14	36	25
% Valid Cases	26%	16%	26%	27%	33% A

* Statistically significant result within this Column Variable at 95%

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

Weight Variable = Company size (headcount)