



Selling to SMBs via Peers and Influencers

October 20, 2016

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Increasing SMB Acquisition, Engagement and Retention

Content Marketing • Market Research



Research Objective

Help marketers better understand how to sell to SMBs via peers and influencers

- SMB business outlook and challenges
- The role of peers at the awareness, research and purchase stages of the sales cycle
- How SMBs value peer versus other kinds of advice
- Peer advice preferences: formats and topics
- How SMBs engage with their peers
- Who presents peer and influencer advice well
- The effect of peer and influencer advice on brand perception and sales

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 36-40 for participant demographics

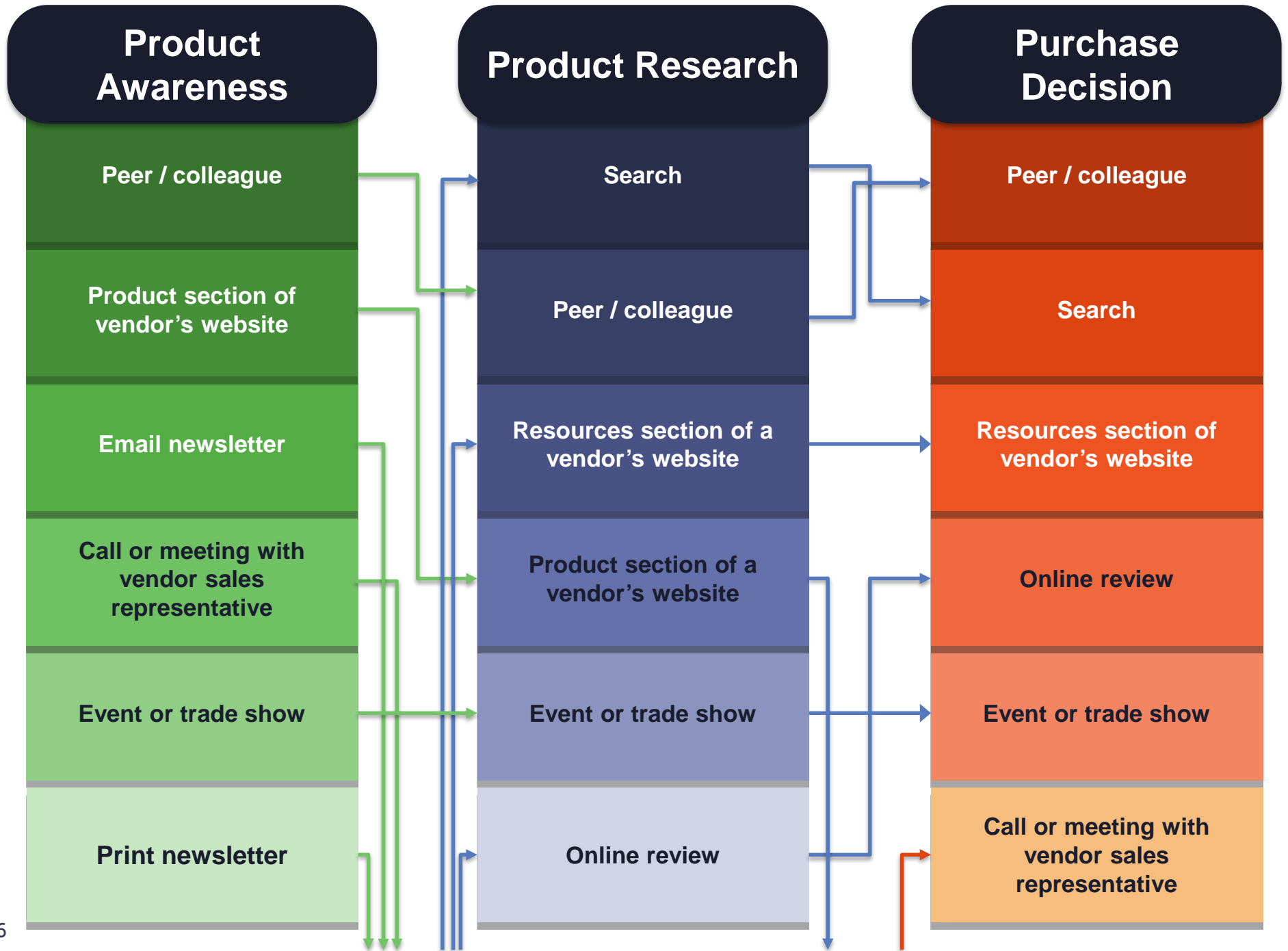
3 When

- September 21 – 26, 2016

Detailed Results



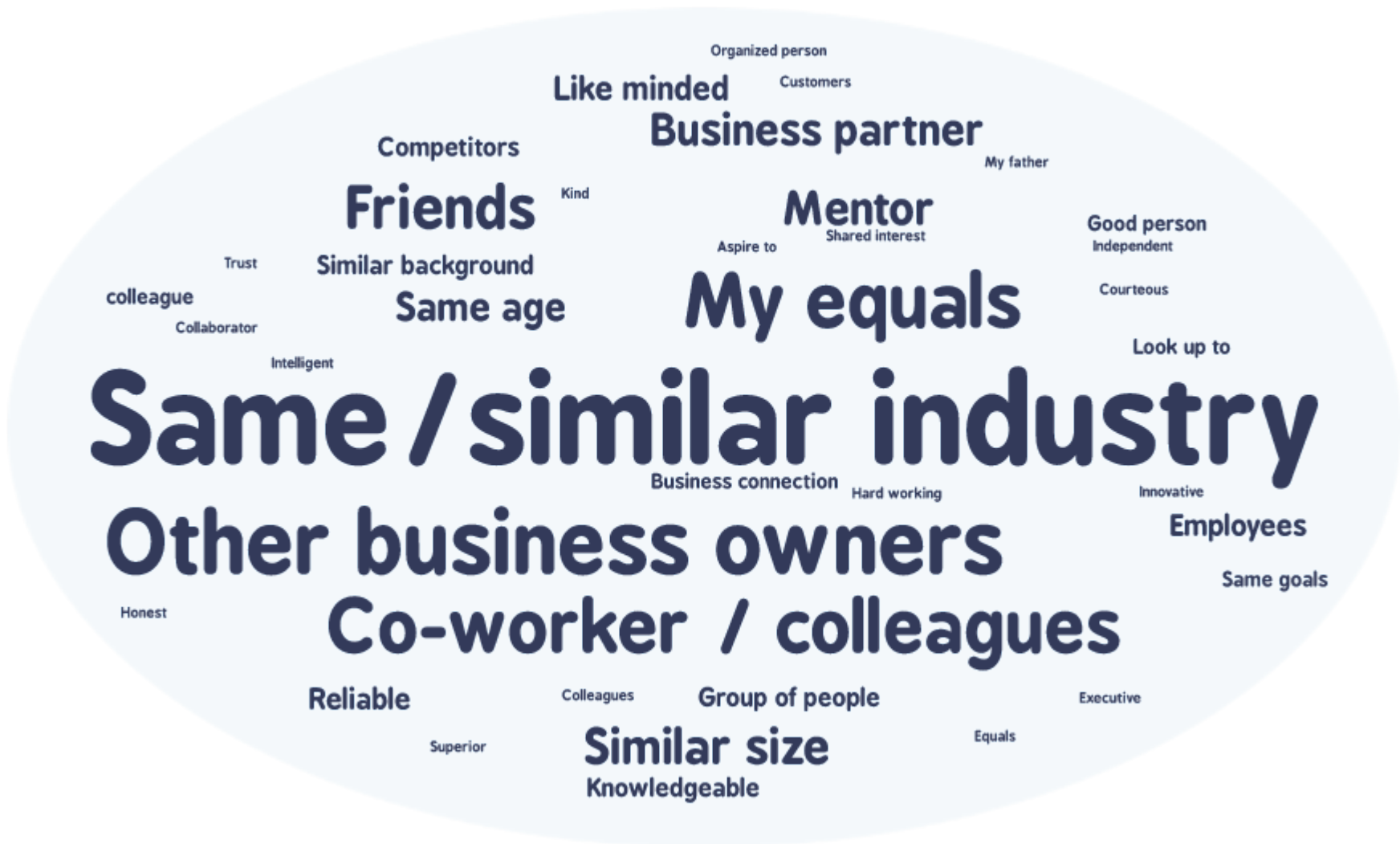
SMB Purchase Process Map



Defining Peers

SMBs have a variety of definitions of "peer"...

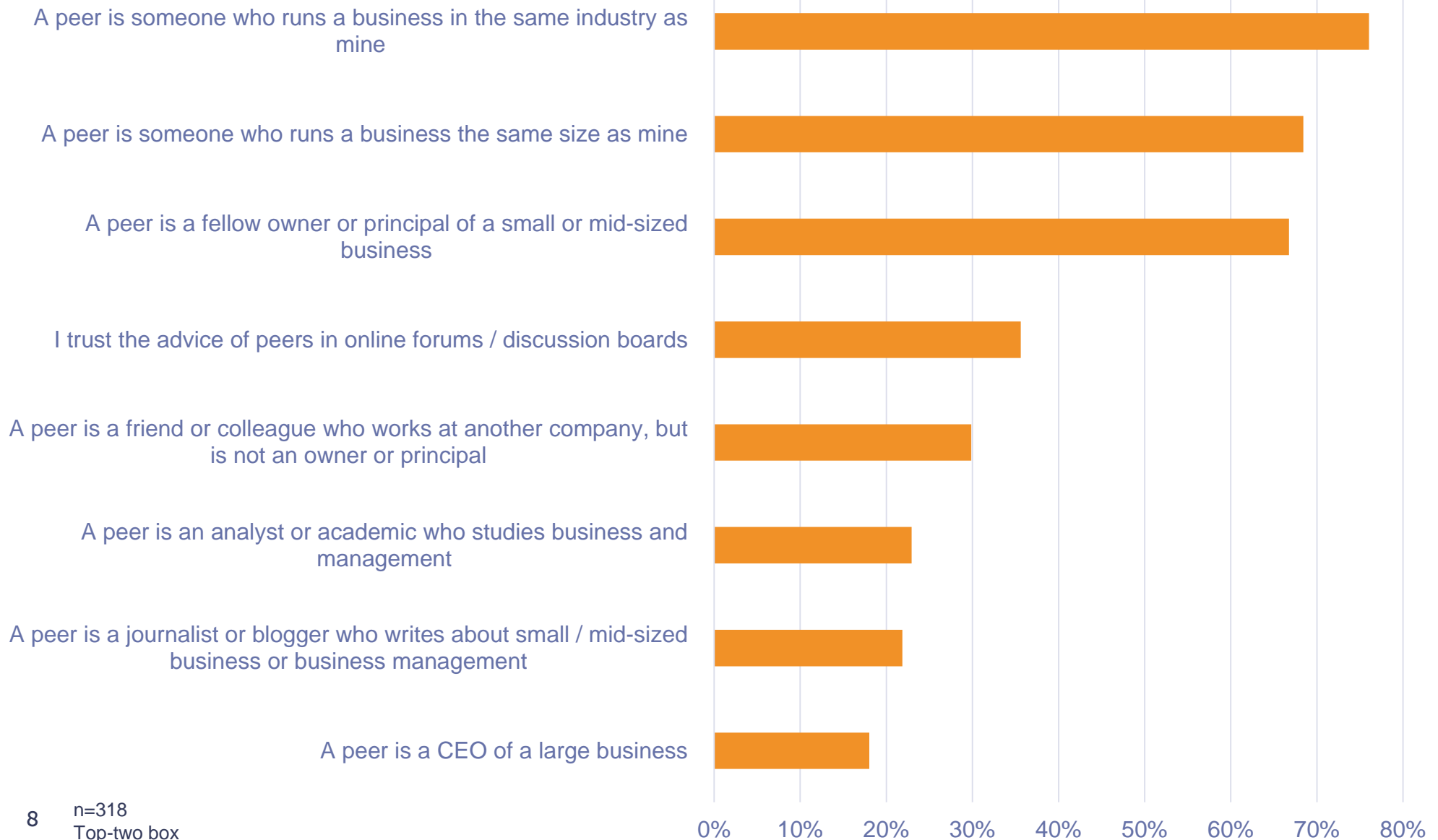
In your own words, as a principal of a small or mid-sized business, how would you define a peer?



Defining Peers, continued

...but they define "peers" first and foremost as someone in their industry

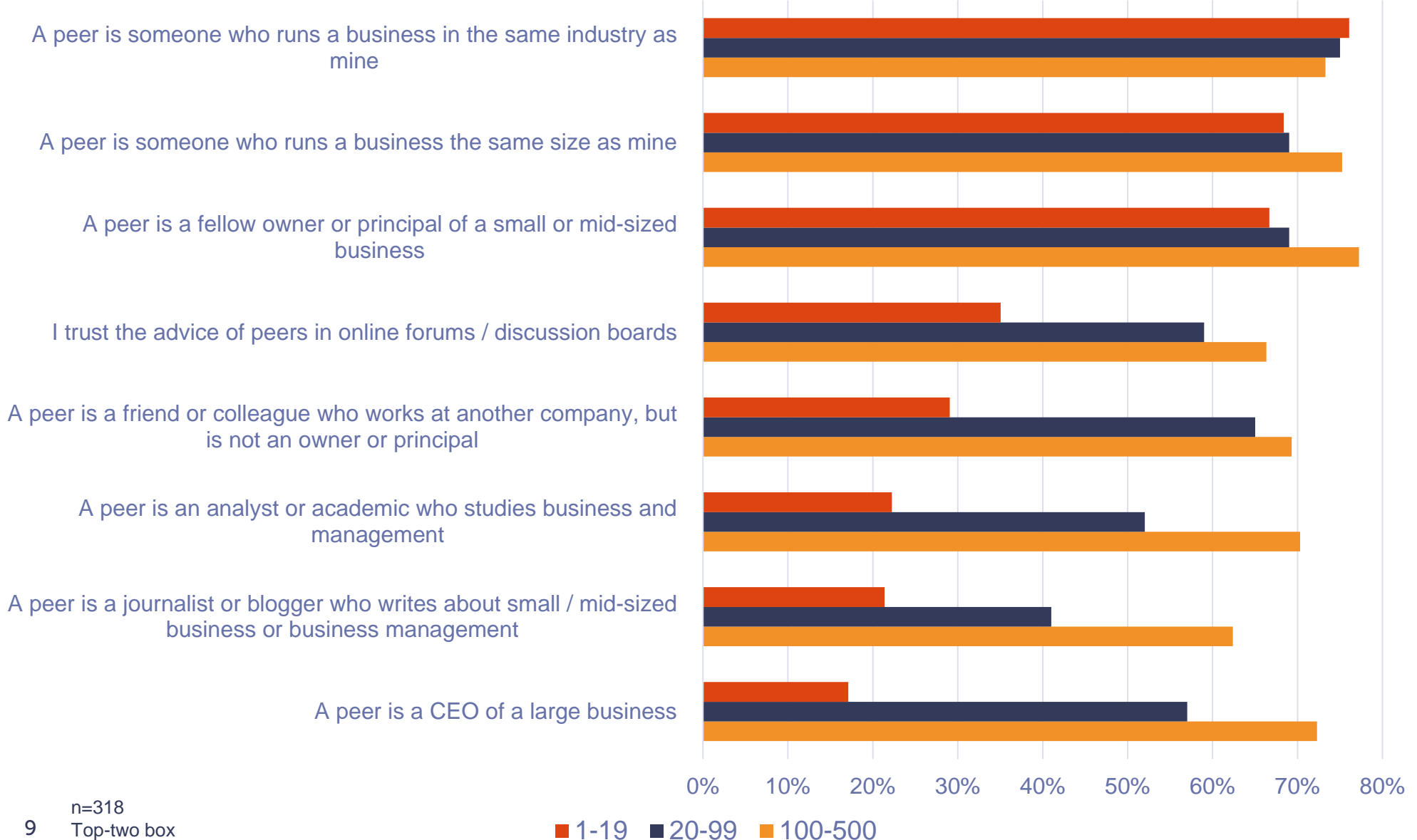
Please rate each of these statements on a scale of 1 (strongly disagree) to 5 (strongly agree):



Defining Peers: Company Size

Larger SMBs have a more expansive definition of 'peer'...

Please rate each of these statements on a scale of 1 (strongly disagree) to 5 (strongly agree):



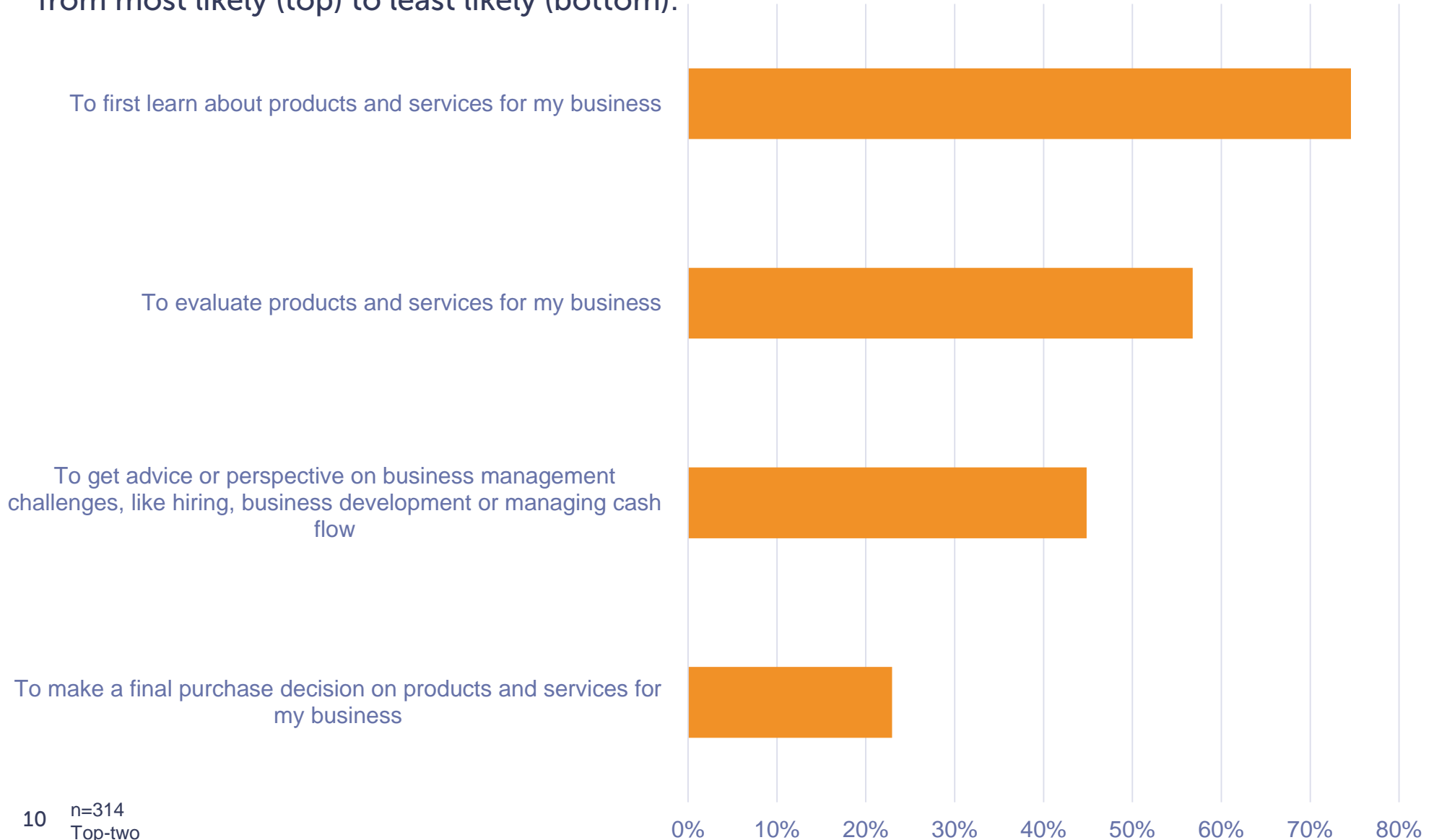
n=318
9 Top-two box
unweighted

1-19 20-99 100-500

When SMBs Seek Peer Advice

SMBs are most likely to seek peer advice at the awareness stage

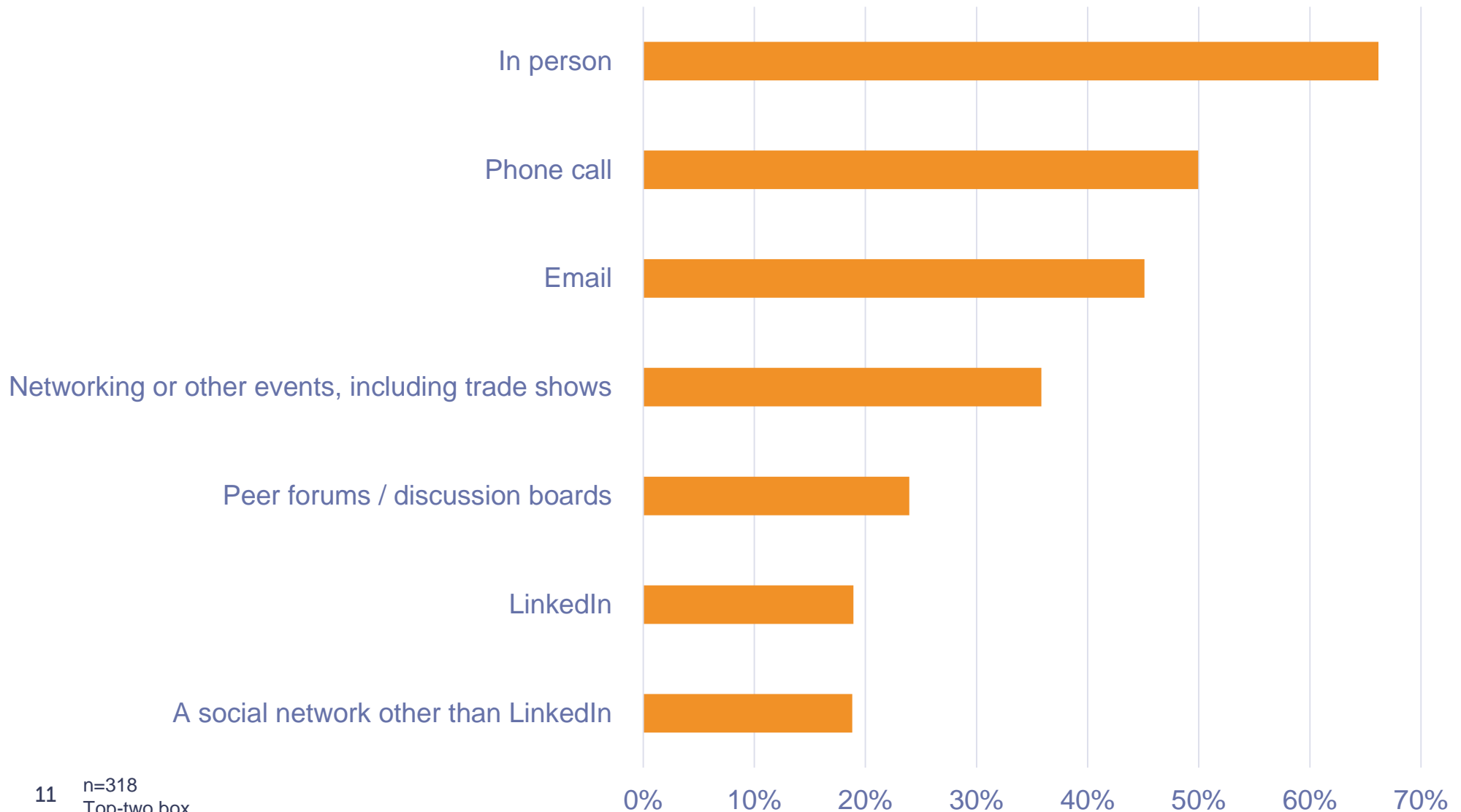
Please rank-order these times when you rely on the knowledge or advice of your peers, from most likely (top) to least likely (bottom):



How SMBs Seek Peer Advice

SMBs are most likely to get peer advice in person, for example over lunch or drinks

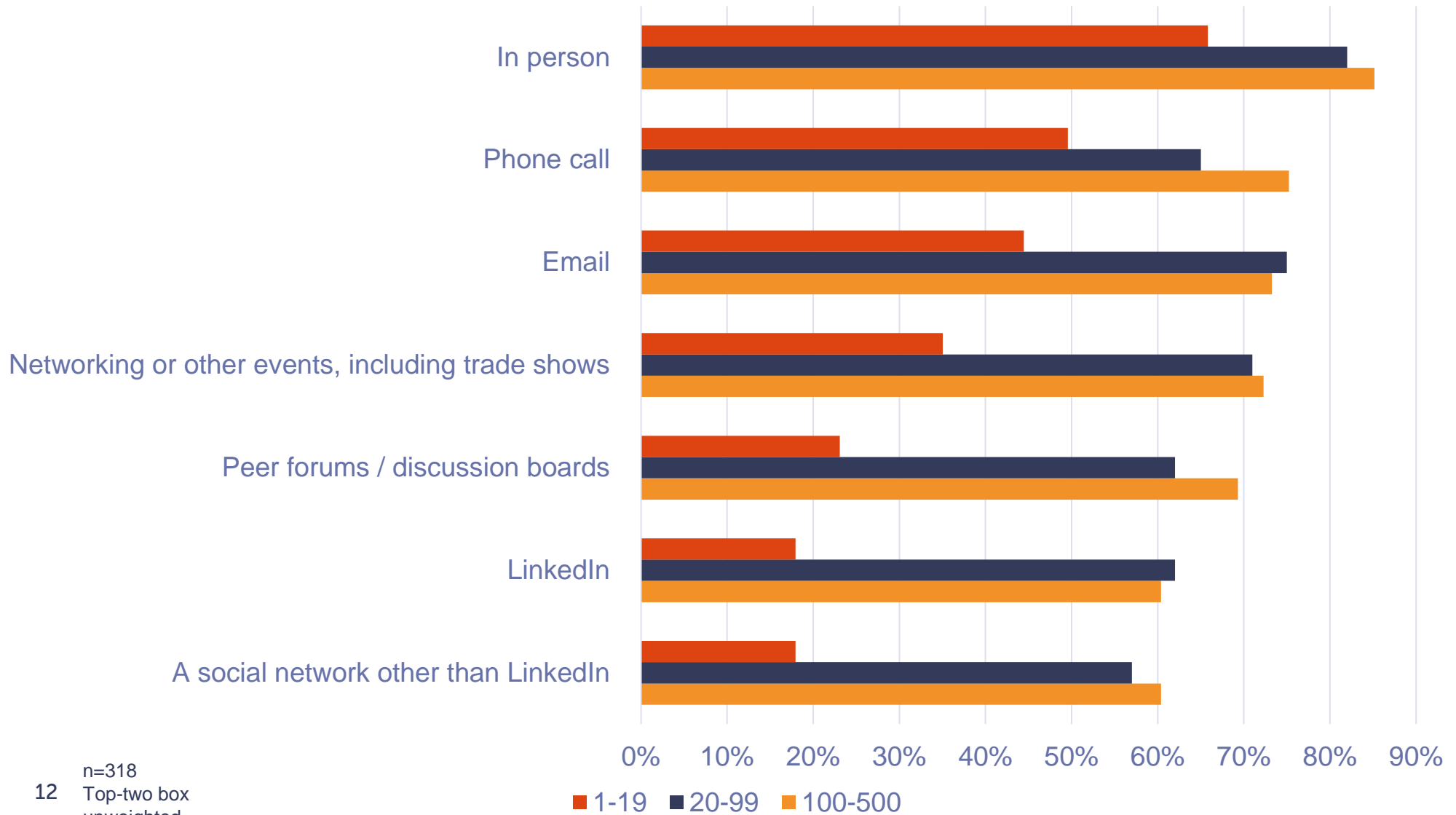
On a scale of 1 (very unlikely / not often) to 5 (very likely / often), please rate each of these ways that you get knowledge and advice from your peers:



How SMBs Seek Peer Advice: Company Size

Larger SMBs are more reliant on their peers

On a scale of 1 (very unlikely / not often) to 5 (very likely / often), please rate each of these ways that you get knowledge and advice from your peers:



Peer Advice: Topics

SMBs are most likely to seek industry and product information from their peers

On a scale of 1 (never) to 5 (very often), how often do you seek advice from your peers on the following topics?



'Influencer' Topics

SMBs mostly seek 'influencer' advice on products, and law and taxes

On a scale of 1 (never) to 5 (very often), how often do you seek advice – for example by reading articles or blog posts - from independent business experts on the following topics?



Peer Marketing Best Practices: 7 Tips

- 1 Focus your topics on your brand domain
- 2 Use peers for both advice and testimonials
- 3 Provide industry- (and size-) specific advice
- 4 Provide peer surveys
- 5 Post peer content on your resource center; promote via email and social
- 6 Focus on content quality
- 7 Sponsor meetups / networking events

For More Information



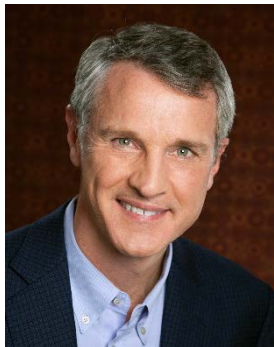
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Join me for our next Fastcast, *Selling to SMBs via Events*, at 1pmE on Thursday November 17



Stu Richards, CEO

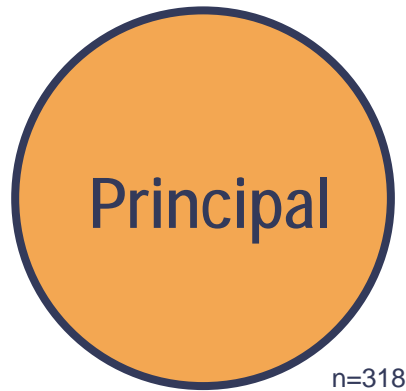
stu@bredin.com

Twitter: @BredinInc

Sample Characteristics

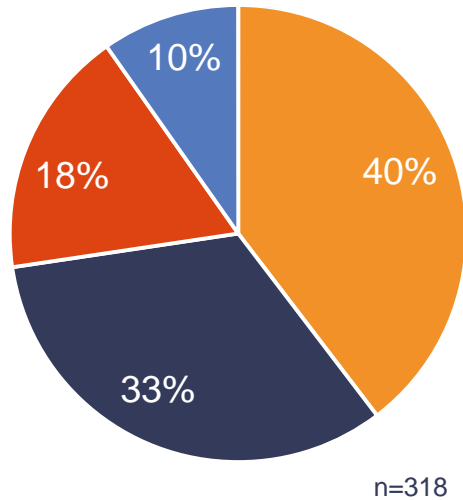
Sample Characteristics

Title



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

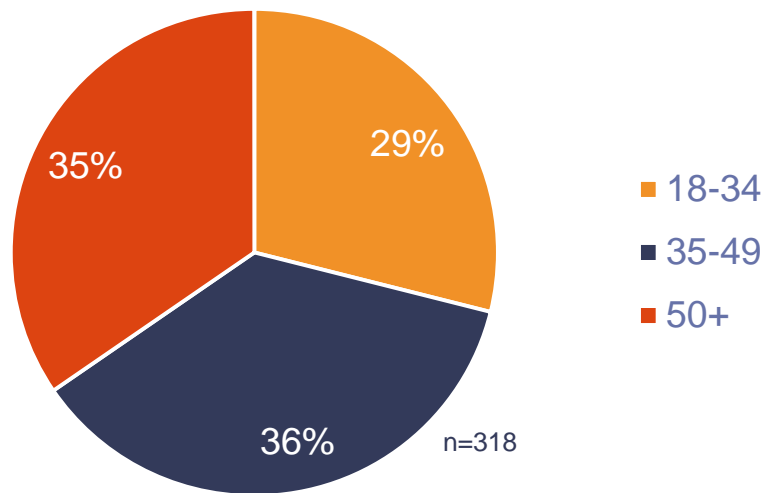
Industry



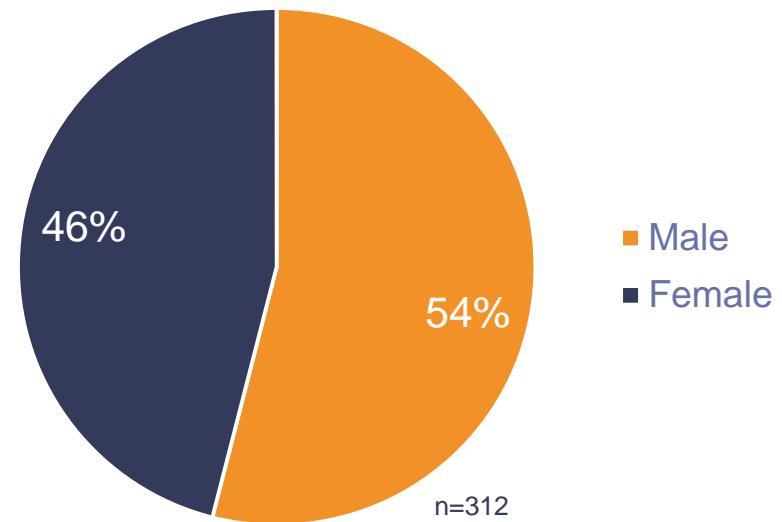
- PS: Educational services, Finance & insurance, Health care & social assistance, Information technology, Management of companies & enterprises, Professional services
- RW: Accommodation & food service, Arts, Entertainment & recreation, Real estate, rental & leasing, Retail trade, Transportation & warehousing,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

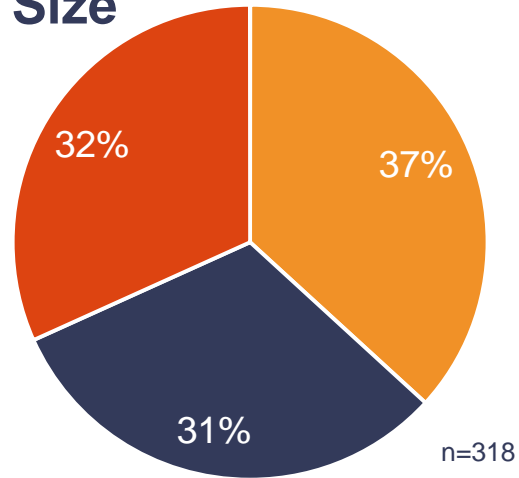


Gender



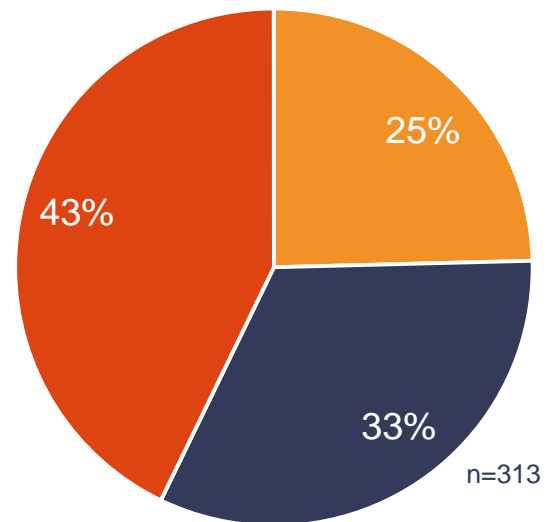
Sample Characteristics

Company Size



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

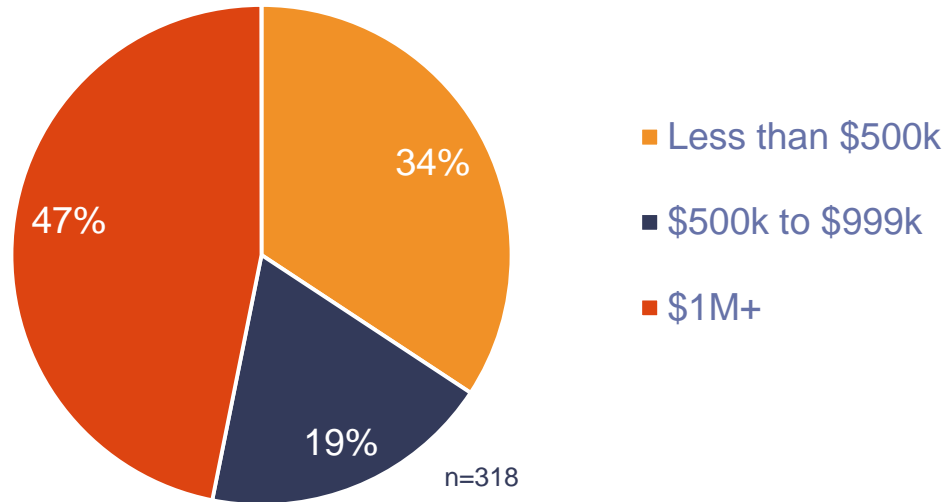
Years in Business



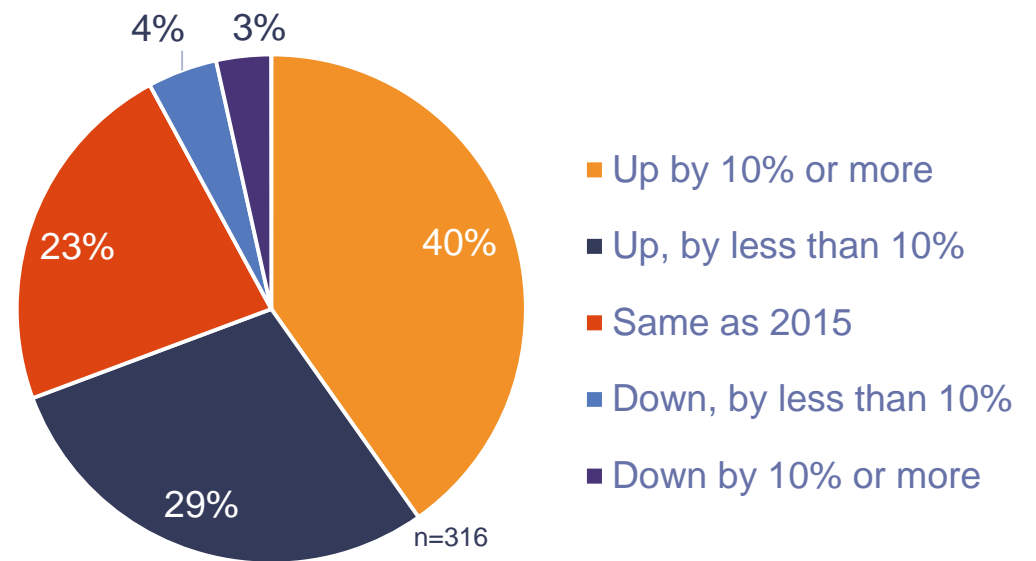
- 0 to 5 Years
- 6 to 10 Years
- More than 10 years

Sample Characteristics

2015 Revenue

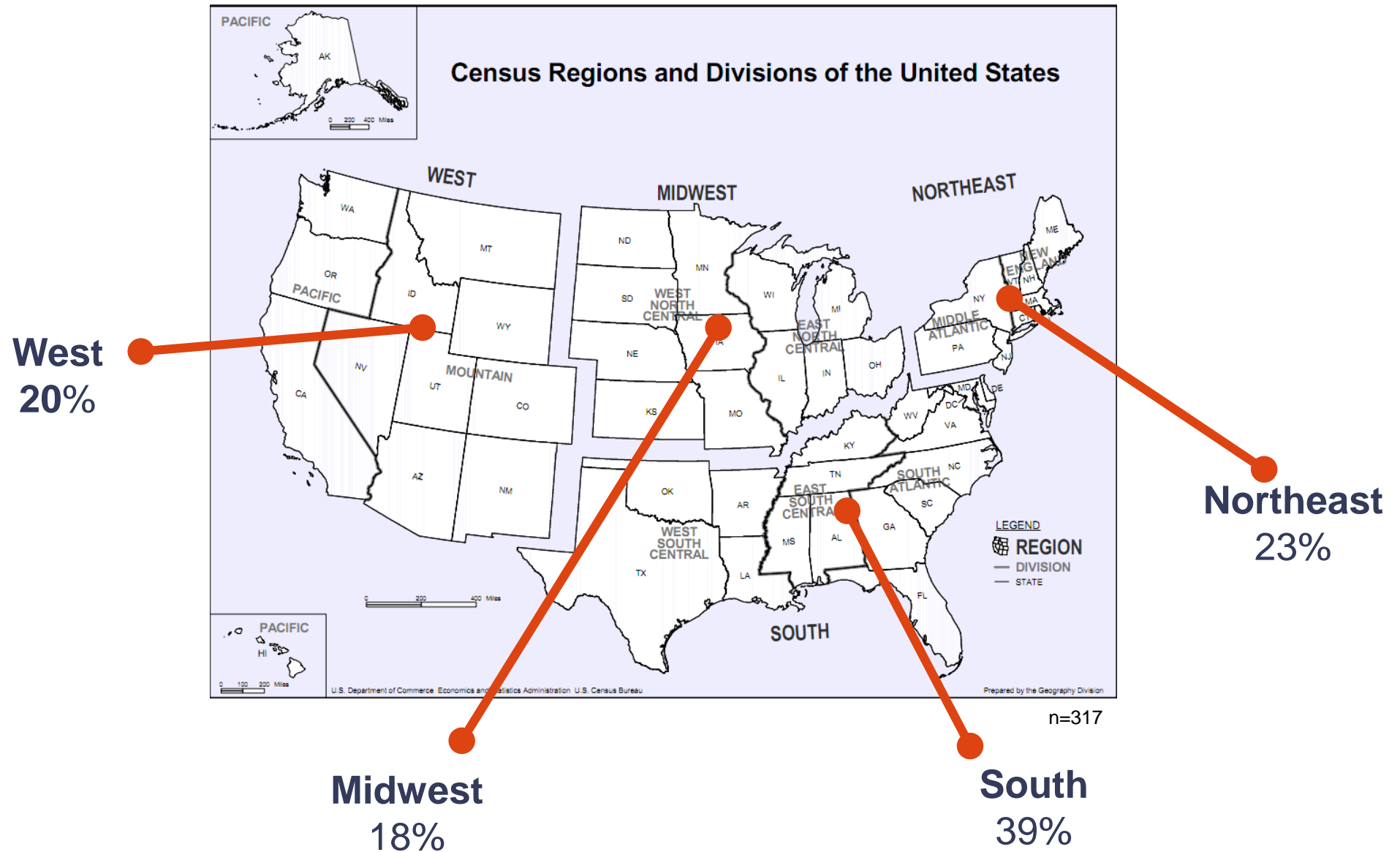


2016 Revenue Growth



Sample Characteristics

Region



Thank You

