



Case Studies, White Papers and Webcasts

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Bredin, Inc.
www.bredin.com
617-868-6369

Research Objective

Give SMB marketers a current perspective on SMB content preferences



- Where in the sales cycle each format is most important
- The industries SMBs want them from
- What SMBs look for in each format
- The format and length they prefer
- Where they look for them

Methodology

1 How

- 15-minute online survey

2 Who

- 318 principals of U.S. companies with <500 employees (5.5%+/- CI)
 - 118 with <20 employees (97.7% weighting)
 - 100 with 20-99 employees (1.9% weighting)
 - 100 with 100-500 employees (0.3% weighting)
 - Any industry
 - See slides 29-33 for participant demographics

3 When

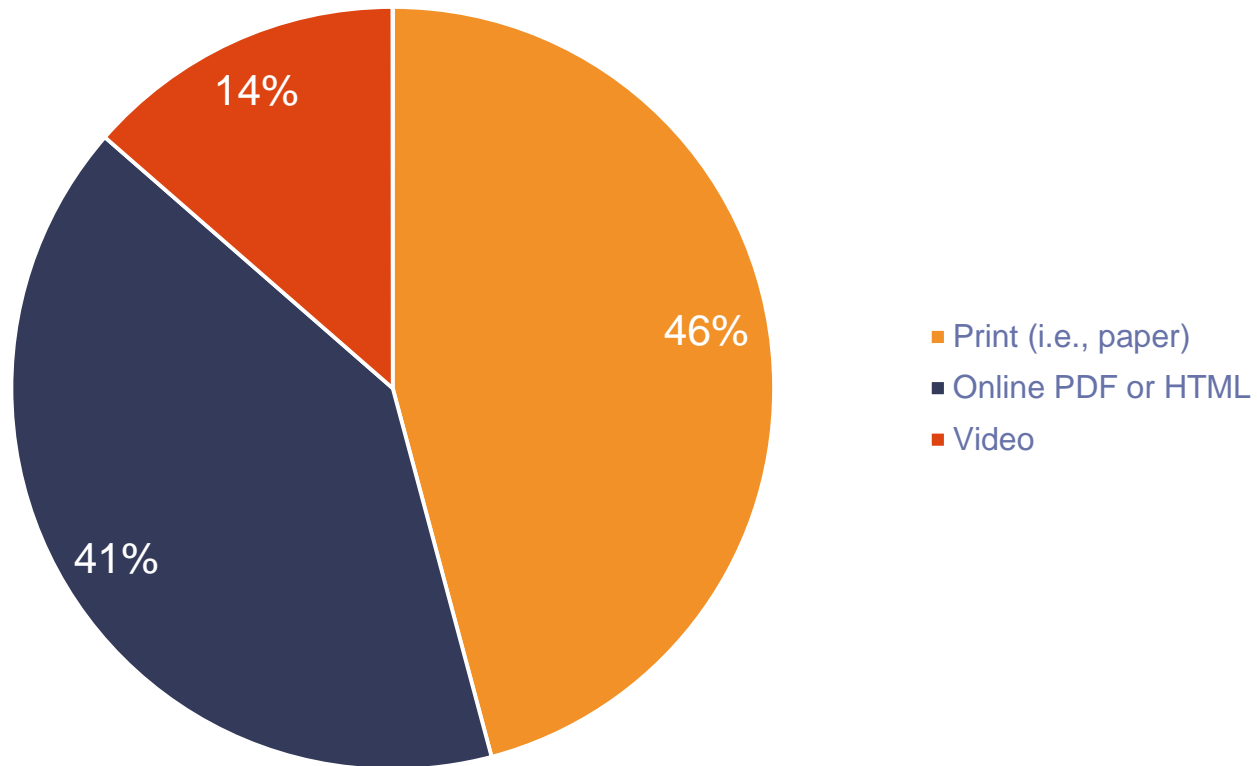
- February 12 – 26, 2016

Detailed Results

Case Studies: Format

SMBs prefer to read case studies in print or online

What format do you prefer customer stories or case studies to be in? (select one)

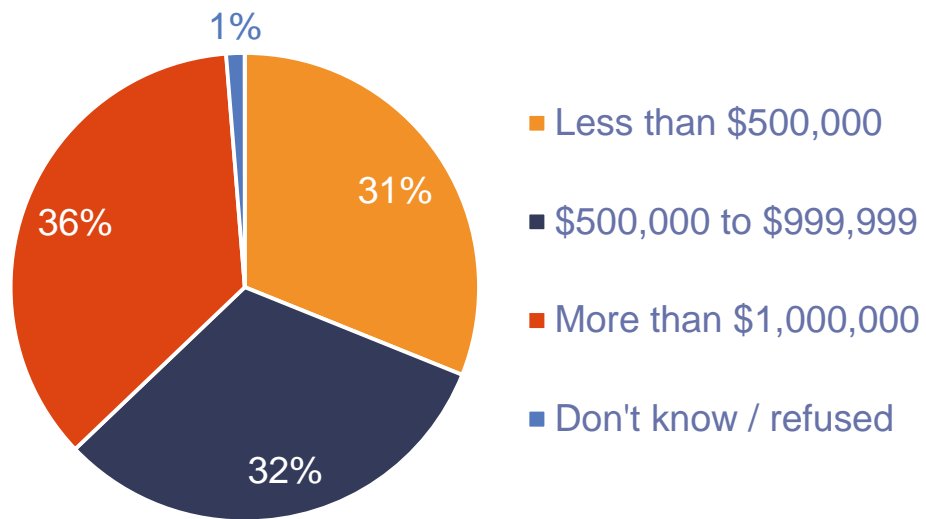


n=305



Significance testing

Section: 2015 Revenue



n= 315

2015 Revenue

What is the best length for a written (print or PDF) customer story or case study? (select one)

		2015 Revenue			
		Total	< \$500,000 (A)	\$500k to \$999k (B)	\$1,000,000 + (C)
		*			
Sample Size		302	206	63	33
One page					
Count		144	108	29	6
Column %		48%	52% C	47% C	18%
Two pages					
Count		101	53	25	23
Column %		33%	26% A	39% A	70% AB
Three or four pages					
Count		52	40	8	3
Column %		17%	19%	13%	10%
More than four pages					
Count		6	5	0	1
Column %		2%	3%	1%	2%

* Statistically significant result within this Column Variable at 95%

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

Weight Variable = Company size (headcount)