



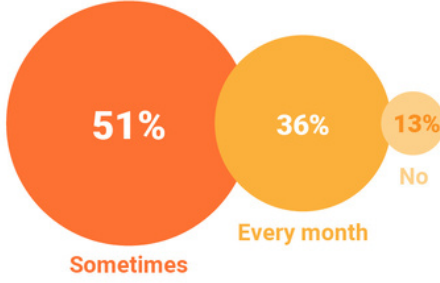
The SME marketing landscape

Key findings from research into the marketing practices of SMEs

87% of businesses spend money on marketing

yet only **37%** keep track of their results

Do you spend money on marketing?



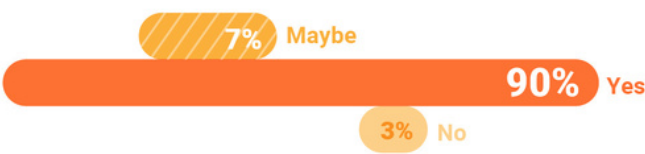
Do you track and measure the results of your marketing?



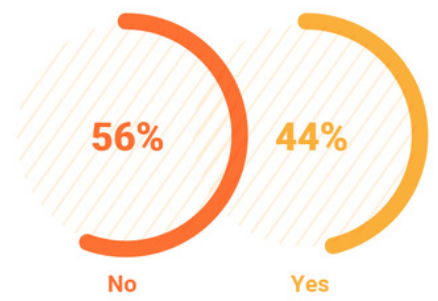
90% plan to do marketing in the coming months

but **56%** don't have a documented plan

Are you planning to do marketing for your business in the coming months?

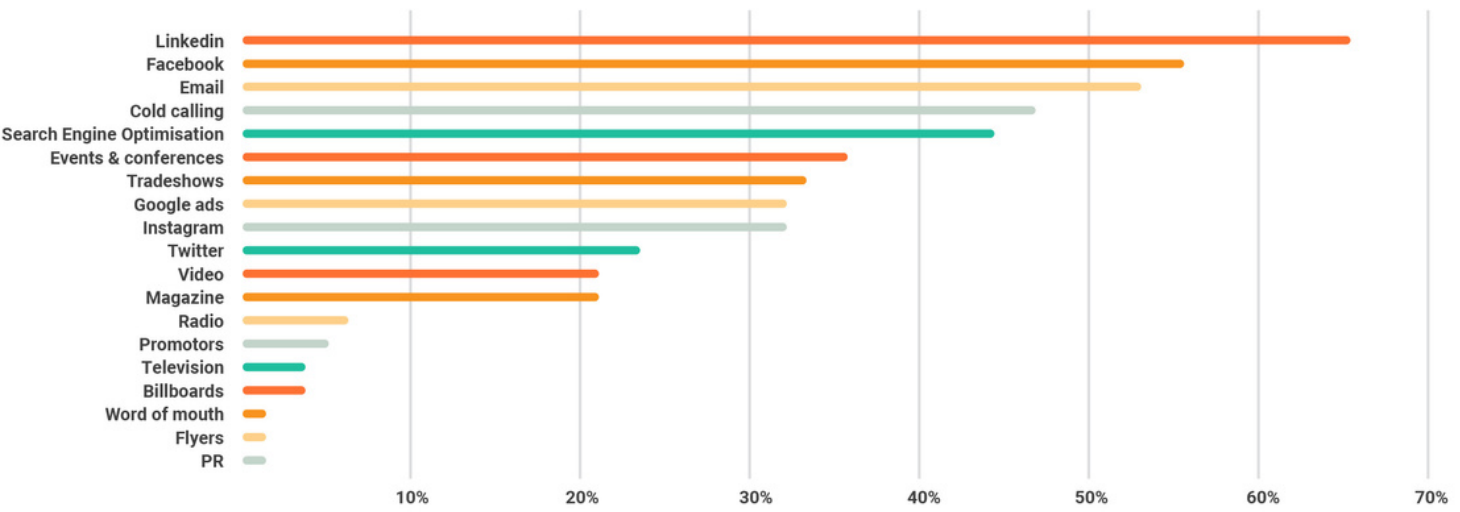


Do you have a documented marketing plan?



Significant amount of **marketing activity** takes place

Which of the following marketing channels have you used in the past year?



But **frustration runs high** with many not seeing results

What is your biggest frustration with marketing?



Our take

- Marketing is done as a knee jerk with little strategic thought behind it
- Lots of activities but questionable results
- Poor planning and management mean poor outcomes
- Despite high levels of frustration few seem to know where to find help
- Most small-medium companies battle with marketing rather than benefit from it

Need help with your marketing strategy?

firejuice

