



## B2B Marketers Turn to Digital Tactics

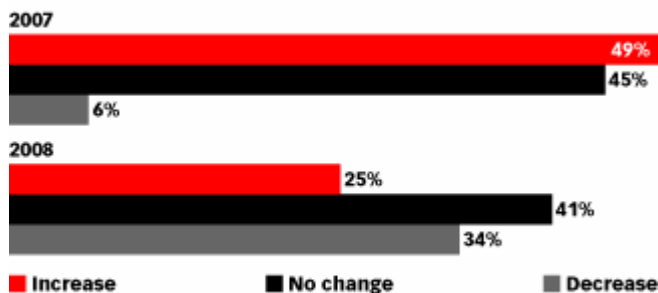
MAY 27, 2009

### B2B meets ISP.

According to a joint study by [MarketingProfs](#) and [Forrester Research](#), most business-to-business (B2B) marketers are not folding in the face of the economic downturn.

Two-thirds of marketers surveyed in 2008 said their budgets would either stay the same in the next year or increase.

#### Change in Marketing Budget in the Coming Year According to US B2B Marketers, 2007 & 2008 (% of respondents)



Note: 2007 n=437; 2008=656

Source: MarketingProfs and Forrester Research, "B-to-B Marketing in 2009: Trends in Strategies and Spending," March 2009

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Now that the downturn is in full swing—and some budgets are decreasing—marketers are being more selective as to where they deploy their marketing dollars. For most that means going online.

Nearly one-half of marketers said they planned to spend more on tactics such as company Websites and search marketing.

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**Change in Marketing Budget Allocation in 2009  
According to US B2B Marketers, by Tactic (% of  
respondents)**

	<b>Increase</b>	<b>No change</b>	<b>Decrease</b>
Company Website	47%	42%	11%
Search marketing	47%	38%	15%
Online video, podcasts or rich media	42%	43%	16%
Webinars, Webcasts	41%	45%	14%
E-mail	39%	50%	11%
Discussion forums, social networks or communities	36%	53%	11%
Blogs	34%	58%	7%
Executive breakfasts, seminars and events	32%	43%	25%
Other Web 2.0 media	31%	55%	14%
Inside sales/telemarketing	31%	54%	15%
Public relations	30%	53%	17%
Online display ads—banners, pop-ups	28%	42%	31%
Virtual trade shows	25%	35%	40%
Direct mail	23%	43%	34%
Radio	21%	32%	48%
Trade shows, conferences (in-person)	17%	40%	43%
Outdoor media	15%	31%	54%
Print advertising	15%	30%	55%
Sponsorships	14%	46%	40%
TV advertising	13%	36%	51%

Source: MarketingProfs and Forrester Research, "B-to-B Marketing in 2009: Trends in Strategies and Spending," March 2009

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Forty-two percent reported planning to increase budgets for online video, rich media or podcasting; 41% projected more spending for Webinars and Webcasts; and 39% would be upping their commitment to e-mail.

Marketers are not embracing digital media *too* tightly, however.

Though 13% of marketers felt that company Websites were an effective tactic, that still trailed responses for trade shows, TV ads, telemarketing, direct mail and print—traditional media still commands the majority of most marketing budgets.

While important, digital is only part of a well-balanced B2B marketing mix.