

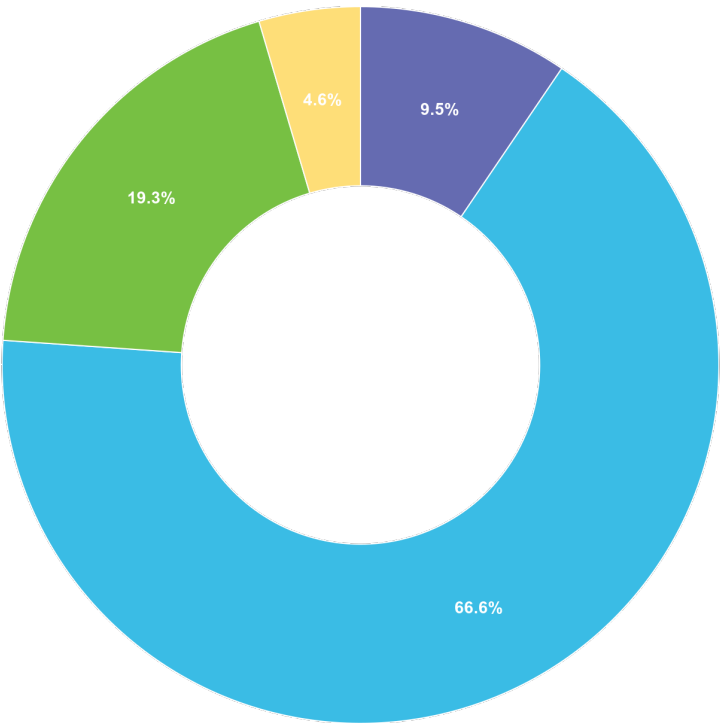


IPSM Small Business Marketing Survey

Welcome and thank you for taking our survey!

How long has your business been in operation?

Tell us about your business!

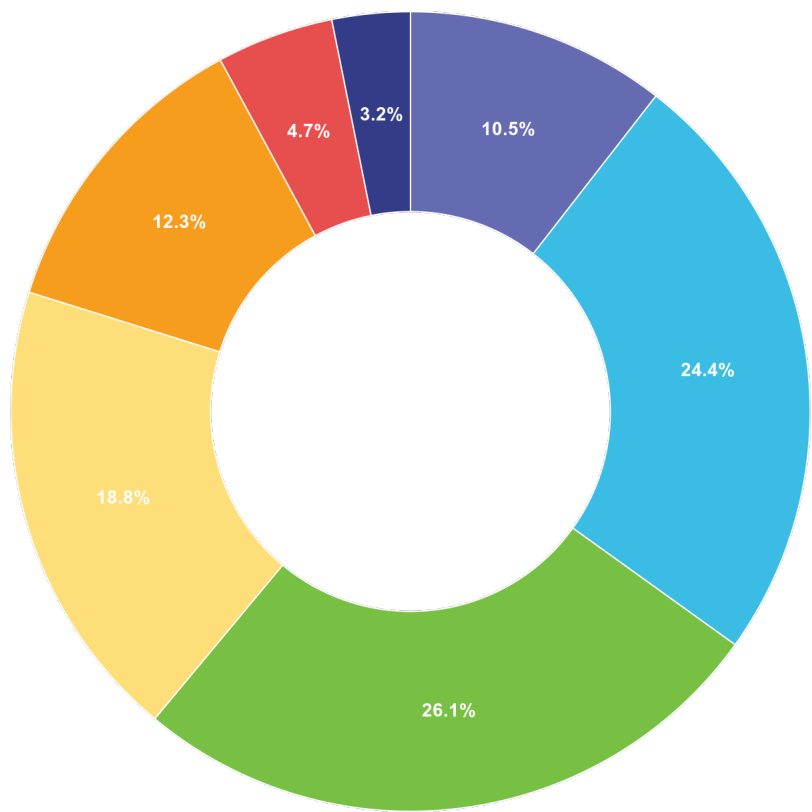


Answered: 569 Unanswered: 1

Choice		
<div></div>	Under 1 year	54
<div></div>	2 to 5 years	379
<div></div>	6 to 10 years	110
<div></div>	Over 10 years	26
Total		

Q2 How many employees do you have?

Tell us about your business!

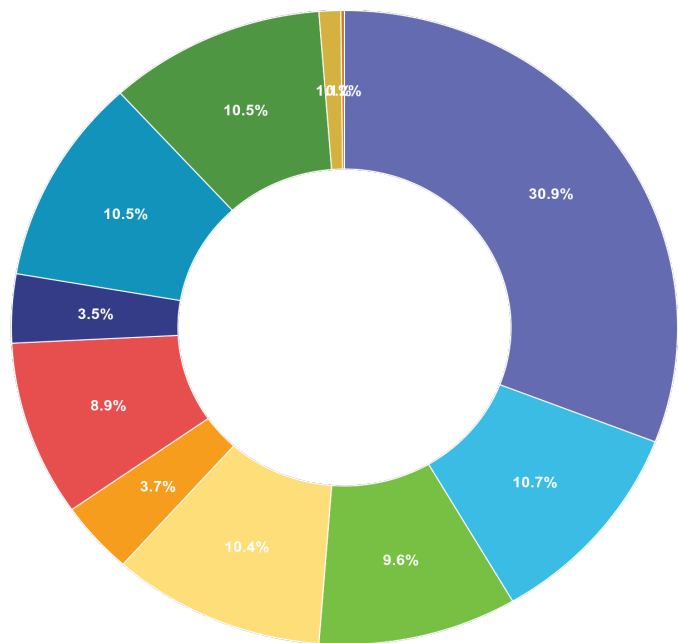


Answered: 570 Unanswered: 0

Choice		Total
	Fewer than 10	60
	11-20	139
	21-30	149
	31-40	107
	41-50	70
	51-75	27
	75-100	18

Q3 What industry are you in?

Tell us about your business!

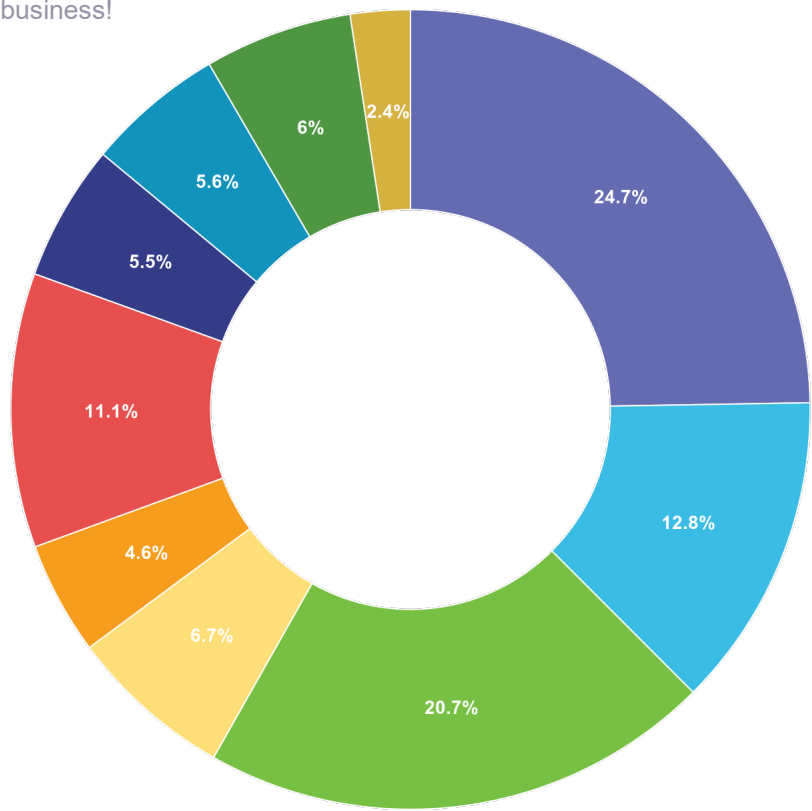


Answered: 570 Unanswered: 0











Choice	Total
<div></div> Retail (traditional and/or ecommerce)	176
<div></div> Technology	61
<div></div> Healthcare	55
<div></div> Real Estate	59
<div></div> Nonprofit	21
<div></div> Manufacturing	51
<div></div> Construction	20
<div></div> Professional Services (Accounting, Staffing, Marketing, etc.)	60
<div></div> Personal Services (Hair Salon, Barber, Nail Salon, etc.)	60
<div></div> Ranching/Farming	6
<div></div> Other	1

Q4 What channel do you use for regular customer communications? Select all that apply.

Tell us about your business!

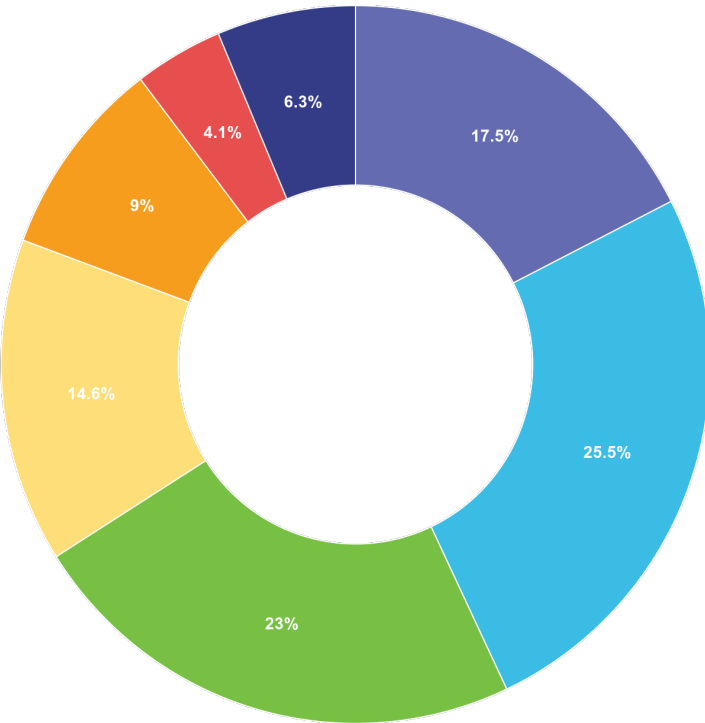


Answered: 568 **Unanswered:** 2

Choice		Total
	Email	368
	Facebook Messenger	190
	Telephone	308
	Direct Mail	99
	Instagram messages	68
	Twitter	165
	SMS Marketing (Text)	82
	Company blog	83
	Web Chat (bots)	89
	Zoom or other video platforms	36

Q5 What are your marketing challenges? Select all that apply.

Now, tell us about your marketing!

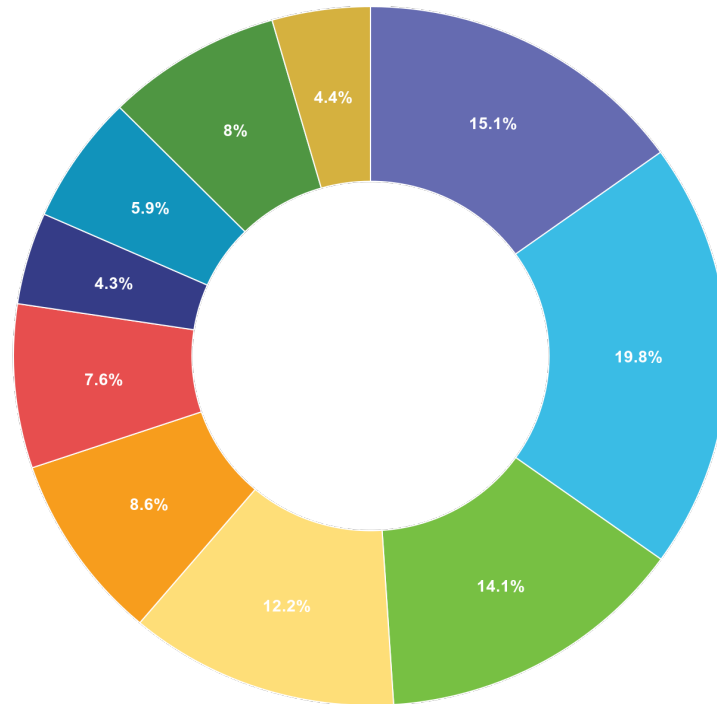


Answered: 567 Unanswered: 3



Choice	Total
<div></div> Not enough time to do it right	177
<div></div> Don't know how to target our ideal audience	258
<div></div> Need help with messaging about our products and/or services	233
<div></div> The rules keep changing and I can't keep up!	148
<div></div> I don't understand how to measure success	91
<div></div> I don't know what to do first	41
<div></div> Cost	64
<div></div> Other	0

Q6 Please indicate your top three marketing goals for 2021\.. Select only three.*

Now tell us about your marketing!

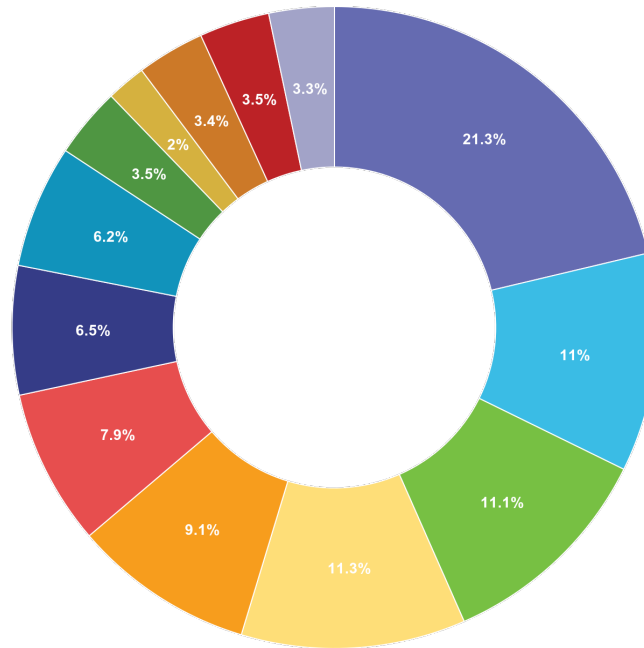


Answered: 570 Unanswered: 0




Choice	Total
 Growing brand awareness	241
 Lead generation (finding potential customers)	316
 Lead conversion (closing the sale!)	225
 Identifying your target audience	195
 Identifying NEW audiences	138
 Tracking marketing ROI (Return on Investment)	121
 SEO (Search Engine Optimization - Google placement)	68
 Gain efficiency/cost savings for my marketing budget	95
 Acquiring new customers	127
 Retain and re-engage existing customers	71
 Other	0

Q7 What are the top three biggest opportunities you see for building brand awareness?
Select only three.

Now, tell us about your marketing!

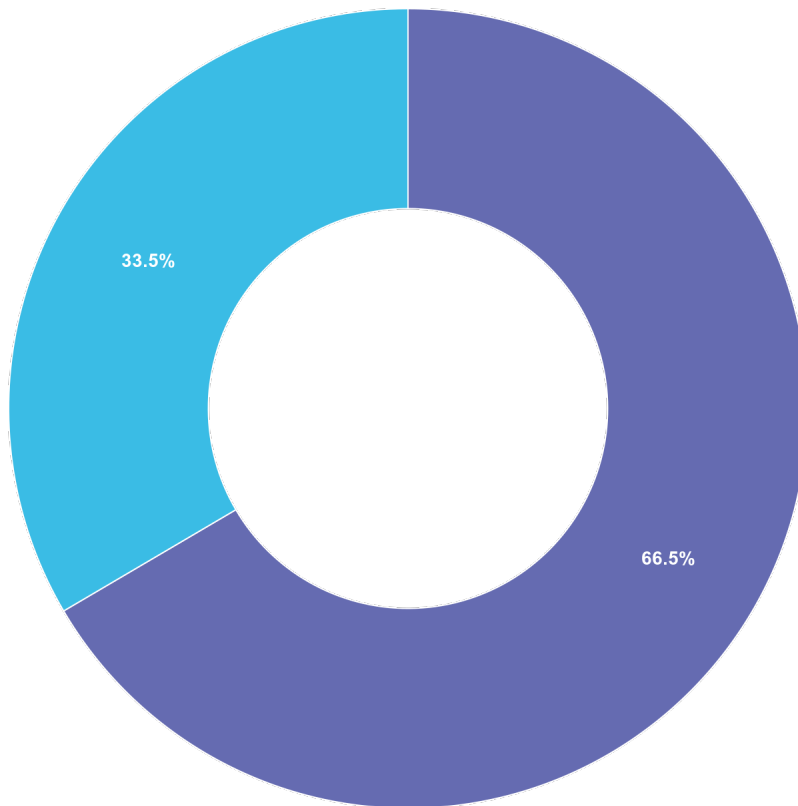


Answered: 568 **Unanswered:** 2

Choice	Total
 Social Media	344
 Content Marketing	178
 Email Marketing	180
 Video Marketing	182
 Online Paid Media	147
 Digital Display Advertising	127
 Event Marketing	105
 Print Advertising	100
 Podcast Marketing	57
 SMS Marketing	32
 Radio Advertising	55
 Television Marketing	57
 Influencer Marketing	53

Q8 Was your marketing successful in 2020?

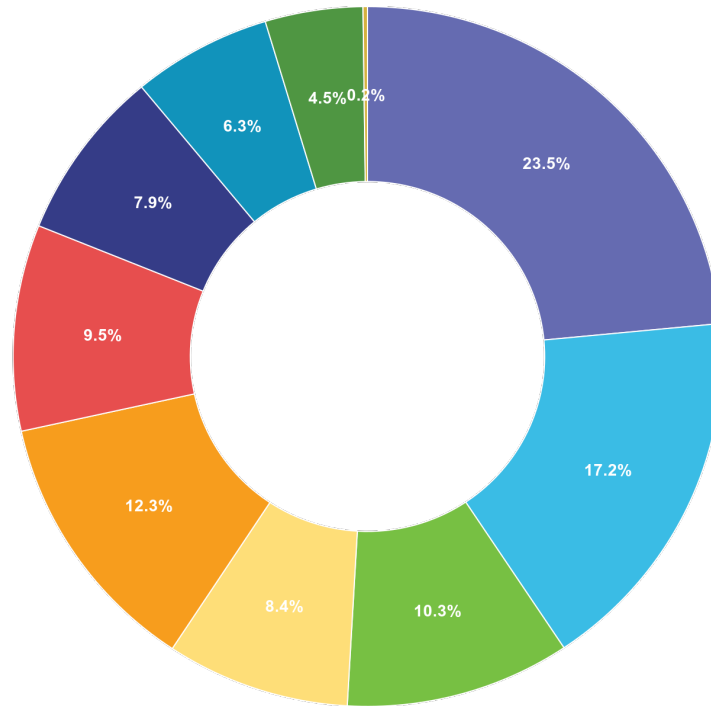
Now, tell us about your marketing!



Answered: 568 Unanswered: 2

Choice		Total
	Yes	378
	No	190

Q9 What marketing channels did you use in 2020?

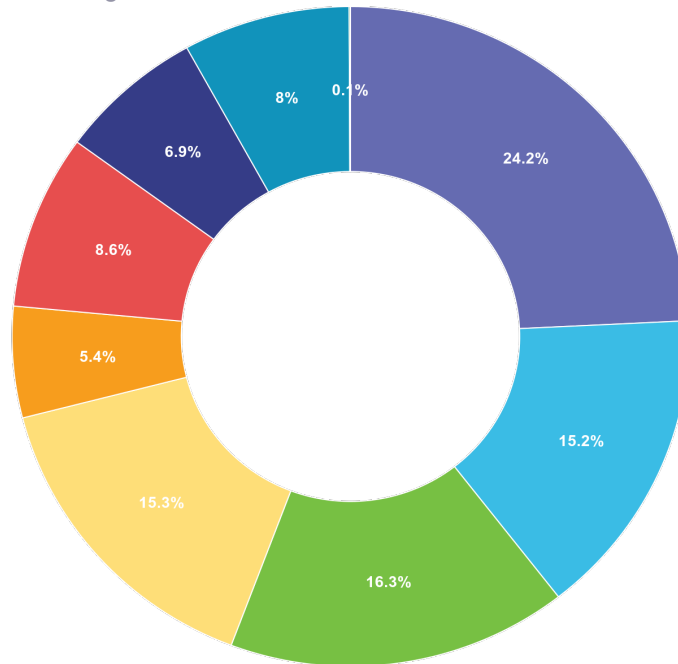


Answered: 570 **Unanswered:** 0









Choice	Total
<div></div> Social Media	348
<div></div> Email Marketing	254
<div></div> Blogging	152
<div></div> Direct Mail	124
<div></div> Video	182
<div></div> Paid Advertising - Print	141
<div></div> Paid Advertising - Radio	117
<div></div> Paid Advertising - Television	94
<div></div> Paid Advertising Digital Ads (Banners, PPC, etc.)	66
<div></div> Other	3

Q10 What marketing channels do you plan to use in 2021?

Now, tell us about your marketing!

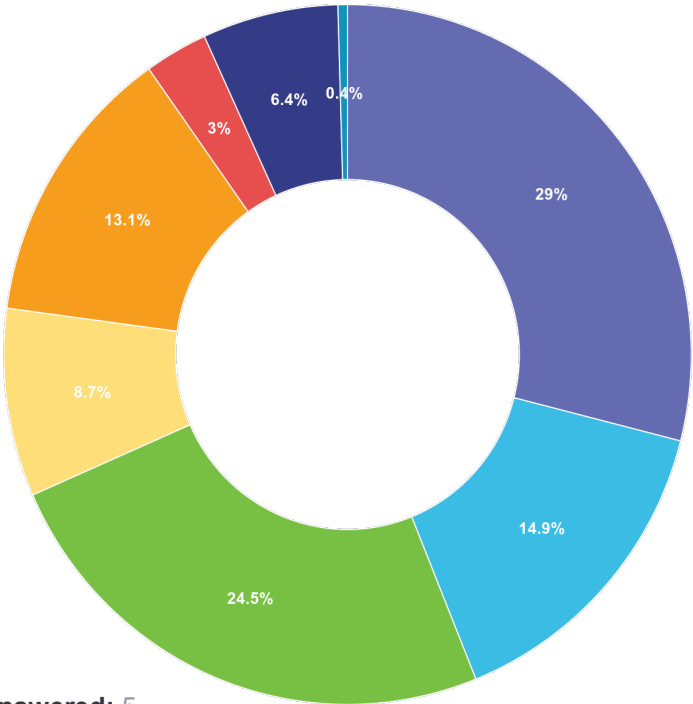


Answered: 560 Unanswered: 10

Choice	Total
 Social Media	374
 Email Marketing	235
 Video	251
 Paid Advertising - Digital Ads (Banners, PPC, etc.)	236
 Direct Mail	84
 Paid Advertising - Print	132
 Paid Advertising - Radio	107
 Paid Advertising - Television	123
 Other	1

Q11 What social media platforms do you regularly use? Select all that apply.

Now, tell us about your marketing!



Answered: 565 Unanswered: 5

Choice	Total
<div></div> Facebook	390
<div></div> Instagram	201
<div></div> Twitter	330
<div></div> LinkedIn	117
<div></div> YouTube	176
<div></div> Pinterest	40
<div></div> TikTok	86
<div></div> Other	6

Q12 Please indicate how important the following marketing tactics are to your business:

1 = Not at all important










2 = Somewhat important

3 = Not sure

4 = Very important

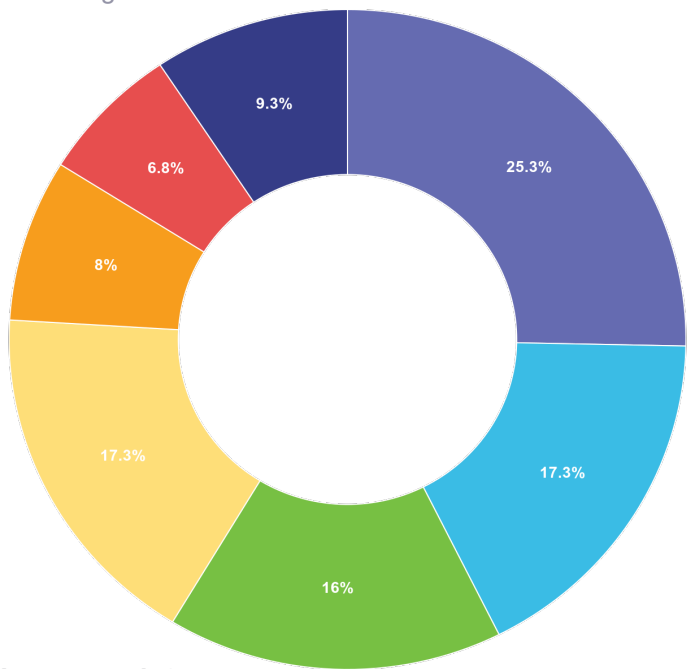
5 = Mission critical to my business*

Answered: 570 **Unanswered:** 0









Choice	Score	Average
 Social media	1184	2.08
 Email newsletters	1125	1.98
 Paid ads	1117	1.96
 Content marketing	1153	2.03
 Direct mail	1083	1.9
 Videos	1158	2.04
 SEO (Search Engine Optimization - Google placement)	1142	2.01
 Website	1155	2.03
 Blogging	1104	1.94

Q13 What kind of content does your company create to help get new leads (customers)? Select all that apply.

Now, tell us about your marketing!

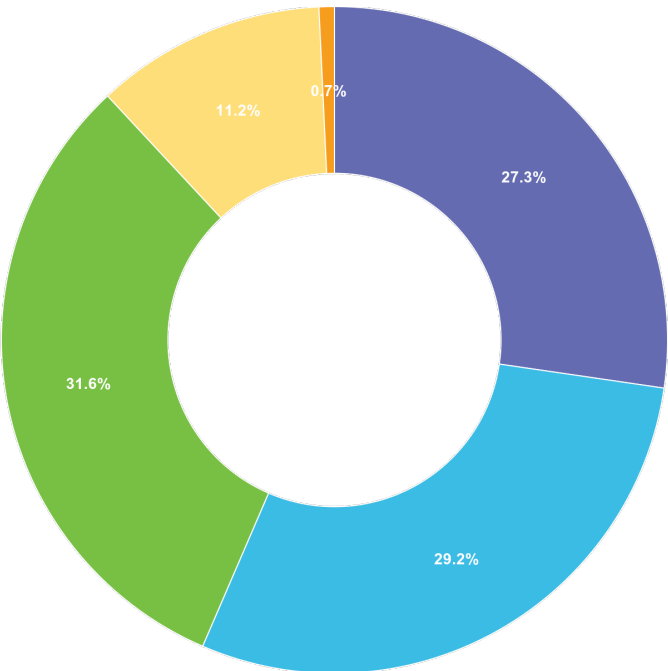


Answered: 568 Unanswered: 2

Choice		Total
	We post on social media	382
	We send emails	261
	We publish blog posts or articles	242
	We create videos	261
	We send direct mail	120
	We offer downloadable content like ebooks	102
	We purchase ads (newspaper, television, digital)	141
	Other	0

Q14 What does your company do to collect contact information from leads (potential customers)? Select all that apply.

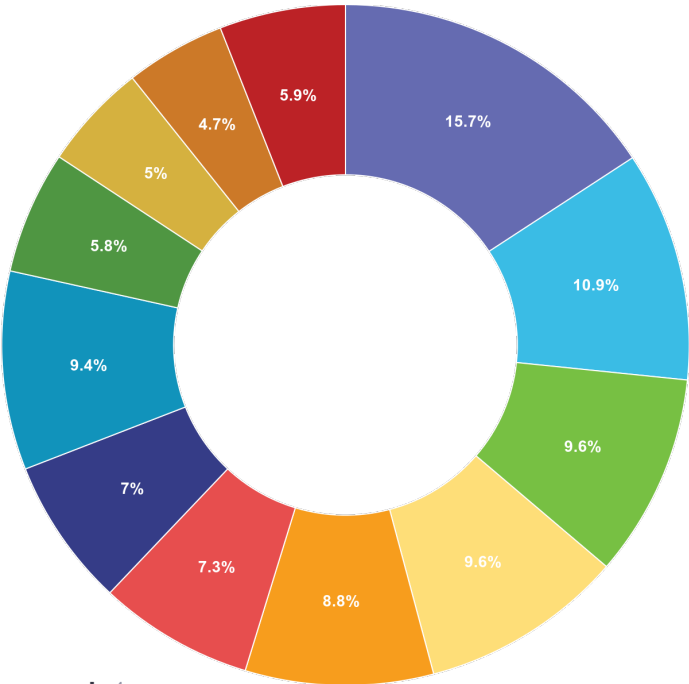
Now, tell us about your marketing!



Answered: 565 **Unanswered:** 5

Choice	Total
<div></div> We ask for it in person or on the phone	293
<div></div> We ask leads to opt in to our email list	313
<div></div> We offer discounts and promotions	339
<div></div> We offer downloadable content	120
<div></div> None of these	8

Q15 What marketing tactics do you want to learn more about? Select all that apply.

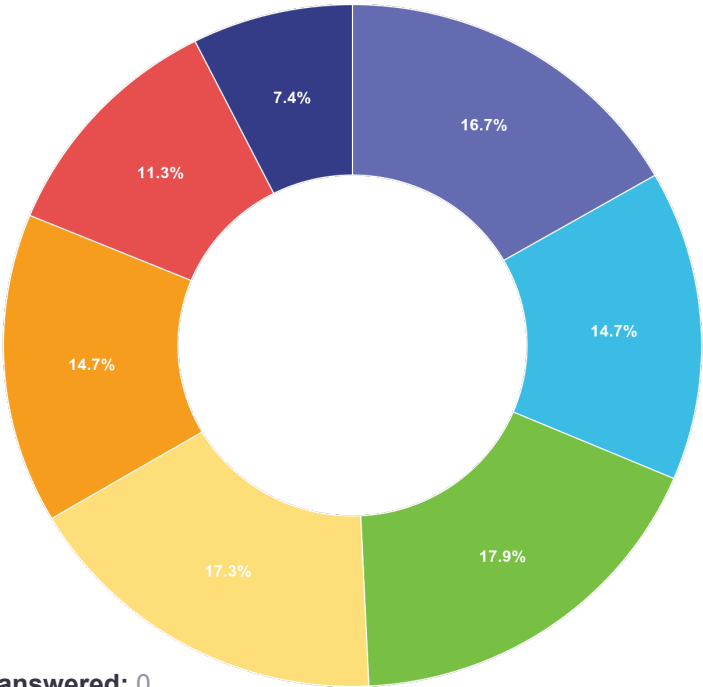


Answered: 569 **Unanswered:** 1

Choice	Total
<div></div> Social media	297
<div></div> Blogging and content marketing	206
<div></div> Tracking marketing results and ROI (return on investment)	182
<div></div> Search Engine Optimization (Google Ranking)	181
<div></div> Email marketing	167
<div></div> Managing marketing vendors	138
<div></div> Print marketing (advertising and direct mail)	133
<div></div> Digital advertising (Adwords, Facebook, LinkedIn, etc.)	178
<div></div> Copywriting	110
<div></div> Identifying and understanding target audiences	95
<div></div> Trade shows and event marketing	89
<div></div> Networking and referral marketing	112
<div></div> Other	0

Q16 What best describes your marketing situation?

Now, tell us about your results!

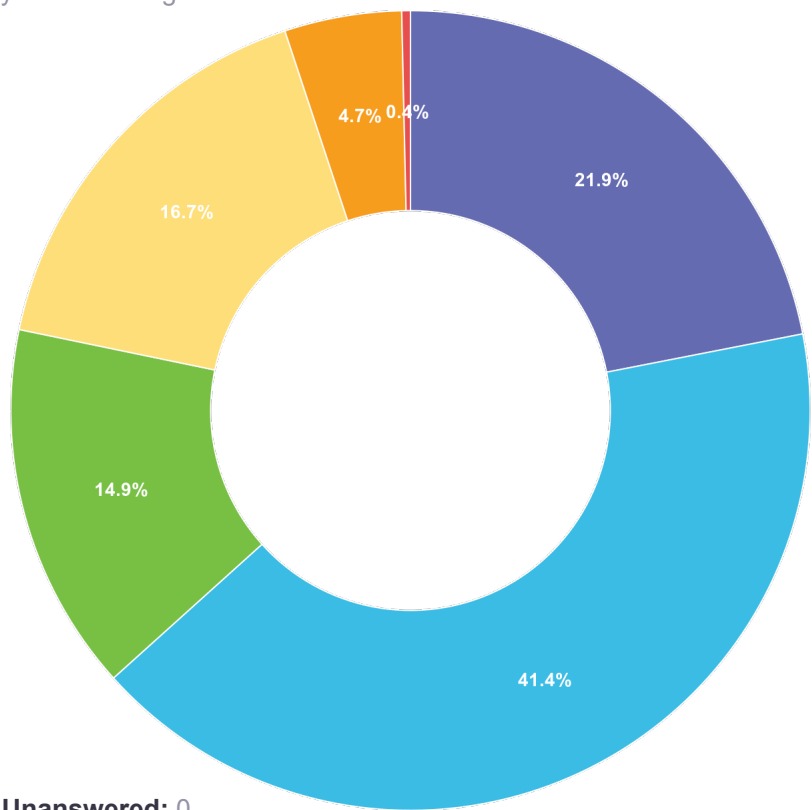


Answered: 570 Unanswered: 0

Choice	Total
<div></div> I don't have enough budget	168
<div></div> I don't have enough time	148
<div></div> I don't have the skills to do the marketing myself	180
<div></div> I don't know where to start or what marketing I should do	174
<div></div> I've used marketing agencies but they don't deliver results	148
<div></div> I use an agency and I'm thrilled with the results	114
<div></div> I do it all and it works great for me!	75
<div></div> Other	0

Q17 What kind of marketing team do you have?

Now, tell us about your marketing team!

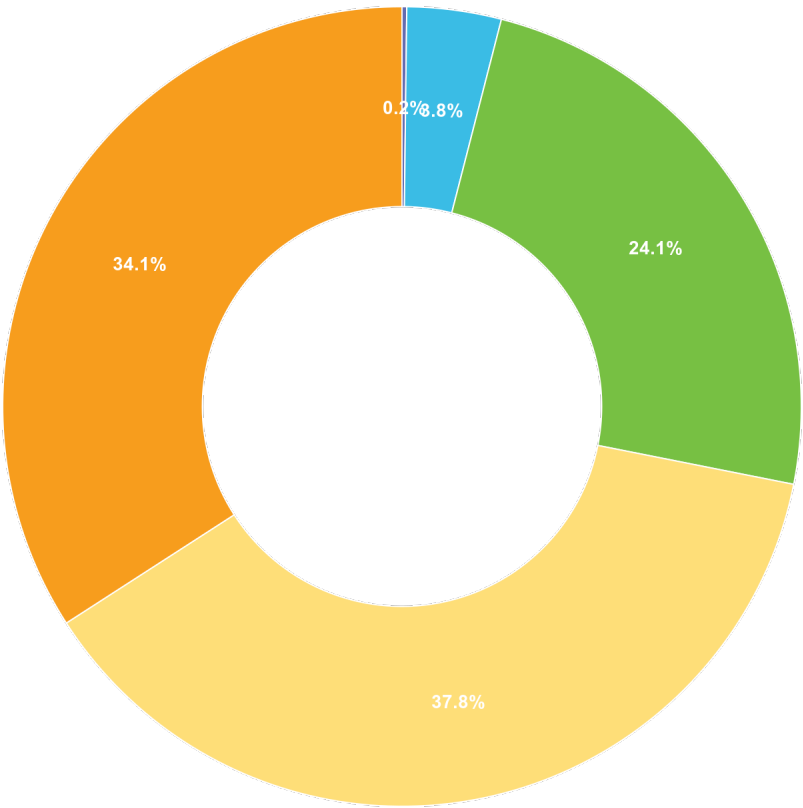


Answered: 570 Unanswered: 0

Choice	Total
<div></div> We have at least one employee who does marketing in addition to other tasks	125
<div></div> We have a team of dedicated marketers in-house	236
<div></div> We have an outside agency	85
<div></div> We hire freelancers	95
<div></div> It's me and only me!	27
<div></div> I don't do any marketing	2

Q18 How satisfied are you with your current marketing?

Now, tell us about your marketing team!

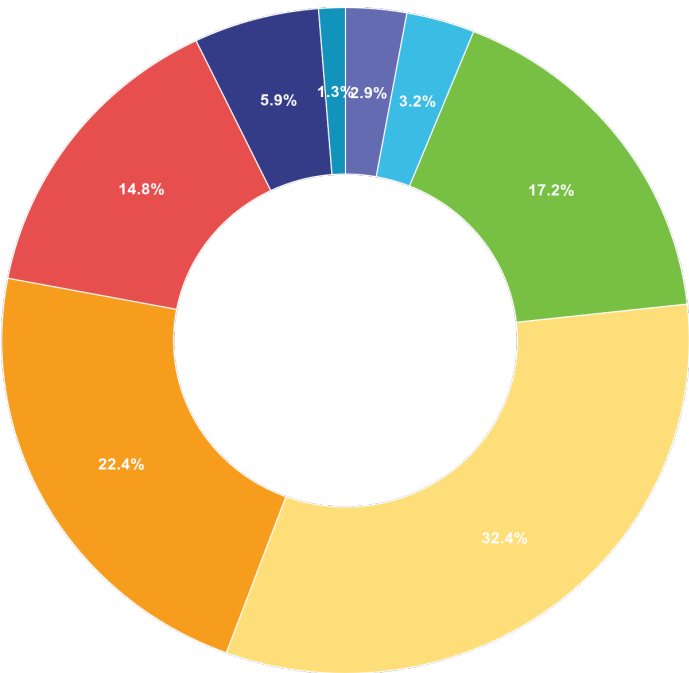


Answered: 560 Unanswered: 10 Average Rating: 5 - Satisfied

Choice	Total	Rating
1 - Very Unsatisfied	5	5
2 - Unsatisfied	50	100
4 - Neutral	158	632
5 - Satisfied	198	990
6 - Very Satisfied	149	894

Q19 What is your current marketing spend?

Now, tell us about your marketing budget!

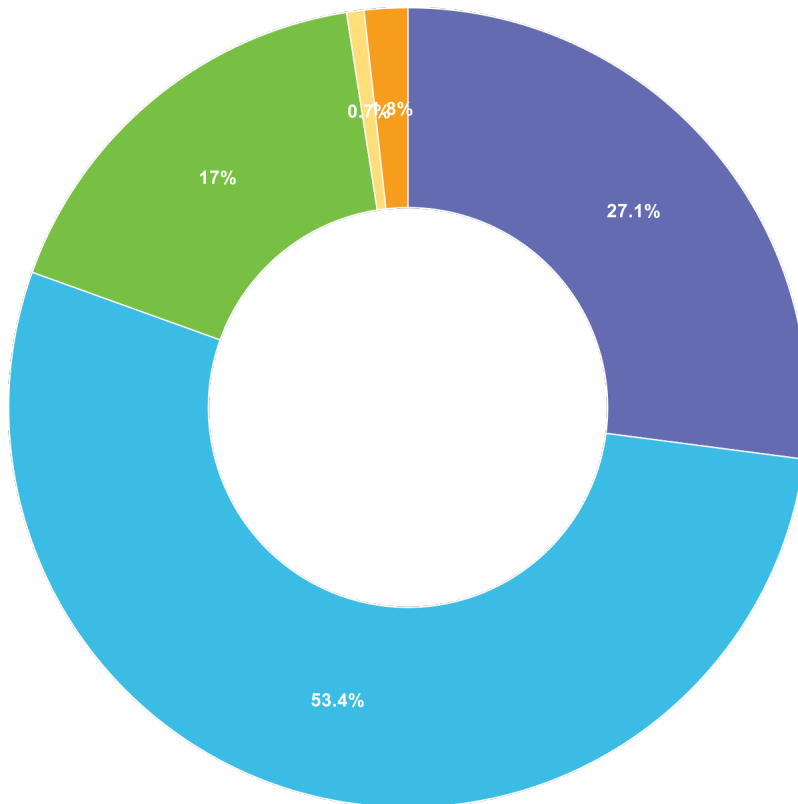


Answered: 559 **Unanswered:** 11

Choice	Total
<div></div> I don't spend anything on marketing	16
<div></div> I don't know	18
<div></div> Less than 5% of revenue	96
<div></div> 6 to 8% of revenue	181
<div></div> 9 to 12% of revenue	125
<div></div> 13-15% of revenue	83
<div></div> More than 15% of revenue	33
<div></div> Help! I don't even know what I should spend on marketing!	7

Q20 Do you plan to maintain, increase, decrease or stop your marketing spend in 2021?

Now, tell us about your marketing budget!

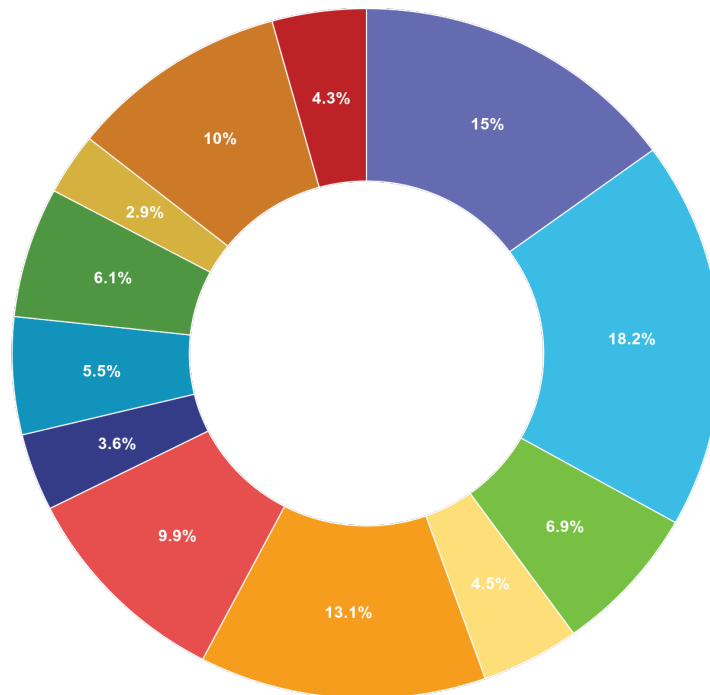


Answered: 569 **Unanswered:** 1

Choice	Total
 Maintain	154
 Increase	304
 Decrease	97
 Stop	4
 I don't know what to do!	10

Q21 What was the biggest investment you made in marketing over the past year?
(Select up to three)

Now, tell us about your marketing budget!

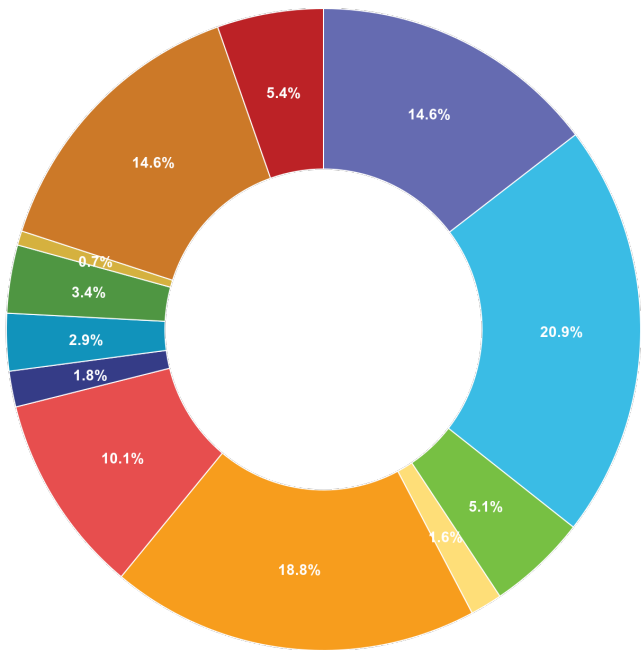


Answered: 569 Unanswered: 1

Choice	Total
Email marketing	223
Facebook	271
Instagram	103
LinkedIn	67
Twitter	195
Digital paid marketing	148
Direct mail	54
Content marketing	82
SEO marketing	91
SMS (text) marketing	43
Traditional advertising (newspaper, radio, television)	149
Other social media	64
Other	0

Q22 What channel was the biggest return on investment you made in marketing over the past year? (Select one)

Now, tell us about your results!

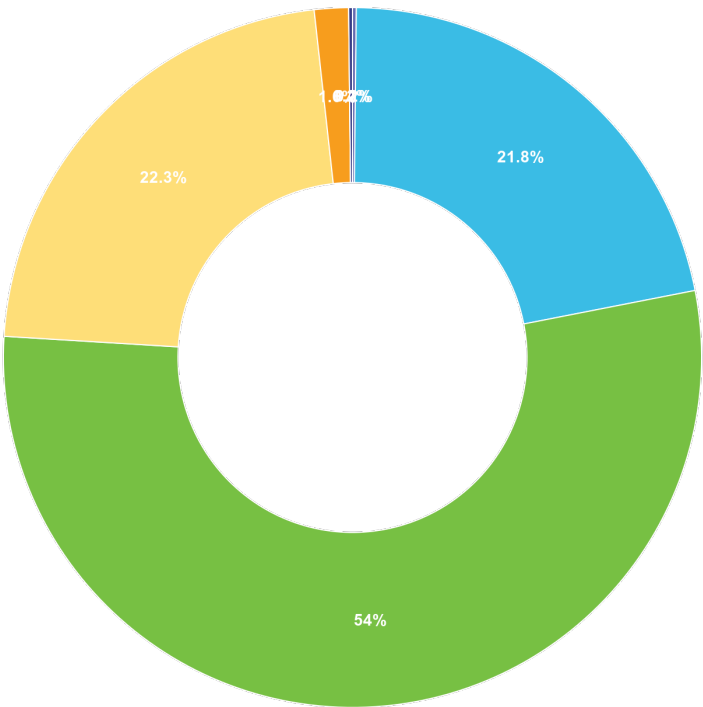


Answered: 554 **Unanswered:** 16

Choice	Total
<div></div> Email marketing	81
<div></div> Facebook	116
<div></div> Instagram	28
<div></div> LinkedIn	9
<div></div> Twitter	104
<div></div> Digital paid marketing	56
<div></div> Direct mail	10
<div></div> Content marketing	16
<div></div> SEO marketing	19
<div></div> SMS (text) marketing	4
<div></div> Traditional advertising (newspaper, radio, television)	81
<div></div> Other social media	30

Q24 What is your age?

Now tell us a little about you!

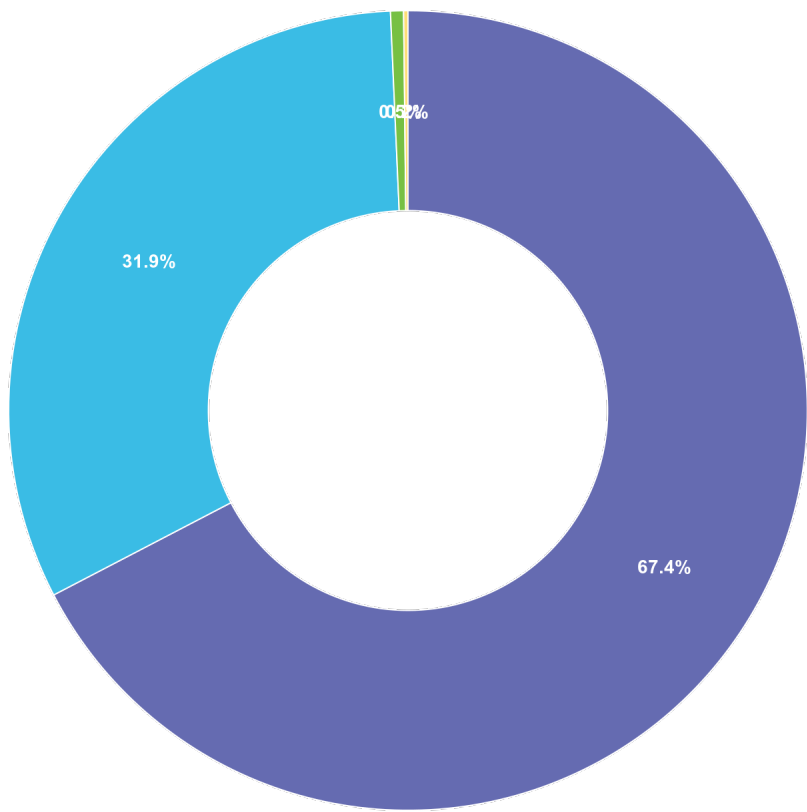


Answered: 570 Unanswered: 0

Choice		Total
<div></div>	Under 18	1
<div></div>	19-29	124
<div></div>	30-39	308
<div></div>	40-49	127
<div></div>	50-59	9
<div></div>	60-69	0
<div></div>	Over 70	1

Q25 Please select your gender:*

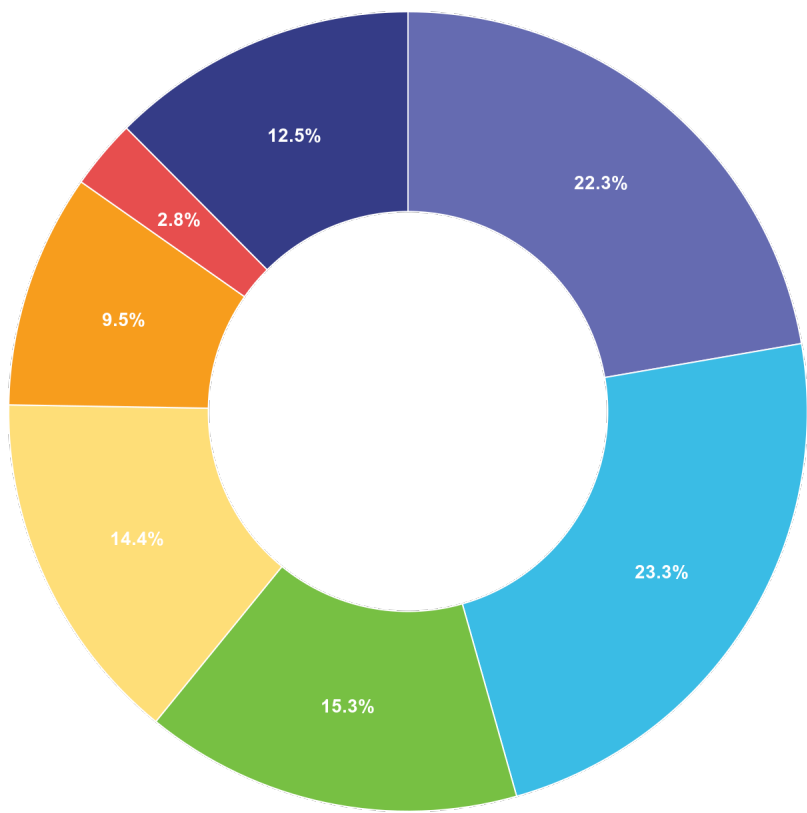
Now tell us a little about you!



Answered: 570 Unanswered: 0

Choice		Total
<div></div> Male		384
<div></div> Female		182
<div></div> I prefer not to answer.		3
<div></div> I identify as:		1

Q26 Where is your business located?



Answered: 548 Unanswered: 22

Choice	Total
 Carson City	127
 Douglas County	133
 Lake Tahoe	87
 Lyon County	82
 Storey County	54
 Washoe County	16
 Other	71