

Getting the Customer's Attention

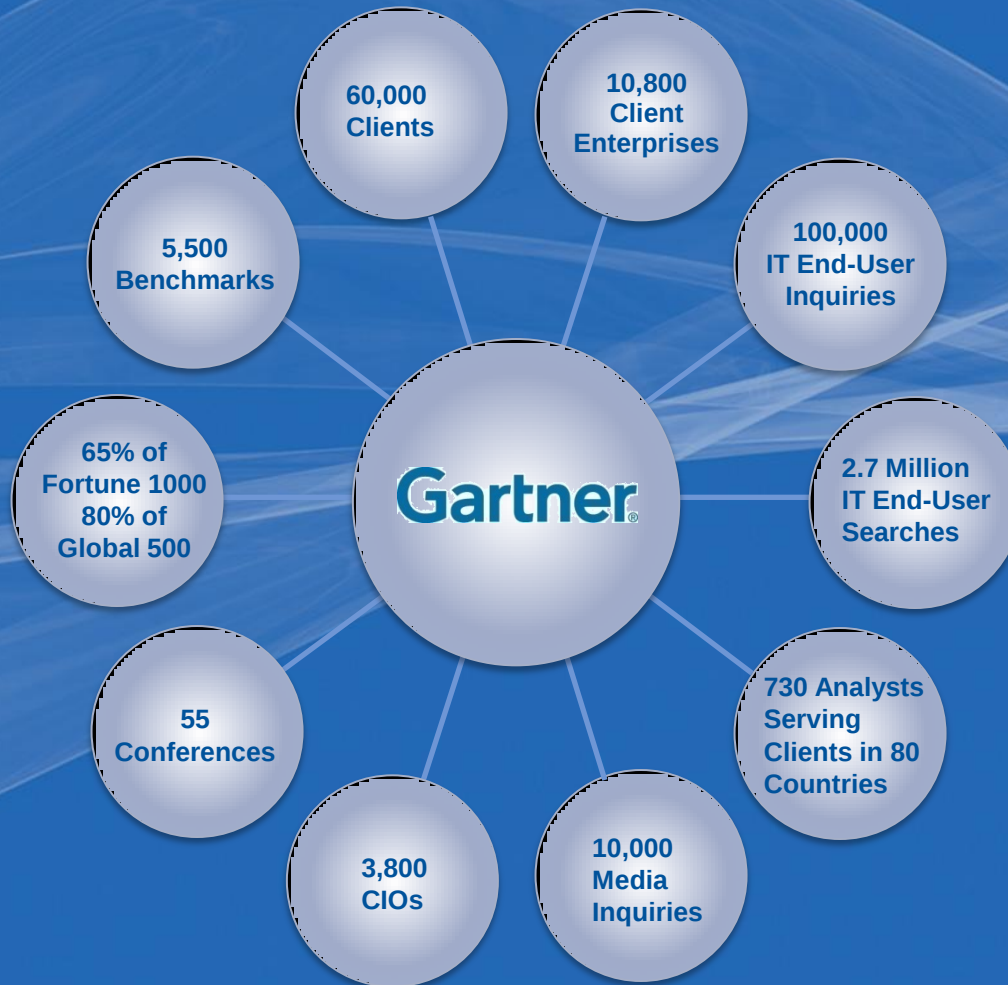


Laura McLellan
Vice President
Marketing Strategies
Gartner for Business
Leaders
laura.mclellan@gartner.com

Welcome!

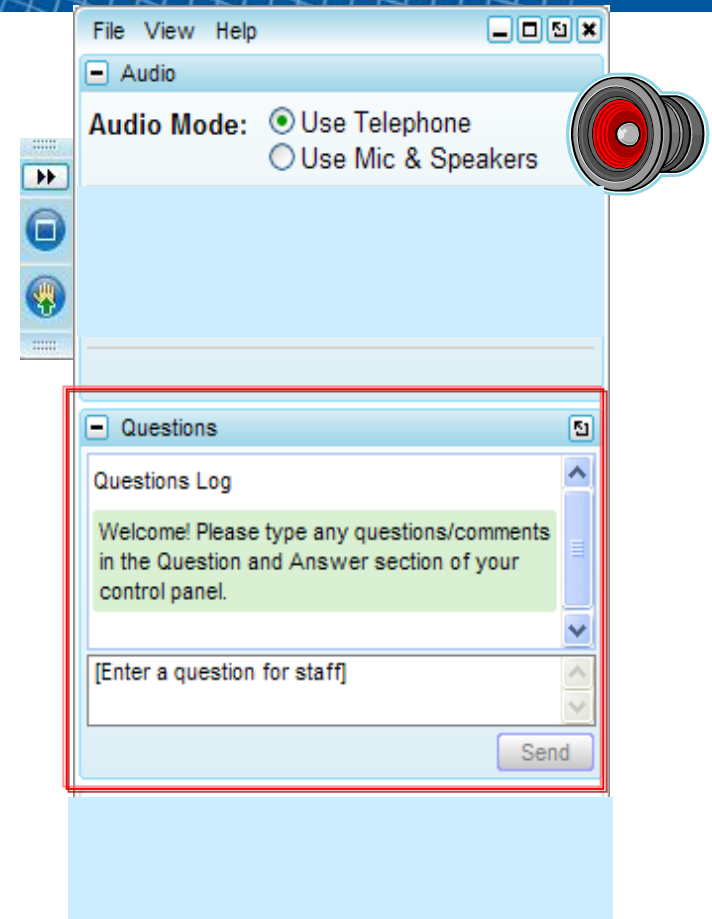
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Getting the Customer's Attention



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Getting the Customer's Attention Story Line

- Research background
- Marketing activities that most influence purchase decisions
- Customer's perception of marketing weakness
- Your web site
- Recommended reading



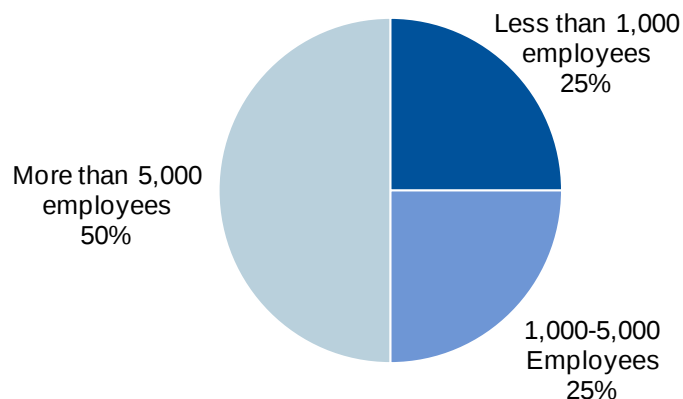
Research Background

- 902 organizations based in the U.S., U.K. and Brazil
- Conducted Oct. 2009 – Jan. 2010
- 9th survey of its kind since 1996
- Covers IT and business managers
- Wide range of company sizes & industries
- 13 marketing categories; >50 individual marketing activities

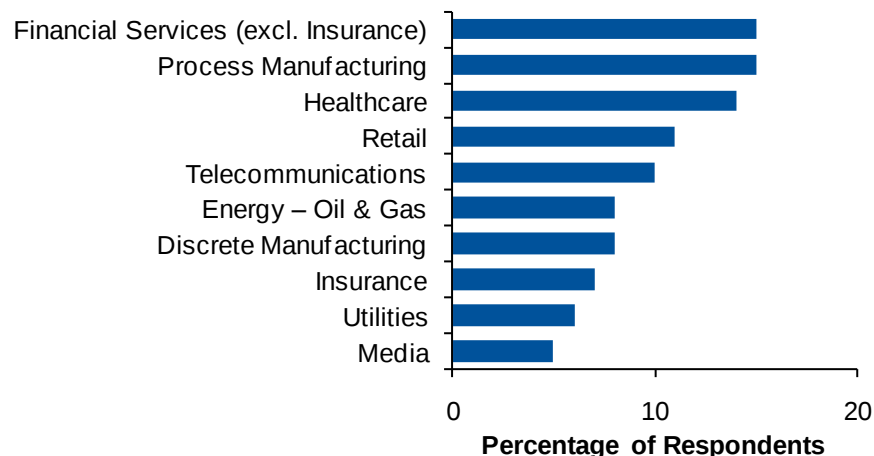


Demographics by Size, Location, Industry and IT vs. Business Management

Company Size



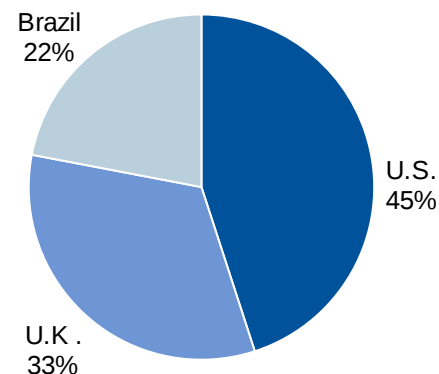
Industry



IT vs. Business Managers

	<u>IT Managers</u>	<u>Business Managers</u>
U.S.	50%	50%
U.K.	49%	51%
Brazil	71%	29%

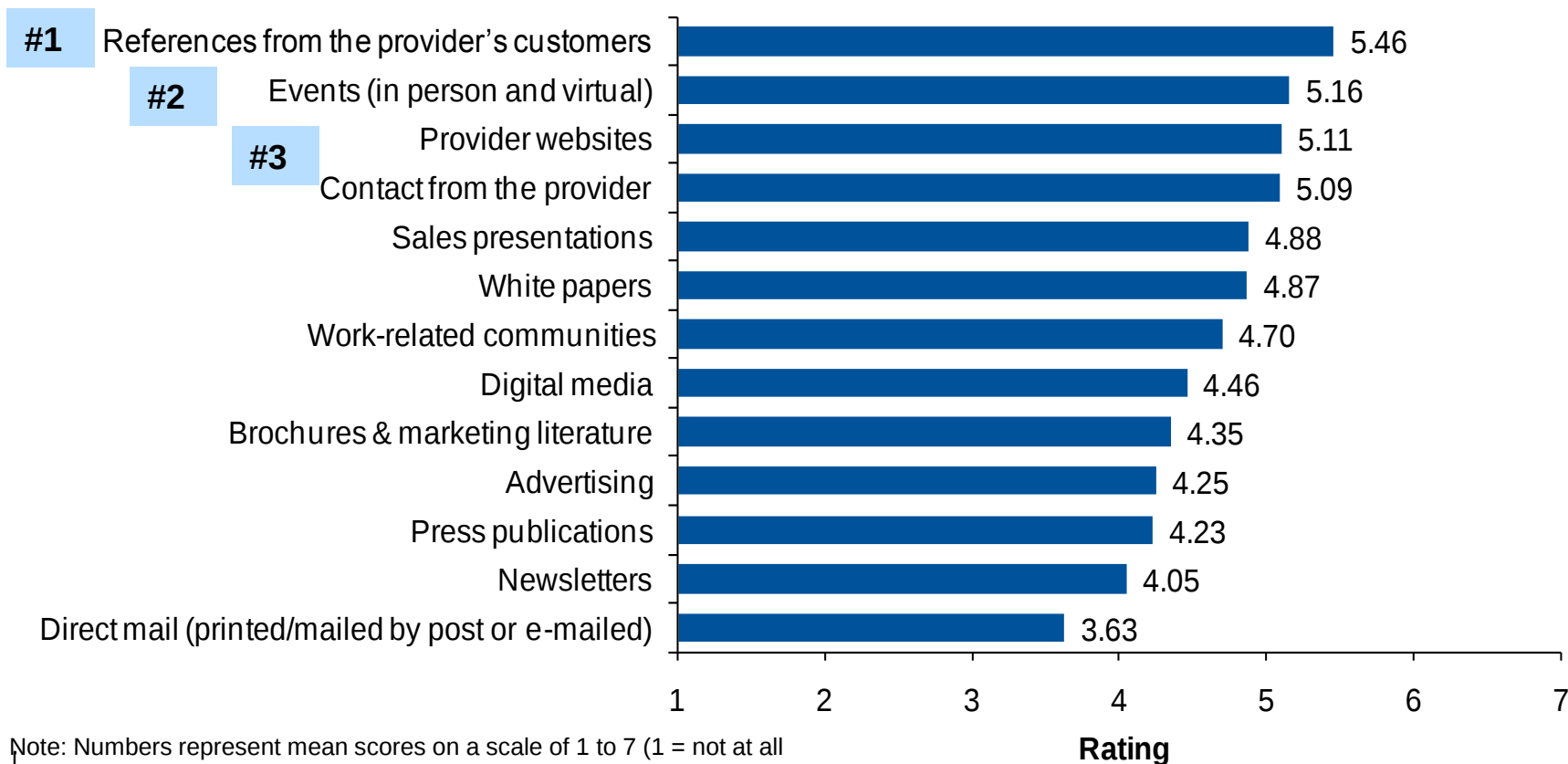
Location of Respondents



N = 902

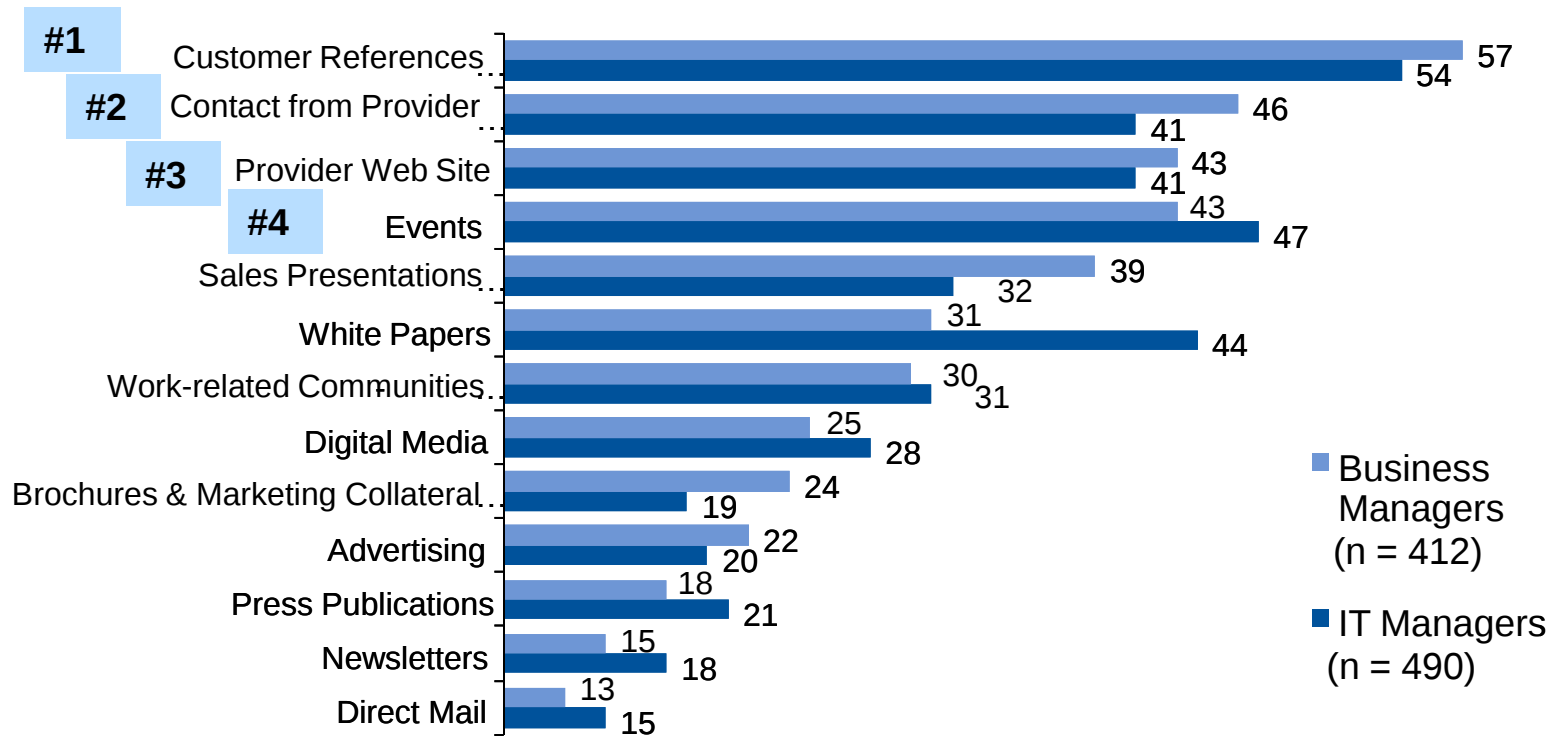
Customer References, Events & Web Sites Top the Influence List, 2010

How effective are the following types of marketing [category of] activities in influencing your preference to purchase from one type of IT provider over another? (1=Not at all effective, 7=Extremely effective) (n = 902)



Customer References, Contact, Web Site & Events Very or Extremely Influential, 2010

How effective is each of the following types of marketing [category of] activity in influencing your preference to purchase from one IT provider over another? (n = 902)



Percentage of Respondents

Respondents who answered 6 or 7 on a scale of 1 to 7 where 1 is not at all effective and 7 is extremely effective

Marketing Categories That Influence Decisions Vary by Type of Provider

Marketing Category	Hardware Providers (N = 369)	Software Developers (N = 303)	Professional Services Firms (N = 149)	Value-Added Resellers (N = 81)
References from the provider's customers	5.45	5.51	5.56	5.20
Provider websites	5.26	5.11	4.78	5.05
Contact from the provider	5.13	4.94	5.22	5.27
Events (in person and virtual)	5.02	5.29	5.17	5.27
White papers	4.93	4.68	5.02	5.01
Sales presentations	4.84	4.84	4.99	5.06
Work-related communities	4.68	4.83	4.64	4.36
Brochures & marketing literature	4.48	4.29	4.05	4.57
Advertising	4.47	4.18	3.79	4.35
Digital media	4.42	4.60	4.17	4.63
Press publications	4.39	4.14	4.03	4.21
Newsletters	4.11	3.97	3.88	4.41
Direct mail	3.80	3.56	3.15	3.91

Note: Numbers represent mean scores on a scale of 1 to 7 (1 = not at all effective; 7 = extremely effective).

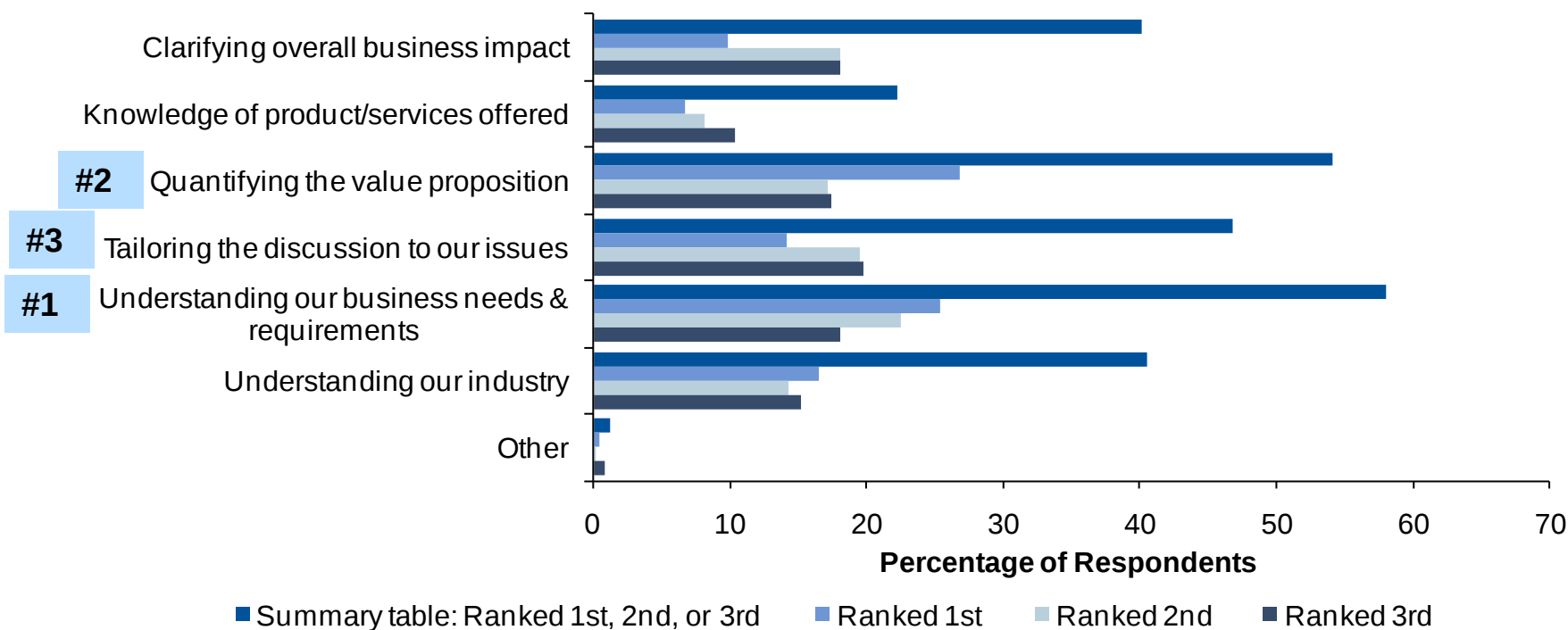
Poll Question 1

Which is the greatest challenge your organization faces in getting the customer's attention? [Choose one]

- Less than ideal customer segmentation data
- Difficult choices between marketing promotional mix
- Unclear value proposition without quantified business outcome
- Undifferentiated offerings or brand
- Lack of adequate budget

Lack of Understanding of Buyer Business Needs #1 Marketing Weakness

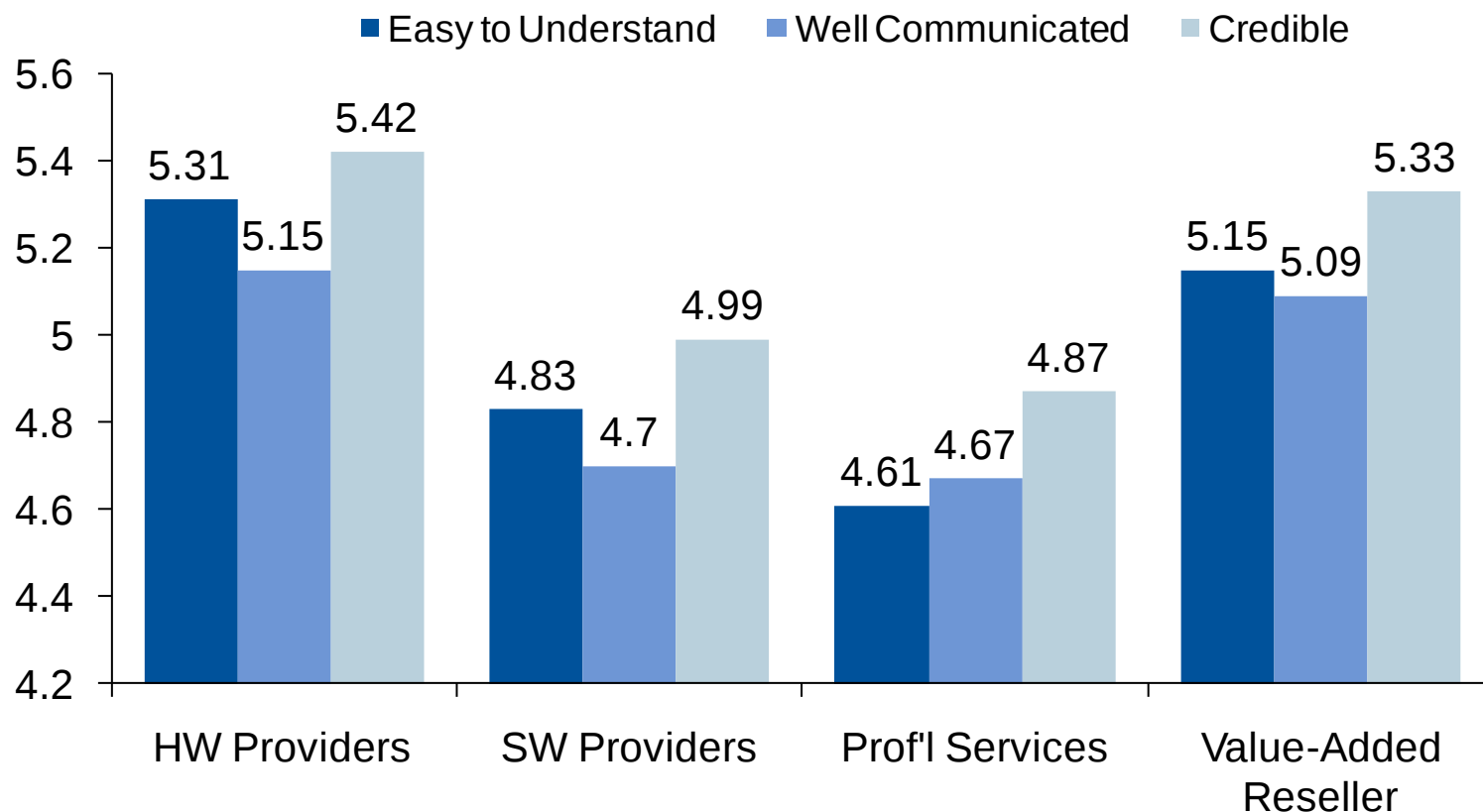
Which of the following are the three biggest weaknesses in the marketing activities of the type of IT provider you are most familiar with?



N = 902
Multiple responses allowed

Perception of Value Proposition Varies by Provider Type

How (a) easy to understand, (b) well-communicated and (c) credible is the value proposition for the type of IT provider you are most familiar with?

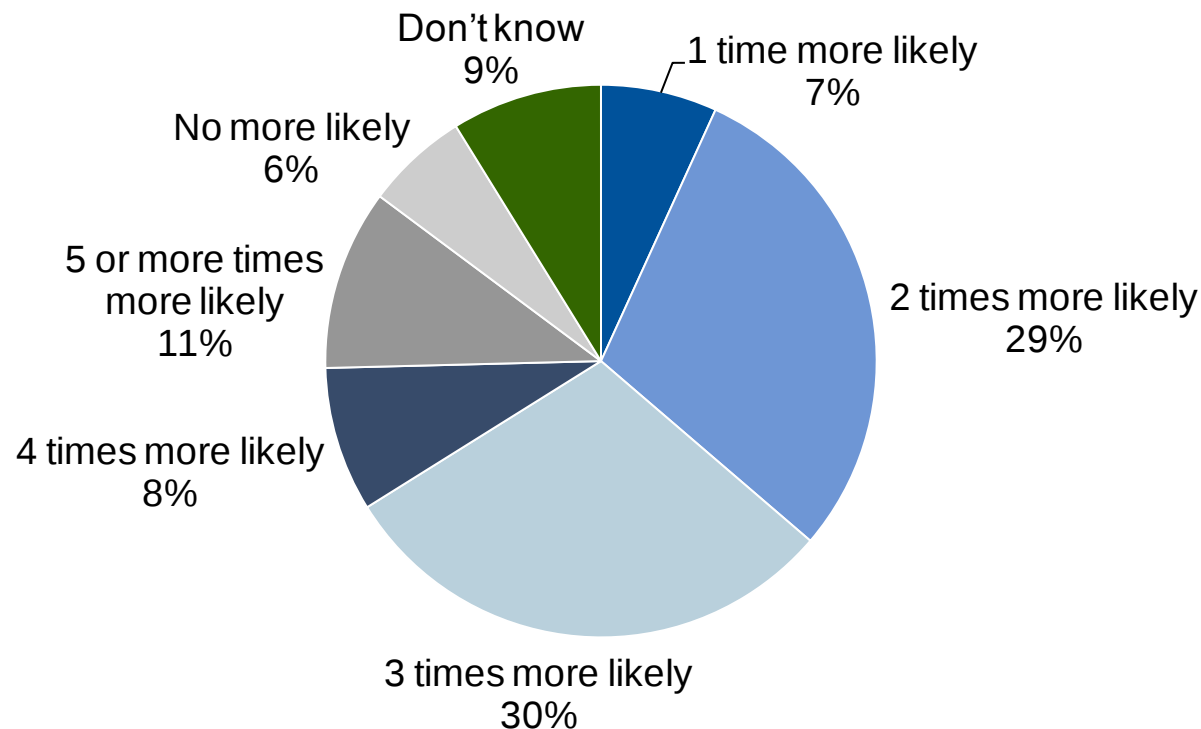


N = 902

Note: Note: Numbers represent mean scores on a scale of 1 to 7 (1 = not at all; 7 = extremely).

Quantifying the Business Impact of Your Solution Dramatically Improves the Likelihood of a Purchase

If the type of IT provider you are most familiar with is able to effectively quantify the business impact of its solution, how much more likely is it that your organization will make a purchase?



N = 902

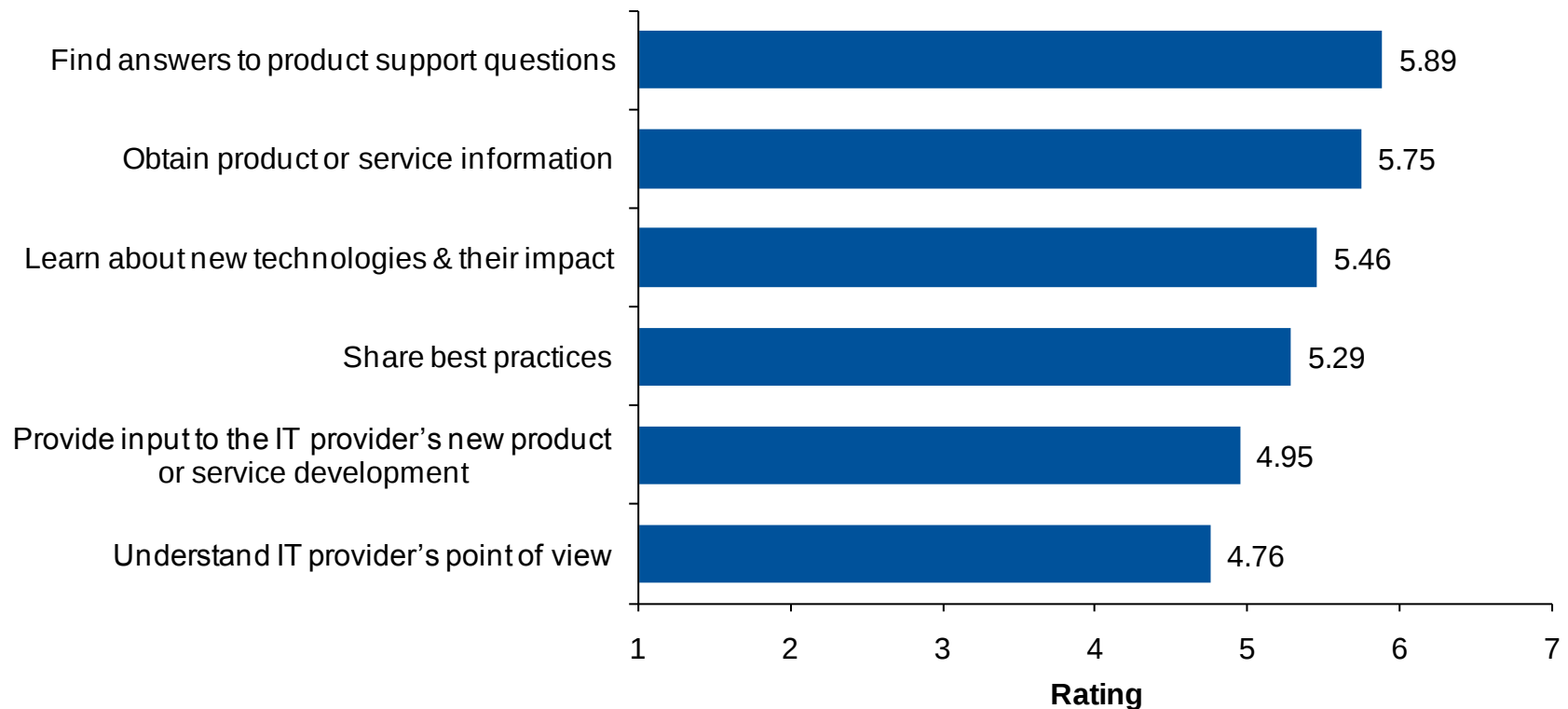
Poll Question 2

How satisfied are you with your current website?
[Choose one]

- It's an embarrassment to the company
- It's not great, but it works
- It's OK; but it needs updating
- It's making a positive difference, could be better
- It's terrific; our customers love it

Web Site Objectives – Marketing, Support, Delivery, Social Networking, Sales

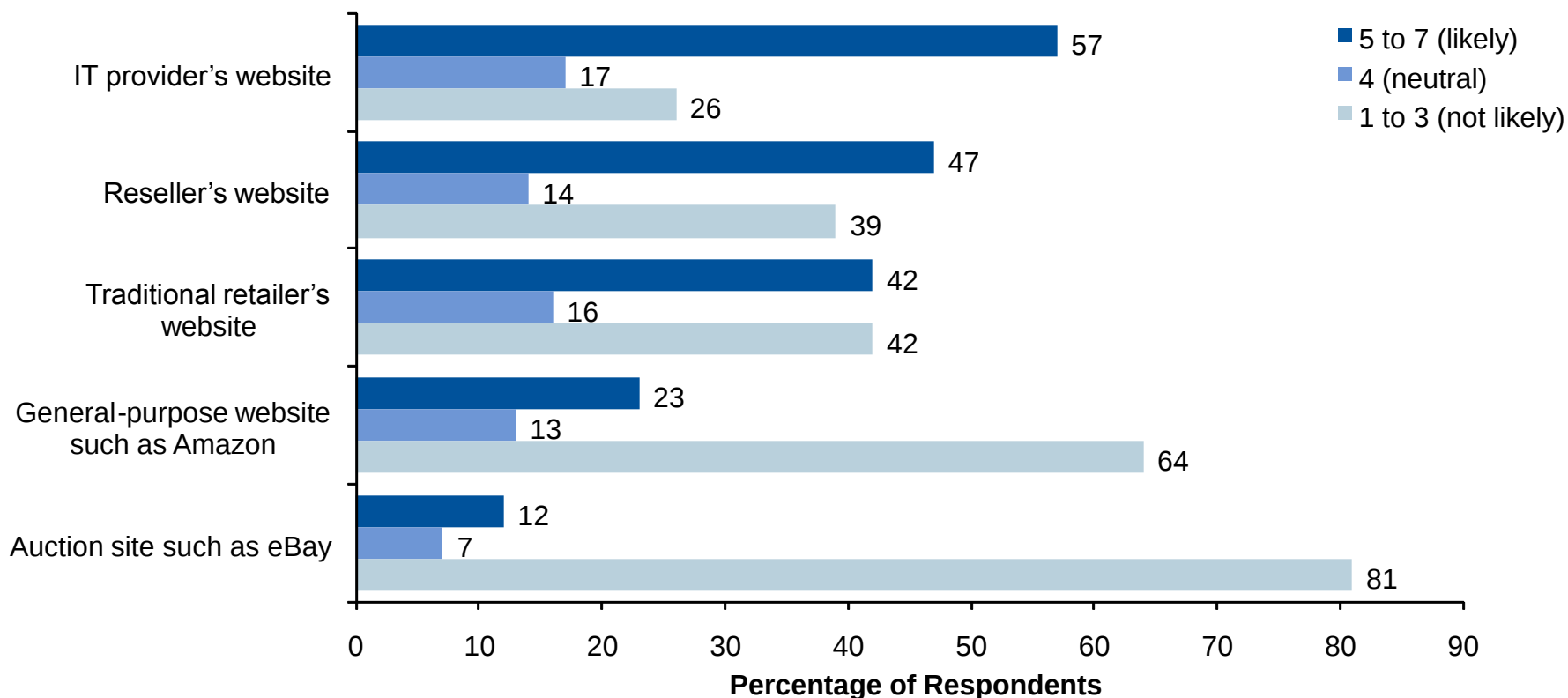
How important is it for an IT provider's website to have the ability to allow you to perform the following activities? (1=Not at all important; 7=Extremely important)



N = 900

Shift Toward On-line Purchasing Over Next 24 Months

How likely is your organization to purchase IT products and services online over the next 24 months from the following types of websites?

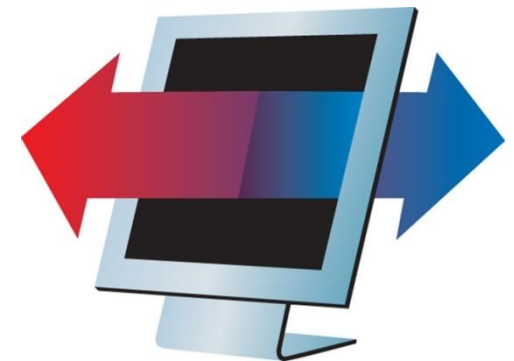


Number of respondents = 879

Note: Numbers represent mean scores on a scale of 1 to 7 (1 = not at all likely; 7 = very likely).

Research Recap

- Buyer business needs poorly understood
- Customer references & recommendations from peers -- action required
- Quantify business outcome of solution
- Value propositions less than crisp
- On-line sales channels
- Evolving web site



Recommended Reading

- Marketing Essentials: Survey Reveals How Buyers View Providers' Marketing Tactics (G00200765)
- Marketing Essentials: How to Manage a Customer Reference Program (G00174216)
- Marketing Essentials: How to Design & Implement Effective Demand Generation Programs (G00173034)
- Marketing Essentials: How to Craft the Perfect Customer Case Study (G00174619)
- Marketing Essentials: How to Tell Better Marketing Stories (G00200871)



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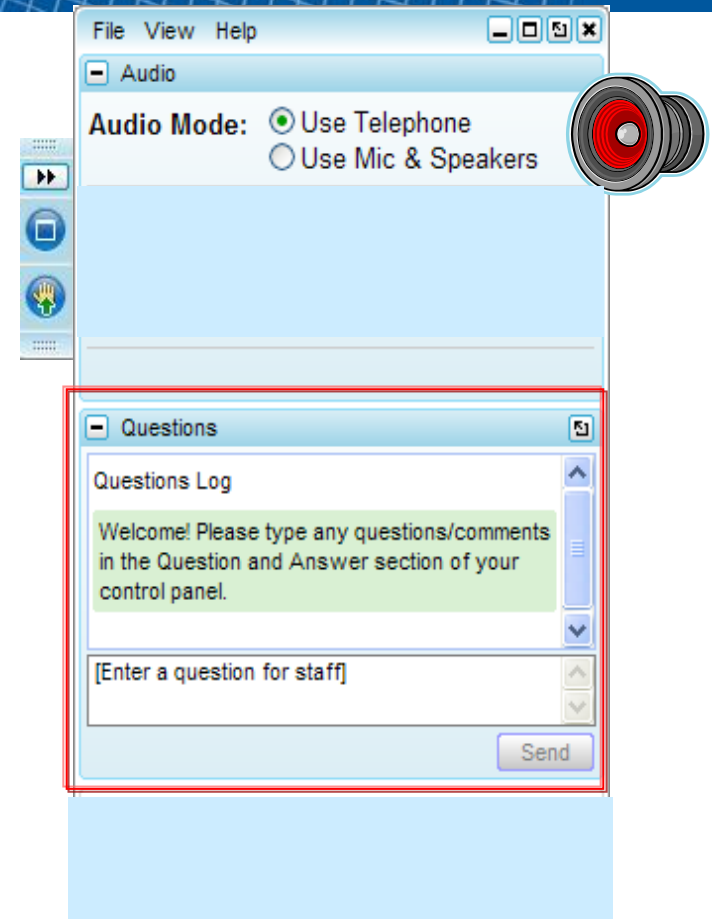


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