



B-to-B Search Marketing

State of the Industry Report

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Patricia Hursh, SmartSearch Marketing



The State of B-to-B Search Marketing (2007)

- B-to-B buyers (including C-level executives) use search engines frequently and throughout the entire buying cycle.
- To date, B-to-B marketers have been slow to embrace search, and continue to focus primarily on traditional marketing methods.
- Now, B-to-B marketers are starting to shift budgets online... specifically into search marketing.
- This trend is expected to continue as marketers look for cost-effective, measurable way to reach prospects online, generate leads, and increase sales.



B-to-B Buyers Use Search Engines

First Online Place that US B2B Internet Users Would Look to Find Out More about a Product or Service, 2004 (as a % of respondents)

Search engine	63.9%
Known manufacturer of the product	18.9%
Portal for the industry	6.6%
Independent consumer review site	5.3%
E-Commerce site that sells the product	3.1%
Other	2.2%

Note: n=1,500

Source: Enquiro, MarketingSherpa, October 2004

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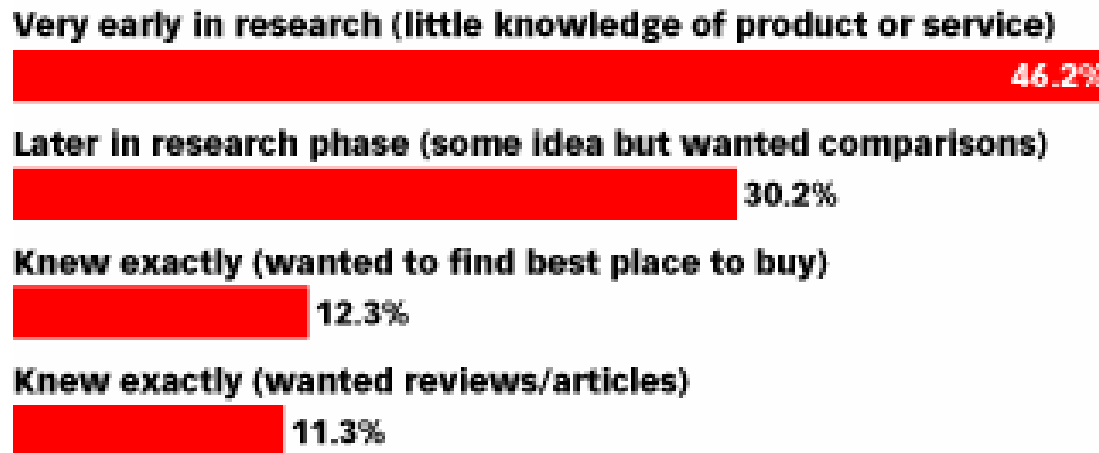
www.eMarketer.com

Search engines are the #1 way B-to-B buyers find information online.



Throughout the Entire Buying Process

When during Buying Cycle US B2B Internet Users Use a Search Engine, 2004 (as a % of respondents)



Note: n=1,500

Source: Enquiro, MarketingSherpa, October 2004

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41.5% of respondents *start* using a search engine anywhere from two to 12 months in advance of purchase.

This reflects the prolonged B-to-B buying process.

C-Level Executives Are Online

- 99% of C-level executives use the web at work.
- 52% of executives consider the Internet the most important source of information on business.
- C-level execs are online somewhere between 115 minutes and 137 minutes per day.

Source: Harris Interactive & GartnerG2 Study, March 2005



Executives Use Search Engines

- According to a study involving more than 13,000 *decision-making executives*

- 1 out of 3 go to the Web first to find information about products or services.
- 80% use search engines on a daily basis.
- 1 out of 2 click on an ad.

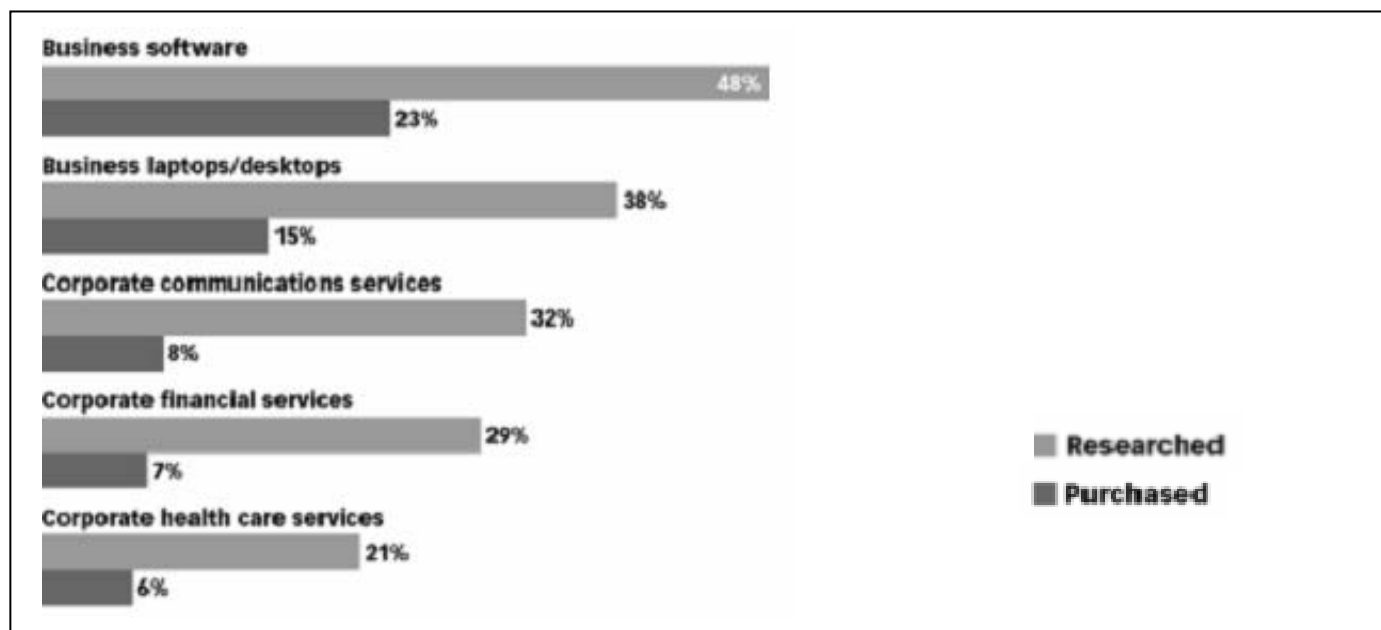
- Search engines are a critical part of a decision-maker's qualification process.

Source: Forbes.com "A Day in the Life of CEOs Online" 2003



Executives Search for...

Products Researched or Purchased on the Web by Senior Executives in the US (as a percentage of respondents)

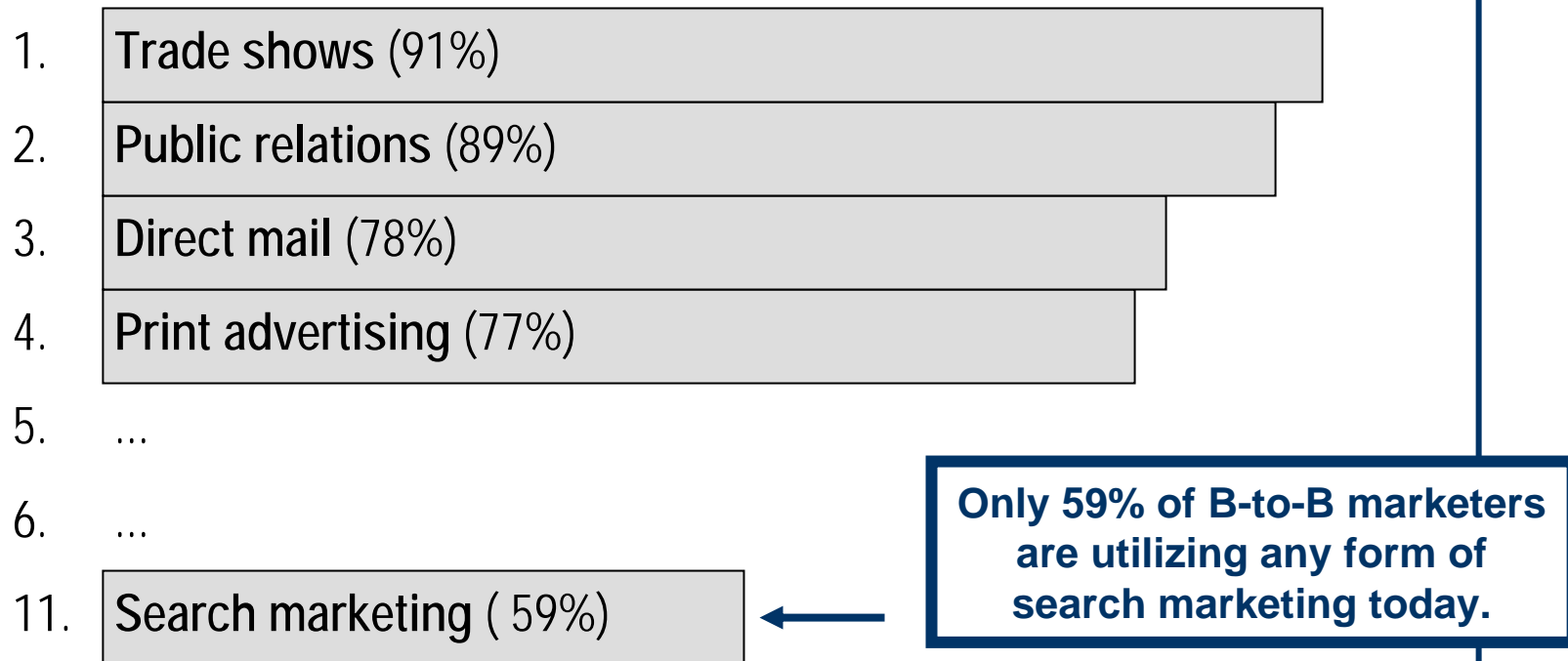


Source: Harris Interactive, Wall Street Journal, May 2004



B-to-B Marketers: Slow to Embrace Search

Top marketing practices used by B2B marketers

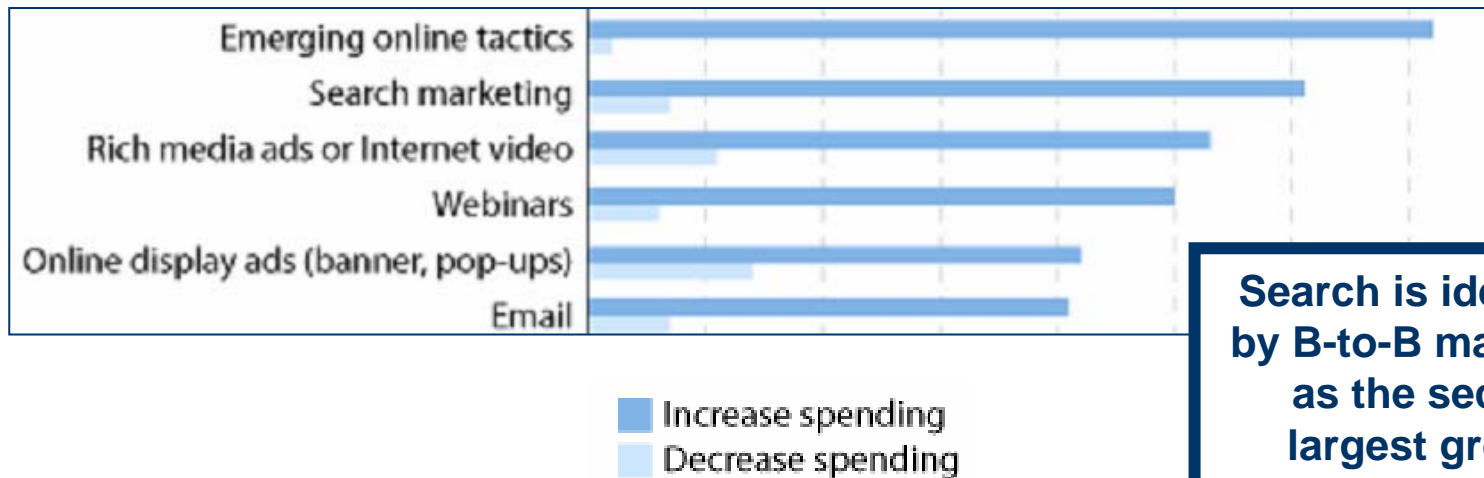


Source: Forrester's Marketing Effectiveness Survey, Q2-06



Attitudes Are Changing

How will 2006 spending differ from 2005?



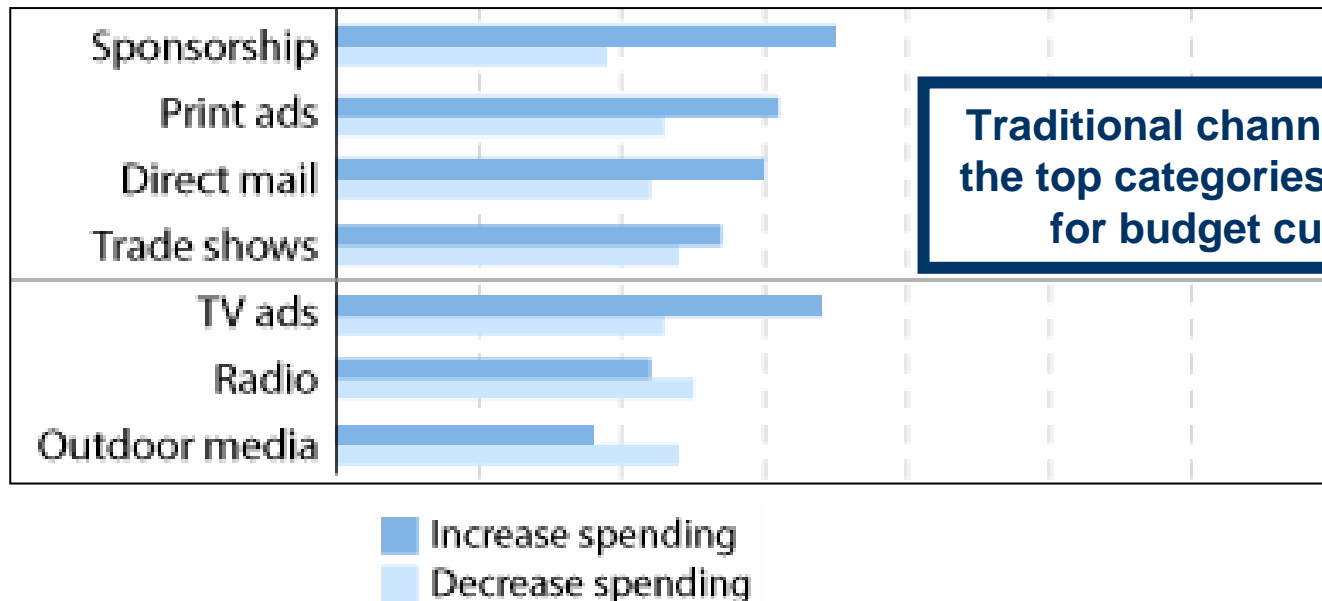
Search is identified by B-to-B marketers as the second largest growth category.

Source: Forrester's Marketing Effectiveness Survey, Q2-06



Budgets Are Shifting

How will marketers fund this increase in search marketing?



Traditional channels are the top categories slated for budget cuts.

Source: Forrester's Marketing Effectiveness Survey, Q2-06



Vertical Search Engines Are Growing

Sampling of B-to-B Search Engines

- **Business.com & ZoomInfo** (*general business*)
- **GlobalSpec** (*engineering*)
- **ThomasNet.com** (*industrial*)
- **KnowledgeStorm** (*business technology*)
- **BitPipe & IT.com** (*information technology*)
- **SourceTool** (*global sourcing database*)
- **Scirus** (*science*)

The proliferation of B-to-B vertical search engines makes it easier for marketers to cost-effectively reach their target audience online.



The B-to-B Marketing Challenge

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Business marketers cling to marketing tactics that they admit fail to work as well as they would like.

It's time to leave these outmoded methods behind, embrace interactive media, address prospects directly, and measure the impact of marketing on revenue and market share.

By moving their marketing online, business-to-business (B2B) marketers will evolve from tactical demand generation to strategic ownership of the customer relationship, and they will regain their rightful place as the corporate head of customer experience, knowledge, and influence.

Forrester Research Report: "B2B Marketing Needs A Makeover — Now" August 2, 2006

Expected Continued Growth

- Forrester has identified search marketing as a potential *"killer app"* for B-to-B customer acquisition.
- B-to-B marketers will follow their buyers online... and continue to shift budgets from traditional, less measurable, channels to search marketing.
- As specialized, vertical search properties increase, targeting will become easier and search marketing even more effective.

The Opportunity

B-to-B Marketers should:

- Capitalize on this highly-targeted, cost-effective and measurable marketing method.
- Interact with influencers and decision makers online.
- Proactively move prospects through the buying cycle
- Find prospects... generate inquiries... turn inquiries into qualified leads... integrate leads into the sales process... and **increase sales.**



How We Can Help



Search Marketing Solutions

results from search-to-sale

Maximize results through the entire customer buying cycle...starting with a prospect's first search -- all the way through to customer acquisition and sale.

Integrated Solutions

- [Pay-per-click ad campaigns](#)
- [Search engine optimization programs](#)
- [Website usability & conversion](#)
- [Marketing analytics & ROI intelligence](#)



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SmartSearch Marketing is a full-service search marketing agency specializing in B-to-B solutions.



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Contact Us Today

SMARTSEARCH marketing

4450 Arapahoe Ave. Suite #100

Boulder, CO 80303

1-866-644-3134

<http://SmartSearchMarketing.com>

Chris Harkins

Sales and Business Development

1-866-644-3134 x 703

Chris@SmartSearchMarketing.com