

local business marketing survey.

results and insights

resolution





about this survey.

We recently conducted an anonymous survey of small and medium sized businesses in Wiltshire and the immediate surrounding areas.

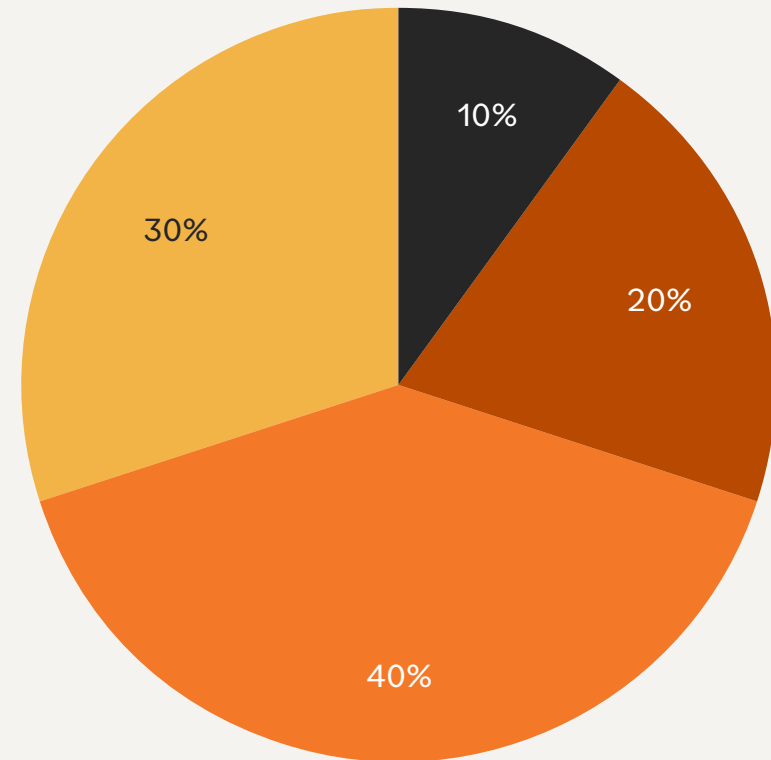
The purpose of the survey was to understand how local firms market themselves. The results are shown below, with added interpretation and insights.

size of the firms.

What is the annual turnover of your business?
This will help us provide context for the results.

Insight:

Not all respondents answered this question, but from those who did we can see 70% had a turnover of under £1M and only 10% a turnover of more than £10M. The survey therefore largely represents smaller businesses.



● Less than £500k

● £500k - £1 million

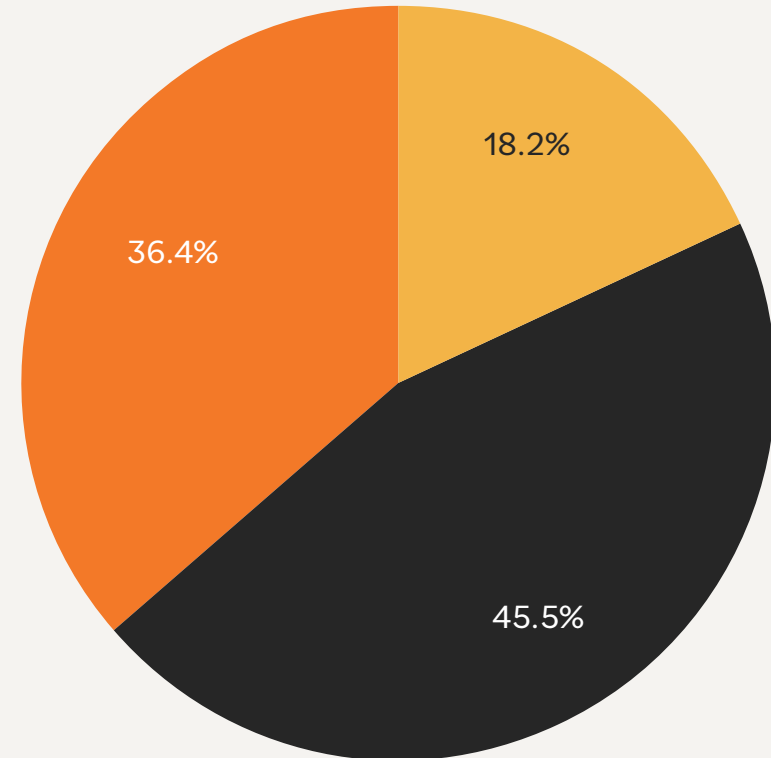
● £1 million - £5 million

● £5 million - £10 million

● More than £10 million

marketing plans.

Do you create a marketing plan each year?



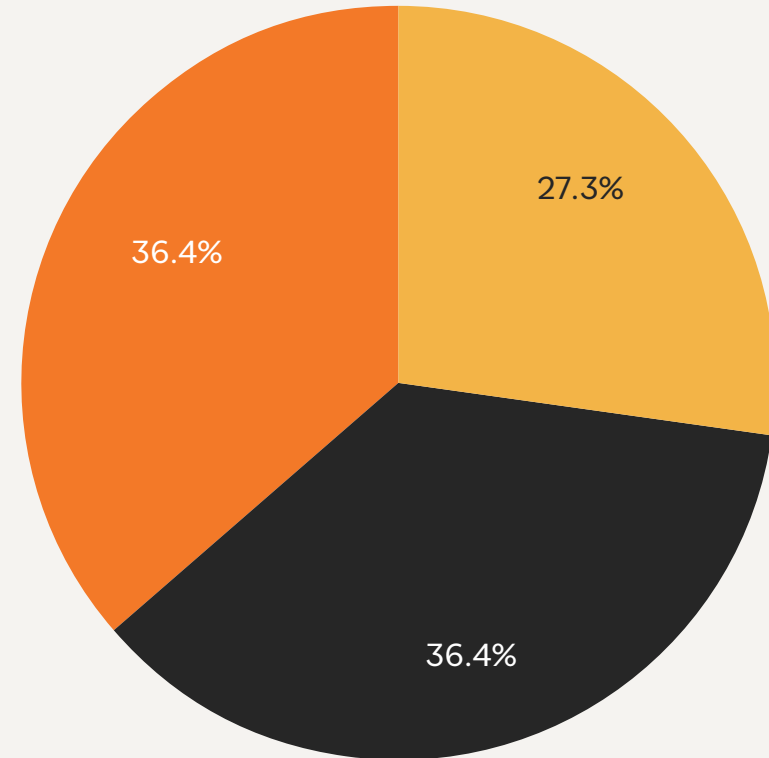
- Yes
- Sometimes
- No

Insight:

Interesting to note that over 60% of respondents do not regularly create a marketing plan.

marketing budget.

Do you allocate a marketing budget each year?



- Yes
- Sometimes
- No

Insight:

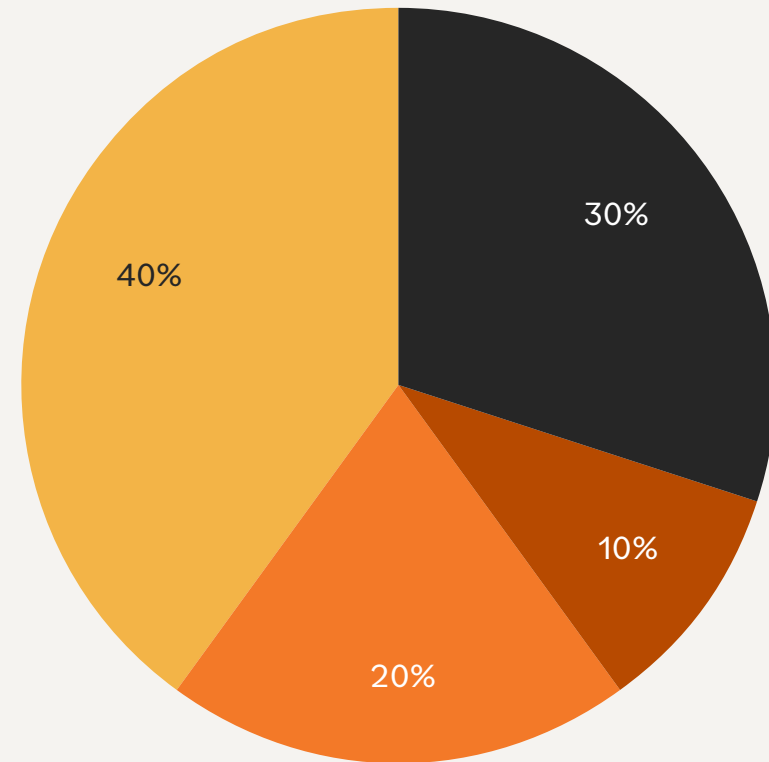
Also over 60% of respondents do not regularly set a marketing budget, which ties in with no marketing plan.

marketing spend.

What % of your annual turnover do you spend on marketing?

Insight:

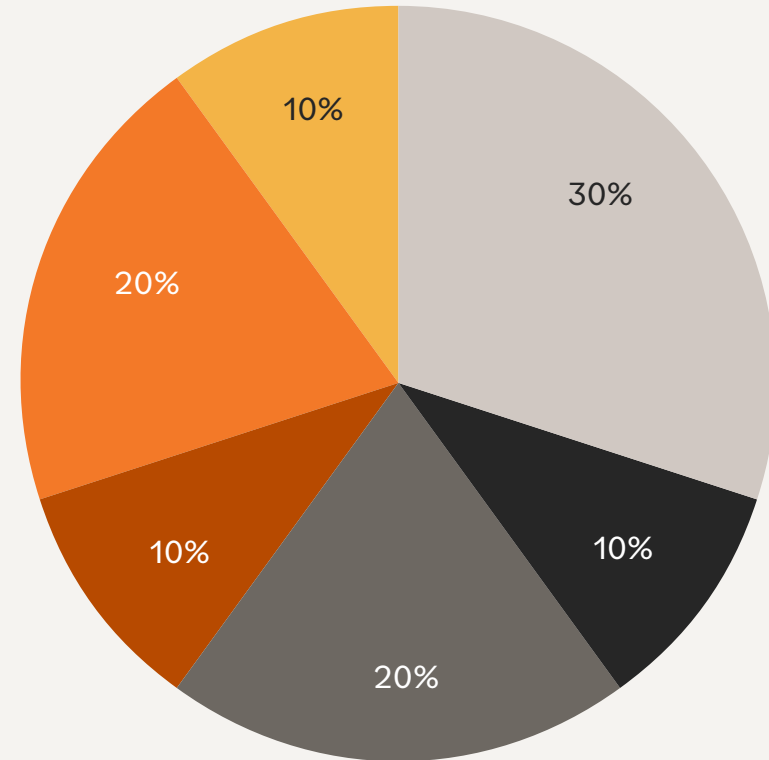
Typically businesses spend between 2% and 15% of their revenue on marketing, depending on a range of factors including sector, product or service and growth targets. Our results show that 40% of respondents are outside this range, spending less than 2% of revenue. These are likely to be smaller businesses operating in existing networks and word of mouth. It's possible that the owner's time is not factored into these figures, attending networking or working on social media for example.



- Less than 2%
- 2 - 4%
- 4 - 6%
- 6 - 8%
- 8 - 10%
- More than 10%

age of website.

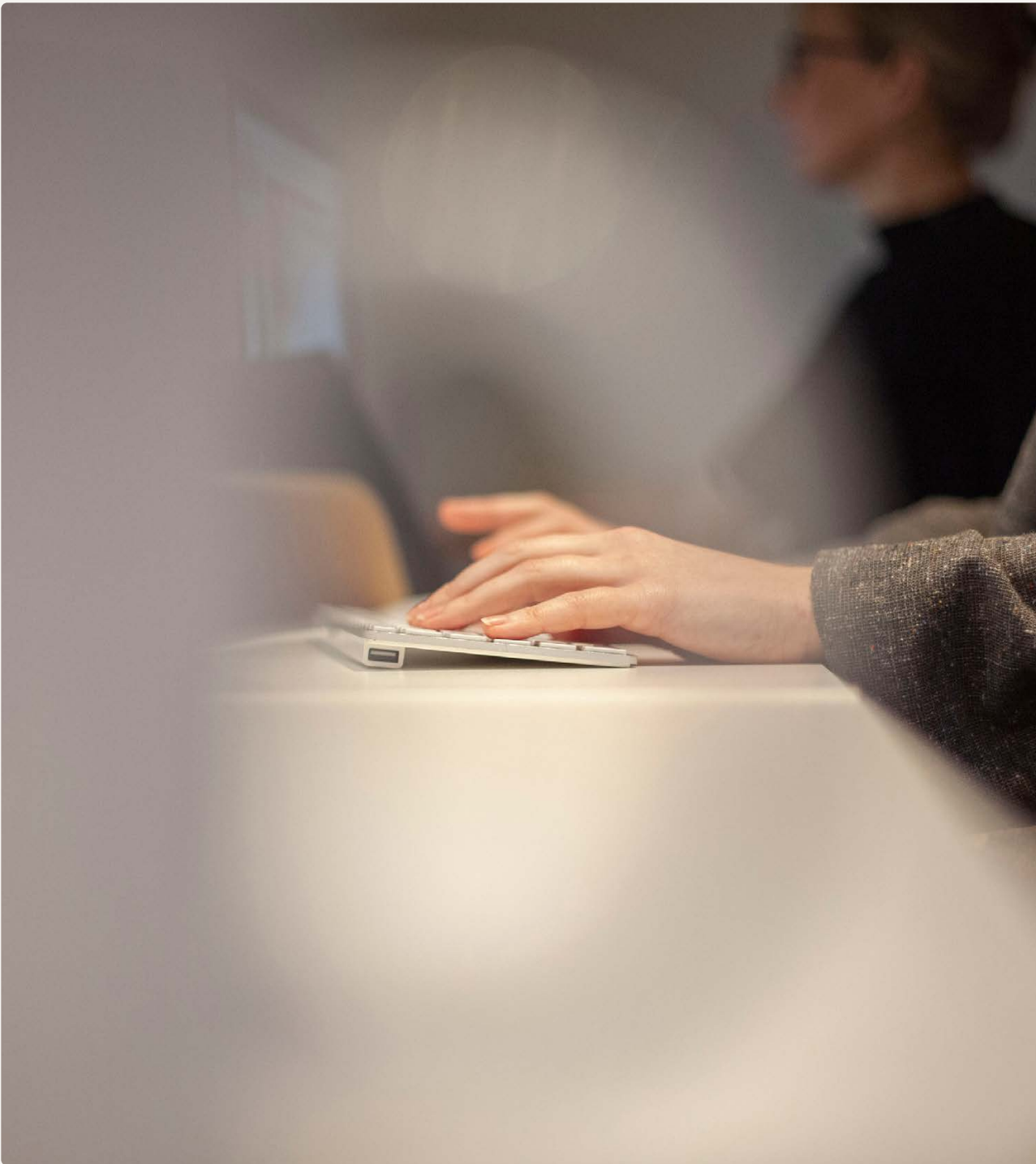
When did you last create a new company website?



Insight:

Almost all respondents had a website. In our experience businesses refresh their websites on average every 4 - 5 years to ensure they are credible and up to date. In this survey we can see that 70% of the websites were less than 5 years old, with 30% over 5 years old.

- Less than a year ago
- 1 - 2 years ago
- 2 - 3 years ago
- 3 - 4 years ago
- 4 - 5 years ago
- More than 5 years ago



in-house vs. agency marketing.

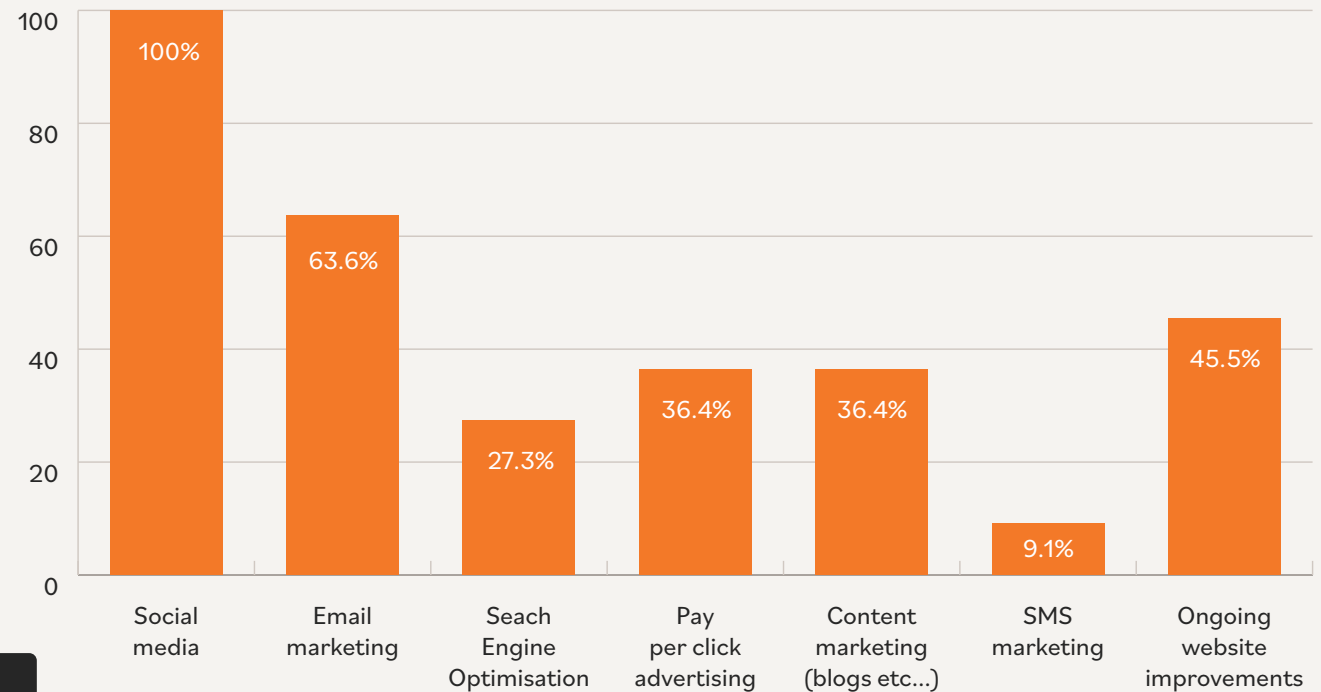
Two big decisions for smaller firms are 1) whether or not to get in-house marketing help and 2) whether to get help from an agency.

In our survey over 60% of firms did not have any in-house marketing. This is most likely because smaller firms cannot justify this cost and do not have sufficient marketing work for a full-time or part-time marketing manager.

We also noted that over 60% of firms did not use a marketing agency either. Potentially because they do not have the requirement just yet, and/or are not aware that some agencies work with smaller firms, and/or they are too expensive for their stage in business.

digital marketing.

Which forms of digital marketing are you actively using?

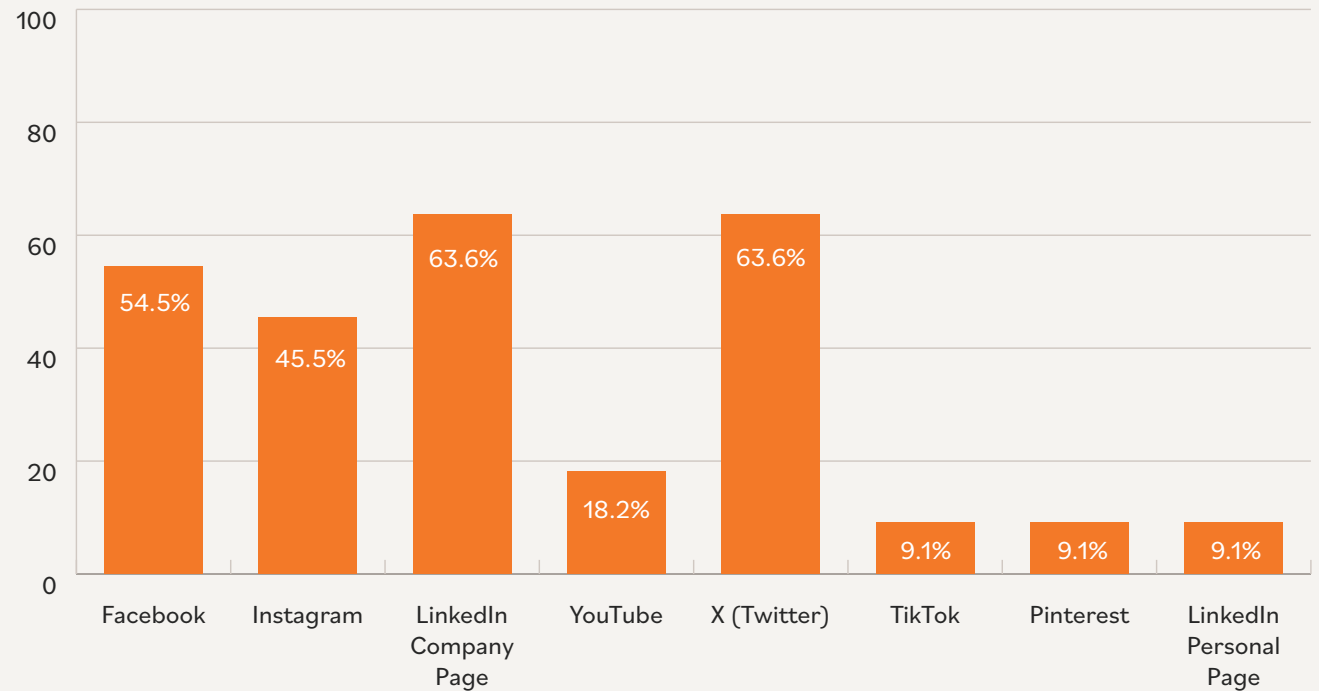


Insight:

It is interesting to see that social media is the most popular form of digital marketing for smaller firms, with email marketing also still playing a key role. Both of these forms of marketing are easy to get started with, which is likely to be a factor.

social media platforms.

If you use social media, what platforms are you active on?

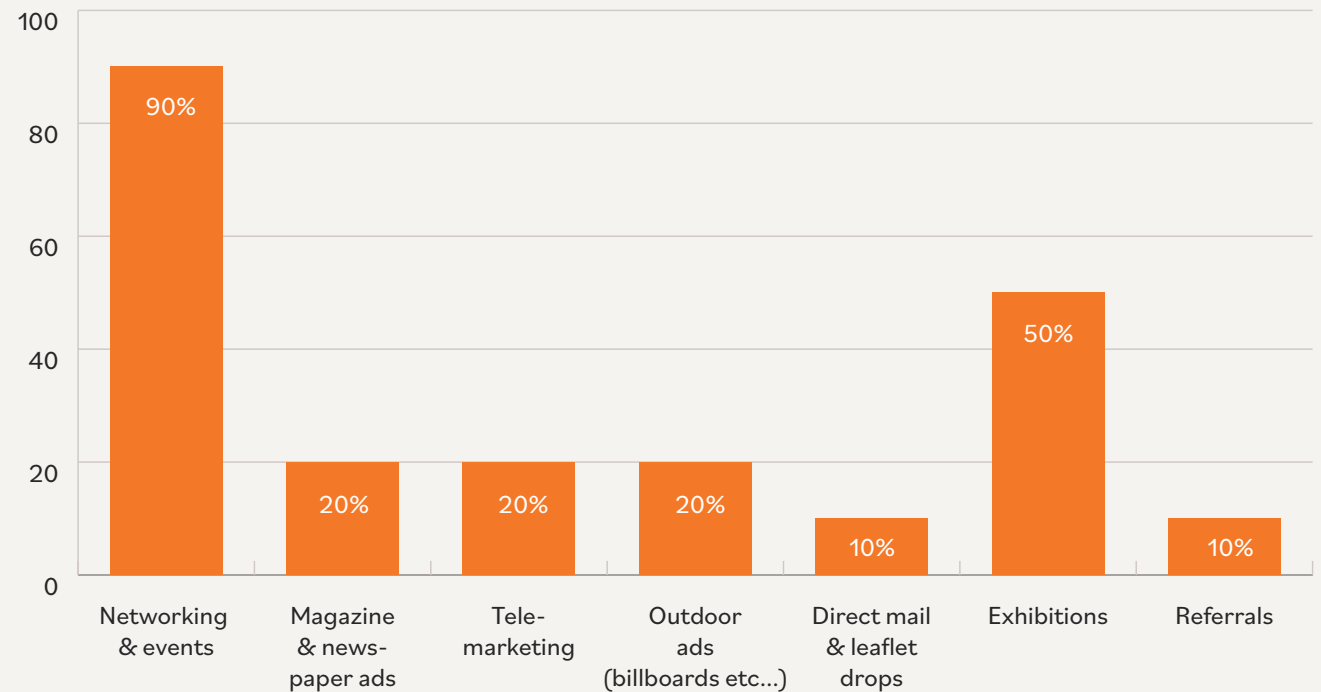


Insight:

No surprises in these results, with Facebook, LinkedIn and Twitter being the most well-used platforms.

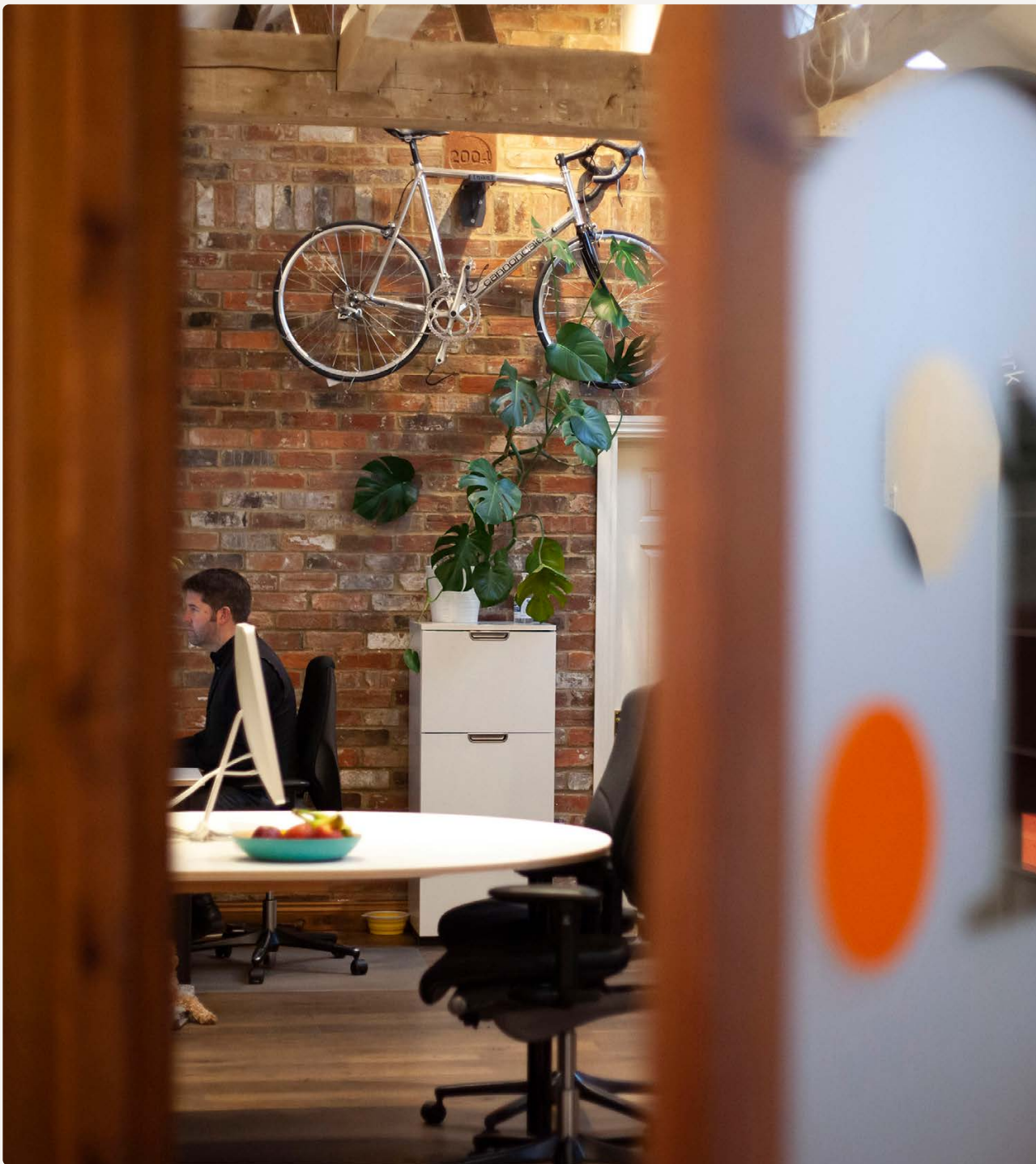
traditional marketing.

What forms of traditional marketing are you actively using?



Insight:

Face-to-face networking has come back strongly after lockdown and interesting to see how few firms are using traditional advertising.

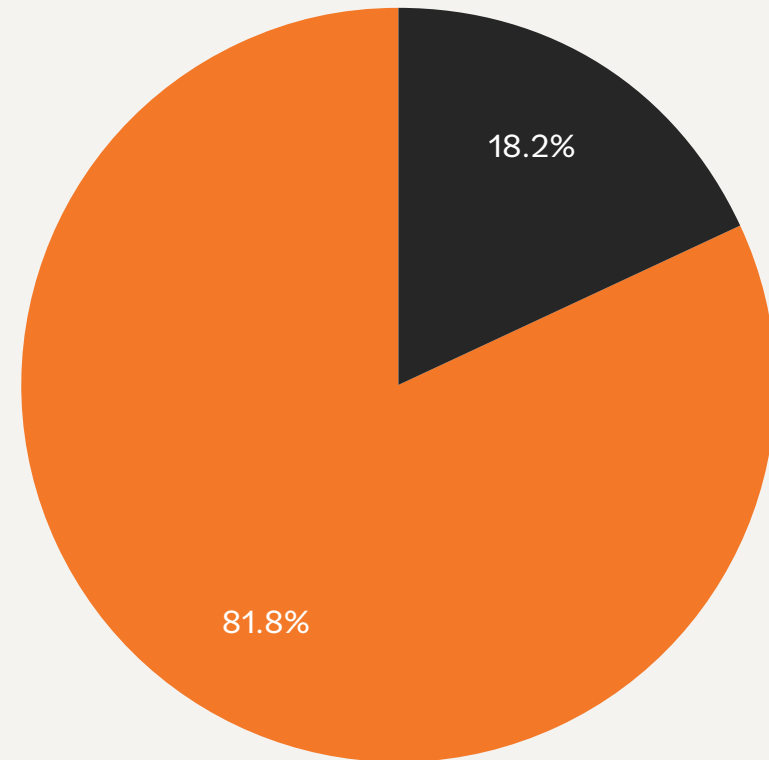


traditional vs. digital split.

We asked respondents to tell us what the approximate split in their budget was between digital and traditional marketing. Most were strongly digitally biased.

crm systems.

Do you use a CRM (customer relationship management) system?



● Yes

● No

Insight:

CRM systems are a vital tool for businesses and this response confirms this.

let's get the ball rolling.

any questions? email us:
hello@resolutiondesign.co.uk

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