



Forrester Study The Marketer's View of Business Media

Background: American Business Media (ABM) commissioned Forrester Consulting to determine how digital media is fitting into the business-to-business (B2B) marketing mix. Overall, 867 marketers responded across 21 industry categories.

Specific Objectives:

- What do B2B marketers believe are the most effective marketing vehicles?
- How effective are online marketing vehicles?
- How is the B2B marketing mix changing?
- How do the numbers break out for the total industry and for each of the 21 BIN categories?

Key Findings:

- Industry-specific trade magazines are considered more effective than general business magazines, general business Web sites and company Web sites for achieving 12 important marketing goals including raising awareness, reaching decision makers and generating ROI.
- In-person events are considered the most effective vehicles for branding and lead generation.
- A major shift to digital media has already occurred with 49% of respondents indicating that they are doing online marketing. By 2008, 55% of marketers anticipate using online marketing.
- Online marketers are spending 24% of their budgets online.
- Online media is considered as effective as TV, general business magazines and newspapers for branding.
- Online is considered more effective than TV, general business magazines and newspapers for lead generation.
- There is a wide variance by BIN category in the use of digital media. In six BIN categories, more than 60% of marketers are already using digital media. On the other hand, in five BIN categories, less than 40% of marketers are using digital media.

Opportunities:

- Industry specific magazines are viewed as more effective than general publications, but receive a smaller share of the budget (trade magazines – 7%; general publications – 12%).
- Industry specific events are considered significantly more effective than TV and radio but only receive the same share of budget (events – 15%; TV/radio – 15%).
- Industry specific/trade sites are viewed as more effective than general business sites, but receive a smaller share of online budgets (industry specific sites – 37%; general sites – 40%).