

Anderson Analytics • Marketing Executives Networking Group
(MENG)
Marketing Trends Report 2010



Contents

- Background
 - Objectives
 - Methodology
- Summary & Key Findings
- Economic Consideration
- Trends & Buzzwords
- Influences
- Social Media Strategy
- Demographics
- Appendix

Background

Background

- Objectives
 - Measure importance of various marketing trends among Marketing Executives Networking Group (MENG) members.
 - Specifically, the study asked MENG members several closed and open ended questions regarding industry buzzwords, geographic/demographic focus, as well as social media strategy.
- Methodology
 - The research was conducted online among members of MENG
 - To become a member of MENG members must have held a position of Vice President or higher before joining, pass a screening process including a minimum base salary (excluding bonuses, options, etc.) of \$160K. Therefore the sample is a good source of nationally representative senior marketing executives.
 - All 1,800+ active members of MENG were emailed on **January 11, 2010** and asked to complete an online survey.
 - The survey took approximately 10 minutes to complete
 - The survey was closed on **February 8, 2010**
 - 533 responses (representing a 30% response rate) were received over a 30-day period

Summary & Key Findings

Summary & Key Findings

- 2/3 of the executives are more optimistic about the business opportunity in 2010
 - Compared to the 2009 report, they are:
 - More likely to increase marketing budget
 - Less likely to reduce staff and more likely to hire incremental staff
 - More likely to increase spending on innovation and R&D
- **“Marketing ROI”** became the most important marketing concept, surpassing **“Customer Satisfaction” & “Customer Retention”**; **“Social Media”** officially made the top-10 list for the first time this year
- While **“Social Media”** is viewed as even more important now than last year, it also remains a point of frustration; one of the “buzz words marketers are most tired of hearing”.
 - This year, marketing executives’ frustration with “Web 2.0” terms became more specific, focusing more on “Social Media” and specifically “Twitter”
- The importance of social media however is nearly undisputed; about 70% of marketers are planning new social media initiatives in 2010

Summary & Key Findings

- Overall marketing executives are more likely to rely on internal employees for their social media initiatives than any outside firms
- Companies that are going outside for help with social media strategy and implementation are much more likely to look to social media consultants and to a lesser degree interactive agencies than to Ad agencies or PR agencies
- Among the various target demographics, MENG members still feel that Boomers represent the single most important group, followed by women and Hispanics. The overall importance of different demographics has not changed significantly since last year
- Seth Godin remains the favorite marketing/business guru three years in a row. Steve Jobs and Philip Kotler now occupy second and third place, respectively
- *Outliers*, *Good to Great*, and *Blue Ocean Strategy* are the top 3 business books to recommend according to MENG members

Economic Considerations 2010

Economic/Business Outlook

- About 2/3 of the marketing executives surveyed have a more optimistic business outlook compared to 2009
- Only 6% say they are less optimistic than this time last year

Q. Compared to 2009, how optimistic are you on the opportunities for your business in 2010?

| | | |
|----------------------|-----|-----------------------------|
| Much more optimistic | 21% | Top-2-box: 66% |
| 2 | 45% | |
| 3 | 28% | Bottom-2-box: 6% |
| 4 | 5% | |
| Much less optimistic | 1% | |

Marketing Budget and Planning (2010 vs. 2009)

- Overall, marketing executives are much more optimistic than they were this time last year. This year there are significantly more marketers planning:
 - Marketing budget increases
 - Increases in innovation and R&D initiatives
- There are also significantly fewer marketers planning staff reductions

Q. How is the current economic environment DIRECTLY affecting your business planning for 2010?

Marketing Budget

| | 2010 Report | 2009 Report |
|-------------------------------------|-------------|-------------|
| Marketing budget is being increased | 24%* | 11% |
| No impact on marketing budget | 49%* | 38% |
| Marketing budget is being decreased | 27% | 51%* |

Innovation and R&D

| | 2010 Report | 2009 Report |
|--|-------------|-------------|
| Innovation and R&D initiatives are being increased | 36%* | 21% |
| No impact to innovation/R&D initiatives | 51% | 51% |
| Innovation and R&D initiatives are being decreased | 13% | 28%* |

Staffing

| | 2010 Report | 2009 Report |
|-------------------------------|-------------|-------------|
| No effect on staffing plans | 44%* | 34% |
| Hiring Only incremental staff | 30%* | 22% |
| Not filling open positions | 19% | 25% |
| Reducing staff | 7% | 19%* |

* Significantly higher

Marketing Budget and Planning (By Company Size)

- In regard to budgets, marketing executives at larger firms are somewhat less optimistic than those at smaller firms
 - Significantly greater proportion of executives at large firms report a reduction of marketing budget for 2010

Q. How is the current economic environment DIRECTLY affecting your business planning for 2010?

Marketing Budget

| Comp Size (#of emp) | 2000 or less | Over 2000 |
|-------------------------------------|--------------|-------------|
| Marketing budget is being increased | 23% | 21% |
| No impact on marketing budget | 48% | 38% |
| Marketing budget is being decreased | 23% | 35%* |

Innovation and R&D

| Comp Size (#of emp) | 2000 or less | Over 2000 |
|--|--------------|-----------|
| Innovation and R&D initiatives are being increased | 34% | 33% |
| No impact to innovation/R&D initiatives | 48% | 44% |
| Innovation and R&D initiatives are being decreased | 12% | 15% |

Staffing

| Comp Size (#of emp) | 2000 or less | Over 2000 |
|-------------------------------|--------------|-----------|
| No effect on staffing plans | 44%* | 28% |
| Hiring Only incremental staff | 28% | 32% |
| Not filling open positions | 17% | 24% |
| Reducing staff | 6% | 10% |

* Significantly higher

Use of Marketing Research

- Fewer marketing executives believe that their use of marketing research will be reduced in 2010 than was the case in 2009
- Interestingly, company size is not a significant factor in planned usage of market research

Q. How, if at all, do you think your use of marketing research will change over the coming year?

| | 2010 Report | 2009 Report |
|----------------------------|-------------|-------------|
| Much greater use of MR | 10% | 10% |
| Somewhat greater use of MR | 35% | 29% |
| No change of MR | 44% | 39% |
| Somewhat less use of MR | 8% | 17%* |
| Much less use of MR | 2% | 5%* |

| 2010 Report Company size (# of employees) | 2000 or less | Over 2000 |
|--|--------------|-----------|
| Much greater use of MR | 9% | 11% |
| Somewhat greater use of MR | 34% | 33% |
| No change of MR | 43% | 40% |
| Somewhat less use of MR | 8% | 8% |
| Much less use of MR | 2% | 3% |

* Significantly higher

Trends & Buzzwords

Concepts: Most Important

- Of the 53 marketing concepts, the top concepts selected by MENG members are **Marketing ROI, Customer Retention, Brand Loyalty, Positioning/Differentiation, Branding, Customer Satisfaction** and **Social Media**

| | | |
|----|----------------------------------|-----|
| 1 | Marketing ROI | 58% |
| 2 | Customer Retention | 53% |
| 3 | Brand Loyalty | 53% |
| 4 | Positioning/Differentiation | 52% |
| 5 | Branding | 50% |
| 6 | Customer Satisfaction | 49% |
| 7 | Mobile Marketing | 44% |
| 8 | Social Media | 42% |
| 9 | Segmentation | 41% |
| 10 | SEO (Search Engine Optimization) | 40% |
| 11 | Green Marketing | 39% |
| 12 | Blogging | 37% |
| 13 | Word of Mouth | 37% |
| 14 | Community Building | 37% |
| 15 | Social Media ROI | 36% |

Q. Which particular marketing buzzwords or trends do you feel are most important to pay attention to currently? (check all that apply)

Concepts: Least Important

- Of the 53 identified concepts, the executives find marketing concepts such as **Developed Markets**, **Multi-language**, **Social Consciousness**, **Offshoring**, and **Long Tail** least important

| | | |
|----|----------------------------|-----|
| 39 | Crowd sourcing | 17% |
| 40 | Private Label | 17% |
| 41 | Cause Marketing | 17% |
| 42 | Organic | 16% |
| 43 | Monetization | 15% |
| 44 | Web 2.0 | 14% |
| 45 | Media Channels | 13% |
| 46 | Social Media Guidelines | 13% |
| 47 | Location Based Services | 12% |
| 48 | Leading through Creativity | 12% |
| 49 | Long Tail | 11% |
| 50 | Off Shoring | 10% |
| 51 | Socially Conscious | 7% |
| 52 | Multi-language | 7% |
| 53 | Developed Markets | 4% |

Q. Which particular marketing buzzwords or trends do you feel are most important to pay attention to currently? (check all that apply)

Concepts: Most Important (3-year Trend)

- Over the past 3 years, **Marketing ROI** has increasingly become more important in the minds of marketing executives
- **Customer Satisfaction** and **Customer Retention** are no longer occupying the top spots
- While steadily growing in importance, **Social Media** officially made the top-10 list for the first time this year
- **Mobile Marketing** also appears in the top-10 list for the first time, and ranked ahead of **Social Media**

| | 2010 Report* | 2009 Report | 2008 Report |
|----|----------------------------------|----------------------------------|----------------------------------|
| 1 | Marketing ROI | Customer Satisfaction | Customer Satisfaction |
| 2 | Customer Retention | Customer Retention | Customer Retention |
| 3 | Brand Loyalty | Marketing ROI | Segmentation |
| 4 | Positioning/Differentiation | Brand Loyalty | Brand Loyalty |
| 5 | Branding | Segmentation | Quality |
| 6 | Customer Satisfaction | Quality | Marketing ROI |
| 7 | Mobile Marketing | SEO (Search Engine Optimization) | Competitive Intelligence |
| 8 | Social Media | Competitive Intelligence | SEO (Search Engine Optimization) |
| 9 | Segmentation | Data Mining | E-commerce |
| 10 | SEO (Search Engine Optimization) | Lead Generation | Electronic Media |

Q. Which particular marketing buzzwords or trends do you feel are most important to pay attention to currently? (check all that apply)

*2010 list of items is slight different from the prior years to accommodate changing/emerging concepts. View the Appendix section for a complete list

Industry Buzz Words: Most Tired of Hearing

- Executives were asked which, if any, industry buzz words, they were most tired of hearing?
- **Social Media, Twitter, and Social Networking** are the top 3 words mentioned
 - This list is similar to the 2009 list
 - However, this year's responses indicate frustration with more specific areas:
 - The term Social Media seems to be replacing the Web 2.0 (a more generic and broad category)
 - In terms of social networking, Twitter specifically has made the top of the list

| Most tired of hearing (2010 Report) | | Most tired of hearing (2009 Report) | | Most tired of hearing (2008 Report) | |
|-------------------------------------|-------|-------------------------------------|-------|-------------------------------------|------|
| Social Media | 29.1% | Web 2.0 | 19.4% | Web 2.0 | 9.1% |
| Twitter | 14.8% | Social Networking | 12.2% | WOM Marketing | 6.5% |
| Social Networking | 7.5% | Social Media | 11.3% | Viral marketing | 6.3% |
| Web 2.0/3.0 | 3.9% | Blogging | 7.9% | CRM | 6.1% |
| Green Marketing | 3.6% | Viral Marketing | 6.2% | Social Networking | 6.0% |
| Viral Marketing | 3.6% | Synergy | 5.8% | Synergy | 5.6% |
| Blog | 3.4% | Branding | 5.1% | ROI | 4.8% |
| Synergy | 3.4% | ROI | 4.9% | Branding | 3.2% |
| ROI (marketing) | 2.8% | Green | 4.9% | New Media | 2.2% |
| SEO | 2.6% | SEO | 3.8% | Innovation | 2.0% |

Q. What are some industry buzzwords you are tired of hearing? (open-end)

Most Important Demographics

- **Baby Boomers** remain the most important demographic group, with 79% of MENG executives reporting that this group is “very important” to them
- Overall, marketing executives’ views on key demographics have not changed significantly from last year

| | 2010 | 2009 | 2008 |
|------------------|------|------|------|
| Seniors/Matures | 47% | - | - |
| Boomers | 79% | 78% | 72% |
| Generation X | 49% | 53% | 40% |
| Generation Y | 45% | 52% | 41% |
| Generation Z | 35% | 34% | 26% |
| Hispanic/Latino | 62% | 60% | 53% |
| African American | 21% | - | - |
| Asian | 26% | 29% | 26% |
| Women | 65% | 64% | 56% |
| Men | 34% | - | - |

Q: How important do you feel the following demographic groups are currently?

Note: “Seniors/Matures”, “Men”, and “African American” are newly added answer choices in 2010

Where Are the Opportunities?

- China continues to be viewed as a region with the greatest opportunity
- Increasingly more marketing executives feel Brazil represents a great opportunity

| | 2010 | 2009 | 2008 |
|----------------|------------|------|------|
| China | 44% | 48% | 53% |
| India | 20% | 17% | 20% |
| Other | 10% | 8% | - |
| Latin America | 8% | 7% | 5% |
| Brazil | 8%* | 5% | 3% |
| Eastern Europe | 4% | 6% | 10% |
| Western Europe | 3% | 5% | 5% |
| Mexico | 2% | 2% | 2% |
| Russia | 1% | 2% | 2% |
| Middle East | 1% | - | - |

Q: Which of these regions do you feel represents the greatest opportunity currently?

Note: "Middle East" added as a choice in the 2010 Report

* Significantly higher than the year before

Influences

Books

- Marketers were asked to name up to three new business books that they would recommend*
- Despite slightly different question wording, many of the same books (*Good to Great*, *Blue Ocean Strategy*, *Made to Stick* and *Blink*) continue to be popular

Q. Name up to three new business books you like and would recommend

2010 Report

| | |
|----|---------------------------------|
| 1 | Outliers |
| 1 | Good to Great |
| 3 | Blue Ocean Strategy |
| 3 | Made to Stick |
| 3 | Freakonomics |
| 6 | Groundswell |
| 7 | The New Rules of Marketing & PR |
| 7 | Tribes |
| 7 | Blink |
| 10 | Predictably Irrational |
| 10 | Too Big to Fail |
| 10 | The Innovator's Dilemma |
| 10 | Nudge |
| 10 | Inbound Marketing |

Q: What was the last business book you have read?

2009 Report

| | |
|----|-----------------------------------|
| 1 | Good to Great |
| 2 | The Tipping Point |
| 2 | The World is Flat |
| 4 | Groundswell |
| 5 | Blink |
| 6 | Hot, Flat, and Crowded |
| 7 | Blue Ocean Strategy |
| 8 | Made to Stick |
| 9 | The Black Swan |
| 9 | Predictably Irrational |
| 11 | Mavericks at Work |
| 11 | Who Moved My Cheese |
| 11 | Execution |
| 11 | The New Rules of Marketing and PR |

2008 Report

| | |
|----|---------------------|
| 1 | Good to Great |
| 2 | The World is Flat |
| 3 | Blink |
| 4 | Blue Ocean Strategy |
| 5 | The Tipping Point |
| 6 | Long Tail |
| 7 | Made to Stick |
| 7 | Freakonomics |
| 9 | Execution |
| 10 | 4 Hour Work Week |
| 10 | Age of Turbulence |
| 10 | Who Moved My Cheese |

*Note: question asked slightly differently in 2009 & 2008

Marketing/Business Guru

- For the third year in a row, Seth Godin continued to be mentioned most often as a marketing/business Guru worth following
- David Meerman Scott and Chris Brogan made the list this year; this is the first time for social media focused gurus to be on the list

Q. What one marketing/business Guru do you feel is most important currently? (open-end)

| 2010 Report | | 2009 Report | | 2008 Report | |
|-------------|---------------------|-------------|------------------|-------------|------------------|
| 1 | Seth Godin | 1 | Seth Godin | 1 | Seth Godin |
| 2 | Steve Jobs | 2 | Warren Buffet | 2 | Steve Jobs |
| 3 | Philip Kotler | 3 | Malcolm Gladwell | 3 | Peter Drucker |
| 4 | Warren Buffet | 4 | Steve Jobs | 4 | Warren Buffet |
| 5 | Jim Collins | 5 | Thomas Friedman | 5 | David Aaker |
| 6 | Malcolm Gladwell | 6 | Jim Collins | 6 | Tom Peters |
| 7 | Peter Drucker | 7 | Michael Porter | 6 | Jim Collins |
| 8 | David Meerman Scott | 8 | Peter Drucker | 8 | Jack Welch |
| 9 | Ram Charan | 9 | Tom Peters | 8 | Malcolm Gladwell |
| 9 | Chris Brogan | 10 | Ram Charan | 10 | Al Ries |
| 9 | Tom Peters | 11 | Phil Kotler | 10 | Phil Kotler |
| 9 | Clayton Christenson | 11 | Jack Welch | 12 | Ram Charan |

Respected Company & Brands

- Marketing executives overwhelmingly agree that Apple is the brand/company they most respect in terms of company/brand marketing

| | |
|------------------|-------|
| Apple | 57.4% |
| P&G | 15.0% |
| Google | 8.7% |
| Coca-Cola | 5.8% |
| Nike | 4.1% |
| Zappos | 3.1% |
| American express | 2.7% |
| Amazon | 2.4% |
| IBM | 2.2% |
| Target | 1.9% |

Q. Which company/brand do you most respect from marketing perspective? (open-end)

Publication Online Offline

- Advertising Age, both online and offline, is the most popular publication among senior marketing executives

Q. What marketing publications, if any, would you recommend? (open-end)

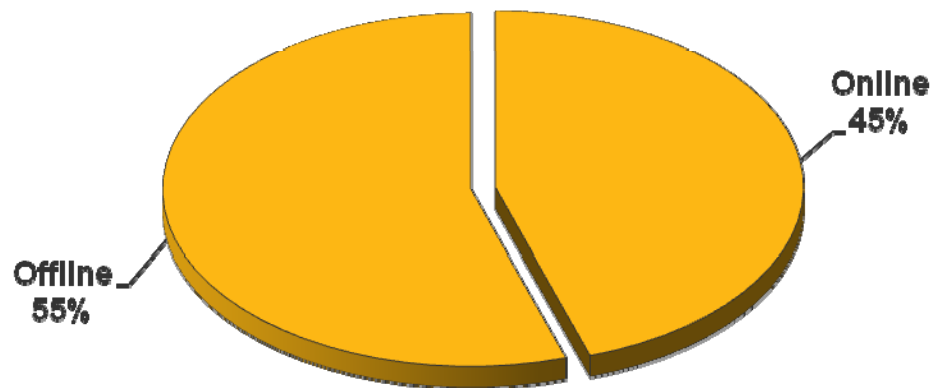
| Online | | Offline (print) | |
|-------------------------|-----|-------------------------|-----|
| Advertising Age (AdAge) | 10% | Advertising Age | 15% |
| MediaPost | 6% | Wall Street Journal | 13% |
| SmartBrief | 6% | Fast Company | 9% |
| MarketingProfs | 5% | Harvard Business Review | 8% |
| MarketingSherpa | 4% | Brandweek | 6% |
| BrandWeek | 3% | BtoB | 3% |
| Wall Street Journal | 3% | New York Times | 3% |
| BtoB Online | 3% | Business Week | 2% |
| Mashable | 2% | DMNews | 2% |
| CMO.com | 2% | Adweek | 2% |
| Seth Godin's Blog | 2% | Wired | 2% |

Online Marketing & Social Media Strategy

Marketing Budget: Online vs. Offline

- Overall, marketers' 2010 budget still favor offline slightly (45% online vs. 55% offline)
 - Smaller companies are much more likely to favor online and plan to invest almost half of their marketing budget online in 2010 (48% vs. 30% at large companies)

Q. Approximately, what will be your online marketing vs. offline marketing budget in 2010?



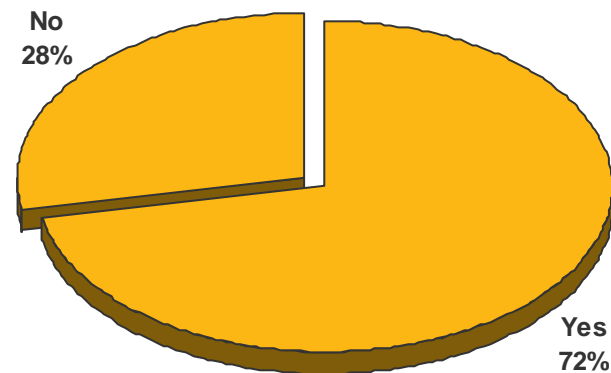
| Comp Size (#of emp) | 2000 or less | Over 2000 |
|---------------------|--------------|-----------|
| Online Budget | 48%* | 30% |
| Offline Budget | 52% | 70%* |

* significant

Social Media Strategy Planning

- Over 70% of the marketers surveyed work for companies that are planning new social media initiatives in 2010
- Though “Social Media” is one of the buzzwords marketing executives are most tired of hearing, they realize its importance and are determining with how to best leverage it for their companies this year

Q. Are you planning new social media initiatives in 2010?



Social Media Presence

- Proportion of personal use of various social media among marketing executives does not mirror the proportions of company presence on these same social media channels
- Comparing personal usage of social media to their companies' social media presence, individual marketers are more likely to maintain a presence on social networks like Facebook, LinkedIn and YouTube compares to companies overall
- Companies are more likely to maintain a blog than individual executives

Q. Does your company currently have a presence on any of the following social media?

| | |
|----------------|-------------|
| Twitter | 34% |
| Facebook | 43% |
| LinkedIn | 43% |
| YouTube | 20% |
| MySpace | 5% |
| A company blog | 28%* |

Q. Which of these social media, if any, are you personally using on a regular (weekly) basis?

| | |
|-----------------|-------------|
| Twitter | 31% |
| Facebook | 56%* |
| LinkedIn | 92%* |
| YouTube | 30%* |
| MySpace | 2% |
| A personal blog | 13% |

* Significantly higher

Social Media Presence

- Personal usage of social media is similar among marketing executives regardless of company size; the only exception is in maintaining a personal blog: marketing executives at smaller companies are more likely to have a personal blog
- Regarding companies' presence on social media sites, large companies are more likely to have a presence on Twitter, Facebook, YouTube and MySpace; smaller companies rely more on LinkedIn

Q. Does your company currently have a presence on any of the following social media?

| Comp. size (# of emp) | 2000 or less | Over 2000 |
|-----------------------|--------------|-------------|
| Twitter | 31% | 47%* |
| Facebook | 39% | 63%* |
| LinkedIn | 47%* | 36% |
| YouTube | 16% | 35%* |
| MySpace | 3% | 13%* |
| A company blog | 28% | 26% |

Q. Which of these social media, if any, are you personally using on a regular (weekly) basis?

| Comp. size (# of emp) | 2000 or less | Over 2000 |
|-----------------------|--------------|-----------|
| Twitter | 30% | 31% |
| Facebook | 56% | 61% |
| LinkedIn | 92% | 93% |
| YouTube | 28% | 28% |
| MySpace | 2% | 1% |
| A personal blog | 15%* | 6% |

* Significantly higher

Social Media Implementation

- For both strategizing and implementing a company's social media initiatives, marketers favor using internal employees, social media consultants and interactive agencies; they are less likely to use PR or Ad agencies
- While using internal employees is the top choice in both areas, executives are more likely to rely on outside social media consultants to help with developing social media strategy

Who will you be using to strategize your social media initiatives in 2010?

| | |
|--------------------------|-------------|
| Social media consultants | 42%* |
| PR agencies | 22% |
| Ad agencies | 19% |
| Interactive agencies | 27% |
| Internal employees | 66% |

Who will you be using to implement your social media initiatives in 2010?

| | |
|--------------------------|-----|
| Social media consultants | 25% |
| PR agencies | 20% |
| Ad agencies | 16% |
| Interactive agencies | 28% |
| Internal employees | 71% |

* Significantly higher

Social Media Implementation

- Marketing executives at large companies are more likely to rely on ad agencies and interactive agencies for developing social media strategies than those at small companies
- Large companies are also more likely to use ad agencies for the implementation of their social media initiatives

Who will you be using to strategize your social media initiatives in 2010?

| Comp. size (# of emp) | 2000 or less | Over 2000 |
|--------------------------|--------------|-------------|
| Social media consultants | 41% | 46% |
| PR agencies | 20% | 30% |
| Ad agencies | 15% | 39%* |
| Interactive agencies | 24% | 37%* |
| Internal employees | 66% | 69% |

* Significantly higher

Who will you be using to implement your social media initiatives in 2010?

| Comp. size (# of emp) | 2000 or less | Over 2000 |
|--------------------------|--------------|-------------|
| Social media consultants | 25% | 24% |
| PR agencies | 19% | 26% |
| Ad agencies | 13% | 31%* |
| Interactive agencies | 26% | 33% |
| Internal employees | 71% | 76% |

Social Media Strategy

- When selecting a vendor for their company's social media initiatives, marketing executives' top four selection criteria are examples of previous work, recommendations, quality of response to RFP and cost
- Different from general business consultants, influence over a target market and the extent of their network are important factors when selecting social media consultants

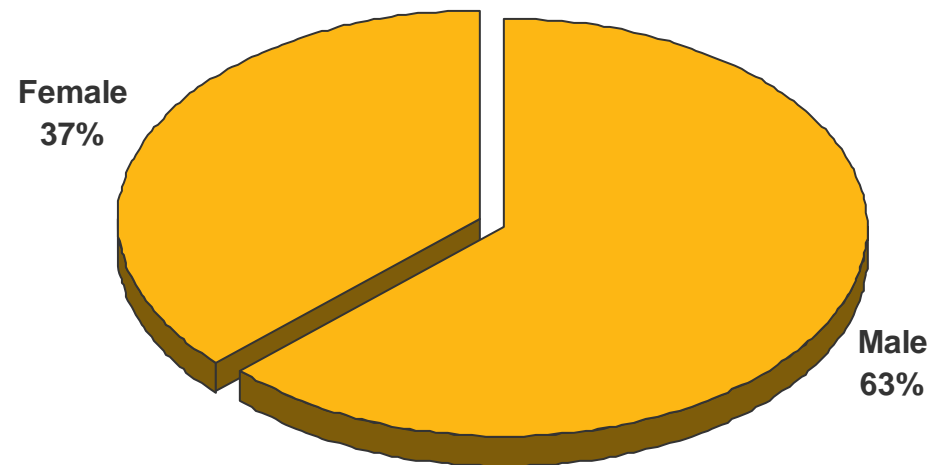
Q. If selecting a vendor for your social media initiatives, how important would each of the following criteria be to you?

| | |
|---|-----|
| Examples of previous work | 94% |
| Recommendations | 91% |
| Quality of response to RFP | 82% |
| Cost | 80% |
| Quality and content of their website | 79% |
| Evaluation of their influence over target market | 78% |
| How well networked they are in social media arena | 72% |
| Quality and content of their blog | 61% |
| Presentations they've given | 55% |
| Number of readers on their blog | 39% |
| Social media certification | 32% |
| Number of Twitter followers | 21% |

Respondent Demographics

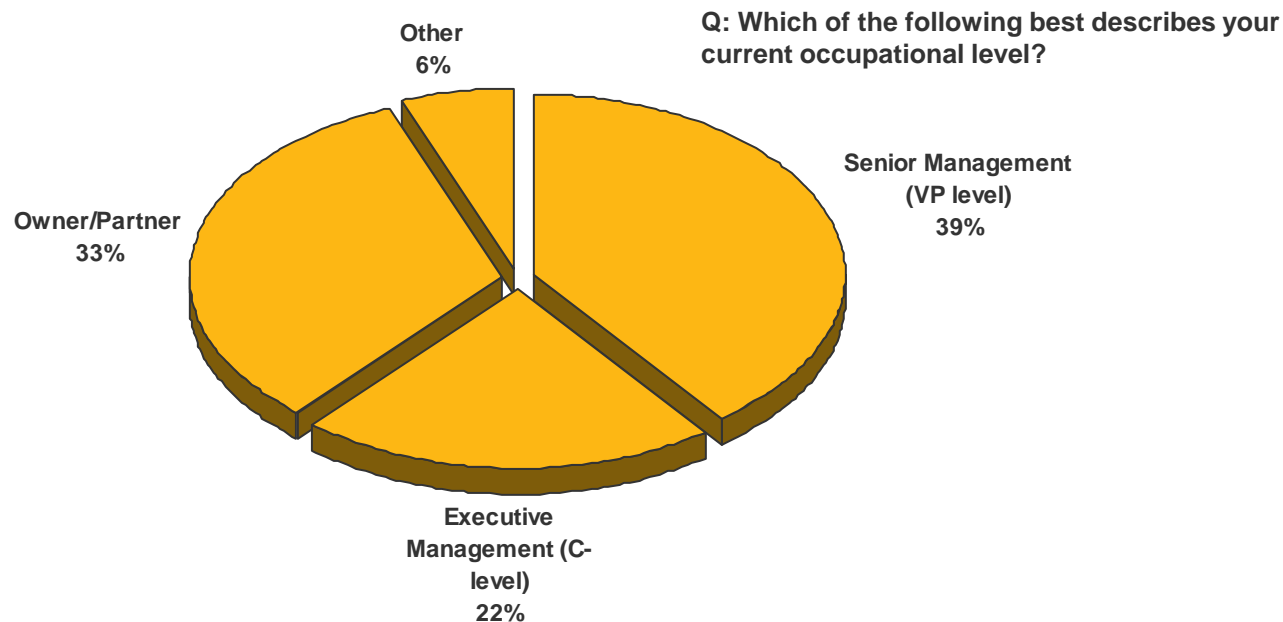
MENG Demographics

- Gender
 - 63% of the MENG respondents are male



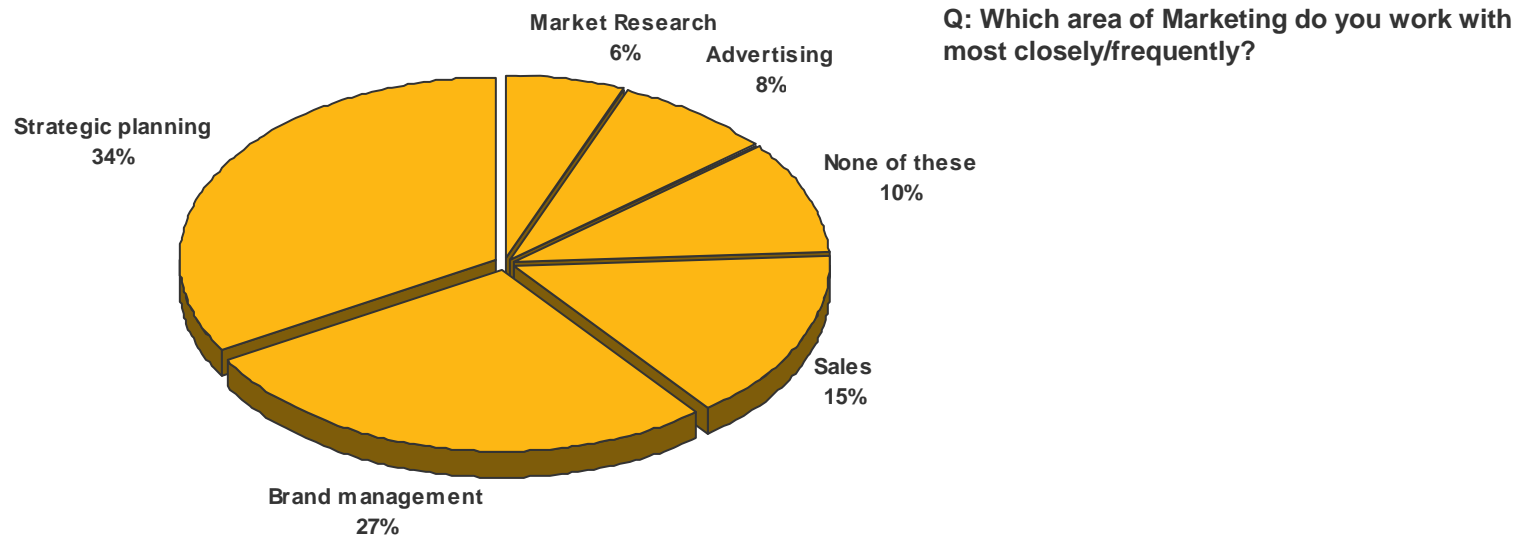
MENG Demographics

- Occupation Level
 - Over half of the respondents (61%) are executives or senior level managers
 - An additional 33% are owners/partners



Respondent Demographics

- Type of marketing work
 - Strategic planning and brand management are the most common types of marketing functions the MENG members perform on a regular basis

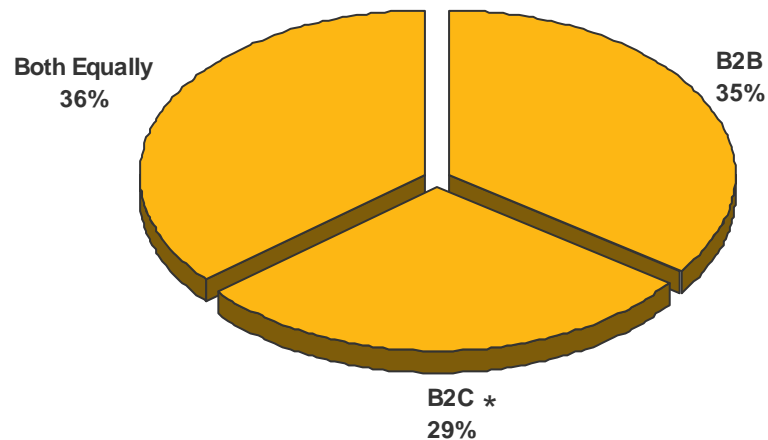


Demographics

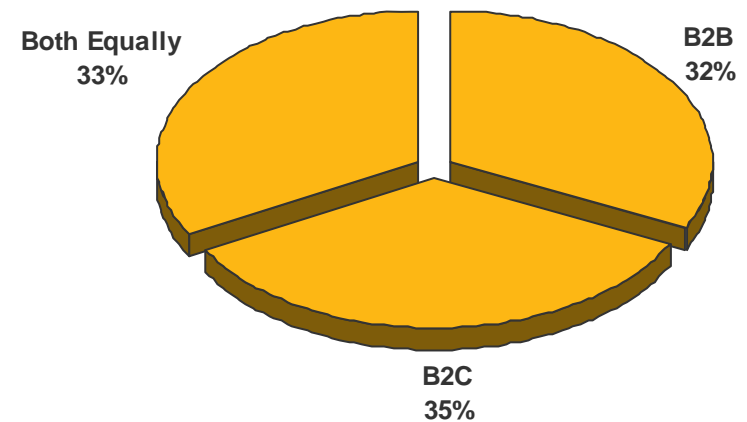
- B2B or B2C
 - Similar numbers of MENG members engage in B2B and B2C marketing
 - Compared to the 2009 report, significantly fewer members work in B2C marketing

Q: Which area of marketing do you work with most closely/frequently?

2010 Report



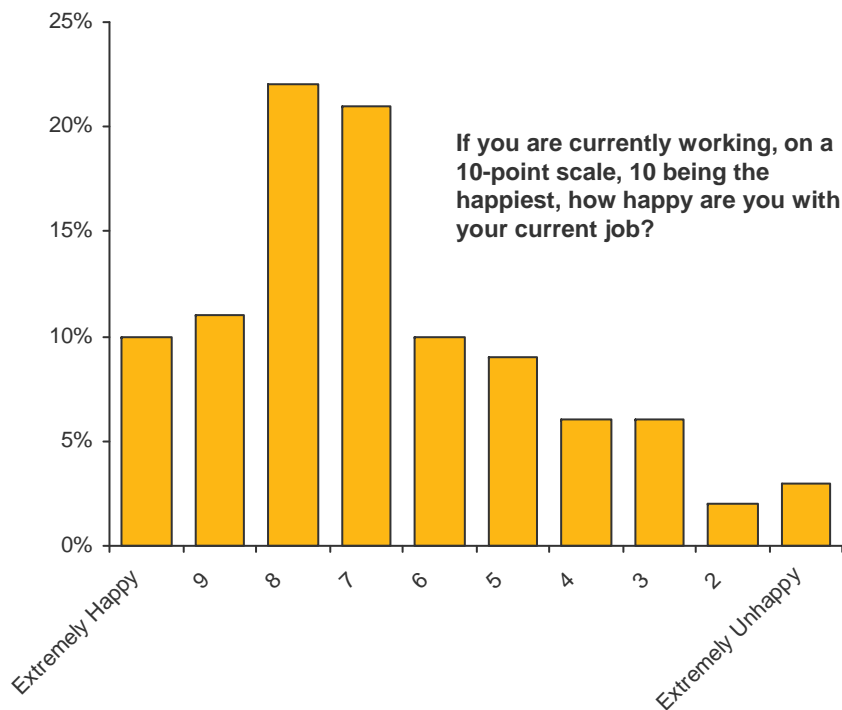
2009 Report



* Significant

Happiness & Dream Jobs

- Overall, senior marketing executives are quite happy with their current job. Over 60% gave a 7 or above rating on the job satisfaction scale
- MENG members are also quite happy with working in marketing. When asked about their dream job, 44% of the respondents provided answers within the field of Marketing
- Over 13% of the members say they currently have their dream job



What would your dream job be?

| | |
|-----------------------------|--------------|
| Marketing | 14.4% |
| Current Job | 13.3% |
| CMO | 10.7% |
| Entrepreneur | 9.6% |
| Other | 9.0% |
| Athletics/Sports | 7.1% |
| CEO | 6.2% |
| Consulting | 5.9% |
| Retired/Not have to work | 5.4% |
| C-level Exec (Other) | 4.0% |
| For Non-Profit/Social Cause | 2.8% |
| Writer/Author | 2.5% |
| In Education | 2.3% |
| Entertainment Business | 1.7% |
| In Food Business | 1.4% |
| Art (Designer/Photographer) | 1.4% |
| Health/Fitness | 0.8% |
| Full time parent | 0.8% |
| In Politics | 0.6% |

**Marketing +
Current Job +
CMO +
Consulting:
44%**

Appendix

Marketing Buzzwords

Q. Which particular marketing buzzwords or trends do you feel are most important to pay attention to currently? (check all that apply)

| | | |
|----|----------------------------------|-----|
| 1 | Marketing ROI | 58% |
| 2 | Customer Retention | 53% |
| 3 | Brand Loyalty | 53% |
| 4 | Positioning/Differentiation | 52% |
| 5 | Branding | 50% |
| 6 | Customer Satisfaction | 49% |
| 7 | Mobile Marketing | 44% |
| 8 | Social Media | 42% |
| 9 | Segmentation | 41% |
| 10 | SEO (Search Engine Optimization) | 40% |
| 11 | Green Marketing | 39% |
| 12 | Blogging | 37% |
| 13 | Word of Mouth | 37% |
| 14 | Community Building | 37% |
| 15 | Social Media ROI | 36% |
| 16 | Competitive Intelligence | 35% |
| 17 | Personalization (1to1 marketing) | 34% |
| 18 | Consumer Generated Content | 33% |

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| 19 | Web Analytics | 33% |
| 20 | Environmentally Conscious | 31% |
| 21 | CRM | 30% |
| 22 | Experiential/Emotive | 30% |
| 23 | Lead Generation | 29% |
| 24 | Content Marketing | 29% |
| 25 | Apps/Widgets | 28% |
| 26 | Viral marketing | 27% |
| 27 | Emerging Markets | 27% |
| 28 | Global Marketing | 27% |
| 29 | Social Networking | 26% |
| 30 | Micro-Targeting | 24% |
| 31 | Multicultural | 24% |
| 32 | E-commerce | 23% |
| 33 | Health Awareness | 22% |
| 34 | Quality | 21% |
| 35 | Globalization | 20% |
| 36 | Personal Branding | 19% |

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|----|----------------------------|-----|
| 37 | eMail Marketing | 18% |
| 38 | Mobile Communications | 18% |
| 39 | Crowd sourcing | 17% |
| 40 | Private Label | 17% |
| 41 | Cause Marketing | 17% |
| 42 | Organic | 16% |
| 43 | Monetization | 15% |
| 44 | Web 2.0 | 14% |
| 45 | Media Channels | 13% |
| 46 | Social Media Guidelines | 13% |
| 47 | Location Based Services | 12% |
| 48 | Leading through Creativity | 12% |
| 49 | Long Tail | 11% |
| 50 | Off Shoring | 10% |
| 51 | Socially Conscious | 7% |
| 52 | Multi-language | 7% |
| 53 | Developed Markets | 4% |