

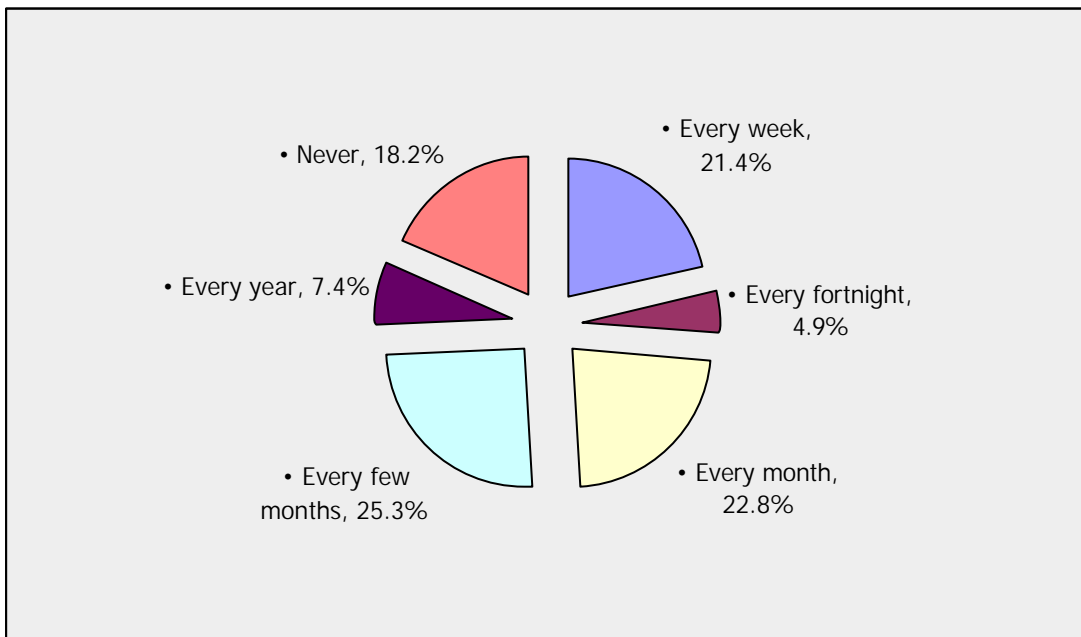


Daryl Willcox Publishing

'How do small to medium businesses market themselves?'

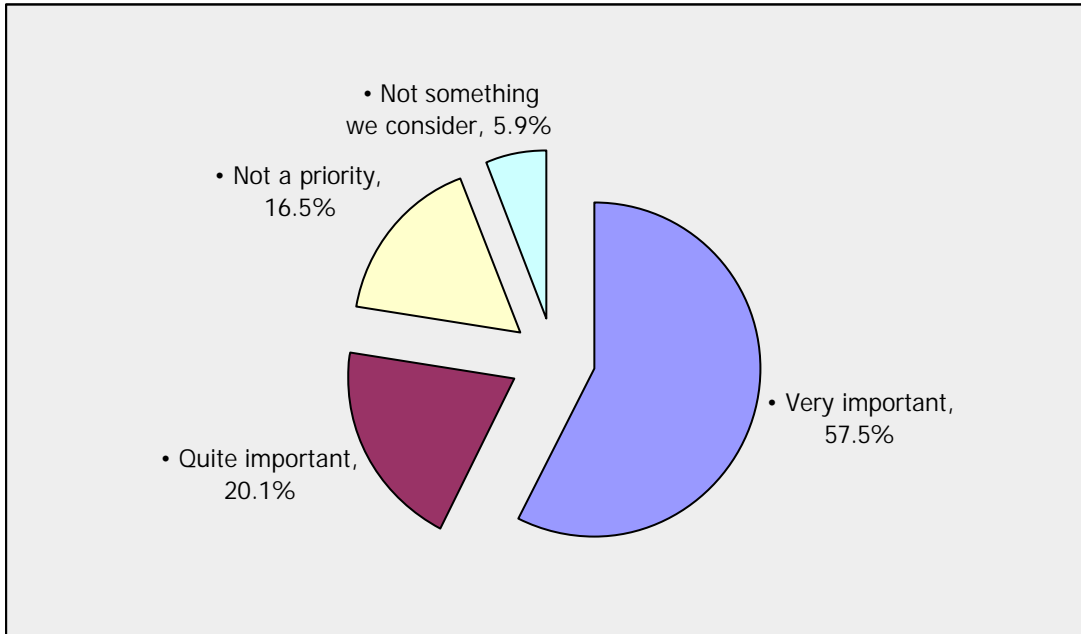
285 companies, each with between 1 and 250 employees took part in our survey. It was carried out in November 2009.

Question 1 - How often do you inform customers about offers and services?



How often do you inform customers about offers and services?		
Answer Options	Response Percent	Response Count
• Every week	21.4%	61
• Every fortnight	4.9%	14
• Every month	22.8%	65
• Every few months	25.3%	72
• Every year	7.4%	21
• Never	18.2%	52

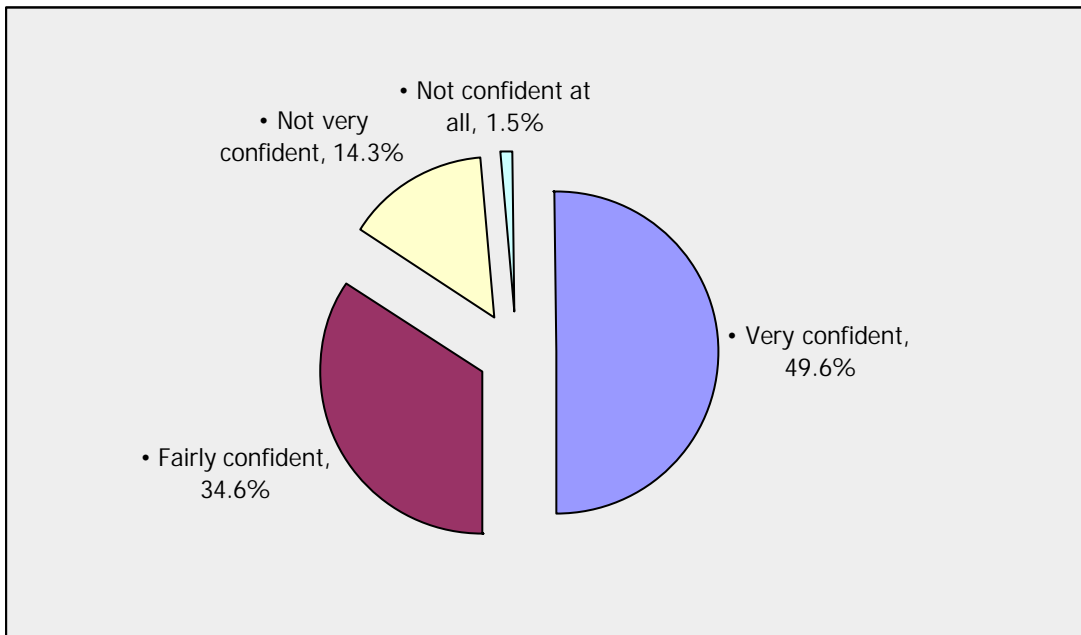
Question 2 - **How important is informing your customer base of your new products, services and changes?**



How important is informing your customer base of your new products, services and changes?

Answer Options	Response Percent	Response Count
• Very important	57.5%	157
• Quite important	20.1%	55
• Not a priority	16.5%	45
• Not something we consider	5.9%	16

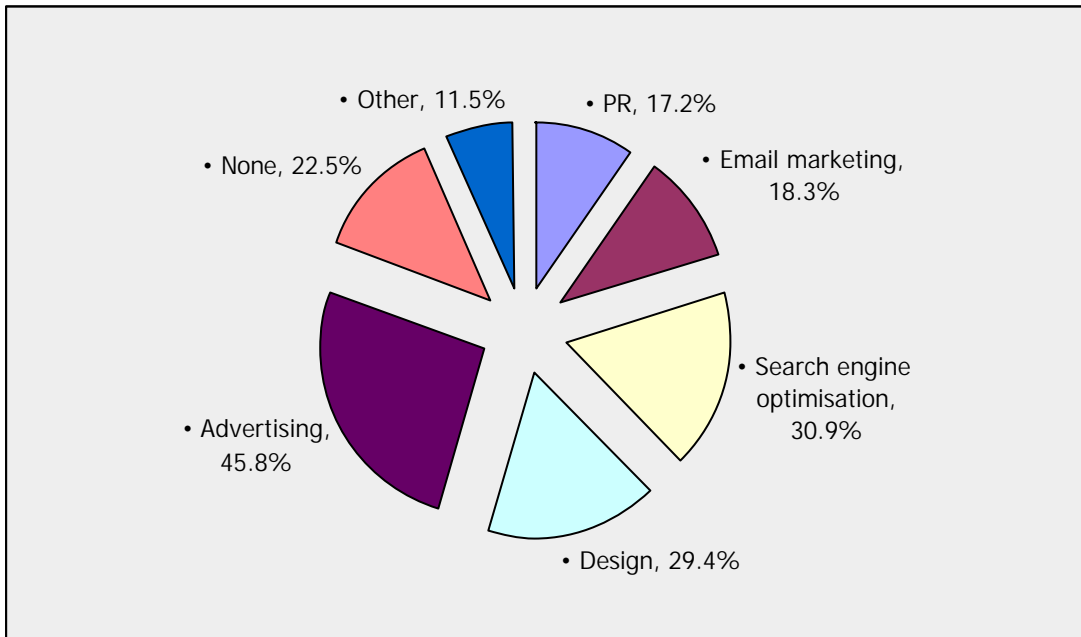
Question 3 - **How confident is your company with using the internet to interact with customers and potential customers?**



How confident is your company with using the internet to interact with customers and potential customers?

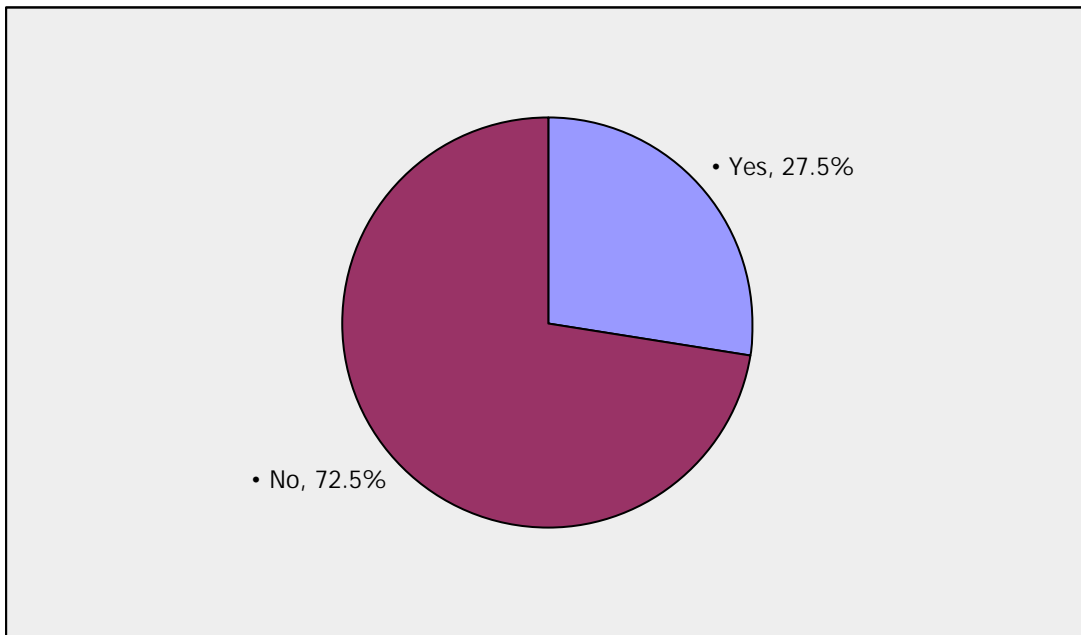
Answer Options	Response Percent	Response Count
• Very confident	49.6%	135
• Fairly confident	34.6%	94
• Not very confident	14.3%	39
• Not confident at all	1.5%	4

Question 4 - **What external marketing services do you pay for?**



What external marketing services do you pay for?		
Answer Options	Response Percent	Response Count
• PR	17.2%	45
• Email marketing	18.3%	48
• Search engine optimisation	30.9%	81
• Design	29.4%	77
• Advertising	45.8%	120
• None	22.5%	59
• Other	11.5%	30

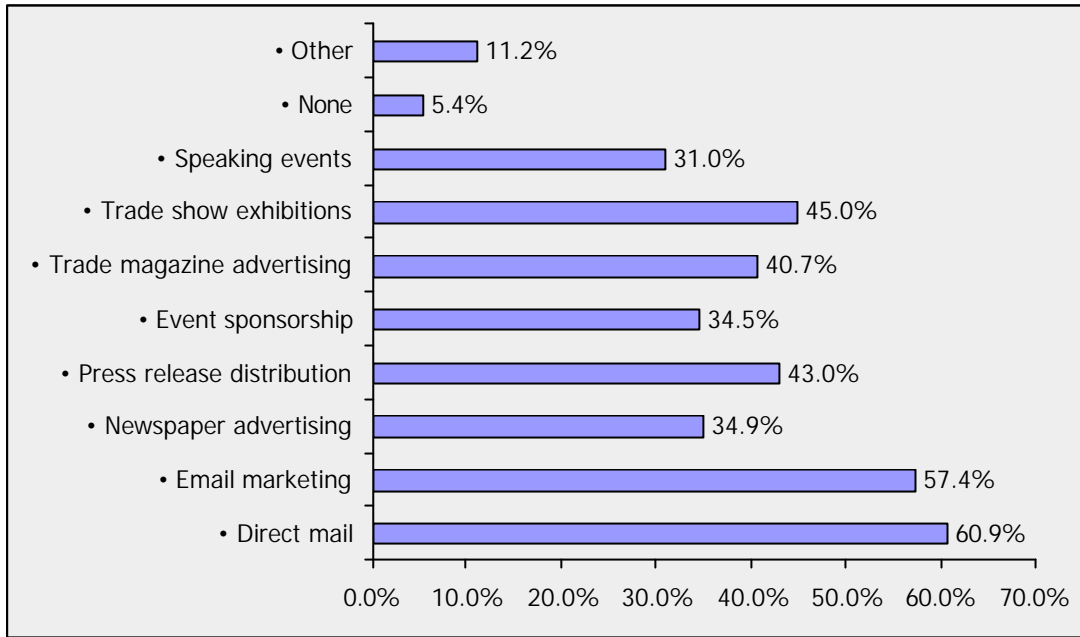
Question 5 - **Do you use social media (for example blogs, Twitter, Facebook, MySpace, forums or online communities) to market your company?**



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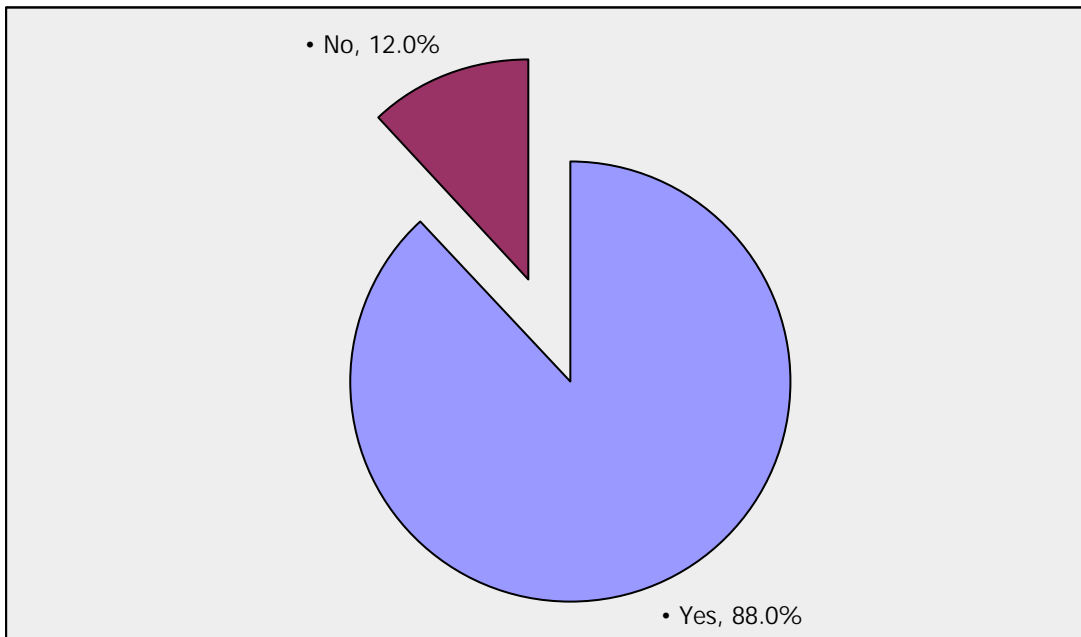
Answer Options	Response Percent	Response Count
• Yes	27.5%	72
• No	72.5%	190

Question 6 – Which of the following have you used to publicise your services?



Which of the following have you used to publicise your services?		
Answer Options	Response Percent	Response Count
• Direct mail	60.9%	157
• Email marketing	57.4%	148
• Newspaper advertising	34.9%	90
• Press release distribution	43.0%	111
• Event sponsorship	34.5%	89
• Trade magazine advertising	40.7%	105
• Trade show exhibitions	45.0%	116
• Speaking events	31.0%	80
• None	5.4%	14
• Other	11.2%	29

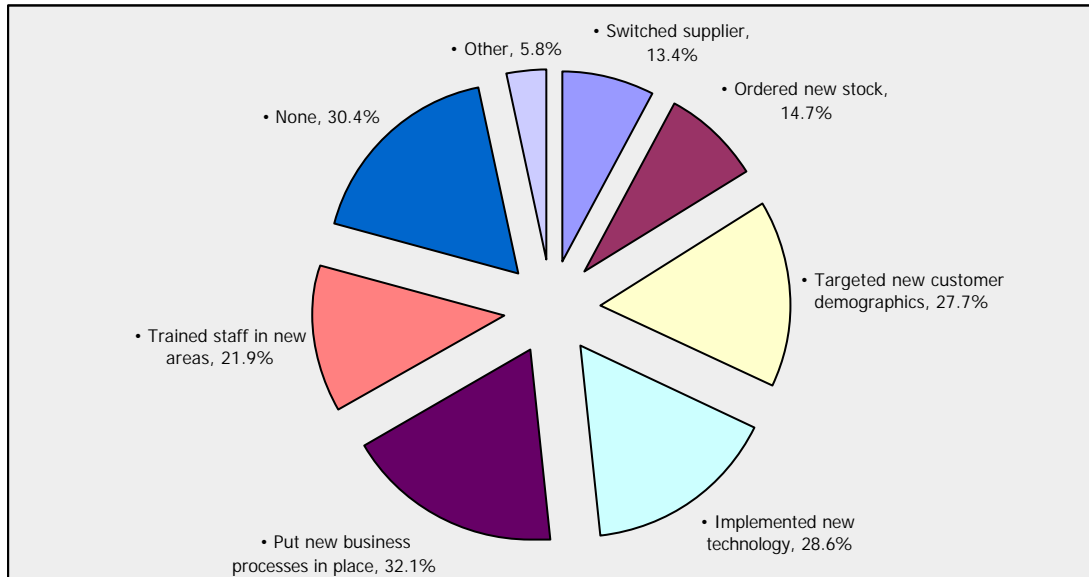
Question 7: **Do you read trade magazines to keep up to date with your industry and competitors?**



Do you read trade magazines to keep up to date with your industry and competitors?

Answer Options	Response Percent	Response Count
• Yes	88.0%	227
• No	12.0%	31

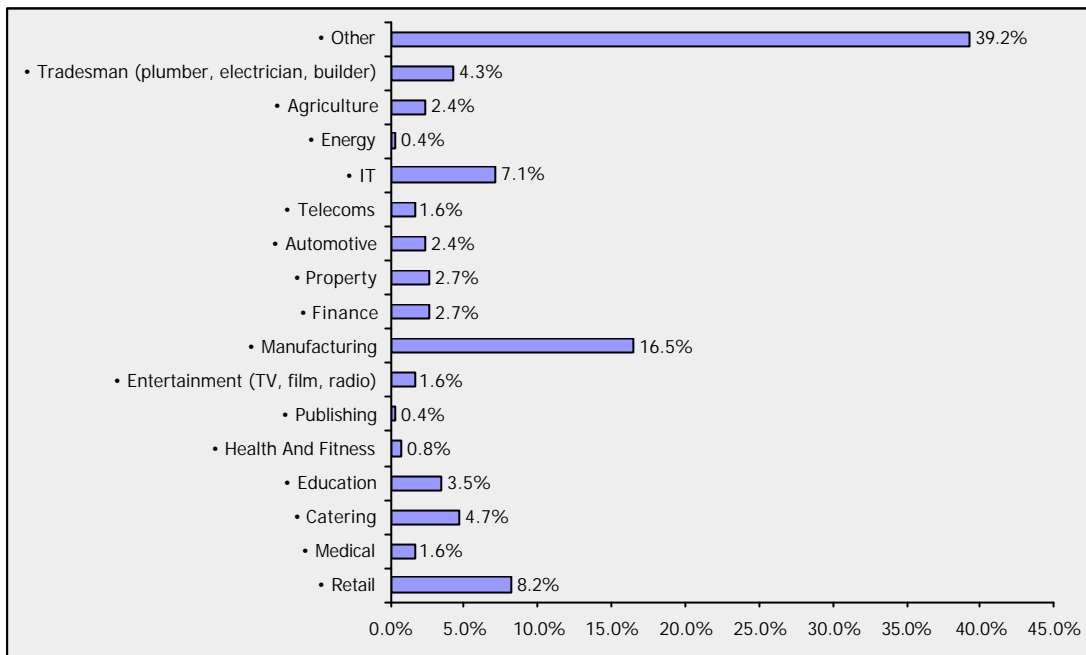
Question 8 - **In what way has the content of trade magazines influenced your business decisions?**



In what way has the content of trade magazines influenced your business decisions?

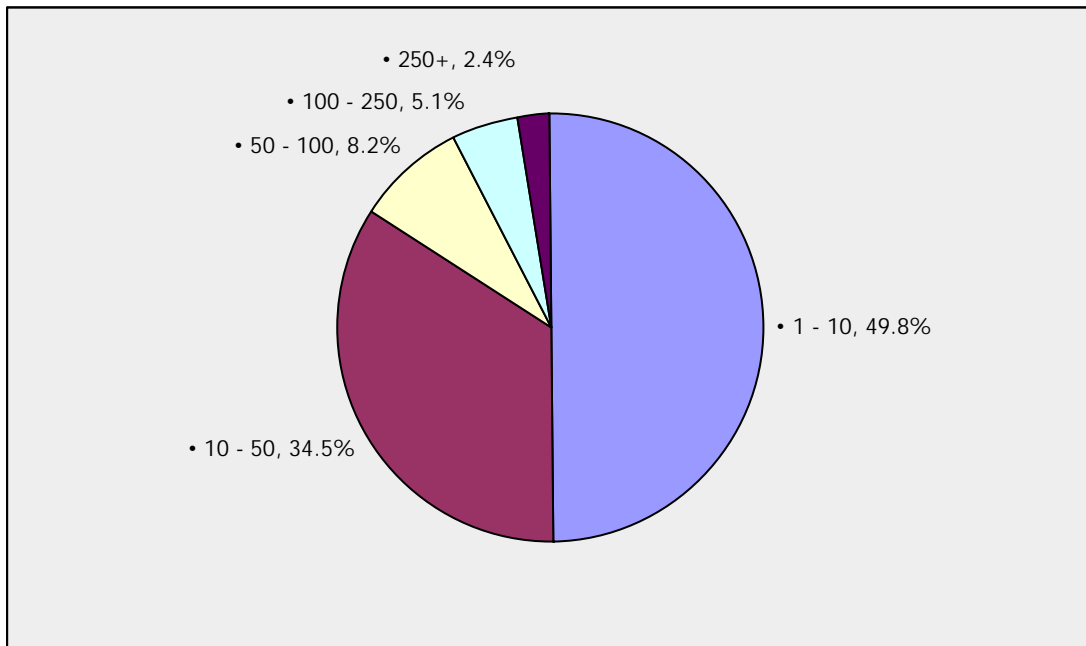
Answer Options	Response Percent	Response Count
• Switched supplier	13.4%	30
• Ordered new stock	14.7%	33
• Targeted new customer demographics	27.7%	62
• Implemented new technology	28.6%	64
• Put new business processes in place	32.1%	72
• Trained staff in new areas	21.9%	49
• None	30.4%	68
• Other (please specify)	5.8%	13

Question 9 – What industry is your business in?



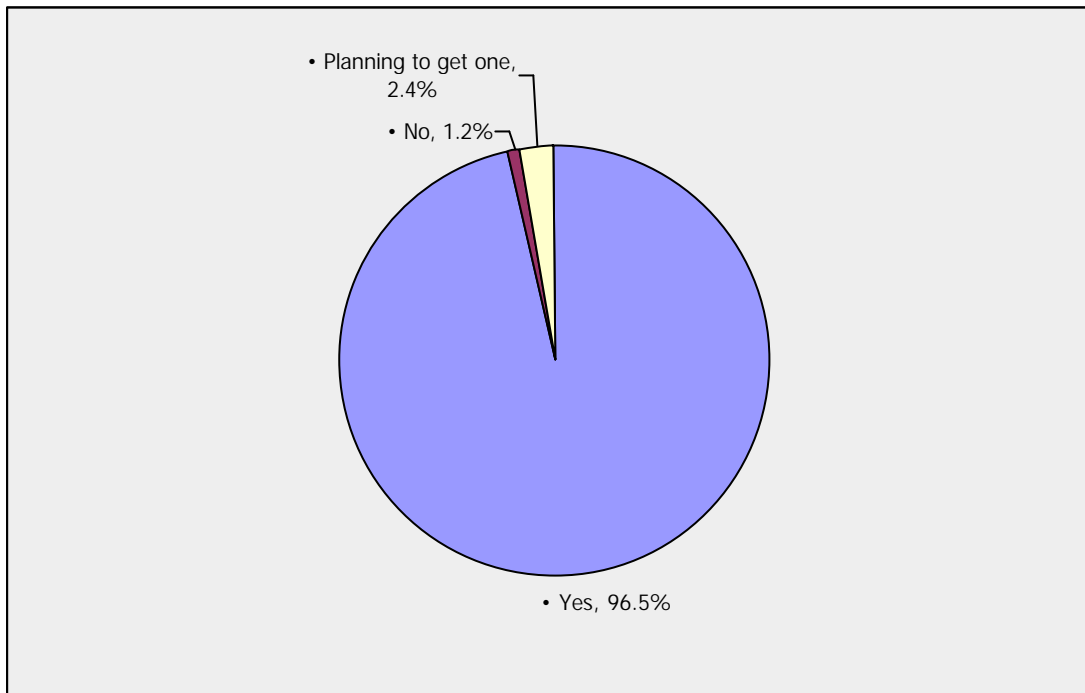
What industry is your business in?		
Answer Options	Response Percent	Response Count
• Retail	8.2%	21
• Medical	1.6%	4
• Catering	4.7%	12
• Education	3.5%	9
• Health And Fitness	0.8%	2
• Publishing	0.4%	1
• Entertainment (TV, film, radio)	1.6%	4
• Manufacturing	16.5%	42
• Finance	2.7%	7
• Property	2.7%	7
• Automotive	2.4%	6
• Telecoms	1.6%	4
• IT	7.1%	18
• Energy	0.4%	1
• Agriculture	2.4%	6
• Tradesman (plumber, electrician, builder)	4.3%	11
• Other	39.2%	100

Question 10 - **Approximately how many people work within your company?**



Approximately how many people work within your company?		
Answer Options	Response Percent	Response Count
• 1 - 10	49.8%	127
• 10 - 50	34.5%	88
• 50 - 100	8.2%	21
• 100 - 250	5.1%	13
• 250+	2.4%	6

Question 11 - **Does your company have a website?**



Does your company have a website?		
Answer Options	Response Percent	Response Count
• Yes	96.5%	246
• No	1.2%	3
• Planning to get one	2.4%	6

About Daryl Willcox Publishing

Daryl Willcox Publishing (www.dwpub.com) provides information services for journalists and public relations companies. Launched in 1997, the company connects media professionals to create opportunities for timely, relevant press coverage. Products include the Response Source Journalist Enquiries System, SourceWire and Response Source press release wires, the Freelance Journalist Directory and the FeaturesExec Media Database. Over 2,500 companies use Daryl Willcox Publishing's media relations services, including around 120 of the top 150 PR Companies.

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