

# Marketing Spending Pays Off for Small Biz

Spending money to make money

Marketers have seen budgets slashed in the recession, but that can create a dilemma: More marketing spending in a downturn can help a company come out ahead when the economy picks up again. According to the “Small Business Marketing Health Check” report from Hurwitz & Associates, there is a correlation between small businesses that are doing well and greater marketing spending.

Almost two-thirds of small businesses that expected increased revenues had raised or planned to raise marketing spending, compared with just 32% to 36% of businesses with flat or declining revenues.

## Change in Marketing Spending in 2009 According to Small Businesses\* in North America, by Expected Revenue Growth, July 2009 (% of respondents)

	Increase in marketing spend	Flat marketing spend	Decrease in marketing spend
Increase in revenue	65%	30%	5%
Flat revenue	32%	57%	10%
Decrease in revenue	36%	23%	41%

Note: numbers may not add up to 100% due to rounding; \*1-20 employees  
Source: Hurwitz & Associates, “Small Business Marketing Health Check”  
commissioned by Campaigner, November 2, 2009

108235

www.eMarketer.com

Less than one-half of small businesses studied (46%) were expecting higher revenues in 2009, while 22% anticipated flat revenues and nearly one-third foresaw a decline.

The survey showed small businesses shifting marketing initiatives toward cheaper digital media and away from traditional channels. The top three marketing tools used were social media, e-mail newsletters and search.

Use of e-mail marketing in particular correlated with expected revenue growth.

## Small Businesses\* in North America that Use E-Mail Marketing\*\*, July 2009 (% of respondents)

Currently use e-mail marketing	46%
Plan to use in the next 12 months	36%
Do not plan to use	18%

Note: \*1-20 employees; \*\*among those that expect revenue growth  
Source: Hurwitz & Associates, “Small Business Marketing Health Check”  
commissioned by Campaigner, November 2, 2009

108236

www.eMarketer.com

“The survey clearly reveals that the use of low-cost Web-based marketing tools is playing a strategic role in helping businesses succeed,” said Laurie McCabe, partner, Hurwitz & Associates, in a statement. “Making a few changes to incorporate more online tools into the marketing mix seems to be a key ingredient to small business success.”

Provided by:

**AUBURN PRINTERS**  
integrated marketing

13020 Earhart Ave • Auburn • CA 95602

888-282-8764 • fax 530-885-6517

www.AuburnPrinters.com • print@AuburnPrinters.com