

L&D Marketing Spending Review: Summer 2014

Where will the most savvy L&D marketers be spending their marketing budget over the next 18 months? Which marketing tools do they think offer best value for money as L&D companies strive to reap maximum returns in a recovering economy? What's new on the block and what's fallen out of favour as new apps, technologies, tools and tactics mature and gain the trust of today's most ambitious marketers in L&D? Here are the top ten headlines from our 2014 L&D Marketing Spending Review.

L&D MARKETERS' TOOLKIT



DIFFERENT TYPES OF MARKETING TOOLS

PROJECTED SPEND UP



80%

OF COMPANIES

WILL SPEND MORE ON
•SOCIAL•SEO•ADWORDS

TRADE SHOWS



A QUARTER OF ALL RESPONDENTS PLAN DRAMATIC CUTBACKS IN TRADE SHOW SPEND

TOP 3 PERFORMERS



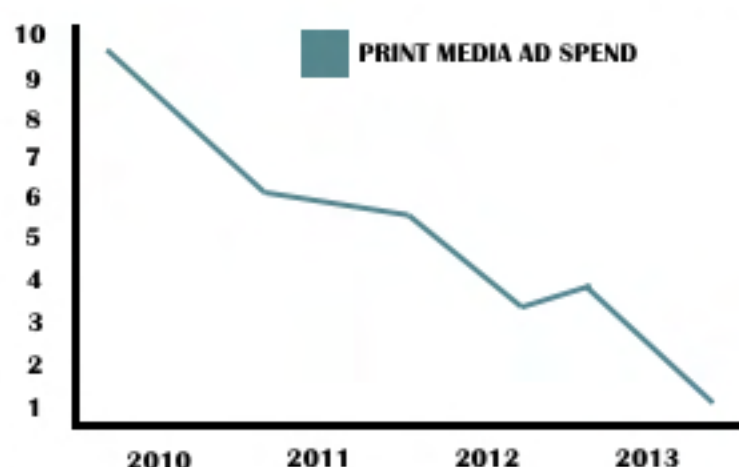
1.EDITORIAL
2.MARKETING AUTOMATION
3.SEMINARS

APPS

9 OUT OF 10 MARKETERS DON'T BELIEVE IN APPS (yet!)



PRINT MEDIA



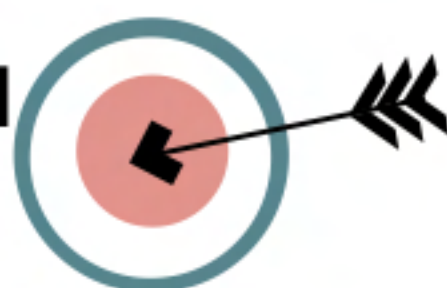
WEBSITES



THE COMPANY WEBSITE IS THE NUMBER ONE TOOL FOR MARKETING

RESEARCH

HIGH QUALITY RESEARCH DRIVES MOST SALES



DOES YOUR WEB SITE WORK?



29 PERCENT SAY THEIR WEBSITE UNDER-PERFORMS BADLY

MARKETING AUTOMATION



Marketers' want it BUT THEY DON'T GET IT (ALTHOUGH WE DO)



LOST IN THE WOODS?

"So, I know the old tools such as trade shows and print advertising are not delivering payback like they did - but I'm not sure where to turn to solve our marketing pain points anymore. Marketing automation sounds impressive but I don't understand it enough to know what it can offer me, and apps might work for me in our consumer-led lives, but how can a mobile app bring me more customers and market share in a saturated b2b market?"
- The Average Marketer, 2014

- Confused by Marketing Automation?
- One of the 29% who believe their website under-performs dramatically?
- Not producing high quality research-driven content?

Talk to us now, about making the most of your marketing budget.

