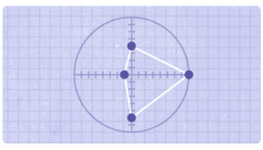
SMB MARKETING:
From Cost Center to Revenue Generator

By using better data and technology, SMB marketers will become even more integral to their companies as they master both the art and science of personalizing customer experiences.

A recent study by the Economist Intelligence Unit, commissioned by Marketo, surveyed 478 global senior marketing executives. This is a drill down into what keeps SMB marketers up at night.

A Shift to Big-Picture Thinking

To stay competitive in the next 3 to 5 years, SMB marketers must focus on improving their skills in the following areas:



Strategy and Planning

Marketing Operation and Demand Generation

Digital Engagement

of marketers feel that the rest of the business views marketing as a cost center, but are optimistic that this perception is changing.

In the next 3 to 5 years...

84%
of marketers believe the marketing department will shape company strategy.

82%
say their department will be viewed as a revenue driver.

76%
believe they'll be responsible for the end-to-end customer experience.

Revenue impact and customer engagement will become the primary metrics for gauging marketing success, while traditional metrics, such as measuring brand awareness, will become less important.

Technology Leads the Way

SMB marketing teams will look to technology to help conquer new challenges and embrace the role of revenue-driving powerhouse.

Biggest Challenges Facing SMB Marketers Today

37%
cite insufficient budget.

27%
cite hard-to-measure marketing ROI.

26%
cite the shift to digital media.

22%
cite the need to acquire new skills.

of SMB marketers will continue to invest in new technologies over the next year in an attempt to solve these challenges.

Different Technology Priorities for SMB Marketers

Larger businesses with revenues over $5 billion are placing a high priority on investing in marketing automation and analytics, while smaller businesses are investing in other types of marketing technology:

41%
social marketing

24%
website personalization

27%
email marketing

19%
marketing resource management

While SMB marketers face different challenges than those in larger organizations, all marketers need to understand how they can capitalize on technology and data to better engage their customers. For more information and to read the full white paper, visit:

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