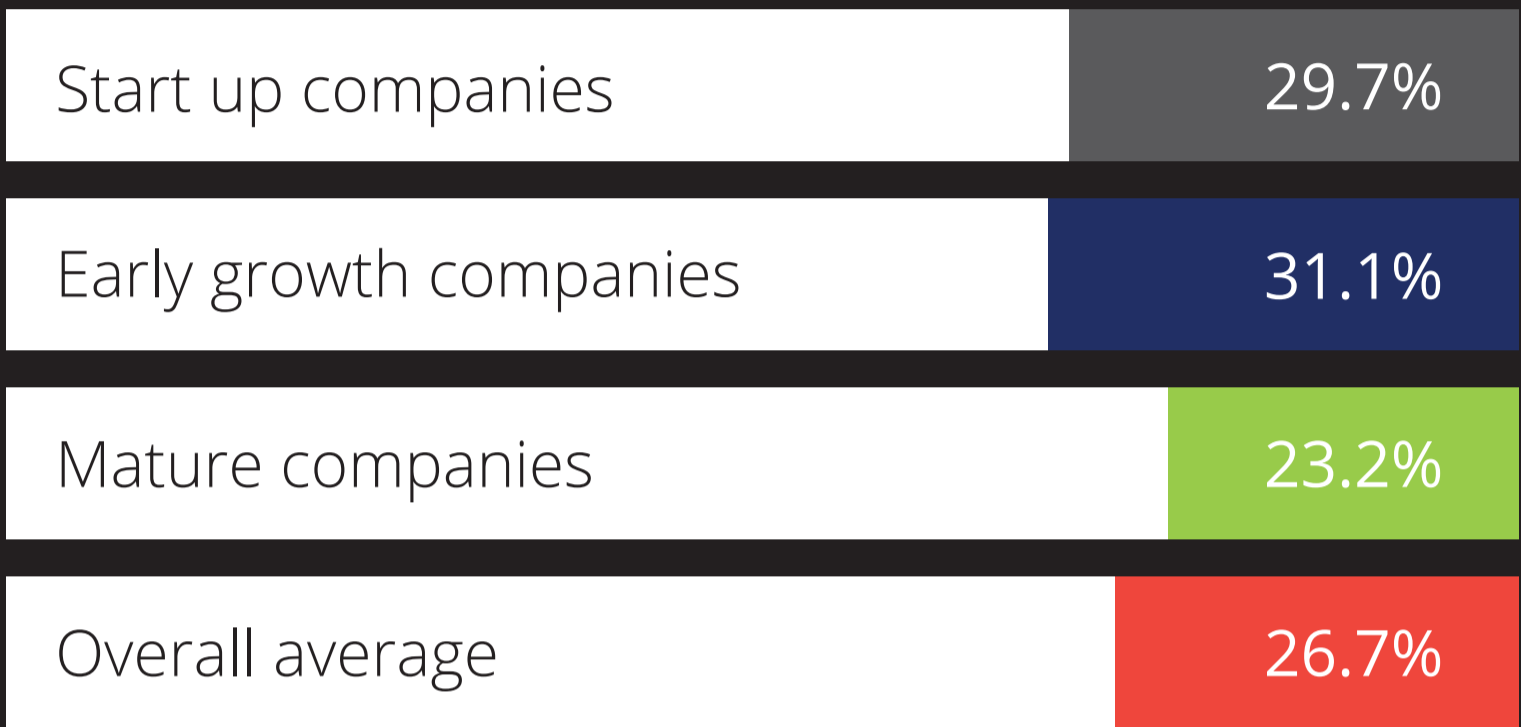
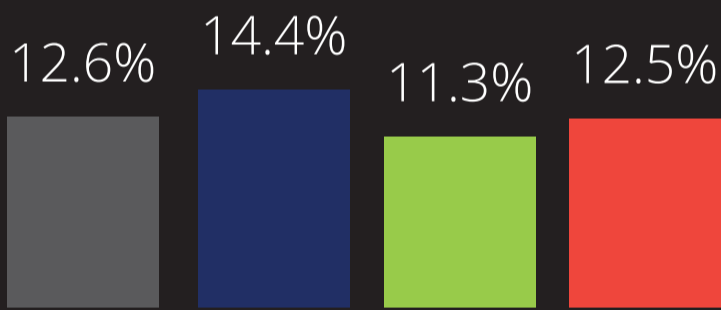


# TECH COMPANIES: HOW MUCH SHOULD YOU INVEST IN SALES AND MARKETING?

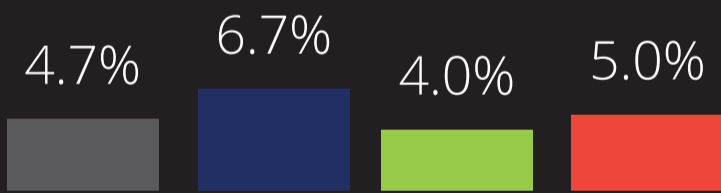
Sales and marketing spend as a percentage of turnover by Kiwi hi-tech companies, from the 2014 Market Measures survey.



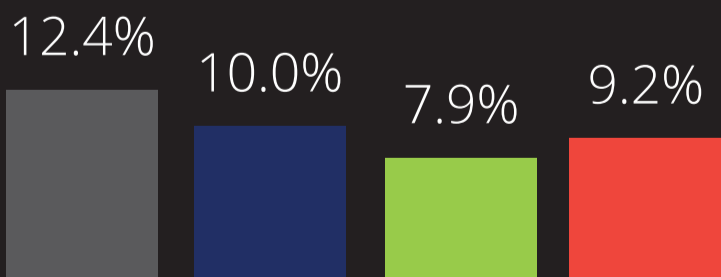
## Breakdown of sales and marketing spend



Average spend on sales staff



Average spend on marketing staff



Sales and marketing costs  
(tradeshows, advertising etc.)

# Want to learn more?

Download the report at  
[marketmeasures.co.nz](http://marketmeasures.co.nz)

Figures are based on an online survey of over 300 B2B Kiwi tech companies

Concentrate developed Market Measures in 2009 and is the only sales and marketing benchmarking study of the New Zealand technology sector.



CONCENTRATE

SWAYTECH

Deloitte.

AJPark  
intellectual property