2013 Marketing Trends Survey

Email Marketing, Social Media and Mobile Continue to Attract Increased Investment; Data Integration Remains Top Email Marketing Challenge

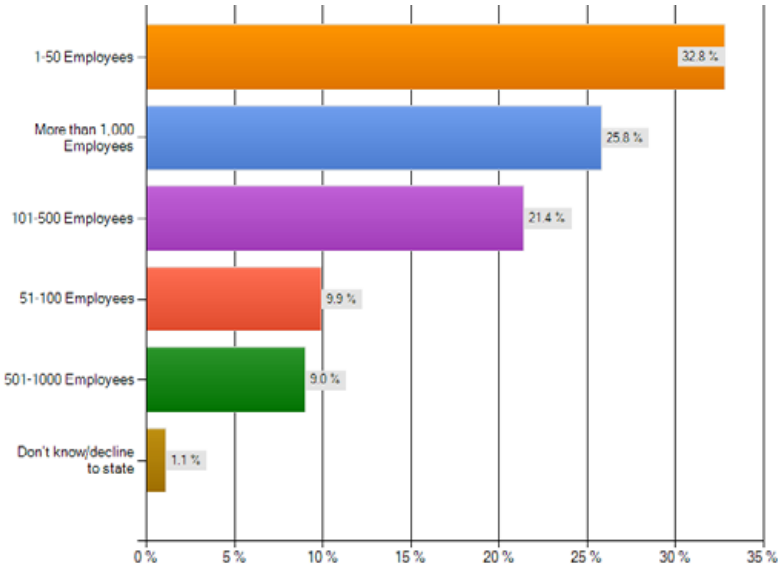
A new StrongMail survey conducted via SurveyMonkey from November 14 to November 28, 2012, reflects the attitudes of 1,002 business leaders in regards to their planned marketing budgets, priorities and challenges for 2013, as well as data on the top email marketing tactics to be employed for the current 2012 holiday shopping season.

According to the data, markets budgets will remain healthy in 2013, with 45% of companies increasing and 44% maintaining current levels. Email marketing, social media and mobile continue to be the top areas of investment; however, data integration challenges continue to plague 45.6% of email marketers – a half-percent increase over last year. For the 2012 holiday shopping season, email marketers plan to rely on promotions, newsletters and cross-sell/up-sell programs to boost revenue.

The following charts highlight the most relevant and significant data points from the survey. More information on the survey can be found in the following press release distributed on December 12, 2012

www.strongmail.com/2013SurveyRelease

1. What is the size of your organization?



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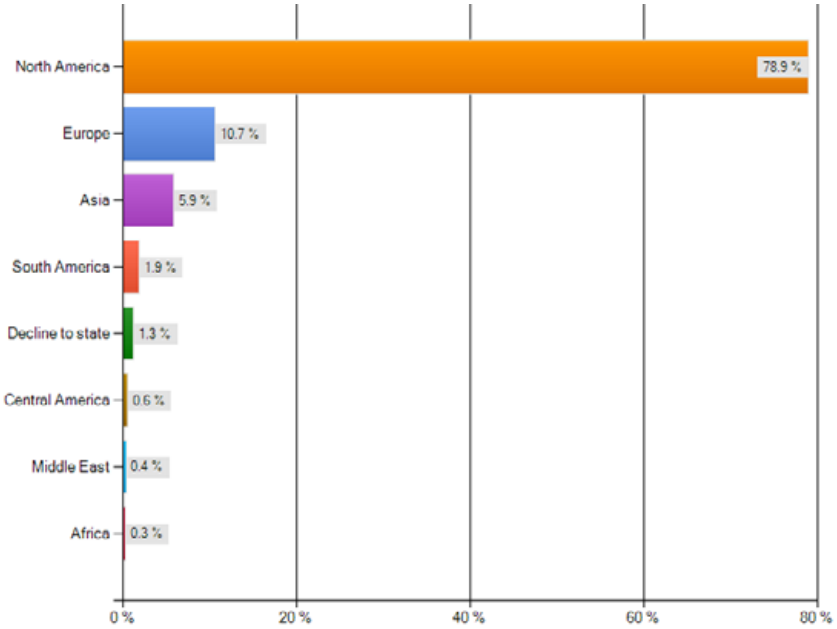
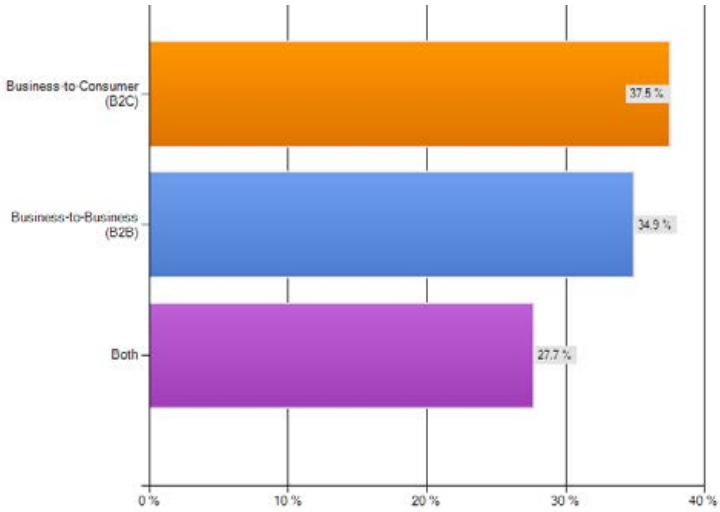
2. Where is your company headquartered?



3. What market is your company primarily focused on?



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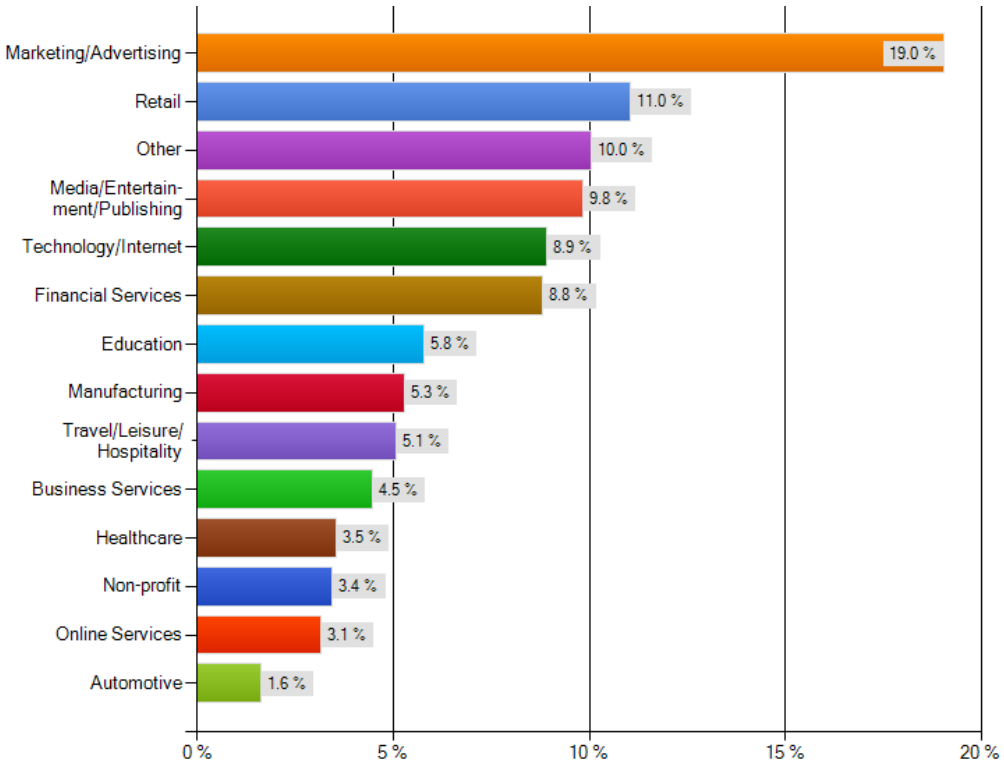
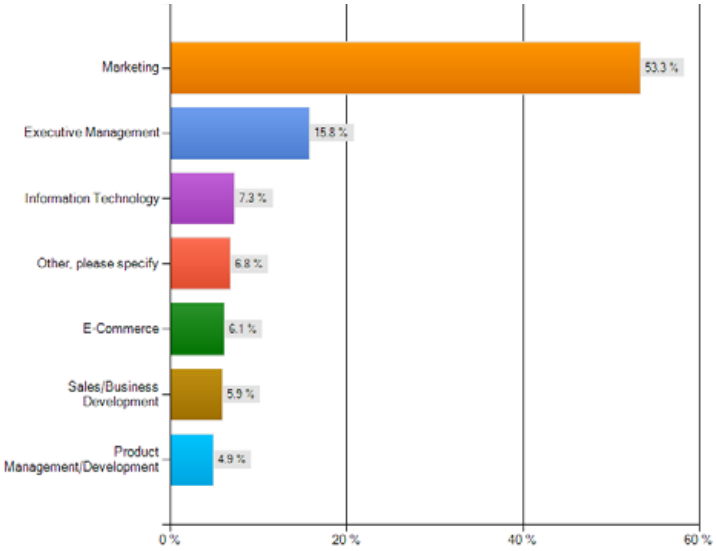
4. What industry is your company in?



5. What is your role within your organization?



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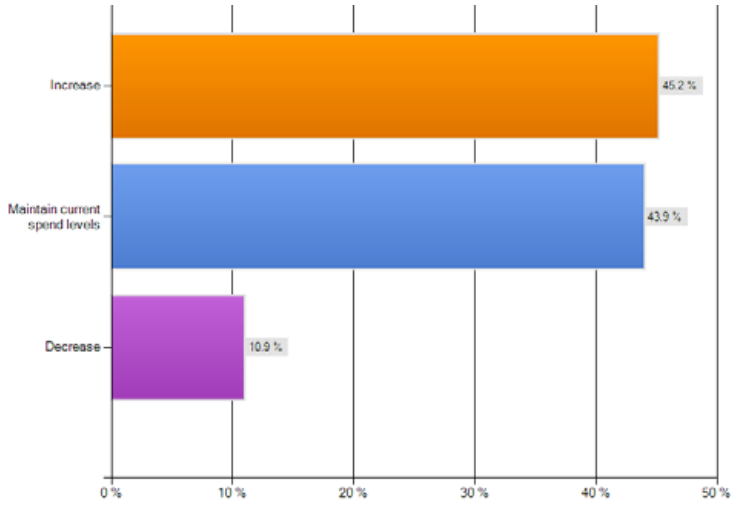
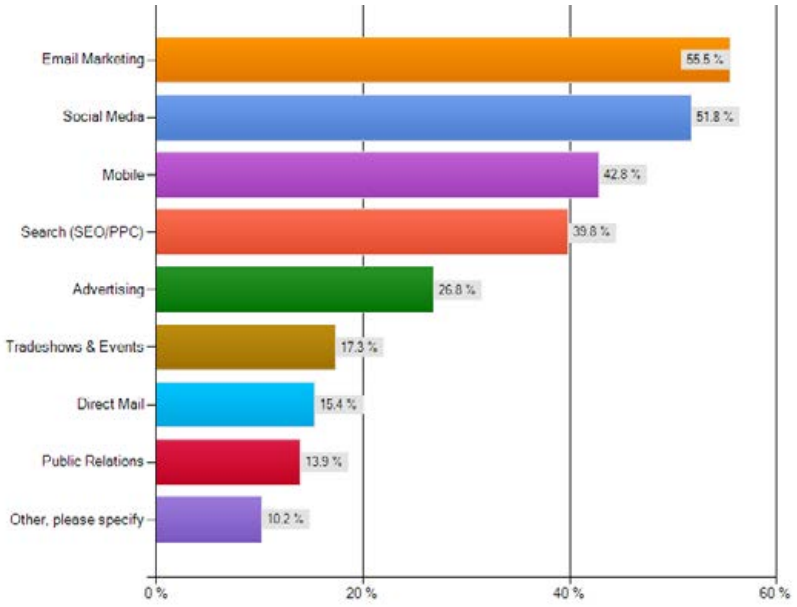
6. How do you expect your marketing budget to change in 2012?



7. Please indicate the programs for which you plan to increase spend.



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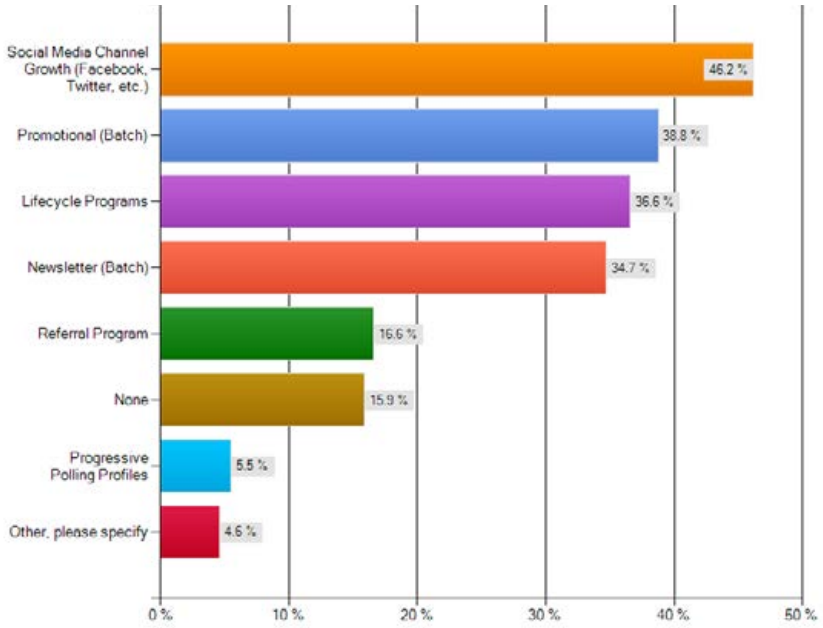
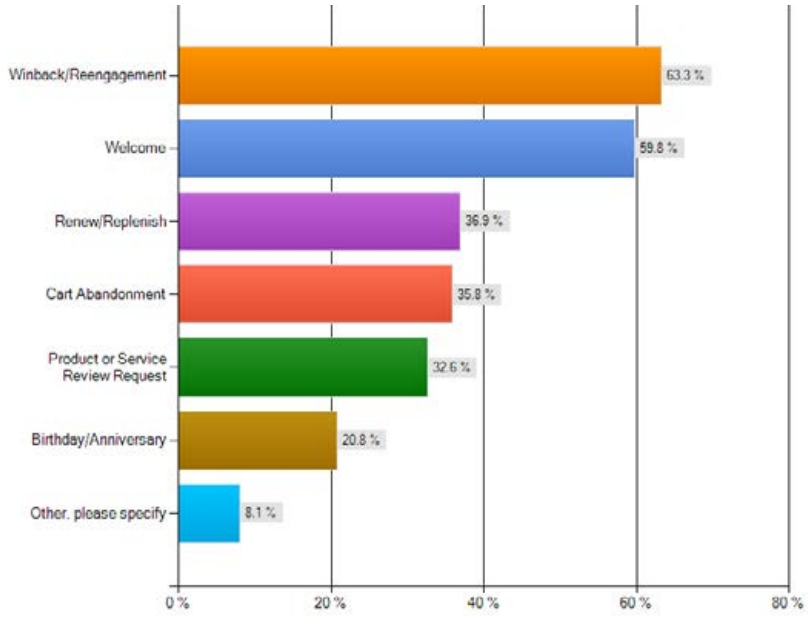
8. On which email marketing programs do you plan to increase spend?



9. On which of the following lifecycle email marketing programs are you increasing spend?



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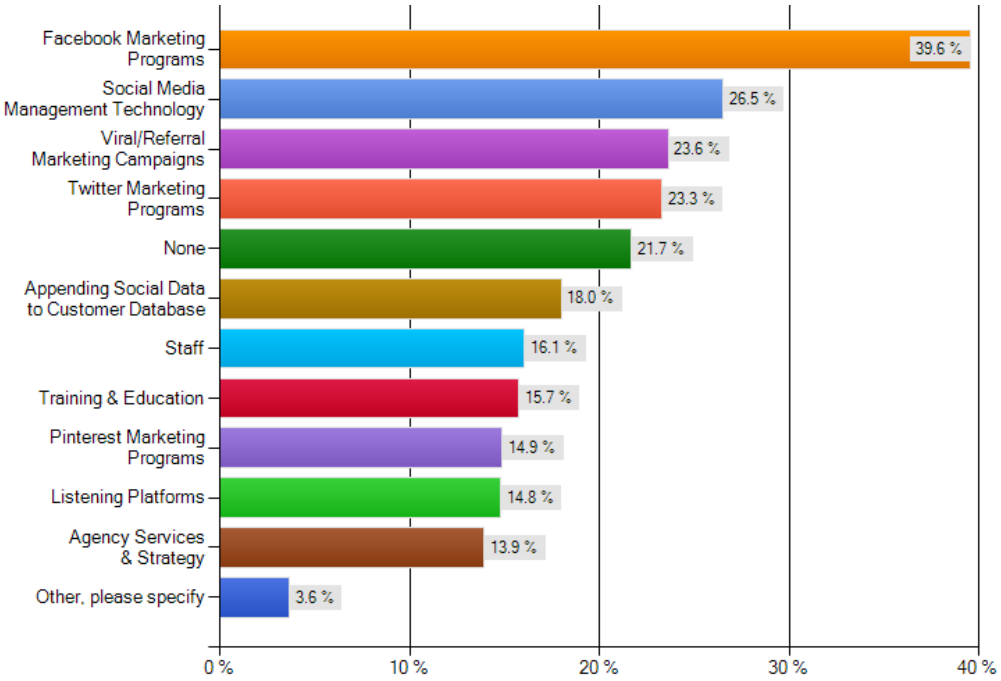
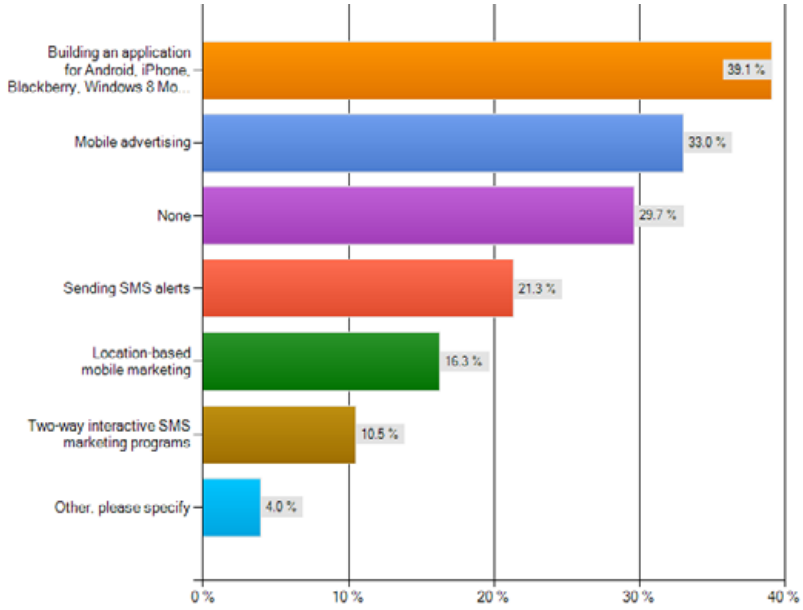
10. On what types of social media marketing program investments are you increasing spend?



11. On which mobile programs do you plan to increase spend?



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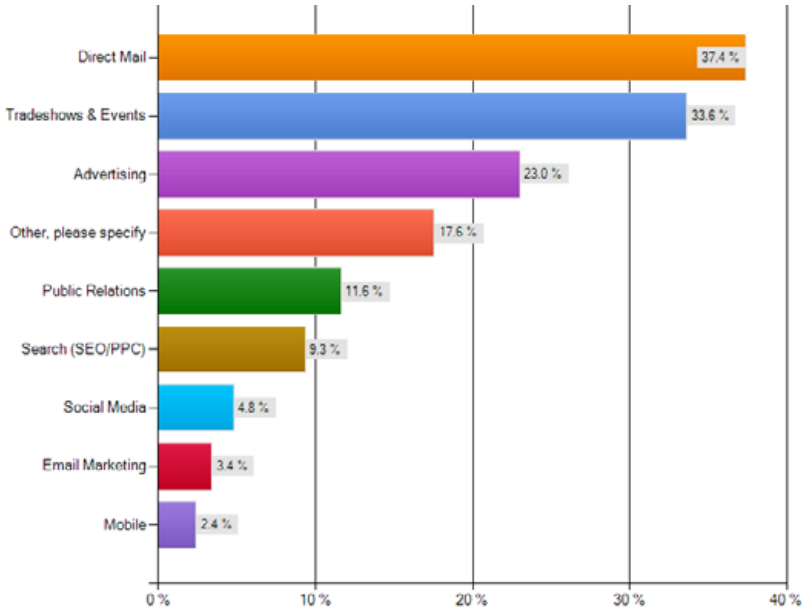
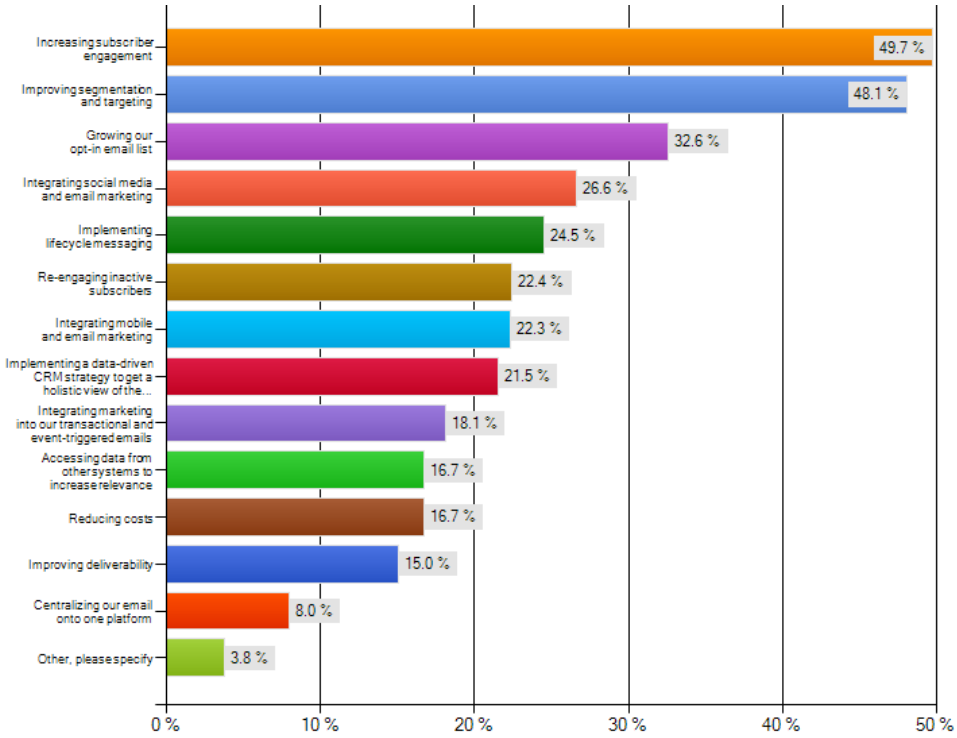
12. Please indicate the programs for which you plan to decrease spend.



13. What are your most important email marketing initiatives in 2013?



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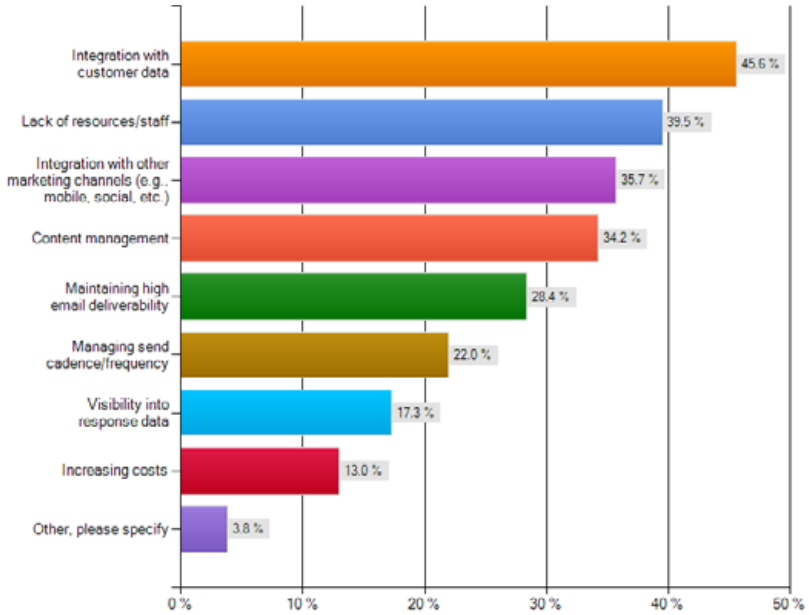
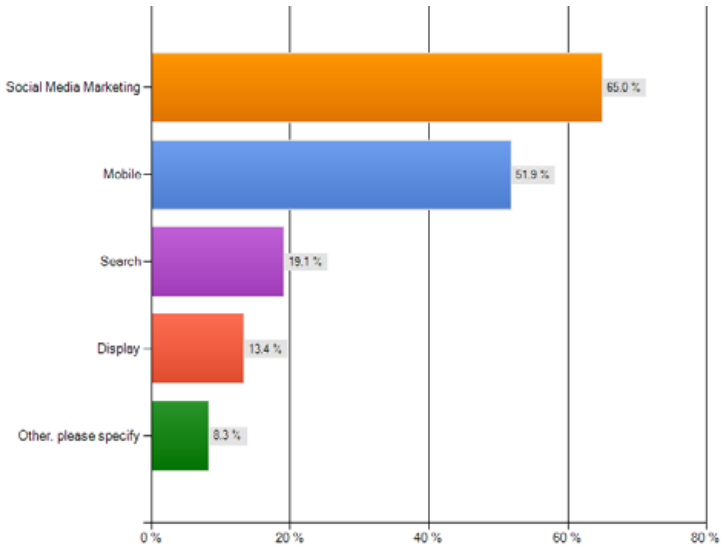
14. What are your biggest email marketing challenges heading into 2013?



15. What channels are you planning to integrate email with in 2013?



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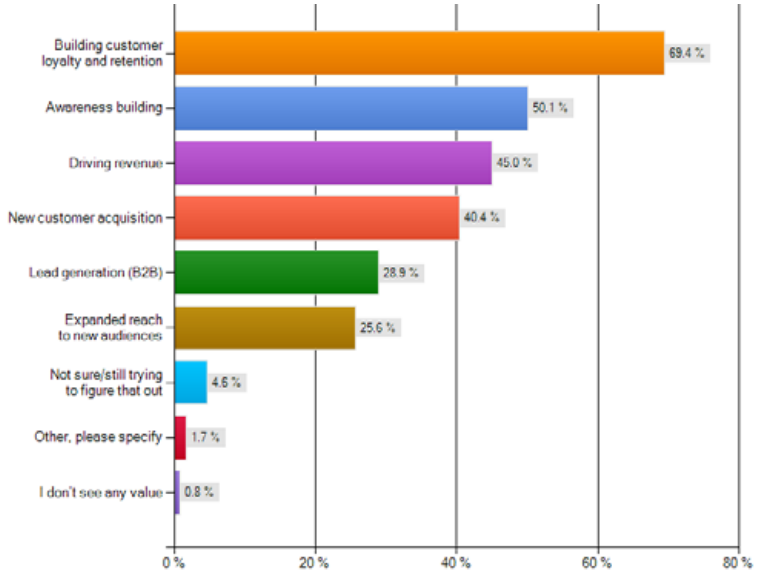
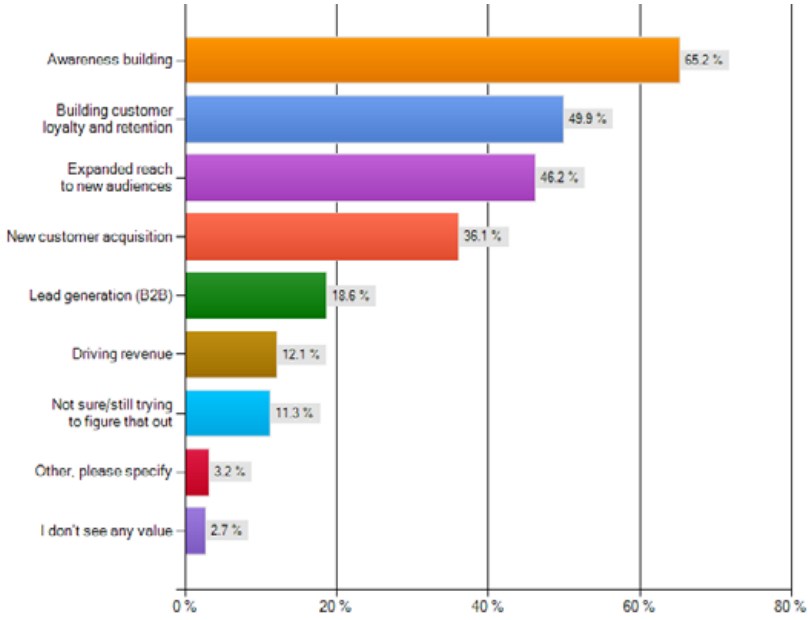
16. What do you see as the primary value of email marketing as a marketing channel?



17. What do you see as the primary value of social media as a marketing channel?



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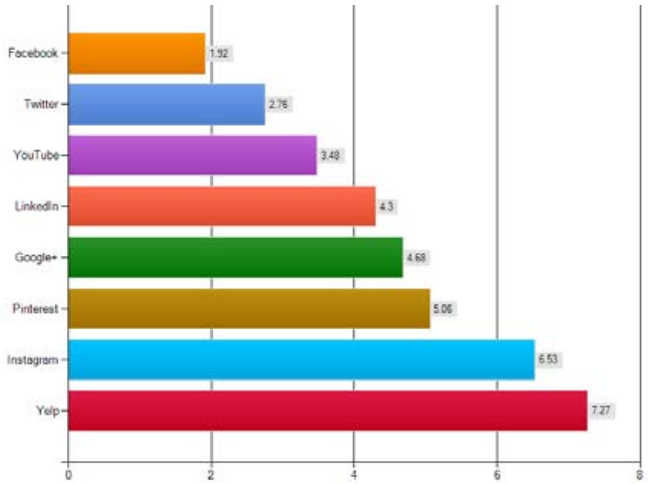
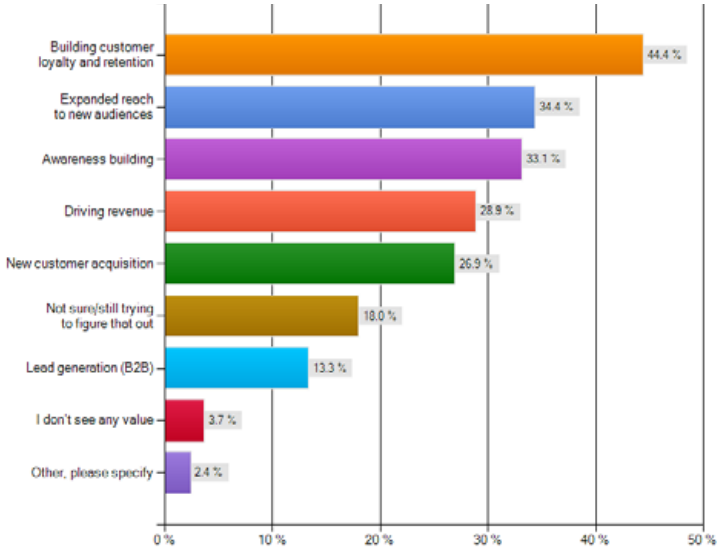
18. Please rank the following social media channels in terms of their value to you as a marketer (1 being most important and 8 being least important).



19. What do you see as the primary value of mobile as a marketing channel?



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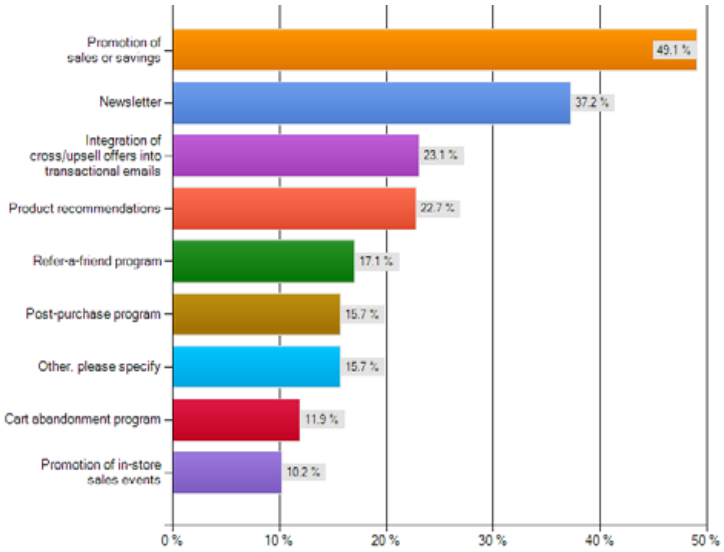
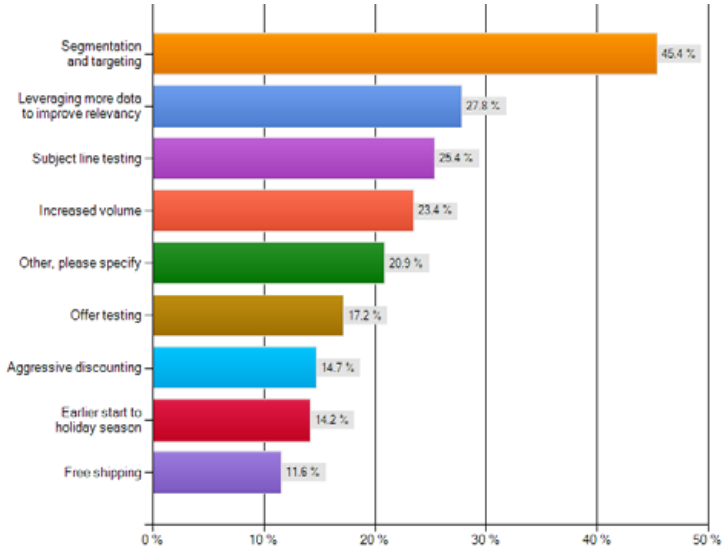
20. What email marketing programs are you employing to generate more business during the 2012 holiday season?



21. What tactics are you employing via email marketing to generate more business during the 2012 holiday season?



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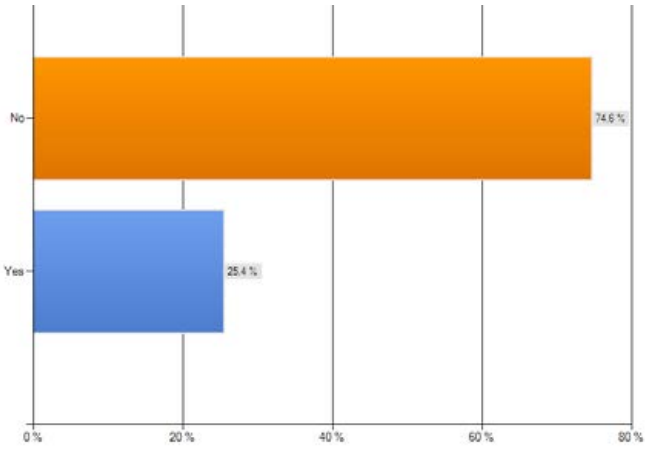
22. Are you planning to leverage mobile marketing to generate more business during the 2012 holiday season?



About the Survey

The StrongMail "2013 Marketing Trends Survey" was administered online in conjunction with SurveyMonkey. The poll, which gathered feedback from 1,002 business leaders across a wide range of industries, was conducted from November 14 – 28, 2012.

About StrongMail

We're StrongMail. We cater to forward-thinking enterprises that are looking for more than just a "me-too" email marketing solution. As our name implies, we're all about helping our clients create ***strong*** email marketing programs – ones that are impactful, effective and efficient. We believe that email provides the foundation for great interactive marketing, and that social media and mobile marketing serve to strengthen that foundation. While StrongMail was recently identified by a leading independent research firm as one of only six ESPs suited for enterprise marketers alongside vendors like ExactTarget, Responsys and Cheetahmail, our solutions and approach are very different (which is why enterprises and high-volume senders like us). Talk to us. See how StrongMail is different, and how that difference can help your business grow. Learn more at **www.strongmail.com** or call us at **(800) 971-0380**.

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