



SMALL BUSINESS
MARKETING
FORECAST

2010

**Businesses Under 100 Employees
in the United States**

Prepared by:
Ad-ology Research

ad-ology.com

REPORT PREPARED BY:

Michelle O'Brien
Lead Analyst

Jessica Helinski
Tim Londergan
Contributing Analysts

Kathy Crosett
Research Editor

C. Lee Smith
President/CEO
Ad-ology Research

**COPYRIGHT 2009 Ad-ology Research, a Division of Sales Development Services, Inc.
COPYRIGHT STRICTLY ENFORCED**

All information contained herein is copyrighted in the name of Ad-ology Research, a division of Sales Development Services, Inc. and none of such information may be copied or otherwise reproduced, repackaged, or further transmitted, transferred, or disseminated, redistributed, or resold, or stored for subsequent use for any purpose in whole or part in any form or manner or by any means whatsoever, by any person without prior written consent from Sales Development Services, Inc.

TRADEMARKS

Ad-ology is a registered trademarks of Sales Development Services, Inc.
Small Business Marketing Forecast and Small Business Marketing Outlook are trademarks of Sales Development Services, Inc.

DISCLAIMER

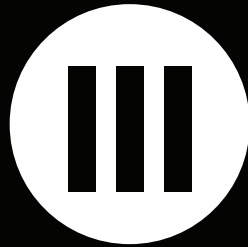
All information contained herein is obtained by Sales Development Services, Inc. from sources believed by it to be accurate and reliable. Because of the possibility of human and mechanical error, among other factors, however, such information is provided "as is" without warranty of any kind. NO WARRANTY, EXPRESS OR IMPLIED, AS TO THE ACCURACY, TIMELINESS, COMPLETENESS, MERCHANTABILITY, OR FITNESS FOR ANY PARTICULAR PURPOSE OF ANY INFORMATION IS GIVEN OR MADE BY SALES DEVELOPMENT SERVICES, INC. IN ANY FORM OR MANNER WHATSOEVER. Under no circumstances shall Sales Development Services, Inc. have any liability to any person or any entity for (a) any loss or damage in whole or in part caused by, resulting from, or relating to, any error (negligent or otherwise) or other circumstance involved in procuring, collecting, compiling, interpreting, analyzing, editing, transcribing, transmitting, communicating, or delivering, any such information, or (b) any direct, indirect, special, consequential, incidental damages whatsoever, even if Sales Development Services, Inc. is advised in advance of the possibility of such damages, resulting from the use of, or inability to use, any such information.

TABLE OF KEY FINDINGS

Page	9.	Company sales 2009 versus 2008
	9.	Company sales projection 2010 versus 2009
	10.	Small business owners' perception of the U.S. economy
	11.	Media sources for industry news
	11.	Methods for delivering out-of-town presentations
	12.	SMB owners' perception of marketing statements
	12.	SMB owners' perception of the best way to deliver marketing messages
	13.	Small business Web site marketing functions
	13.	Projected 2010 spending for online marketing, by type
	14.	Projected 2010 spending on social networking, overall
	14.	SMB owners' perception of social media
	15.	Level of perceived benefit of social networks by network
	15.	Benefits of social networking
	16.	Obstacles to social networking use
	16.	Projected 2010 spending for content marketing, by type
	17.	Projected 2010 spending for other marketing, by type
	17.	Percentage that spent more than \$1000 on advertising in the past 12 months
	18.	Reasons small business owners do not advertise
	18.	How SMB owners determine advertising spending
	19.	What influences small business advertising
	19.	Why SMB owners advertise
	20.	Projected more or less advertising spending in 2010
	20.	Projected more or less advertising spending in 2010, segmented by media type
	21.	SMB owners' perception of the effectiveness of advertising
	21.	Ways the small business owner determines if advertising works
	22.	Perceived effectiveness of advertising media, by type
	22.	SMB owners' agreement with statements about advertising
	23.	Important attributes in an advertising sales representative
	23.	Frustrations about buying advertising



SMALL BUSINESS
MARKETING
FORECAST



Methodology+Definitions

ad-ology.com

2010 Small Business Marketing Forecast™

Businesses Under 100 Employees in the United States

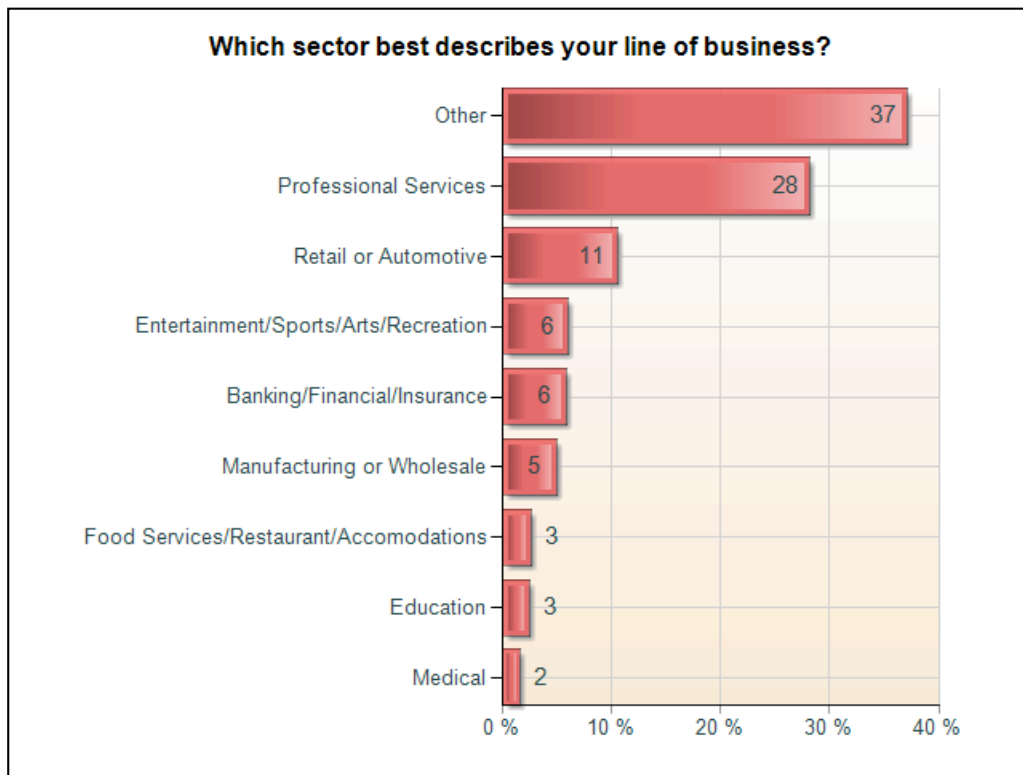
METHODOLOGY

Ad-ology Research surveyed an online consumer panel of **1,100 U.S. small-business owners** on November 6-10, 2009. All online survey interviewees were screened to identify and verify user information, location and demographics, and to delete all duplicate/multiple entries.

The margin of error for this survey is **+/- 2.95** percentage points with a **95%** confidence level. Of all respondents, 392 indicated they spent more than \$1,000 on advertising in the preceding 12 months. The remaining 708 did not spend at least \$1,000 in the preceding 12 months.

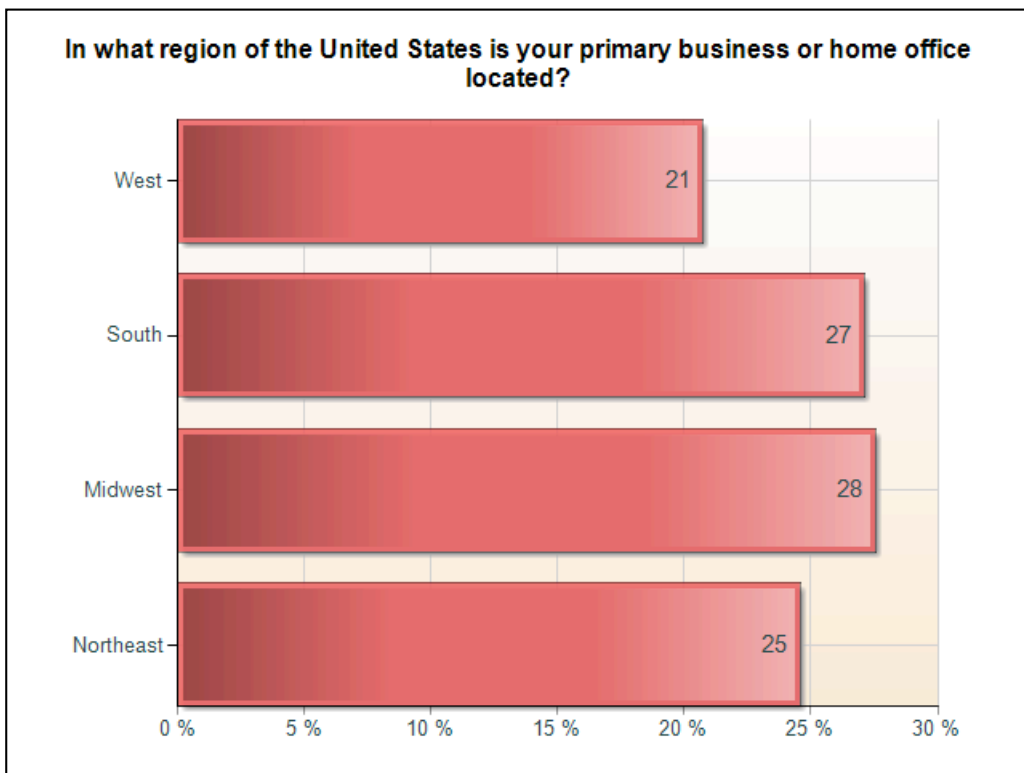
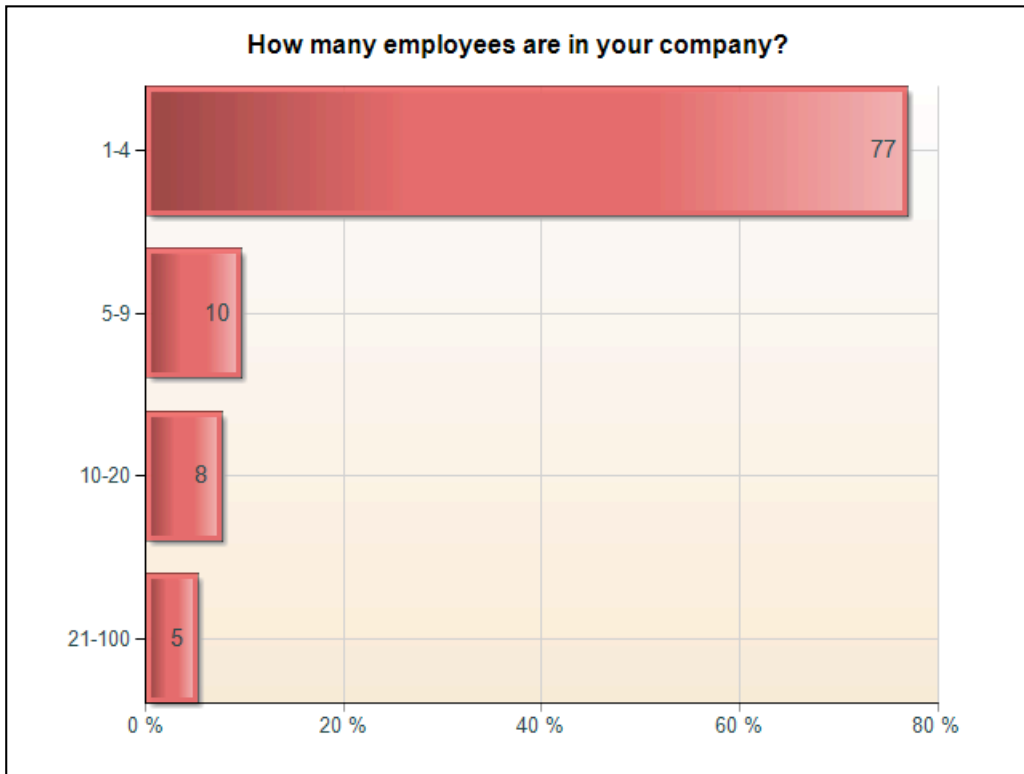
Respondents were self-classified as principal/partial owner, sales manager or advertising/marketing manager of a small business in the United States. For the purpose of the survey, “small business” was defined as a business with less than 100 employees.

Business sectors surveyed included Retail or Automotive, Banking/Financial/Insurance, Food Services/Restaurant/Accommodations, Entertainment/Sports/Arts/Recreation, Professional Services, Medical, Education, Manufacturing or Wholesale, and Other.



2010 Small Business Marketing Forecast™

Businesses Under 100 Employees in the United States





SMALL BUSINESS
MARKETING
FORECAST

IV

About Ad-ology

ad-ology.com

ABOUT AD-OLGY RESEARCH

Ad-ology is the science of customer insights for effective advertising and marketing. Our research focuses on the specific demographic, psychographic, geographic, or vertical market segments most likely to be your best customers - as well as their needs, wants and what motivates them.

Ad-ology Research is used by over 2,000 advertising agencies, media companies, and corporate marketing departments across North America.

Ad-ology Research Reports:



Ad-ology's **Media Influence on Consumer Choice** study

is conducted throughout the year with a national consumer panel to study how much influence 20 different types of online, traditional and social media have on purchasing decisions. More than 25 topics are currently available in this series, including: healthcare, retail, automotive, education, travel, financial, and professional services. Detailed reports of survey findings are available by topic at ad-ology.com. \$495 each.

Ad-ology's **Industry Marketing Insights** reports help you get smart fast with advertising and marketing insights on over 400 B2C+B2B industries. Each report provides a relevant compilation of research, sales/ad budget estimates, consumer spending, and key demographics, plus exclusive, top-line Ad-ology primary research. Available at ad-ology.com \$195 each.



Connect with the customers who spend the most on what you have to sell with Ad-ology's **Consumer Spending Forecasts**. Target the market segments and zip codes that have the most revenue potential. Consumer Spending Forecasts feature estimates and analysis of annual consumer spending on your choice of 600+ products/services, plus five-year projections. Includes consumer spending by age, race, income, owner/renter, and family status. Available for your choice of 210 television markets or 330 metro markets. \$50 each.

Free Resources from Ad-ology:

- **Marketing Forecast for your iPhone.** This app is designed to keep strategic advertisers and marketers up-to-speed on industry research, news, and trends. FREE in the iTunes App Store.
- **Marketing Forecast blog.** Provides a compilation of the latest forecasts, as well as challenges and opportunities ahead. Updated every business day at www.MarketingForecast.com.
- **Ad-ology Insights Video Podcast.** This monthly video briefing for strategic marketers includes industry trends, consumer insights, and exclusive data from Ad-ology Research. Link to the podcast through ad-ology.com and the Ad-ology Research channel on YouTube, or subscribe through iTunes.
- **Ad-ology Today E-mail.** Our daily e-mail will deliver marketing forecasts, insights, trade news and more for up to three categories you select. Sign up at ad-ology.com.
- **Follow us via social media:**
 - Twitter: [@adology](https://twitter.com/adology) and [@mktgforecast](https://twitter.com/mktgforecast),
 - [Facebook.com/adology](https://facebook.com/adology)
 - [YouTube.com/adologyresearch](https://youtube.com/adologyresearch)



Ad-ology Research

A division of Sales Development Services, Inc.

600 North Cleveland Avenue | Suite 260 | Westerville Ohio 43082

614-794-0500

ad-ology.com