

Marketing? Er, what's that?

60%
nearly 60% of
businesses don't
have a marketing
or if they do, never
look at it!

We ran a little survey & here's what we found...

We had a real cross section of businesses, from one man bands to large corporates, from consultants to healthcare, IT to leisure, financial services and charities, social housing and florists...

30% don't have
a Marketing
Plan



But say
they need
one!

**15% are completely freaked out by
the idea of writing a marketing plan!**

How
pleased
are they
with the
results
from their
marketing?

40% are looking to improve

40% could be a lot more effective

10% Don't want to talk about it!!!

10% - Er, What marketing???

So, is doing your own marketing scary?



Petrified!

6%

So scared
they don't
do any
marketing!

10%

Want to
have more
confidence

35%

Are scared
when they
get it
wrong

33%

**bare
bones**
marketing

www.bbmarketing.co.uk

Results based on survey carried
out September 2012

Where does your marketing fit in?

If you'd like help with planning, getting better results
or just someone to make it less scary,
just let us know.

Piktochart