

FIRE ALARM MARKETING

Market Conditions Today

A small survey of 2009 Marketing Practices

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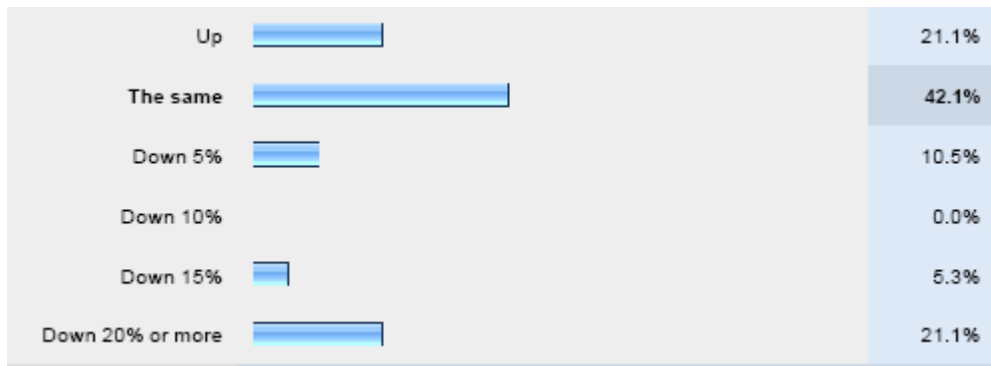
5/15/2009

On April 14, 2009, **Fire Alarm Marketing** sent out a 9-question survey entitled “Market Conditions Today” to friends, most of whom are involved with Marketing their company’s products or services. As the total n is less than 100, the results cannot be viewed as statistically valid. However, the information provided by the responses does provide a snapshot of the current thinking of Marketing practioners.

Below is a question-by-question report of the survey.

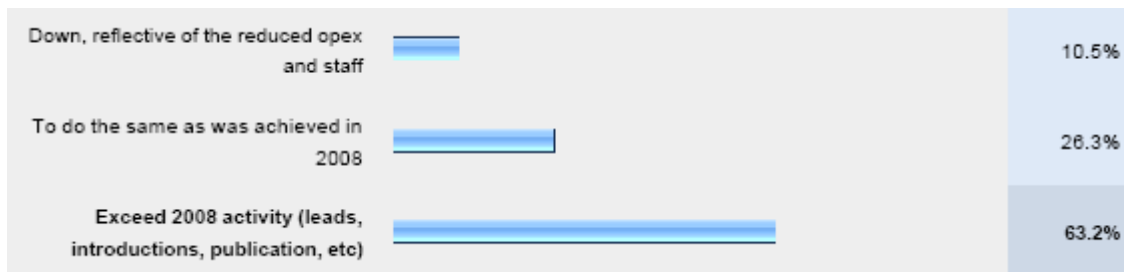
1. How does your 2009 Marketing budget compare to 2008:

The answers provided to this question were one of the biggest surprises; 21% said that their budget was up in 2009, and another 42% said that it was the same. On the other hand, 21% said that their budget was down 20% or more.



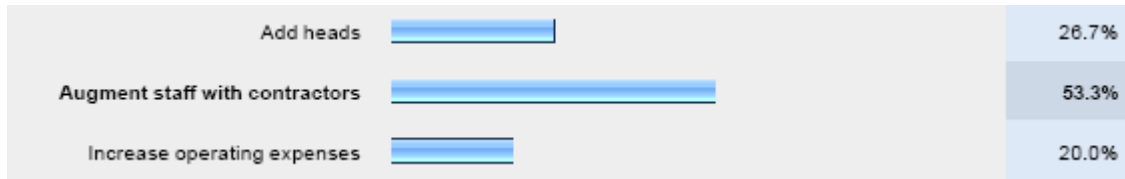
2. In 2009, Management expectations for Marketing are:

89% reported that management expects them to do the same or to exceed their 2008 activity, which would be consistent with an increased/constant budget, or the expectation that everyone will “do more with less.”



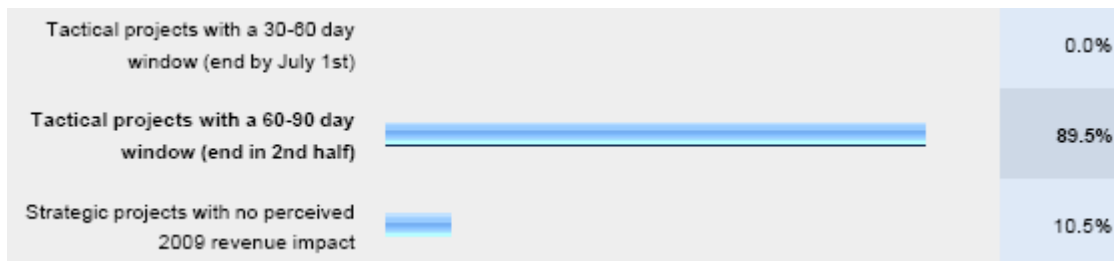
3. If you had the ability to add resources, you would:

Perhaps reflecting the economic conditions, over half the respondents said that they would augment staff with contractors, which can be viewed as a variable expense.



4. If you added resources, they (it) would be applied to:

Nearly 90% of the responses said that they would focus on tactical projects that would end in the second half of 2009.



5. In 2008, the most pressing demand is:

Lead generation is by far the most pressing demand for the respondents in this survey. Note the difference in the rating average between lead generation and the second most pressing demand, Brand Awareness Activities.

The least important is launching web 2.0/social networking activities.

	Most Important								Least Important	Rating Average
<u>Lead Generation</u>	50.0%	7.1%	7.1%	7.1%	21.4%	0.0%	0.0%	7.1%	2.79	
Brand awareness activities (blogs, PR, papers, etc.)	6.7%	33.3%	33.3%	13.3%	0.0%	0.0%	6.7%	6.7%	3.27	
<u>New Product Introduction</u>	20.0%	6.7%	26.7%	20.0%	0.0%	20.0%	6.7%	0.0%	3.60	
Reviewing marketing business strategy	13.3%	13.3%	6.7%	13.3%	20.0%	26.7%	0.0%	6.7%	4.27	
<u>Partnering</u>	7.0%	21.4%	7.1%	14.3%	21.4%	7.1%	21.4%	0.0%	4.29	
<u>Channel Development</u>	6.7%	6.7%	13.3%	20.0%	20.0%	13.3%	13.3%	6.7%	4.67	
<u>Competitive Analysis</u>	7.1%	0.0%	14.3%	21.4%	21.4%	7.1%		28.6%	5.88	

Launching Web 2.0/ Social networking activities

0.0% 7.1% 7.7% 0.0% 7.1% 14.3% 28.6% 35.7% 6.43

6. If you had a short term need and decided to bring in external resources on a marketing project, what kind of project would it be:

The answers here reflected the diversity of the survey population. While 31% said that they would use people on Collateral Development and Delivery, the same number listed specific tasks applicable to their company.



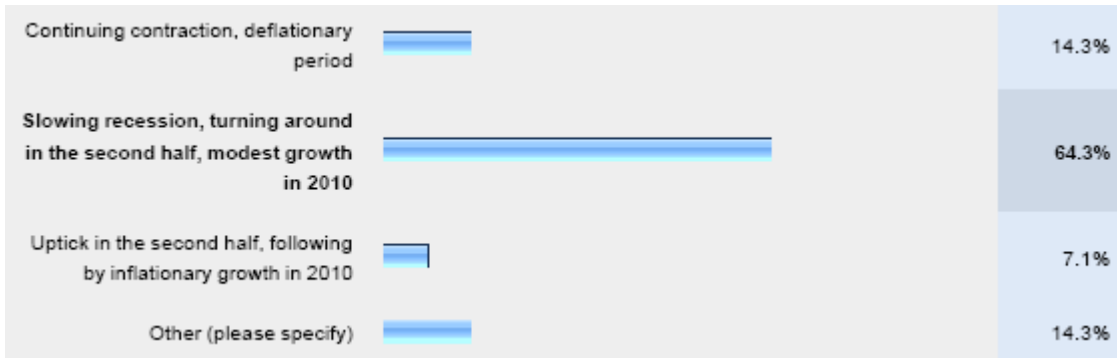
7. Can you rate the importance of the following as they relate to outside resources:

Both Industry and Marketing Experience are of major importance relating to outside resources.

	Most Important				Least Important	NA	Rating Average
Industry Experience	38.5%	30.8%	15.4%	15.4%	0.0%	0.0%	2.08
Marketing Experience	35.7%	28.6%	21.4%	14.3%	0.0%	0.0%	2.14
Reputation	21.4%	21.4%	42.9%	7.1%	7.1%	0.0%	2.57
Price	0.0%	7.7%	15.4%	53.8%	23.1%	0.0%	3.92
Personal Relationship	7.7%	15.4%	7.7%	7.7%	61.5%	0.0%	4

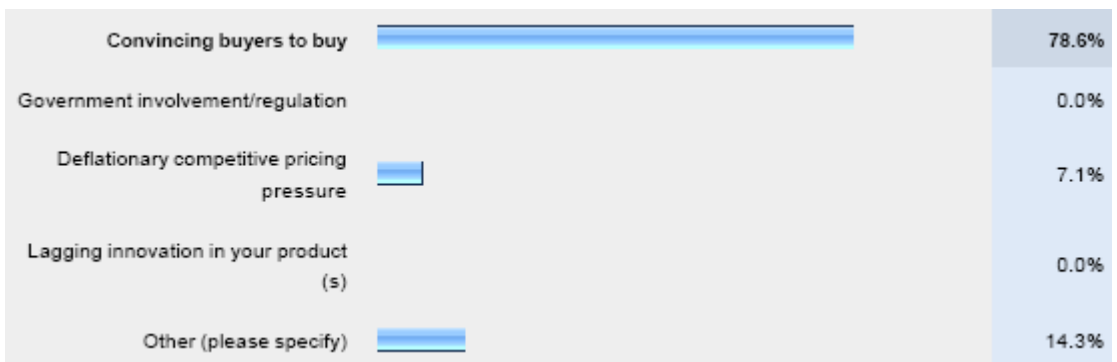
8. What is your opinion of the economy for the balance of the year and 2010:

Almost 2/3rds (64%) of the respondents feel that the economy will turn around in the second half, followed by modest growth in 2010.



9. What do you see as the biggest hurdle over the next 9 months:

Convincing buyers to buy was by far the biggest hurdle for the respondents, with a small group, again reflecting the diversity of the survey listing other hurdles as their main concern.



To discuss this survey in detail and/or its implications, call either Dick Lush (508)643-0411) or Bob Mannal (617-306-6147).