

ization
ability
ement
Design
esting
alytics
rosites



What's Working in IT Marketing: Latest Stats for Software, Hardware, & IT Services Marketers

July 26th 2005

Presented by:
Anne Holland, Publisher
Stefan Tornquist, Research Director

Questions? Feedback@MarketingSherpa.com or (877) 895-1717

Data for this report was gathered via:

- Survey of 826 IT marketers conducted by MarketingSherpa, May 2005
- Survey of 196 IT professionals conducted by MarketingSherpa & CMP Media, April 2005
- Review of 40 additional research sources who graciously gave us access to their recent data on software, hardware, and services marketing, including:

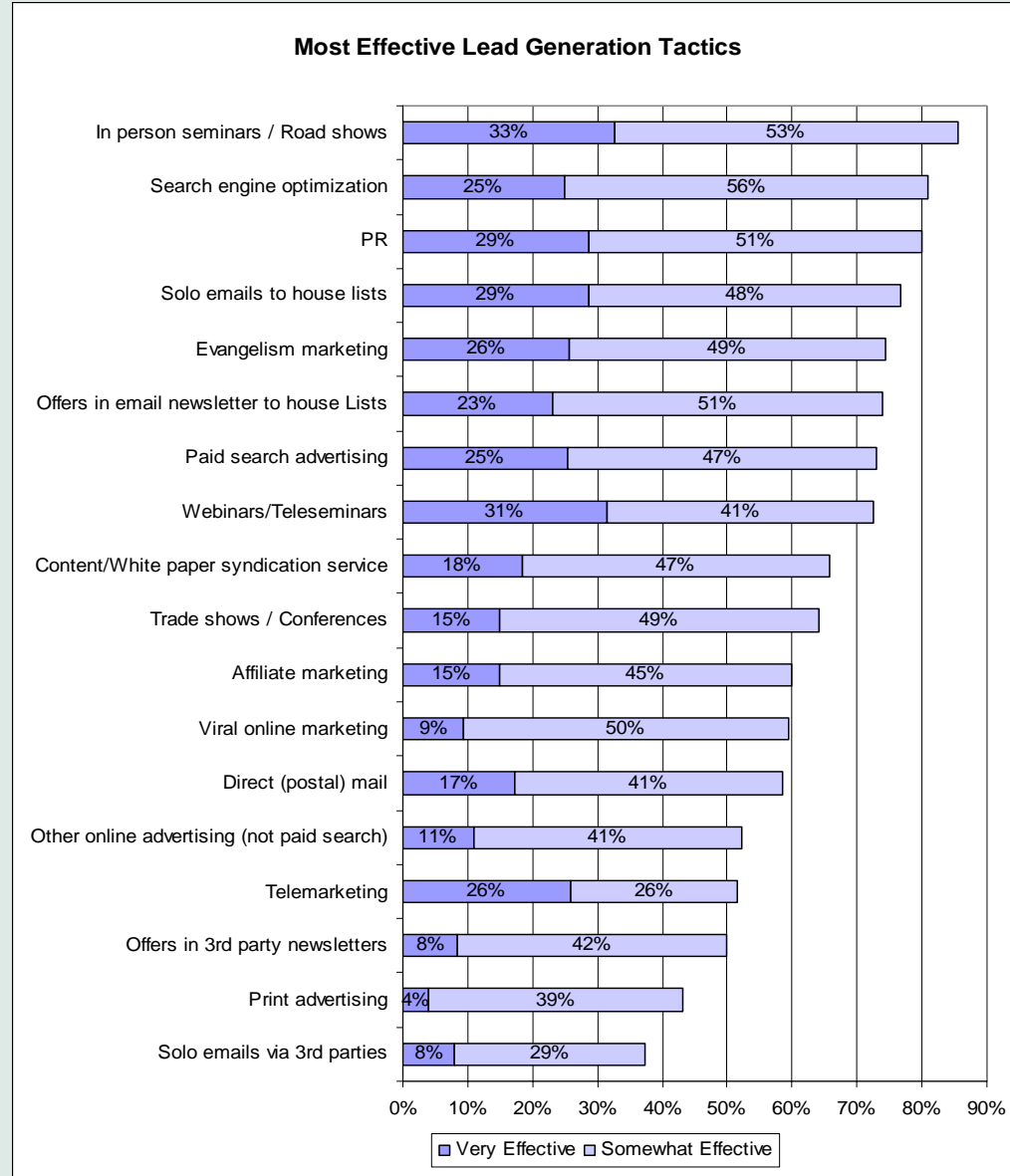
Aquent
Babcock & Jenkins
Biz360
Business Wire
BuzzMetrics
CMP/TechWeb
The DMA
DoubleClick
Dynamic Logic
FCW Media Group
Harvey Research

IDG
IMN Inc.
Info-Tech
ITSMA
InTouch
KnowledgeStorm
Laredo Group
MacMcIntosh Inc.
Market Connections
PR Web
SEMphonic

SIIA
SiriusDecisions
Strategic Oxygen
TechTarget
VisionEdge
Warrillow & Co.

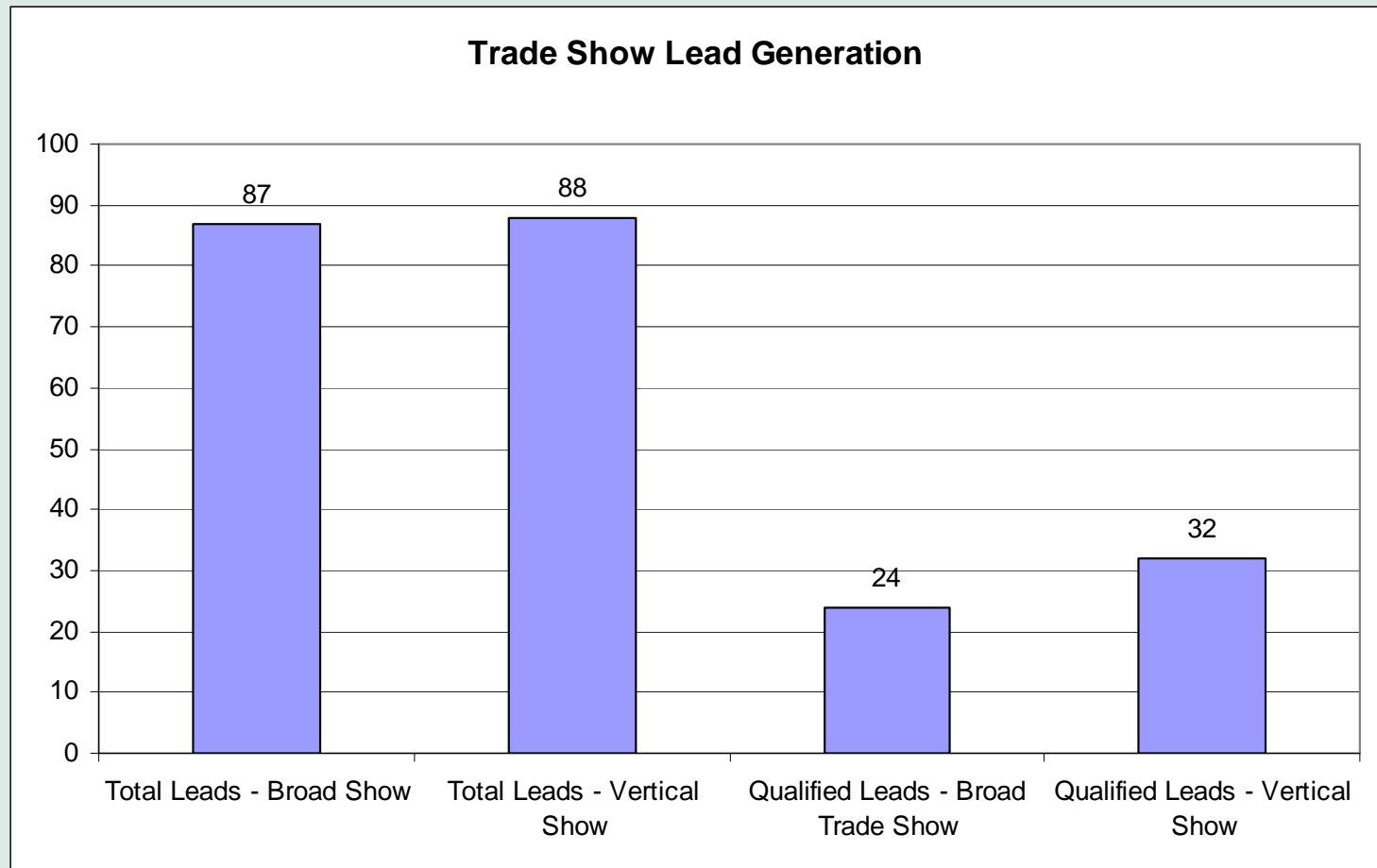
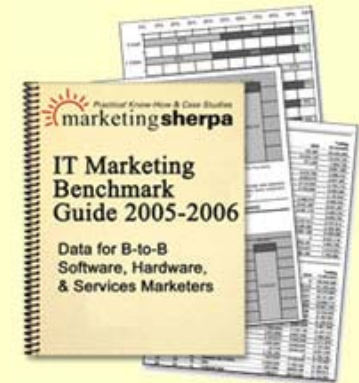
MarketingSherpa IT Benchmark Study - 5 Findings:

#1. What Works for Lead Generation



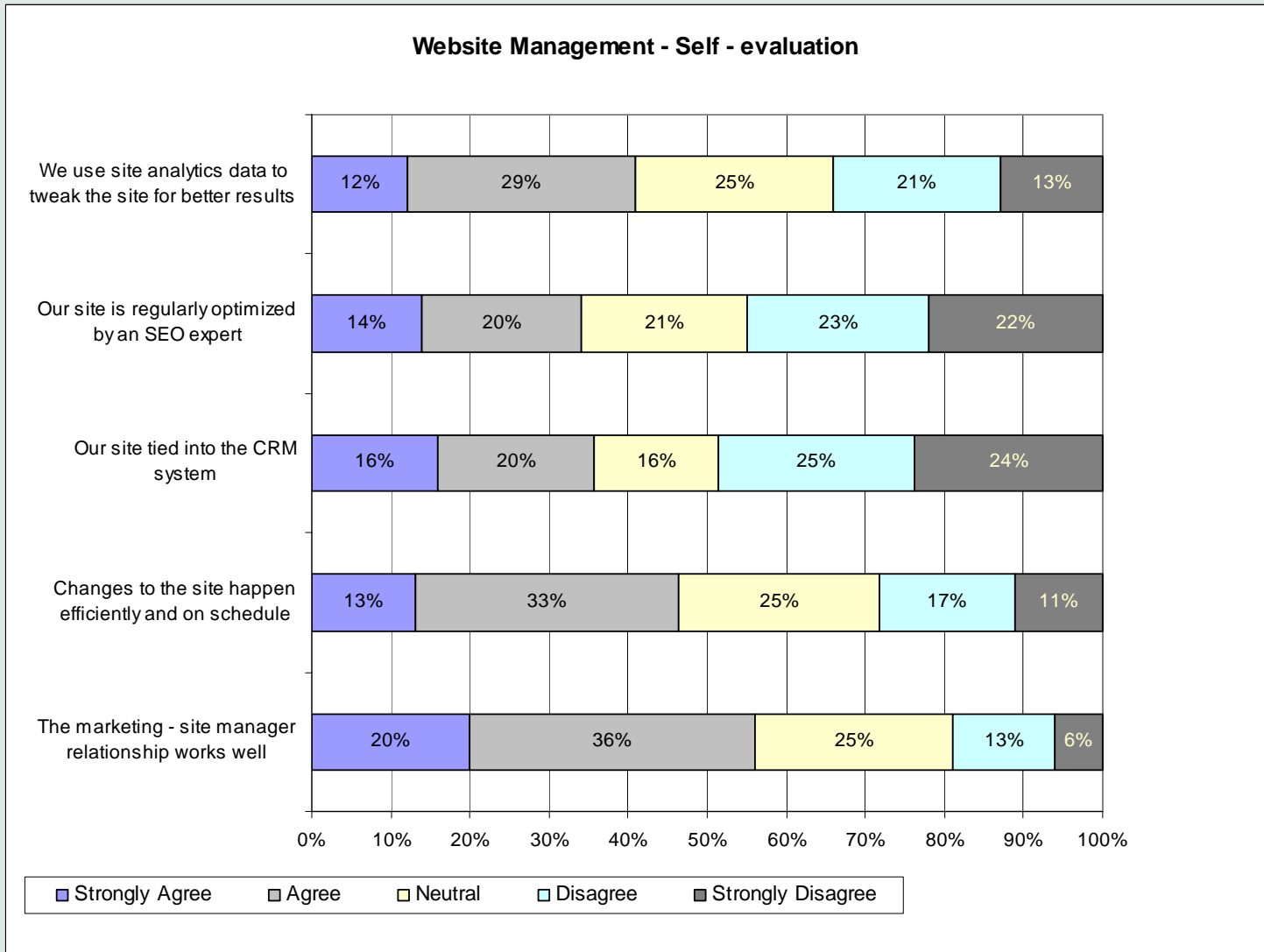
Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

MarketingSherpa IT Benchmark Study - 5 Findings: #2. Trade Show Lead Generation



Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

MarketingSherpa IT Benchmark Study - 5 Findings: #3. Website Management Practices

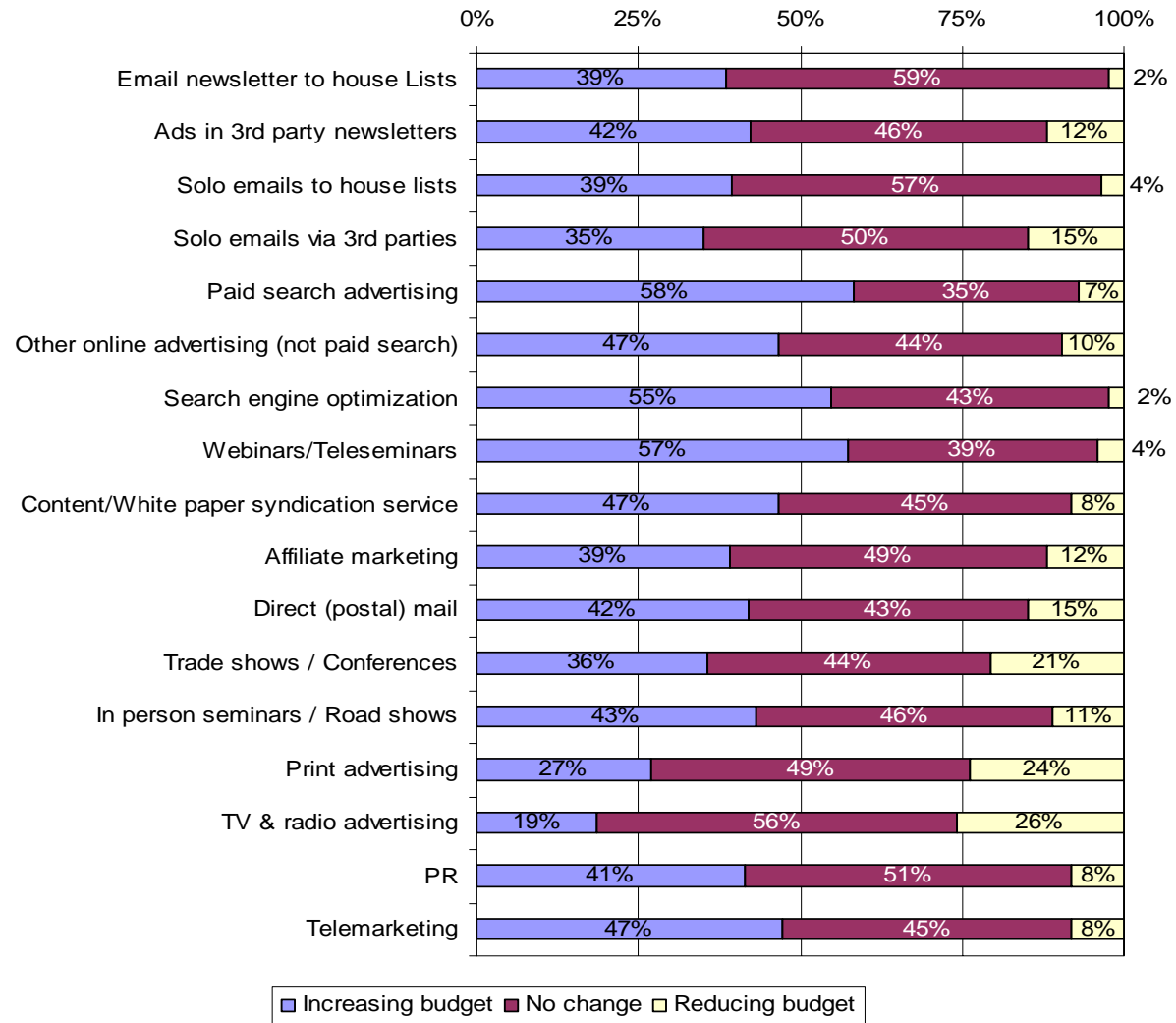


Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

MarketingSherpa IT Benchmark Study - 5 Findings: #4. How Is Your Budget Changing for These Tactics?

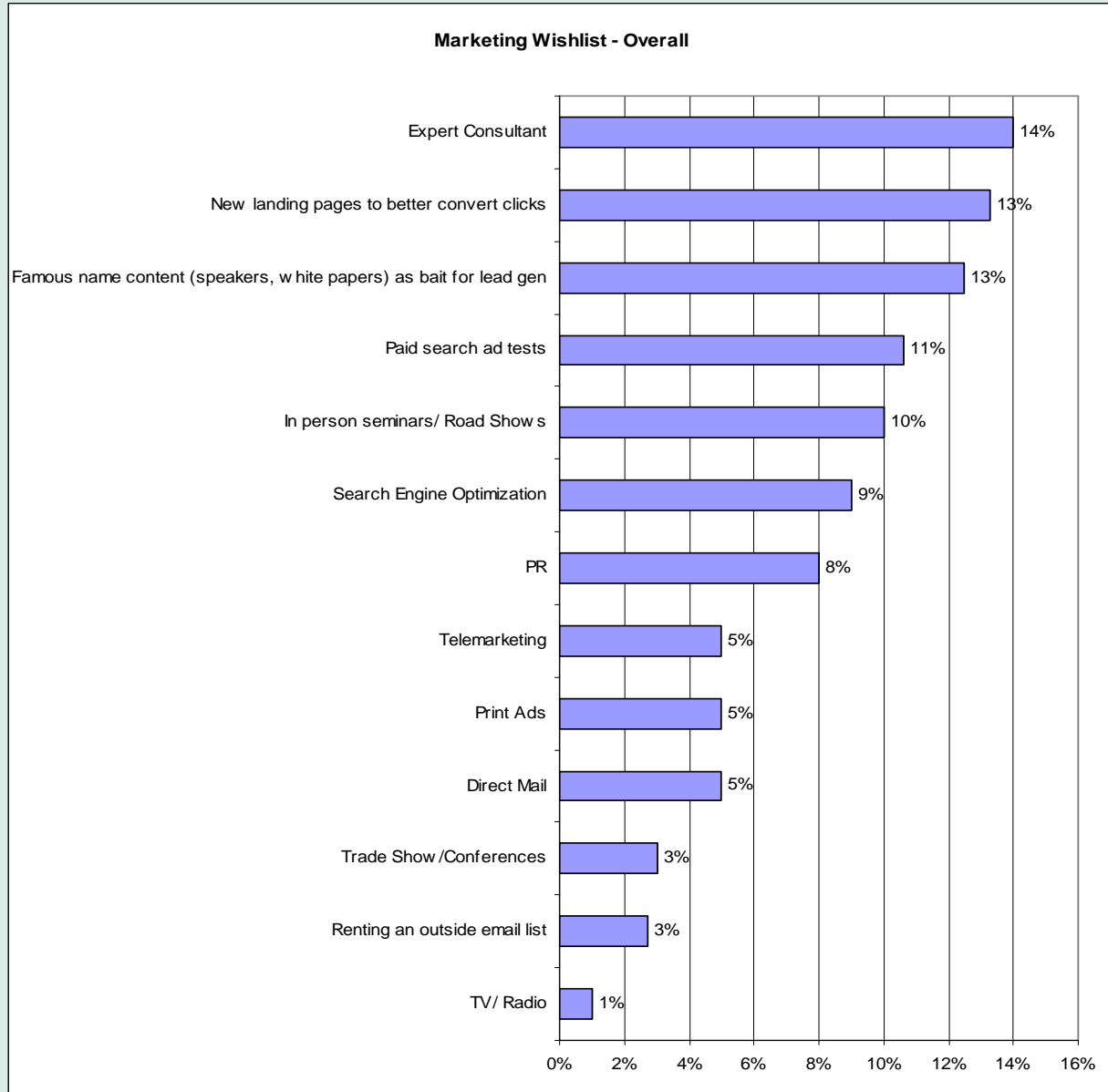
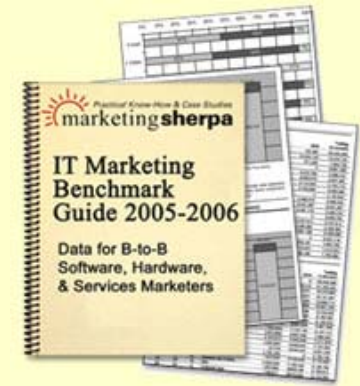


Tactical Marketing Budget Changes

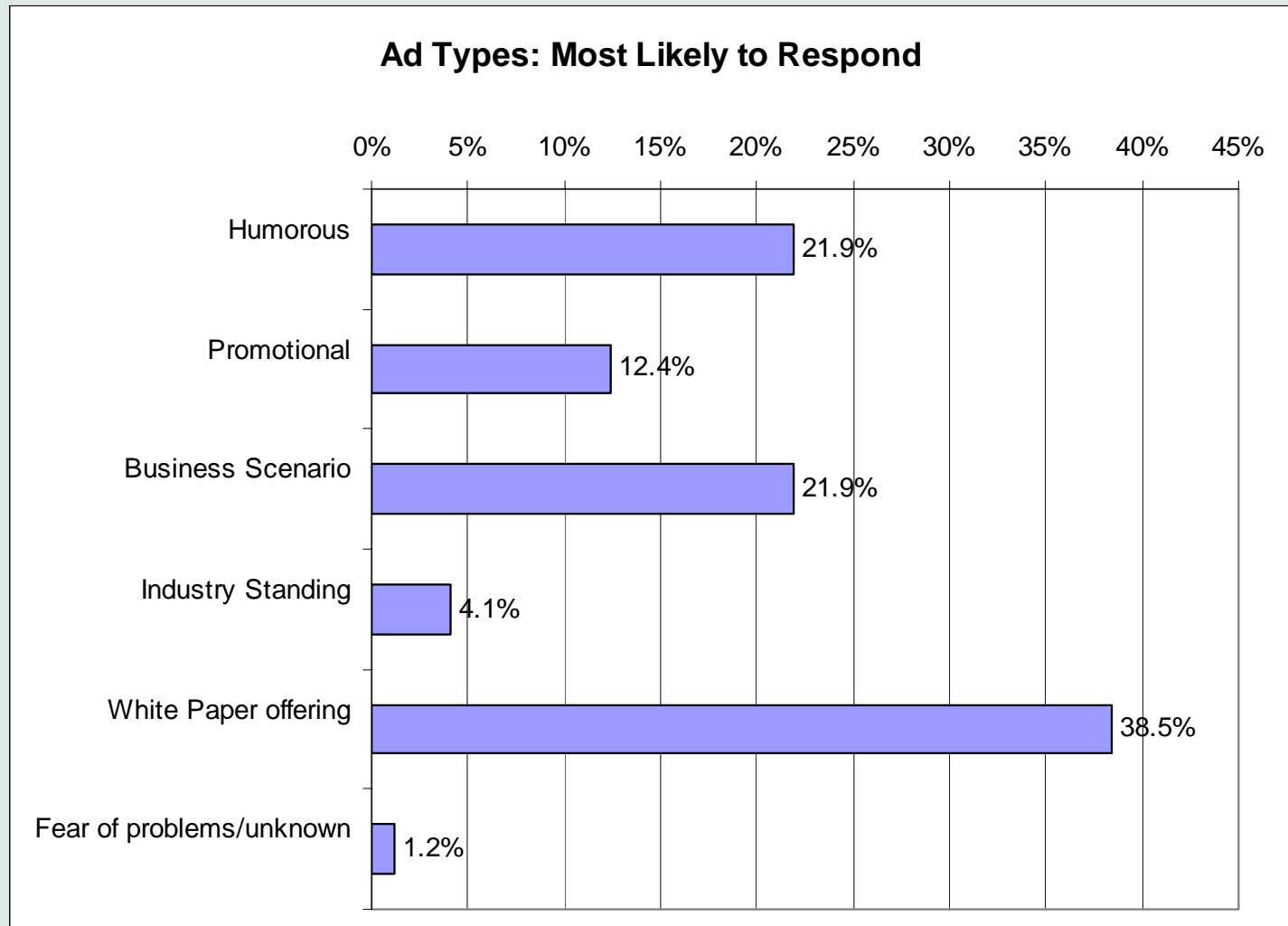
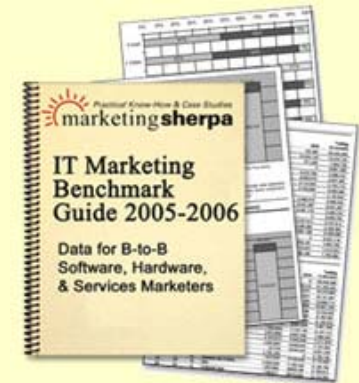


Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005

MarketingSherpa IT Benchmark Study - 5 Findings: #5. If You Had An Extra 50K, How Would You Experiment?

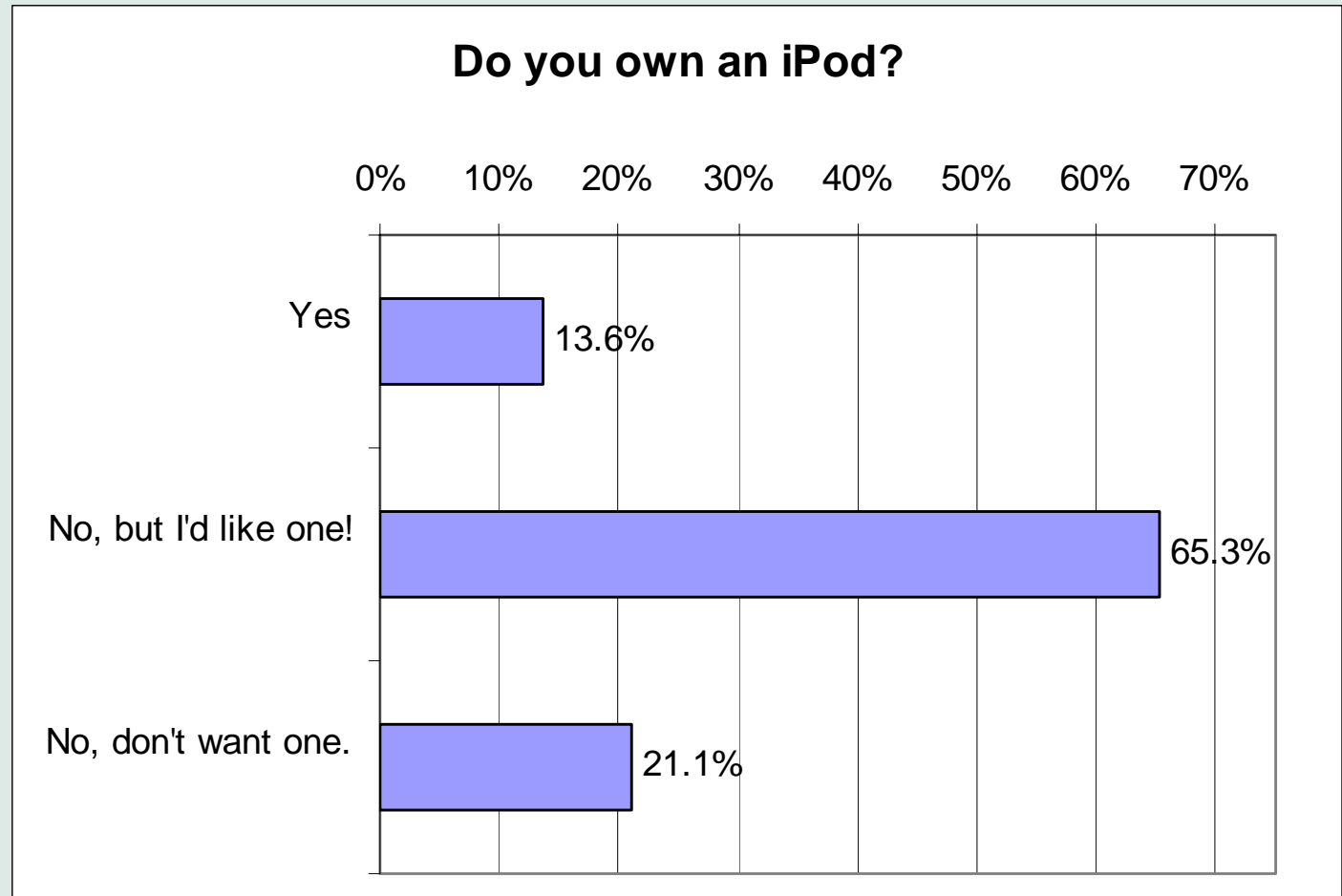
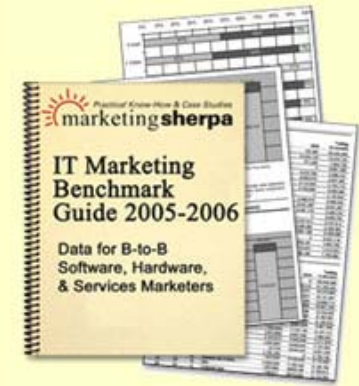


MarketingSherpa CMP TechWeb Study - 2 Findings: #1. Online Ad Messaging IT Pros Say They Are Most Likely to Respond To

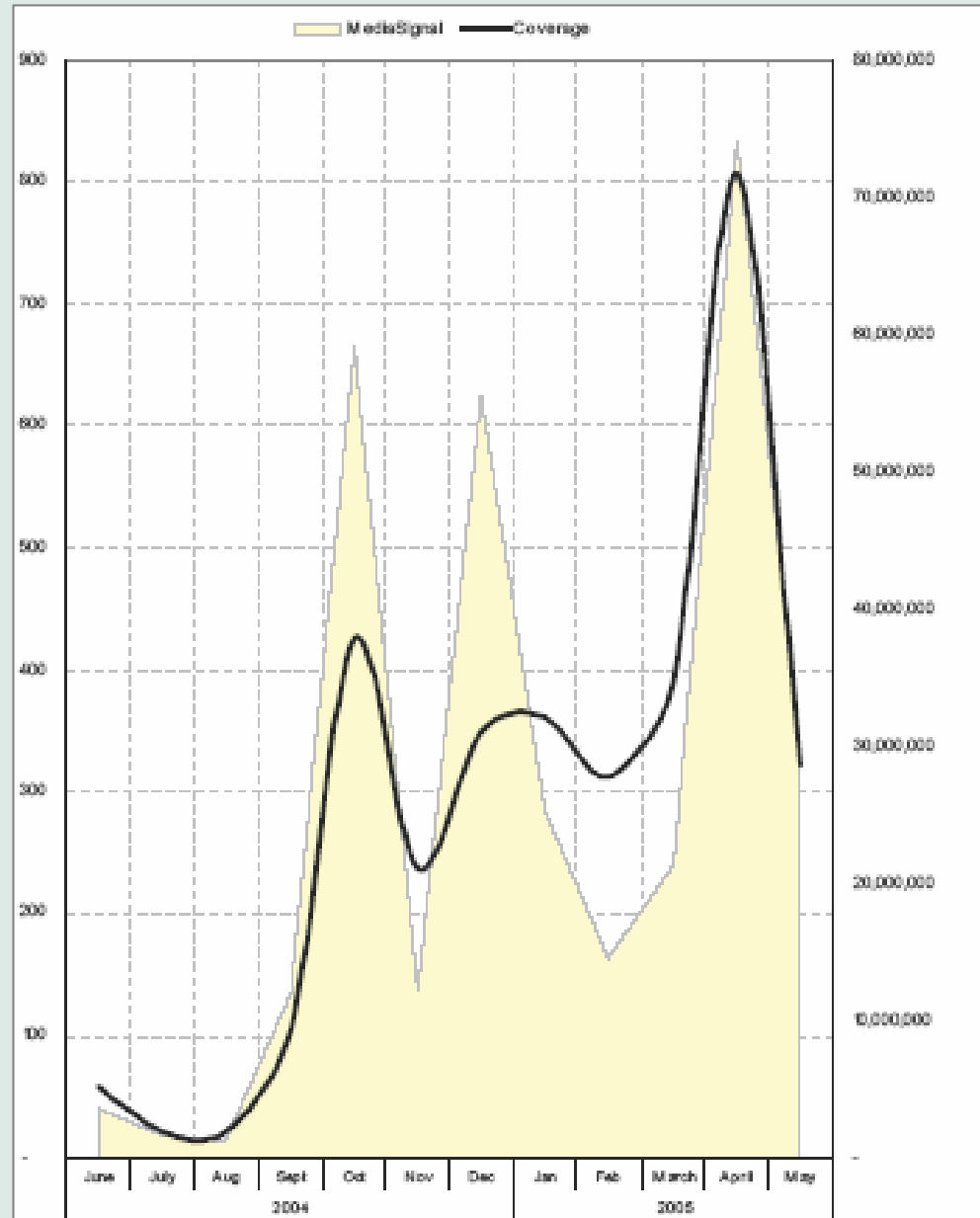
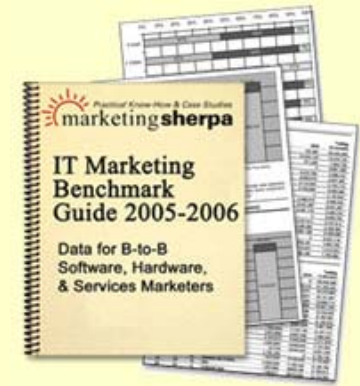


Source: MarketingSherpa/CMP Media, Attitudes and Online IT Advertising Survey, 2005

MarketingSherpa CMP TechWeb Study - 2 Findings: #2. iPod Ownership & Desire

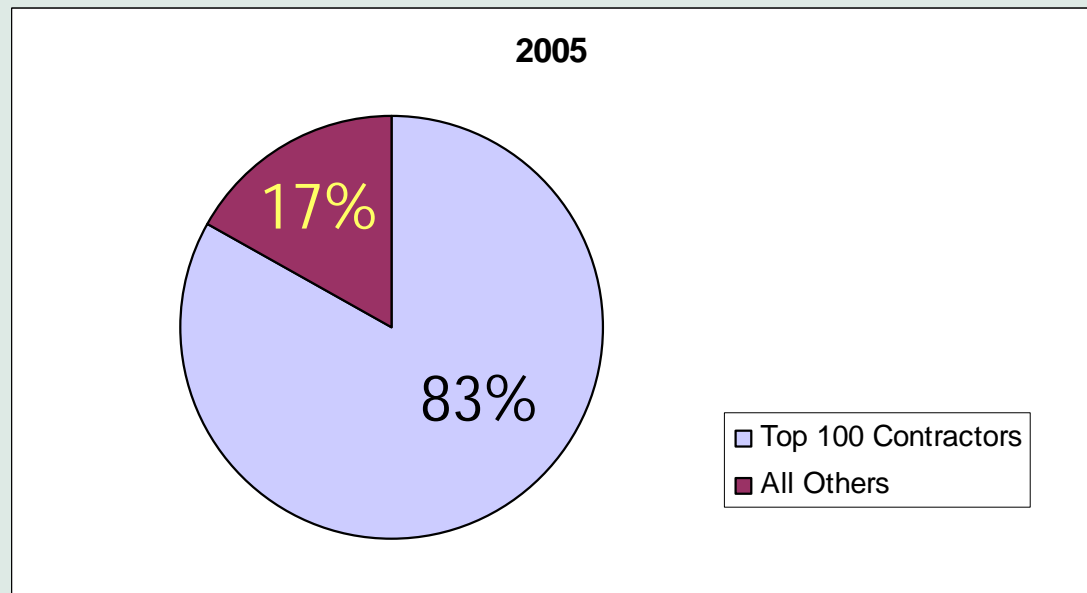
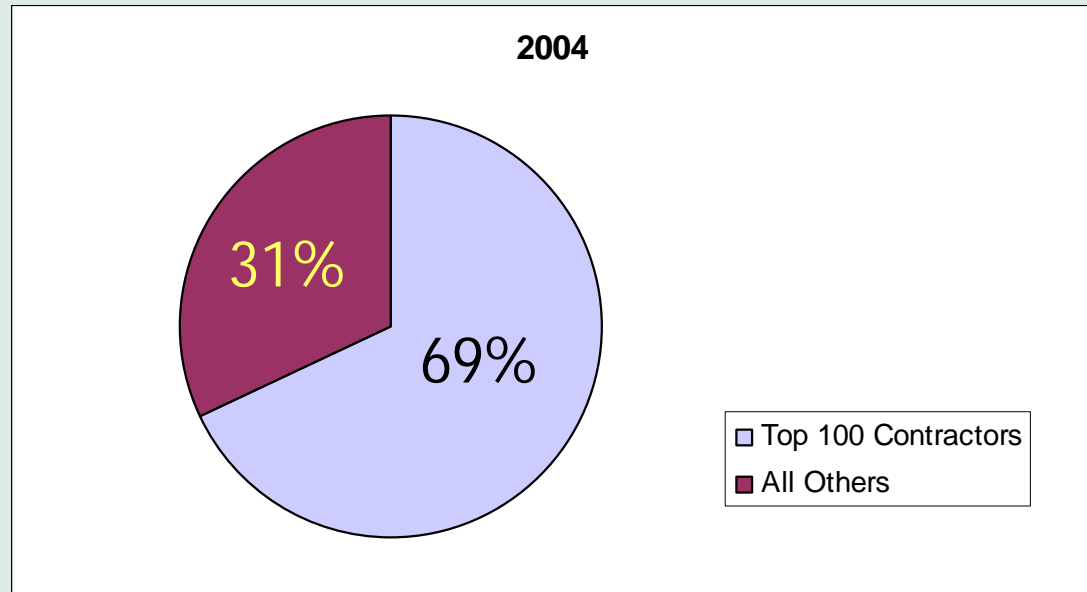
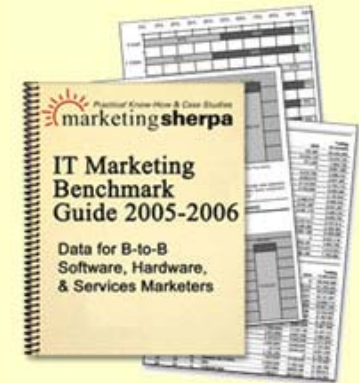


Source: MarketingSherpa/CMP Media, Attitudes and Online IT Advertising Survey, 2005



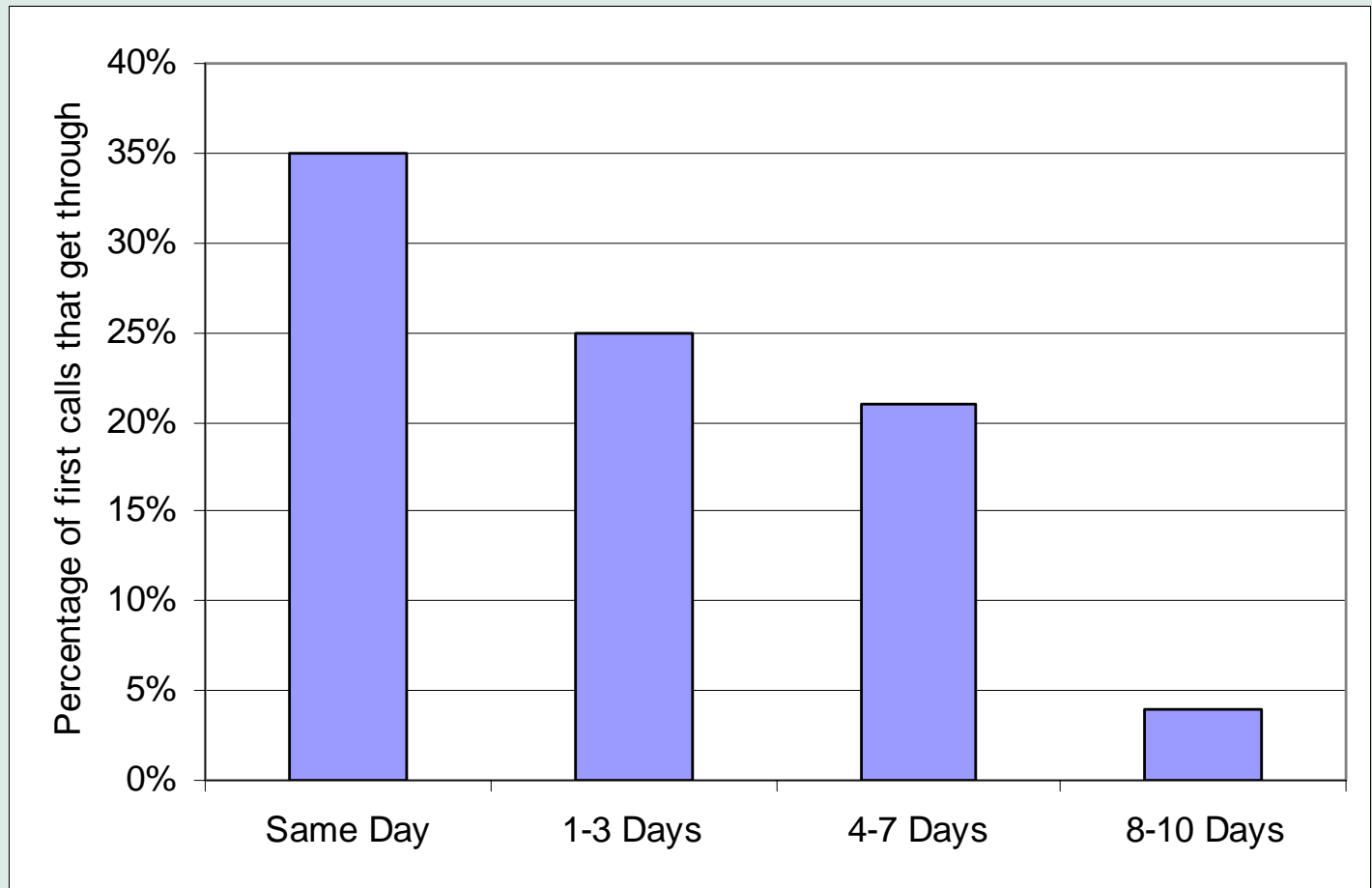
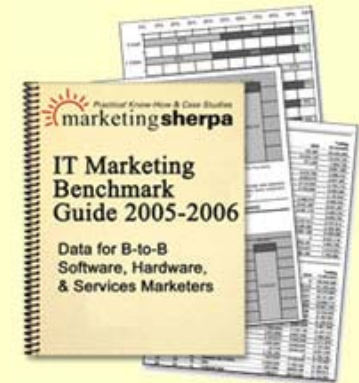
Source: Biz360 for MarketingSherpa, June 2005

Are You Getting Your Share of the Federal IT Pie?



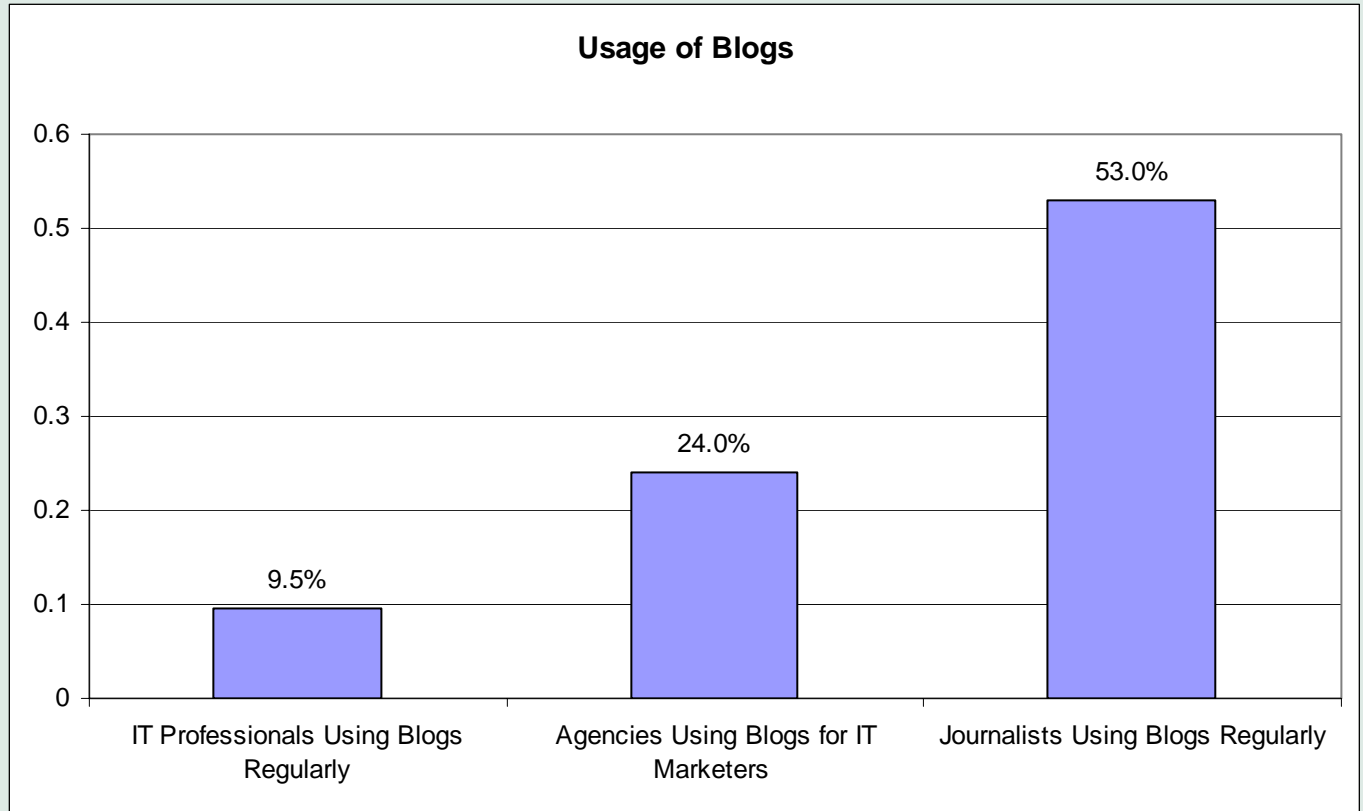
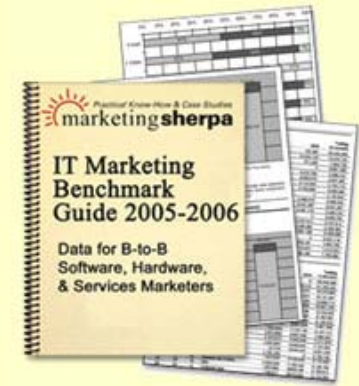
Sources: Washington Technology, Federal Sources Inc., May 2005

5 Dangers/Opportunities for 2006: #1. Leads Get Cold Ultra-Quickly



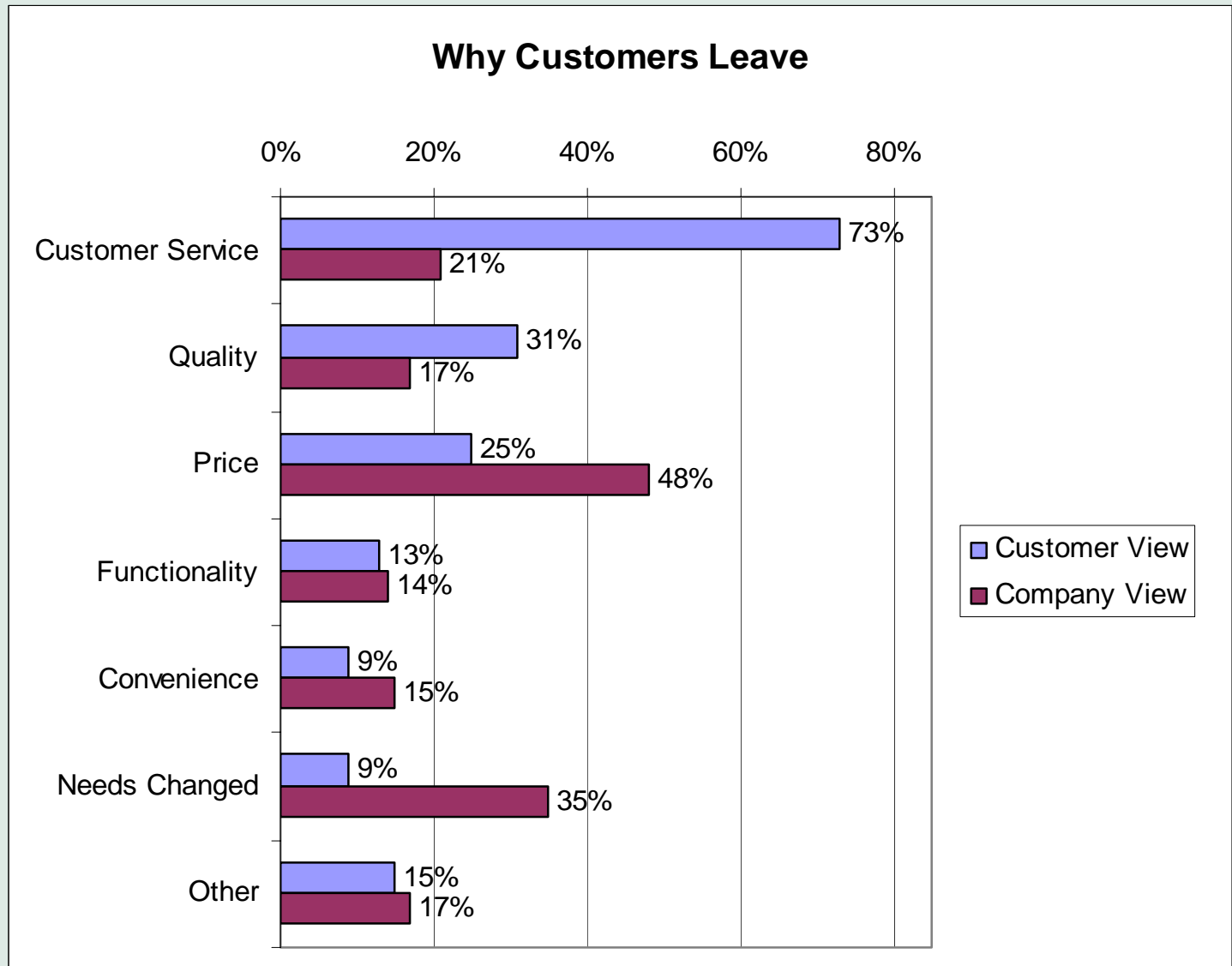
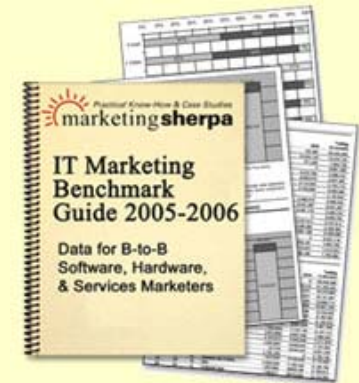
Source: KnowledgeStorm/Artemis Group, March 2005

5 Dangers/Opportunities for 2006: #2. Blogs Over-hyped



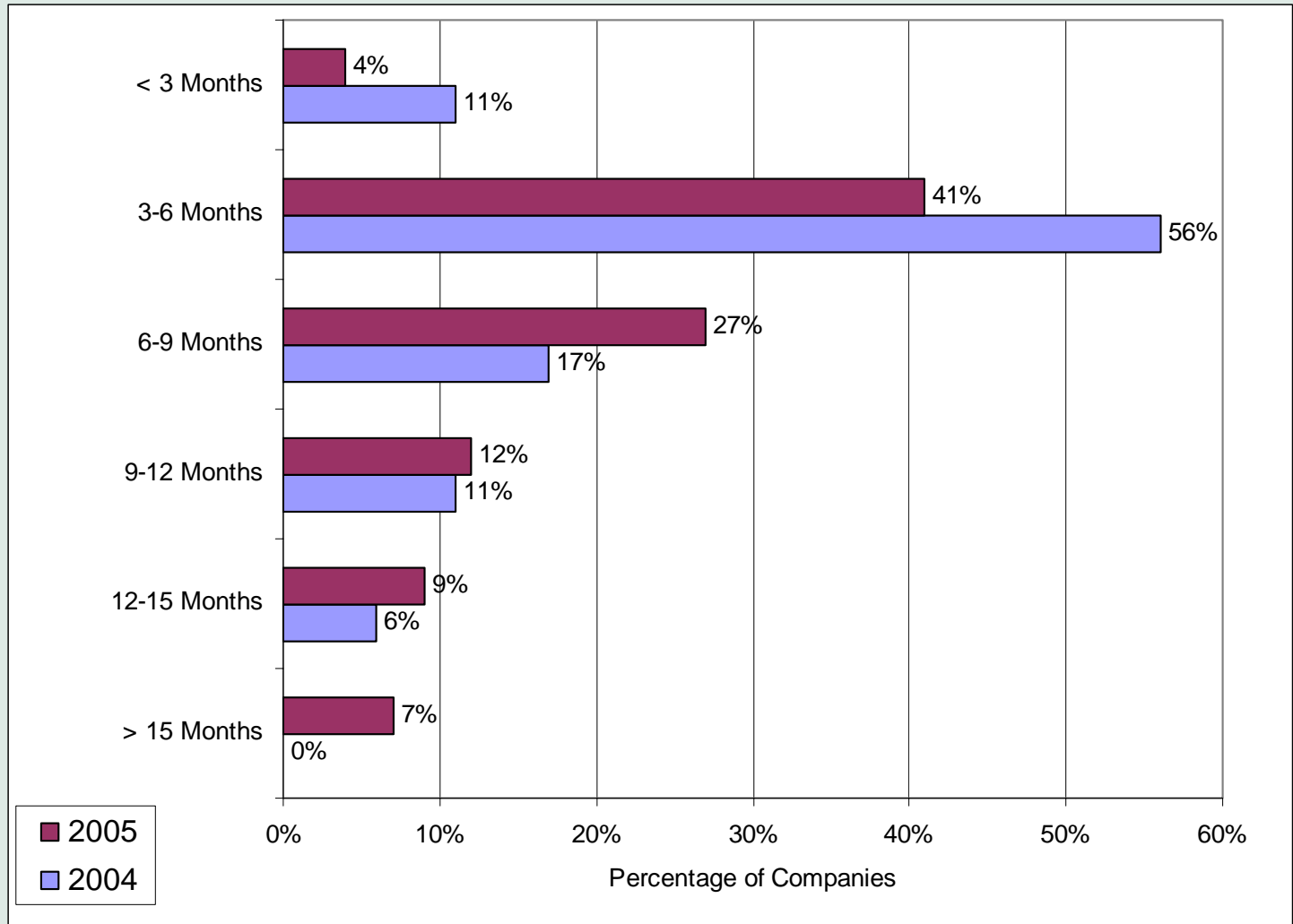
Sources: MarketingSherpa/CMP Media, Attitudes and Online IT Advertising Survey, 2005 and Bitpipe 2005 Marketing Trends Study, December 2004

5 Dangers/Opportunities for 2006: #3. Customer Service More Critical Than Price



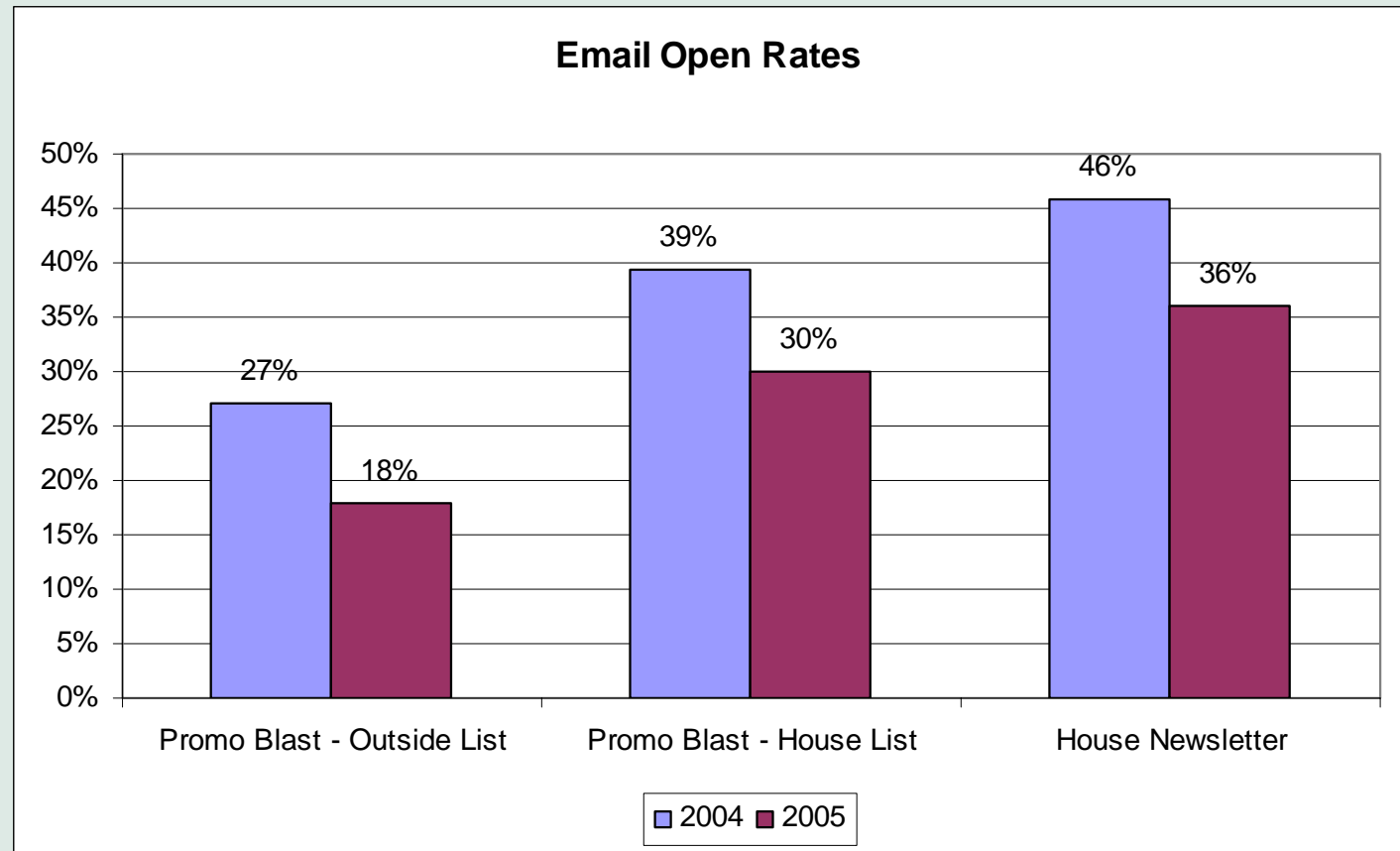
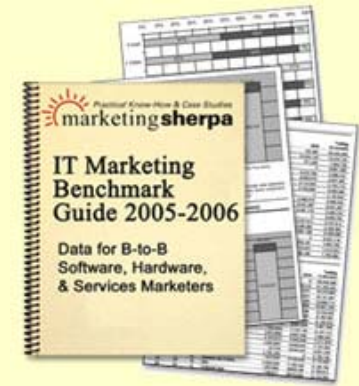
Source: RightNow Technologies, The Loyalty Connection: Secrets to Customer Retention, 2005

5 Dangers/Opportunities for 2006: #4. Sales Cycles Are Getting Longer

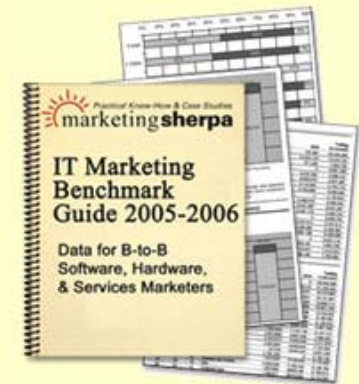


Source: SiriusDecisions Lead Metrics Study, 2005

5 Dangers/Opportunities for 2006: #5. Email Open Rates Dropping Precipitously



Source: MarketingSherpa IT Marketing Benchmark Survey, June 2005



New from MarketingSherpa: IT Marketing Benchmark Guide 2005 - 2006

Software, hardware & IT services marketers:
Now you can easily compare your results & plans to
"the norm."

100% revised 288-page Benchmark Guide includes:

- > Search, email, & PR campaign results
- > Real-life data from 826 IT marketers
- > What IT pros think about your ads

For more information/copies:

<http://ITmarketing.MarketingSherpa.com>

Or call (877) 895-1717

Service@MarketingSherpa.com