



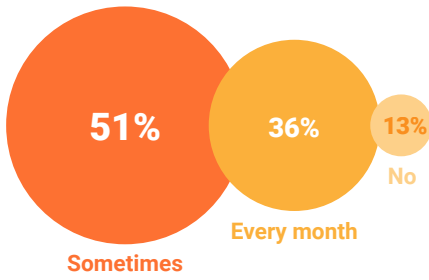
# The SME marketing landscape

Key findings from research into the marketing practices of SMEs

**87%** of businesses spend money on marketing

yet only **37%** keep track of their results

Do you spend money on marketing?



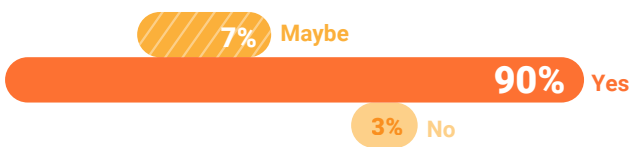
Do you track and measure the results of your marketing?



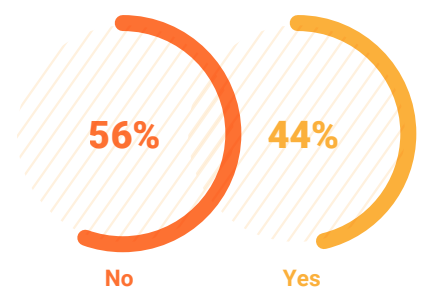
**90%** plan to do marketing in the coming months

but **56%** don't have a documented plan

Are you planning to do marketing for your business in the coming months?

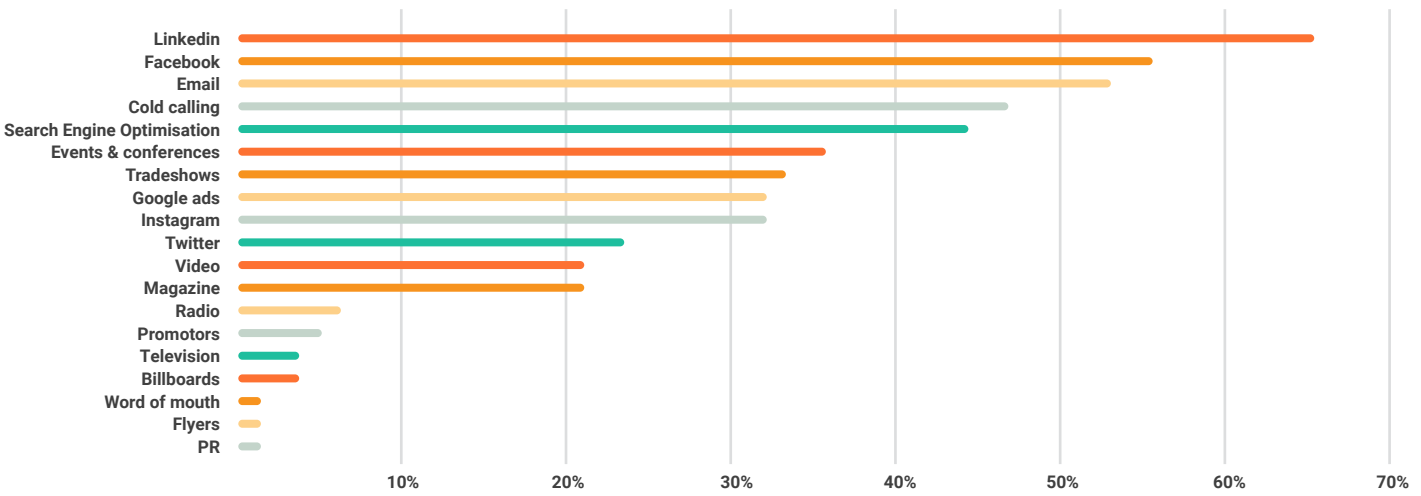


Do you have a documented marketing plan?



Significant amount of **marketing activity** takes place

Which of the following marketing channels have you used in the past year?



But **frustration runs high** with many not seeing results

What is your biggest frustration with marketing?



## Our take

Marketing is done as a knee jerk with little strategic thought behind it

Lots of activities but questionable results

Poor planning and management mean poor outcomes

Despite high levels of frustration few seem to know where to find help

Most small-medium companies battle with marketing rather than benefit from it

Need help with your marketing strategy?

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