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Survey: B-to-B Advertisers Prefer Print, Events Over Online



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01/18/2007

A new, media trend survey from USA Strategies shows that business-to-business customers do not trust online messages and that marketers still prefer to showcase their products and services in print and at trade shows rather than online.

Although most marketers surveyed view company Web sites as a positive "vehicle for branding," 86 percent said they did not believe that targeted search results advertising was the most effective means of advertising.

"A lot of the distrust regarding the internet stemmed from the fact that although marketers can track click-through rates and page views, they still have trouble relating those metrics to actual sales," said Patrick Yanahan, president of USA Strategies, in a statement. "That should be a wake-up call to advertisers and marketers everywhere. For new media to be successful there has to be measurable results."

The survey jibes with a similar survey conducted by American Business Media and Forrester Research last year that showed that industry-specific marketers prefer to use trade shows and specific business magazines, followed by Web sites and general business magazines to advertise their products and services.

Almost 61 percent of the 867 respondents in the ABM survey said that in-person events were effective vehicles for building brand image. Similarly, 62.6 percent felt that in-person events were good places to find qualified leads. And just more than half cited industry-specific magazines as effective for building. Just 48 percent, were using online as a means of reaching b-to-b consumers.

In the new survey from USA Strategies, a Chicago-based, b-to-b marketing and communications firm, new product introductions, print ads and editorial coverage were viewed as the most important advertising options, followed by trade shows as a means of showcasing new products. The use of online advertisements ranked fourth in level of importance.

When it comes to building customer trust, print ads and editorial led in importance while search engine advertising was the least favorable, according to the USA Strategies survey.