



marketingcoach.ie
marketing consultancy and business coaching

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marketing coach snapshot

sme marketing in ireland



LATEST RESEARCH JUST IN!

In 2017, MarketingCoach.ie conducted research with 100 business owners at the Sales and Marketing Summit, RDS. The research was designed to understand what, where and how much entrepreneurs are spending on marketing their business. We also wanted to specifically understand what marketing tools are the most effective for driving sales for business owners.

WHAT IS YOUR MARKETING BUDGET?

€39,000 average marketing budget for those surveyed

WHAT DO YOU NEED HELP WITH IN MARKETING YOUR BUSINESS?

51% digital strategy (content creation, advertising, strategy)

25% marketing strategy (structure, brand awareness, how & where)

10% sales support



WHAT IS THE NO. 1 THING THAT DRIVES SALES FOR YOUR BUSINESS?

51% RELATIONSHIP MARKETING (*networking, word of mouth, referrals & direct sales*)

22% DIGITAL MARKETING (*social media, seo, adwords, online marketing*)

11% EMAIL MARKETING

7% EVENT & CONFERENCING

SALESFORCE, HUBSPOT,
ZOHO & PIPEDRIVE THE
MOST FREQUENTLY
MENTIONED CRM
SYSTEMS
(SPONTANEOUS RESPONSES)



WHAT YOUR FAVOURITE MARKETING TOOL?

49% DIGITAL MARKETING

19% EMAIL MARKETING

18% RELATIONSHIP MARKETING

7% EVENT & CONFERENCING

ENTREPRENEURS FAVOURED
DIGITAL MARKETING DESPITE
REPORTING THAT
RELATIONSHIP MARKETING
DRIVES MORE SALES FOR
THEIR BUSINESS



Shareable Statistics for Social Media

51% of sales are a result of traditional relationship marketing (networking, direct sales, referrals)

Digital marketing was noted as being responsible for only 22% of sales of SME's surveyed while it was noted as the favoured marketing tool by 49% of entrepreneurs

Email marketing is noted as a strong contributor to sales at 11%

The average marketing spend for the SMEs surveyed is €39,000

25% of business surveyed would like to get support on developing their marketing and brand strategy

If you are quoting the research we would ask you to reference the source as www.marketingcoach.ie or @MarketingCoachM



What can we do for you?

MarketingCoach.ie is a vibrant Marketing Agency. We work with business owners to get more sales. We offer the following services:

- Marketing and Brand Strategy Development
- Marketing Mentoring and Coaching for CEO's or Leadership Teams
- Social Media Content Creation and Curation
- Website Development
- Public Relations

MarketingCoach.ie just launched an online tool that creates a Marketing Action Plan for business owners. It is a simple and cost effective way for business owners to develop a marketing strategy for their business.



SAVE YOU TIME

Manage & Create
Social Media Content



GENERATE SALES

Maximise your
website for sales



GET YOUR NAME OUT THERE

Local & National
Publicity for
your Business



CONFIDENCE & STRUCTURE

Help You Create
a Marketing Plan
to Grow your Business



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we have a team of specialists that can help you reach your sales targets