




This chart, from the Aug. 2016 CMO Survey shows the percent of Marketers that have budgeted each listed item. Notice the low participation in Market Research for B2B Service organizations, especially compared to B2B Product teams.

What's in your marketing budget? 

Marketplace Growth **Spending** Performance Social Media Mobile Jobs Organization Leadership Analytics

Table 3.1. Expenses included in marketing budgets (check all that apply)*

	Overall	B2B Product	B2B Services	B2C Product	B2C Services
Direct expenses of marketing activities	61.3%	65.8%	59.3%	56.7%	60.9%
Social media	51.4%	50.0%	49.4%	56.7%	54.7%
Marketing employees	47.9%	51.4%	50.6%	38.3%	42.2%
Marketing analytics	44.4%	47.9%	42.0%	46.7%	40.6%
Marketing research	41.7%	44.5%	37.0%	46.7%	42.2%
Other overhead costs associated with marketing	40.7%	45.2%	37.7%	38.3%	40.6%
Marketing training	31.7%	45.2%	25.9%	21.7%	25.0%
Sales employees	12.0%	7.5%	17.9%	5.0%	14.1%

*Percentages reflect the number of marketers agreeing that the expense is included in their company's marketing budget.

And according to Uservoice.com, the number one reason for new product failure is *"Failure to Understand Consumer Needs and Wants."*

This is why we created our affordable *Customer Centered Market Discovery* service. We help service executives develop service products that appeal to their customers. Additionally, we recently used the same methodology to help a medical device client decide which test protocols to include as standard with their product. The same methodology helps you collect actionable customer insight for most needs.

To learn more about how this powerful tool can help, you call Sam Klaidman at 774.217.4247 or email sam@middlesexconsulting.com.