

Marketing Spend for B2B Technology Companies

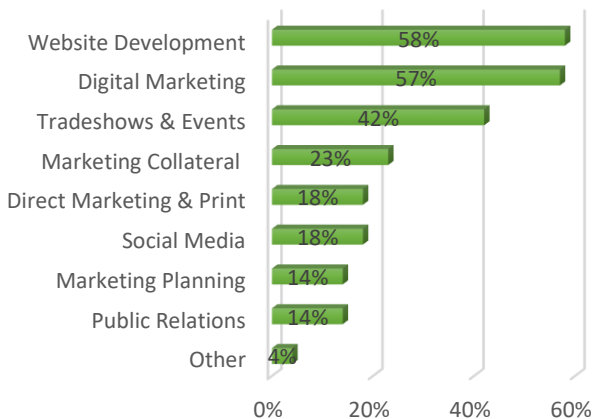
The Marketing Spend Guideline for B2B Technology Companies

What Percentage of Revenue Should we Spend on Marketing? (Excluding Labor & Tech)

- High: 12% - 20% [Building Marketing/Specialized Firms]
- **Average: 7% - 11% [Average B2B SMB]**
- Low: 3% - 6% [Extremely Mature Firms/Failing Firms]

Where Should we Invest the Money? (Excluding Labor & Tech)

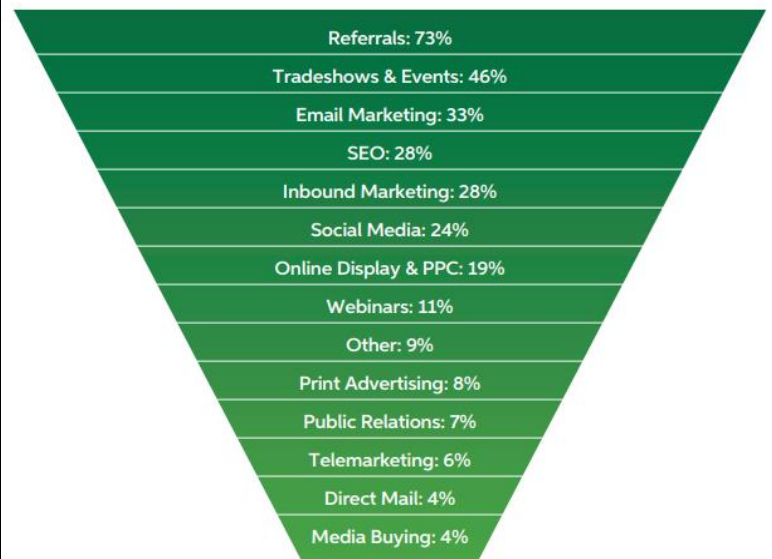
Top Areas of Marketing Spend



B2B Marketers Report "Big Area of Spend"
2019 B2B Marketing Mix Report (Sagefrog Marketing Group)

2019 B2B Marketing Mix Report (Sagefrog Marketing Group)

Top Sources of Sales and Marketing Leads

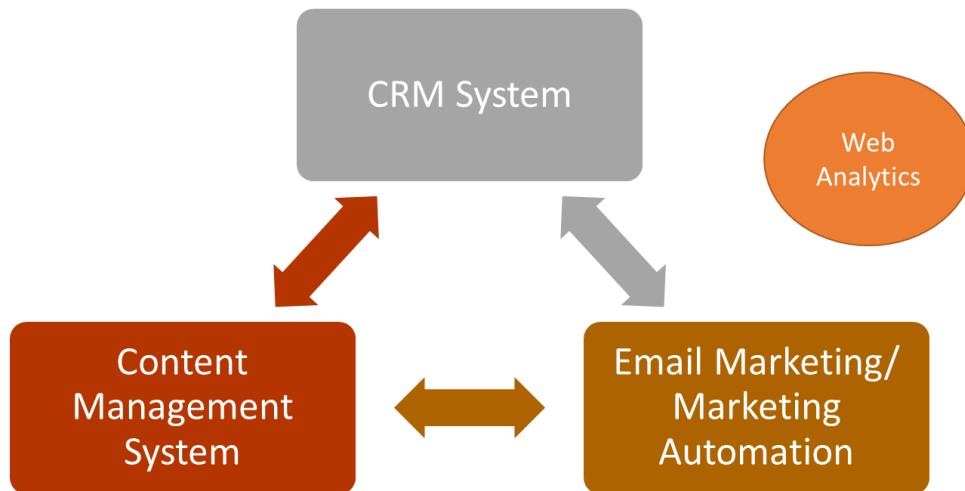


What Should we Invest in Labor?

| Marketing Manager – Rochester NY Area | | |
|---------------------------------------|-------------|-------------------------------------------------------------|
| Percentile | Salary Only | Total Cash Compensation (Salary plus bonuses or incentives) |
| 25 th percentile | \$ 87,409 | \$ 92,688 |
| 50 th percentile | \$ 100,316 | \$ 107,122 |
| 75 th percentile | \$ 118,106 | \$ 130,766 |

| Lead Generation Representative – Rochester NY Area | | |
|----------------------------------------------------|-------------|-------------------------------------------------------------|
| Percentile | Salary Only | Total Cash Compensation (Salary plus bonuses or incentives) |
| 25 th percentile | \$ 49,523 | \$ 51,573 |
| 50 th percentile | \$ 57,253 | \$ 59,990 |
| 75 th percentile | \$ 66,152 | \$ 68,928 |

What Marketing Technology Should We Have? (Basic/Entry Level Package)



Estimate: \$100-\$200/month

Sources & Cross References

U.S. Small Business Administration, Deloitte, Gartner Group, CMO Survey, Sagefrog Marketing Group, Chief Marketer, DemandGen, Salary.com