

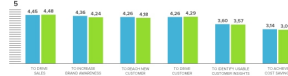


The 2013 Inc. Digital Marketing Survey gathered responses from 498 digital marketing decision makers in an effort to determine the current state of digital marketing among small and medium-sized businesses. Vocis, in partnership with Inc., delivered a comprehensive report of the findings.

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### Sales is a Key Driver in the Adoption of Digital Marketing Solutions

Drivers of digital marketing ranked by importance, 5 being most important



The #1 objective for SMBs using digital marketing is to drive sales

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### Digital Marketing Among SMBs is Poised for Growth

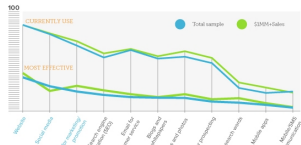
More than half of SMBs with \$1M+ in revenue already use digital marketing tools, including:



87% of respondents have a website

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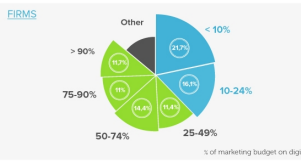
### Popular Tools & Solutions



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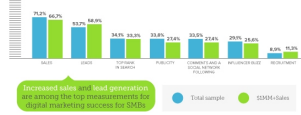
### Spending Levels & Resource Use

< \$100,000/yr: What most SMBs surveyed spend on marketing  
 \$100k to \$499k/yr: 22% of SMBs have marketing budgets



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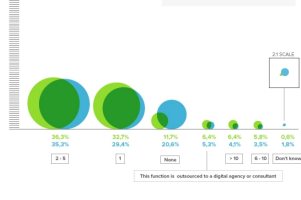
### Defining & Measuring Success



Increased sales with lead generation are among the top measurements for digital marketing success for SMBs

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### Full-Time Employees Working on Digital Marketing



Looking to the Future

> 70% of SMBs use their current digital marketing strategy to meet 10-20% of their most important marketing objectives  
 > 90% of SMBs are very likely to increase their digital marketing efforts and spending in the next three years  
 SMBs use integrated digital marketing technology most effectively by utilizing:  
 ✓ Online social interaction  
 ✓ Data-based analysis