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RSW/US



New Business Tools 2016 ANNUAL REPORT

A Review of the Most Important Tools Your
Agency Should Be Using for New Business

Background

The Mirren-RSW/US 2016 New Business Tools Annual Report is a must-read resource for anyone involved in Agency New Business.

Now in its fourth year, The Annual Report summarizes information gleaned from more than 200 agency executives on the effectiveness of a wide variety of new business tools they use to support and grow their business.

The survey also takes a look at which tools are overrated and which tools need to be developed further. It gives agency teams a roadmap for the coming cycles of new business, in terms of which tools to maintain and which to evaluate for the future.

Mirren Business Development and RSW/US's respective databases of senior agency executives were used for this study. The survey was fielded in March and April 2016.

ABOUT MIRREN BUSINESS DEVELOPMENT

Our approach to converting business is down to a science – strategic and methodical – but often contrarian. If you follow the rules of the process and never lead the client, your ability to convert business drops considerably.

Start converting more business, more quickly. Mirren provides the training and online resources to better position your agency, convert more competitive reviews and build a pipeline of qualified leads.

In fact, every year, more than 700 agencies now participate in our annual conference, training programs, and webinars.

There are four ways to use Mirren to convert more business: 1) Mirren Membership; 2) Events & Classes; 3) Training In-Person; and 4) Mirren Talent. More information about Mirren can be found at www.Mirren.com or by contacting Jerry May at jerry.may@mirren.com

ABOUT RSW/US

RSW/US is a full service, outsourced agency lead generation and new business development firm that helps marketing service companies (exclusively) find and win new business. We help agencies find qualified leads, set meetings, better position them in the market, and help move them closer to close. More information about RSW/US can be accessed at www.rsw.com or by contacting Lee McKnight Jr. at lee@rswus.com.

Executive Summary

Now in the fourth year of developing this report, it is noteworthy that a number of categories experienced significant decline in usage when compared to 2015, the largest of which is Social Media Monitoring tools. This category declined from 62% last year to 46% in this year's report. Social Media Monitoring is a time consuming practice that requires significant staffing to be effective and may be losing favor with senior agency management.

SEO Tools, as a category, saw the second greatest decline falling from 71% usage in 2015 to 55% in this year's report. This reflects the lowest level of usage for SEO we have seen in the four years of reporting.

Not surprisingly, agencies continue to search for tools that would be sufficiently robust to segment, select and prioritize prospects while generating better insights. Such functionality would enable agencies to decide where to allocate new business resources to better improve their new business efficiency and effectiveness.

They want centralized tools that can communicate with each other, or just one tool that can do it all. Unfortunately, no product currently exists to overcome this obstacle, though many developers are trying.

We trust you'll find this report a provocative and candid look at the landscape of agency new business tools and the resources needed to grow your business.

USAGE OF AGENCY NEW BUSINESS TOOLS

For a fourth year in a row, social media tools continue to be the highest ranked / most used new business tool for agencies with 93% of agencies reporting they use them for new business (no change over the previous year which indicates usage may have plateaued).

Meeting / Web Conference Software was added as a new category for 2016. Eighty-four percent of agencies reported using GoToMeeting which also received the highest approval rating.

% of Agency Executives that use the New Business Tools

TOOLS	2016	2015	2014
Social Media Tools	93%	93%	89%
Meeting/Web Conferencing Software	84%	----	----
Content Development Tools	83%	----	----
Contact Management / CRM Software	69%	70%	56%
Email Marketing Services	65%	73%	63%
Project Management / Collaboration Tools	57%	70%	54%
SEO Tools	55%	71%	74%
Prospect Contact / List Building Software	48%	45%	39%
Social Media Monitoring Tools	46%	62%	46%
Target Audience Research Services	40%	49%	58%
Marketing Automation / Inbound Marketing Platforms	37%	40%	18%

It is noteworthy that not one tool saw significant growth in this year's report. In fact, four of the tools saw double-digit declines led by SEO. Most surprising was the 13 percentage point decline for Project Management / Collaboration Tools given respondents' needs to save time and get more organized. Greater efficiency is necessary as often times new business initiatives are supported with fewer resources (time, people, finances).

We included 2 new questions to the report this year:

- 1) Do you currently produce all content in-house?
- 2) Do you currently use Meeting/Web Conferencing Software?

Also new to the report this year is an effectiveness rating for each tool. On a scale of 1 to 5, respondents were asked to weigh-in on how well each tool performs in driving new business.

The answers to these questions, as well as the results and perspective on specific categories and the tools agencies use are presented on the following pages.

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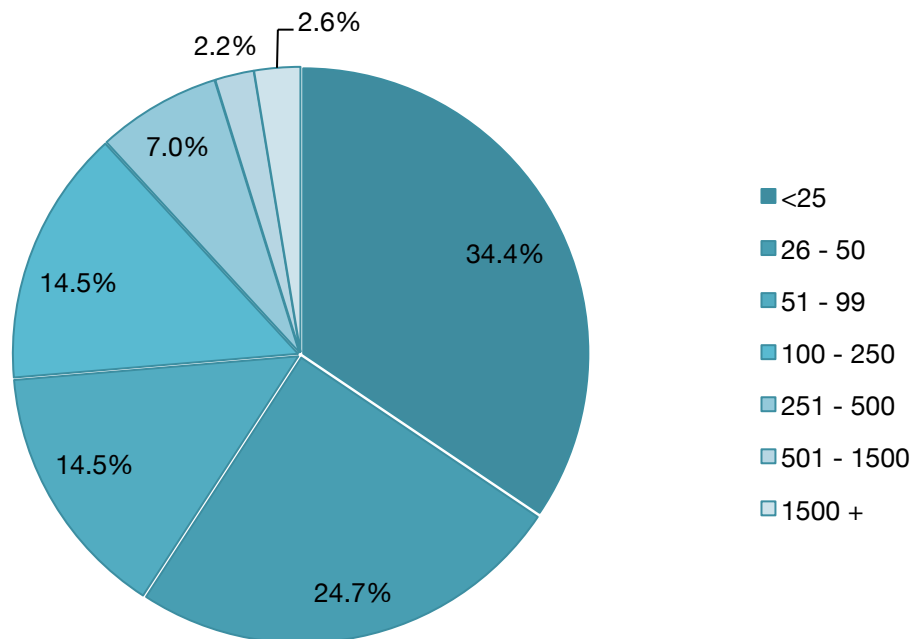
Who Responded?

Small, mid-size and large agencies were all well represented across the 227 respondents in 2016. Interestingly, the split did change considerably with only 34.4% of respondents representing firms of 25 employees or less. In 2015, over 45% of respondents were agencies with 25 or fewer employees.

Segments seeing gains in participating respondents were:

- 26 – 50 employees: +4.8% vs. 2015
- 100 – 250 employees: +3.6% vs. 2015
- 251 – 500 employees: +3.8% vs. 2015

How many employees do you have nationally at your agency?

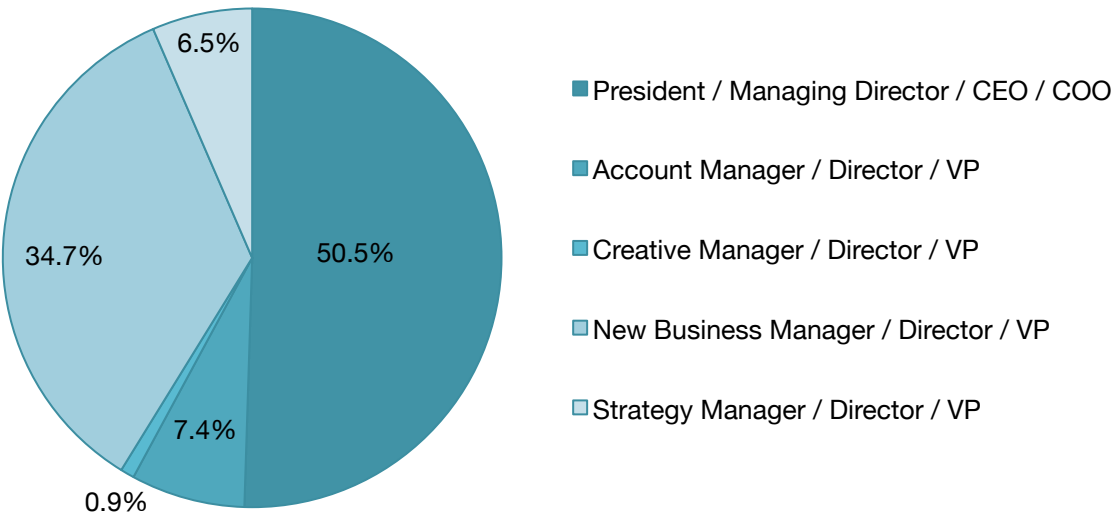


Who Responded? - Continued

Similar to the 2015 Annual Report, the most senior agency role, CEO, COO or President, was the most likely to respond. Agency New Business leads were second, posting a slight increase over the past year to 34.7%, up from 32% in 2015.

Considerably fewer responses came from the Creative group, with just under 1% of respondents identifying as Creative Managers, versus 3% in 2015.

Please select the title that most closely represents your role in the agency.



Did you add any new tools / services in the past year? If so, which ones?

More than 70% of respondents reported adding a new tool or service to their new business efforts in the past year.

While respondents identified 51 different tools / services they had added collectively, 25% of them reported adding Winmo and/or HubSpot to their tool kit.

An additional 13% added Salesforce and/or Lead Forensics.



In the past year, what new business tools / services have you used that over-promised and under-delivered on the end benefit?

There's a clear winner and loser here: Salesforce. However, past surveys have generated mixed results for other tools. For example, Facebook has received "over-promised" ratings in prior surveys, but received no such mentions this year. Perhaps agencies have come to understand over time where Facebook has potential for agency new business and where it falls short.

With senior management busy multi-tasking and running their accounts/new business pursuits, they need tools to help them work more effectively in how they spend their time. "I need a tool that understands my current needs and challenges and that will help me be more competitive and positively impact the bottom line."



CHANNEL SPECIFIC QUESTIONS



Social Media Tools

CHANNEL SPECIFIC QUESTIONS

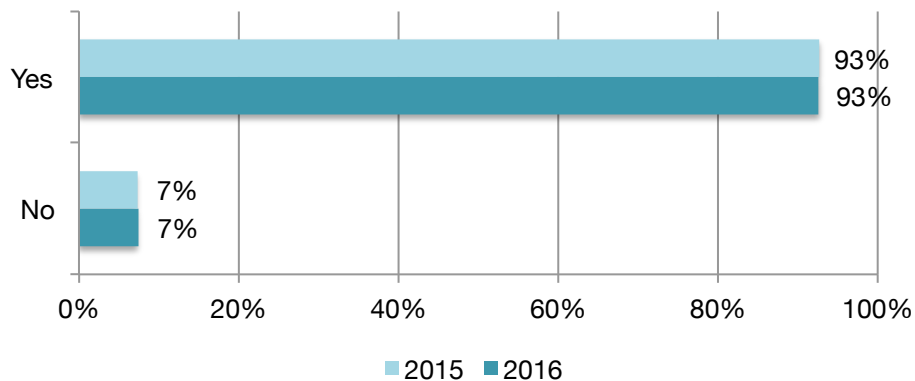
SOCIAL MEDIA TOOLS

As ever, Social Media continues to see heavy usage for agency new business, however, for the first time since conducting our survey, usage appears to have plateaued. In 2013, 87% of agencies said they were using social media for new business, in 2014 that number was 88% and now for 2 consecutive years, 93% of agencies report using social for new business.

While the percentage remains high, inevitably, the lack of new social tools plays a part. We haven't seen a "new" Twitter or Facebook capture agency attention in the past year.

If social media usage for new business is plateauing, so are the big players, as we'll see, but the real surprise is the rise of multiple channels previously relegated to fairly low usage.

Do you currently use Social Media as part of your new business efforts?



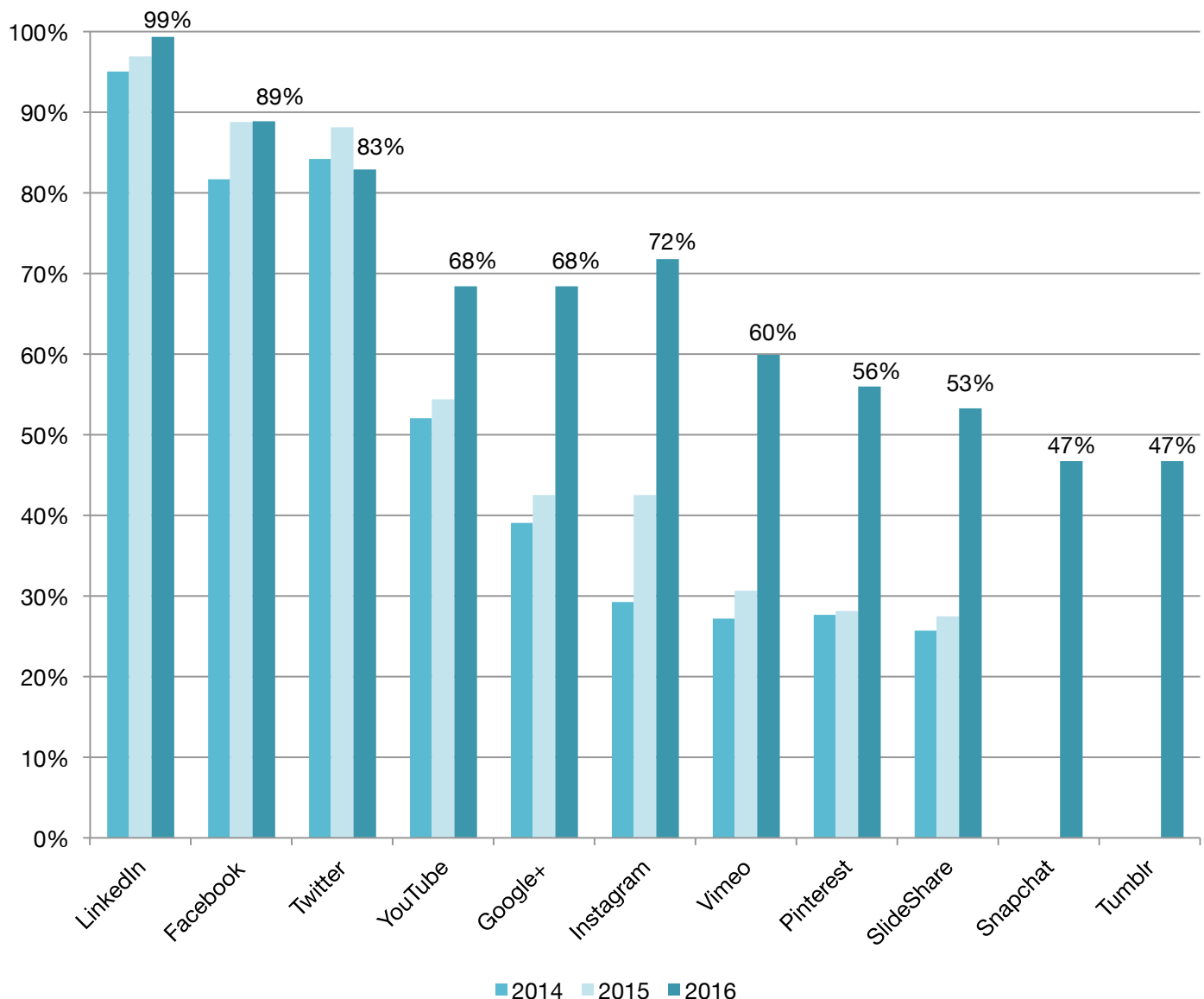
CHANNEL SPECIFIC QUESTIONS

SOCIAL MEDIA TOOLS

Comparing the last three years of data, the main players have stayed relatively steady: LinkedIn rose to the point that virtually every agency is using it for new business, while Facebook stayed at 89% and for the first time in our 4 year survey history, Twitter dropped several percentage points.

After the “big 3”, the majority of social tools saw almost meteoric increases in comparison, especially those visually-based tools like Instagram, Pinterest and Tumblr.

Change in Usage of Social Media Tools Comparing 2016 - 2014



CHANNEL SPECIFIC QUESTIONS

SOCIAL MEDIA TOOLS

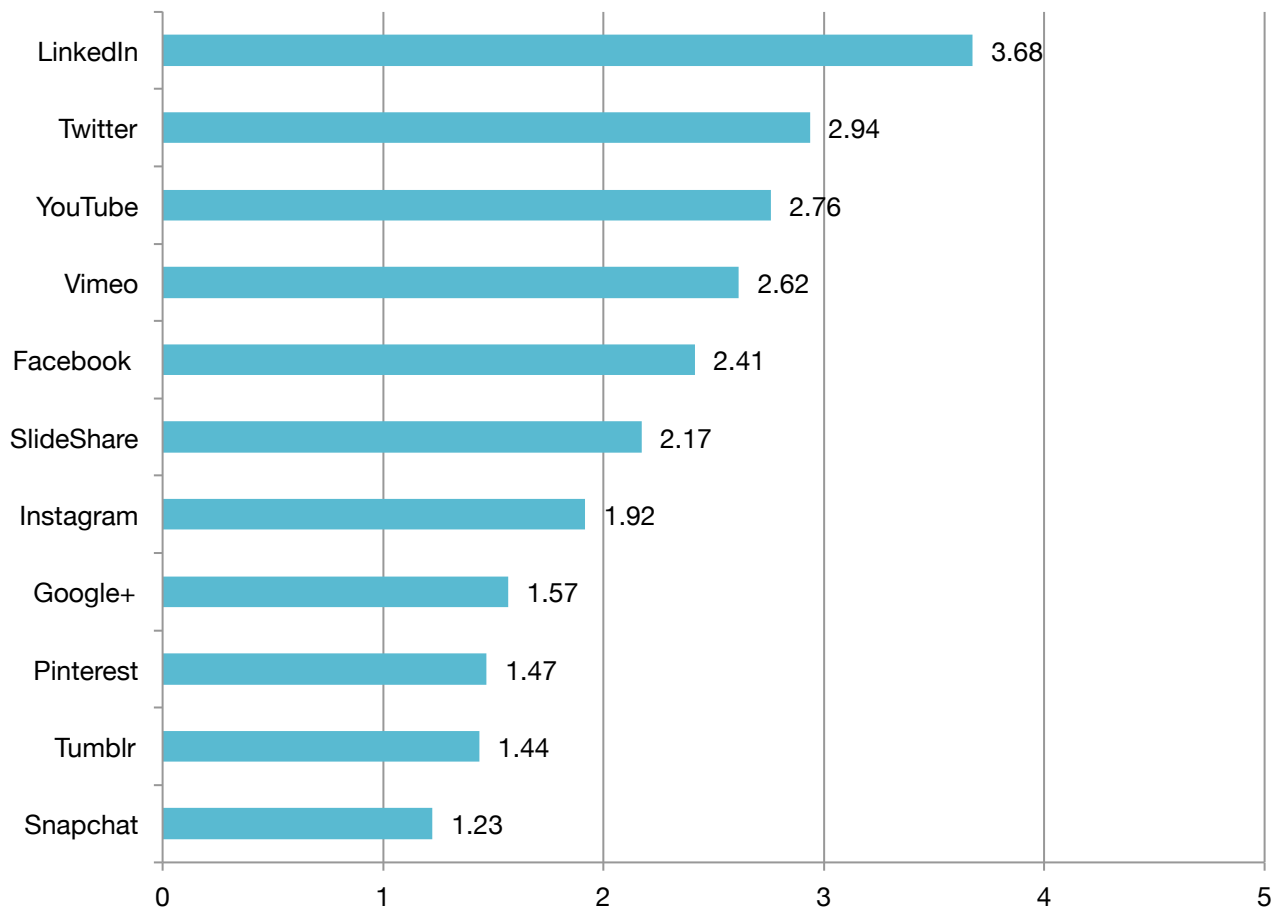
Agencies told us the majority of those tools with such high increases in usage ratings this year were the lowest in terms of effectiveness.

We suspect the main reason for this lies in agencies testing and figuring out how these tools can be used to drive more new business, so it's still early in the process.

However, agencies also tend to jump in and use multiple tools at once, to see what sticks. Not always the most effective plan.

Of the Social Media Tools that you use, rate each one in terms of how effectively it helps drive your new business efforts. (1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each Social Media Tool.



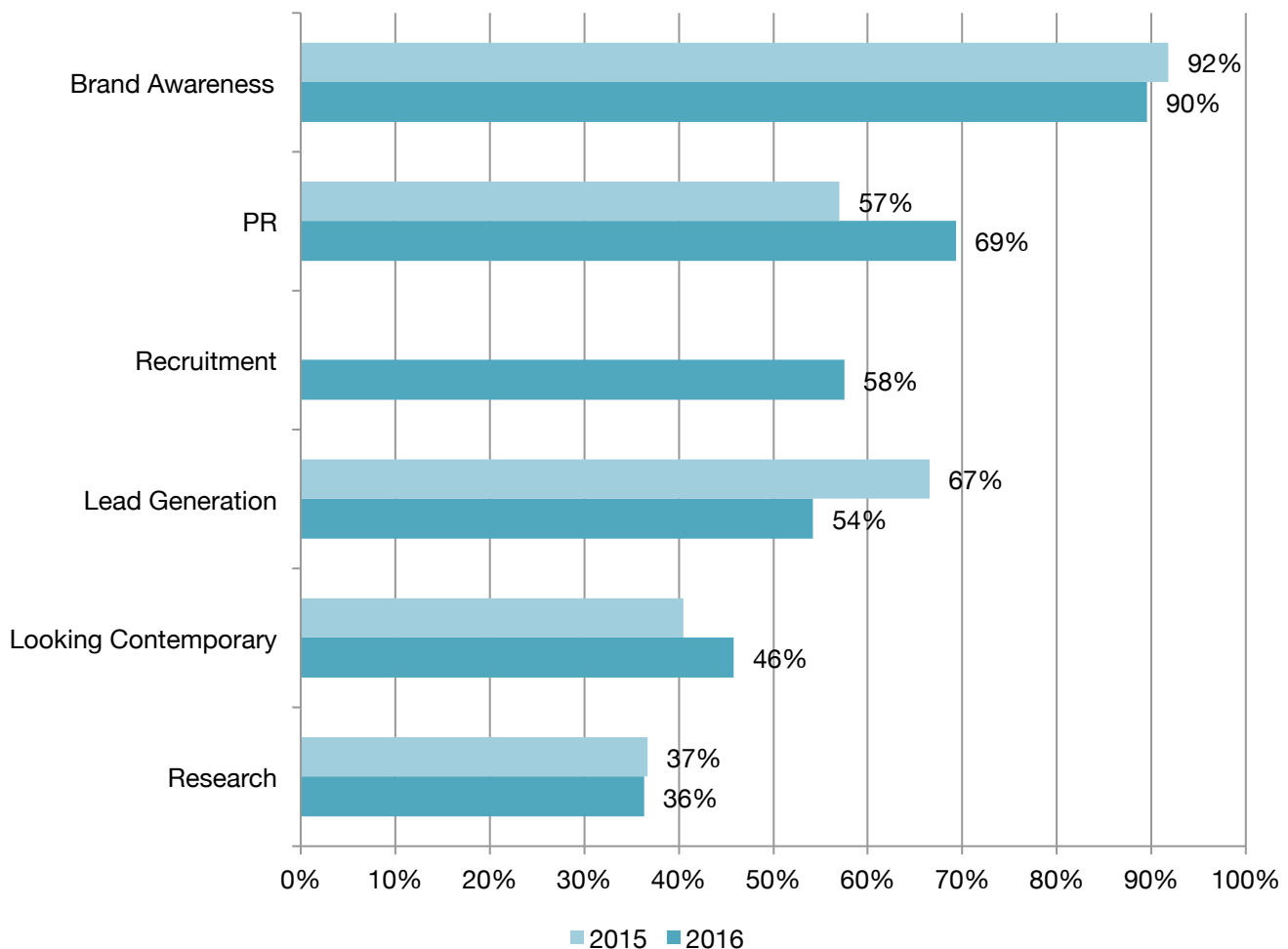
CHANNEL SPECIFIC QUESTIONS

SOCIAL MEDIA TOOLS

As a new question last year in our 2015 survey, we asked agencies how they use their Social Media tools. Per last year, the 2 main drivers were “Brand Awareness” and “PR.” We also saw “Recruitment” come in with a strong showing as a new option this year. Interestingly, “Looking Contemporary” rose 6 percentage points this year.

There is something to be said for showing prospects you’re on top of the latest tools, but without effective usage, simply using a tool for looks will only take your agency so far.

What do you use Social Media Tools for? (Select all that apply)



CHANNEL SPECIFIC QUESTIONS

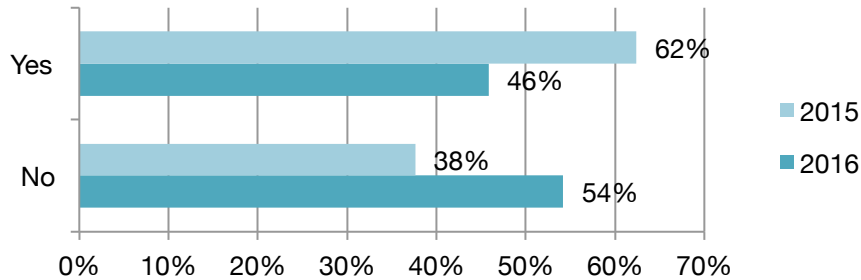


Social Media Monitoring / Automation

CHANNEL SPECIFIC QUESTIONS

SOCIAL MEDIA MONITORING /
AUTOMATION TOOLS

Do you currently use Social Media Monitoring / Automation Tools for your new business efforts?

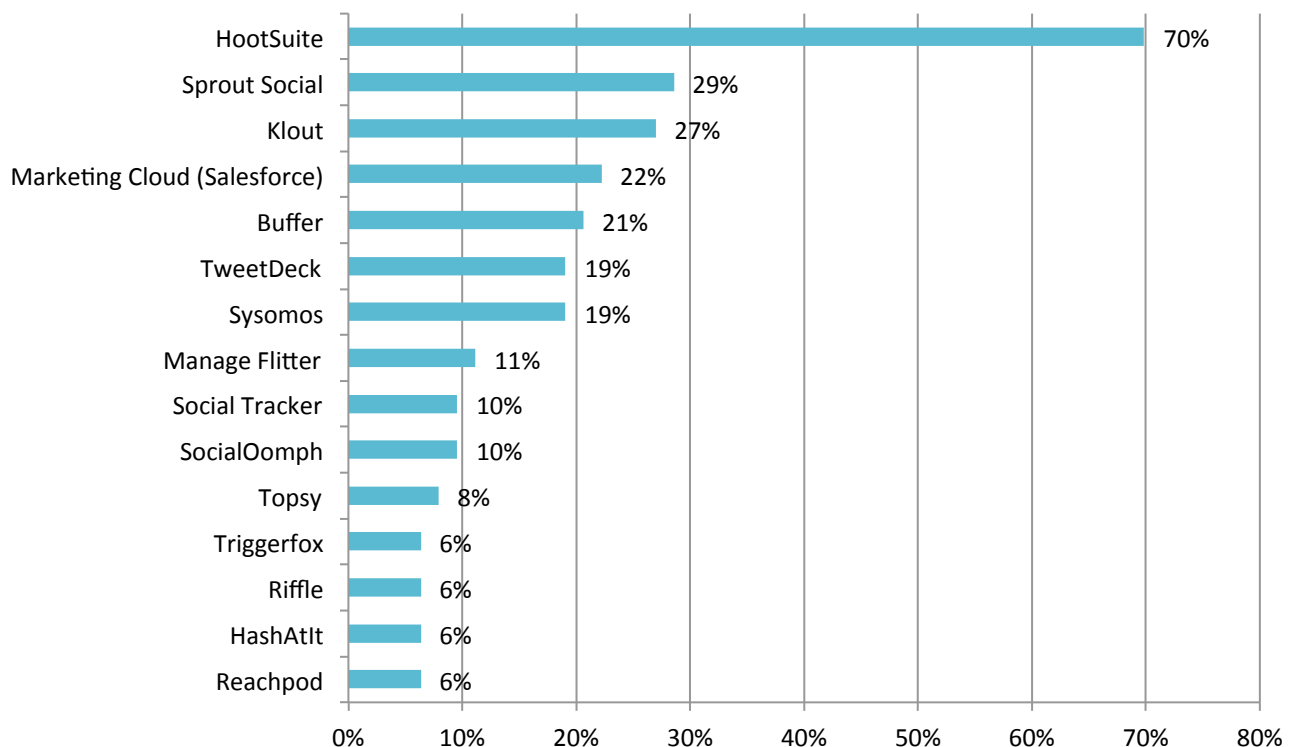


While 93% of survey respondents reported using Social Media to support their agency's new business efforts, this year's survey revealed a significant decline in the use of monitoring and automation tools to manage those efforts. In fact, 2016 usage fell back to levels noted in 2014. In essence, giving back 100% of the growth achieved in 2015.

Among agencies continuing to use these tools, HootSuite ranked first, though its penetration decreased by nearly six percentage points from 2015.

New to the list this year is Sprout Social at 29%. Despite the decline in category usage, a number of additional tools made the list for the first time, including Marketing Cloud from Salesforce.

Which of the following Social Media Monitoring / Automation Tools do you currently use?



CHANNEL SPECIFIC QUESTIONS

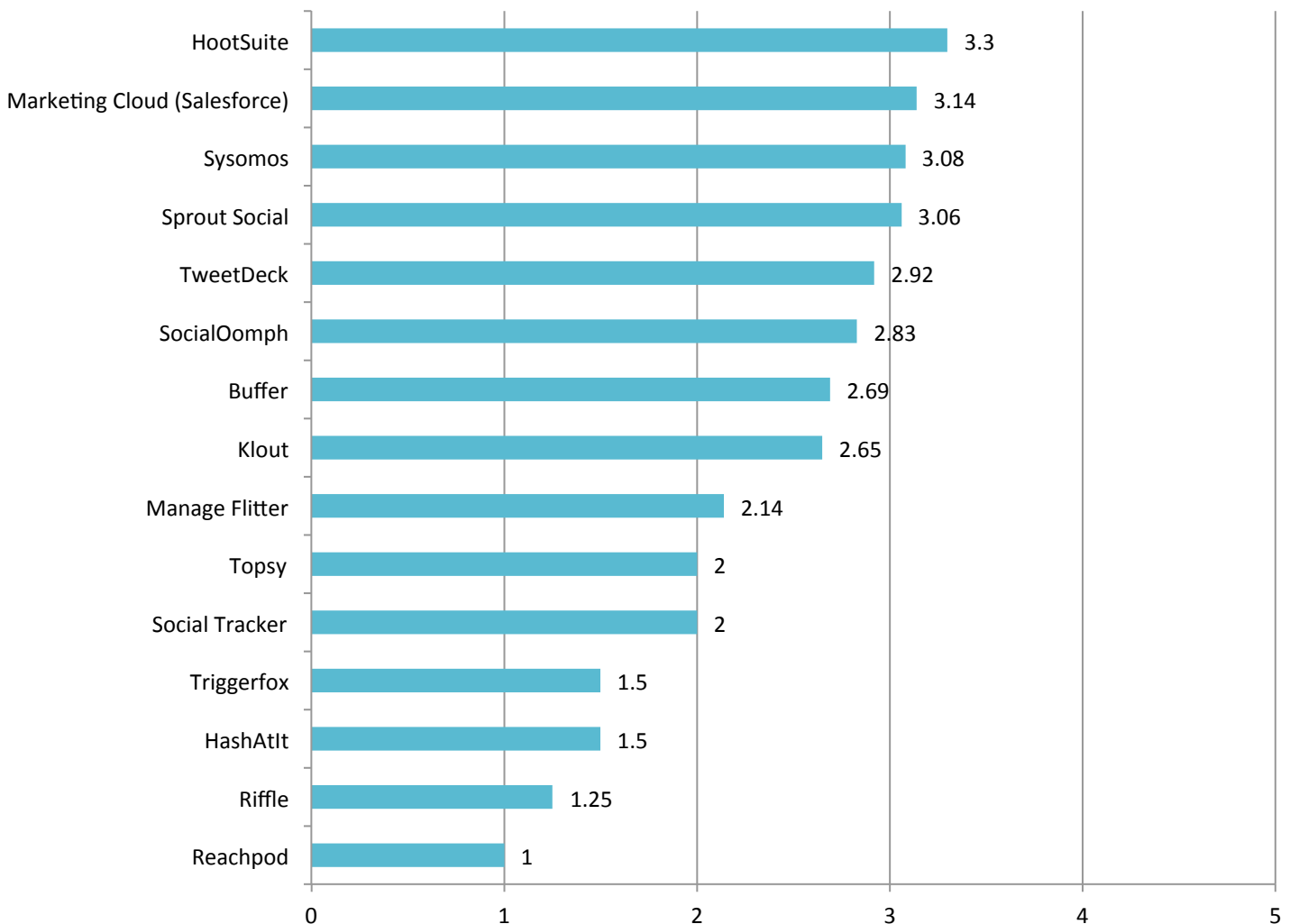
SOCIAL MEDIA MONITORING / AUTOMATION TOOLS

Of the Social Media Monitoring / Automation Tools that you use, rate each one in terms of how effectively it helps drive your new business efforts. (1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each Social Media Monitoring / Automation Tool.

In terms of new business effectiveness, HootSuite ranked at the top of the performance scale, consistent with its heavy usage among agencies. Beyond that, there's very little distinction between tools ranked two through four.

The survey did reveal the average respondent employed 2.7 tools for monitoring.



CHANNEL SPECIFIC QUESTIONS

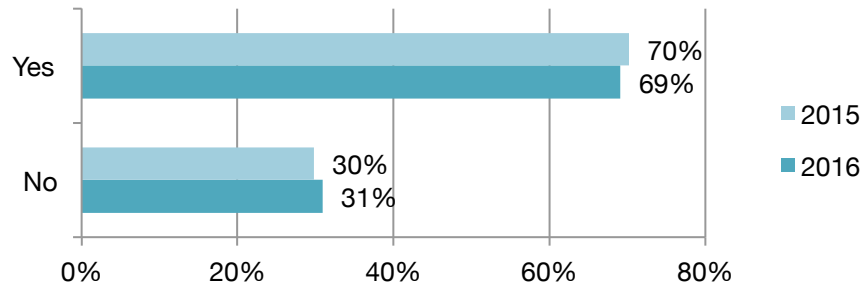


Contact Management / CRM Software

CHANNEL SPECIFIC QUESTIONS

CONTACT MANAGEMENT / CRM SOFTWARE

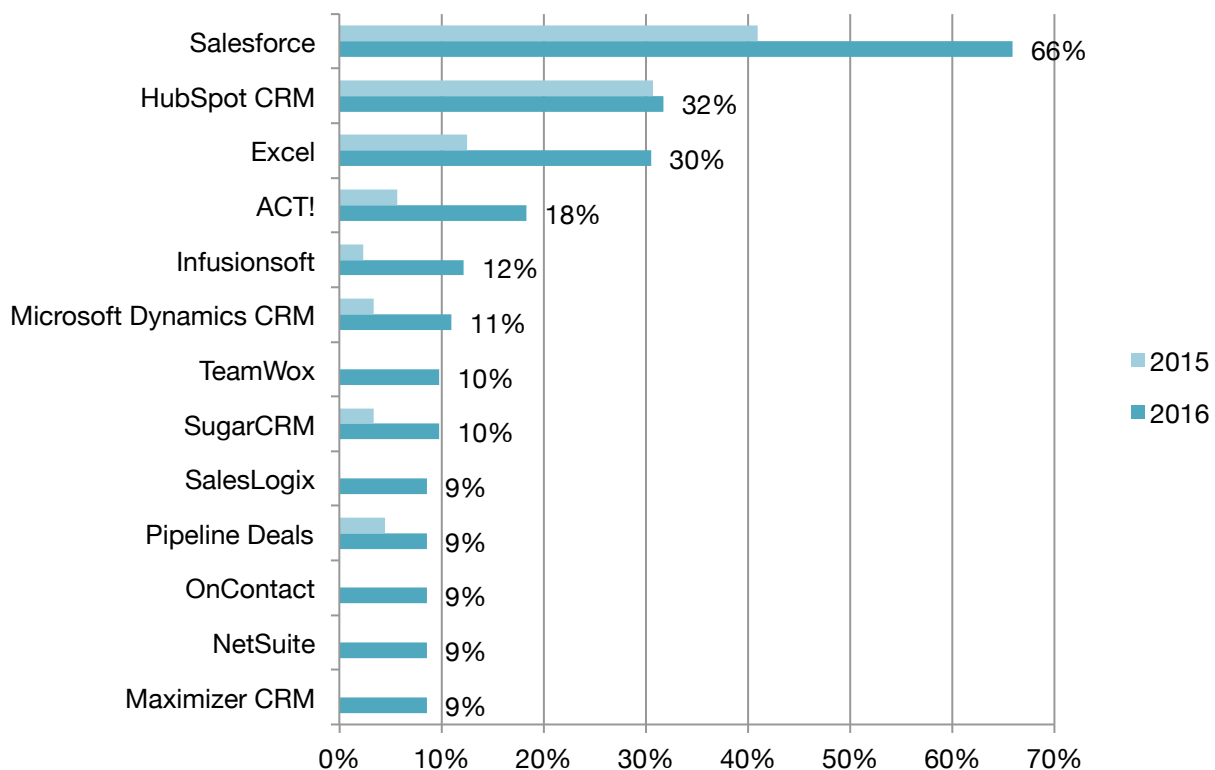
Do you currently use Contact Management / CRM Software to manage your new business prospects?



As recently as 2013, usage of CRM tools was about 45%. Adoption of these tools grew dramatically through 2015, and seems to have leveled off at approximately 70%.

Half of respondents indicating they are using CRM tools identified which platform or software they are using. Amongst this group, Salesforce is the leading platform, and its reported usage grew substantially year-to-year from 41% of respondents in 2015 to 66% this year. As in past years, responses indicate that firms are using more than one platform.

Which of the following CRM / Contact Management Software platforms do you currently use?



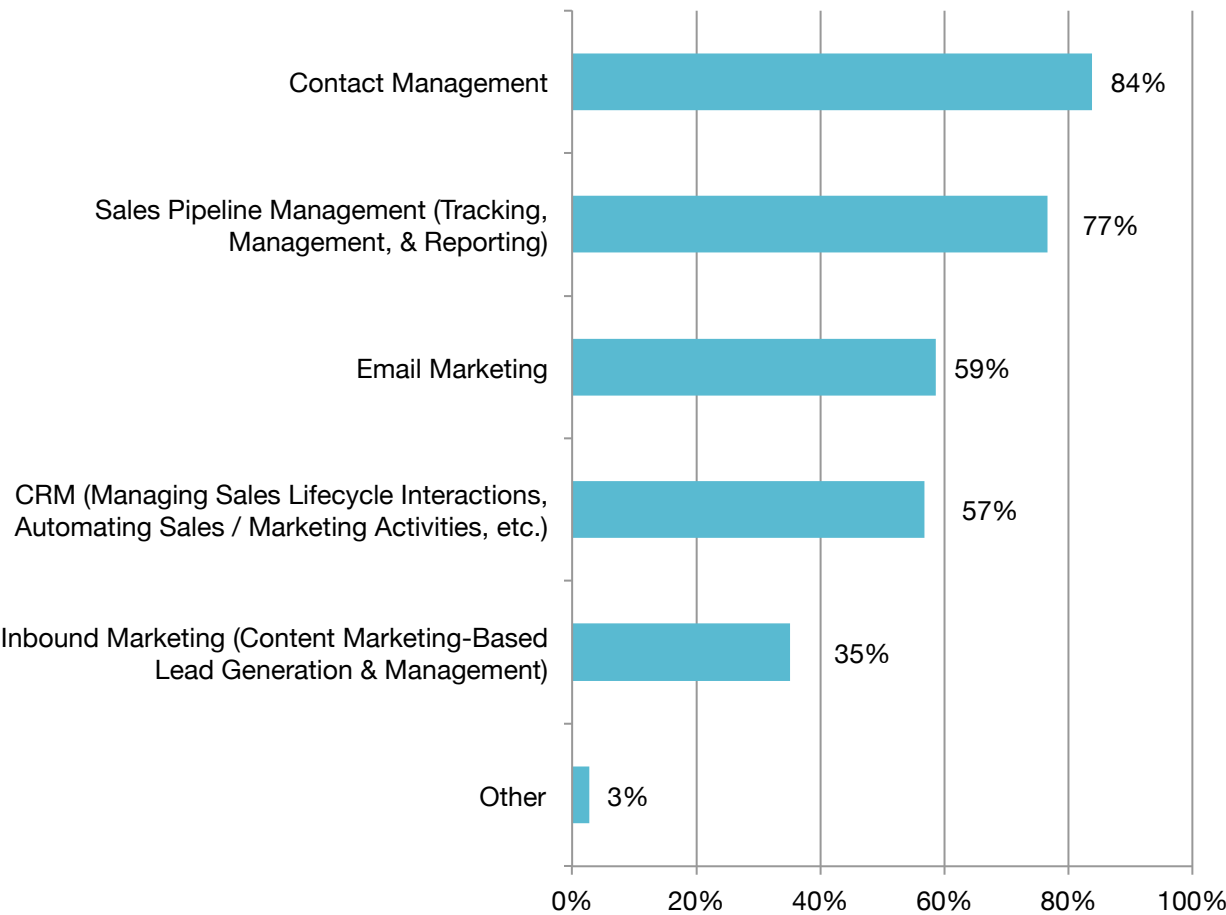
CHANNEL SPECIFIC QUESTIONS

CONTACT MANAGEMENT / CRM SOFTWARE

In 2015, 97% of respondents reported using CRM software specifically for contact management.

2016 responses suggest firms are beginning to adopt further CRM functionality. Still, usage appears to support agency sales functions considerably more than marketing activities.

What do you currently use CRM / Contact Management Software platforms for?
(Select all that apply).



CHANNEL SPECIFIC QUESTIONS

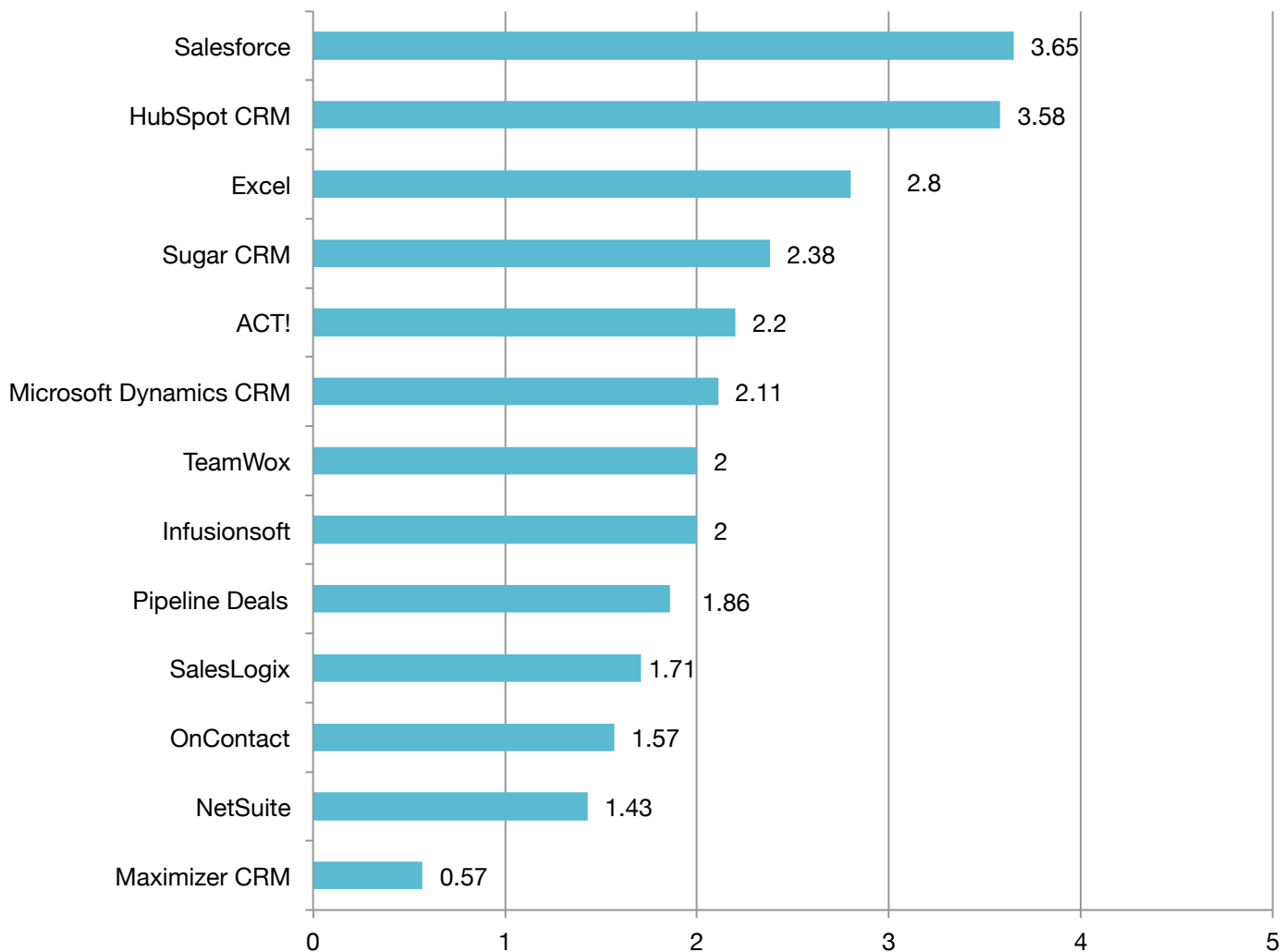
CONTACT MANAGEMENT / CRM SOFTWARE

Overall, respondents report the most highly used CRM platforms, Salesforce and HubSpot, to be most effective, with scores greater than 3.5 on a 5.0 scale, where 5.0 is “Very Effective.”

When asked what further functionality they would like to see in CRM tools, “better integration” was a common theme. Respondents mentioned integration with social media, website activity, project management, and marketing efforts.

Of the CRM / Contact Management Software platforms that you use, rate each one in terms of how effectively it helps drive your new business efforts. (1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each CRM / Contact Management Software Tool.



CHANNEL SPECIFIC QUESTIONS

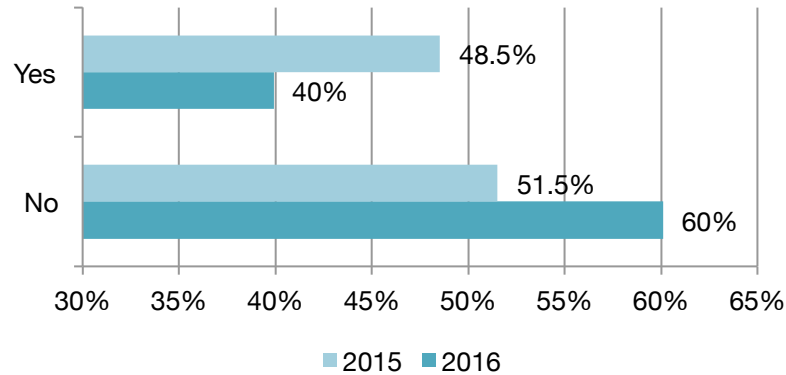


Target Audience Research Services

CHANNEL SPECIFIC QUESTIONS

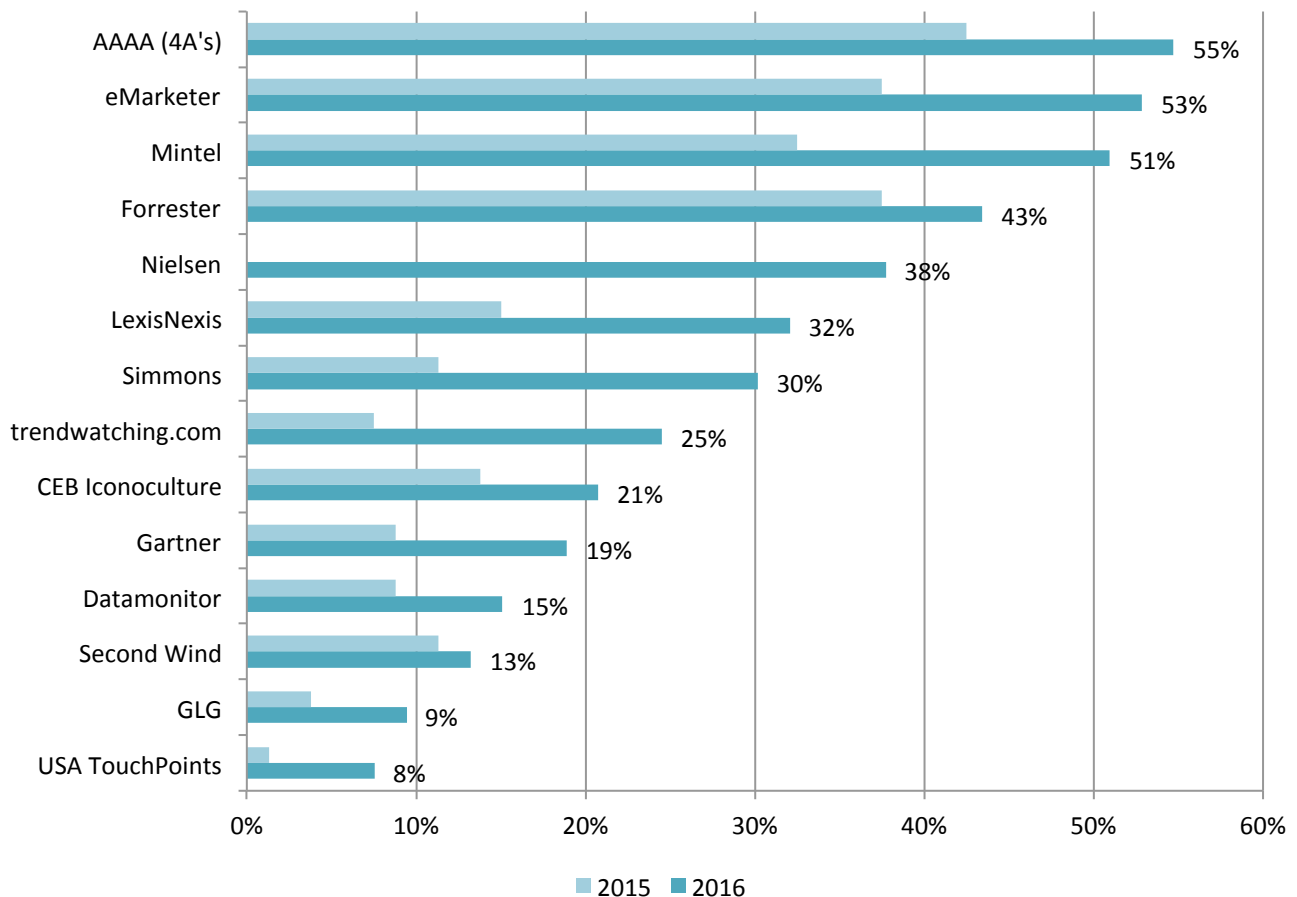
TARGET AUDIENCE RESEARCH SERVICES

Do you currently use Target Audience Research Services to gather insights for your agency?



Over the last three years we have seen the use of target audience research services decrease significantly from a high of 60% in 2014 to 48.5% in 2015, to now 40% in 2016. This likely supports the ongoing belief that agencies are implementing their own research programs for intel gathering or simply not finding value in certain subscription based services. Despite the decrease in the number of agencies using these services, considerable growth was achieved by most all services measured amongst the agencies that use them.

Which of the following Research Services do you currently use? (Select all that apply).



CHANNEL SPECIFIC QUESTIONS

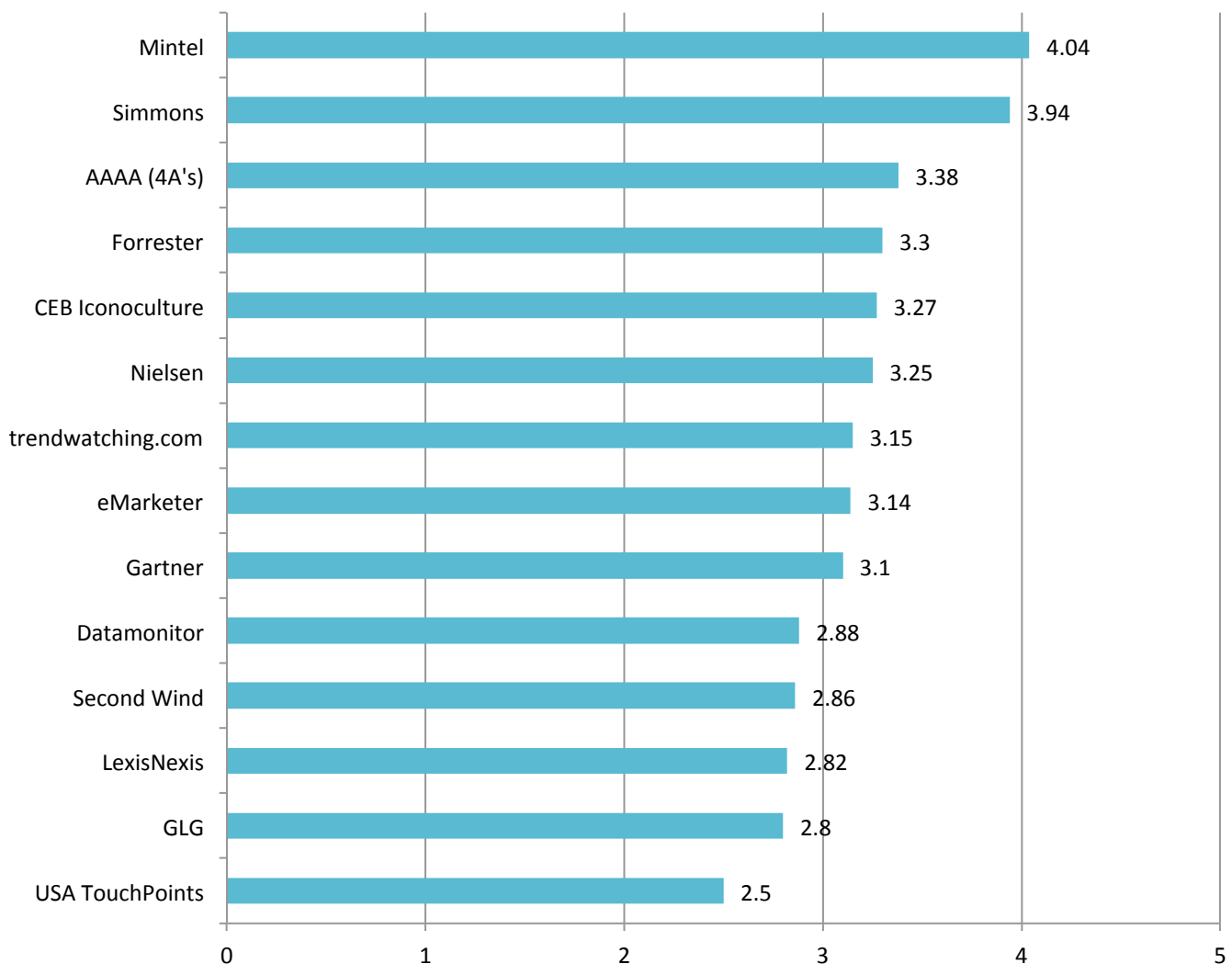
TARGET AUDIENCE RESEARCH SERVICES

Despite achieving a substantial increase in year-over-year usage, the 4A's ranked a distant third to Mintel and Simmons in terms of perceived effectiveness. This is not surprising given Mintel's ability to provide intelligence and insights on new business development, marketing strategy and consumer behavior. Likewise for Simmons with its extensive database on more than 8,000 brands in 500 categories.

Of the following Target Audience Research Services that you use, rate each one in terms of how effectively it helps drive your new business efforts.

(1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each Target Audience Research Service.



CHANNEL SPECIFIC QUESTIONS



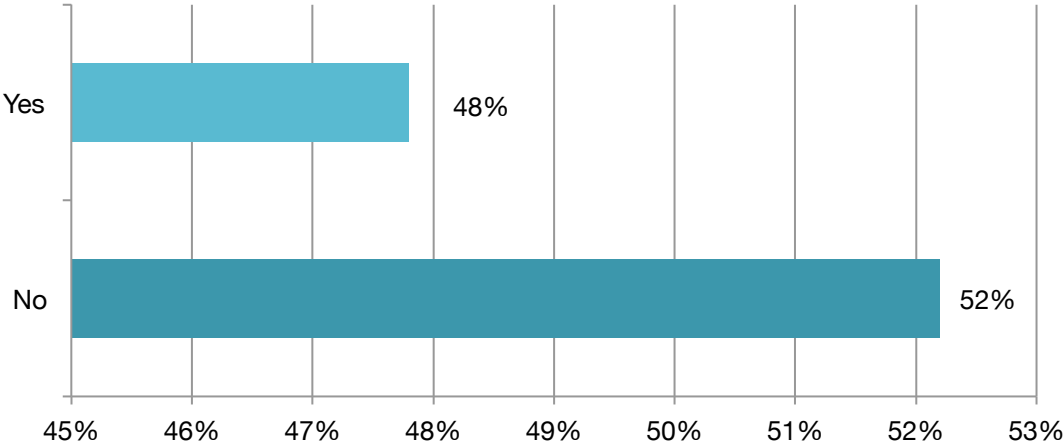
Prospect Contact/ List Building

CHANNEL SPECIFIC QUESTIONS

PROSPECT CONTACT / LIST BUILDING

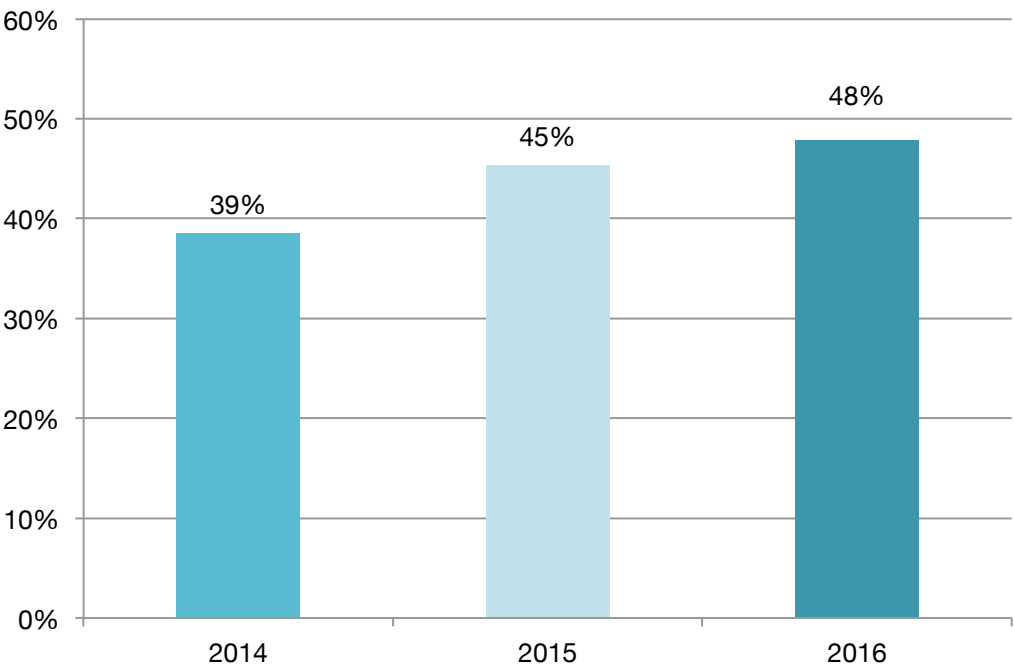
48% of agencies report using Prospect Contact / List Building software, which is slightly up from last year's report of 45%.

Do you currently use Prospect Contact / List Building services to generate your new business prospect lists?



This exhibits a gain in the use of these tools of 3% points from last year's survey. The chart below shows year-to-year growth in use.

Change in use over 2014 - 2016 - Prospect Contact / List Building Software



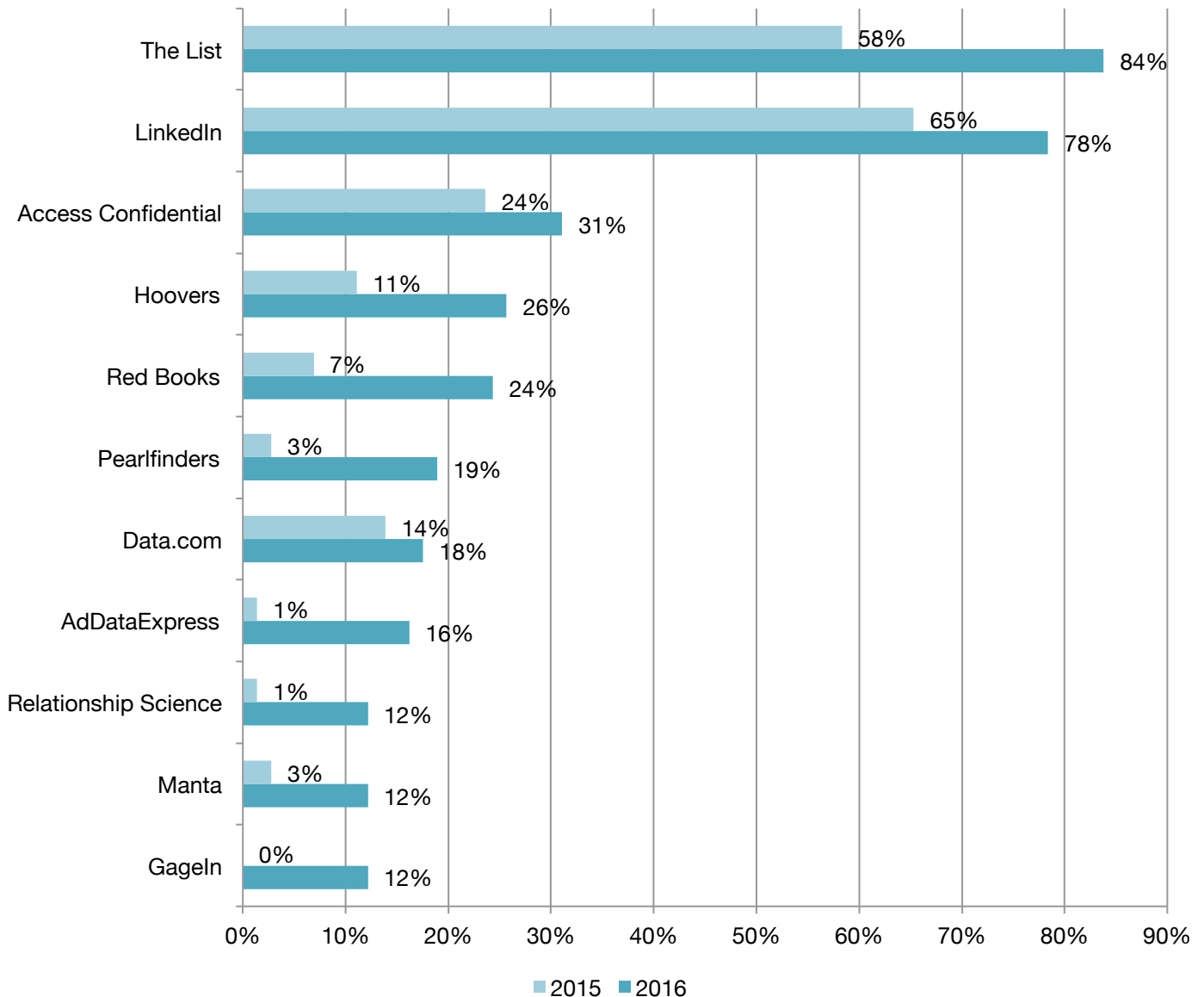
CHANNEL SPECIFIC QUESTIONS

PROSPECT CONTACT / LIST BUILDING

In 2014, LinkedIn and The List led the pack with 31% and 26% respectively. In 2015, their leads grew substantially with 65.3% of respondents indicating they use LinkedIn and 58% naming The List. Now in 2016, both took dramatic jumps with 84% of agencies using The List and 78% using LinkedIn.

Most interesting, every tool in the list building category saw an increase, the majority of them with at least a 10% increase over 2015.

Which of the following Prospect Contact / List Building services do you currently use? (Select all that apply)

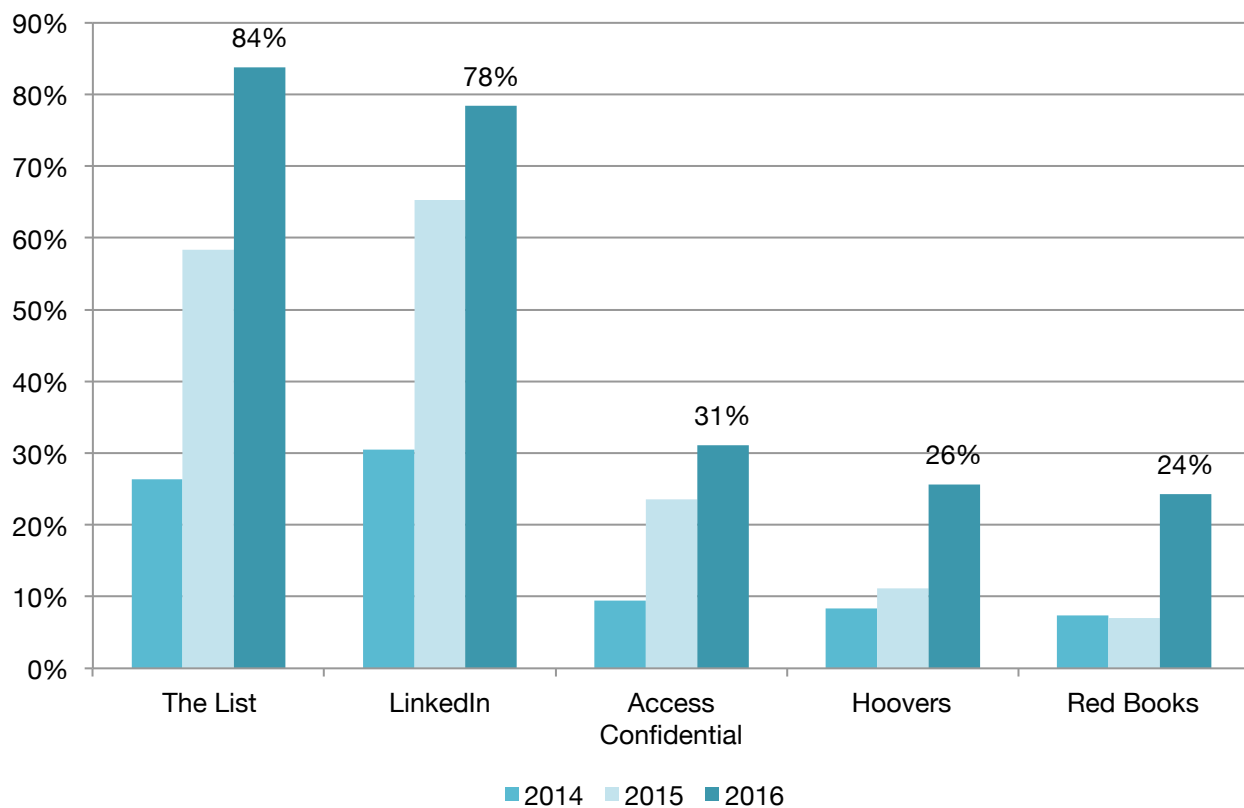


CHANNEL SPECIFIC QUESTIONS

PROSPECT CONTACT / LIST BUILDING

Comparing the year-to-year responses shows further substantial growth for the top five Contact/List Building software products.

Top Five Contact / List Building Software Offerings
Usage From 2014 - 2016



It's promising to see these substantial year-over-year increases, as it's indicative of agencies recognizing how important a targeted, well-built list is to a new business program.

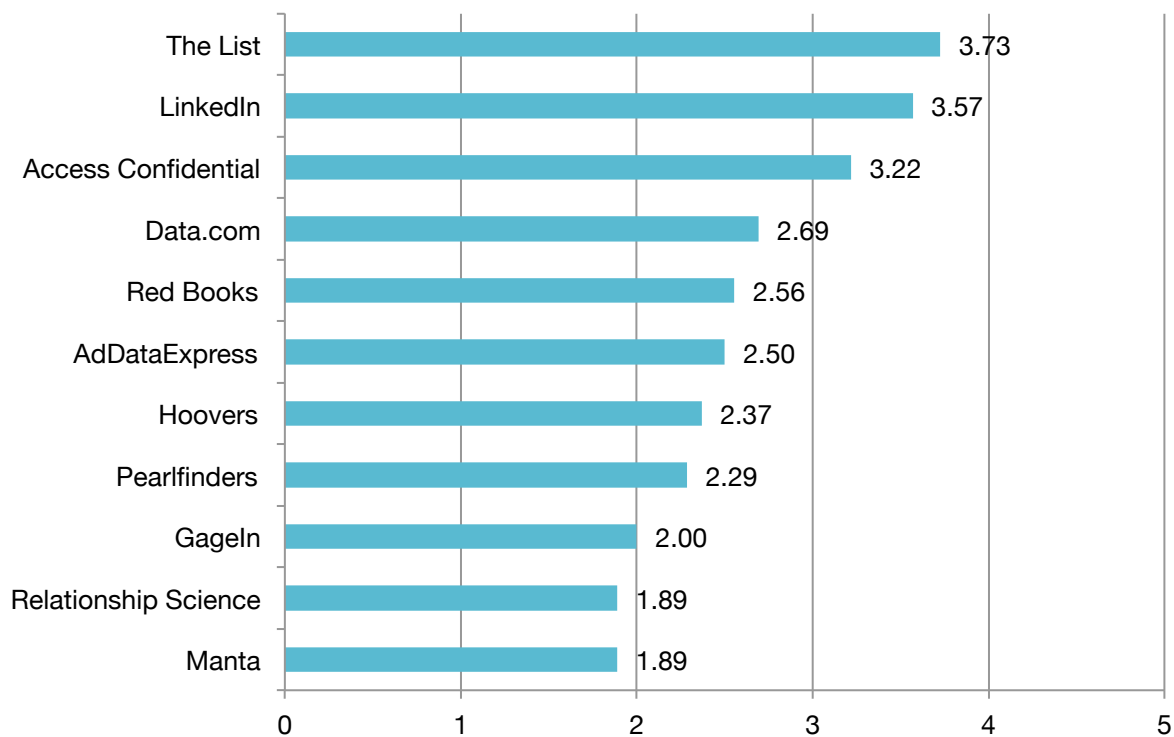
And it shows agencies recognize they typically don't have the resources to dedicate to ongoing list building, which can be a full-time job.

CHANNEL SPECIFIC QUESTIONS

PROSPECT CONTACT / LIST BUILDING

Of the following Prospect Contact / List Building tools that you use, rate each one in terms of how effectively it helps drive your new business efforts.
(1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each Prospect Contact / List Building Service.



In terms of overall effectiveness, results were mixed, as is typical of the last several years. However, there were strong showings from the top three.

Unlike a category like “Social Media,” for example, where we saw high usage this year across the board but low effectiveness ratings, we’re seeing predominantly the opposite in the list building category.

A good list source becomes even more important as inbound continues to grow as a new business driver. With potentially large amounts of leads coming in, resources need to be dedicated to qualifying those leads, so having a targeted list from one of these companies allows for more effective use of new business resources.

CHANNEL SPECIFIC QUESTIONS



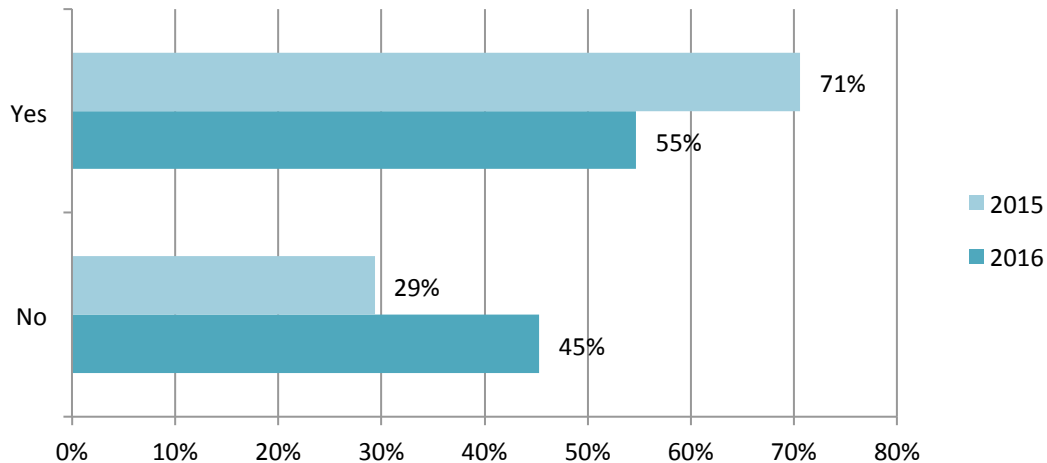
SEO Tools

CHANNEL SPECIFIC QUESTIONS

SEO TOOLS

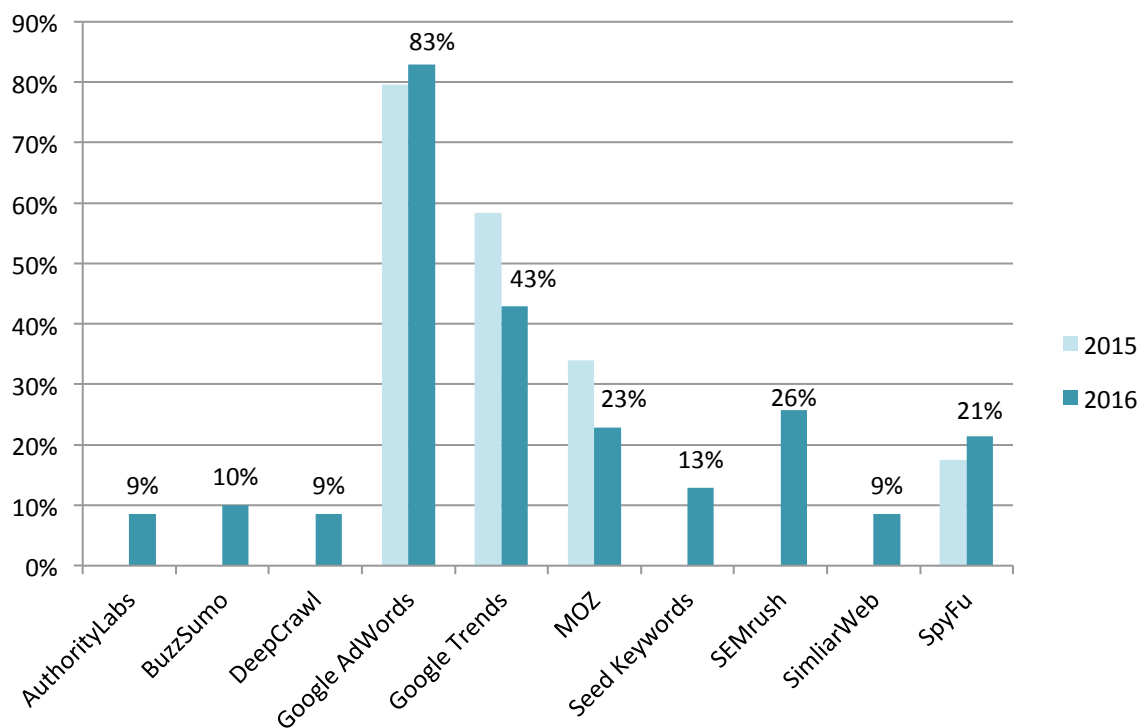
SEO usage declined 16 percentage points from 2015 to 2016. This may be a function of agencies relying more on organic search as it eclipses all other channels when it comes to generating site traffic. Industry data also supports organic search as outperforming paid when it comes to conversions.

Do you currently use SEO tools in your agency? (e.g. MOZ, Google Keyword Planner)



Of the top five tools noted below, only SpyFu saw an increase in user penetration from 2015. MOZ which doubled its penetration from 2014 to 2015, saw its usage decline alongside that of Google Trends. New to the list this year is SEMrush which debuted at 26% usage.

Which of the following SEO Tools do you currently use? (Select all that apply)



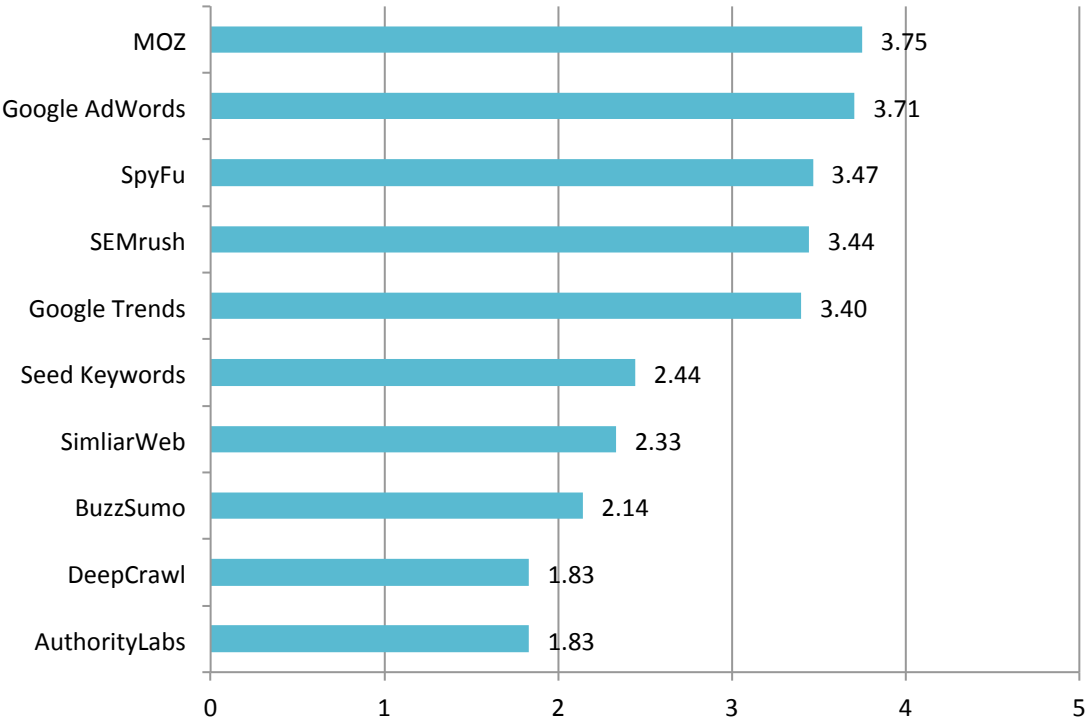
CHANNEL SPECIFIC QUESTIONS

SEO TOOLS

MOZ received the highest user satisfaction score achieving a 3.75 satisfaction rating on a scale of 1 to 5.the survey. Google AdWords was a close second.

Of the following SEO Tools that you use, rate each one in terms of how effectively it helps drive your new business efforts. (1 = Not Effective; 5 = Very Effective)

The chart below represents the average rating of effectiveness given to each SEO Tool.



CHANNEL SPECIFIC QUESTIONS



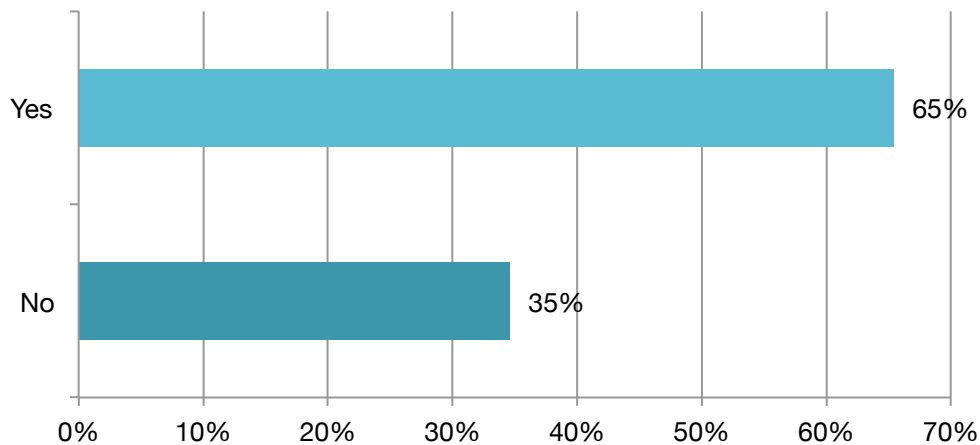
Email Marketing Services

CHANNEL SPECIFIC QUESTIONS

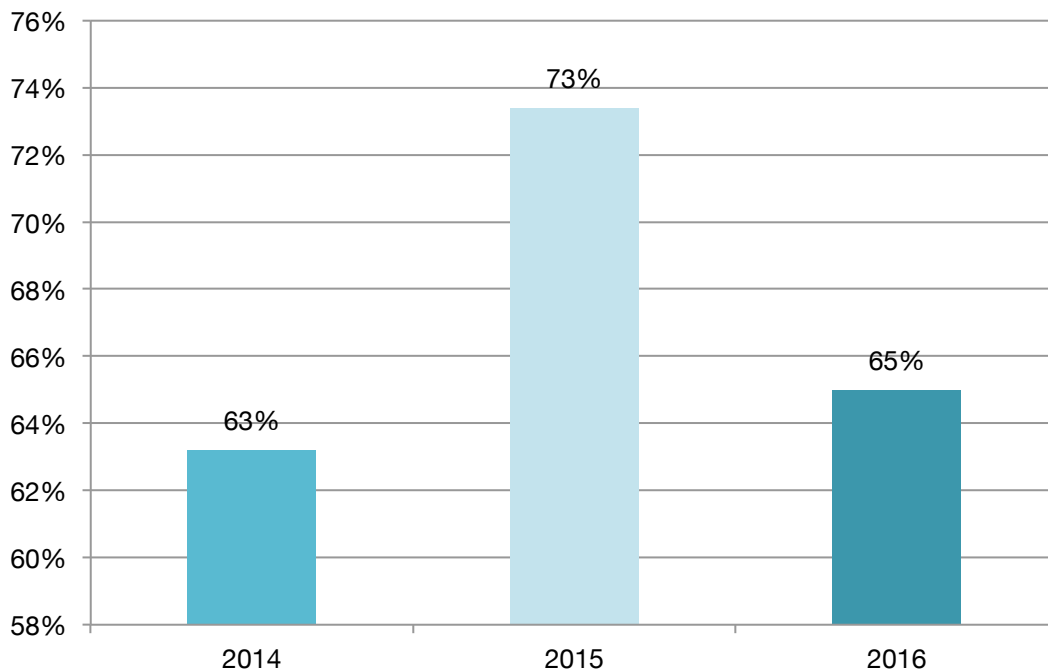
EMAIL MARKETING SERVICES

Over the past year, reported use of Email Marketing Services returned to 2014 levels with only 65% of responding agencies indicating they use these tools to support their agency new business program.

Do you currently use Email Marketing Services to support your new business efforts?
(e.g. Emma, MailChimp)



Change in Email Marketing Services Use 2014 - 2016
(% of Agencies indicating usage)



CHANNEL SPECIFIC QUESTIONS

EMAIL MARKETING SERVICES

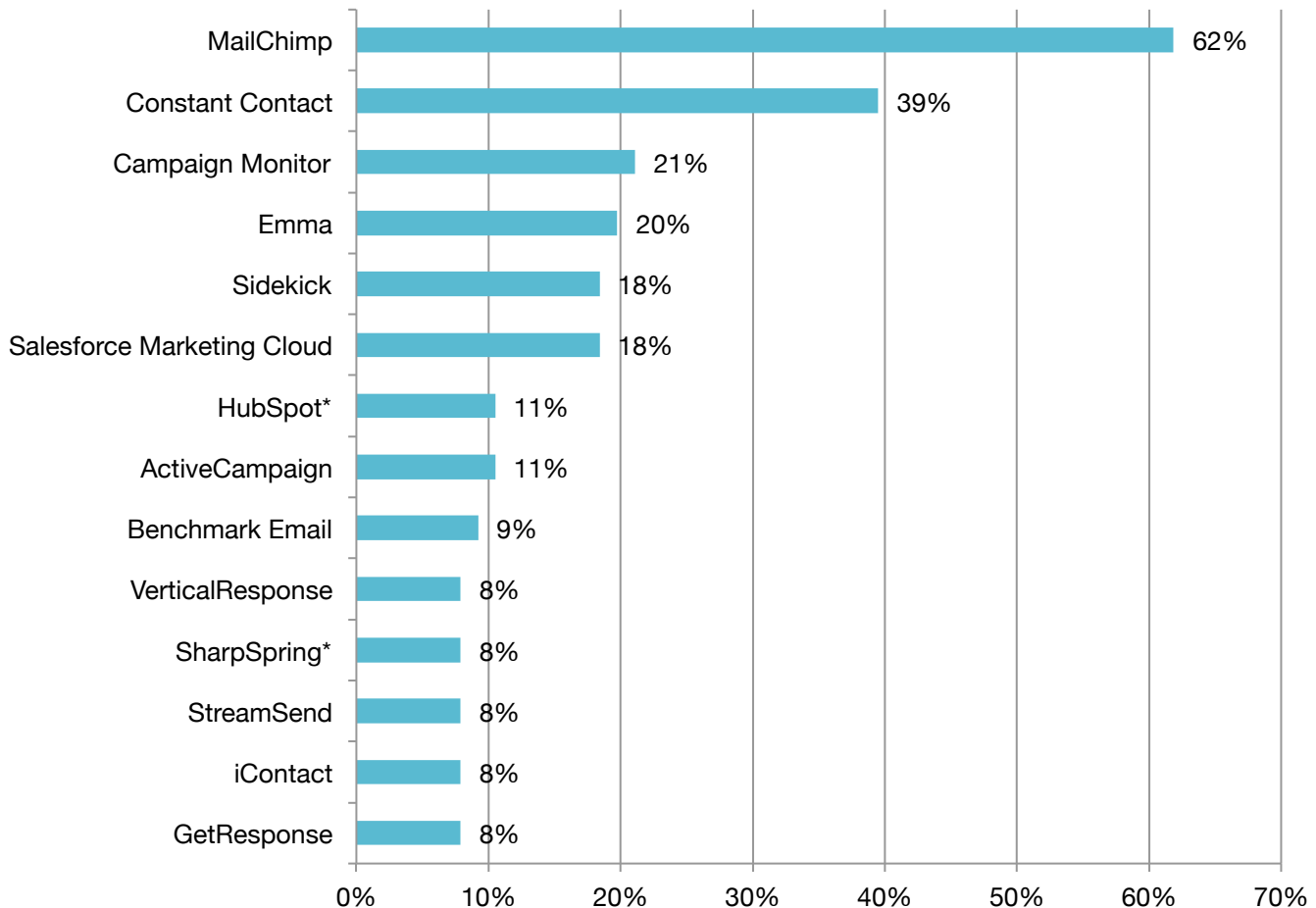
Year-to-year, MailChimp has maintained its lead over Constant Contact. Reported usage in 2014 and 2015 was 54% and 25%, respectively.

However, in 2015, HubSpot was a “write-in” selection for “other” services. In 2015, HubSpot received enough write-in mentions to place it in the #2 position behind MailChimp with 36% of respondents identifying it as one of the email marketing tools they used.

The drop to 11% of respondents indicating they use HubSpot in 2016 could correspond with the overall year-to-year drop in reported usage of email marketing services.

Responses reflect that respondents use or had used more than one email marketing service, suggesting that agencies have been evaluating services for the best solution to meet their needs.

Which of the following Email Marketing Services do you currently use? (Select all that apply)



*Based on write-in responses to “other”.

CHANNEL SPECIFIC QUESTIONS

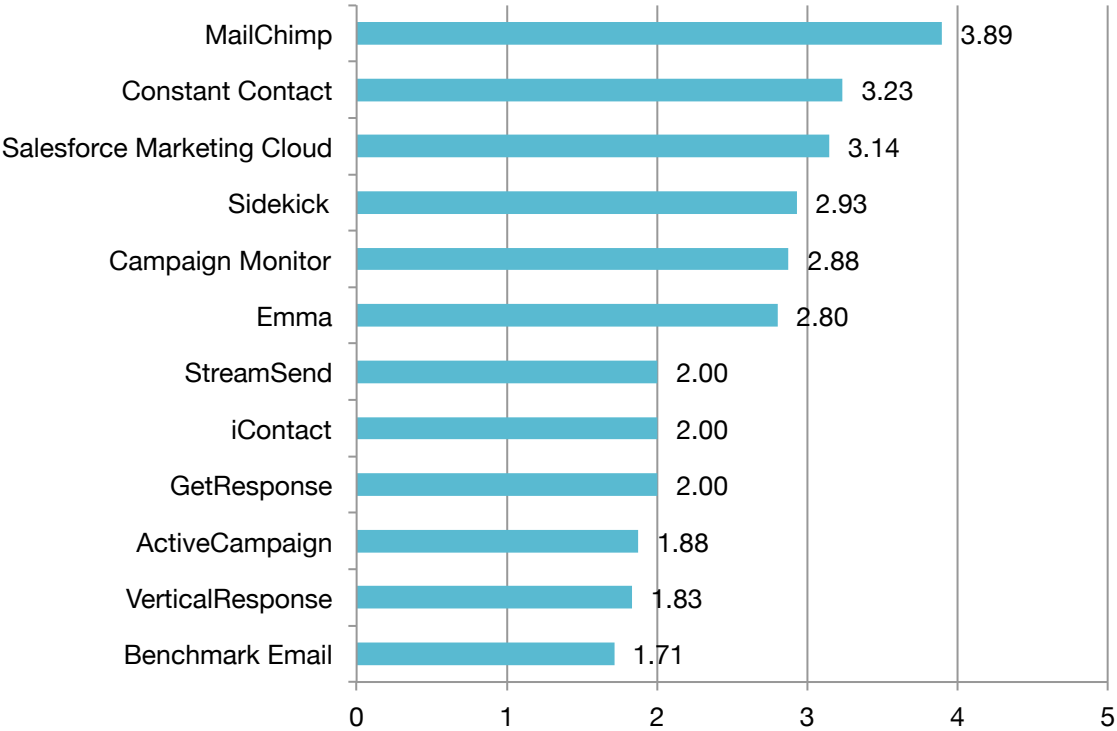
EMAIL MARKETING SERVICES

The hypothesis that agencies may have been trying multiple email marketing services to identify one that fits best is supported by overall effectiveness scores.

On a five-point scale, with “5” being “very-effective,” only MailChimp received ratings notably above average.

Of the following Email Marketing Services that you use, rate each one in terms of how effectively it helps drive your new business efforts. (1 = Not Effective; 5 = Very Effective)

The chart below represents the average rating of effectiveness given to each Email Marketing Service.



In general, the assessment of overall effectiveness for email marketing tools since the New Business Tools Survey first included this category in 2013 has leveled off with approximately 75% of respondents rating the tools collectively at “average” or better.

The notion that the effectiveness of email marketing tools depends heavily on factors such as list quality and the strength and frequency of messaging is an important one. Although a tool that provides optimal functionality and reporting needs is ideal, it is the email marketing strategy that determines ultimate effectiveness.

CHANNEL SPECIFIC QUESTIONS



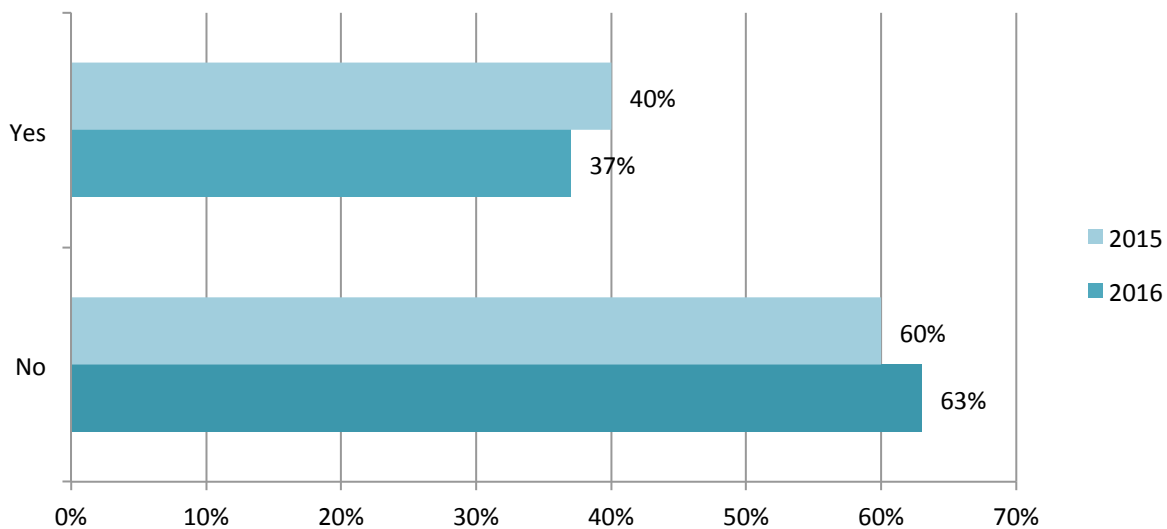
Marketing Automation / Inbound Marketing

CHANNEL SPECIFIC QUESTIONS

MARKETING AUTOMATION /
INBOUND MARKETING PLATFORMS

Tools in this channel saw a slight decline in usage versus year ago after more than doubling from 2014 to 2015. While not significant in nature, it possibly demonstrates an ongoing issue agencies have in being more responsive in managing leads and prospect information.

Do you currently use Marketing Automation / Inbound Marketing tools
to support your new business efforts?



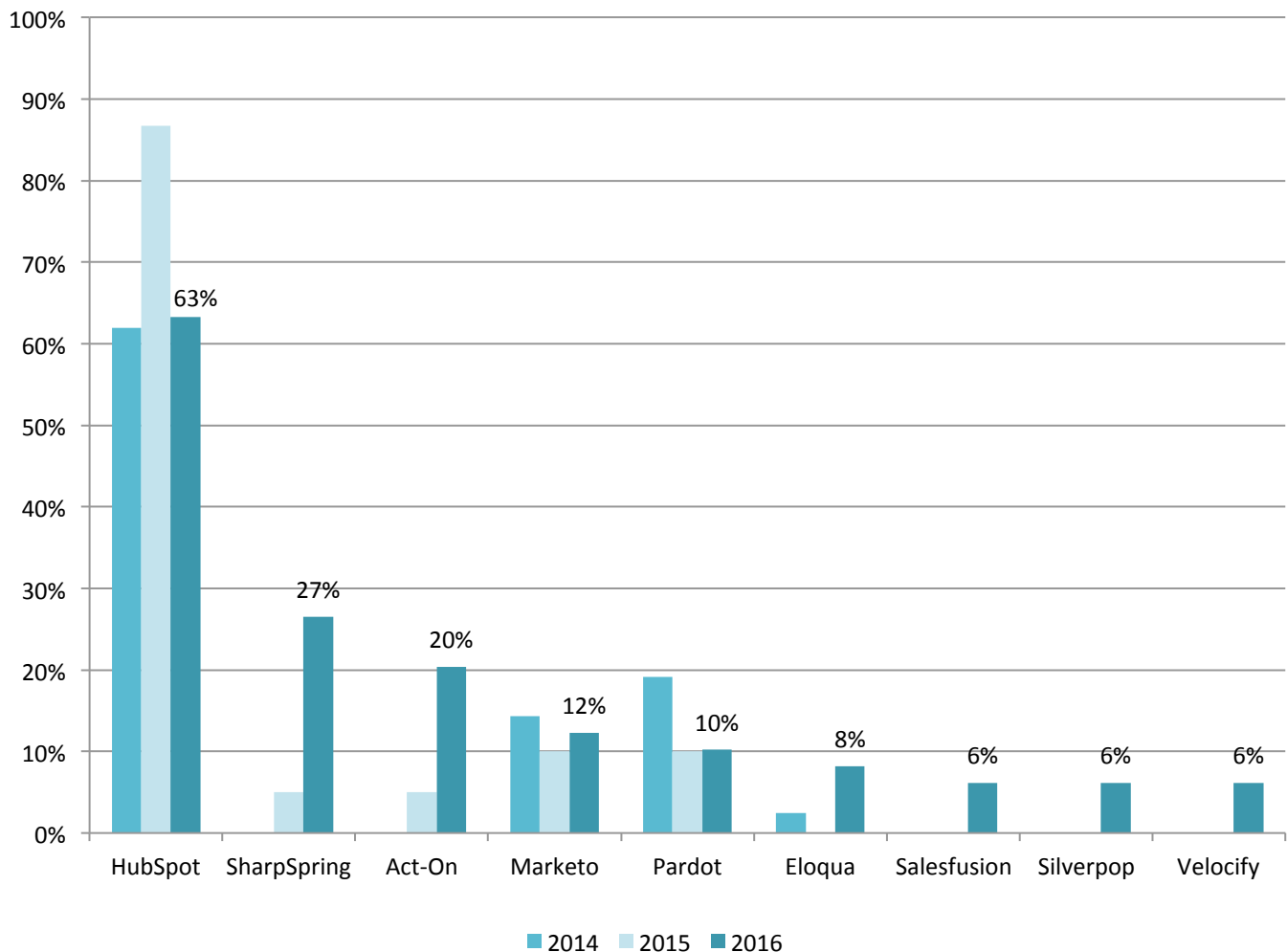
CHANNEL SPECIFIC QUESTIONS

MARKETING AUTOMATION / INBOUND MARKETING PLATFORMS

As noted below, the category experienced a significant shift in platform preference over the past year. HubSpot continues to dominate the category, although dropping to 2014's overall usage level.

This decline in usage was picked up by SharpSpring and Act-On as each achieved dramatic growth at the expense of more established brands, including Marketo and Pardot.

Marketing Automation / Inbound Marketing Program Usage:
2014 - 2016 Comparison



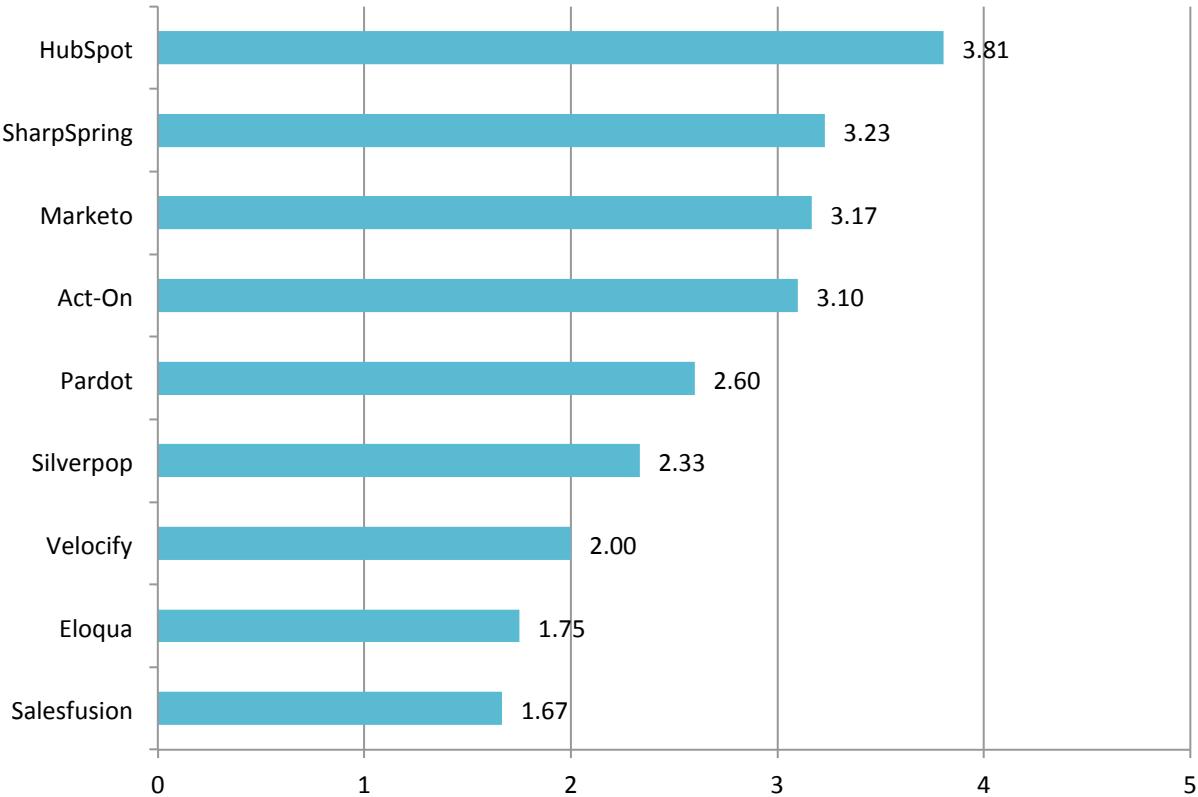
CHANNEL SPECIFIC QUESTIONS

MARKETING AUTOMATION / INBOUND MARKETING PLATFORMS

HubSpot was rated highest by respondents as effectively helping to drive the agency’s new business efforts.

Thinking about the Marketing Automation / Inbound Marketing tools you use, how effective are they at helping your agency drive its new business efforts?
(1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each Prospect Contact / List Building Service.



CHANNEL SPECIFIC QUESTIONS



Project Management / Collaboration Tools

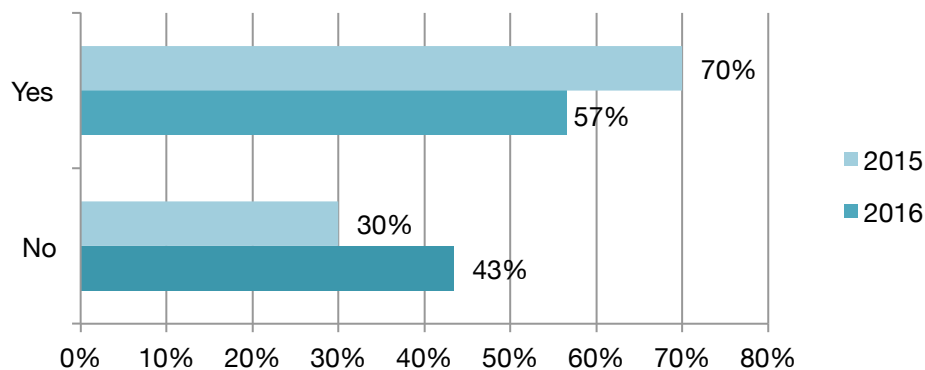
CHANNEL SPECIFIC QUESTIONS

Project Management / Collaboration Tools

Use of Project Management / Collaboration tools slid sharply over the past year, when 70% of respondents indicated they were using them for agency new business.

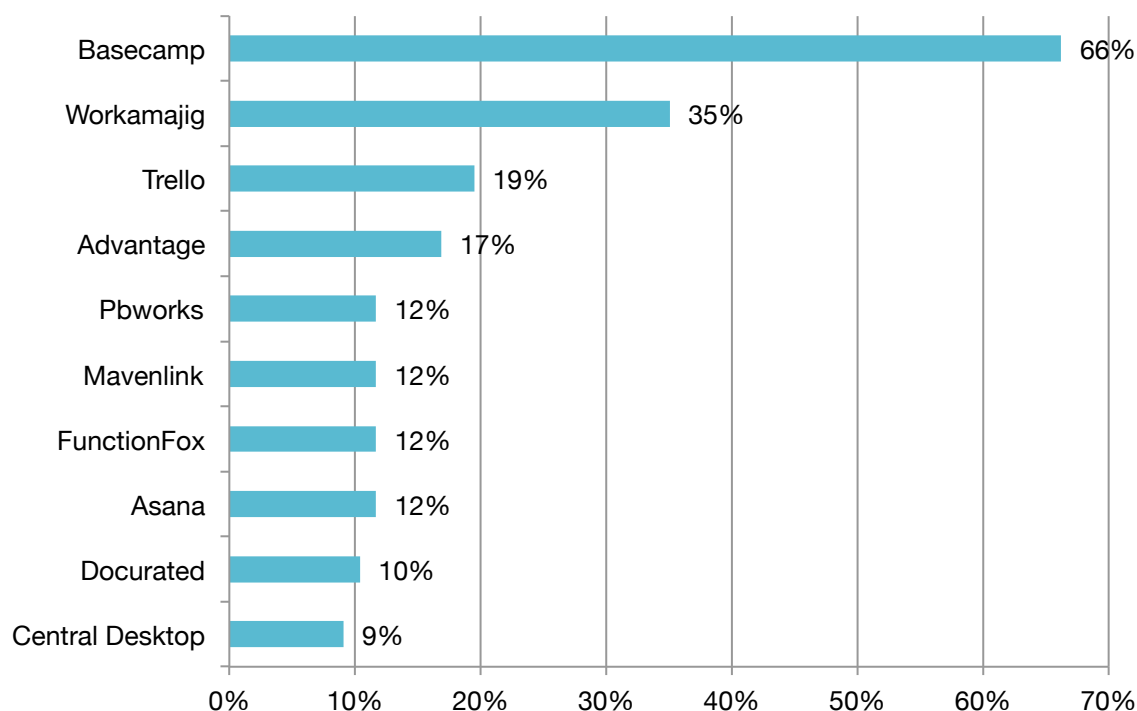
In 2016, with just 57% of respondents indicating they are using Project Management / Collaboration tools to support new business efforts, usage has nearly returned to the 2014 level of 54%.

Do you currently use Project Management / Collaboration Tools to support your new business efforts? (e.g. Basecamp, Workamajig)



The two-most-used project management tools remain consistent from the past two years' surveys with Basecamp coming in at 66% and Workamajig at 35%.

Which of the following Project Management / Collaboration Tools do you currently use? (Select all that apply)

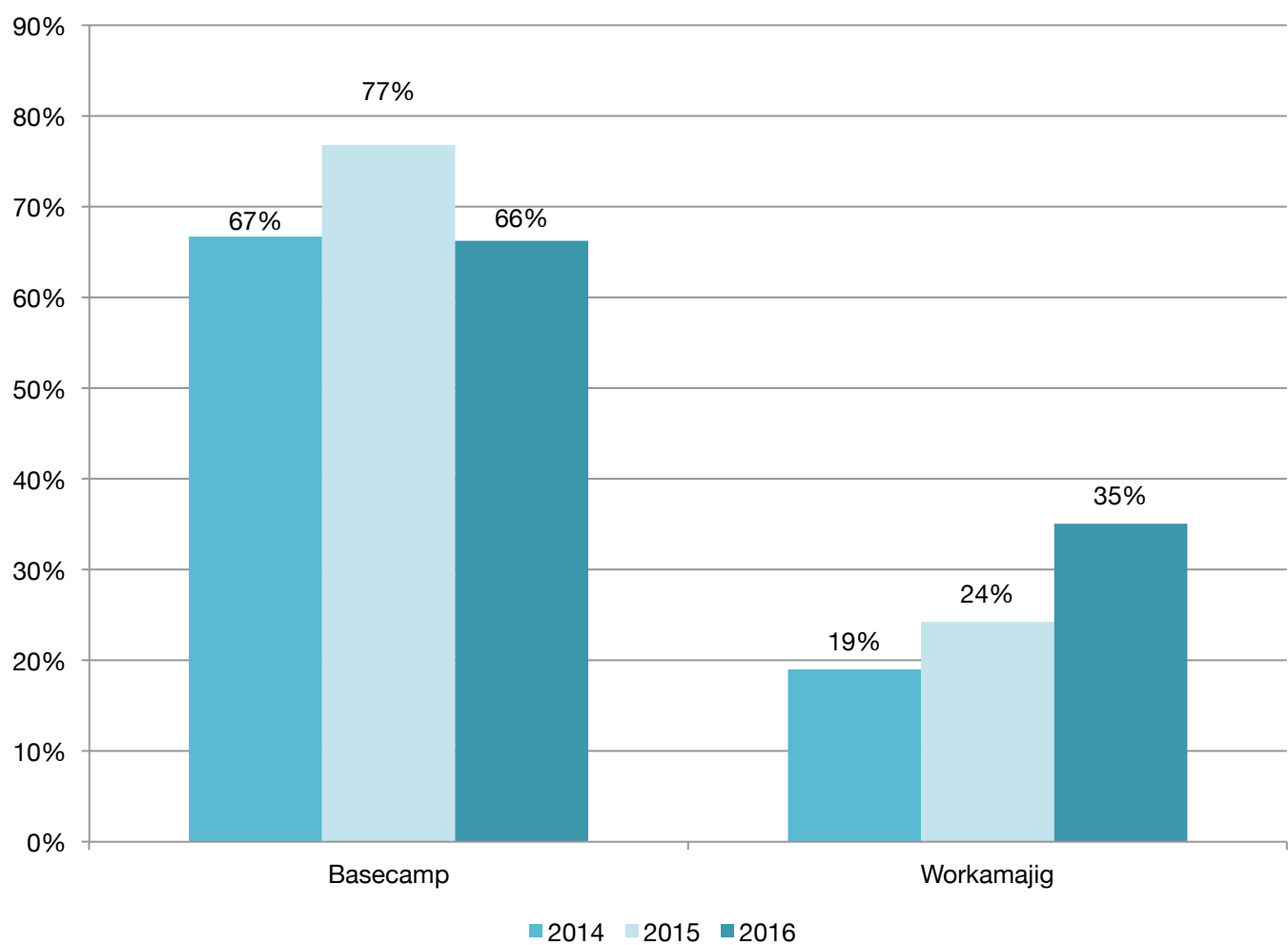


CHANNEL SPECIFIC QUESTIONS

Project Management / Collaboration Tools

While Basecamp continues to enjoy strong leadership within the category, responses show it lost considerable ground to Workamajig, dropping 11 percentage points over the past year, while Workamajig picked up 11 points versus 2015.

Change in Reported Usage: 2014 - 2016



Also, the third most mentioned platform, Trello, was named by 19% of respondents in our current survey, while it only had four (4) mentions in 2015 by respondents writing in “other” tools not included in the response set.

CHANNEL SPECIFIC QUESTIONS

Project Management / Collaboration Tools

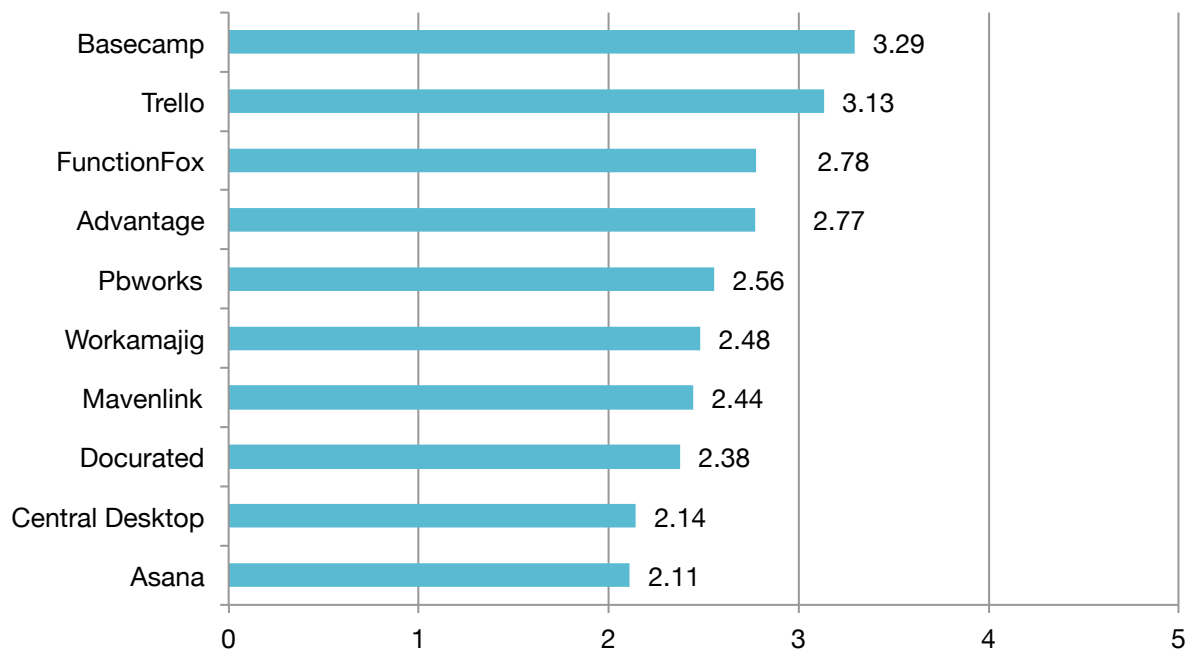
On a scale of 1-5 (with 5 being very effective), Basecamp received the highest score, 3.29, just slightly over average.

Of note, although just 19% of respondents indicated they are using Trello, this platform had the second highest effectiveness rating at 3.13 on the 5-point scale.

Workamajig, while occupying the #2 spot in terms of usage by respondents, ranked sixth in effectiveness with a score of 2.48.

Of the following Project Management / Collaboration Tools that you use, rate each one in terms of how effectively it helps drive your new business efforts.
(1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each Project Management / Collaboration Tool.



CHANNEL SPECIFIC QUESTIONS



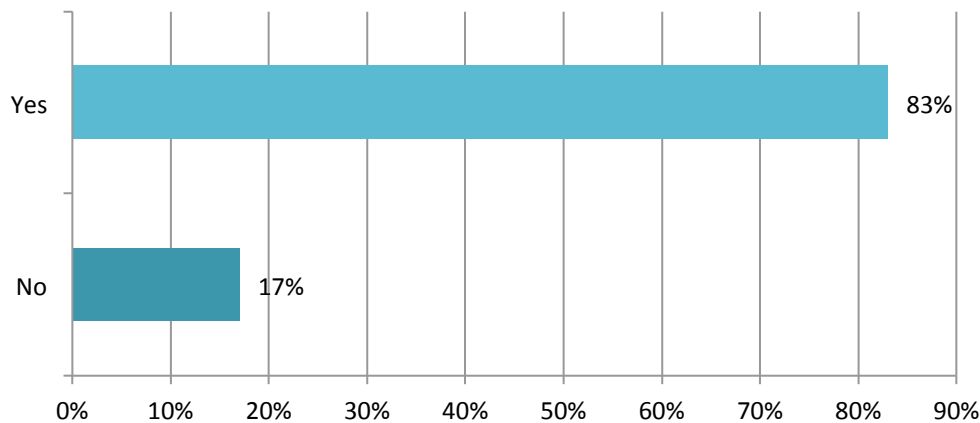
Content Development Tools

CHANNEL SPECIFIC QUESTIONS

CONTENT DEVELOPMENT TOOLS

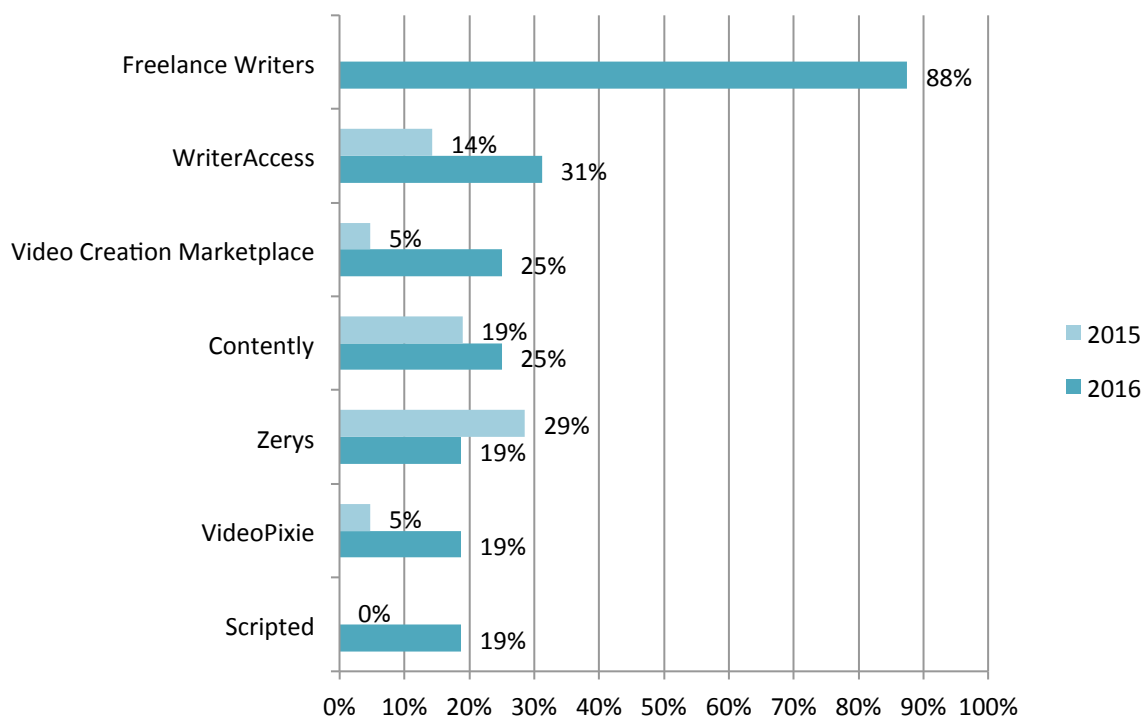
This marks the first year we asked respondents about their use of in-house resources for Content Development. Of the agencies responding, 83% indicated they are using in-house tools for all content development in support of new business.

Do you currently produce all content in-house?



For those agencies not using in-house resources as their sole source of content, freelance writers were identified as the primary avenue for content development. WriterAccess, with more than 14,000 US based writers was second with usage more than doubling year-over-year.

Which of the following Content Development Tools do you currently use? (Select all that apply)



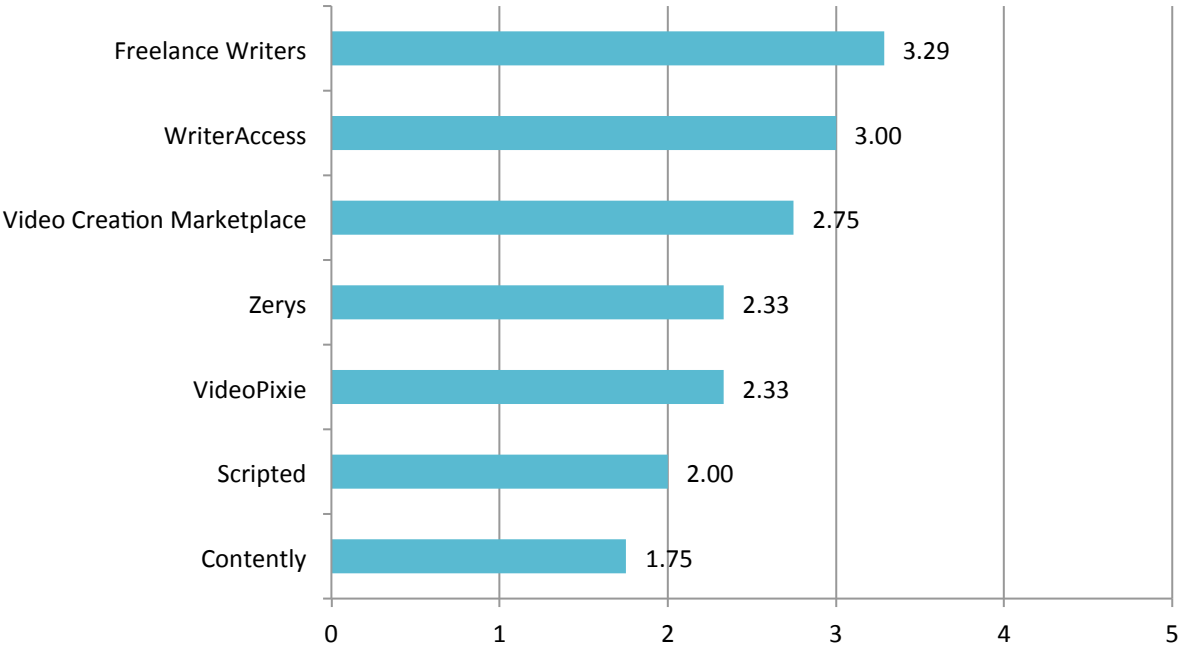
CHANNEL SPECIFIC QUESTIONS

CONTENT DEVELOPMENT TOOLS

With respondents reporting an average of 2.25 content tools in use, 67% of those responding viewed their tool(s) of choice as being satisfied (3+ rating) in helping to drive new business efforts.

Of the following Content Development Tools / Services that you use, rate each one in terms of how effectively it helps drive your new business efforts.
(1 = Not Effective; 5 = Very Effective).

The chart below represents the average rating of effectiveness given to each Content Development Tool.



CHANNEL SPECIFIC QUESTIONS



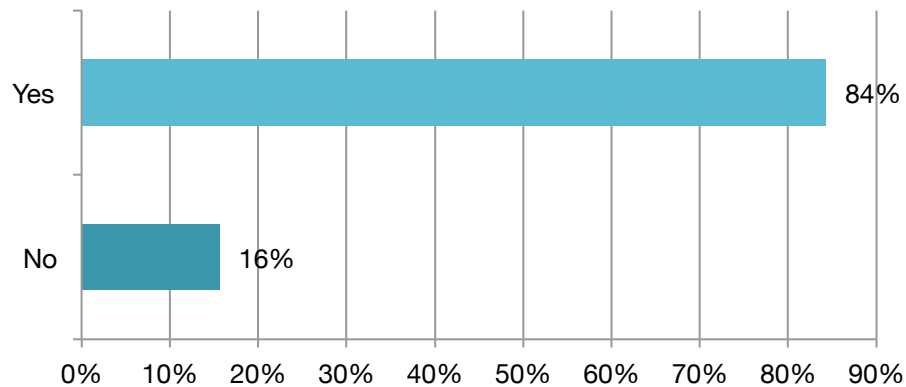
Meeting / Web Conferencing Software

CHANNEL SPECIFIC QUESTIONS

MEETING / WEB CONFERENCING SOFTWARE

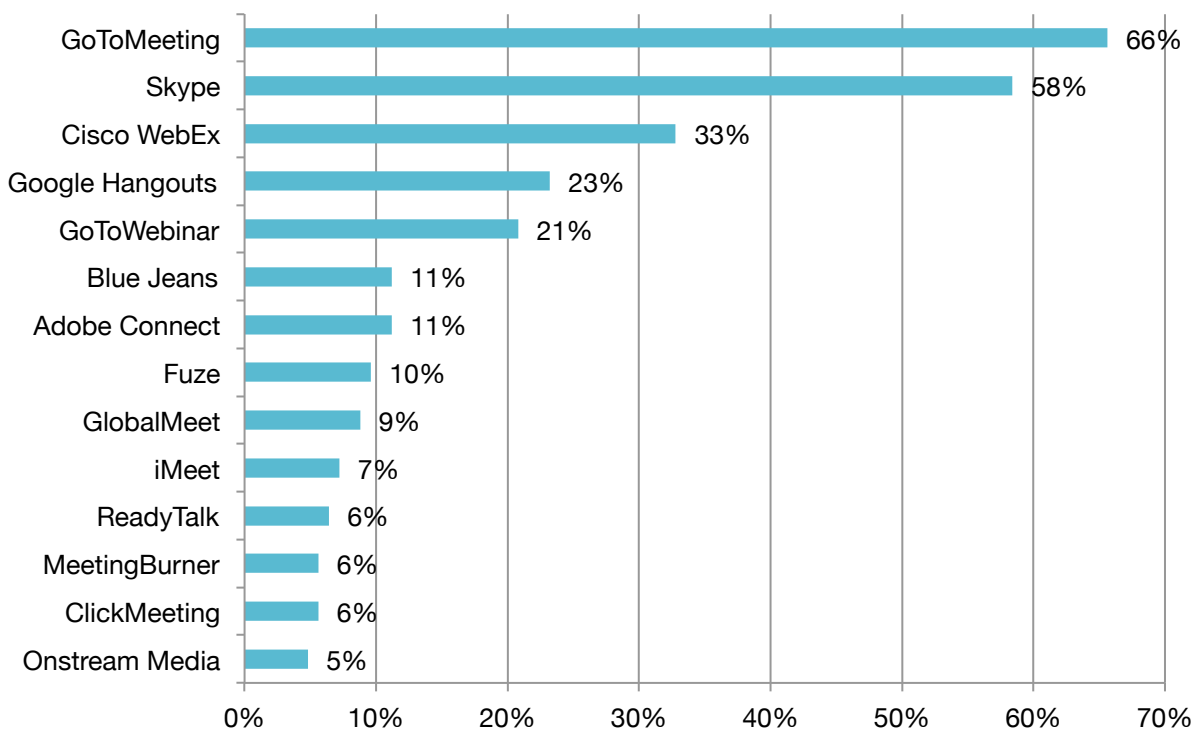
2016 marks the first year we asked respondents about their use of Meeting / Web Conferencing Tools. Use is widespread with 84% of agencies reporting they are using these tools for new business development.

Do you currently use Meeting / Web Conferencing Software to support your new business efforts? (e.g. GoToMeeting, Skype)



Responses exhibit that agencies are using multiple platforms, with GoToMeeting named by 66% of respondents. Skype is also popular with 58% of respondents naming it within their Web Conferencing Toolkit. Cisco WebEx holds the #3 position.

Which of the following Meeting / Web Conferencing Software do you currently use? (Select all that apply)



CHANNEL SPECIFIC QUESTIONS

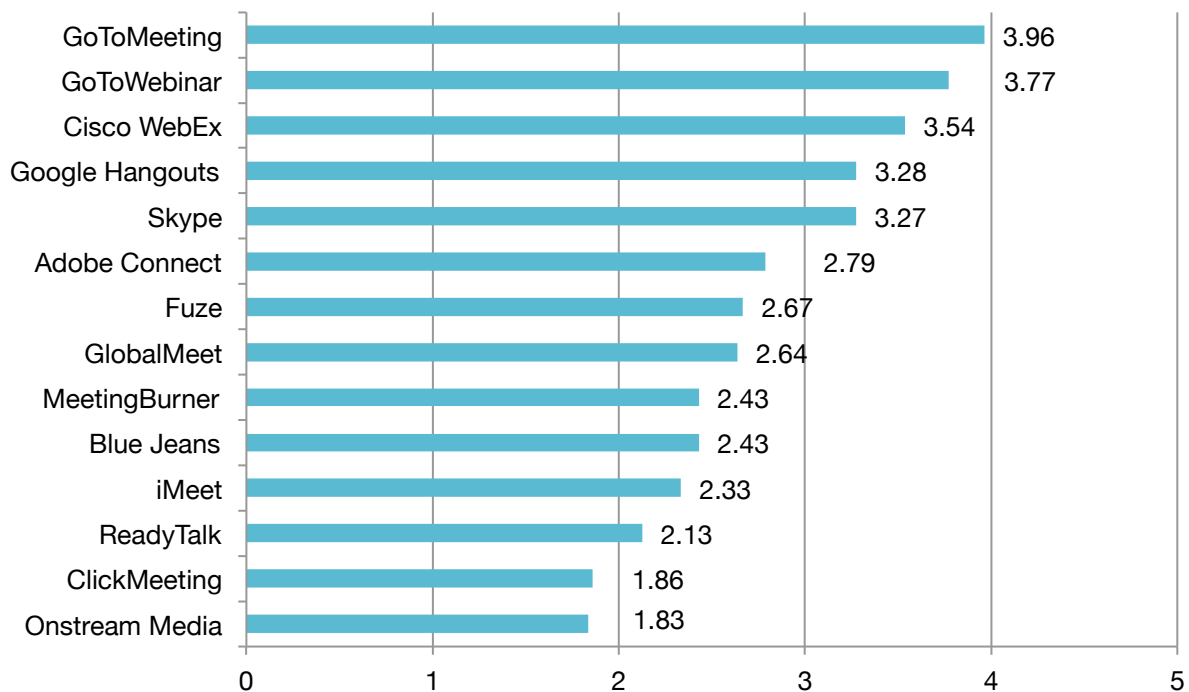
MEETING / WEB CONFERENCING SOFTWARE

On a 5-point scale, with 5 being very effective, GoToMeeting received the strongest effectiveness rating in the category.

Quality of video and audio can make a significant difference in overall meeting impact with these tools, with ease of use also contributing.

Of the following Meeting / Web Conferencing Software that you use, rate each one in terms of how effectively it helps drive your new business efforts.
(1 = Not Effective; 5 = Very Effective)

The chart below represents the average rating of effectiveness given to each Meeting / Web Conferencing Software.





A Look Ahead

A LOOK AHEAD

When asked, “Which new business tools do you expect to use more frequently in the coming year?” we received 133 responses revealing a broad array of answers. The overarching need continues to be for a tool that will bring everything together on a single platform – prospect contact, company information, call and email history, meeting notes – all on one screen.

From an individual tool standpoint, Winmo and HubSpot were most frequently mentioned for increased usage in 2016, followed by LinkedIn, The List and MailChimp.

We also asked agencies: “Looking at your overall new business efforts, what significant issue could a new tool help resolve (thereby improving your agency's effectiveness)?”

Much like last year, responses covered an extensive range of tools. Categorically, agencies identified Lead Generation tools as a priority. Secondly, tools that are easy (and fun) to use to increase productivity and generate enhanced new business results.

- *“Ease of use – meaning, what makes it easy (and fun even) for users to be motivated to enter data on a consistent and reliable basis.”*
- *“Predictive targeting. Suggest client prospects “fits” from existing data set.”*
- *“Tools are just that, tools! Like a wrench or a hammer. So I don’t think the tools themselves could resolve new business issues. It’s mastering the capabilities of these tools which my company specifically has yet to accomplish.”*
- *“New business tools are often too complex to use and require expensive subscription fees with poor support. Anything that is simple to use and train people with is what we are focusing on.”*
- *“A quoting tool. I have been searching for 6 months for a good software (less than 10 years old) tool which will help us quote our projects effectively from prospecting to invoicing. I still haven’t found anything worthwhile.”*
- *“Intel on clients. What they care about.”*

And finally, a few closing thoughts.

As we look at this year’s results, it’s clear agencies are still searching for the new business tool equivalent of the Holy Grail. There’s an obvious willingness to try the next great thing given the number of tools we tracked. Unfortunately, the number of available options can be a bit overwhelming along with the promises attached to each tool. As one respondent said, “We just need to be better about using what we have first.”

If you would like to reproduce any of our findings in any format, please contact either:

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GLOSSARY

SOCIAL MEDIA PLATFORMS

Google+
Facebook
Instagram
LinkedIn
Pinterest
SlideShare
Snapchat
Tumblr
Twitter
Vimeo
YouTube

SOCIAL MEDIA MONITORING

Buffer
HootSuite
Klout
Manage Flitter
Marketing Cloud (Salesforce)
Reachpod
SocialOomph
Social Tracker
Sysomos
TweetDeck
Topsy
HashAtIt
Riffle
Triggerfox

CRM / CONTACT MANAGEMENT

ACT!
Excel
HubSpot CRM
Infusionsoft
Maximizer CRM
Microsoft Dynamics CRM
NetSuite
OnContact
Pipeline Deals
Salesforce
SalesLogix
SugarCRM
TeamWox

CONTENT DEVELOPMENT

Contently
Freelance Writers
Scripted
Video Creation Marketplace
VideoPixie
WriterAccess
Zerys

RESEARCH SERVICES

AAAA (4A's)
CEB Iconoculture
Datamonitor
eMarketer
Forrester
Gartner
GLG
LexisNexis
Mintel
Nielsen
Second Wind
Simmons
trendwatching.com
USA TouchPoints

PROSPECT CONTACT / LIST BUILDING SERVICES

Access Confidential
AdDataExpress
Gageln
Hoovers
Data.com
LinkedIn
Manta
Pearlfinders
Red Books
Relationship Science
Winmo (The List)

MEETING / WEB SOFTWARE

Adobe Connect
Blue Jeans
Cisco WebEx
ClickMeeting
Fuze
GlobalMeet
Google Hangouts
GoToMeeting
GoToWebinar
iMeet
MeetingBurner
Onstream Media
ReadyTalk
Skype

EMAIL MARKETING SERVICES

ActiveCampaign
Benchmark Email
Campaign Monitor
Constant Contact
Emma
GetResponse
iContact
MailChimp
Salesforce Marketing Cloud
Sidekick
StreamSend
VerticalResponse

MARKETING AUTOMATION / INBOUND MARKETING TOOLS

Act-On
Eloqua
HubSpot
Marketo
Pardot
Salesfusion
SharpSpring
Silverpop
Velocify

PROJECT MANAGEMENT/ COLLABORATION TOOLS

Advantage
Asana
Basecamp
Central Desktop
Docrated
FunctionFox
Mavenlink
Pbworks
Trello
Workamajig

SEO TOOLS

AuthorityLabs
BuzzSumo
DeepCrawl
Google AdWords
Google Trends
MOZ
Seed Keywords
SEMrush
SimliarWeb
SpyFu

