Where Did Your Clients Come From And This Year's Predictions Report

1

What Marketing Activities Brought In Most Of Your New Business <u>Last Year</u>? (Check Your Top 3)

Value	Percent
★ Referrals/Word Of Mouth	76.3%
★ Upselling/Cross-Selling Current Customers	52.3%
★ Inbound Calls/Website Form Fills	28.4%
Drip Marketing	21.9%
Outbound Calling	18.4%
Direct Mail	18.1%
Other	13.5%
Paid Advertising	12.1%
Social Media	8.8%
Seminars/Speaking Engagements	5.6%
Canvassing	5.3%
Trade Shows	4.9%
Webinars	4.9%

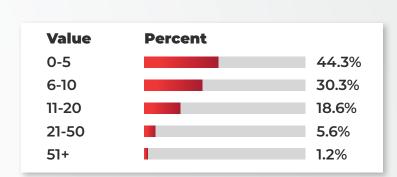
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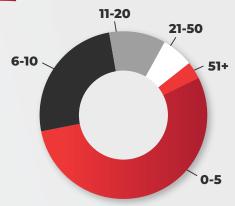
What Marketing Activities Do You Expect Most Of Your New Business To Come From <u>This Year</u>?

(Check Your Top 3)

Value	Percent	
★ Referrals/Word Of Mouth		55.0%
★ Drip Marketing		43.8 %
★ Upselling/Cross-Selling Current Customers		40.3%
Direct Mail	3	7.8 %
Outbound Calling		28.4%
Inbound Calls/Website Form Fills		20.7%
Paid Advertising		4.7 %
Seminars/Speaking Engagements	1	1.0%
Canvassing	3	3.9%
Other	8	3.2%
Social Media		7.7 %
Trade Shows		7.0%
Webinars		5.5%

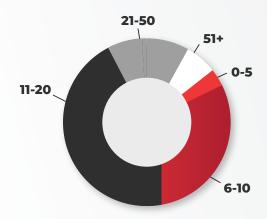
How Many New Clients Did You Add <u>Last Year</u>?







What Is Your Goal For New Clients This Year?



Value	Percent	
0-5		7.5%
6-10		33.3%
11-20		35.4%
21-50		18.2%
51+		5.6%