

The Down To Business Small Business Survey

Compiled through Down to Business, SitePoint's Selling Web Design Services Blog

August 2006

Introduction


This report outlines the data collected through the Down to Business Survey, which was run through the sitepoint.com web site in the first weeks of August, 2006.


The survey was targeted at readers of [SitePoint's Selling Web Design Services blog](#).


The survey results are now provided to readers of the blog for their interest and information.

The Responses


Please indicate your gender.


Male (86%) 


Female (11%) 


no answer (2%) 


How long have you been in business for yourself?

<1 year (15%) 


1-2 years (23%) 


3-5 years (27%) 


More than 5 years (34%) 


no answer (2%) 


Please estimate the revenues your company generates.


0-\$50,000 (49%) 

\$50,001 - \$100,000 (22%) 


100,001 - \$200,000 (11%) 


\$200,001 - \$500,000 (9%) 


> \$500,000 (8%) 


no answer (2%) 


How many hours per month would you say you spend on marketing?


0-5 (53%) 


6-10 (22%) 

11-15 (11%) 


16-20 (3%) 


20-25 (3%) 


>25 (6%) 


no answer (2%) 


How would you rate your overall comfort with marketing and sales?


Very uncomfortable (19%) 

Somewhat uncomfortable (27%) 

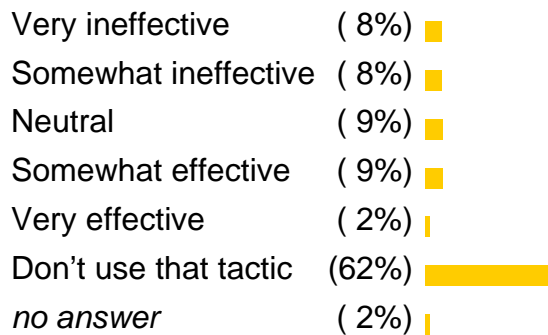
Neutral (16%) 

Somewhat comfortable (24%) 

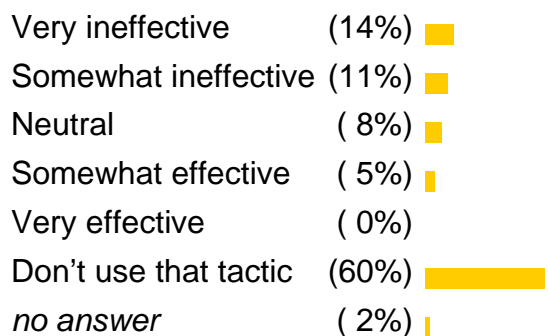
Very comfortable (11%) 

no answer (2%) 

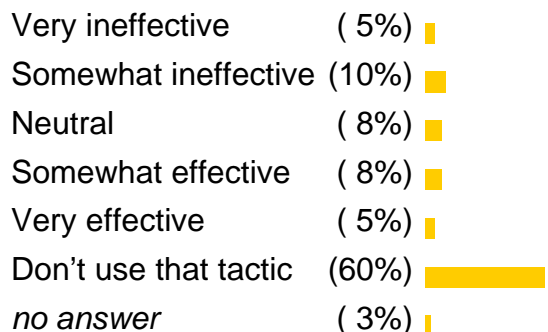
How effective is print advertising (other than the phone book) in helping you to attract clients?



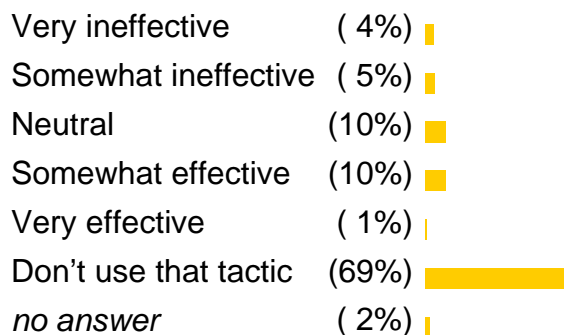
How effective is phone book advertising in helping you to attract clients?



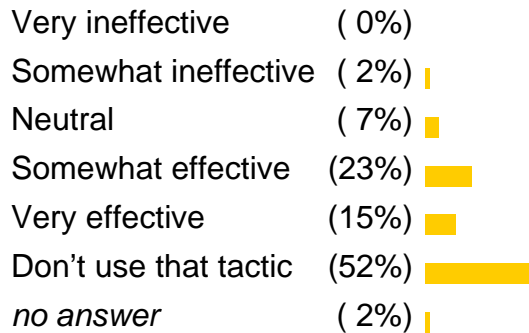
How effective are direct mail letters in helping you to attract clients?



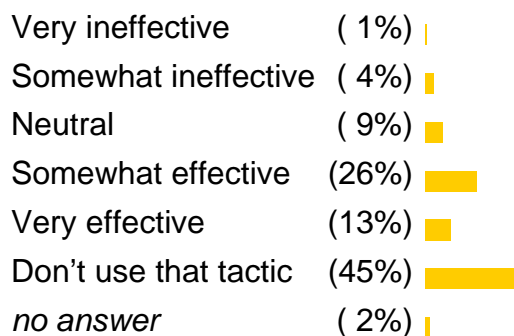
How effective are direct mail postcards in helping you to attract clients?



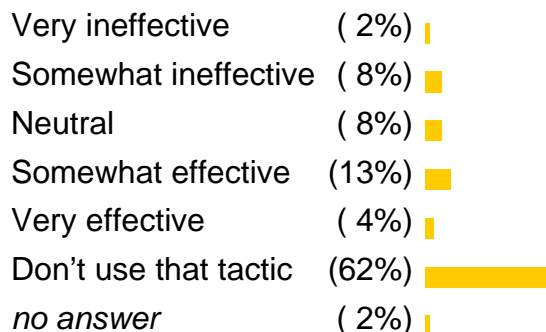
How effective is public speaking in helping you to attract clients?



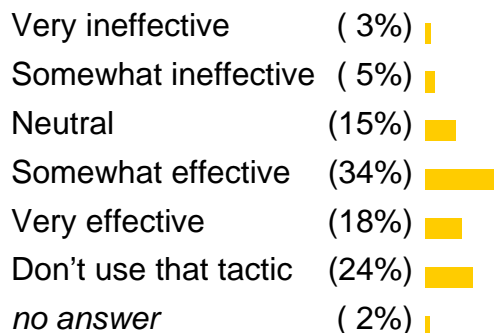
How effective is writing and publishing articles in helping you to attract clients?



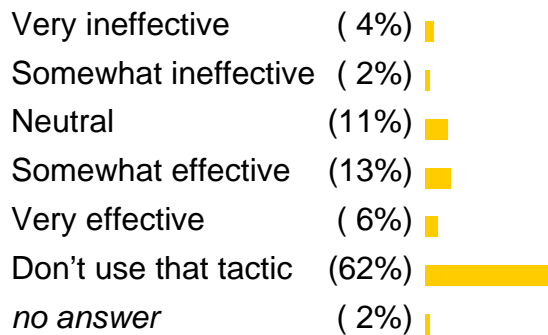
How effective is issuing press releases in helping you to attract clients?



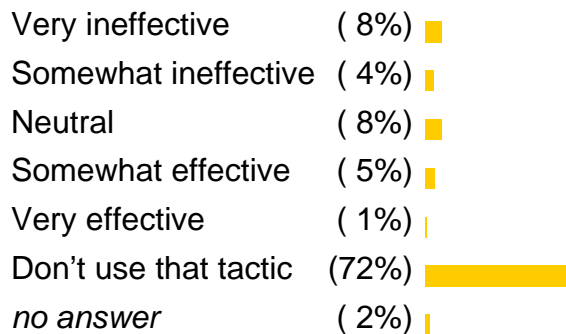
How effective is Search Engine Optimization work on your site in helping you to attract clients?



How effective is pay per click advertising in helping you to attract clients?



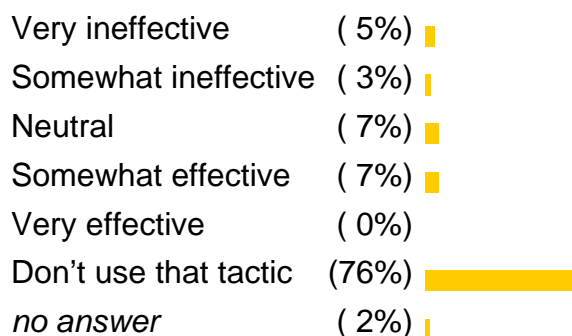
How effective is banner advertising in helping you to attract clients?



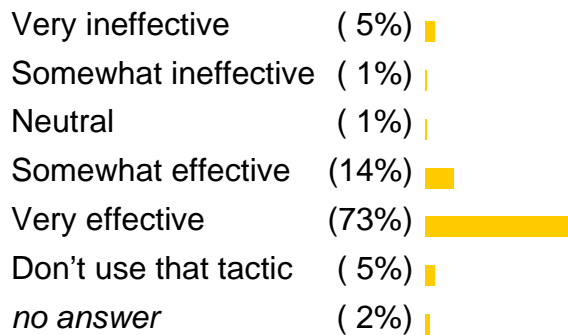
How effective is your electronic newsletter in helping you to attract clients?



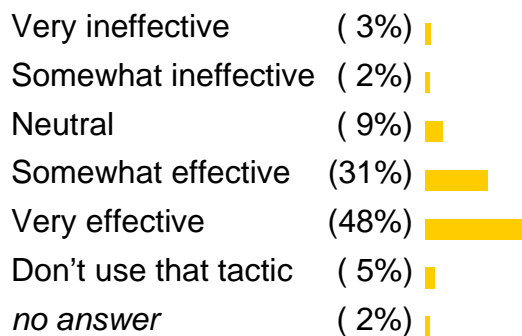
How effective is your printed, mailed newsletter in helping you to attract clients?



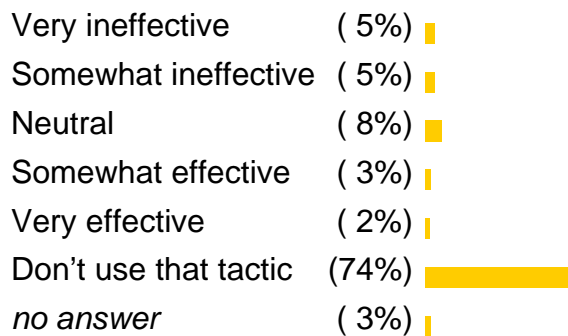
How effective are referrals from existing or past clients in helping you to attract new clients?



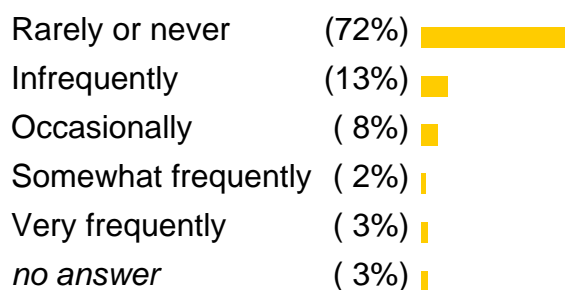
How effective is networking in helping you to attract clients?



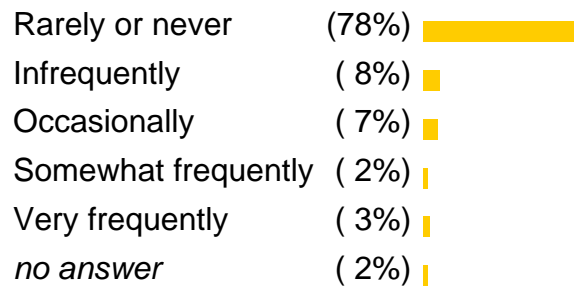
How effective is telemarketing in helping you to attract clients?



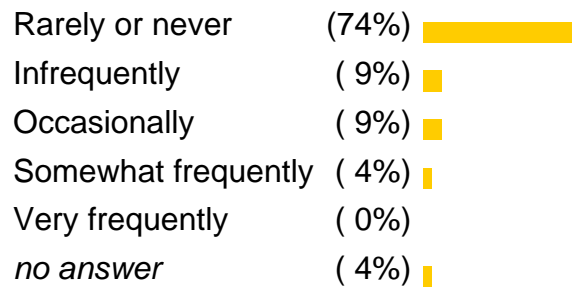
How often do you use print advertising (other than the phone book) to attract clients?



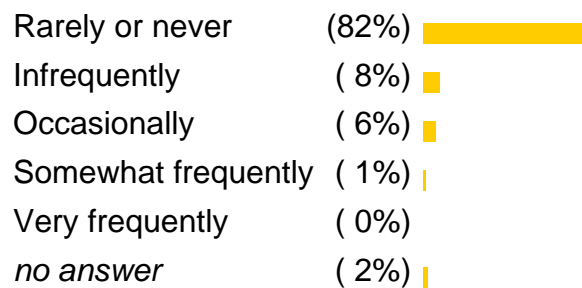
How often do you use phone book advertising to attract clients?



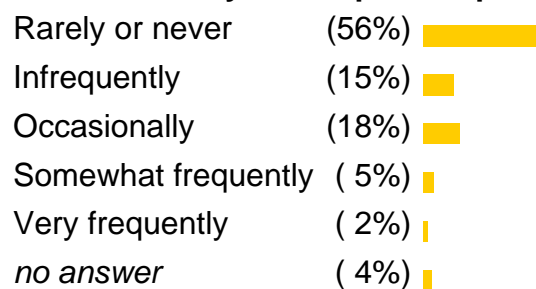
How often do you use direct mail letters to attract clients?



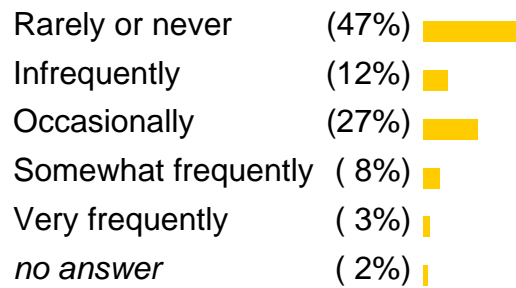
How often do you use direct mail postcards to attract clients?



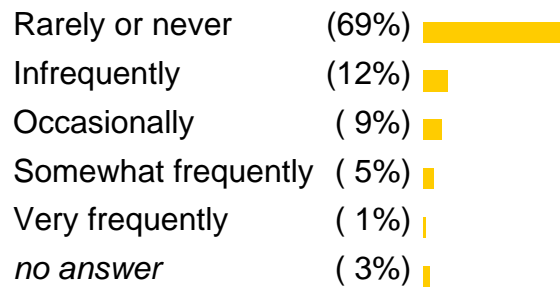
How often do you use public speaking to attract clients?



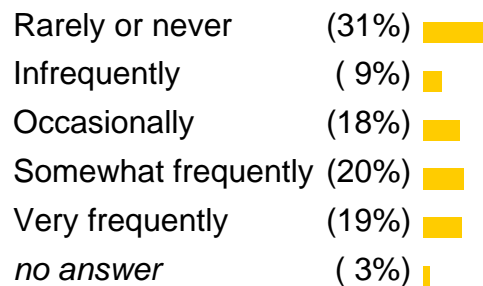
How often do you use writing and publishing articles to attract clients?



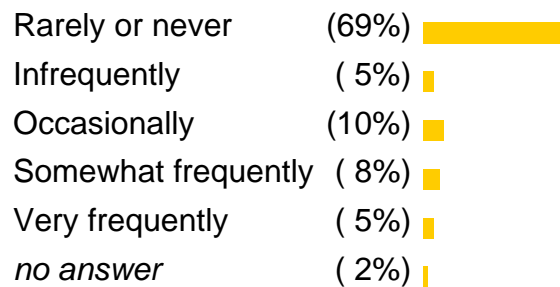
How often do you use press releases to attract clients?



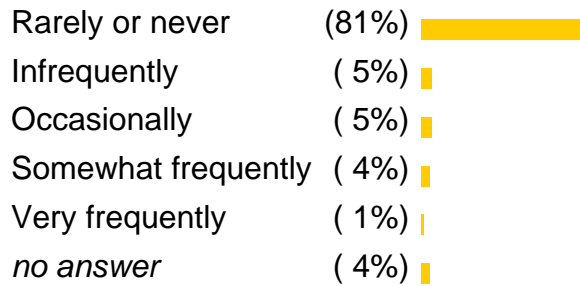
How often do you use Search Engine Optimization on your web site to attract clients?



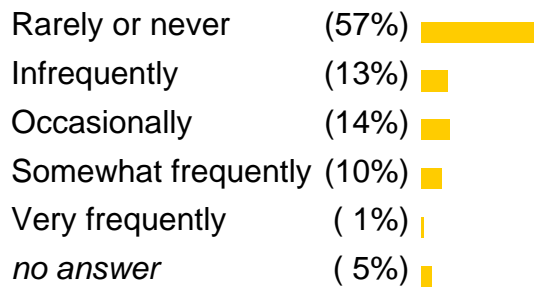
How often do you use pay per click advertising to attract clients?



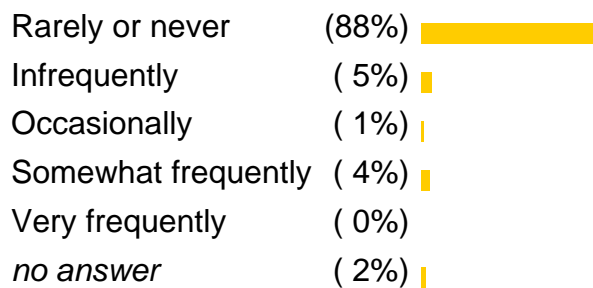
How often do you use banner advertising to attract clients?



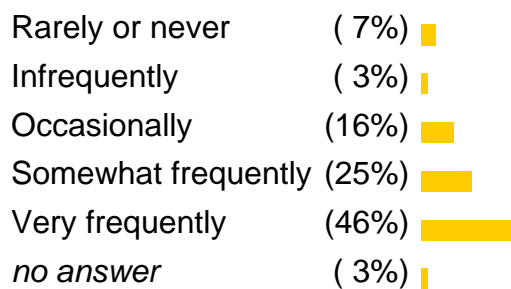
How often do you use your electronic newsletter to attract clients?



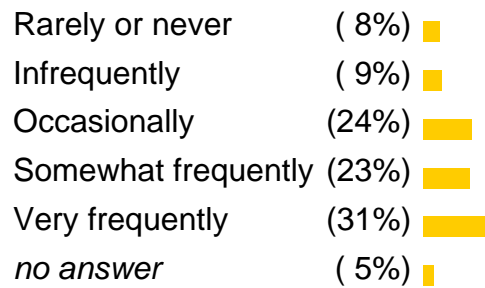
How often do you use your printed, mailed newsletter to attract clients?



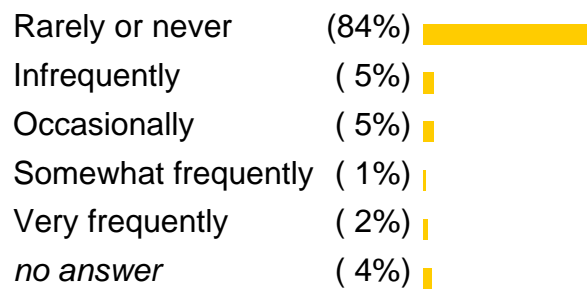
How often do you use referrals from past or existing clients to attract new clients?



How often do you use networking to attract clients?



How often do you use telemarketing to attract clients?

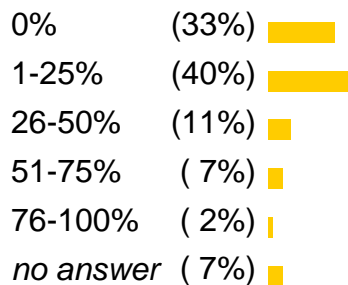


What other tactics do you find effective that are not listed above? List up to 3.

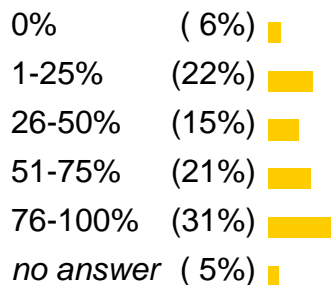
- Guerilla Marketing
Internet Directories
- Listing at the bottom of a website (e.g. Site created by...)
Developing a free site and using the above
- Providing quality work that people tell others about. 100% of my clients come from referrals.
- Direct emails.
- Direct, face-to-face sales conversation with total strangers.
- Cold calling.
- My Myspace profile.
- We are getting to be known as the company that can solve everything for a client. Sometimes it can be some very stupid work, but that brings them back to us: we are always there for them. Value your customers! Also, when we get into contact with a potential customer, we spend lots of time with them, and show them that they're valued from the beginning. It doesn't matter if their job is small or big. Doing a small job now might bring in the huge contract next year.

- Past clients referring new clients directly.
- Providing a knowledge base on my niche, which makes my site more useful and authoritative to visitors. This makes them more likely to buy a (fairly highly priced) core product from me.
- Giveaways! It's cheesy, I know, but it seems to work.
Displays.
- Word of mouth is our best advertisement
- The SitePoint Marketplace
- At the moment I've got more work than I can handle from past clients and colleagues approaching me. I don't actively network or seek referrals, it's just been happening. It probably won't last, but at the moment, it's rather nice.
- I blog, and I leave worthwhile comments on other blogs.
- Mostly repeat business from existing clients.
Also partnering with other companies that outsource development work (e.g. marketing and design companies).
- Producing good sites with good design and coding, and are cross-browser compatible.
- Forming alliances with software vendors and colleagues.
- Blogs
Cold calling
Affiliate programs
- Forum participation -- it makes you a name and reputation while you're building a network of contacts.
- We maintain relationships with previous clients and end up selling them other services when they need them.

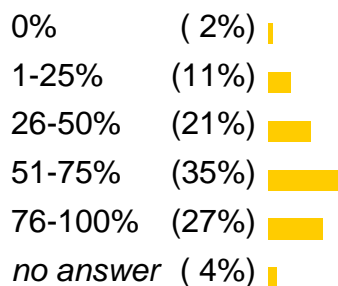
What percentage of your marketing budget and time would you say that you spend marketing to a specific industry or industries (vs. businesses in general)?



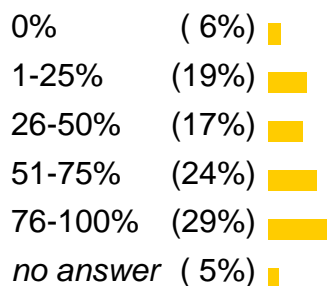
What percentage of your clients would you estimate come from your local geographic area (as opposed to regional, national, or international clients)?



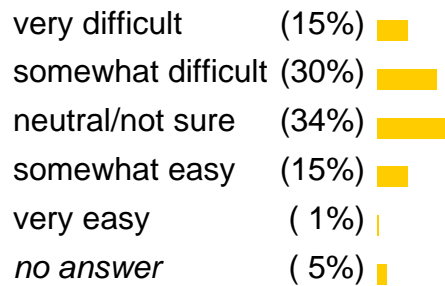
What percentage of your clients would you estimate come from referrals from other current or past clients?



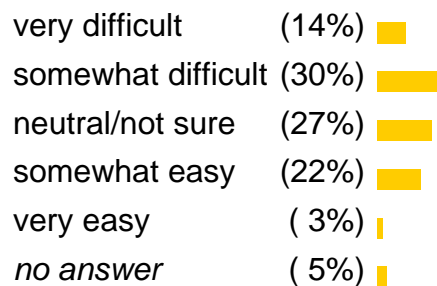
What percentage of your clients would you estimate come from referrals from your overall network, whether clients or not?



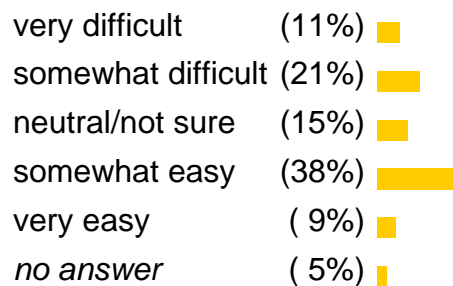
How easy or difficult do you find getting the word out about your firm so that your target market is aware of you?



How easy or difficult do you find generating leads?



How easy or difficult do you find converting leads to clients?



How easy or difficult do you find converting clients to repeat clients?

