

# **eMarketing Needs Assessment Survey of Northwestern Pennsylvania**

**Provided by:**

eMarketing Special Interest Group  
(eM-SIG)

**On Behalf of:**



# **eMarketing Skills and Training Needs Assessment**

- Special Interest Group Project -

The Technology Industry Partnership of Northwest Pennsylvania, the Center for eBusiness and Advanced IT (eBizITPA) and the Technology Council of Northwest Pennsylvania were conducting research to gain insights and understanding about the needs of employers and their employees in the areas of \*eMarketing.

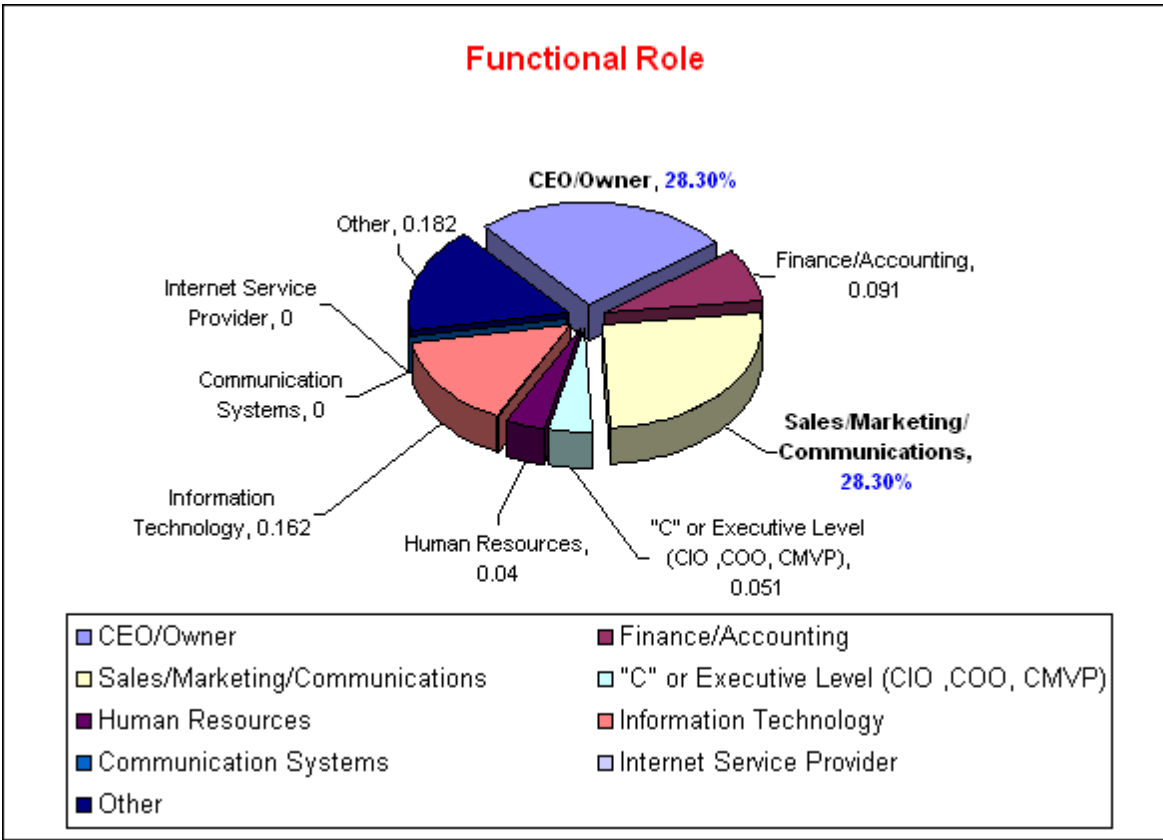
Ninety-nine employees and employers participated in the survey through out Northwest Pennsylvania with seventy-two percent of the participants completing the survey. The following objectives were desired through results of the survey:

- Identify current levels of eMarketing awareness, attitudes and interest.
- Identify skills and training most needed for successful integration of eMarketing strategies and techniques into your enterprise.
- Develop effective training programs to provide the knowledge and skills identified.
- Assist relevant professionals within Pennsylvania businesses in obtaining the required knowledge and skills to apply emerging marketing methods and technologies used in expanding business options and creating new and diverse marketplace opportunities.
- Assist agencies, Web developers/designers and consultants to attain eMarketing expertise and to develop services and solutions offerings; which would include both software development and consulting services.

## **\*eMarketing refers to:**

- A set of services and strategies designed to encounter and interact with customers and prospects for the purpose of developing an ongoing relationship.
- Facilitated through the use of electronic technology to communicate, interact, gather response, track and measure responses and activities for the purpose of supporting marketing objectives.

Also labeled: new media, electronic interactive and digital marketing

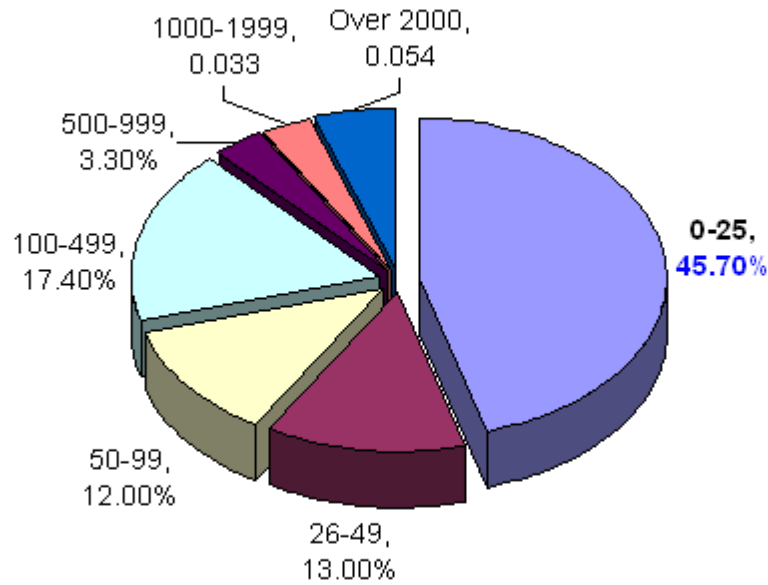


### Functional Role

	Responses	Response Percent
CEO/Owner	28	28.30%
Finance/Accounting	9	9.10%
Sales/Marketing/Communications	28	28.30%
"C" or Executive Level (CIO ,COO, CMVP)	5	5.10%
Human Resources	4	4.00%
Information Technology	16	16.20%
Communication Systems	0	0.00%
Internet Service Provider	0	0.00%
Other	18	18.20%

**Total            99**

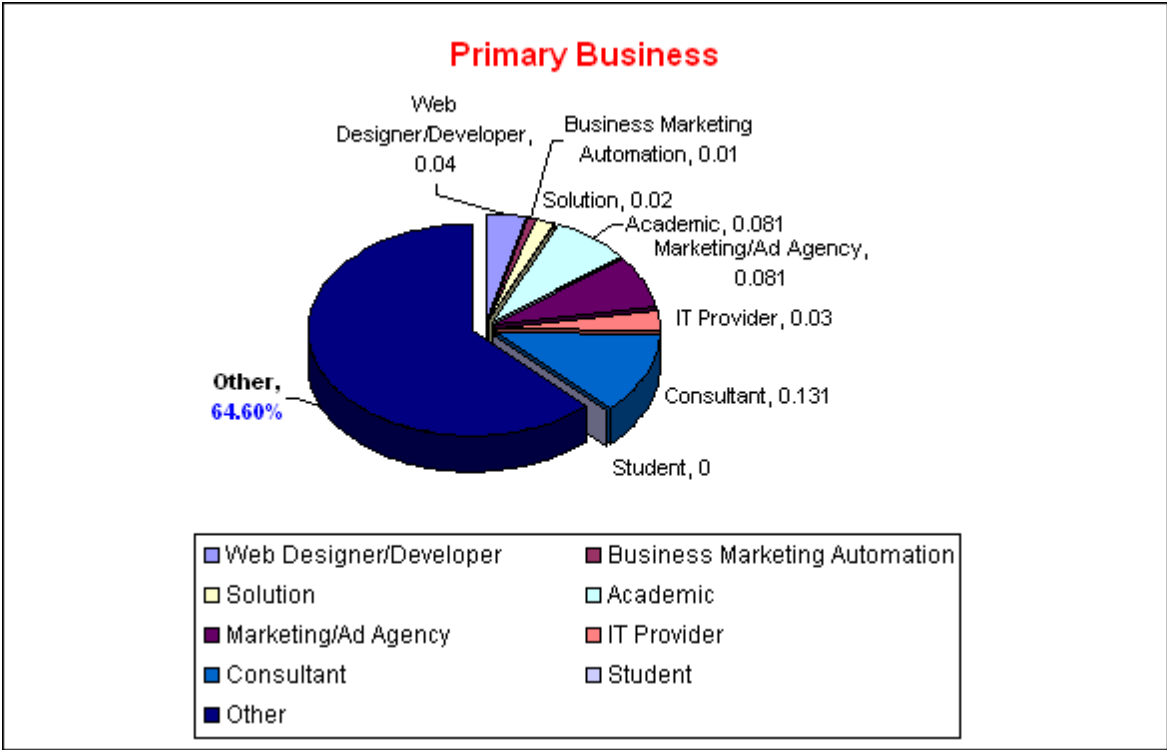
### Number of Employees



### Number of Employees

	Responses	Response Percent
0-25	42	45.70%
26-49	12	13.00%
50-99	11	12.00%
100-499	16	17.40%
500-999	3	3.30%
1000-1999	3	3.30%
Over 2000	5	5.40%

**Total** 92  
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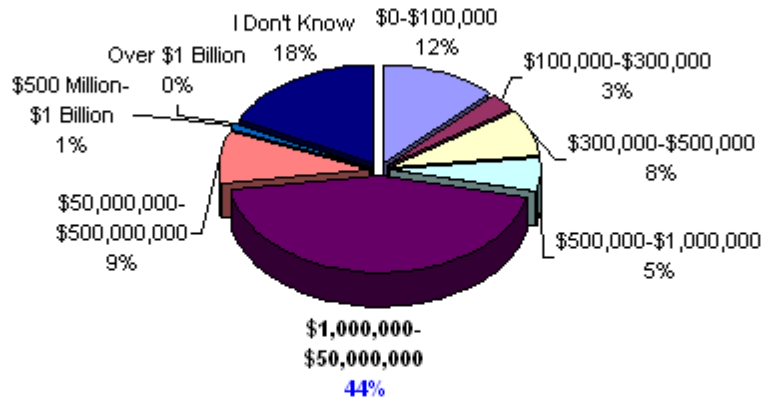


### Primary Business

	Responses	Response Percent
Web Designer/Developer	4	4.00%
Business Marketing Automation	1	1.00%
Solution	2	2.00%
Academic	8	8.10%
Marketing/Ad Agency	8	8.10%
IT Provider	3	3.00%
Consultant	13	13.10%
Student	0	0.00%
Other	64	64.60%

**Total                      99**

## Annual Sales Revenue



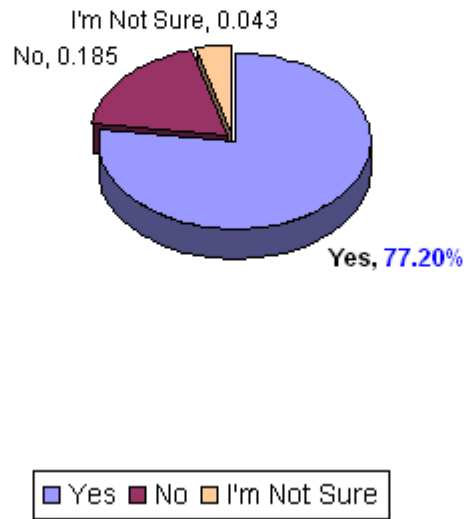
■ \$0-\$100,000	■ \$100,000-\$300,000	■ \$300,000-\$500,000
■ \$500,000-\$1,000,000	■ \$1,000,000-\$50,000,000	■ \$50,000,000-\$500,000,000
■ \$500 Million-\$1 Billion	■ Over \$1 Billion	■ I Don't Know

## Annual Sales Revenue

	Responses	Response Percent
\$0-\$100,000	11	12.10%
\$100,000-\$300,000	3	3.30%
\$300,000-\$500,000	7	7.70%
\$500,000-\$1,000,000	5	5.50%
\$1,000,000-\$50,000,000	40	44.00%
\$50,000,000-\$500,000,000	8	8.80%
\$500 Million-\$1 Billion	1	1.10%
Over \$1 Billion	0	0.00%
I Don't Know	16	17.60%

**Total**                      **91**  
 Skipped                      8

### Budget or Reimbursement for Employee Education

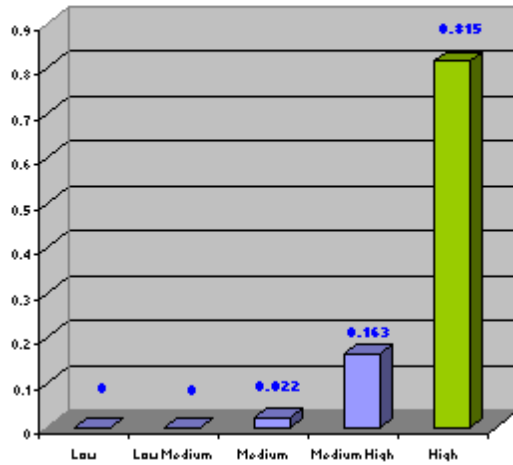


### Budget or Reimbursement for Employee Education

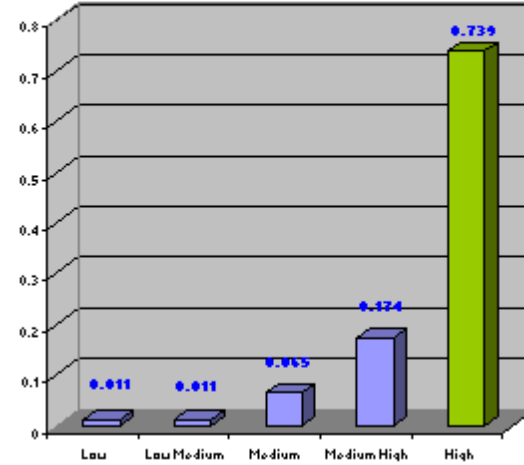
	Responses	Response Percent
Yes	71	77.20%
No	17	18.50%
I'm Not Sure	4	4.30%

**Total** 92  
Skipped 7

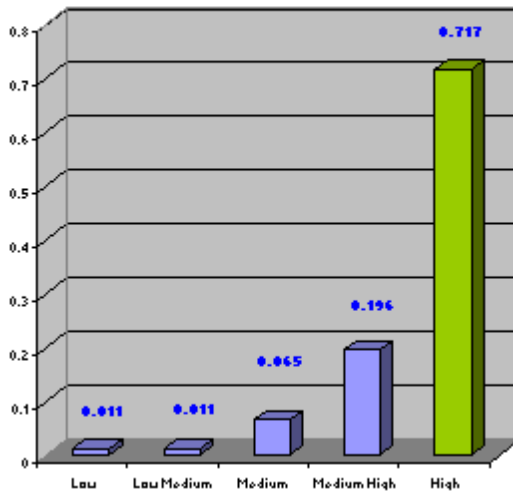
### Building and Maintain Stronger Customer Loyalty Priority



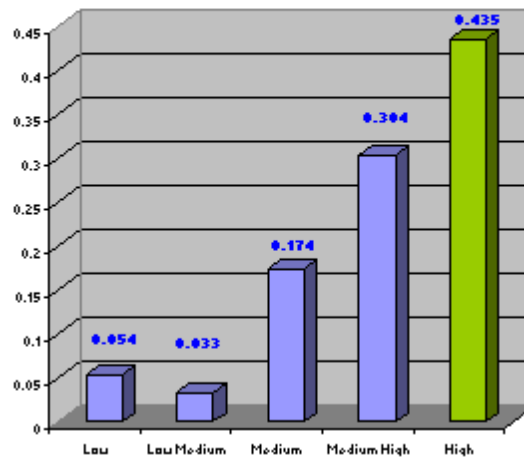
### Acquiring New Customers/Increasing Marketing Share Priority



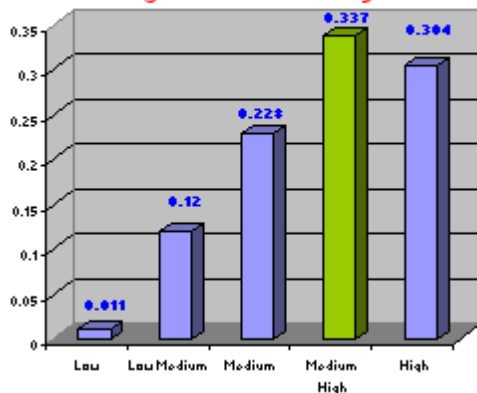
### Attracting New Customers Priority



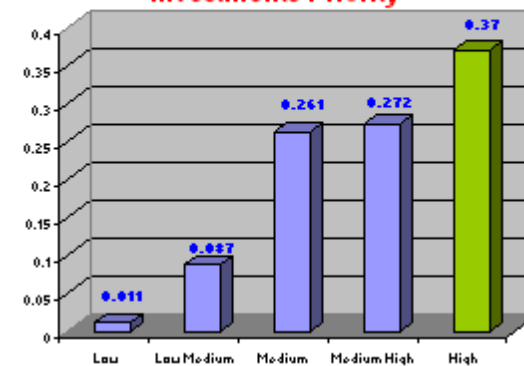
### Attracting and Retaining Skilled Staff Priority



### Infusing Innovation Across the Organization Priority

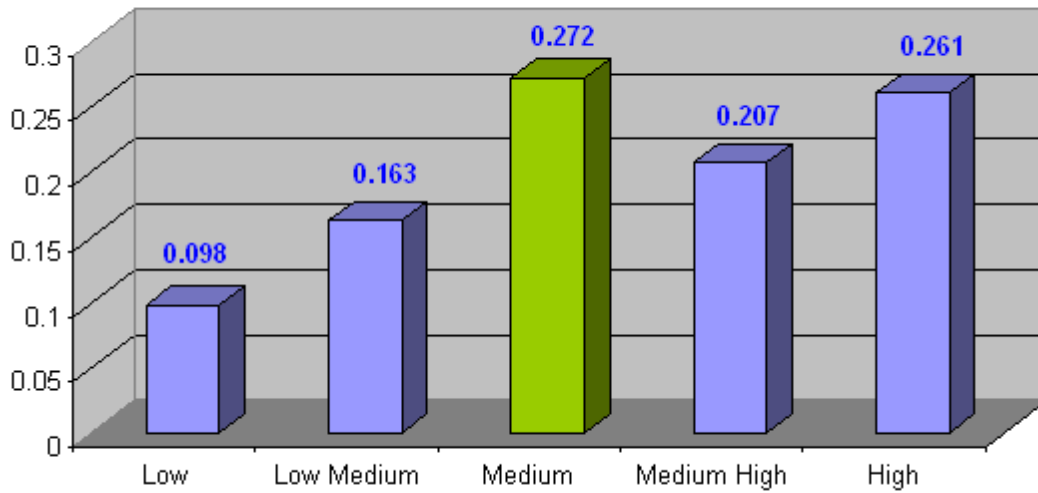


### Generating Superior Business Value from its Technology Investments Priority





### Bringing New Products to Market Quickly Priority

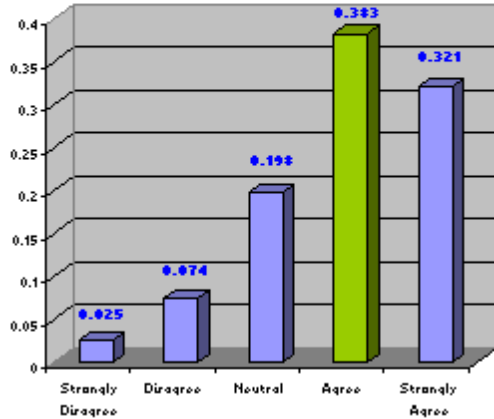


### Top Priorities in Growing Your Business

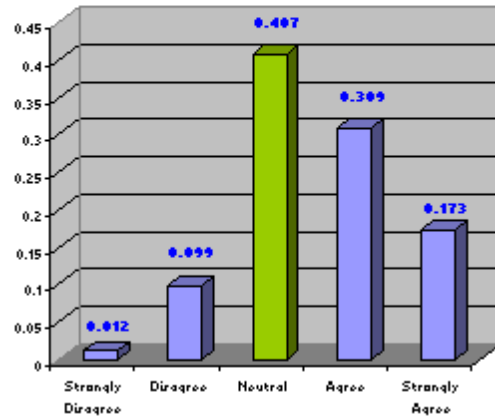
	Low	Low Medium	Medium	Medium High	High
Building and maintain stronger customer loyalty	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>16.3%</b>	<b>81.5%</b>
	0	0	2	15	75
Acquiring new customers/increasing marketing share	<b>1.1%</b>	<b>1.1%</b>	<b>6.5%</b>	<b>17.4%</b>	<b>73.9%</b>
	1	1	6	16	68
Attracting New Customers .	<b>1.1%</b>	<b>1.1%</b>	<b>6.5%</b>	<b>19.6%</b>	<b>71.7%</b>
	1	1	6	18	66
Attracting and retaining skilled staff	<b>5.4%</b>	<b>3.3%</b>	<b>17.4%</b>	<b>30.4%</b>	<b>43.5%</b>
	5	3	16	28	40
Infusing innovation across the organization	<b>1.1%</b>	<b>12.0%</b>	<b>22.8%</b>	<b>33.7%</b>	<b>30.4%</b>
	1	11	21	31	28
Generating superior business value from its technology investments	<b>1.1%</b>	<b>8.7%</b>	<b>26.1%</b>	<b>27.2%</b>	<b>37.0%</b>
	1	8	24	25	34
Bringing new products to market quickly	<b>9.8%</b>	<b>16.3%</b>	<b>27.2%</b>	<b>20.7%</b>	<b>26.1%</b>
	9	15	25	19	24

**Total** 92  
**Skipped** 7

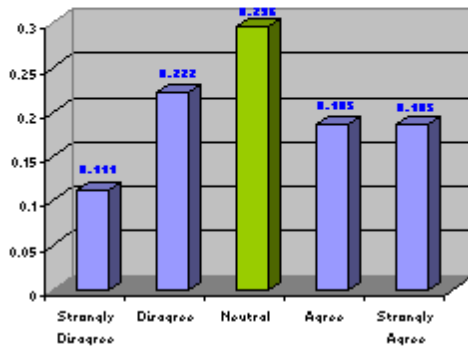
**It will be necessary to implement e-marketing techniques in order to stay competitive in my industry**



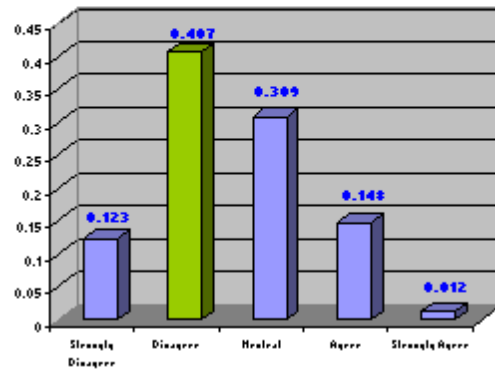
**e-Marketing can be easily traced and has a high return on investment**



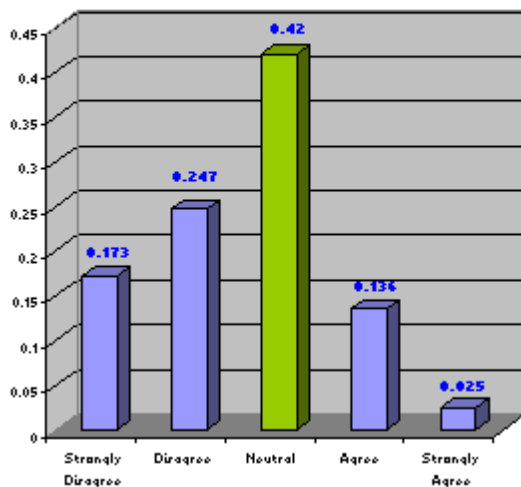
**Our limited use of e-marketing is due to our marketing staff's lack of knowledge and understanding of these channels**



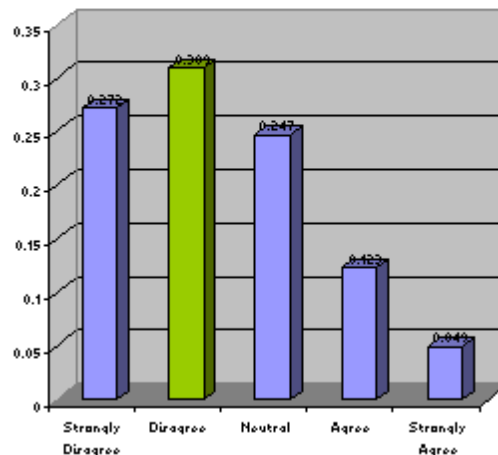
**Training in this discipline is deemed more important than any other development function**



**We feel we don't have time to learn e-marketing concepts**



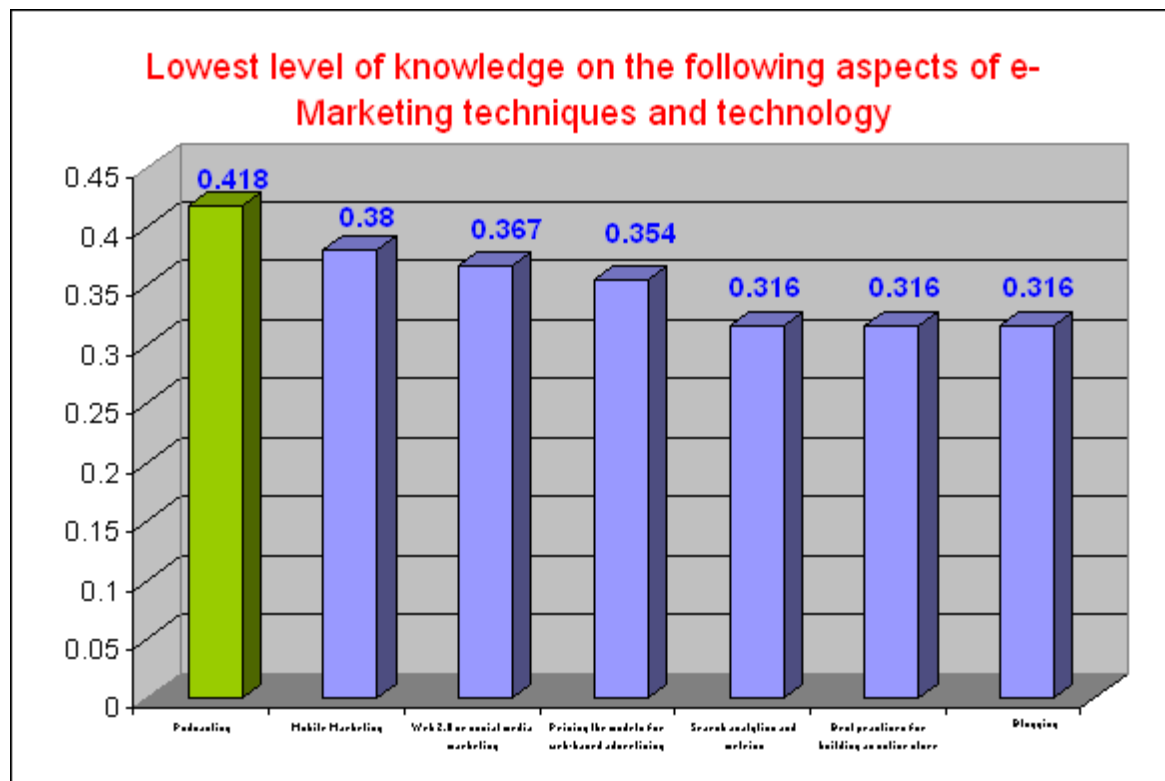
**Senior management doesn't see the significance of e-marketing as a marketing channel**



### Rate how strongly you agree with the following statements

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It will be necessary to implement e-marketing techniques in order to stay competitive in my industry	<b>2.5%</b>	<b>7.4%</b>	<b>19.8%</b>	<b>38.3%</b>	<b>32.1%</b>
	2	6	16	31	26
e-Marketing can be easily traced and has a high return on investment	<b>1.2%</b>	<b>9.9%</b>	<b>40.7%</b>	<b>30.9%</b>	<b>17.3%</b>
	1	8	33	25	14
Our limited use of e-marketing is due to our marketing staff's lack of knowledge and understanding of these channels	<b>11.1%</b>	<b>22.2%</b>	<b>29.6%</b>	<b>18.5%</b>	<b>18.5%</b>
	9	18	24	15	15
Training in this discipline is deemed more important than any other development function	<b>12.3%</b>	<b>40.7%</b>	<b>30.9%</b>	<b>14.8%</b>	<b>1.2%</b>
	10	33	25	12	1
It is difficult finding qualified and experienced e-marketing talent	<b>7.4%</b>	<b>19.8%</b>	<b>43.2%</b>	<b>19.8%</b>	<b>9.9%</b>
	6	16	35	16	8
We feel we don't have time to learn e-marketing concepts	<b>17.3%</b>	<b>24.7%</b>	<b>42.0%</b>	<b>13.6%</b>	<b>2.5%</b>
	14	20	34	11	2
Senior management doesn't see the significance of e-marketing as a marketing channel	<b>27.2%</b>	<b>30.9%</b>	<b>24.7%</b>	<b>12.3%</b>	<b>4.9%</b>
	22	25	20	10	4

**Total**                    **81**  
**Skipped**                 **18**



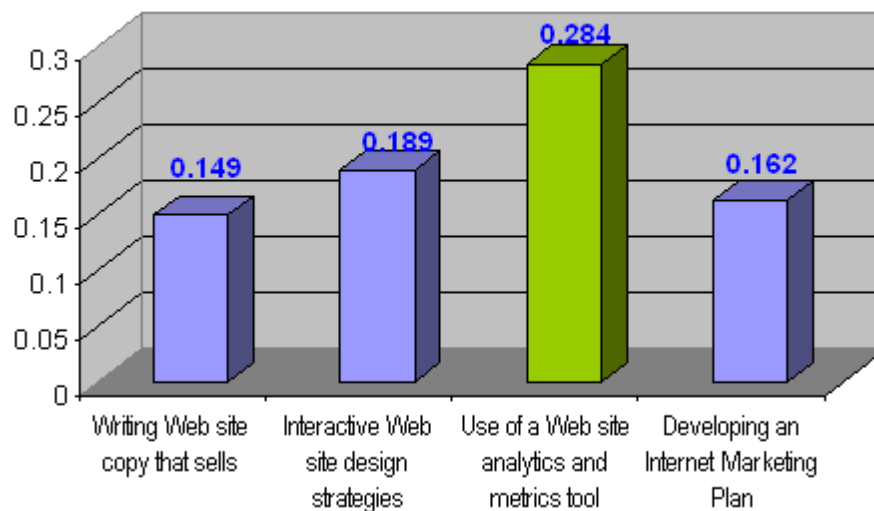
**Rate level of knowledge on the following aspects of e-Marketing techniques and technology**

	Low	Low Medium	Medium	Medium High	High
Developing a request for proposal for web development	<b>15.2%</b>	<b>16.5%</b>	<b>25.3%</b>	<b>27.8%</b>	<b>15.2%</b>
	12	13	20	22	12
Developing an Internet Marketing Plan	<b>19.0%</b>	<b>20.3%</b>	<b>32.9%</b>	<b>20.3%</b>	<b>7.6%</b>
	15	16	26	16	6
Interactive Web site design strategies	<b>21.5%</b>	<b>20.3%</b>	<b>20.3%</b>	<b>29.1%</b>	<b>8.9%</b>
	17	16	16	23	7
Information architecture/organization	<b>19.0%</b>	<b>25.3%</b>	<b>16.5%</b>	<b>25.3%</b>	<b>13.9%</b>
	15	20	13	20	11
Writing Web site copy that sells	<b>16.5%</b>	<b>20.3%</b>	<b>29.1%</b>	<b>25.3%</b>	<b>8.9%</b>
	13	16	23	20	7
Interface design	<b>24.1%</b>	<b>26.6%</b>	<b>25.3%</b>	<b>11.4%</b>	<b>12.7%</b>
	19	21	20	9	10
Web site analytics and metrics	<b>27.8%</b>	<b>26.6%</b>	<b>16.5%</b>	<b>13.9%</b>	<b>15.2%</b>
	22	21	13	11	12
Search engine marketing	<b>20.3%</b>	<b>30.4%</b>	<b>19%</b>	<b>21.5%</b>	<b>8.9%</b>
	16	24	15	17	7
Search analytics and metrics	<b>31.6%</b>	<b>25.3%</b>	<b>16.5%</b>	<b>17.7%</b>	<b>8.9%</b>
	25	20	13	14	7
eMail marketing	<b>20.3%</b>	<b>25.3%</b>	<b>30.4%</b>	<b>20.3%</b>	<b>3.8%</b>
	16	20	24	16	3
Building an email database	<b>15.2%</b>	<b>22.8%</b>	<b>27.8%</b>	<b>26.6%</b>	<b>7.6%</b>
	12	18	22	21	6
eMail campaign management tool	<b>28.2%</b>	<b>23.1%</b>	<b>33.3%</b>	<b>10.3%</b>	<b>5.1%</b>
	22	18	26	8	4
eMail analytics and metrics	<b>27.8%</b>	<b>34.2%</b>	<b>22.8%</b>	<b>12.7%</b>	<b>2.5%</b>
	22	27	18	10	2
Writing email copy that sells	<b>21.5%</b>	<b>22.8%</b>	<b>29.1%</b>	<b>25.3%</b>	<b>1.3%</b>
	17	18	23	20	1
Best practices for building an online store	<b>31.6%</b>	<b>31.6%</b>	<b>24.1%</b>	<b>8.9%</b>	<b>3.8%</b>
	25	25	19	7	3
Pricing the models for web-based advertising	<b>35.4%</b>	<b>30.4%</b>	<b>25.3%</b>	<b>7.6%</b>	<b>1.3%</b>
	28	24	20	6	1
Standards for web-based advertising	<b>30.8%</b>	<b>29.5%</b>	<b>26.9%</b>	<b>10.3%</b>	<b>2.6%</b>
	24	23	21	8	2
e-Commerce payment system option	<b>27.8%</b>	<b>27.8%</b>	<b>24.1%</b>	<b>12.7%</b>	<b>7.6%</b>
	22	22	19	10	6
Web 2.0 or social media marketing	<b>36.7%</b>	<b>31.6%</b>	<b>19.0%</b>	<b>6.3%</b>	<b>6.3%</b>
	29	25	15	5	5
Blogging	<b>31.6%</b>	<b>30.4%</b>	<b>21.5%</b>	<b>10.1%</b>	<b>6.3%</b>
	25	24	17	8	5
Podcasting	<b>41.8%</b>	<b>25.3%</b>	<b>20.3%</b>	<b>11.4%</b>	<b>1.3%</b>
	33	20	16	9	1
Online Video	<b>30.4%</b>	<b>24.1%</b>	<b>22.8%</b>	<b>17.7%</b>	<b>5.1%</b>
	24	19	18	14	4

**Total**  
79  
Skipped  
20

Web Conference for Sales and Leads	<b>26.9%</b>	<b>30.8%</b>	<b>29.5%</b>	<b>10.3%</b>	<b>2.6%</b>
	21	24	23	8	2
Online Registrations for events, programs, services, etc.	<b>14.1%</b>	<b>20.5%</b>	<b>24.4%</b>	<b>29.5%</b>	<b>11.5%</b>
	11	16	19	23	9
Online forms for lead generation	<b>23.1%</b>	<b>24.4%</b>	<b>17.9%</b>	<b>26.9%</b>	<b>7.7%</b>
	18	19	14	21	6
Online surveys	<b>17.7%</b>	<b>20.3%</b>	<b>21.5%</b>	<b>30.4%</b>	<b>10.1%</b>
	14	16	17	24	8
Mobile Marketing	<b>38.0%</b>	<b>22.8%</b>	<b>30.4%</b>	<b>7.6%</b>	<b>1.3%</b>
	30	18	24	6	1

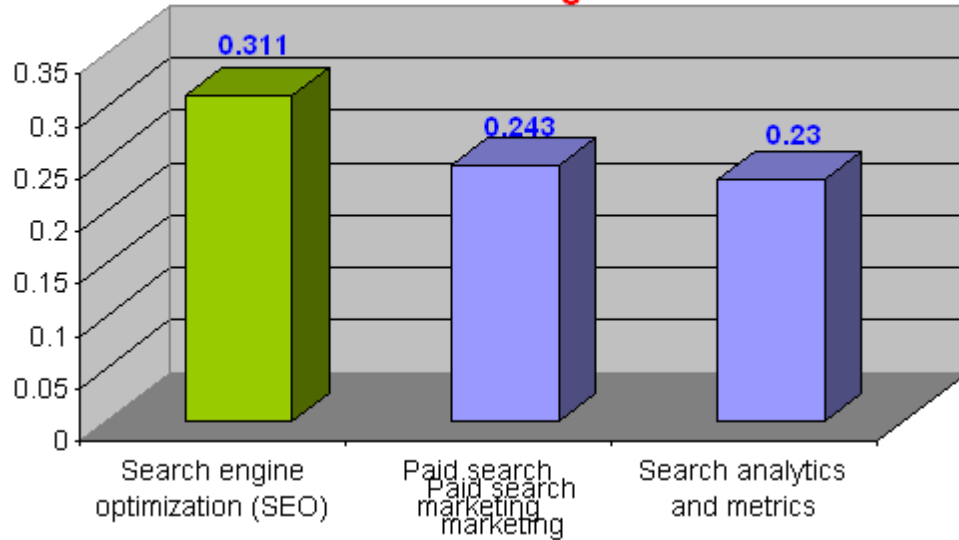
### Rate interest in learning the following aspects



### Rate interest in learning the following aspects

	Low	Low Medium	Medium	Medium High	High
Developing a request for proposal for web development	<b>21.6%</b>	<b>25.7%</b>	<b>21.6%</b>	<b>23.0%</b>	<b>8.1%</b>
	16	19	16	17	6
Developing an Internet Marketing Plan	<b>12.3%</b>	<b>9.5%</b>	<b>23.0%</b>	<b>40.5%</b>	<b>14.9%</b>
	9	7	17	30	11
Interactive Web site design strategies	<b>9.5%</b>	<b>14.9%</b>	<b>24.3%</b>	<b>32.4%</b>	<b>18.9%</b>
	7	11	18	24	14
Information architecture	<b>18.9%</b>	<b>20.3%</b>	<b>31.1%</b>	<b>17.6%</b>	<b>12.2%</b>
	14	15	23	13	9
Writing Web site copy that sells	<b>13.5%</b>	<b>12.2%</b>	<b>17.6%</b>	<b>28.4%</b>	<b>28.4%</b>
	10	9	13	21	21
Interface design	<b>13.5%</b>	<b>17.6%</b>	<b>29.7%</b>	<b>27.0%</b>	<b>12.2%</b>
	10	13	22	20	9
Web site analytics and metrics	<b>13.5%</b>	<b>20.3%</b>	<b>27.0%</b>	<b>25.7%</b>	<b>13.5%</b>
	10	15	20	19	10
Use of a Web site analytics and metrics tool	<b>14.9%</b>	<b>16.2%</b>	<b>27%</b>	<b>25.7%</b>	<b>16.2%</b>
	11	12	20	19	12

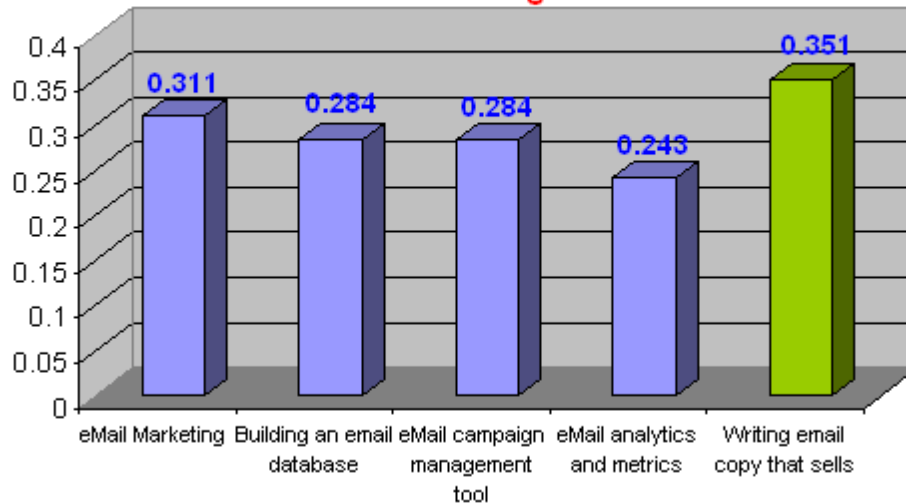
### Rate interest in learning the following aspects of e-marketing



### Rate interest in learning the following aspects of e-marketing

	Low	Low Medium	Medium	Medium High	High
Search engine optimization (SEO)	8.1%	10.8%	23.0%	27.0%	31.1%
	6	8	17	20	23
Paid search marketing	14.9%	16.2%	25.7%	18.9%	24.3%
	11	12	19	14	18
Search analytics and metrics	10.8%	14.9%	29.7%	21.6%	23.0%
	8	11	22	16	17

### Rate interest in learning the following aspects of e-marketing

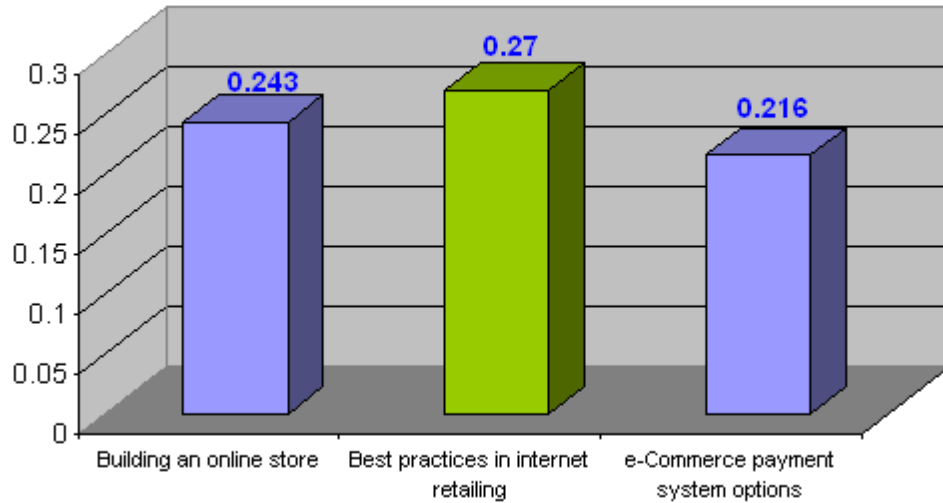


### Rate interest in learning the following aspects of e-marketing

	Low	Low Medium	Medium	Medium High	High
eMail Marketing	12.2%	10.8%	18.9%	27.0%	31.1%
	9	8	14	20	23
Building an email database	12.2%	9.5%	21.6%	28.4%	28.4%
	9	7	16	21	21
eMail campaign management tool	13.5%	10.8%	21.6%	25.7%	28.4%
	10	8	16	19	21
eMail analytics and metrics	12.2%	16.2%	24.3%	23.0%	24.3%
	9	12	18	17	18
Writing email copy that sells	9.5%	13.5%	17.6%	24.3%	35.1%
	7	10	13	18	26



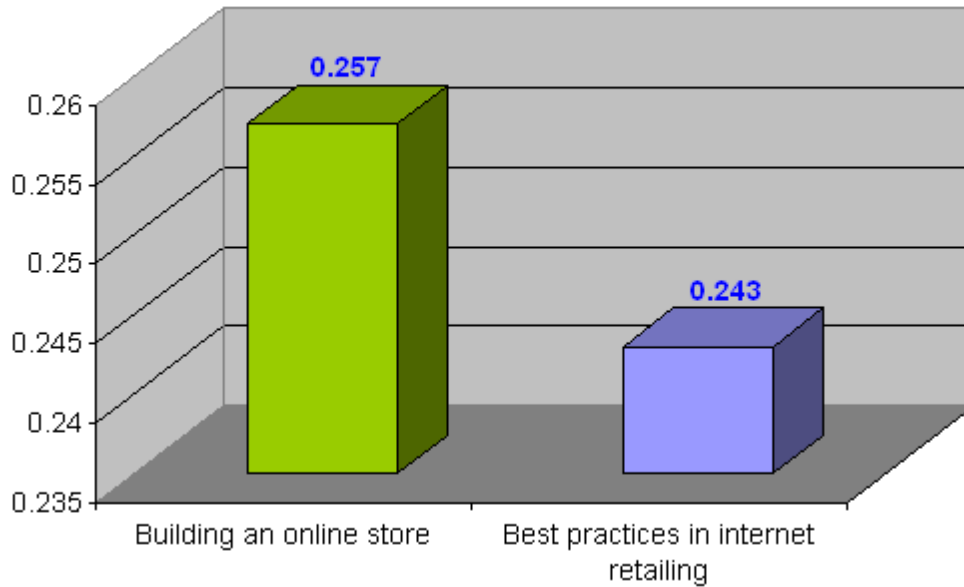
### Rate interest in learning the following aspects of e-marketing



### Rate interest in learning the following aspects of e-marketing

	Low	Low Medium	Medium	Medium High	High
Building an online store	21.6%	13.5%	25.7%	14.9%	24.3%
	16	10	19	11	18
Best practices in internet retailing	20.3%	13.5%	21.6%	17.6%	27.0%
	15	10	16	13	20
e-Commerce payment system options	25.7%	10.8%	27.0%	14.9%	21.6%
	19	8	20	11	16

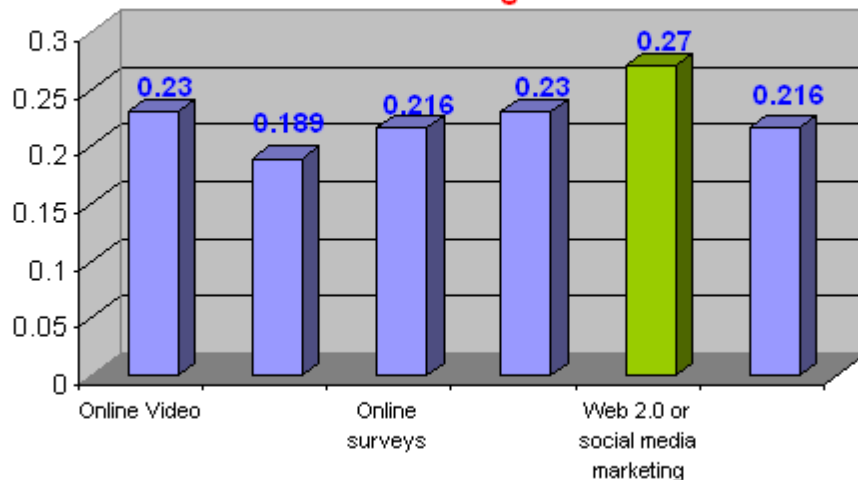
**Rate interest in learning the following aspects of e-marketing**



**Rate interest in learning the following aspects of e-marketing**

	Low	Low Medium	Medium	Medium High	High
Building an online store	10.8%	17.6%	25.7%	20.3%	25.7%
	8	13	19	15	19
Best practices in internet retailing	12.2%	17.6%	25.7%	20.3%	24.3%
	15	13	19	15	18

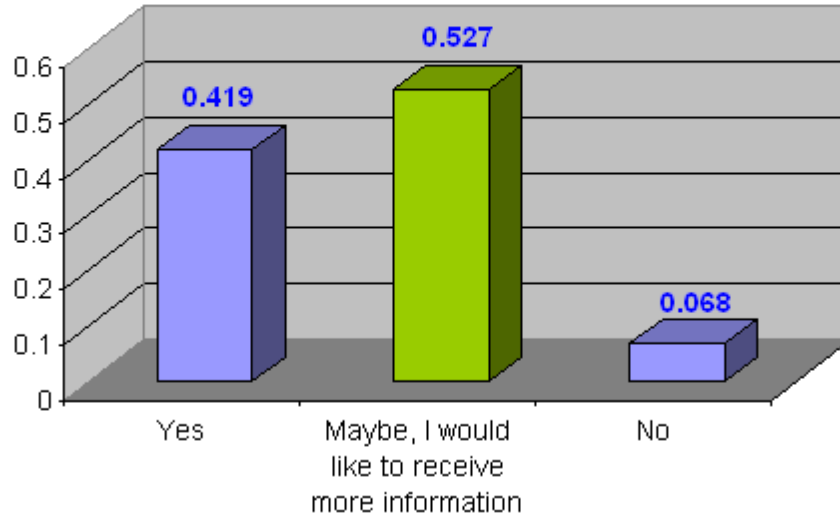
### Rate interest in learning the following aspects of e-marketing



### Rate interest in learning the following aspects of e-marketing

	Low	Low Medium	Medium	Medium High	High
Web 2.0 or social media marketing	18.9%	17.6%	21.6%	18.9%	23.0%
	14	13	16	14	17
Blogging	20.3%	17.6%	28.4%	18.9%	14.9%
	15	13	21	14	11
Podcasting	23.0%	18.9%	25.7%	18.9%	13.5%
	17	14	19	14	10
Online Video	14.9%	20.3%	24.3%	21.6%	18.9%
	11	15	18	16	14
Web conferencing for sales and leads	18.9%	18.9%	20.3%	20.3%	21.6%
	14	14	15	15	16
Online registrations	14.9%	16.2%	23.0%	23.0%	23.0%
	11	12	17	17	17
Online forms for lead generation	12.2%	10.8%	27.0%	23.0%	27.0%
	9	8	20	17	20
Online surveys	13.5%	18.9%	20.3%	25.7%	21.6%
	10	14	15	19	16
Mobile Marketing	21.6%	14.9%	32.4%	13.5%	17.6%
	16	11	24	10	13

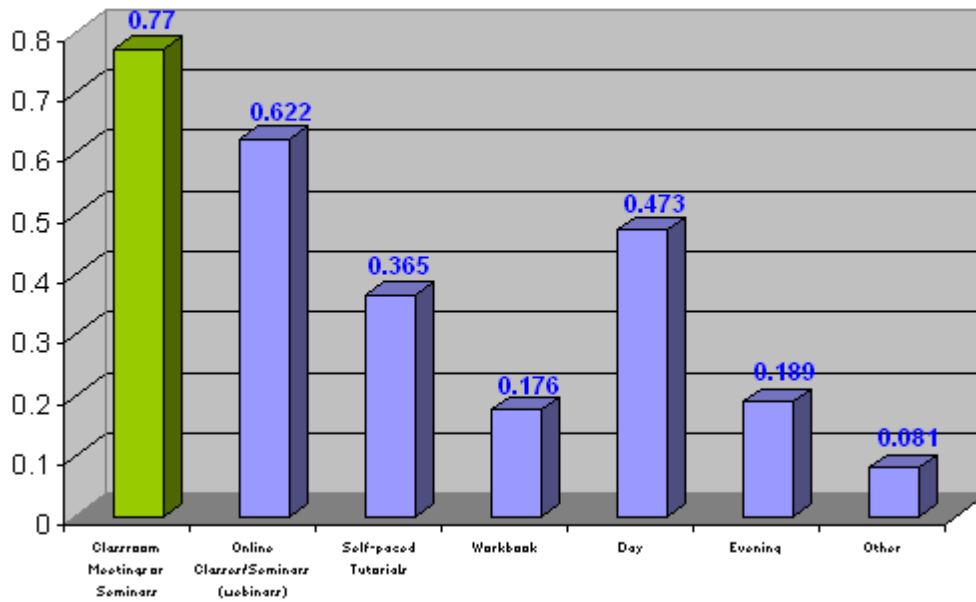
**Company interested in attending local training sessions about e-marketing techniques and technologies**



**Company interested in attending local training sessions about e-marketing techniques and technologies**

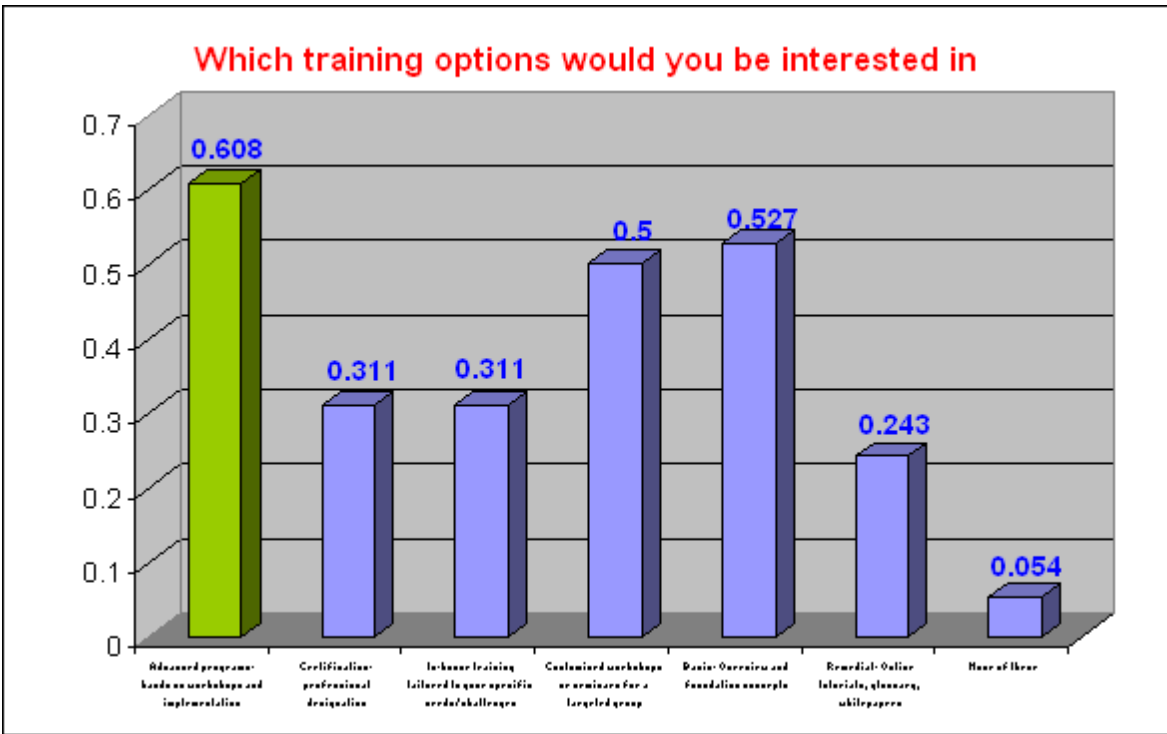
Yes	<b>41.9%</b> 31
Maybe, I would like to receive more information	<b>52.7%</b> 39
No	<b>6.8%</b> 5

**Which education delivery mechanisms would your company most prefer**



**Which education delivery mechanisms would your company most prefer**

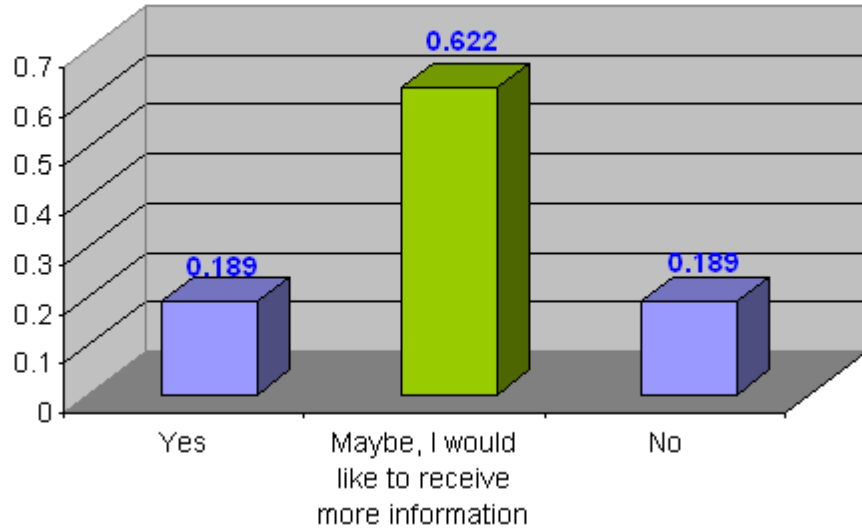
Classroom Meetings or Seminars	<b>77.0%</b> 57
Online Classes/Seminars (webinars)	<b>62.2%</b> 46
Self-paced Tutorials	<b>36.5%</b> 27
Workbook	<b>17.6%</b> 13
Day	<b>47.3%</b> 35
Evening	<b>18.9%</b> 14
Other	<b>8.1%</b> 6



### Which training options would you be interested in

Advanced programs- hands on workshops and implementation	<b>60.8%</b> 45
Certification- professional designation	<b>31.1%</b> 23
In-house training tailored to your specific needs/challenges	<b>31.1%</b> 23
Customized workshops or seminars for a targeted group	<b>50.0%</b> 37
Basic- Overview and foundation concepts	<b>52.7%</b> 39
Remedial- Online tutorials, glossary, whitepapers	<b>24.3%</b> 18
None of these	<b>5.4%</b> 4

### Is your company interested in joining the eMarketing Special Interest Group



### Is your company interested in joining the eMarketing Special Interest Group

Yes	18.9%
Yes	14
Maybe, I would like to receive more information	62.2%
Maybe, I would like to receive more information	46
No	18.9%
No	14