



How Businesses in South Africa do Marketing

A survey of SMMEs

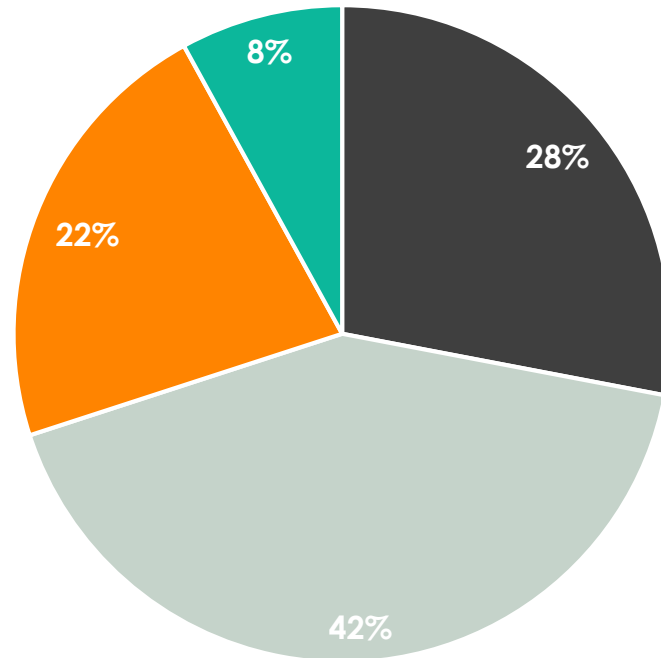
This survey aimed to explore how Small, Micro, Medium Enterprises (SMMEs) in South Africa do marketing

Methodology

A questionnaire was sent to a list of 1 500 South African email addresses gathered by Firejuice since its inception in 2013. Responses were filtered to only reflect answers from key decision makers within SMMEs.

Firejuice received credible responses from 50 SMMEs (Small, Micro, Medium sized companies)

How would you describe the size of your business?

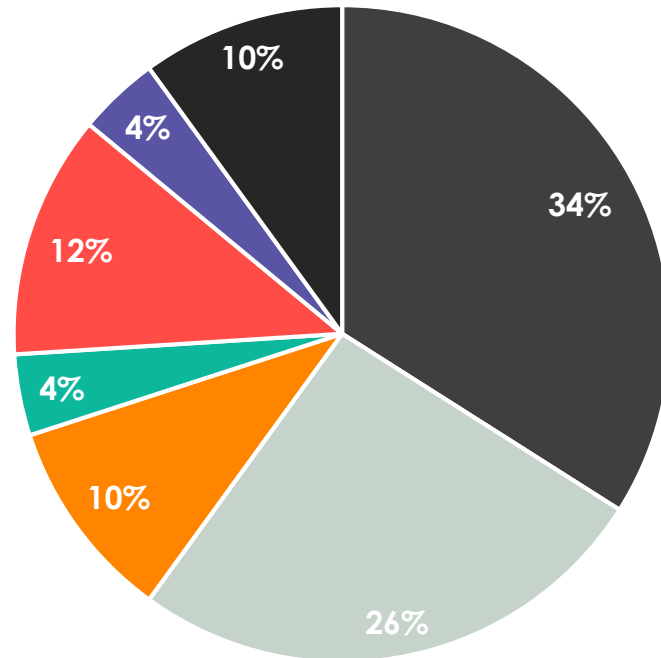


■ Micro ■ Small ■ Medium ■ Mid-sized (almost corporate)

n = 50

Entrepreneurs and Business Owners made up 60% of the sample

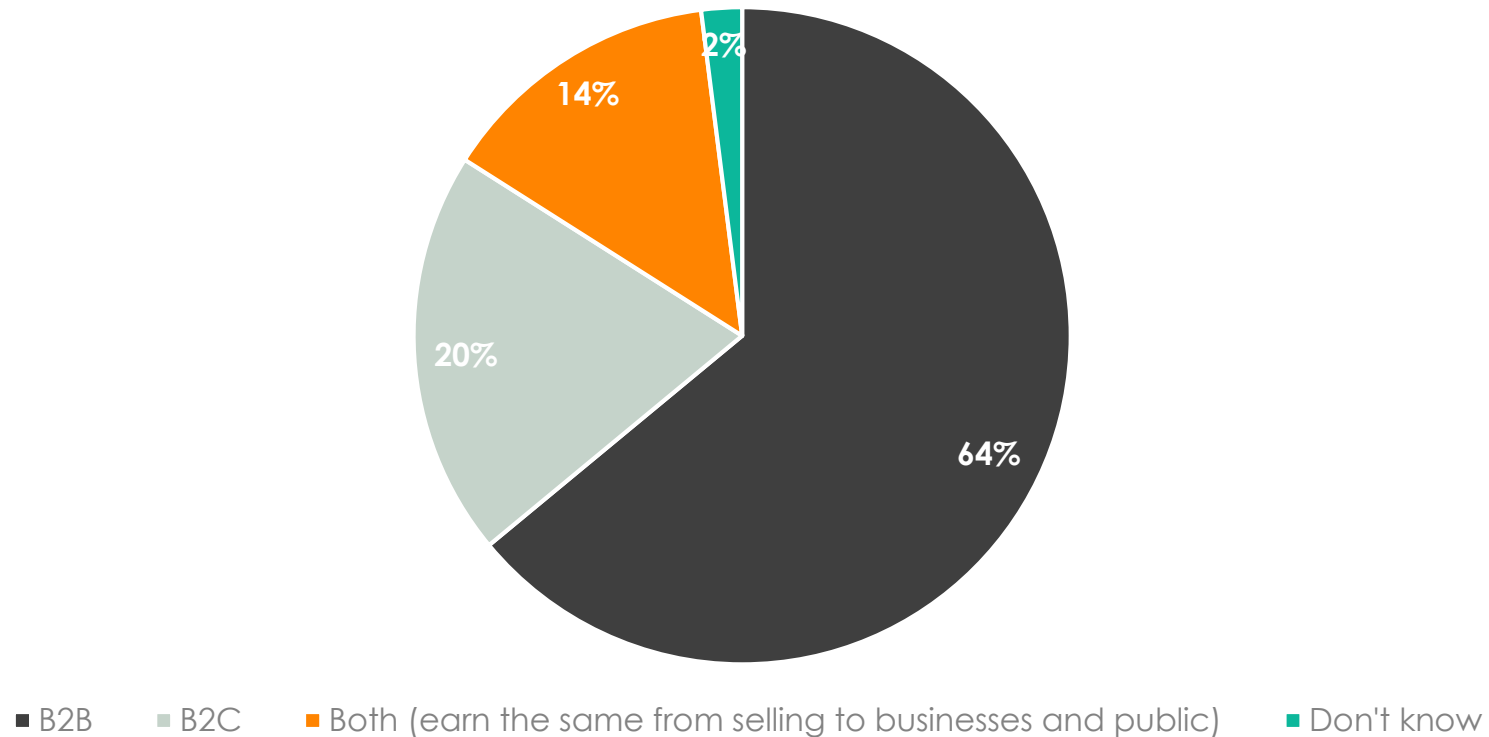
How would you describe your role?



■ Entrepreneur ■ Business owner ■ Manager ■ Executive ■ Employee ■ Freelancer ■ Consultant

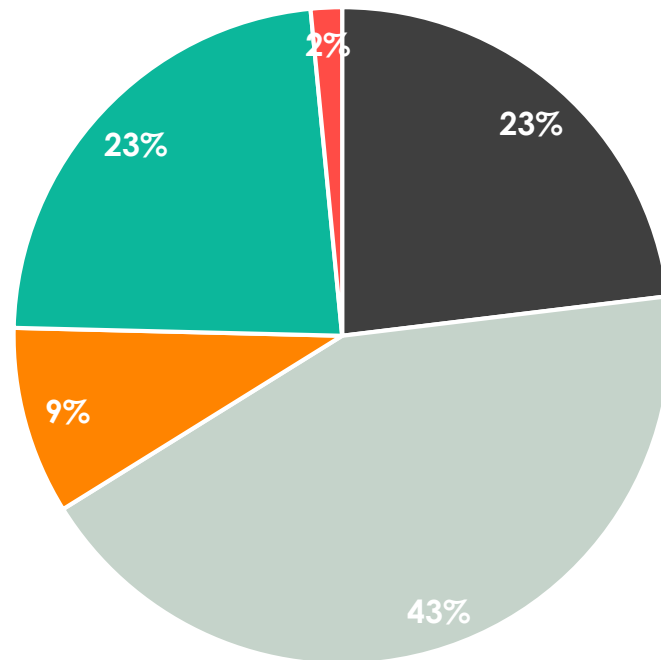
Most (64%) of the sample were Business to Business (B2B) focused

Are you primarily a B2B or B2C company?



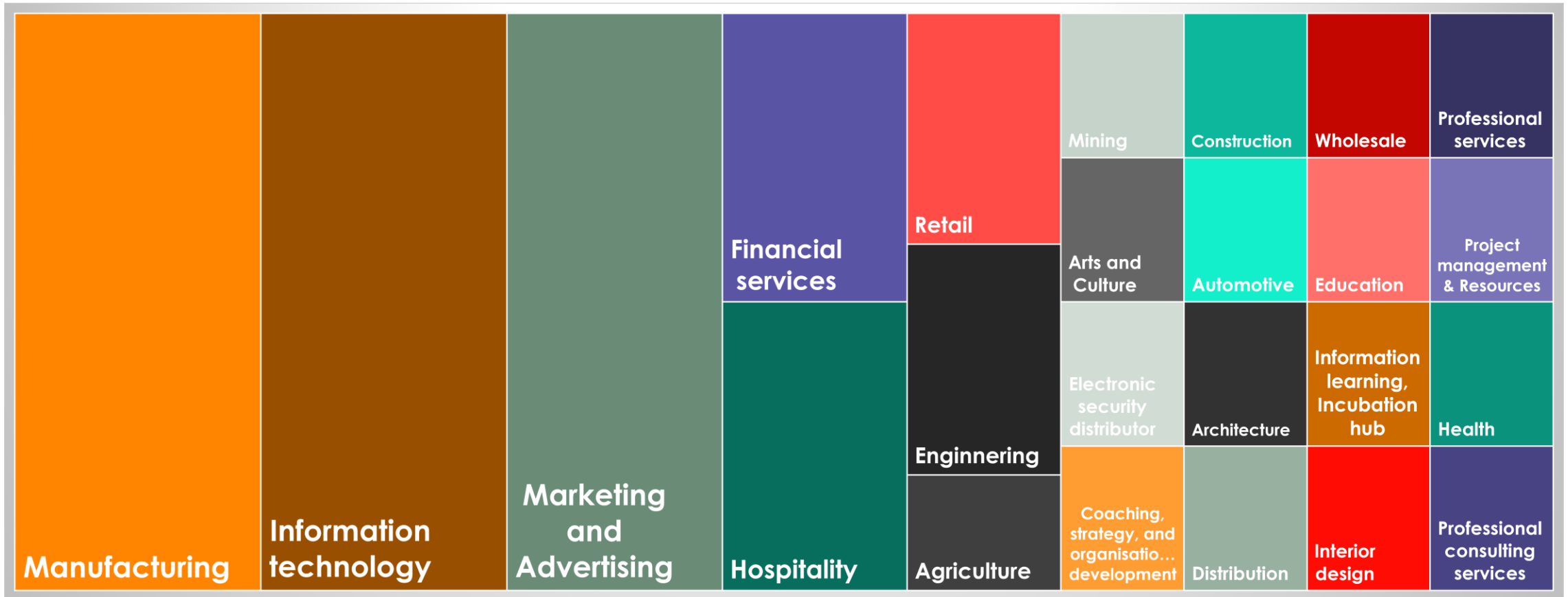
The majority (43%) were in the Services industry with an additional 23% offering Services & Products

What do you primarily sell?



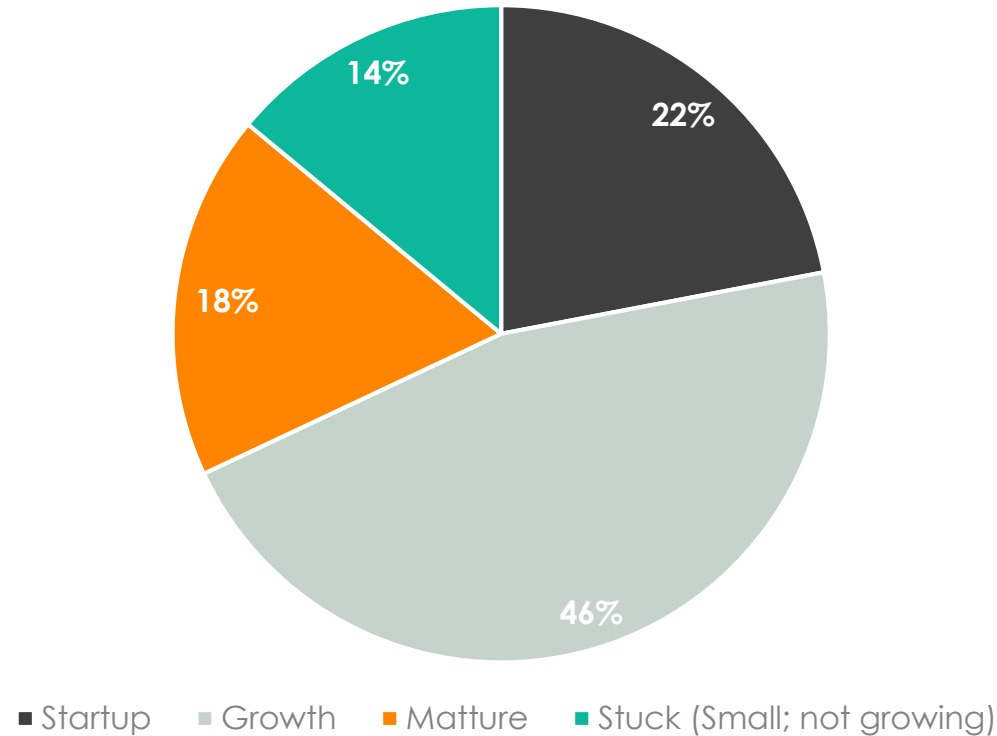
■ A product ■ A service ■ Something in between ■ Products & Services ■ Don't know

Manufacturing, Information Technology and Marketing dominate the sample



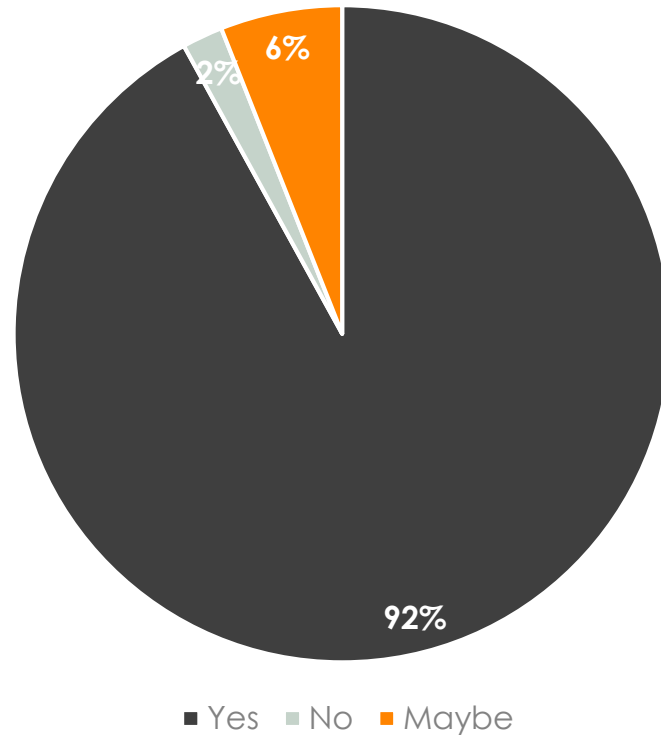
The majority (46%) see themselves in a “growth” phase; 14% felt stuck

In what life-stage is your business?



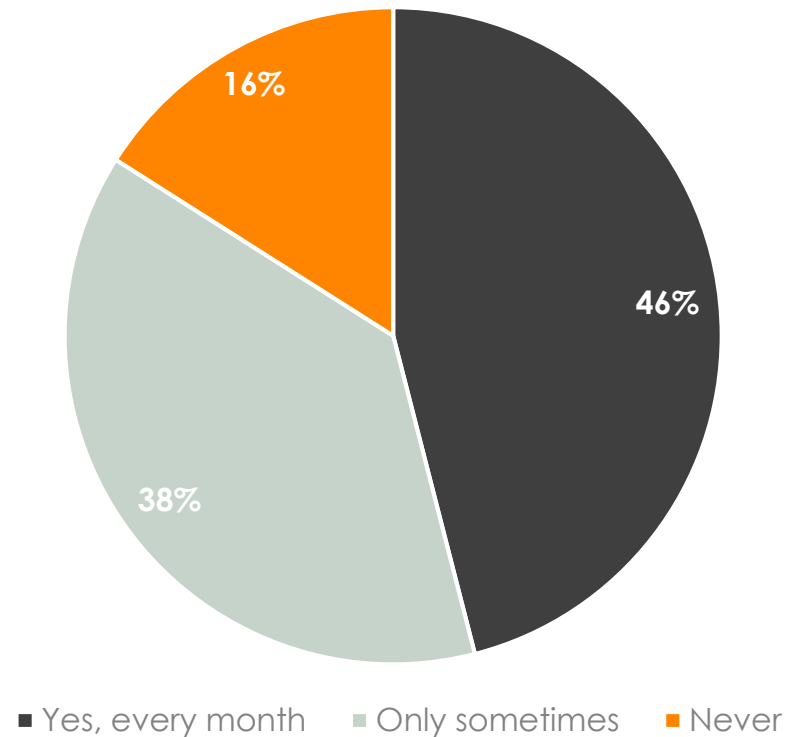
Almost all believe in marketing as a tool for business growth

Do you believe in marketing as a tool to drive business growth?



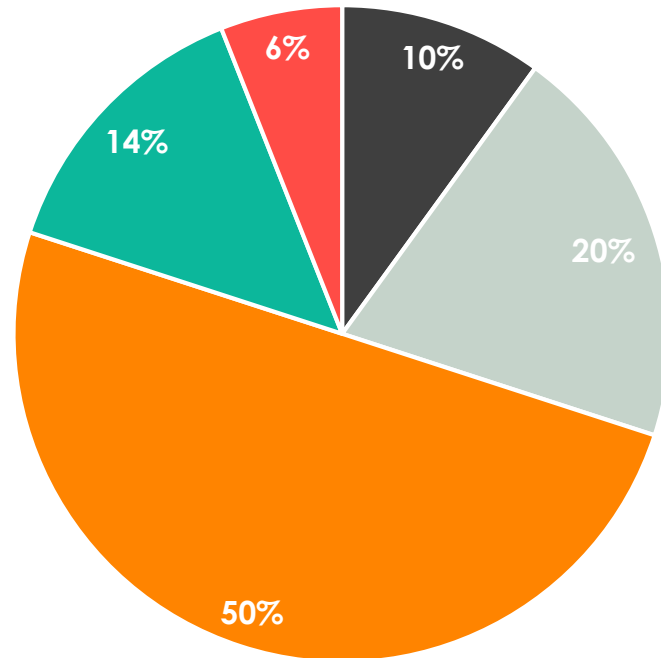
Less than half (46%) actually do marketing on a regular basis

Do you do marketing in your business?



50% feel they get at least some good results from marketing; 14% feel it drives their sales pipeline

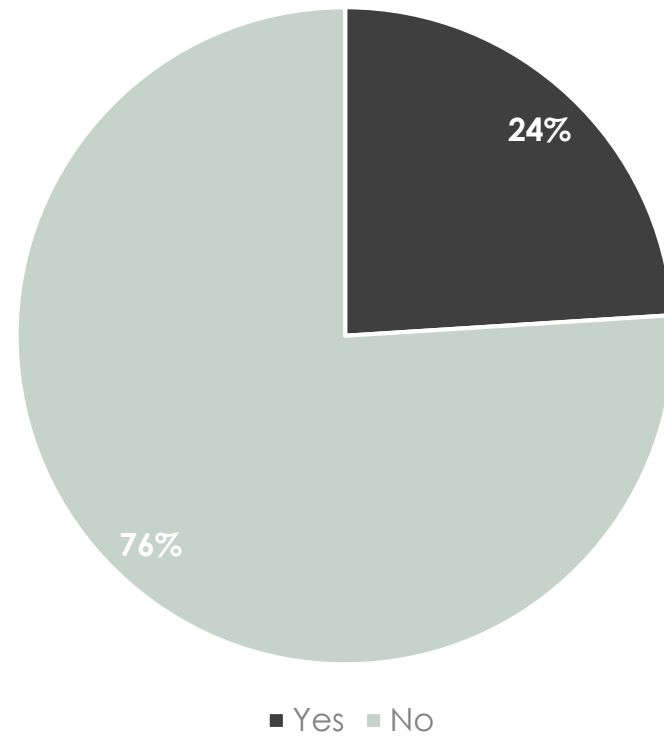
What results are you getting from marketing?



■ Nothing ■ Very little ■ Some good results ■ A lot- it drives the sales pipeline ■ I don't know

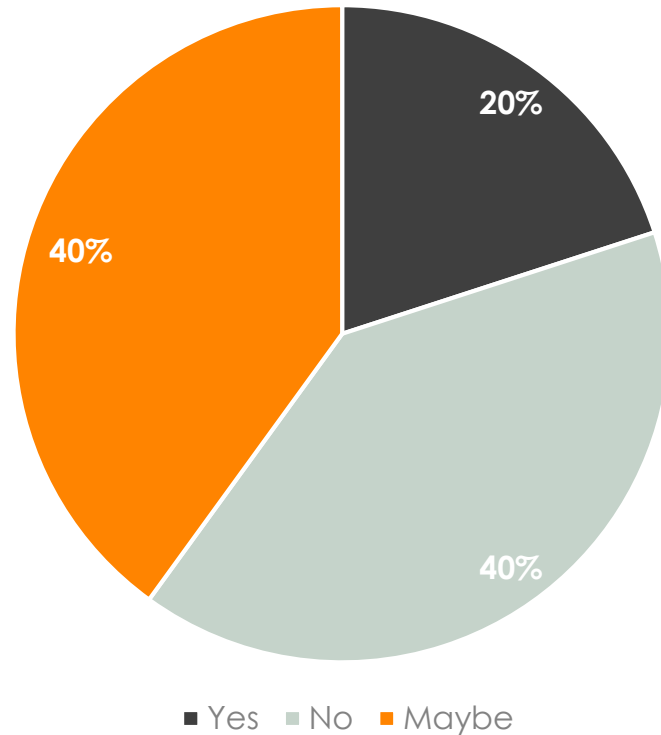
The majority do not employ a marketing person

Do you employ a marketing person in your business?



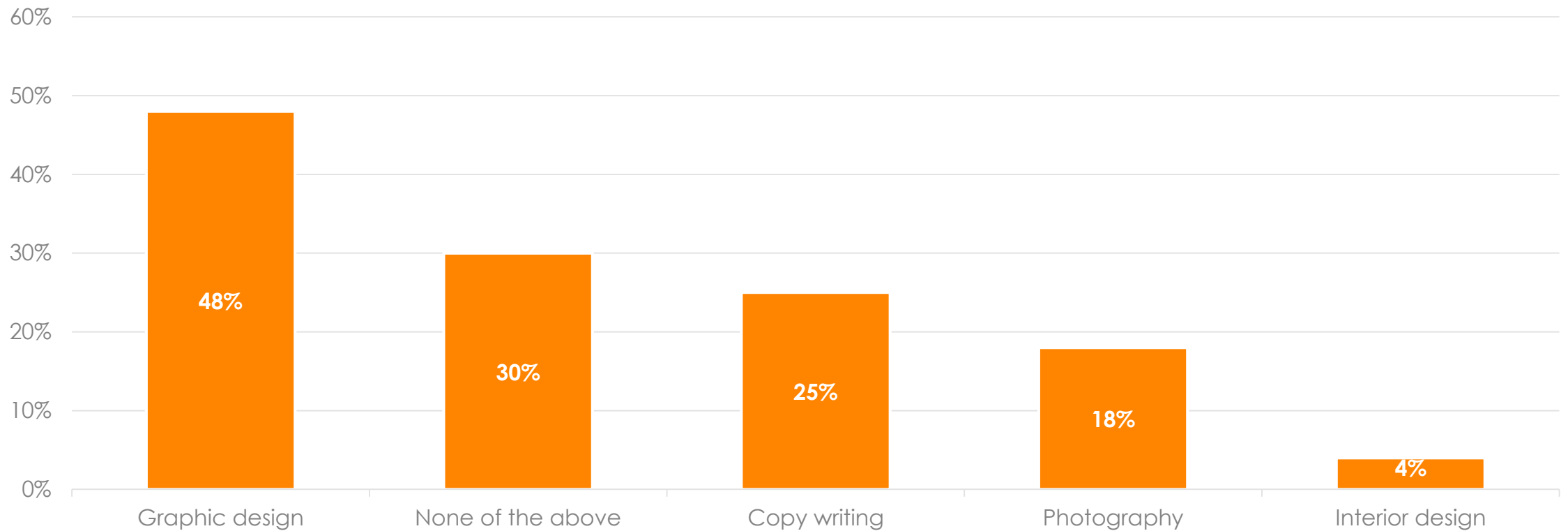
The benefits of outsourcing marketing management seems unclear with only 20% saying they would definitely do it

Would you consider outsourcing the management of your marketing?



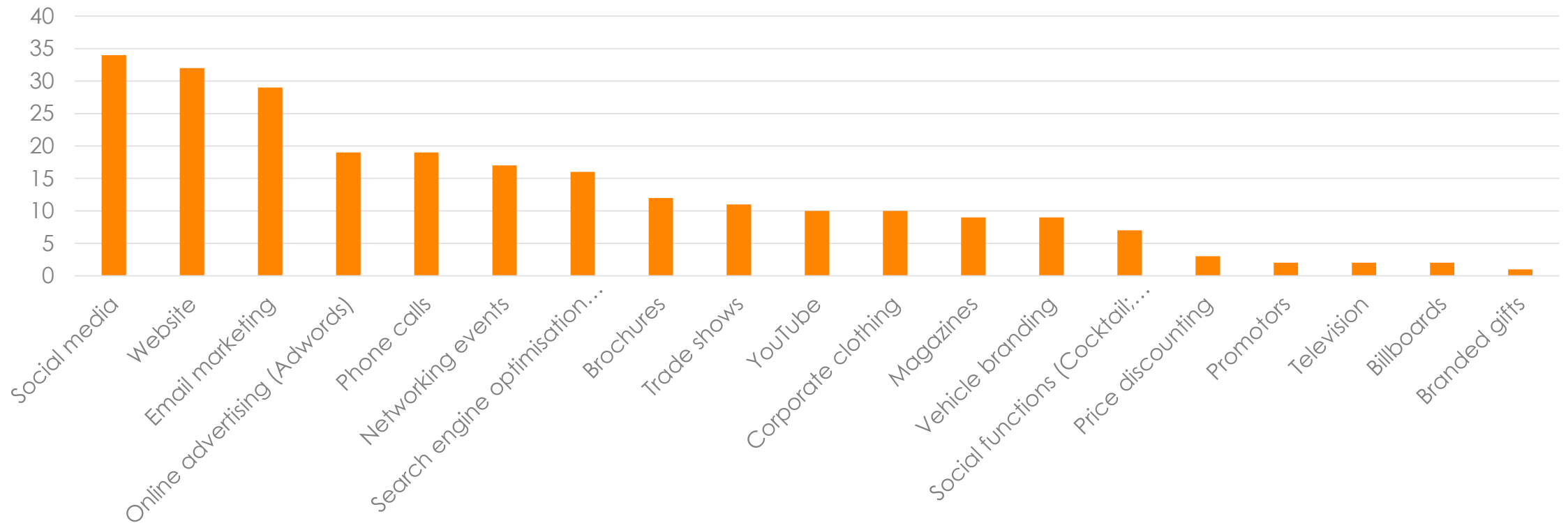
Graphic design is mostly used to improve branding

Which of the following branding services do you spend money on?



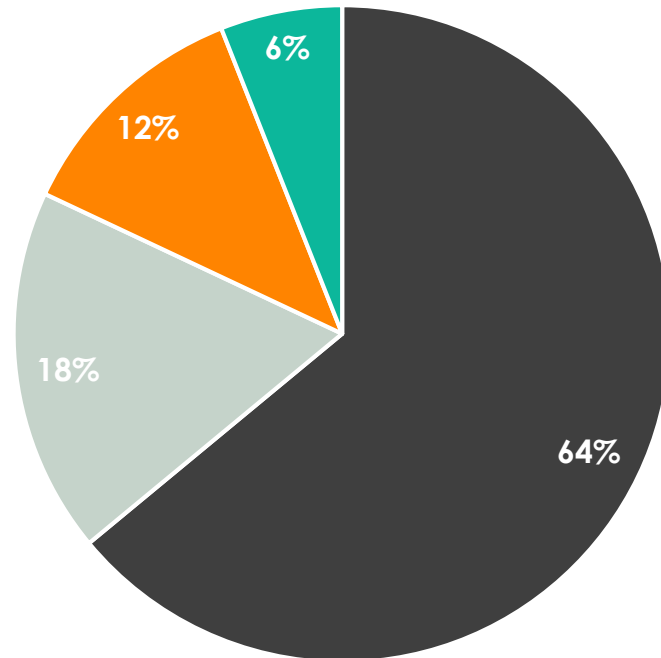
Digital marketing dominates, followed by phone calls and networking

What marketing activity do you use?



The majority of respondents keep track of customer relationships

How do you keep track of business contacts, enquiries, leads and deals?



■ We have our own internal system ■ We use CRM software package ■ We don't really keep track ■ We don't need to keep track

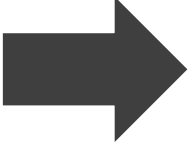
Biggest frustrations with marketing?

Comments from respondents:

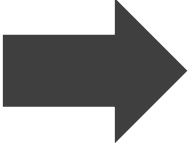
- It's expensive
- Too much fluff, low ROI
- Generating proper leads relevant to our industry and business
- I can't delegate it to any internal employees. Got to do it myself. It's super hard work – much more than what it seems.
- Lack of professionalism in the industry
- I am not sure where networking ends and marketing begins
- Not directed enough
- Most of our business is repeat business and word of mouth
- Funds to do marketing
- Getting buy in from Exco
- Was not following a well constructed plan. Now we are and improvements are substantial
- Difficult to measure
- Inability to measure effective result
- Challenge breaking through the clutter
- Not knowing how to market
- How to convert money spent to actual sales

Findings

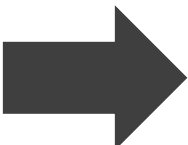
- 1 Clearly marketing is a powerful tool for growth



Yet not everyone is doing it consistently
- 2 Reasons include lack of knowledge of how to do marketing, and a lack of planning



Few would consider getting outside help
- 3 SMMEs waste scarce resources on marketing, including time and money



A clear strategy can resolve these issues and increase marketing ROI

How can Firejuice help?

We help small and medium sized companies do better marketing that deliver results.



Team Firejuice

-  A free consultation to discuss your marketing challenge.
-  A workshop to review your marketing and develop an initial strategy.
-  In-depth help to develop a strategy and manage the implementation.

Do You Need Help with Your Marketing?

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