Marketing & Communications Working Group Survey 2020

Introduction:

The Marketing & Communications Working Group had requested that we survey our group to collect current intelligence around the structure, responsibilities and budgeting allocations of other marketing teams of our member companies. This information can offer insight to help guide you and your organizations in your marketing planning. This survey was created from questions and topics raised by the Working Group over the course of the past year.

We appreciate the support of those who participated in the survey. We recognize that due to the varying sizes of our member firms, some answers had to be compared only to the firms within the same revenue range. In some of these instances, the information wasn't relevant due to only have one or two responses within a revenue range to report the findings.

There has been a lot of interest in this information and we hope to expand some of the questions in the next survey and get encourage even more participation.

If you have any questions, feel free to contact me, Susan.Rushford@ciab.com.

Survey specifics:

Sent to the 92 participants of the M&C Working Group. Of those, we received 28 responses from firms across the country.

Respondents

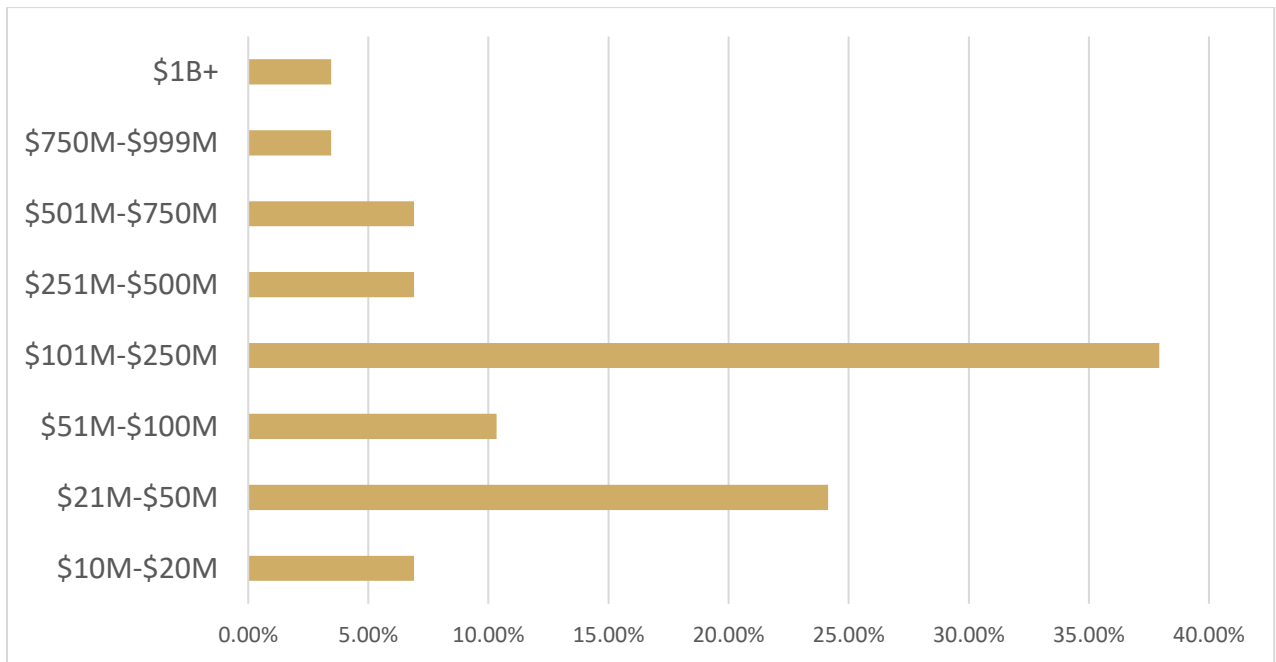|	
ABD Insurance and Financial Services	Lawley
Acrisure	Leavitt Group
AHT Insurance	M3 Insurance
Assurance	MJ Insurance
Baldwin Risk Partners	Morris & Garritano
BXS Insurance	Oswald Companies
Conner Strong & Buckelew	PayneWest Insurance
EHD	Propel Insurance
Gehring Group	RCM&D
Heffernan Insurance Brokers	Ryan Specialty Group
Hylant	The IMA Financial Group
INSURICA	The Liberty Company Insurance Brokers
JGS Insurance	UNICO Group
Kevin Davis Insurance Services	Wells Insurance

General Marketing Spend

Top three spend areas per range

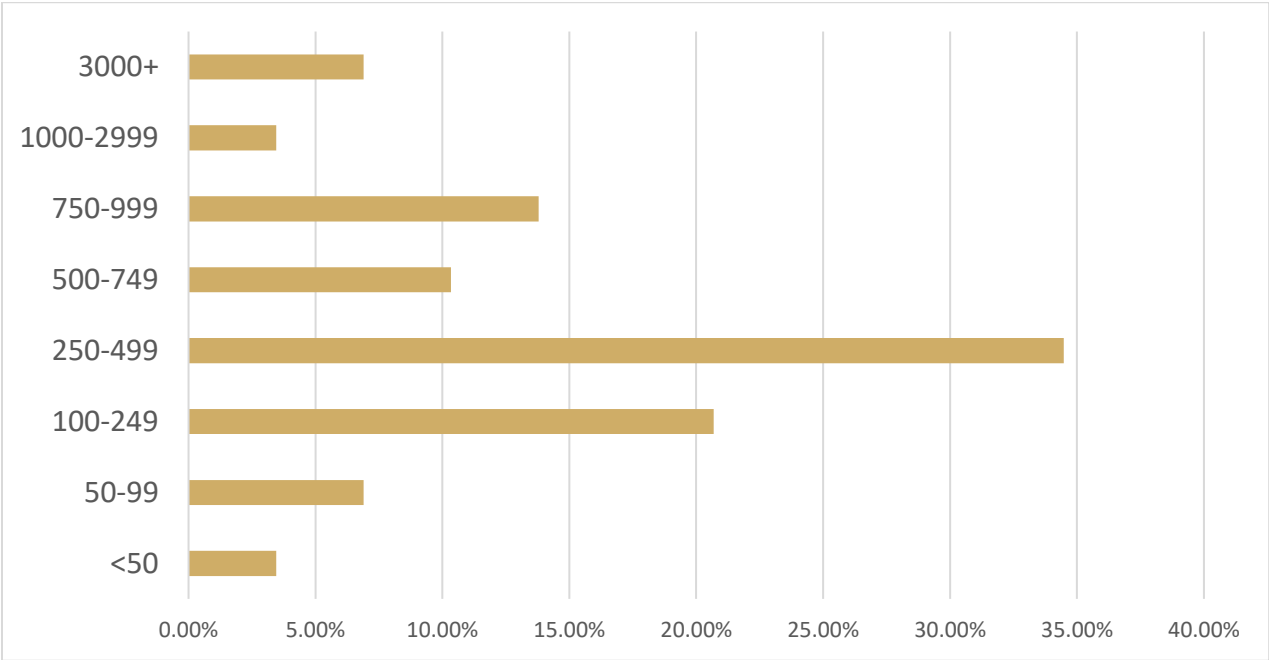| REVENUE RANGES:	$10-20M	$21-50M	$51-100M	$101-250M	$250-750M
	Business Development	Lead Gen	Lead Gen	Business Development	Lead Gen
	Other	Business Development	Other	Other	Other
	Social	Digital Properties	Content	Digital Properties	Automation

ALL CATEGORIES:
- Automation
- Social
- Content
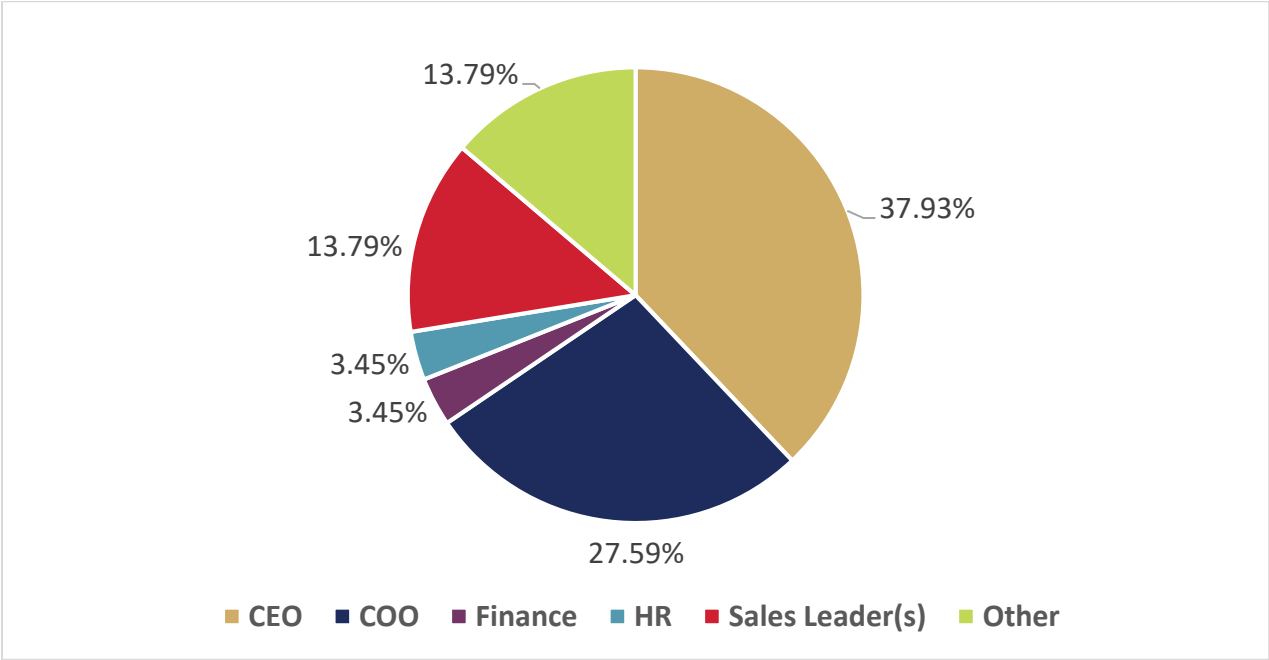- Business Development
- Lead Gen
- Digital Properties
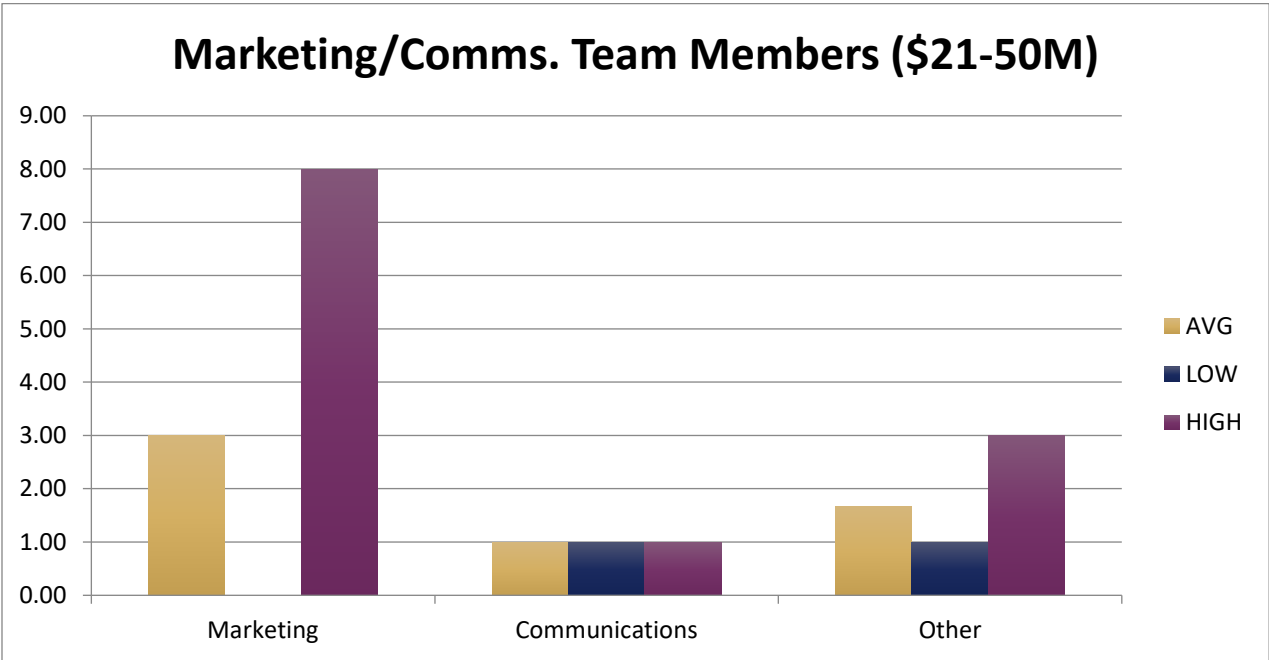- Other

Annual Company Revenue

Number of Employees

Number of Employees	Percentage
3000+	~7.00%
1000-2999	~3.45%
750-999	~13.79%
500-749	~10.34%
250-499	~34.48%
100-249	~20.69%
50-99	~7.00%
<50	~3.45%

What role or team does the Marketing/Communications team report to:

Role	Percentage
CEO	37.93%
COO	27.59%
Finance	3.45%
HR	3.45%
Sales Leader(s)	13.79%
Other	13.79%

Identify the number of each Marketing/Communications team members:

Marketing/Comms. Team Members ($10-20M)

Legend: AVG, LOW, HIGH

	Marketing	Communications	Other
AVG	5	1.5	1
LOW	5	1	1
HIGH	5	2	1

Marketing/Comms. Team Members ($21-50M)

Legend: AVG, LOW, HIGH

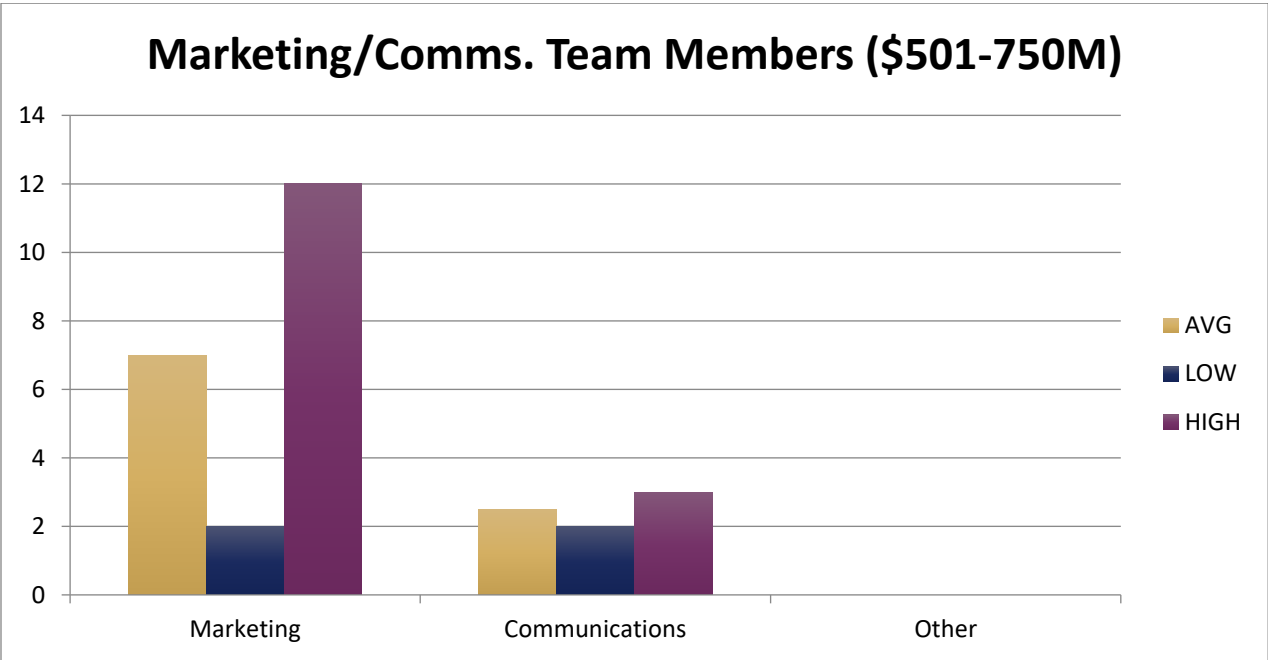|	Marketing	Communications	Other
AVG	3.00	1.00	1.67
LOW		1.00	1.00
HIGH	8.00	1.00	3.00
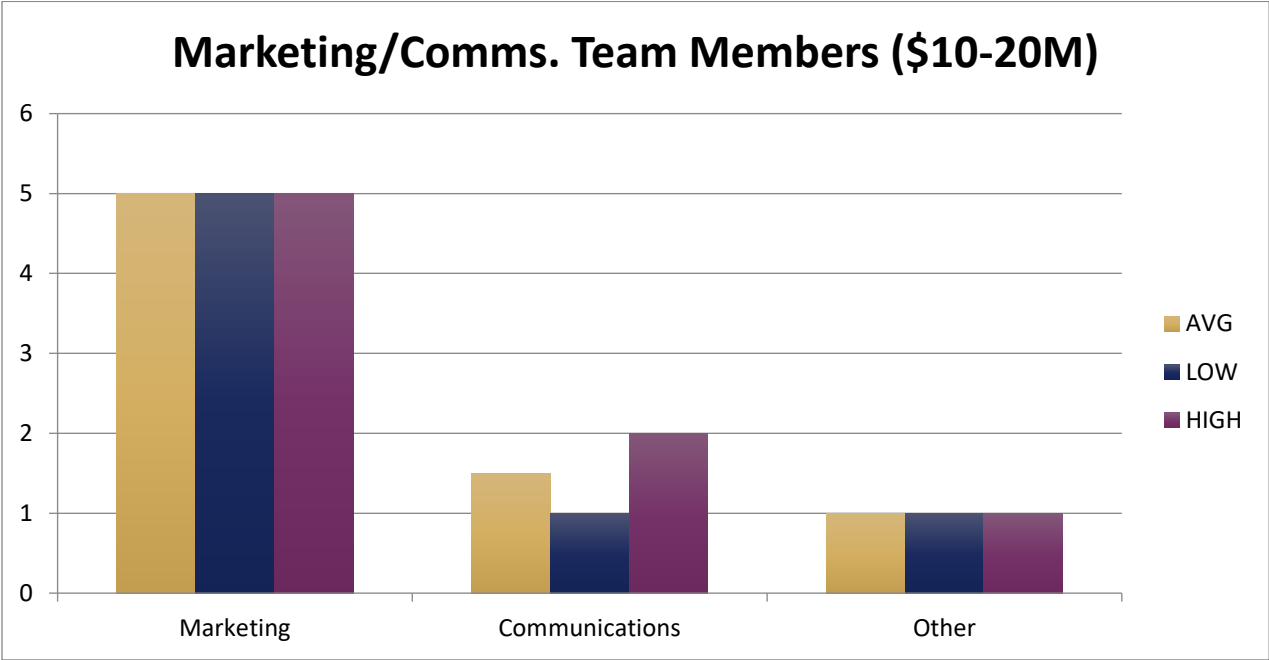
Marketing/Comms. Team Members ($51-100M)
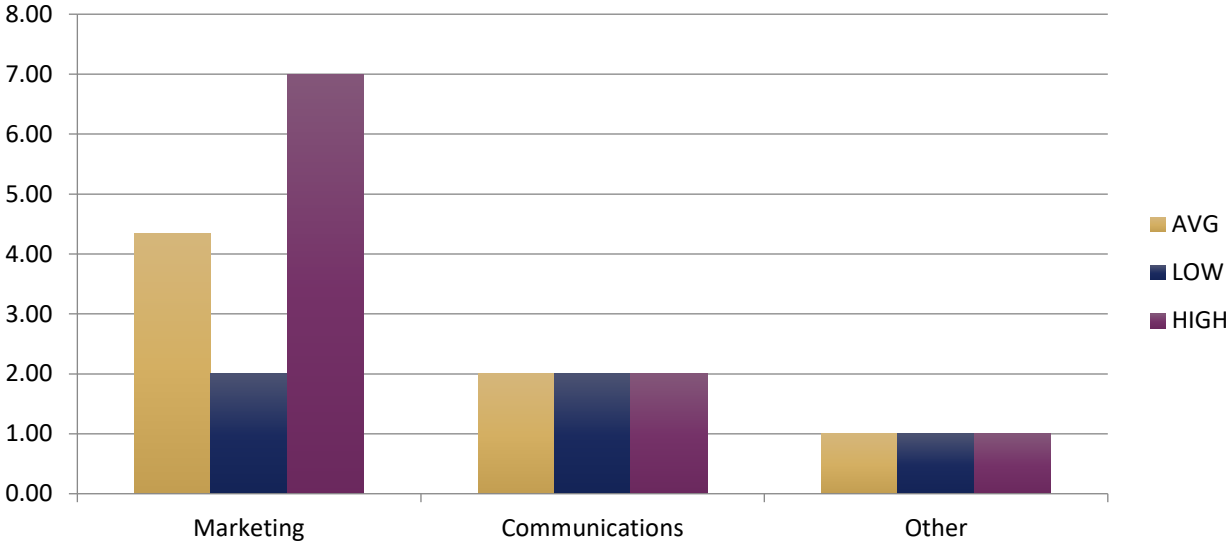
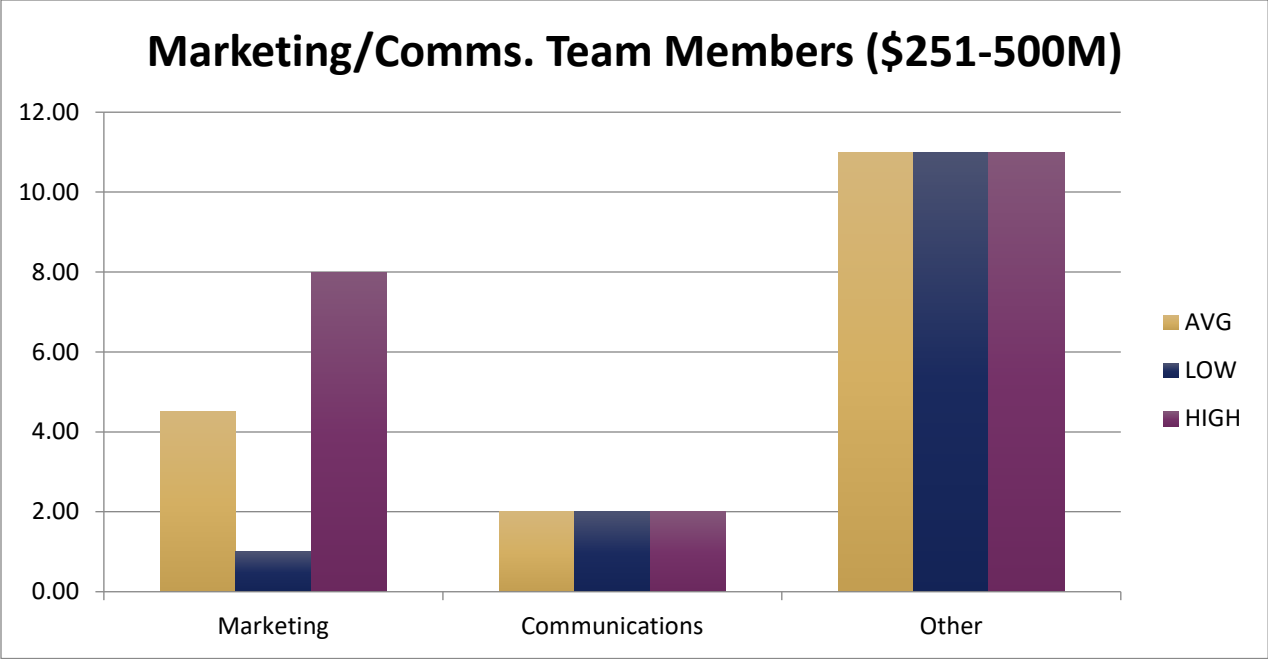# Marketing/Comms. Team Members ($101-250M)

Marketing/Comms. Team Members ($251-500M)

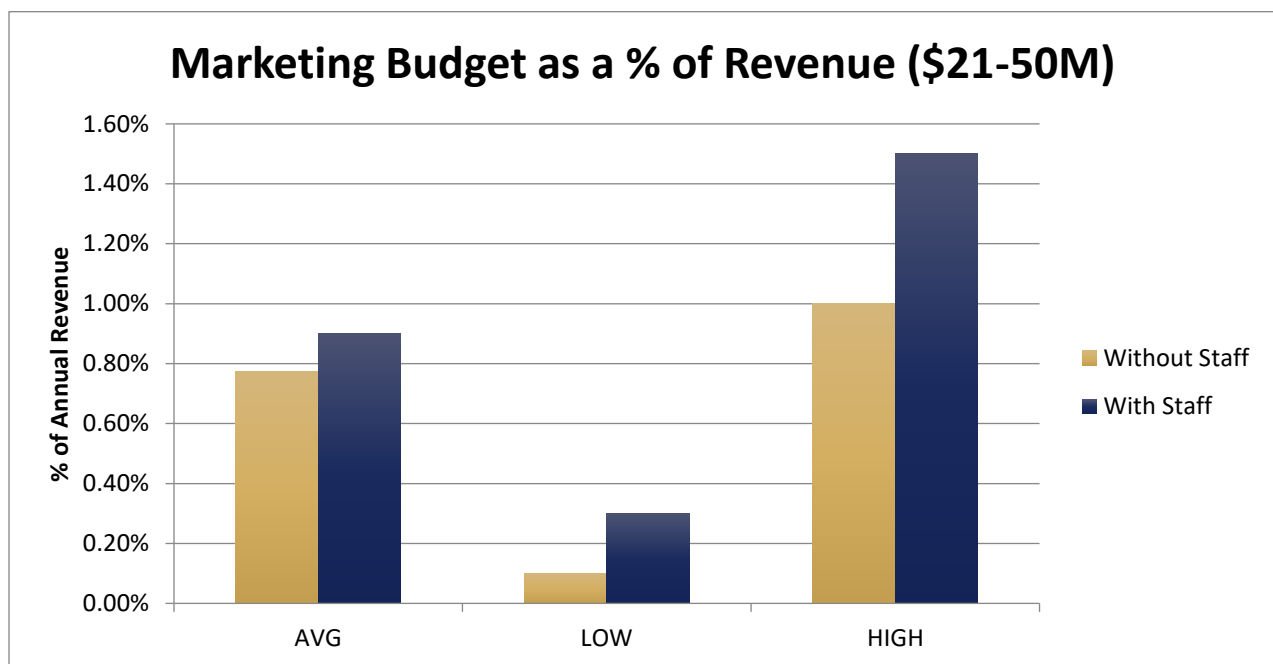**Marketing/Comms. Team Members ($501-750M)**
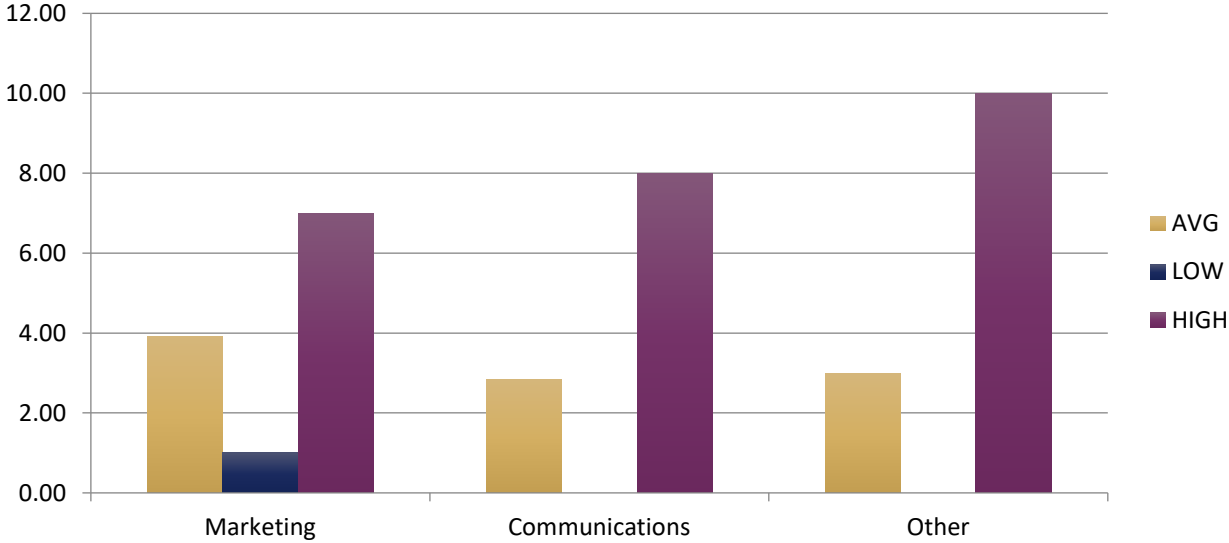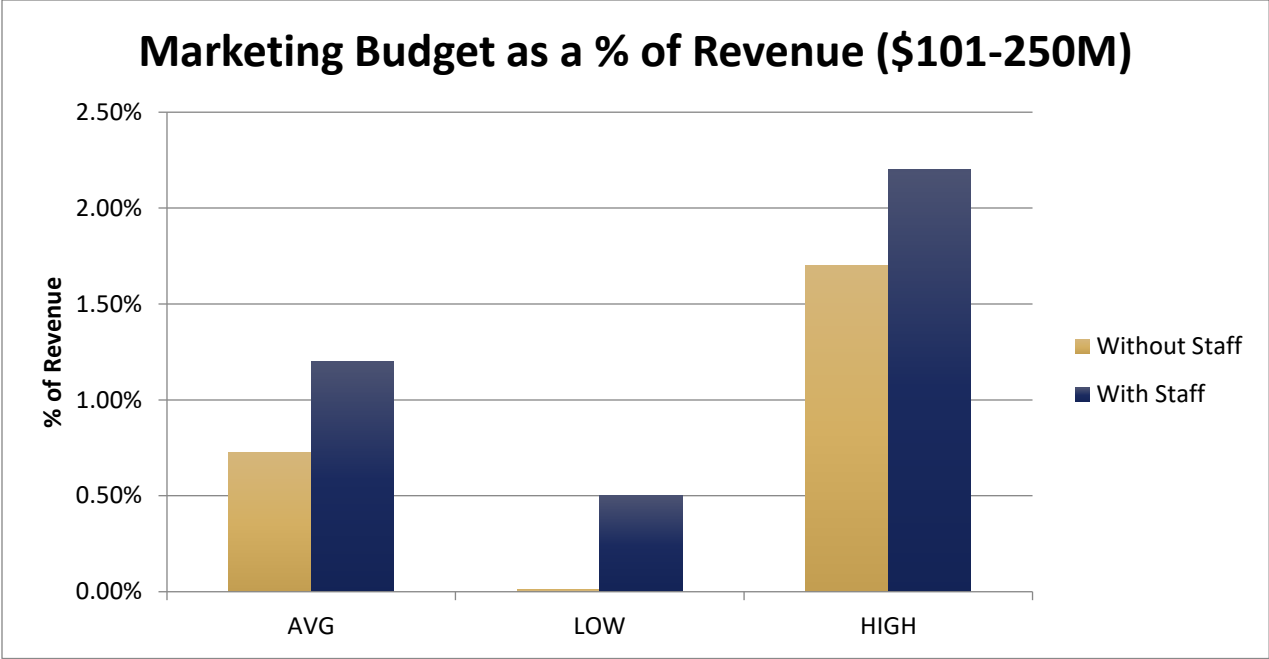
M&C job title:

Across all revenue ranges, members identified the titles within their teams:

- Corporate/Internal Communication (Director)
- Creative (Director, Manager, Assoc.)
  - *This also includes graphic designers*
- Digital (Director, Manager, Assoc.)

- Event Planning Specialist(Specialist)
- Marketing (Director, Manager/Coordinator, Assoc.)
- Marketing Automation Specialist(Specialist)
- Multimedia Specialist(Specialist, Assoc.)
- Project Management
- SEO Specialist(Specialist)
- Social Media (Manager, Assoc.)
- Technology/CRM (Manager, Assoc.)

What is the annual marketing budget as a percent of annual company revenue?

Marketing Budget as a % of Revenue ($21-50M)

Category	Without Staff	With Staff
AVG	0.78%	0.90%
LOW	0.10%	0.30%
HIGH	1.00%	1.50%

Marketing Budget as a % of Revenue ($101-250M)

For multi-location firms, how are your marketing efforts managed?

- Centralized at HQ: 82.76%
- Both HQ and on-site staff: 17.24%
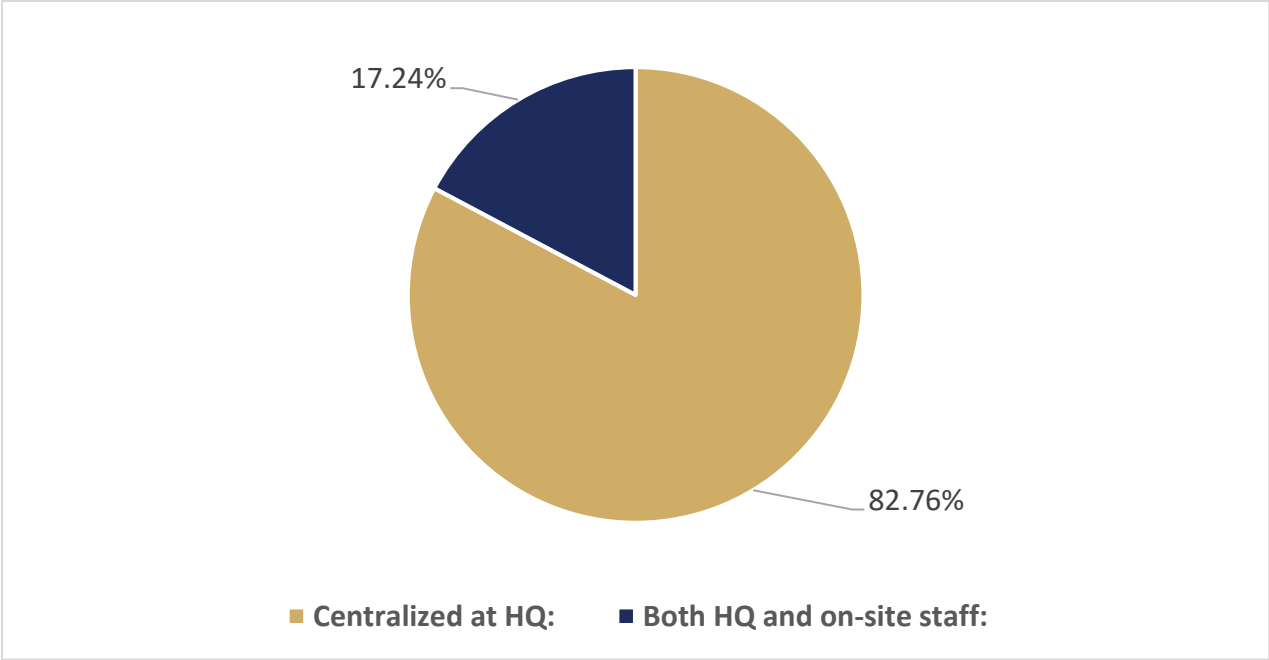
Of all respondents, no one stated their marketing efforts are managed solely by on-site staff.

What is your general marketing spend?

General Marketing Spend ($21-50M)

Legend: AVG, LOW, HIGH

Categories: Social, Content, Business Development, Lead Gen, Digital Properties, Other

General Marketing Spend ($51-100M)

Legend: AVG, LOW, HIGH

Categories: Social, Content, Business Development, Lead Gen, Digital Properties, Other

General Marketing Spend ($101-250M)

$783,000 $1.8M

Legend:
- AVG
- LOW
- HIGH

Categories: Social, Content, Business Development, Lead Gen, Digital Properties, Other

Y-axis: $0.00, $50,000.00, $100,000.00, $150,000.00, $200,000.00, $250,000.00, $300,000.00

For BusDev/LeadGen, further break down on spending?

Other Marketing Spend ($21-50M)

Legend:
- AVG
- LOW
- HIGH

Categories: Advertising, Digital, Events, Social, Sponsorships

Y-axis: $0.00, $10,000.00, $20,000.00, $30,000.00, $40,000.00, $50,000.00, $60,000.00

Other Marketing Spend ($101-250M)

Legend: AVG, LOW, HIGH

Category	Values shown
Y-axis	$0.00, $100,000.00, $200,000.00, $300,000.00, $400,000.00, $500,000.00, $600,000.00, $700,000.00, $800,000.00
X-axis	Advertising, Digital, Events, Social, Sponsorships
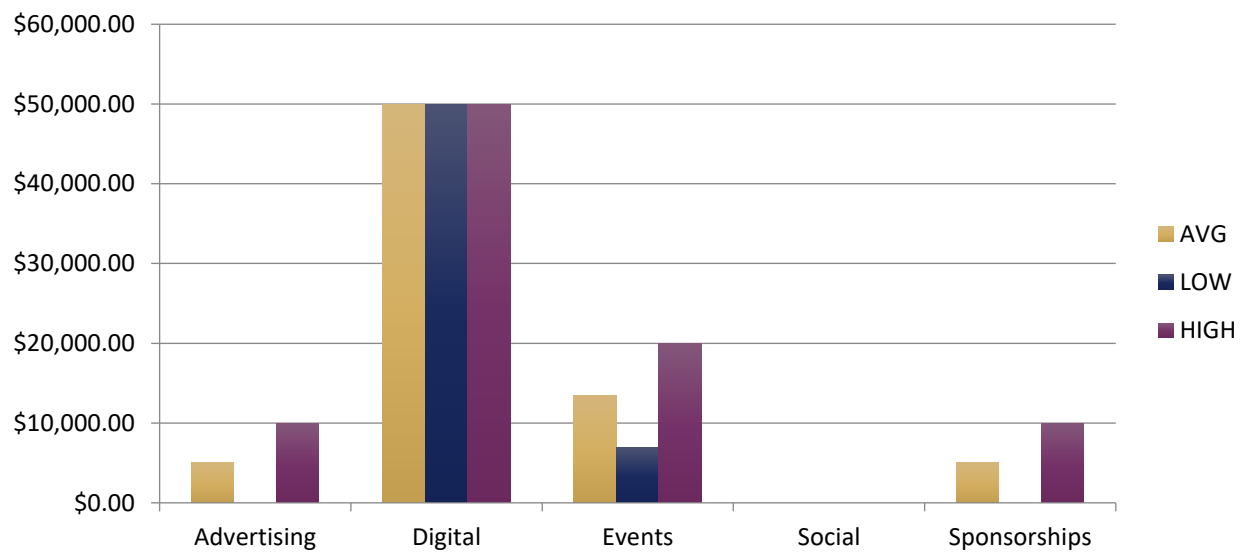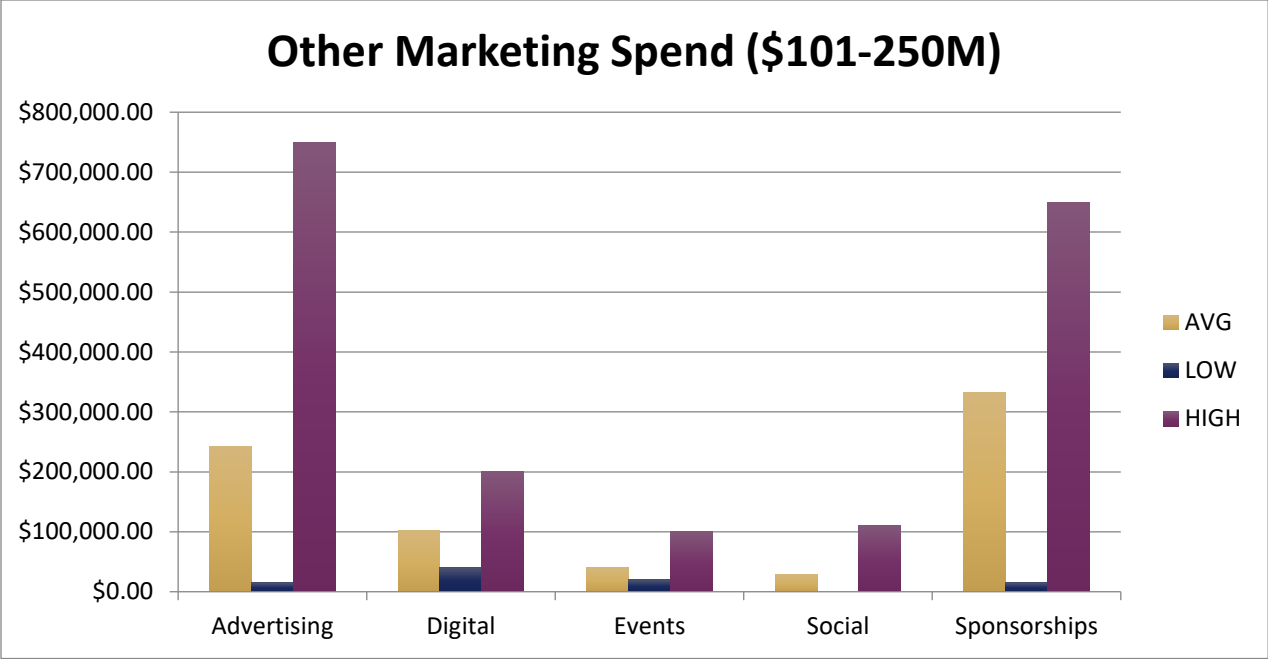
Marketing and Communications functions: in-house vs. outsourced:

Categories (top to bottom): Web Development, Internal Communications, Recruitment Marketing, Data Analytics, Event Management, Email Marketing, Public Relations, Digital Properties (website, apps, etc), Social Media, Design, Content

X-axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100%

Legend: In-House, Outsource, Mixture of Both
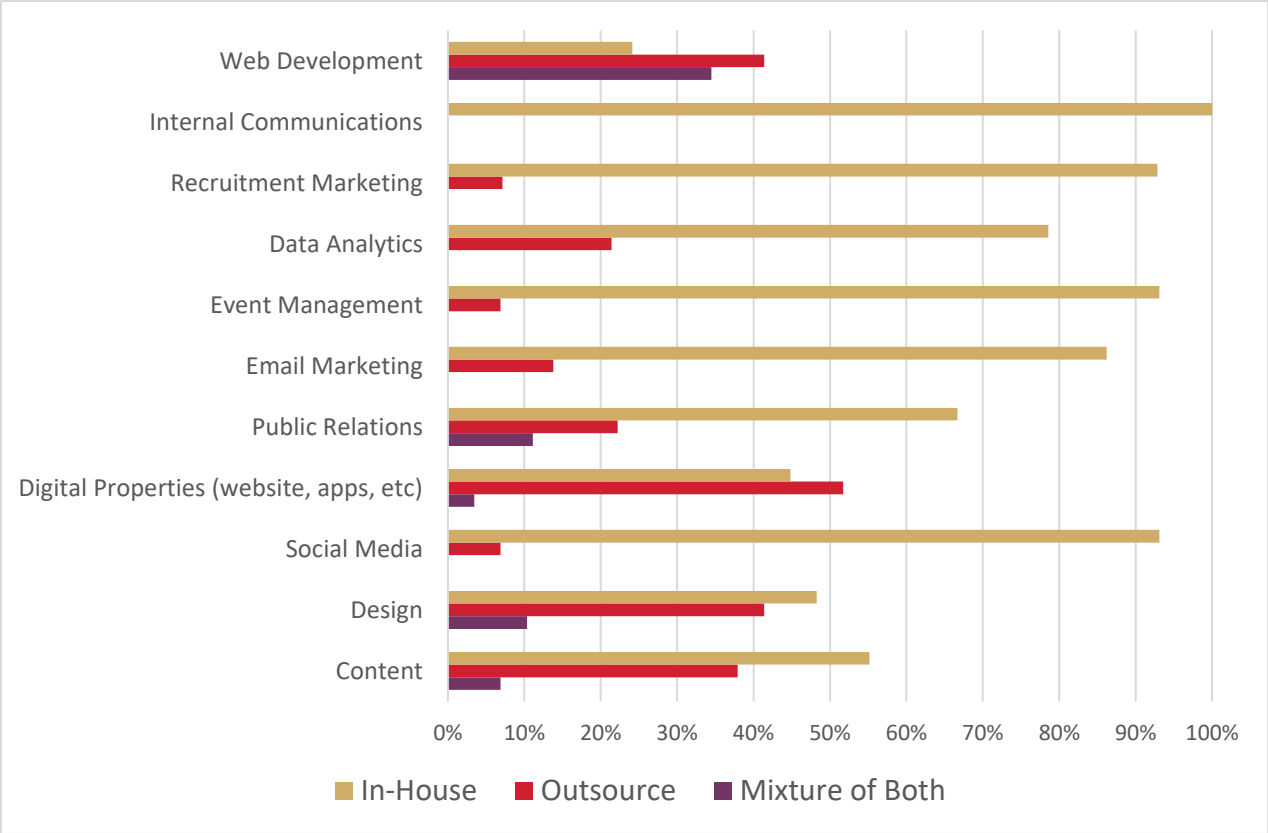
Department primarily responsible for RFP/RFQs?

4%

21%

46%

29%

- Marketing
- Producers/Line of Business
- Combination
- Other
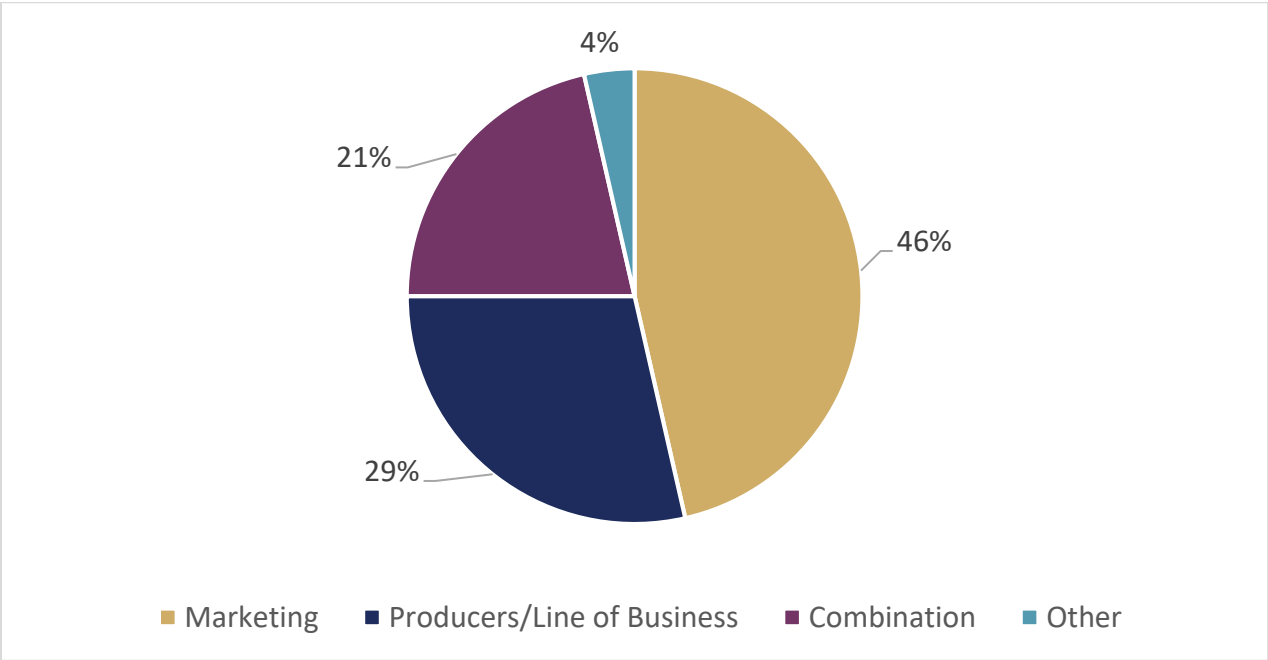
If you answered marketing to the previous question, what role does marketing play?

20.69%

6.90%

24.14%

65.52%

75.86%

- Content, writing
- Desktop publishing/branding and templates only
- Strategy
- RFPs are kept at the service level
- N/A
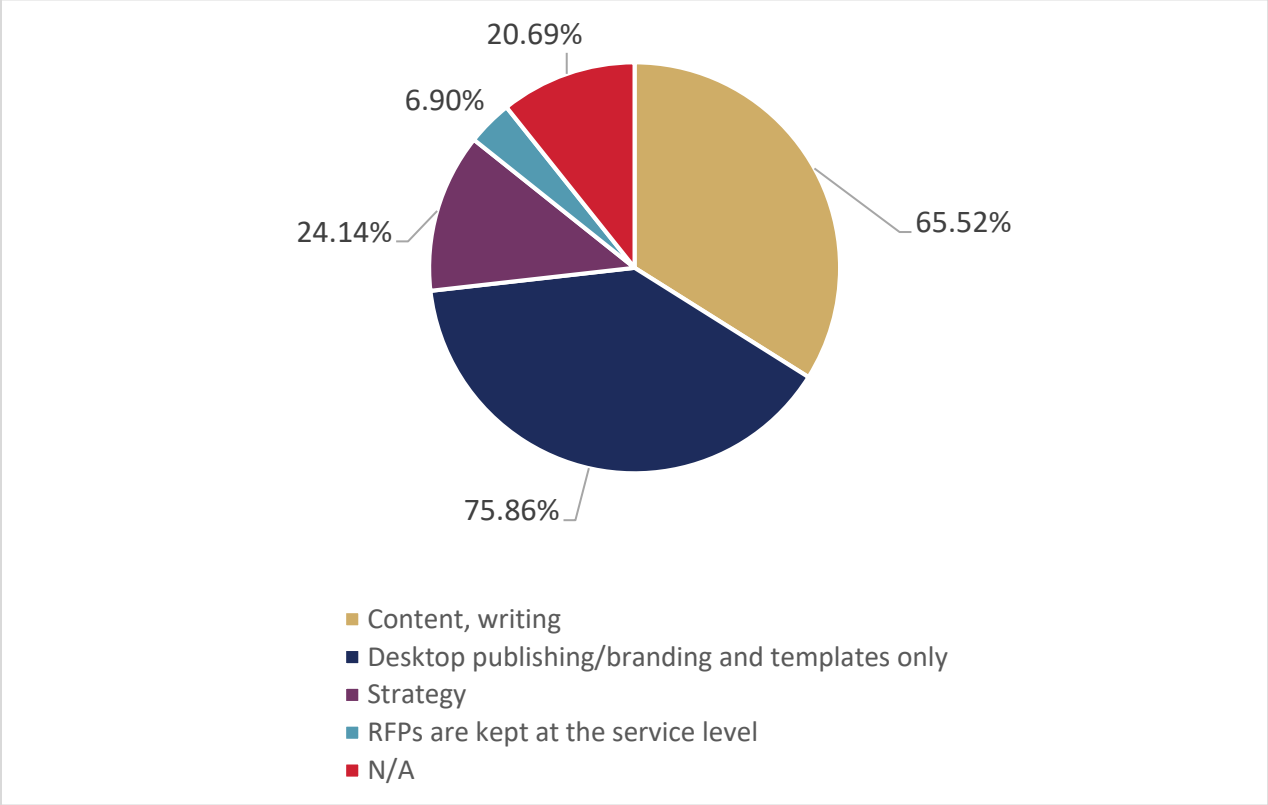
How often does your marketing team create client-branded materials? (ex: employer to employee comms, branded intel, etc.)

10.34%

17.24%

34.48%

37.93%

■ Never   ■ Rarely   ■ Occasionally   ■ Frequently
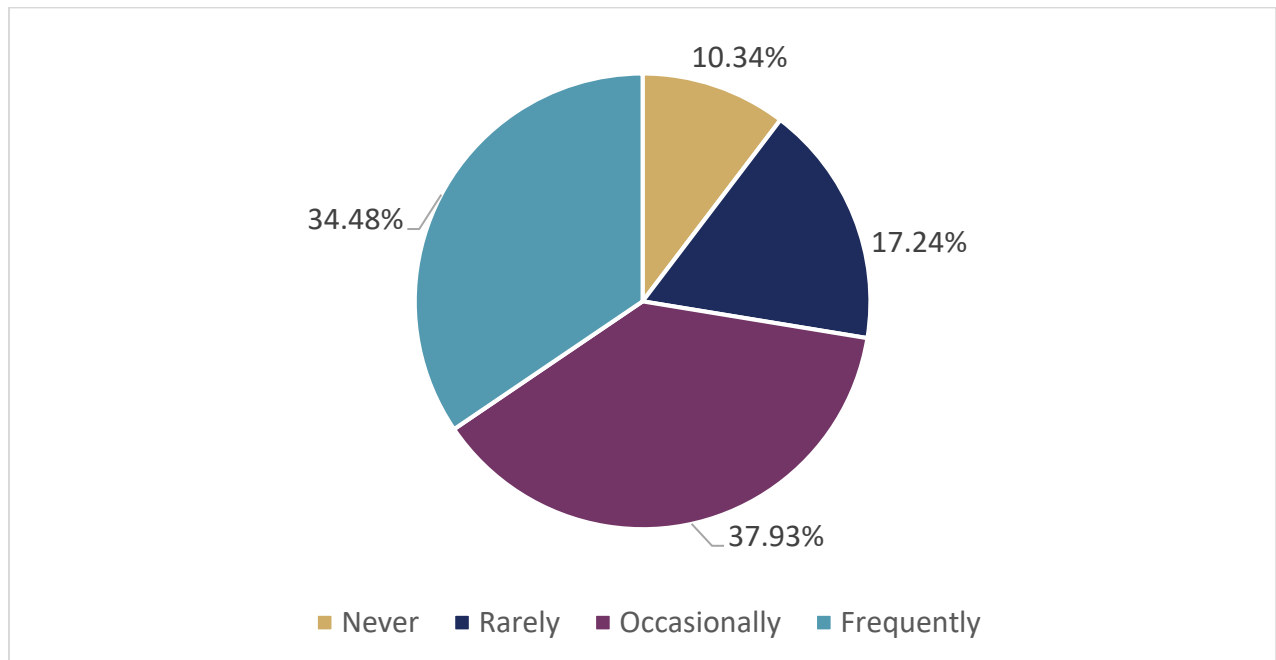
New positions/skills needed to hire in the next 1-2 years:

Some common responses across all revenue ranges:

- Brand managers
- Social media managers
- CRM Admins/Specialists
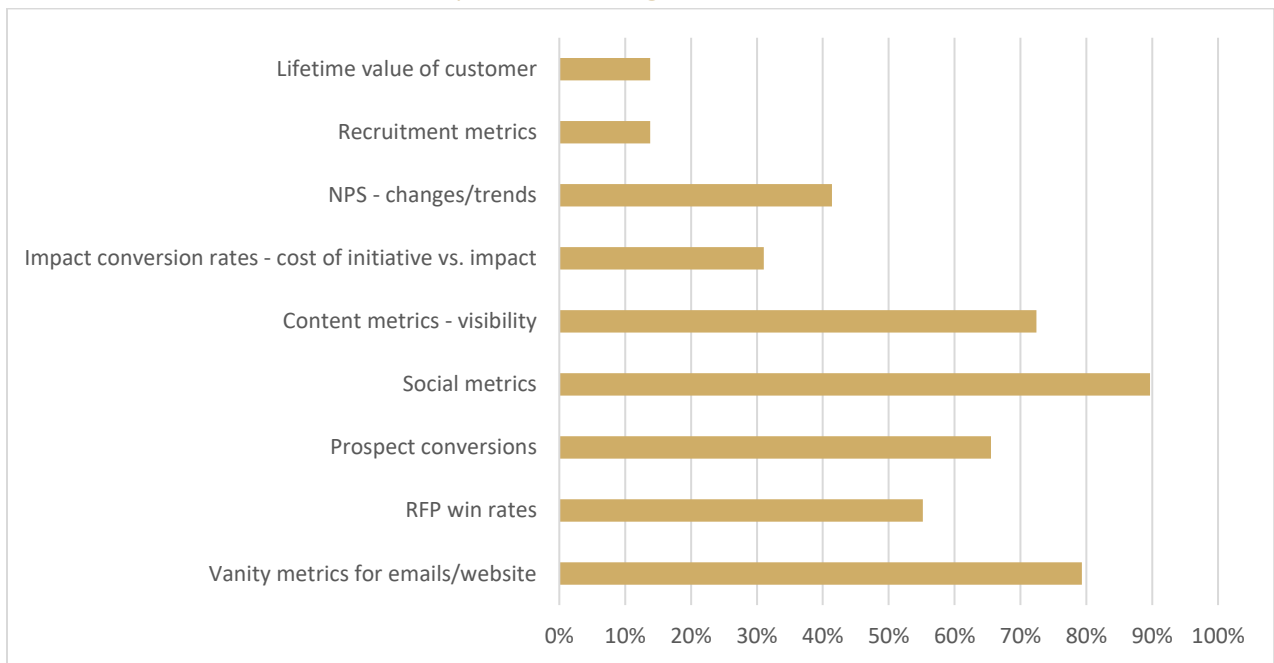- Content writers/creators/graphic designers

What tools are in your marketing team's tech stack?

Some common responses across all revenue ranges:

- Adobe Design/Creative Suite
- Asana/Wrike
- Basecamp
- Bomb Bomb, OneMob, PowToons (Video/Animation)
- Canva
- Constant Contact
- Google Analytics
- Hootsuite
- Hubspot
- Microsoft Dynamics
- Moosend email marketing
- PandaDoc

- Prezi
- Qvidian
- RFP360
- RFPIO
- RocketReferrals
- Salesforce and Pardot
- Social Studio
- Sprout Social
- Wordpress
- Zapier
- Zywave/miEdge

Metrics & KPIs: which are you tracking?

Functions Marketing specifically owns:

Horizontal bar chart showing the percentage of functions that Marketing owns, has input on, or considers not applicable (N/A).

Function	Own	Has input	N/A
Internal Communications	50%	46%	4%
External Communications	81%	19%	
Talent Recruiting and Acquisition	3%	60%	36%
Branding	93%	7%	
Marketing Analytics/Measurement	89%	11%	
Digital/Customer Experience	74%	26%	
Research	37%	52%	11%
Event Management	61%	36%	4%
Client Experience	18%	78%	4%
Lead Generation	36%	56%	8%
Producer Sales Materials	64%	36%	

Legend: ■ Own ■ Has input ■ N/A