

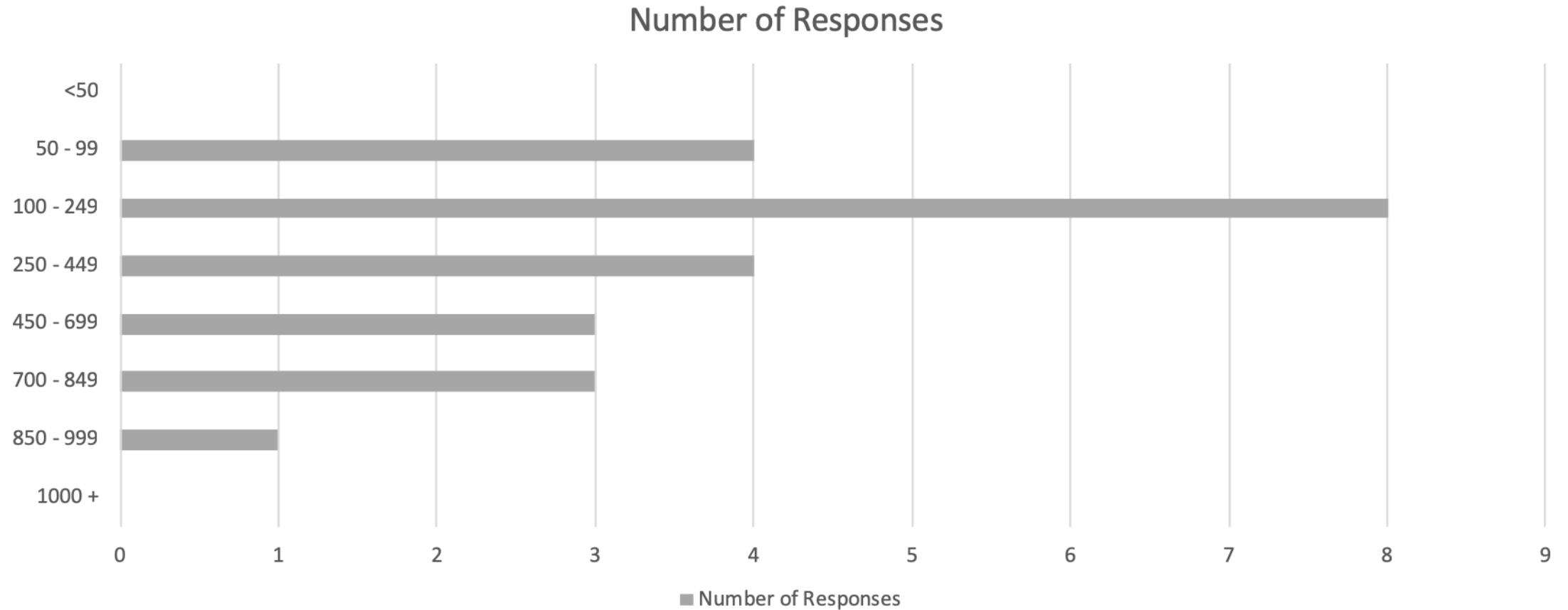
# Marketing & Communications WG Organization Structure

Survey Results

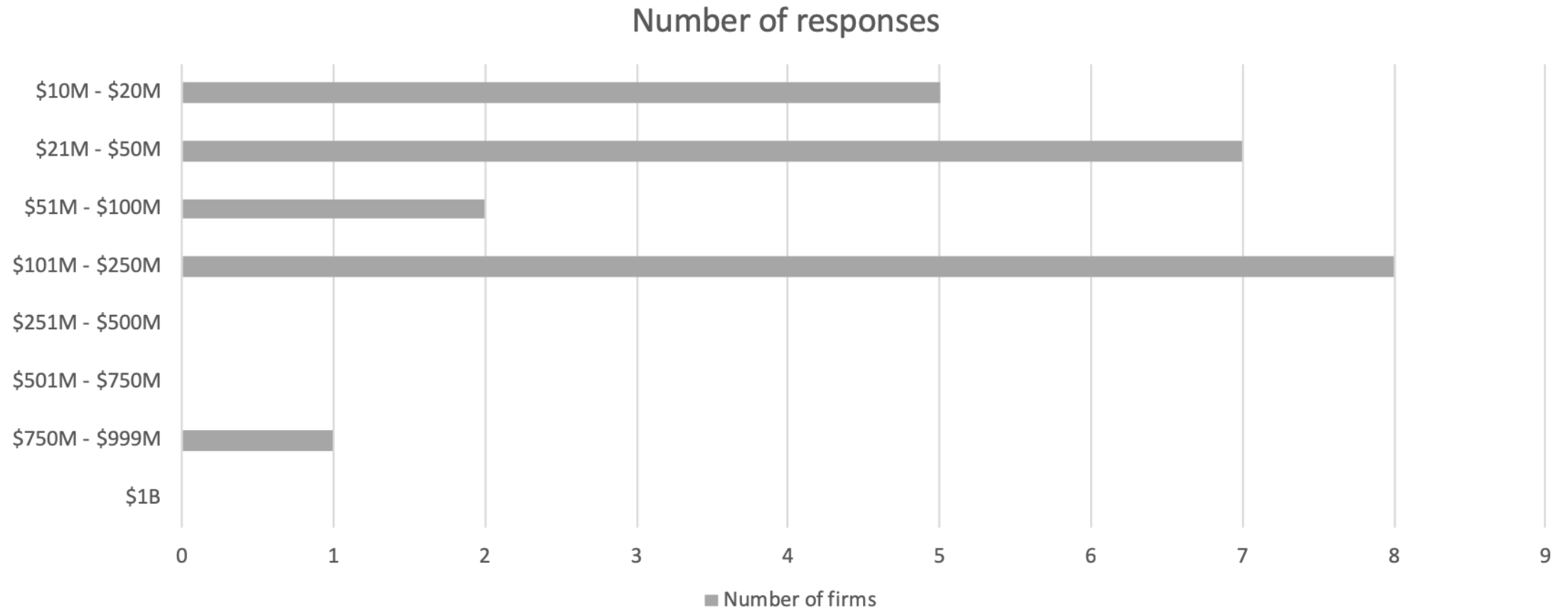
# Your company name

CIBZ Insurance Services, Inc.	Harden	Keenan	Murray Securus	The Crichton Group
Cottingham & Butler	Heffernan Insurance Brokers	LHD Benefit Advisors	Navacord Corp	The Plexus Groupe
EHD	IMA Financial Group	M3 Insurance	PayneWest Insurance	UNICO Group
Esser Hayes Insurance Group	INSURICA	MJ Insurance	RCM&D	
Gehring Group	Johnson, Kendall and Johnson	MMA Southeast	Roach Howard Smith & Baron	

# Size of your company by employee count:



# Size of your company by revenue:



# What state is your company headquartered?

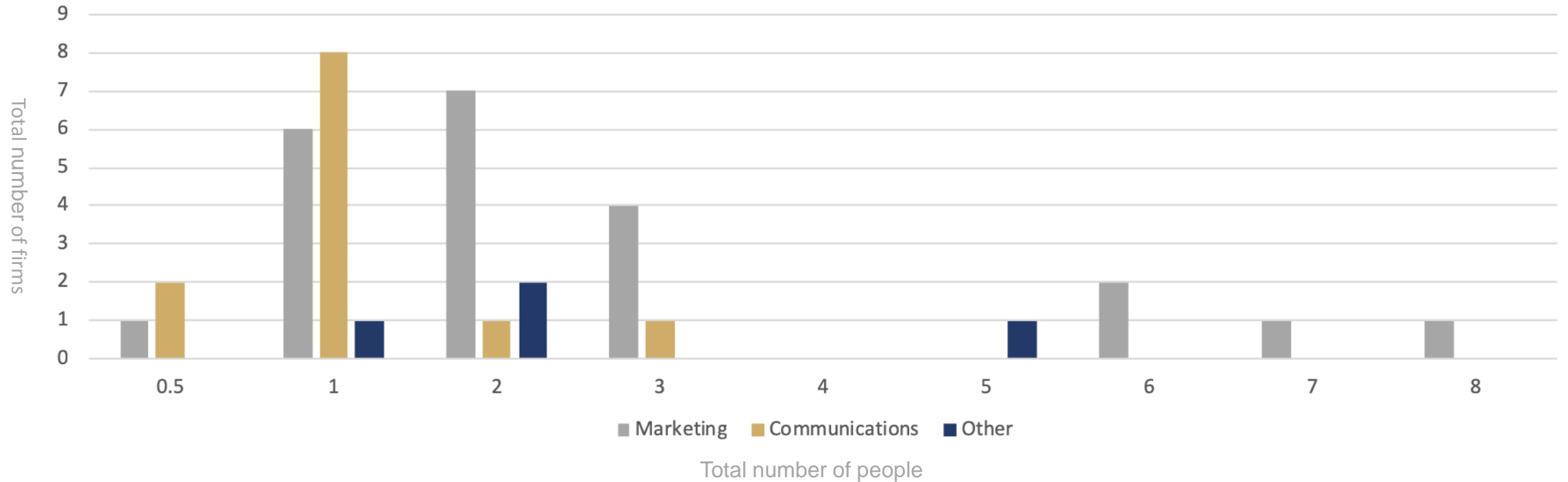
Pennsylvania (3)	Texas	Iowa	Wisconsin
Illinois (2)	Colorado	Tennessee	Missouri
Indiana (2)	Montana	Georgia	
Florida (2)	Maryland	Oklahoma	
California (2)	Ontario	Nebraska	

# Who does your M&C team report to?

COO	8
CEO	6
Sales Leader(s)	3
President	2
VP of Marketing & Communications	1
EVP of Sales & Marketing	1
CMO	1
SVP Service Team	1
Executive Chairman	1
Business Development Officer	1
Chief Administrative Officer	1

# How many total people do you have on your M&C team?

Chart Title



# What marketing and communications functions are completed in-house vs. outsourced:

	In-house	Outsourced	Combination of both
Content	65.22% (15)	8.70% (2)	26.09% (6)
Design	43.48% (10)	17.39% (4)	39.13% (9)
Social Media	86.36% (19)	-	13.64% (3)
Public Relations	76.19% (16)	-	23.81% (5)
Email Marketing	90.91% (20)	-	9.09% (2)
Event Management	91.30% (21)	-	8.70% (2)
Data Analytics	75.00% (15)	5.00% (1)	20.00% (4)
Recruitment Marketing	88.24% (15)	-	11.76% (2)
Internal Communications	100.0% (23)	-	-
Web Development	9.52% (2)	28.57% (6)	61.90% (13)
Other	100.0% (1)	-	-



# What new positions or skill sets are you looking to add in the next 1-2 years?

Positions	Skill sets
Graphic Designer (4)	Graphic design (3)
Content Specialist (3)	Data analytics (2)
Copywriter (2)	Social media (2)
CMO	Event planning
Marketing Director	Marketing strategy
Digital Marketer	Sales support
	Coding
	Web development

# What is your marketing budget as a percent of revenue?

Without Staff	With Staff
Less than 1% (6)	Less than 1% (3)
Between 1-2% (3)	Between 1-2% (3)
10% (1)	\$120,000 (1)
\$70,000 (1)	\$250,000 (1)
\$100,000 (1)	\$275,000 (1)
\$200,000 (1)	Not sure (2)
Not sure (3)	