



Marketing Priorities for B2B

Do you know how much it costs your company to *acquire* a new client?

Do you know how much it costs your company to *retain* a client?

Fact:

- It generally costs a B2B 6 to 7 times more to acquire a new client than it does to retain one - depending on the industry you're in.^[1]

Despite this, the majority of B2B organisations focus their efforts on client acquisition rather than client retention.

B2B Magazine's "Marketing Priorities and Plans" Survey 2010:^[2]

- 61.0% client acquisition
- 15.5% client retention
- 15.0% brand awareness
- 8.5% other objectives

It amazes us at Leading Matters that businesses continue to prioritise acquisition over retention when the evidence confirms that investing in client retention is a far more profitable strategy. Loyalty is at the core of retention.

To find out how we can help you retain your most profitable key clients and deliver loyalty through partnership, simply call us.

1.Reichheld. F & Teal. T, 1996, The Loyalty Effect, Harvard Business School Press
2.<http://www.btonline.com/apps/pbcs.dll/article?AID=/20091116/FREE/311169986>