

la serie

$$\sum_{n=1}^{\infty} \left(\frac{1}{(n+1)^2} - \frac{1}{n^2} \right) =$$

(6) $\sum_{n=1}^{\infty} \frac{1}{n^2+n}$

Hem de trobar b_n tal que $\frac{1}{n^2+n} = b_n + b_{n+1}$

$n \in \{0, 1\}$

$\frac{1}{n} - \frac{1}{n+1} = \frac{n+1 - n}{n(n+1)} = \frac{1}{n(n+1)}$

$n=0$

Marketing Data: 101 Charts & Graphs



Marketing Data: 101 Charts and Graphs of Original Marketing Research

By HubSpot

About This Marketing Data



- HubSpot compiled this data from a variety of sources, including analysis of our 3,700 business customers, surveys with hundreds of businesses responding, analysis of the data in our free tools like Website Grader, Twitter Grader and Facebook Grader. Each page has a URL to the original source document or article.
- **Subscribe to our blog for new marketing data as it is available:**
<http://Blog.HubSpot.com>

Table of Contents



Data was sourced from the following reports:

- [*The Science of Blogging*](#)
- [*The Science of Lead Generation*](#)
- [*State of Inbound Marketing*](#)
- [*Science of Facebook*](#)
- [*HubSpot Blog Studies*](#)
- [*State of Inbound Marketing Lead Generation*](#)
- [*State of the Twittersphere*](#)
- [*State of the Facebook for Business*](#)
- [*19 Marketing Experts Share Tips and Insights*](#)
- [*Real Time Marketing and PR Webinar*](#)
- [*Best & Worst Return-on-Effort Marketing Tactics*](#)

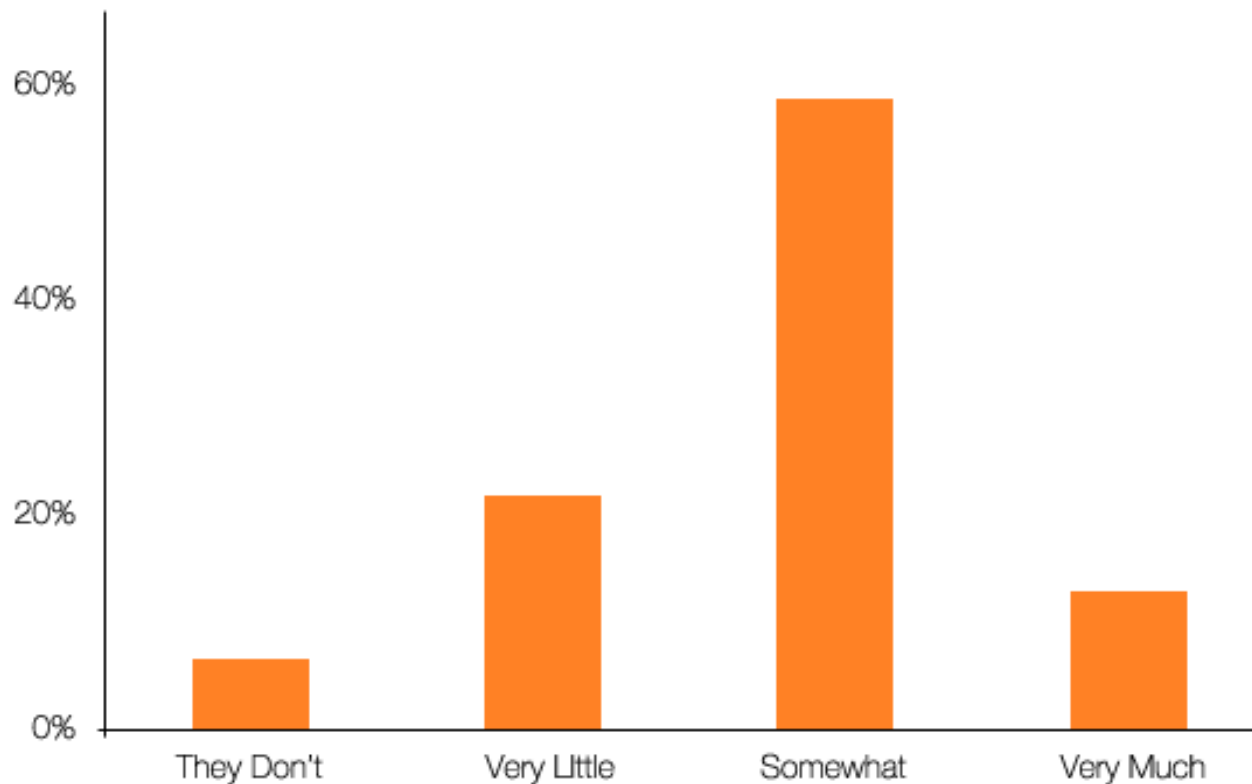


The Science of Blogging

Blogs Affect Purchasing Decisions



How much do blogs affect your purchasing decisions?

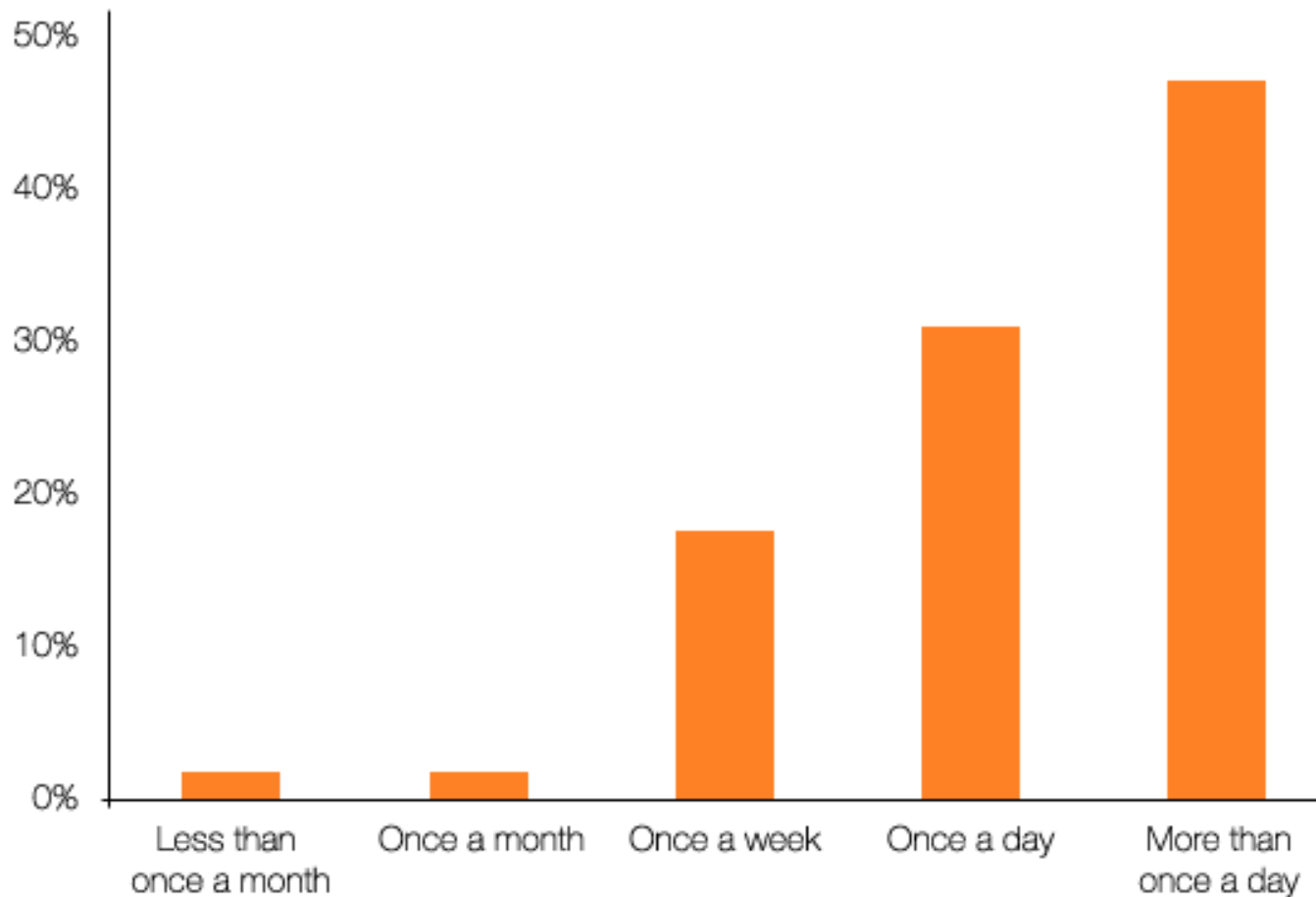


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Most People Read Blogs



How often do you read blogs?

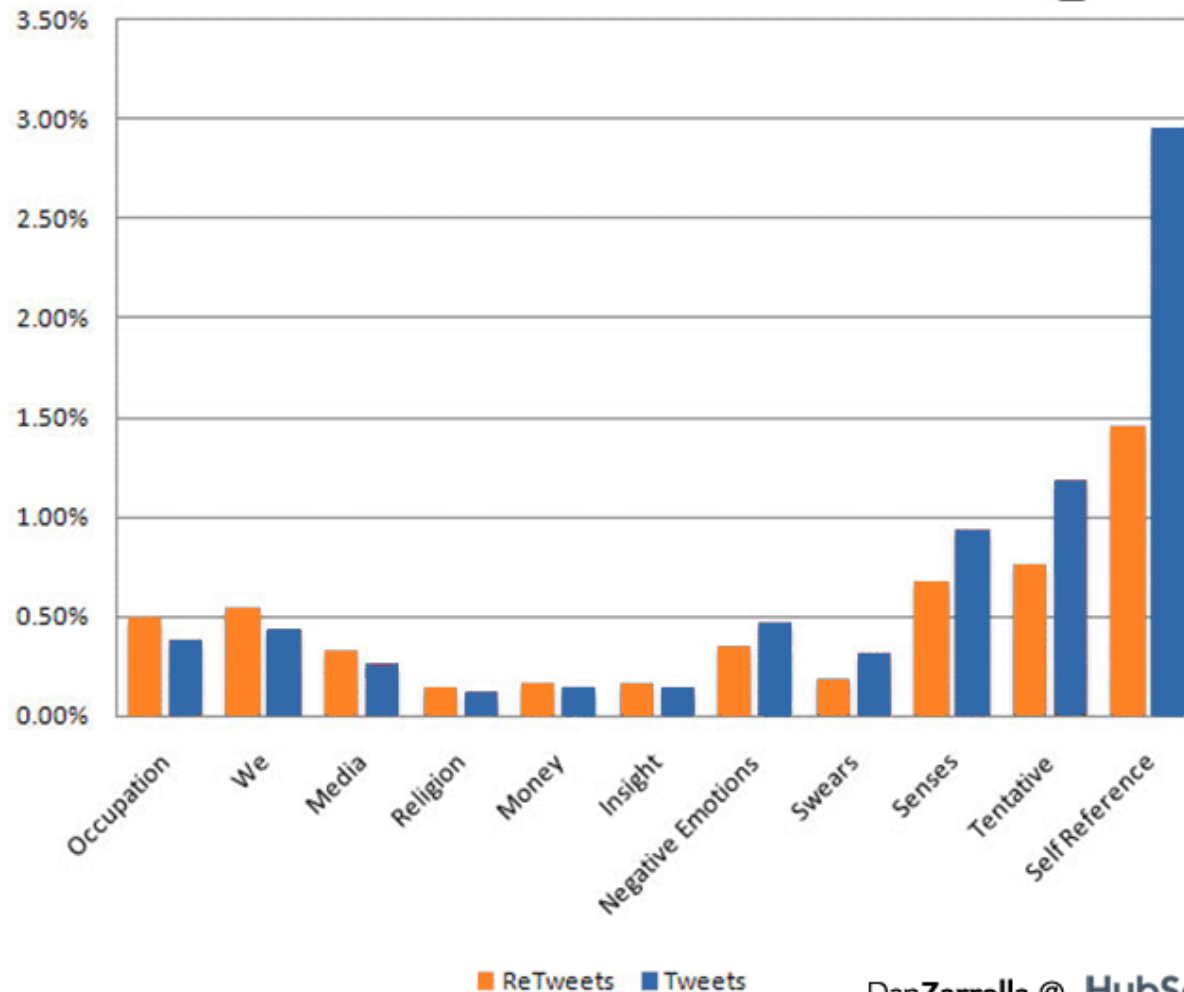


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Talk as Yourself



LIWC Attribute Percentages



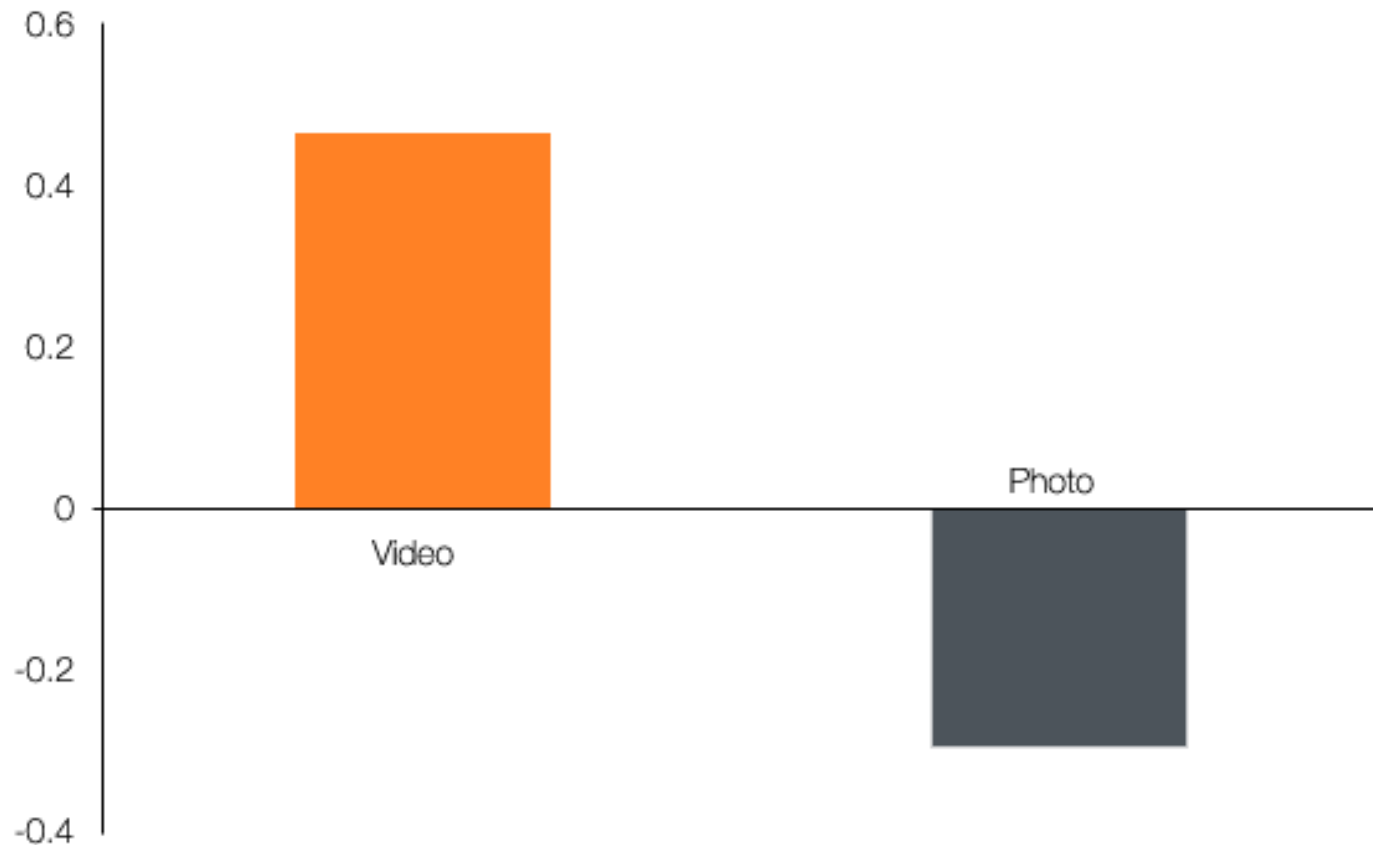
DanZarrella @ HubSpot

Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

People Share Videos more than Pictures



Links by Media Type

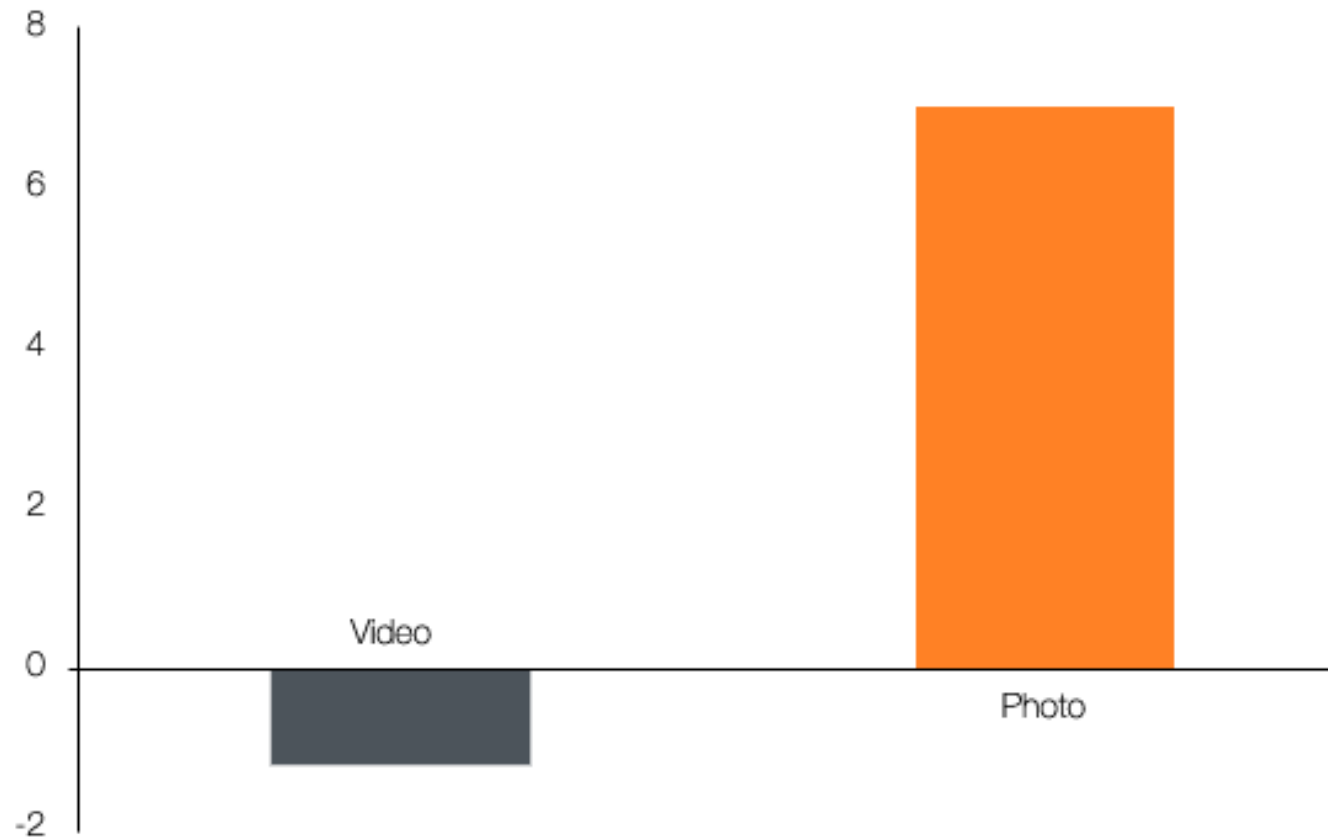


Source: Data from the Science of Blogging - <http://bit.ly/eZRM8w>

People Comment More on Pictures



Comments by Media Type

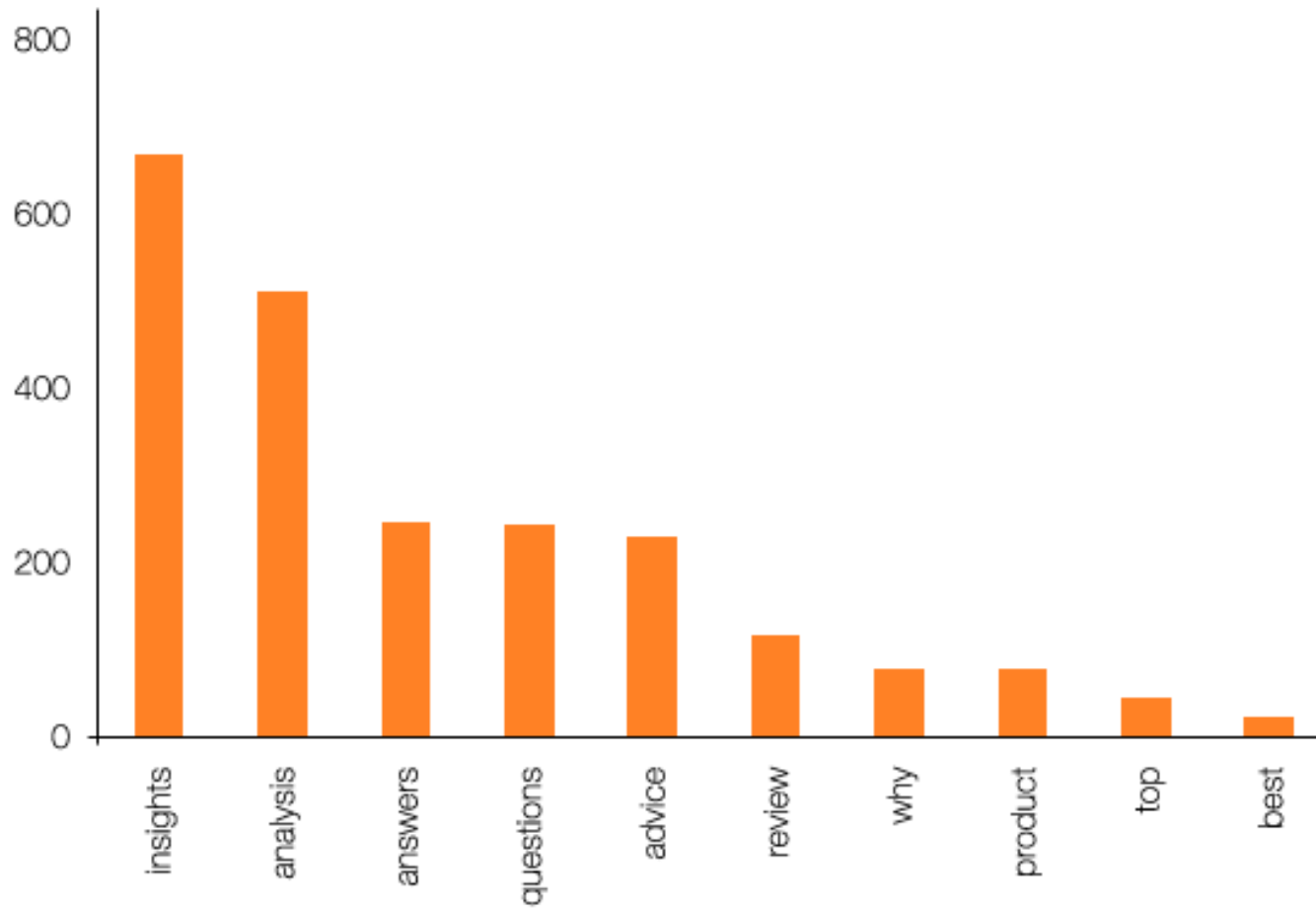


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

People Want a Unique Perspective



Most Viewed Words

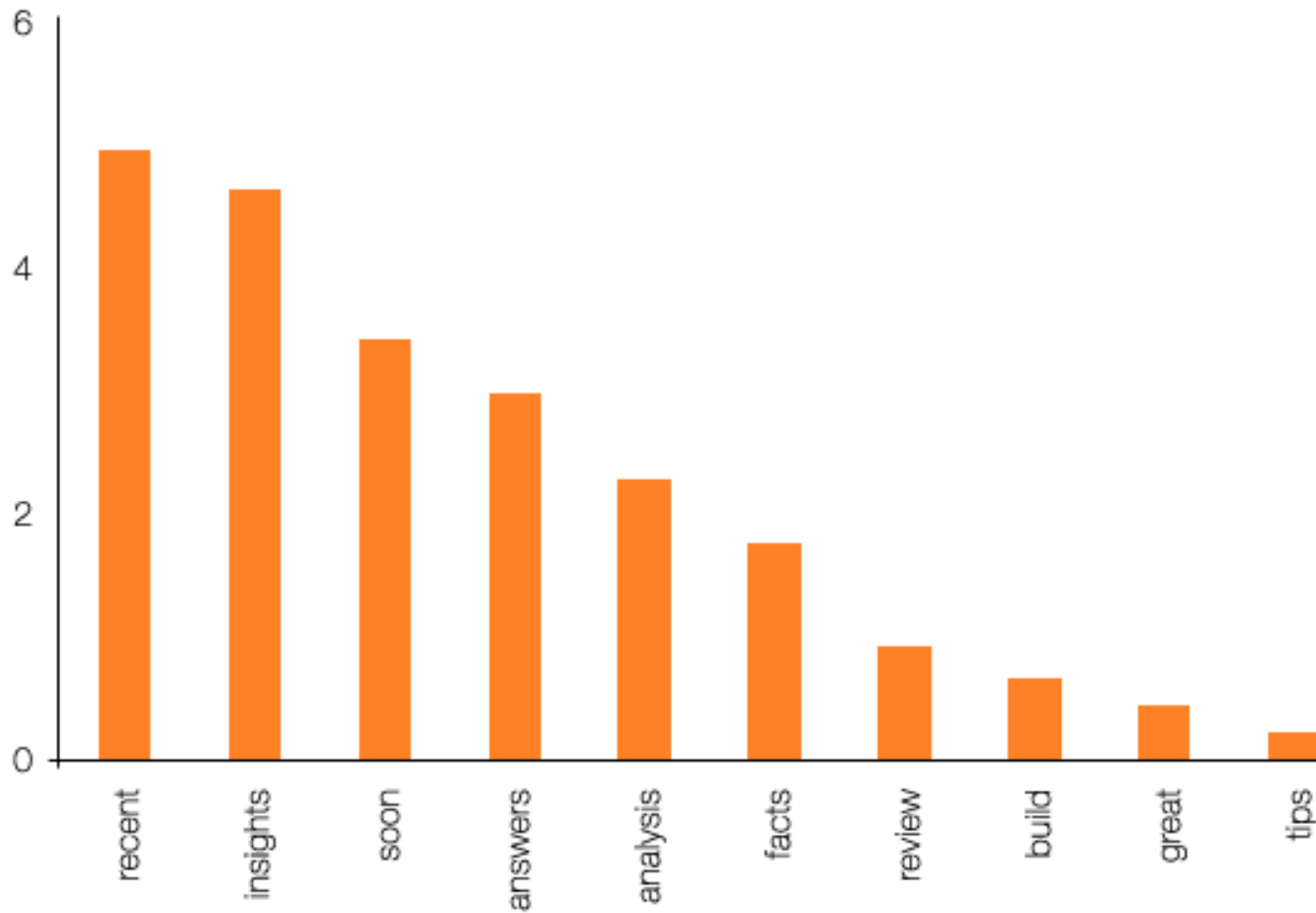


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

People Share Unique Insights



Most Linked-To Words

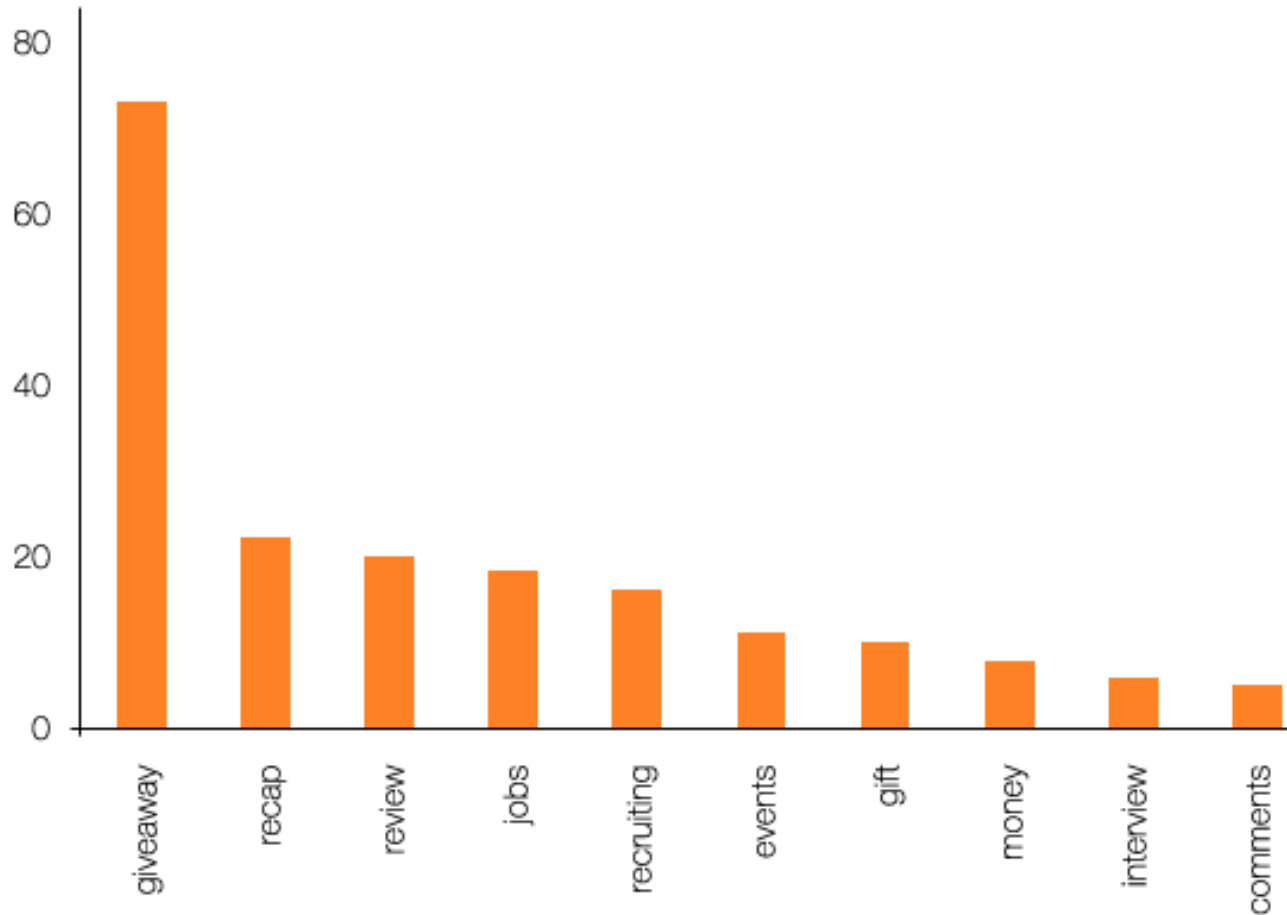


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Readers Want to Gain Something



Most Commented-On Words



Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Most ReTweetable Words



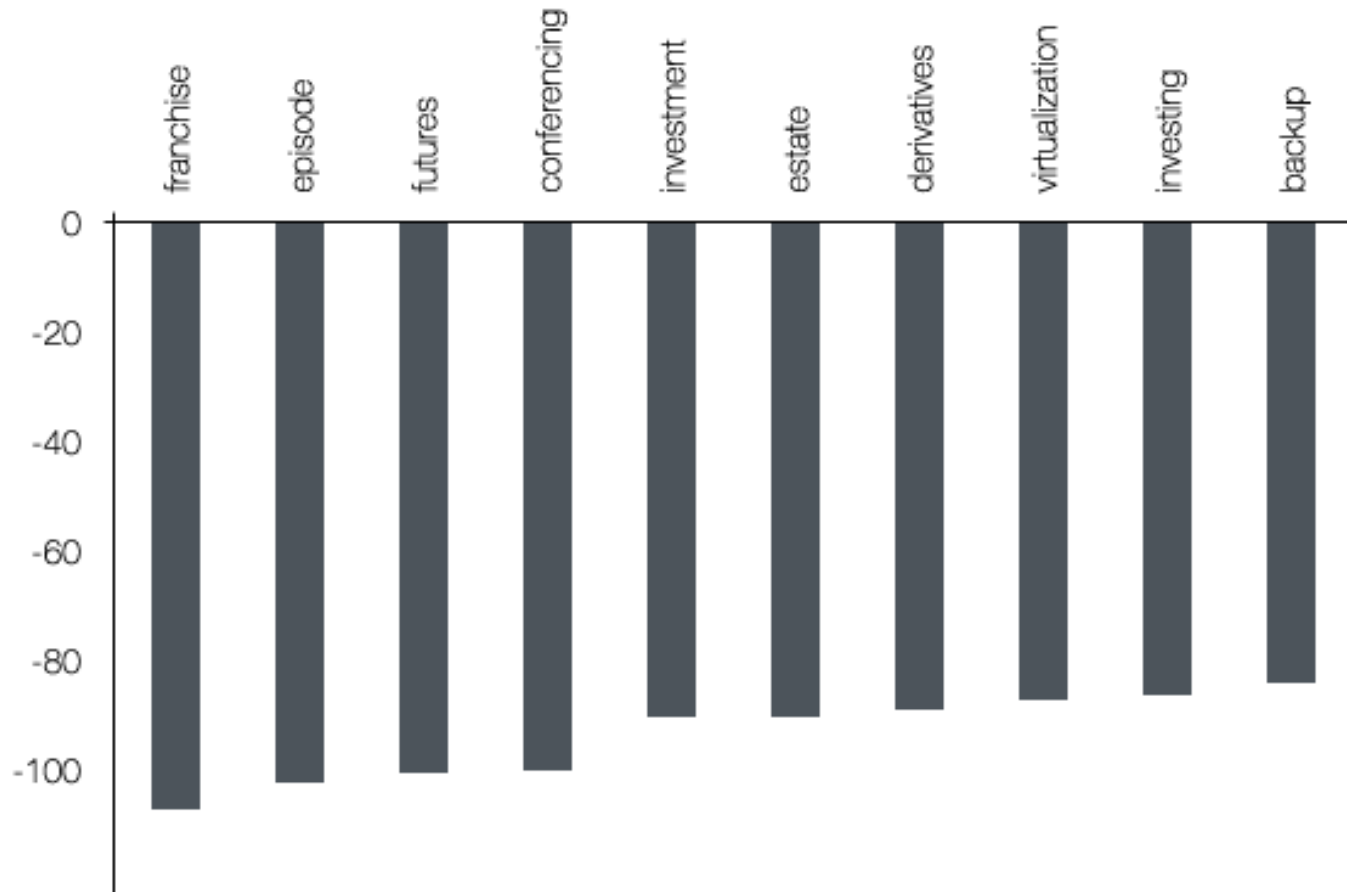
1. you
2. twitter
3. please
4. retweet
5. post
6. blog
7. social
8. free
9. media
10. help

11. please retweet
12. great
13. social media
14. 10
15. follow
16. how to
17. top
18. blog post
19. check out
20. new blog post

Stay Away from Technical Terms



Least Viewed Words

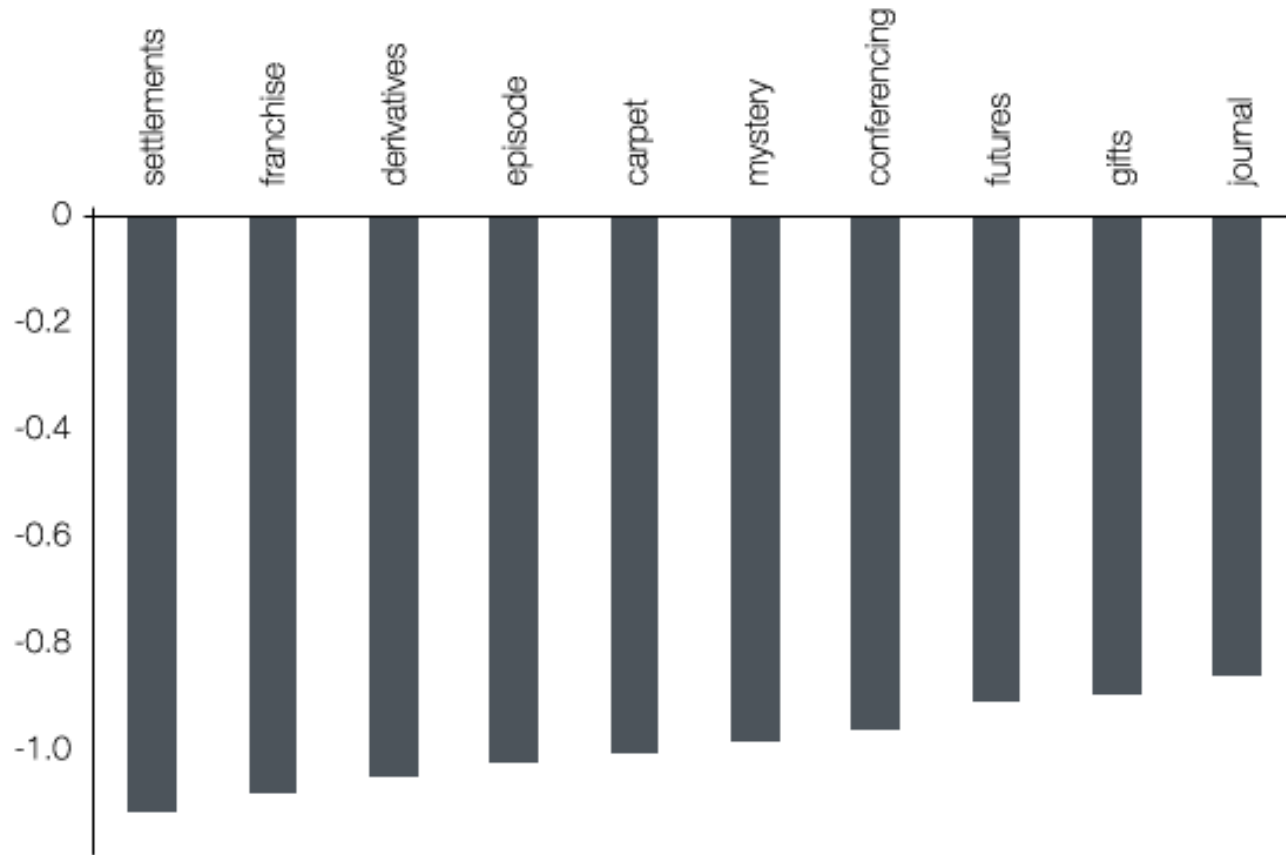


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Stay Away from Technical Terms



Least Linked-To Words

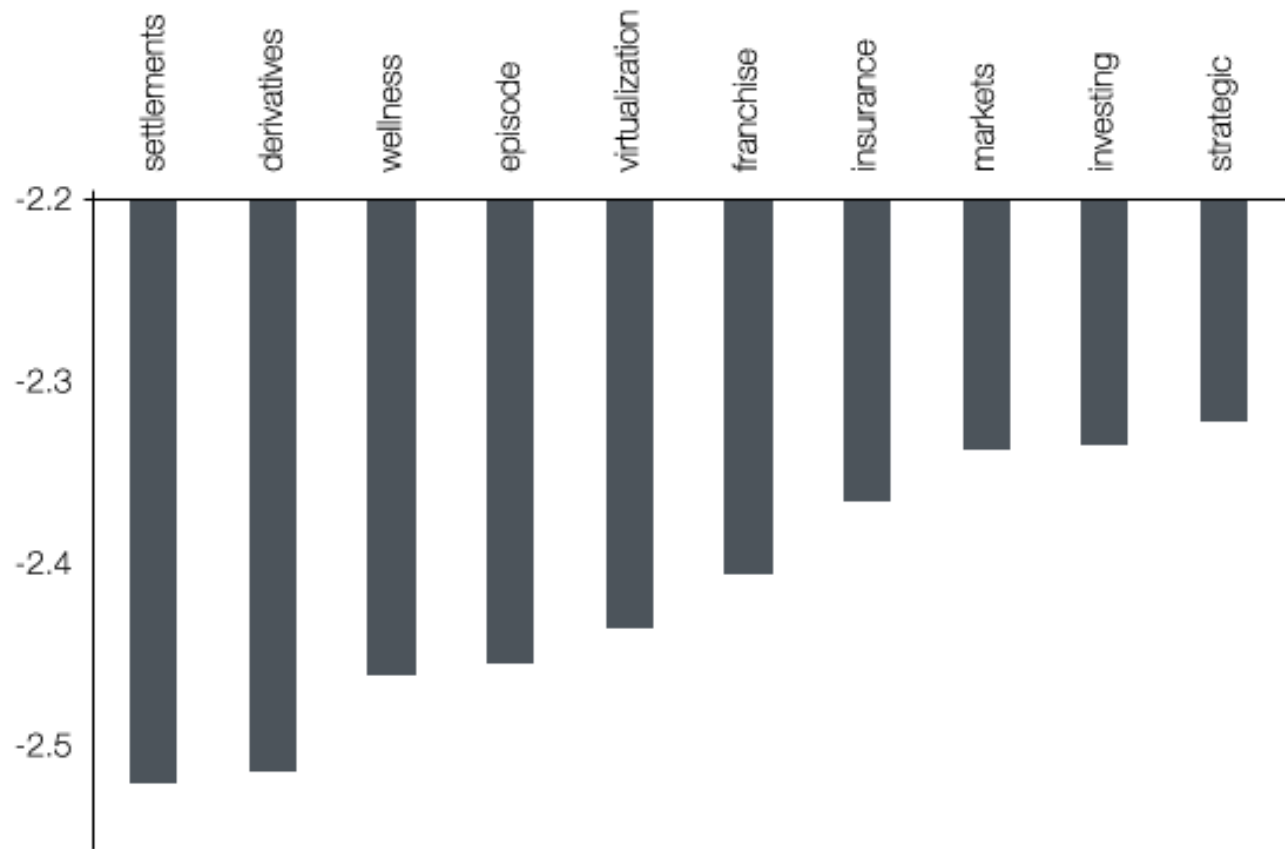


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Stay Away from Technical Terms



Least Commented-On Words



Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Least ReTweetable Words



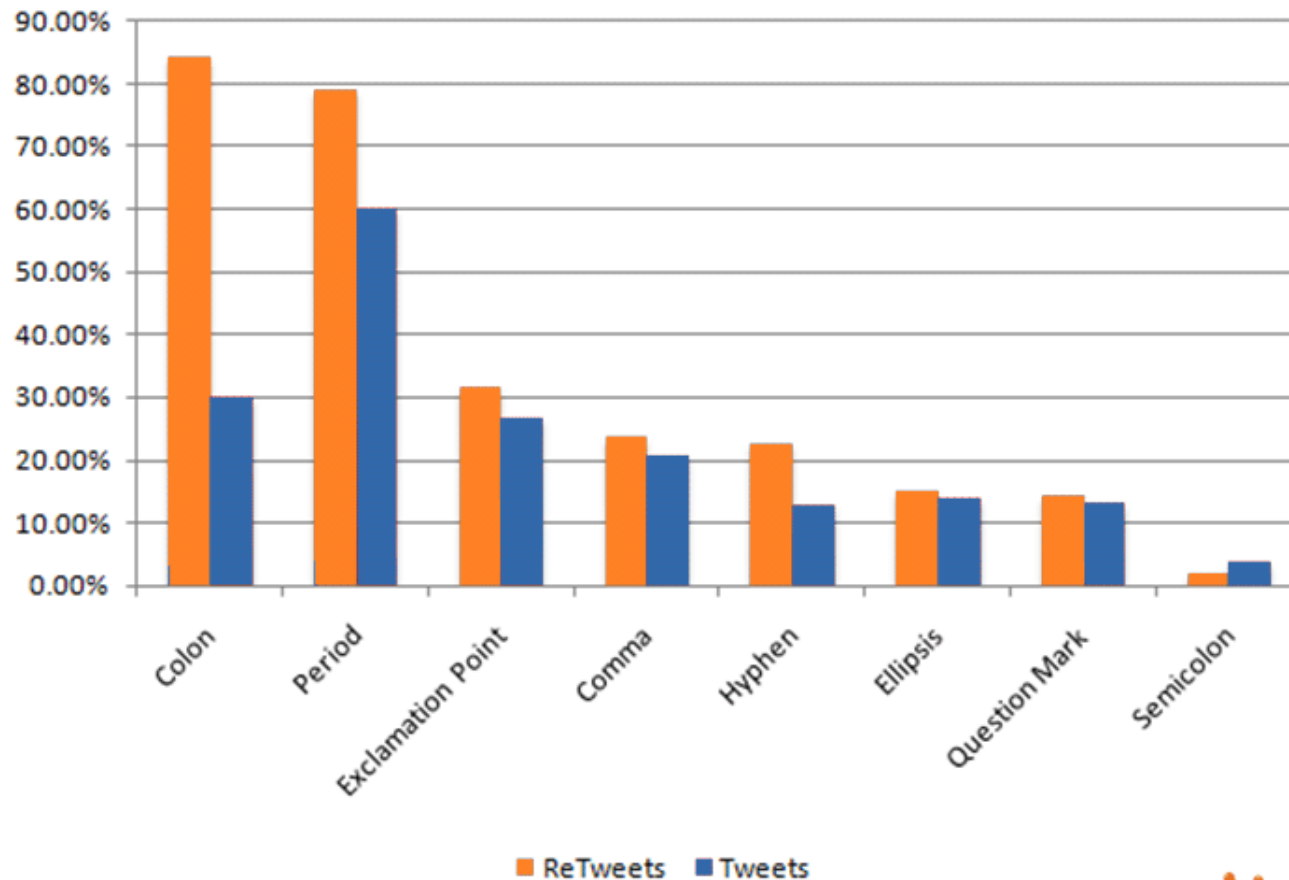
1. game
2. going
3. haha
4. lol
5. but
6. watching
7. work
8. home
9. night
10. bed

11. well
12. sleep
13. gonna
14. hey
15. tomorrow
16. tired
17. some
18. back
19. bored
20. listening

Grammar Matters



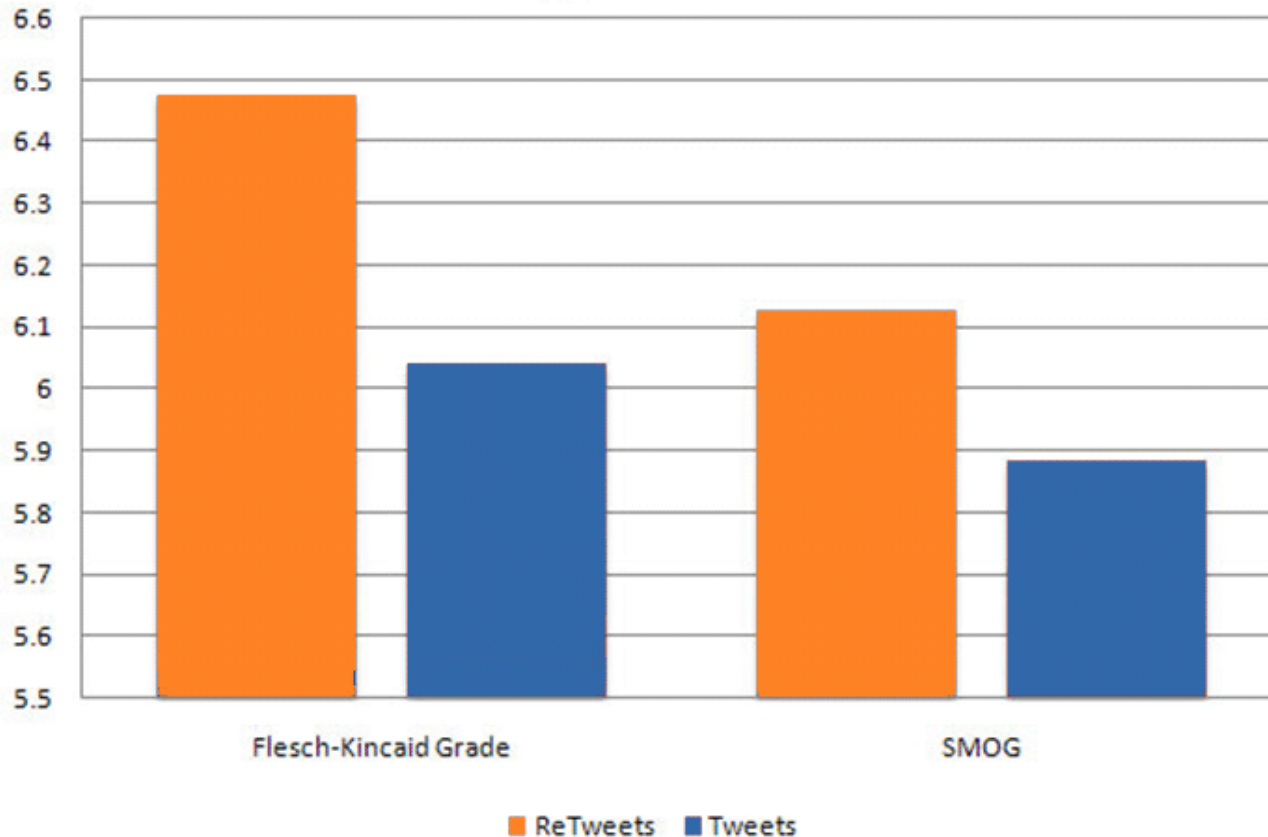
Punctuation Type



DanZarrella @ HubSpot

Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Readability Grade Levels



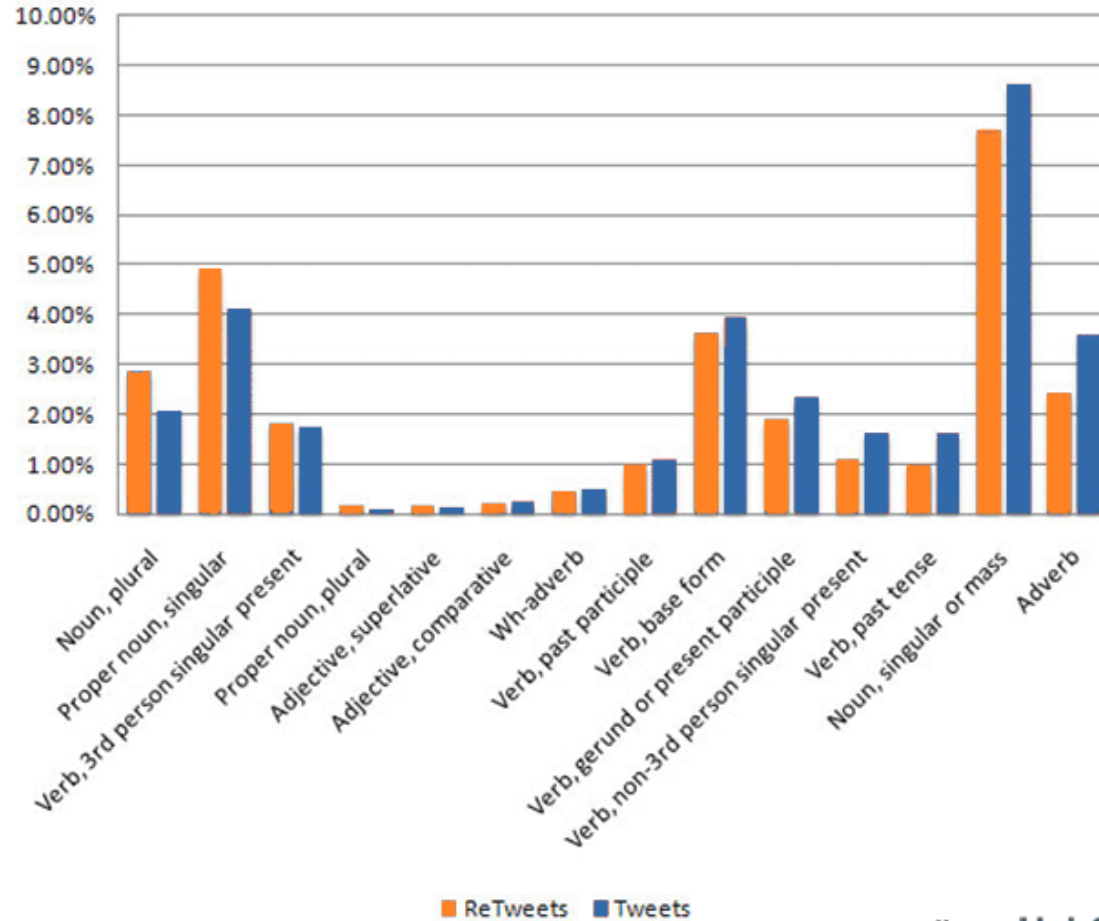
DanZarrella @ 

Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Write Plainly



Part-of-Speech Percentages



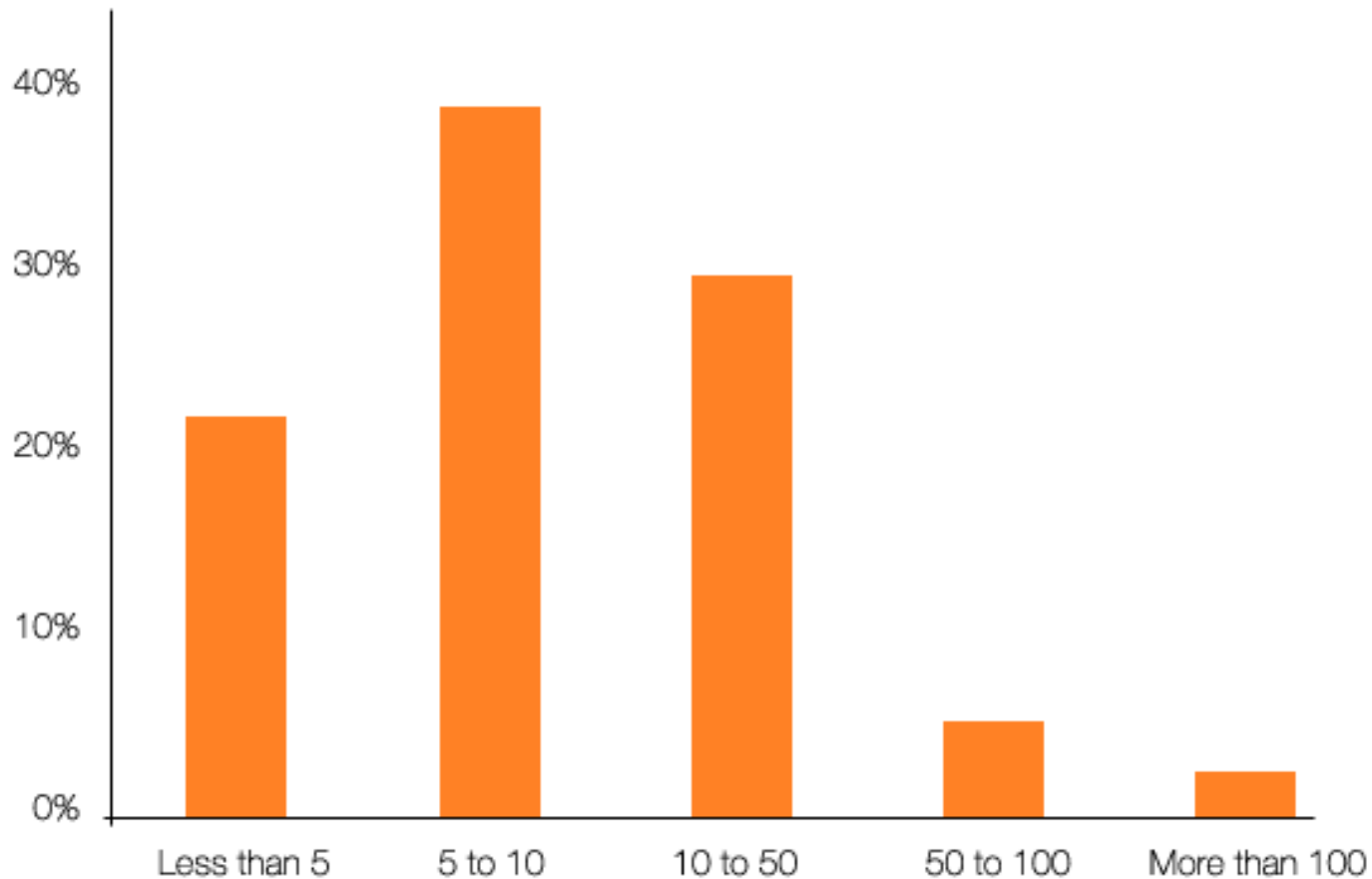
DanZarrella @ HubSpot

Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Most People Read (a lot of) Blogs



How many blogs do you read?

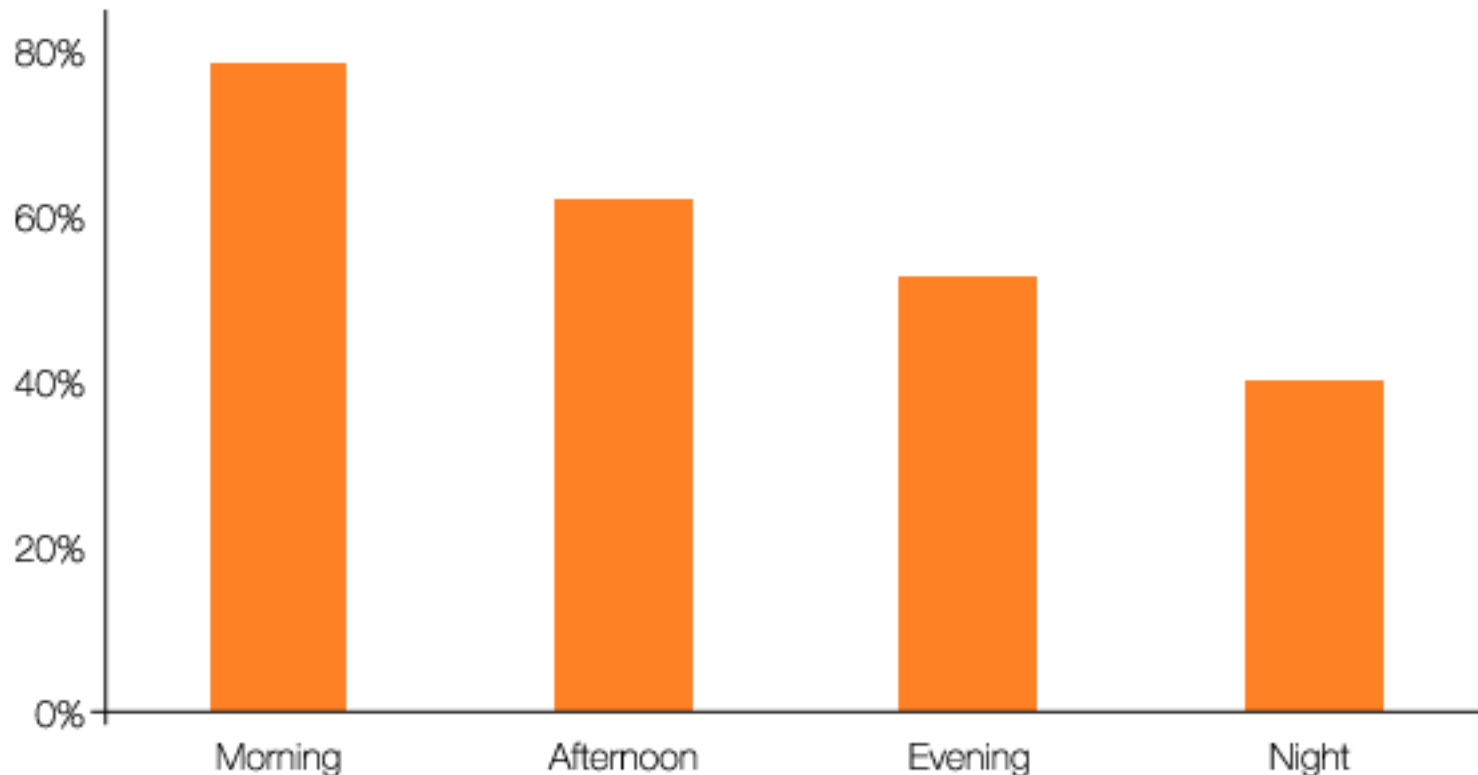


Source: Data from the Science of Blogging - <http://bit.ly/eZRm8w>

People Read More in the Mornings



When do you read blogs?

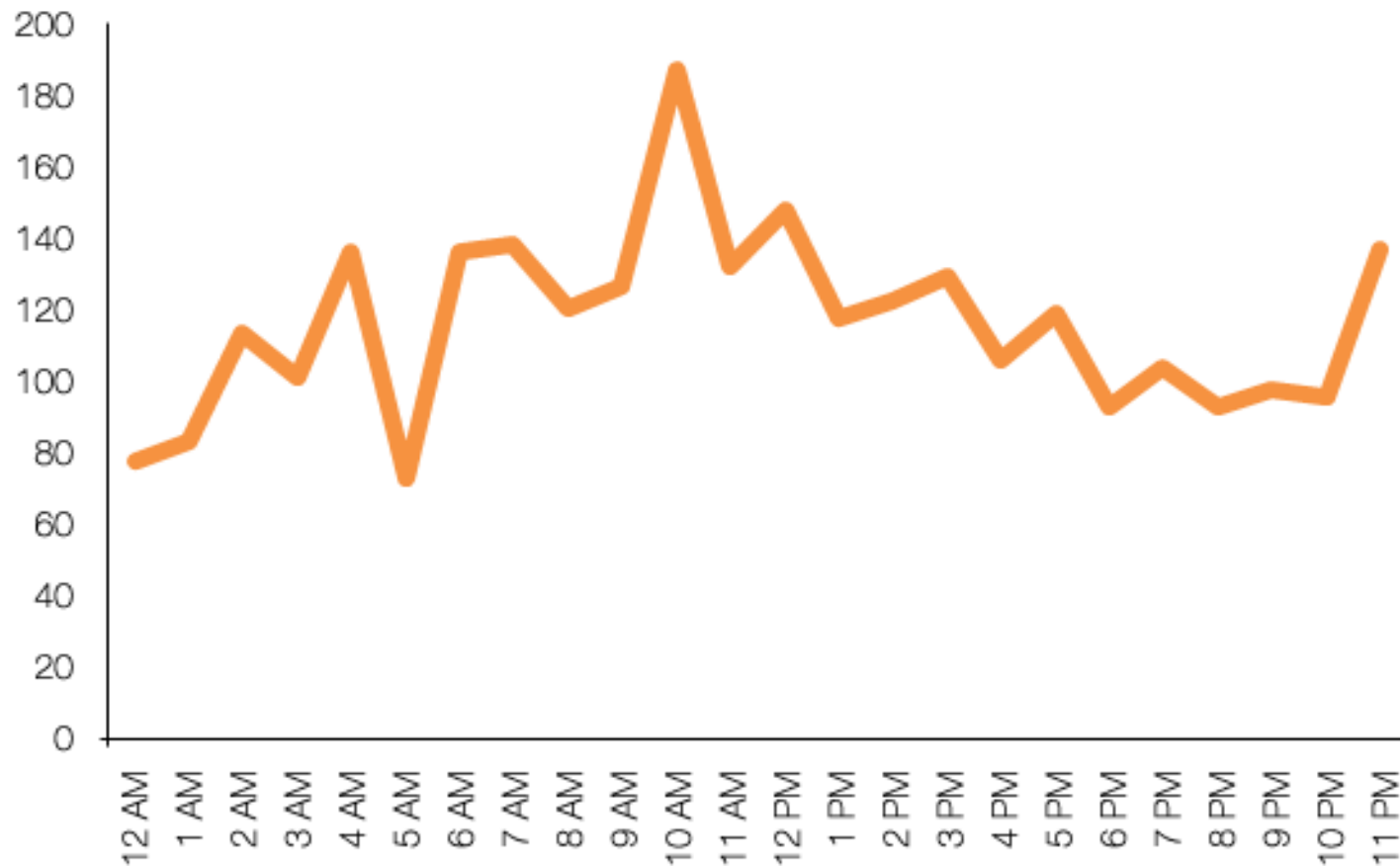


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

People Read More in the Mornings



Views by Hour of Day

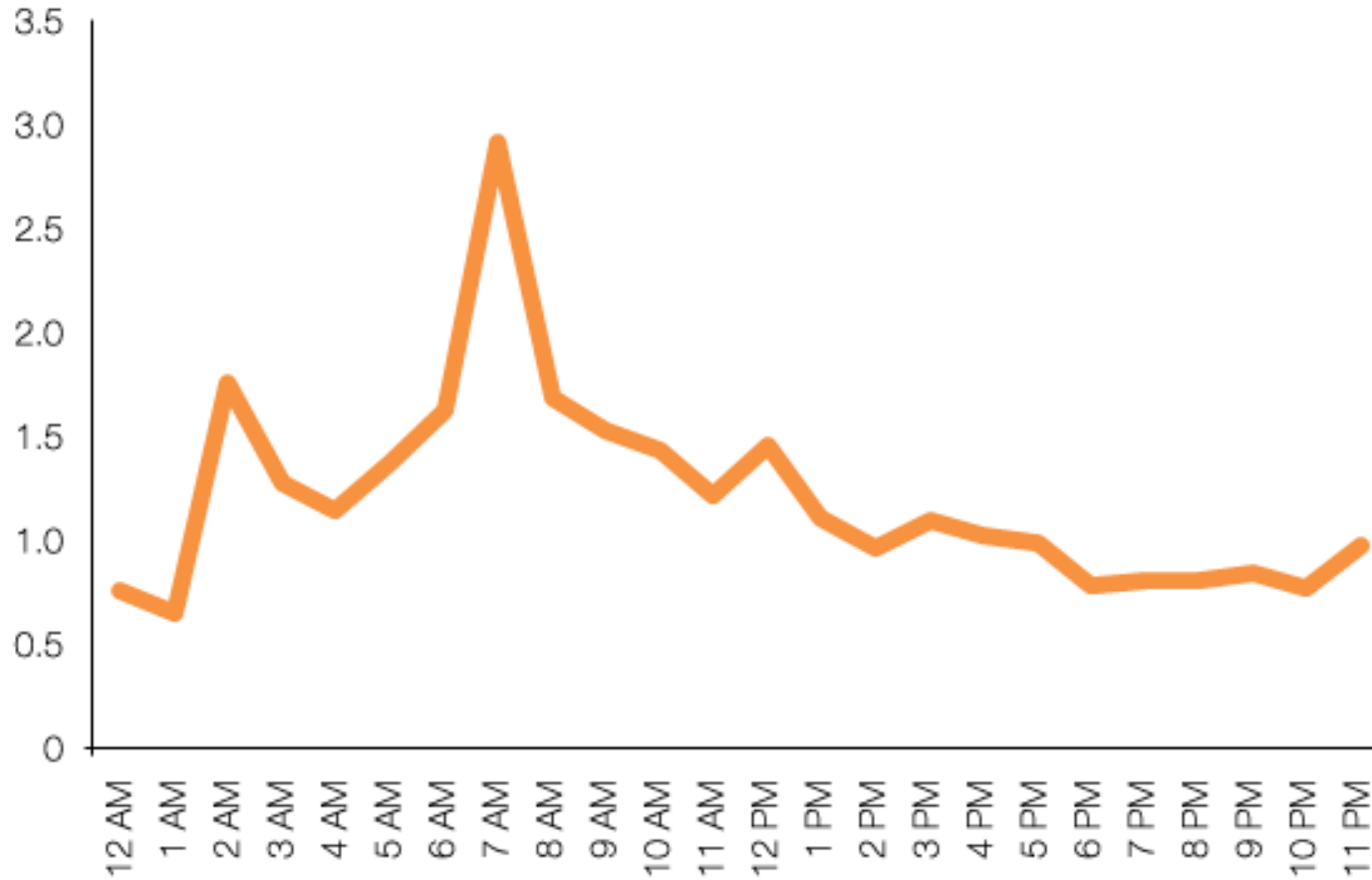


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

People Share More in the Mornings



Links by Hour of Day

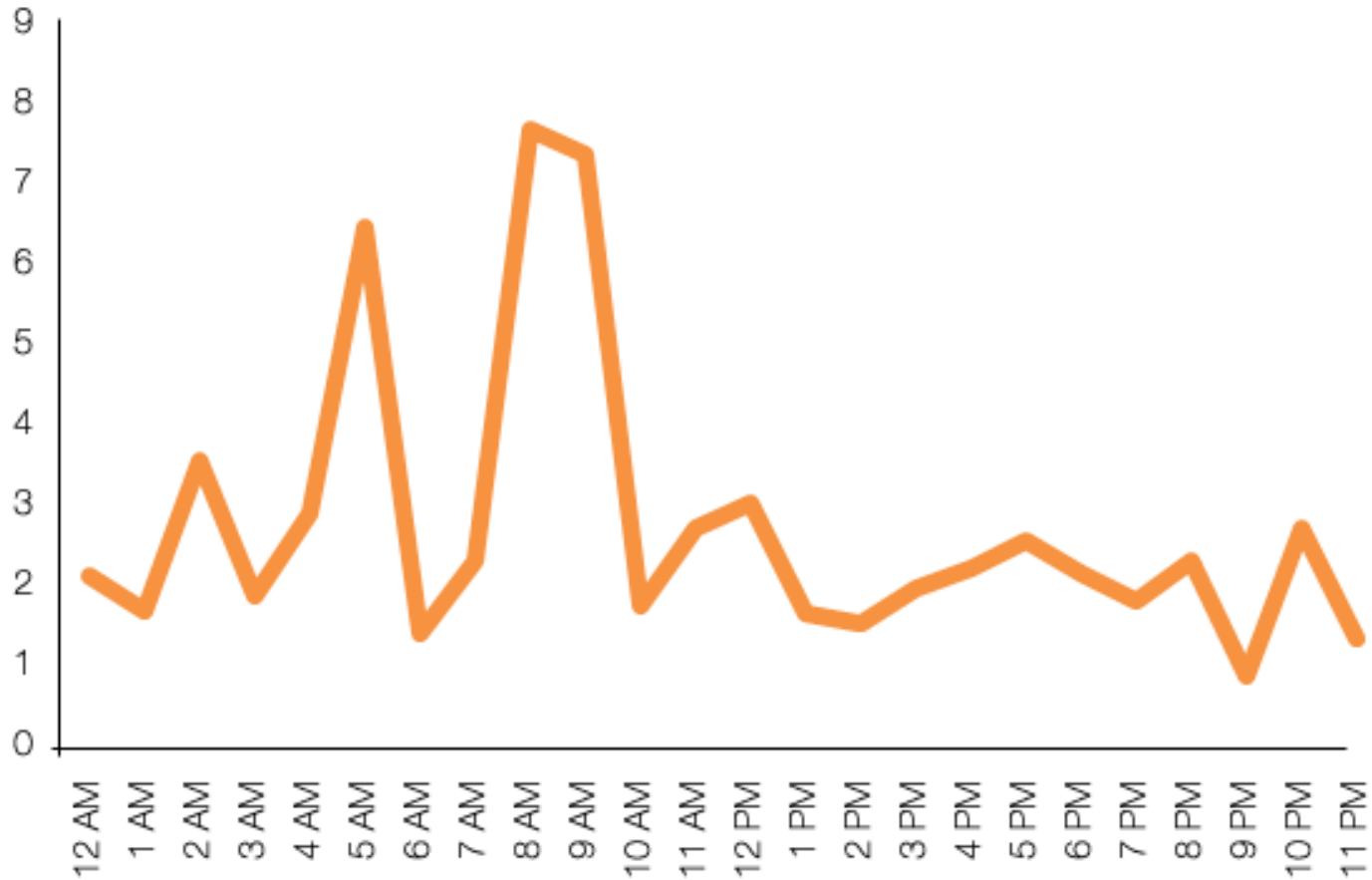


Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

People Comment More in the Mornings



Comments by Hour of Day



Source: Data from the Science of Blogging - <http://bit.ly/ezRm8w>

Download the On-Demand Webinar



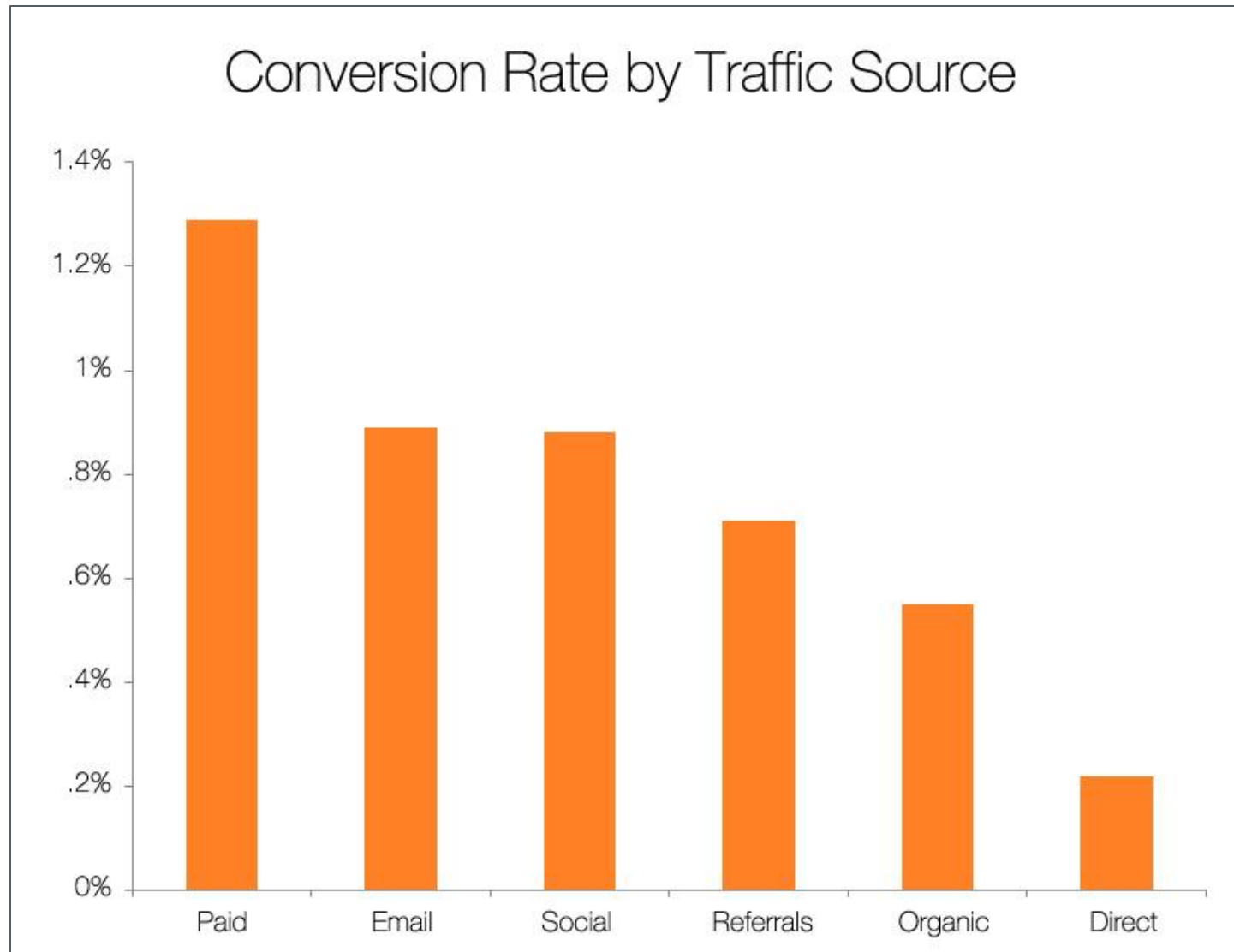
The Science of Blogging

<http://bit.ly/ezRm8w>



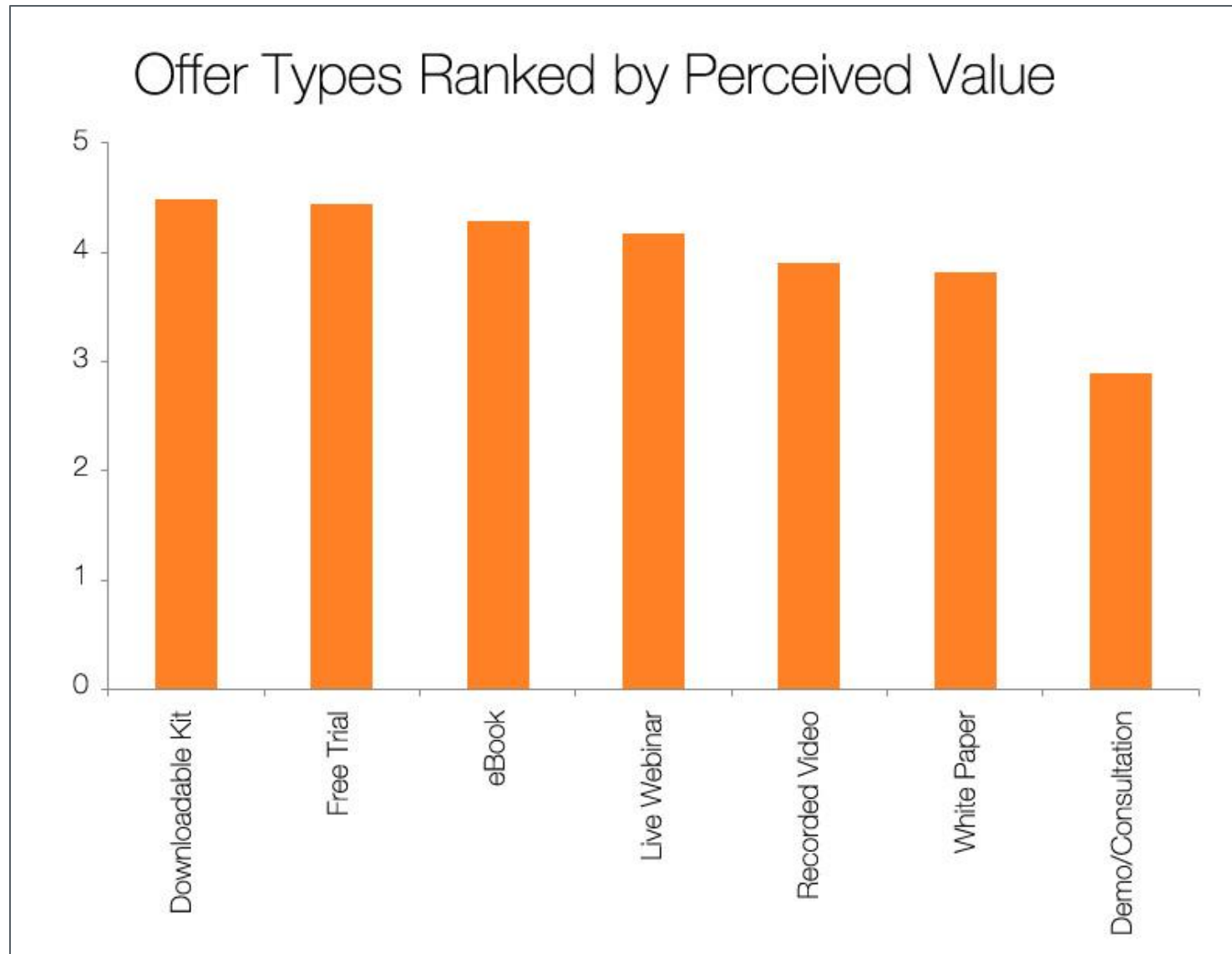
The Science of Lead Generation

Paid and Email top Conversion Rate



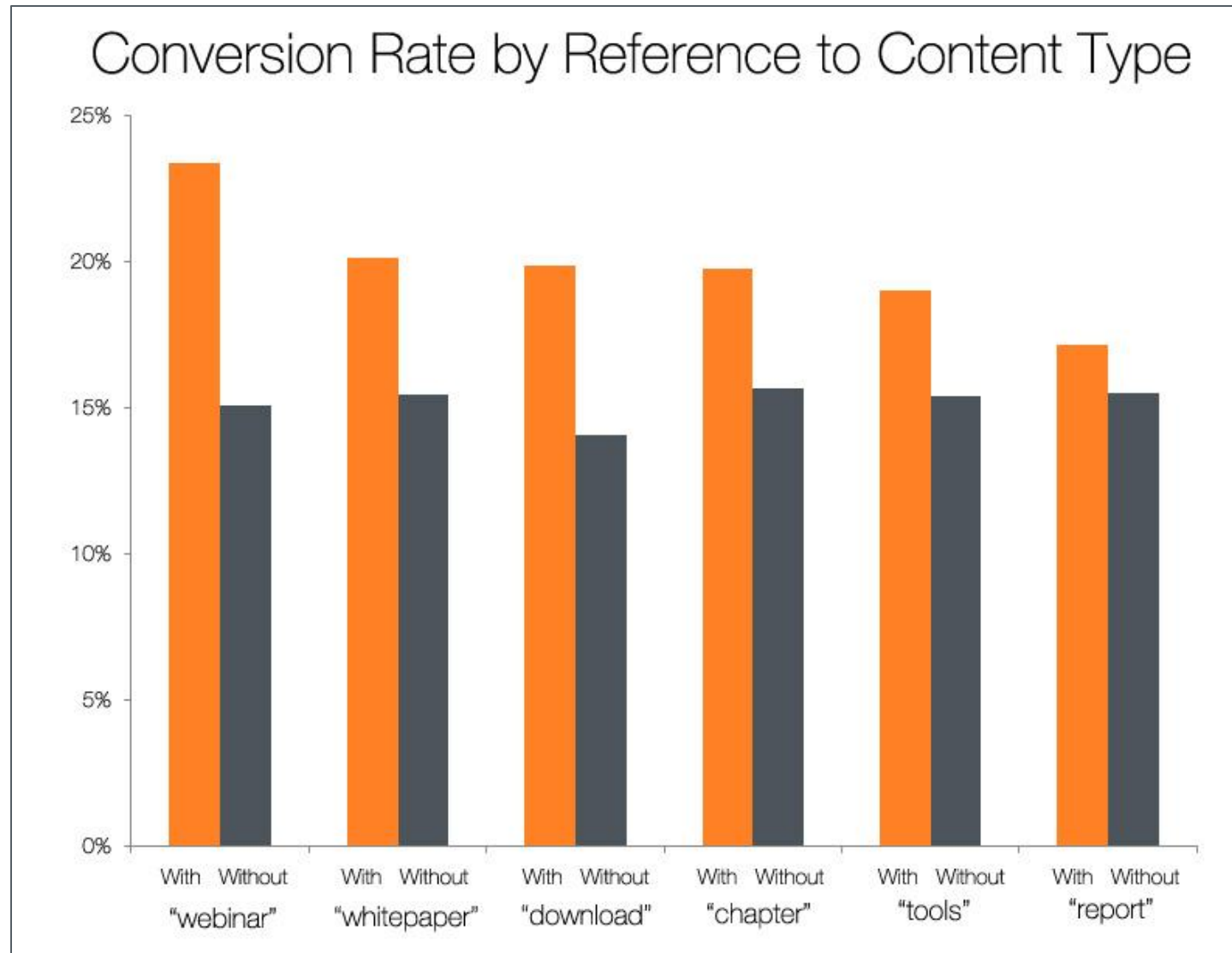
Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

On-Demand Content Rocks



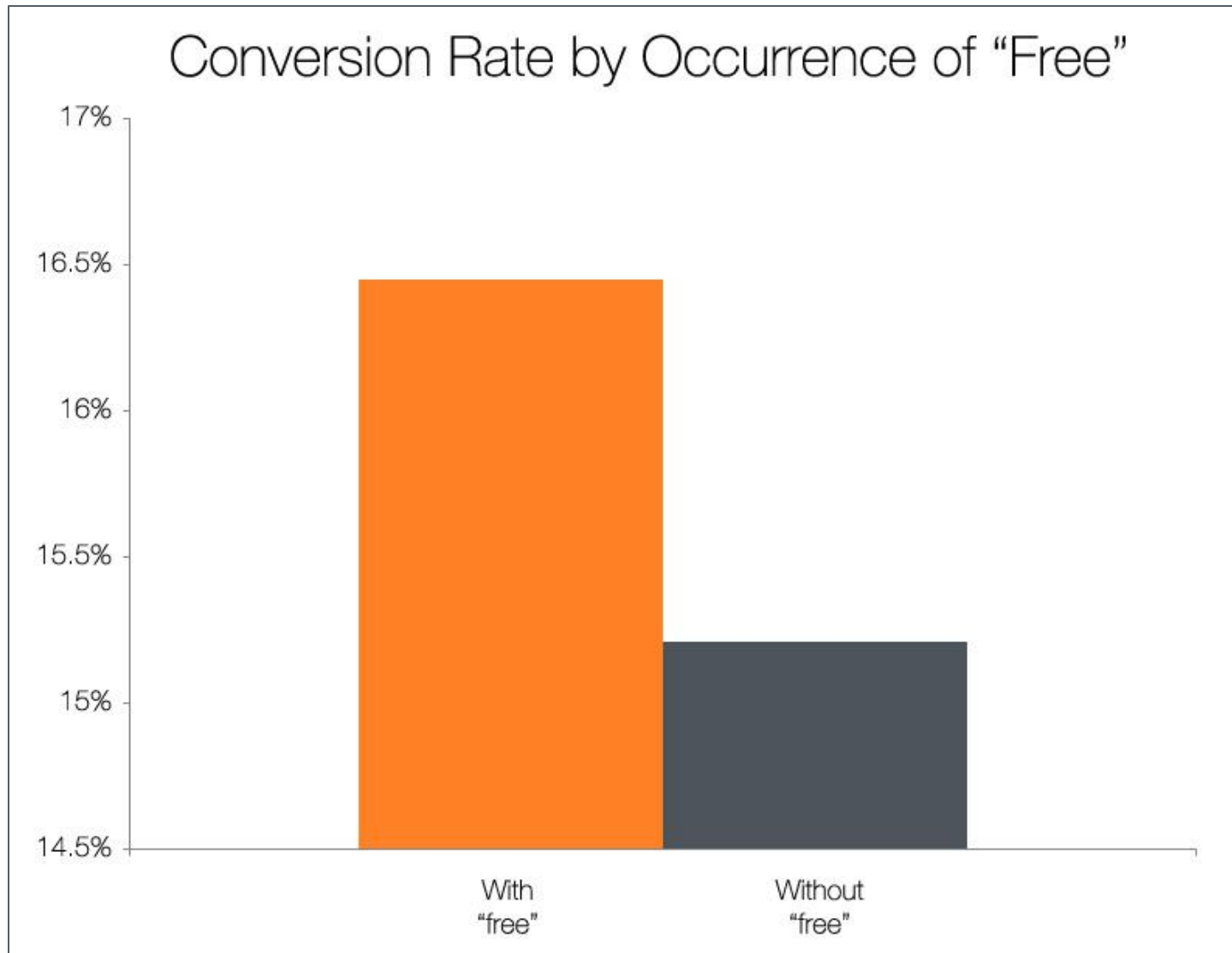
Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

Include Your Content Type



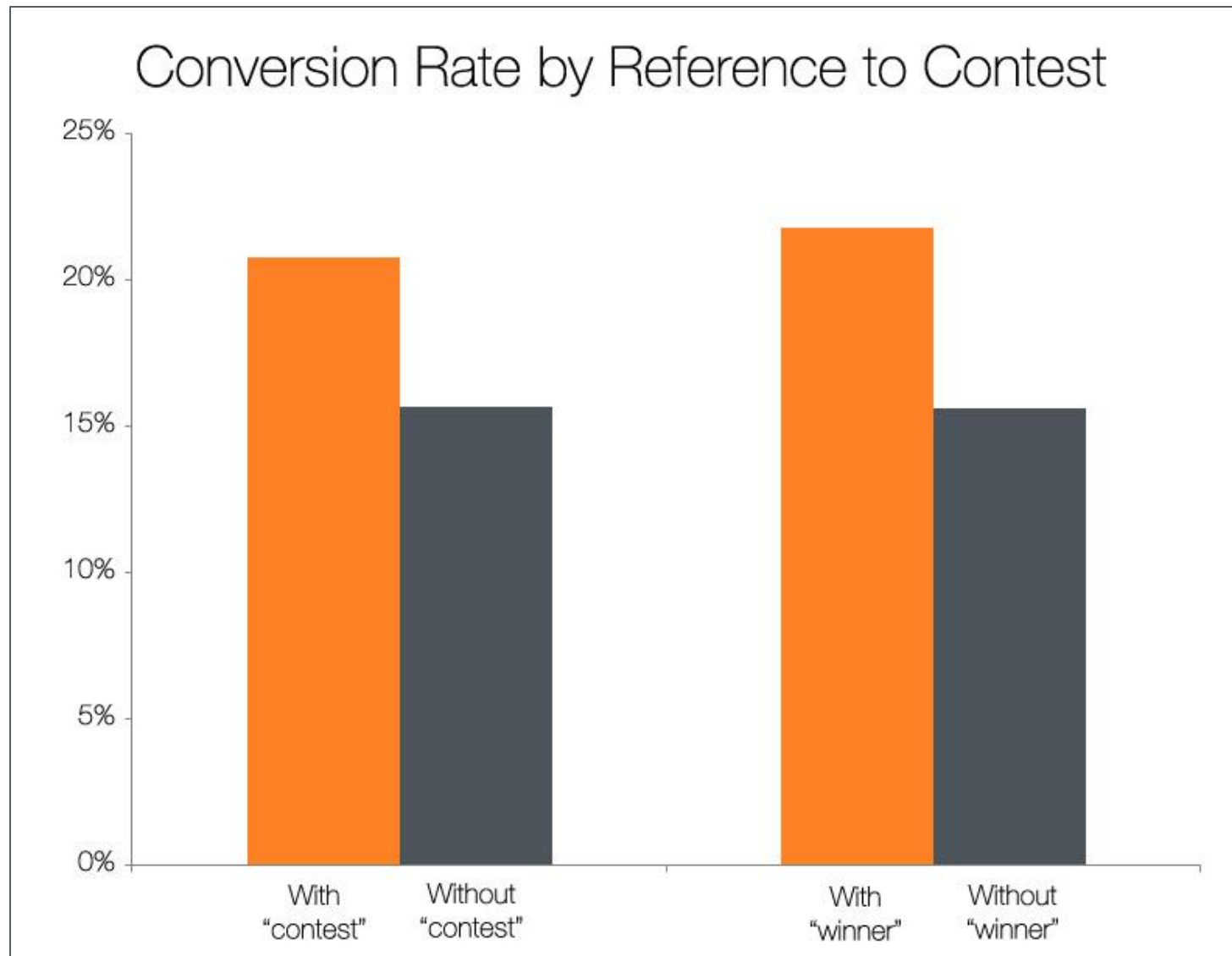
Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

Make Your Offer Free



Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

People Like Contests

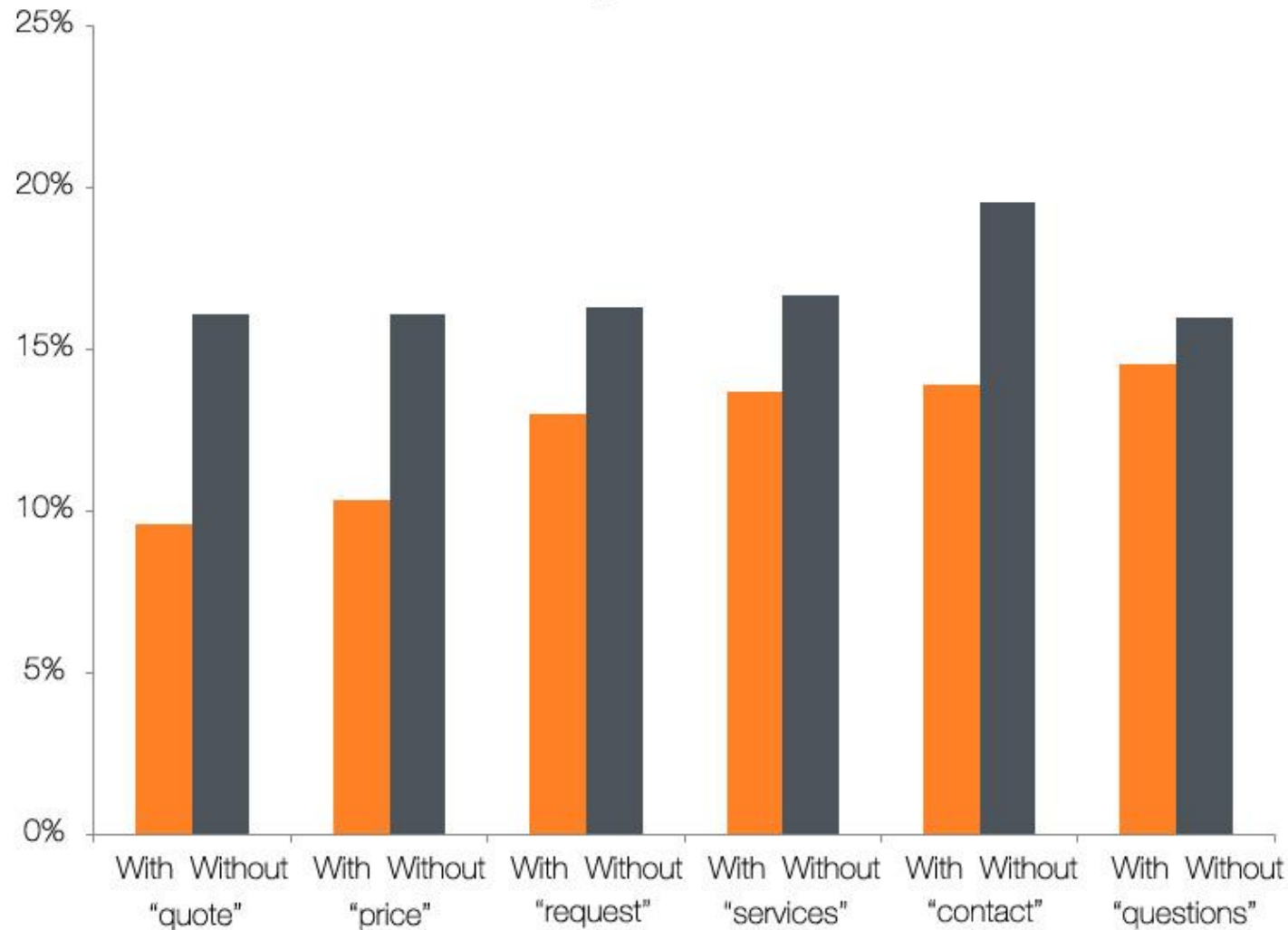


Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

Don't Ask to be Contacted

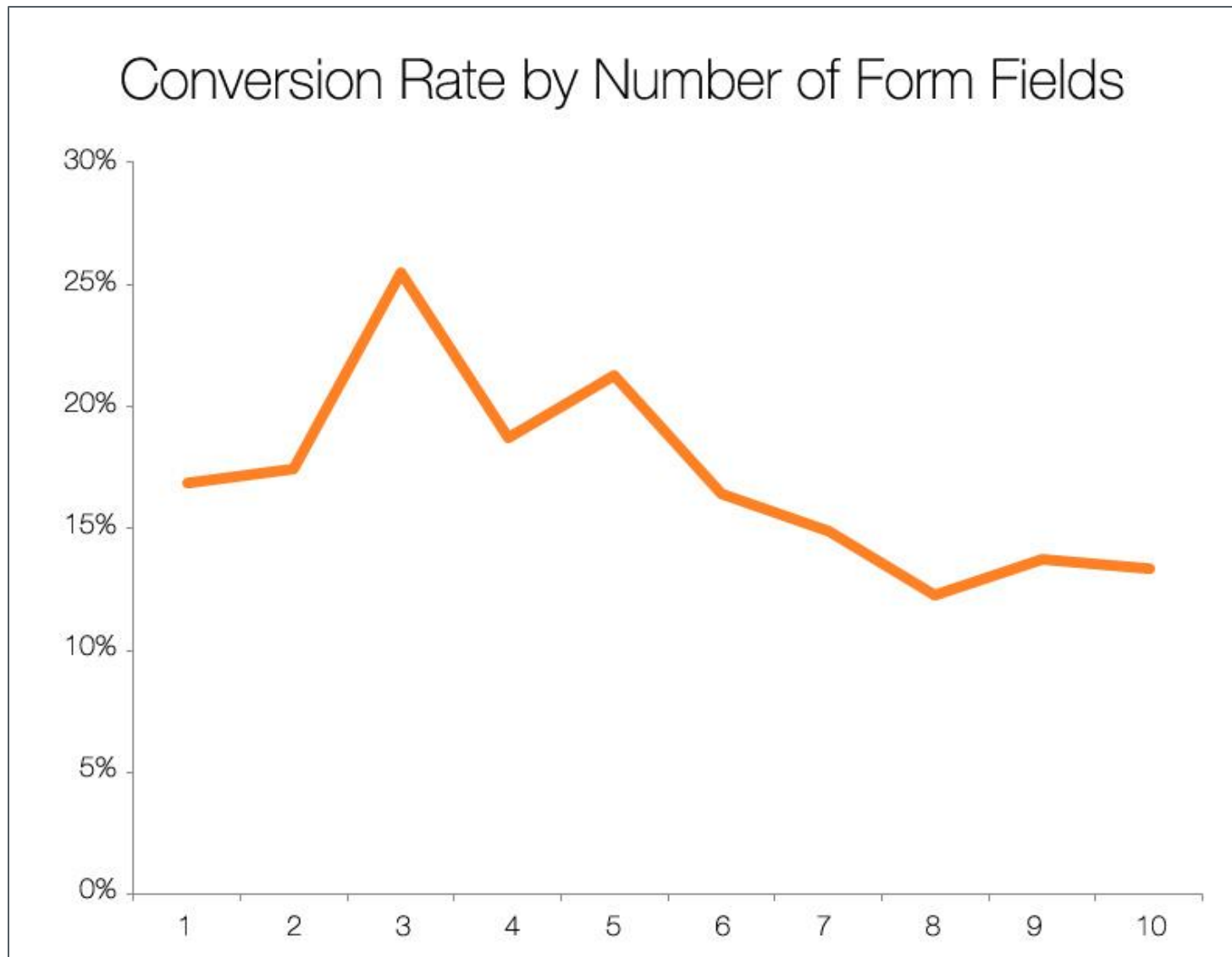


Conversion Rate by Reference to Contact



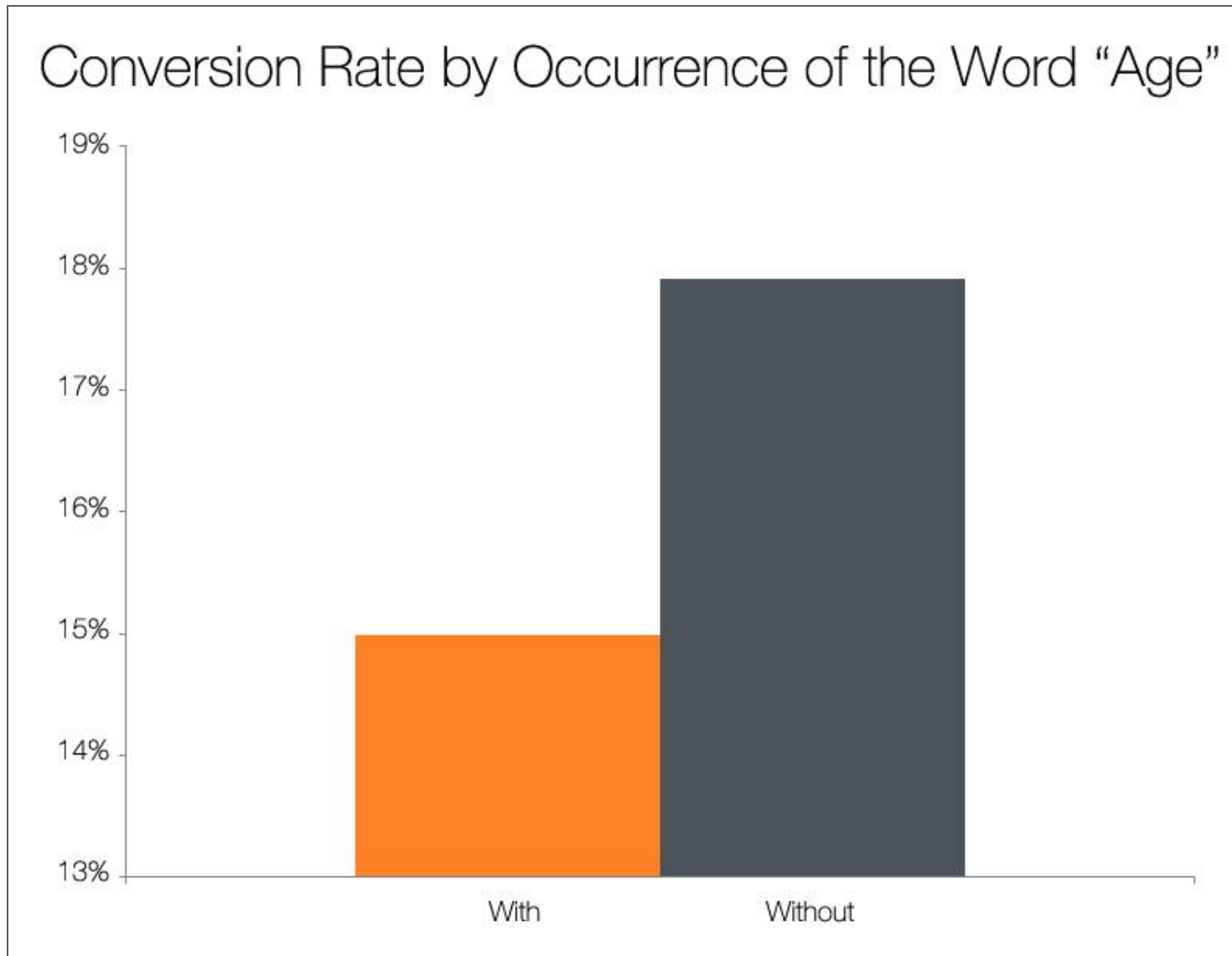
Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

Less Fields = More Leads



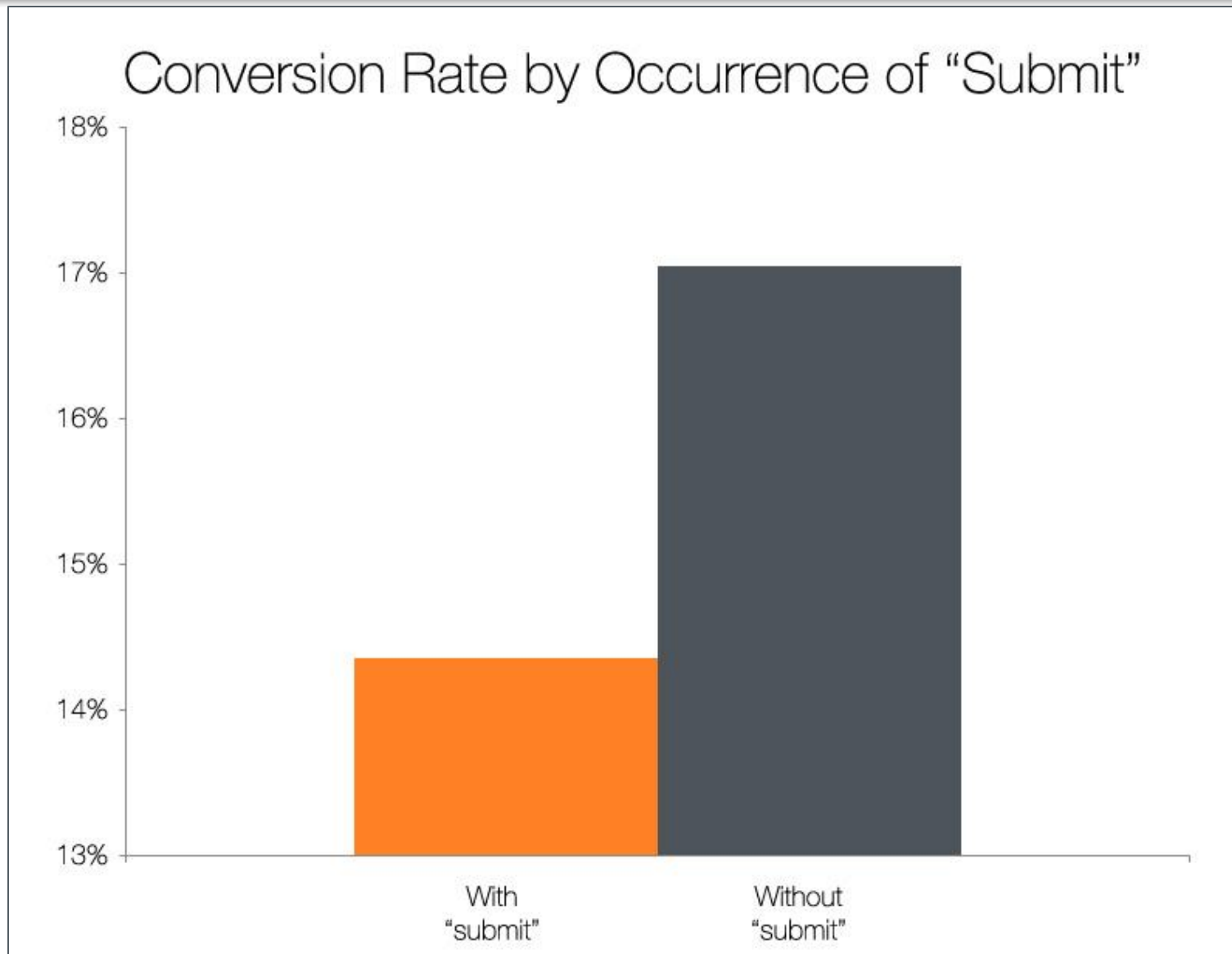
Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

Don't Ask for Age



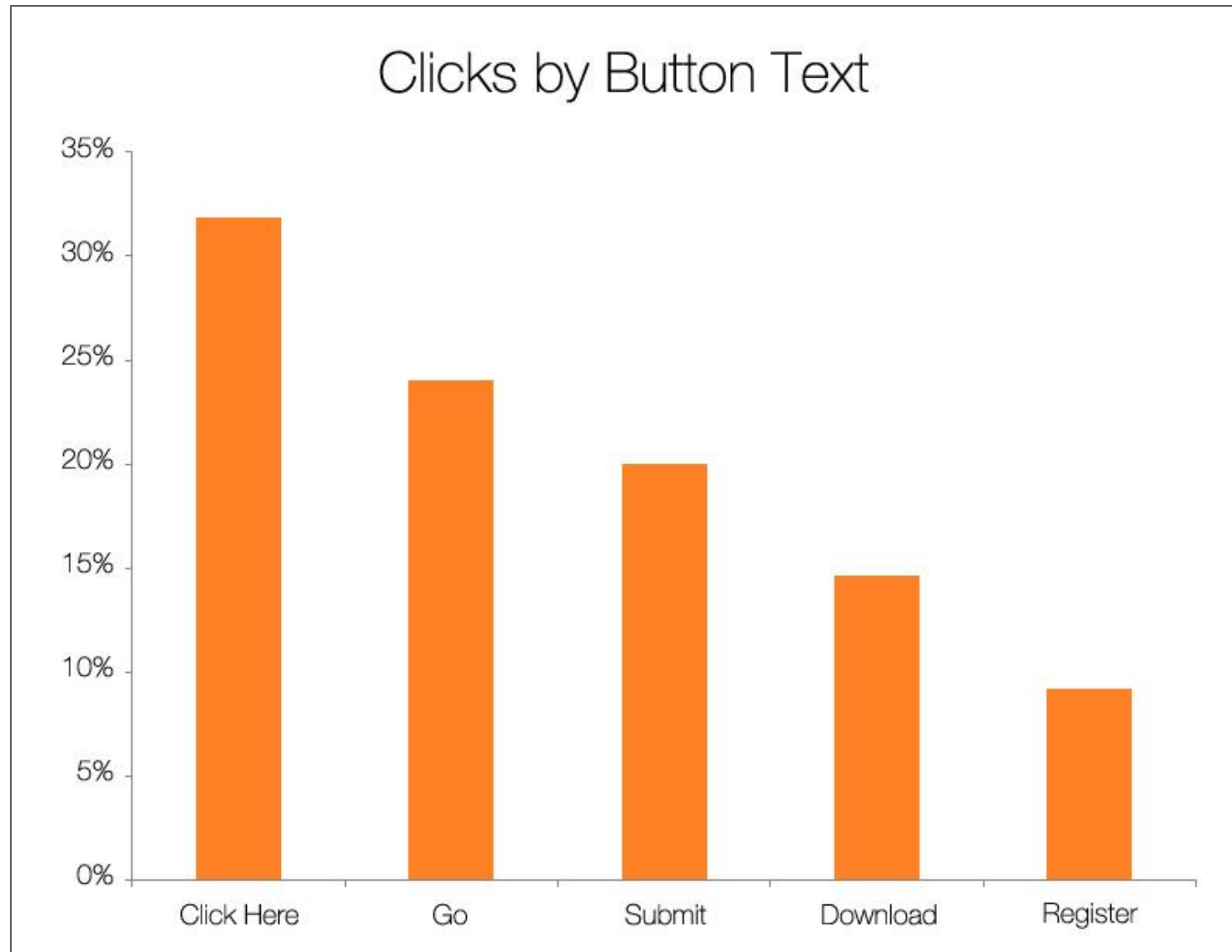
Source: Data from The Science of Lead Generation - <http://bit.ly/fyoJqs>

Don't Be Boring



Source: Data from the Science of Lead Generation - <http://bit.ly/fyoJqs>

Spice Up Your Button



Source: Data from the Science of Lead Generation - <http://bit.ly/fyoJqs>

Download the On-Demand Webinar



The Science of Lead Generation

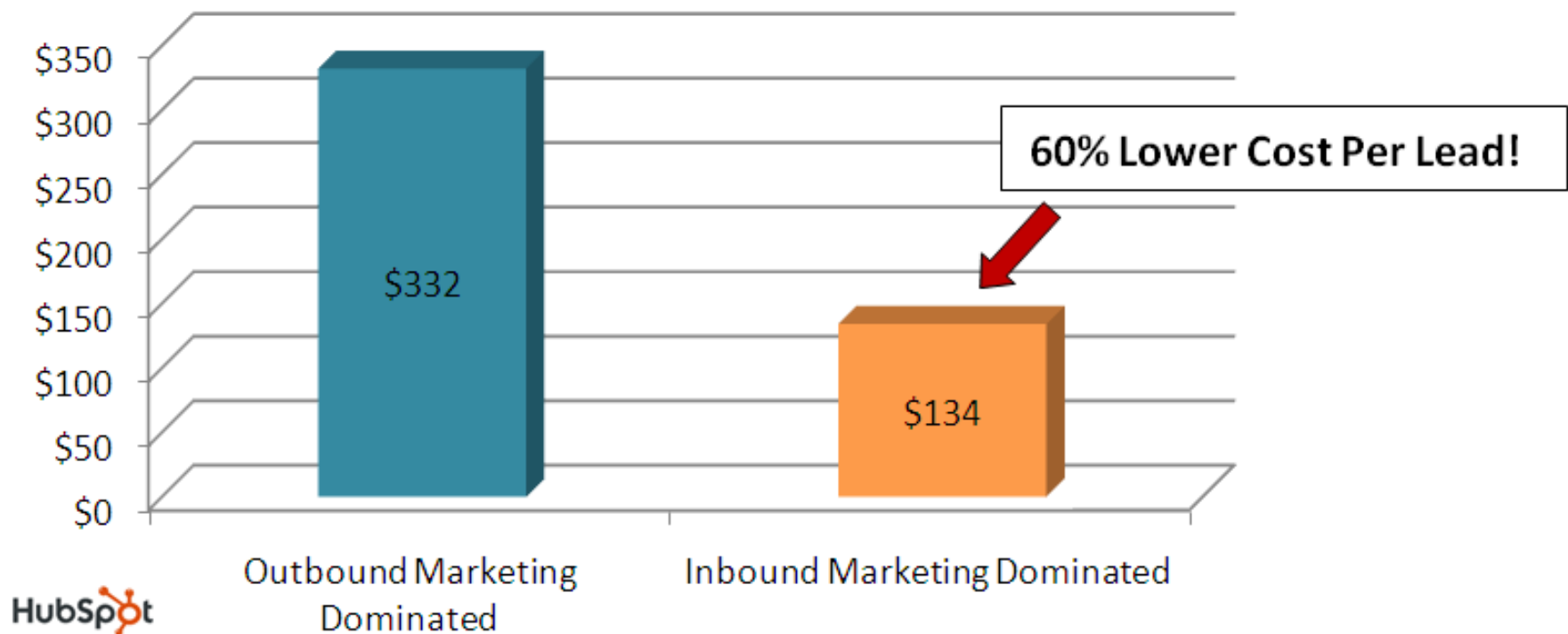
<http://bit.ly/fyoJqs>

State of Inbound Marketing

Inbound Marketing is More Effective

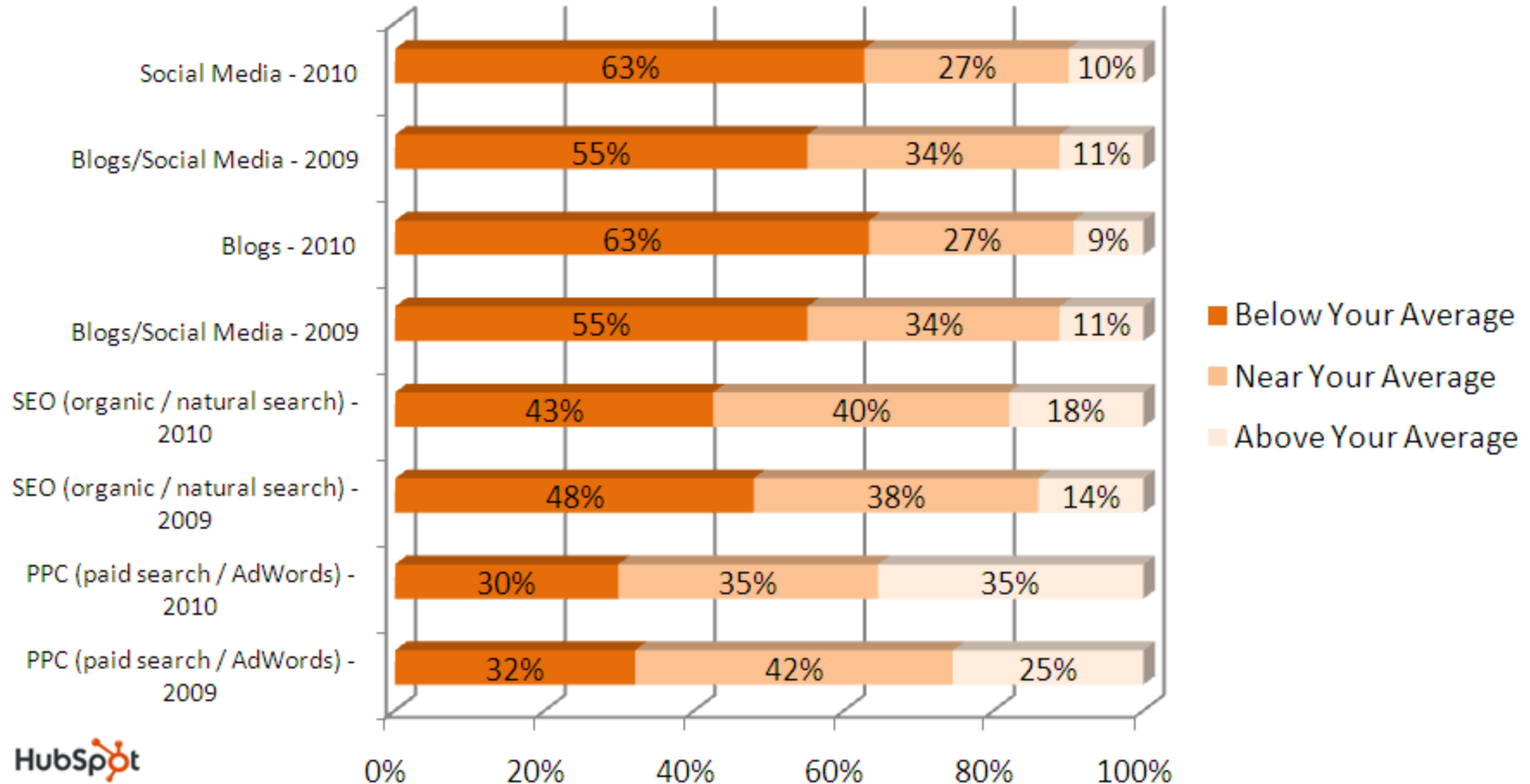


Average Cost Per Lead



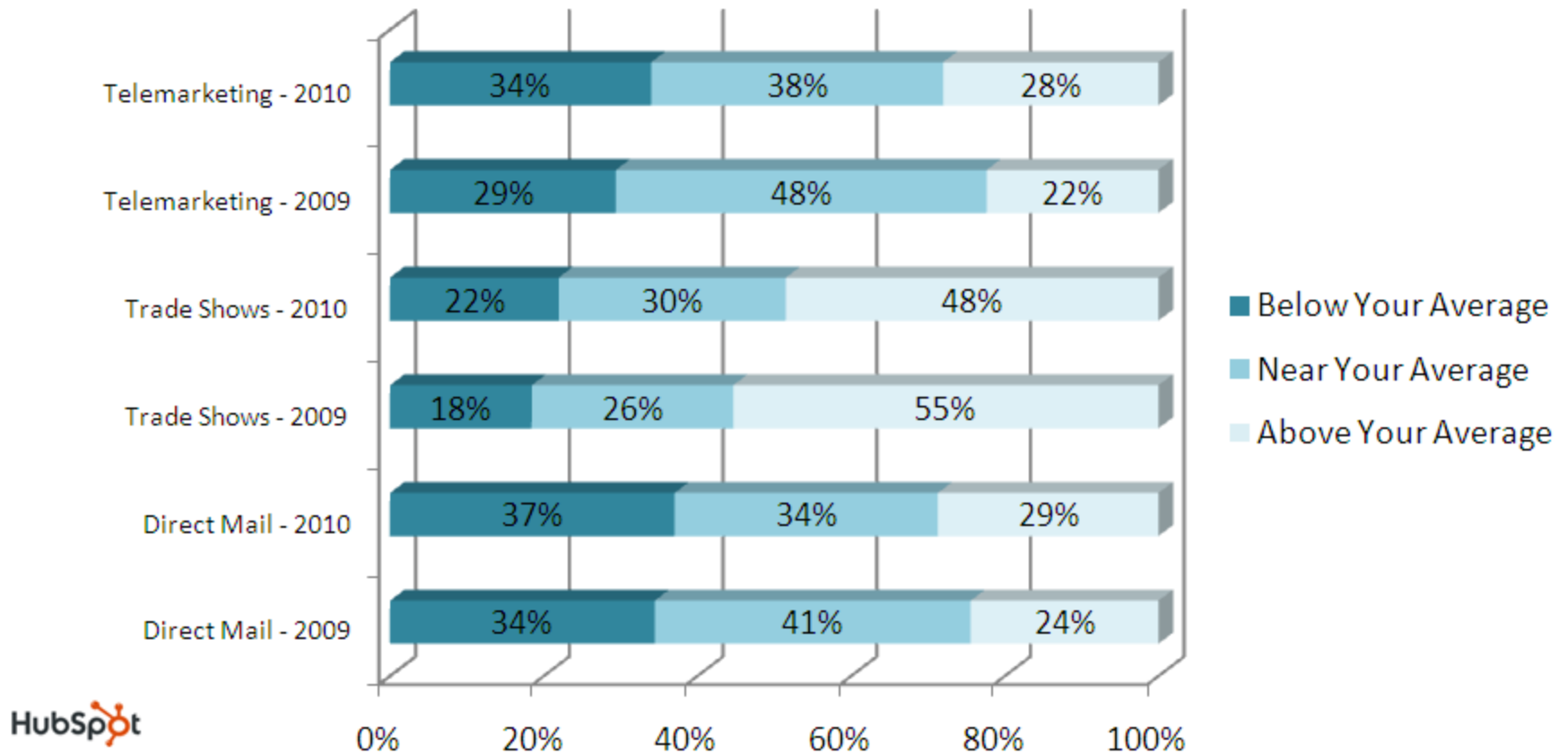
Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Inbound Marketing is More Effective



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

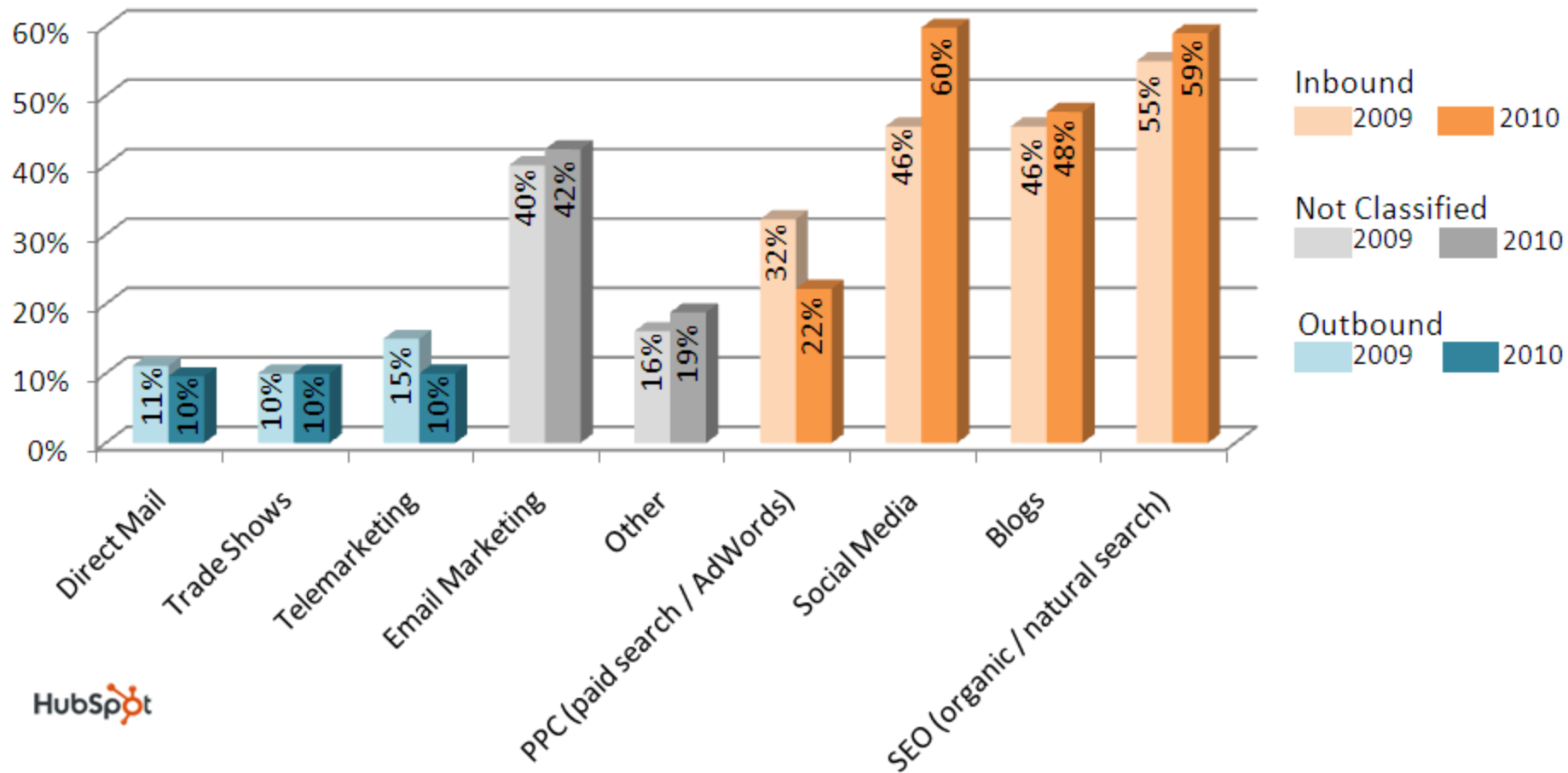
Outbound Marketing is Less Effective



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Inbound Marketing Is More Important

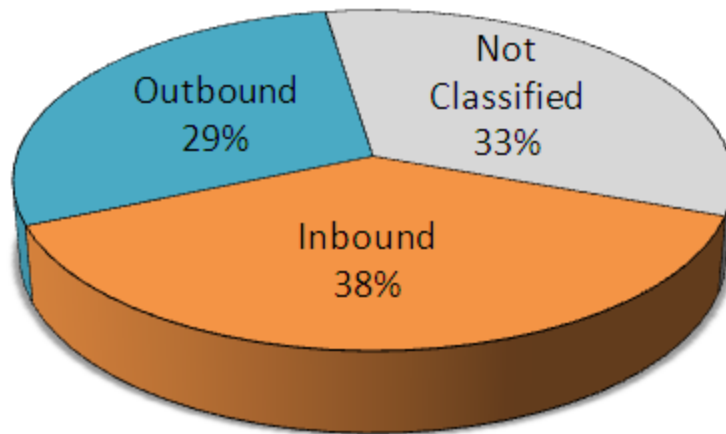
Sources of Leads That Have Become More Important in the Last 6 Months



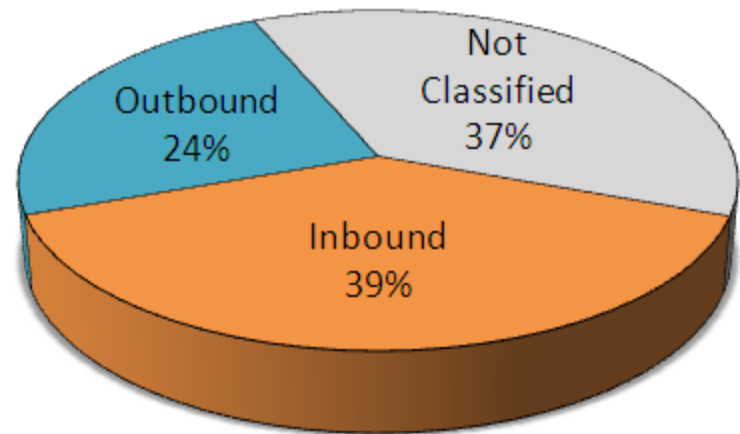
Outbound Spending Decreasing



2009 Lead Generation Budget



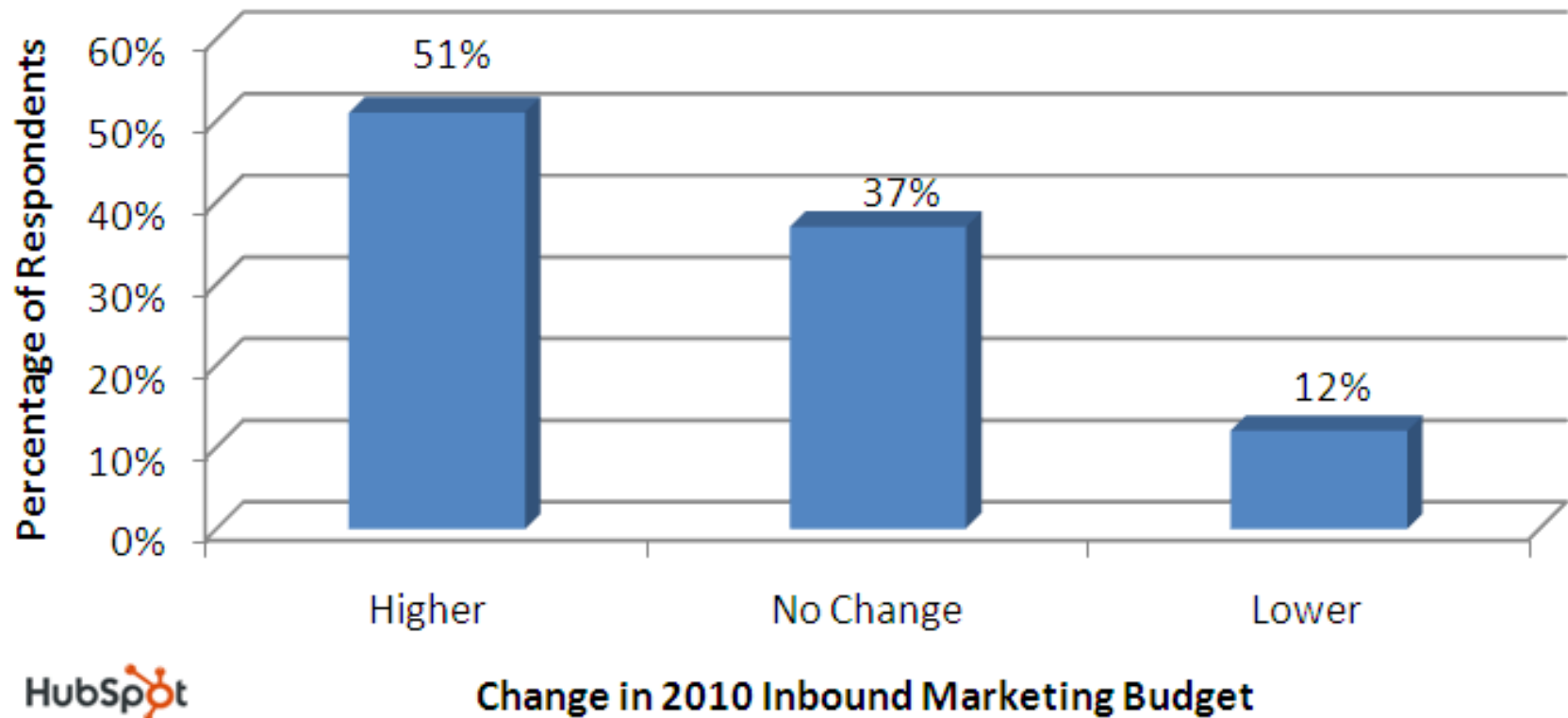
2010 Lead Generation Budget



Inbound Marketing Budgets Increasing



2010 Inbound Marketing Budgets Compared to 2009

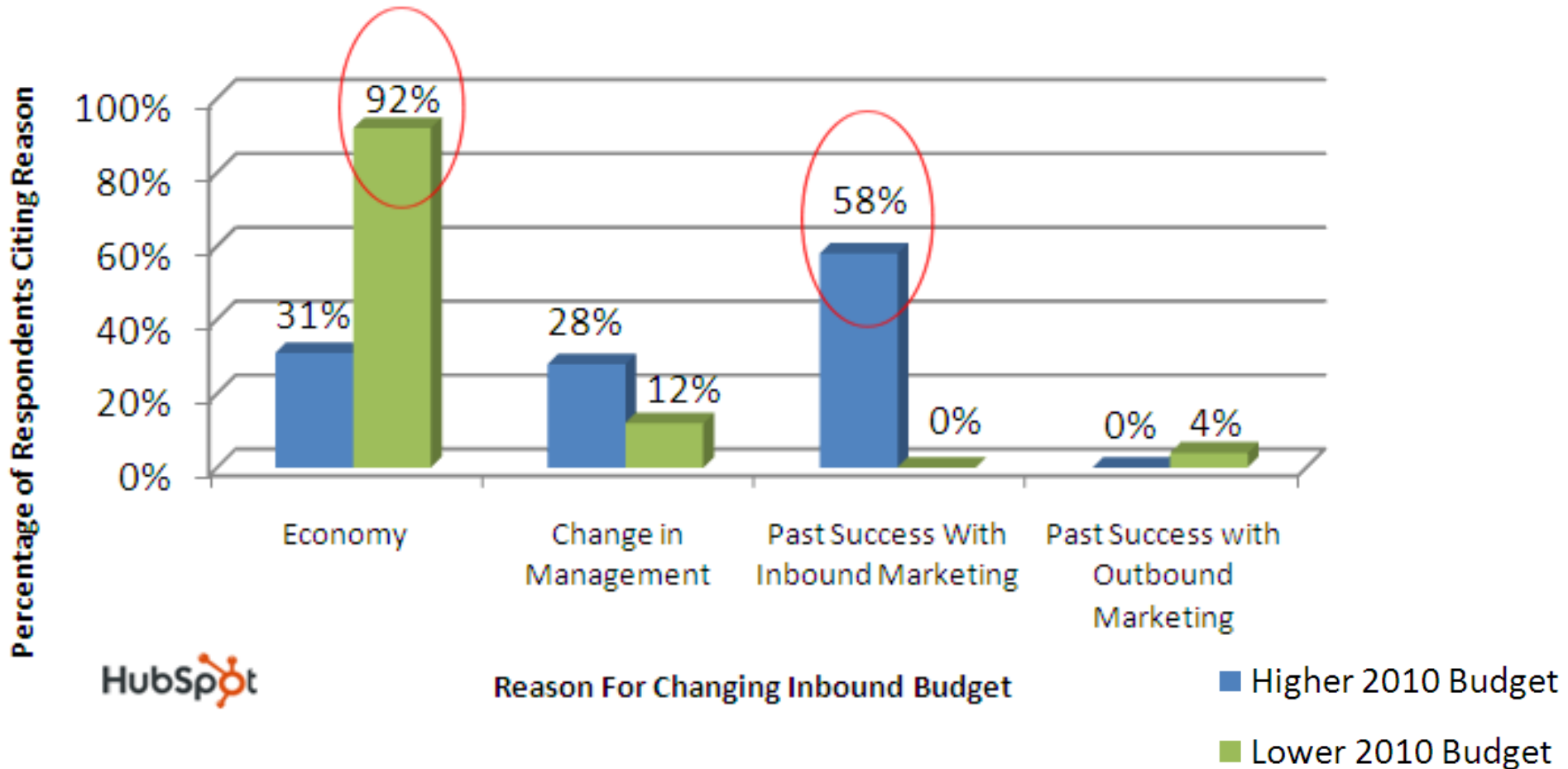


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Success Drives Investment in Inbound



Why Businesses Are Changing Inbound Marketing Budgets

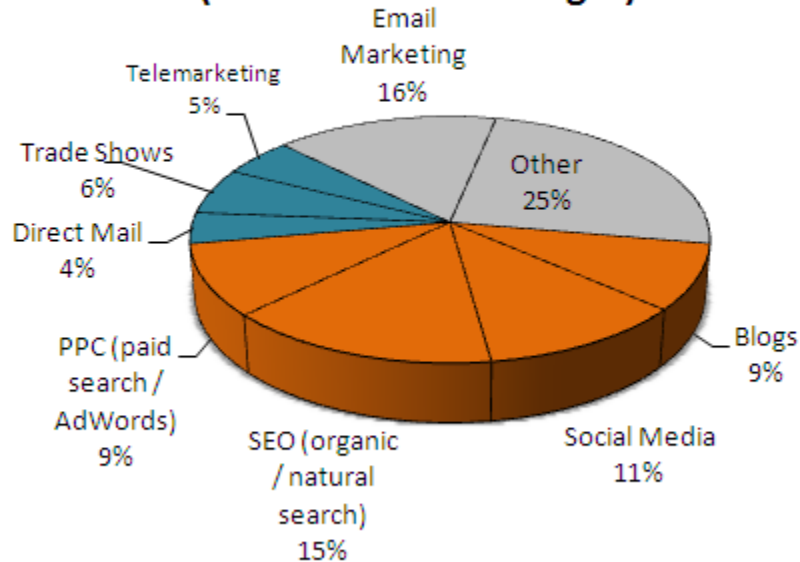


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

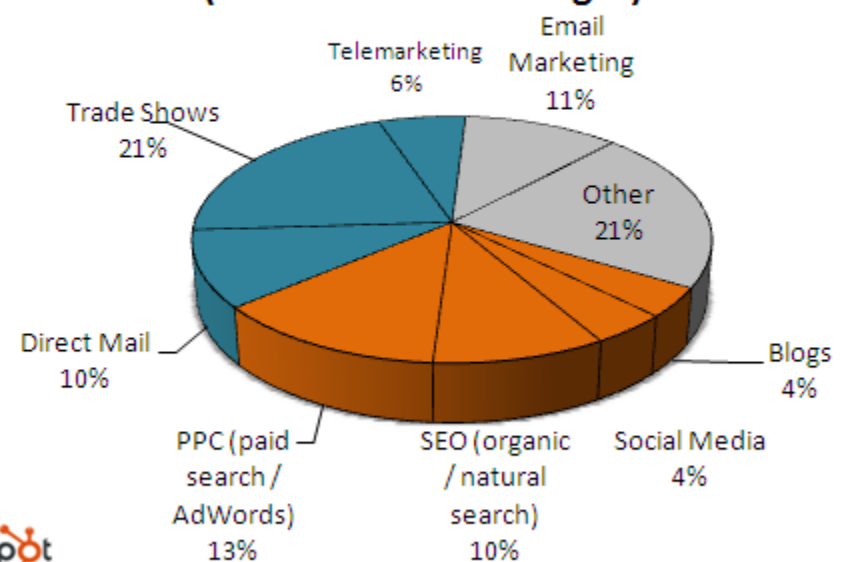
Small Companies Do More Inbound



**1-10 Employees
(2010 Lead Gen Budget)**



**50 or More Employees
(2010 Lead Gen Budget)**

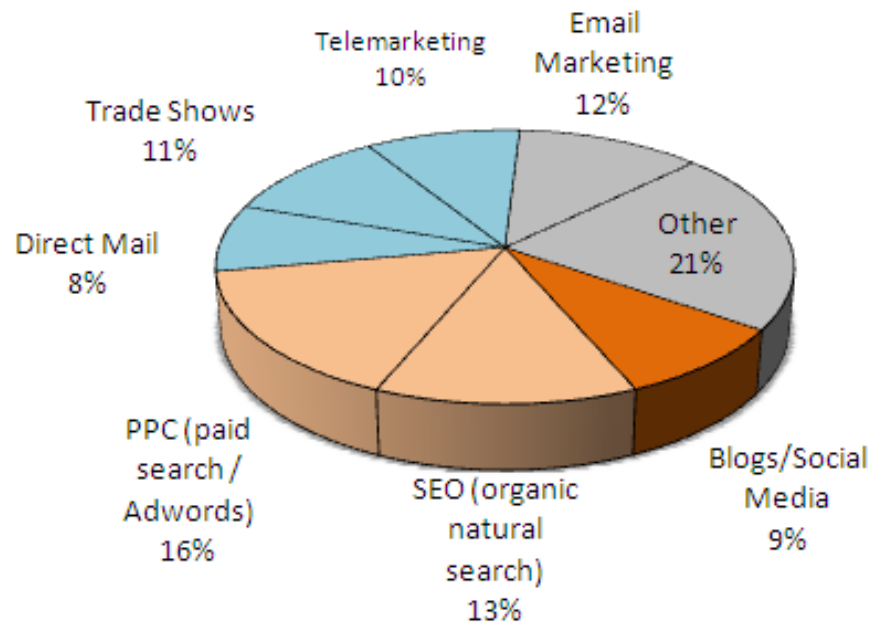


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

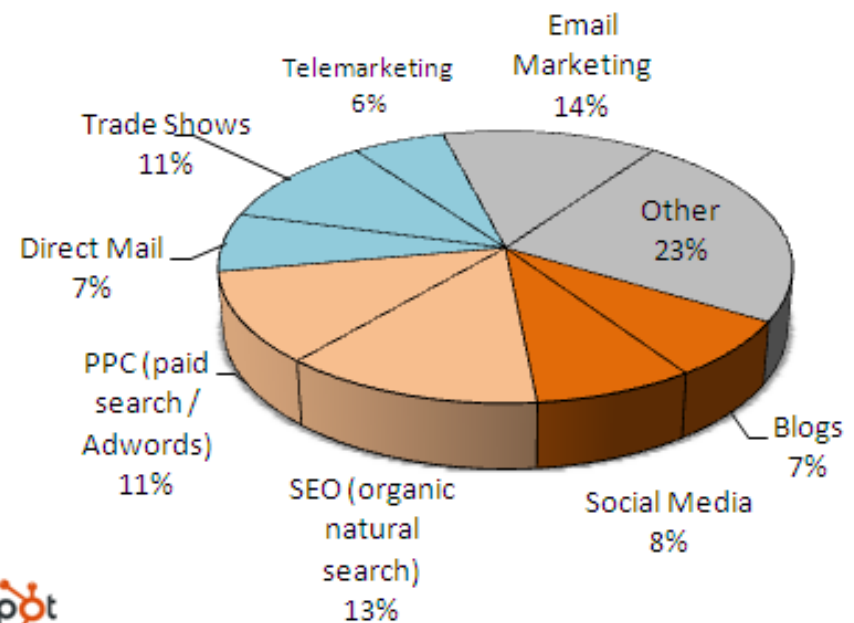
Telemarketing, Paid Search Decrease



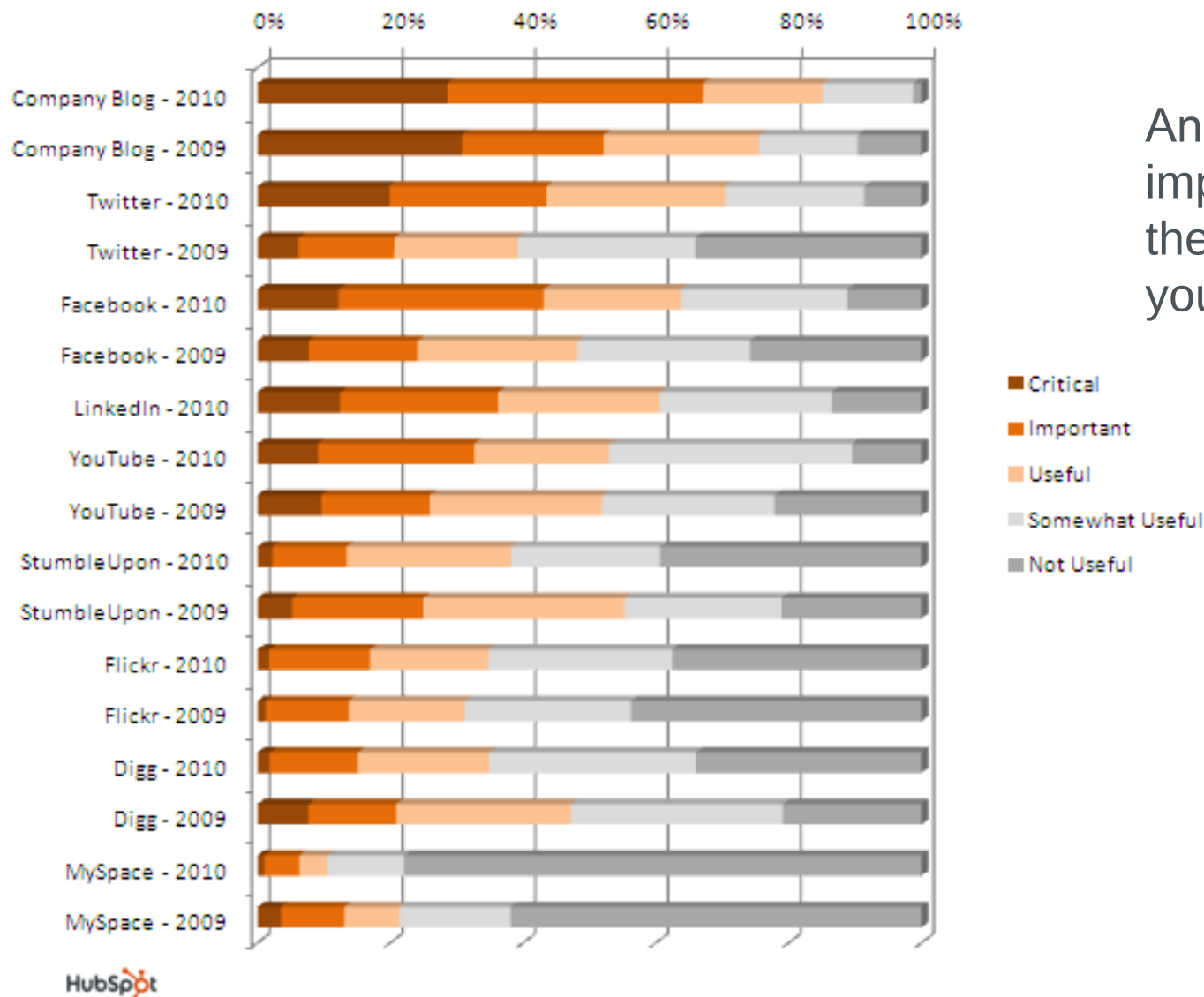
2009 Lead Generation Budget



2010 Lead Generation Budget



Changes in Social Media Landscape

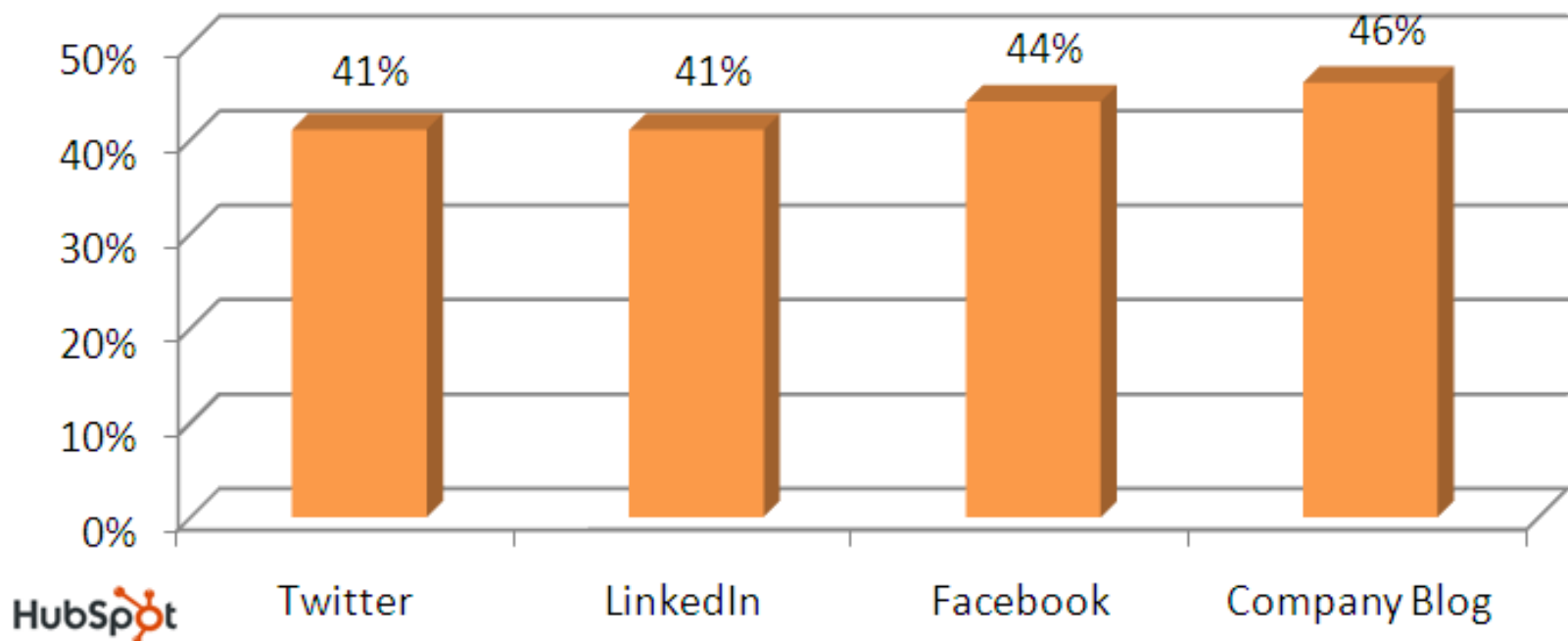


Answer to “How important are these services to your business?”

Social Media is for Leads and Sales



Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel

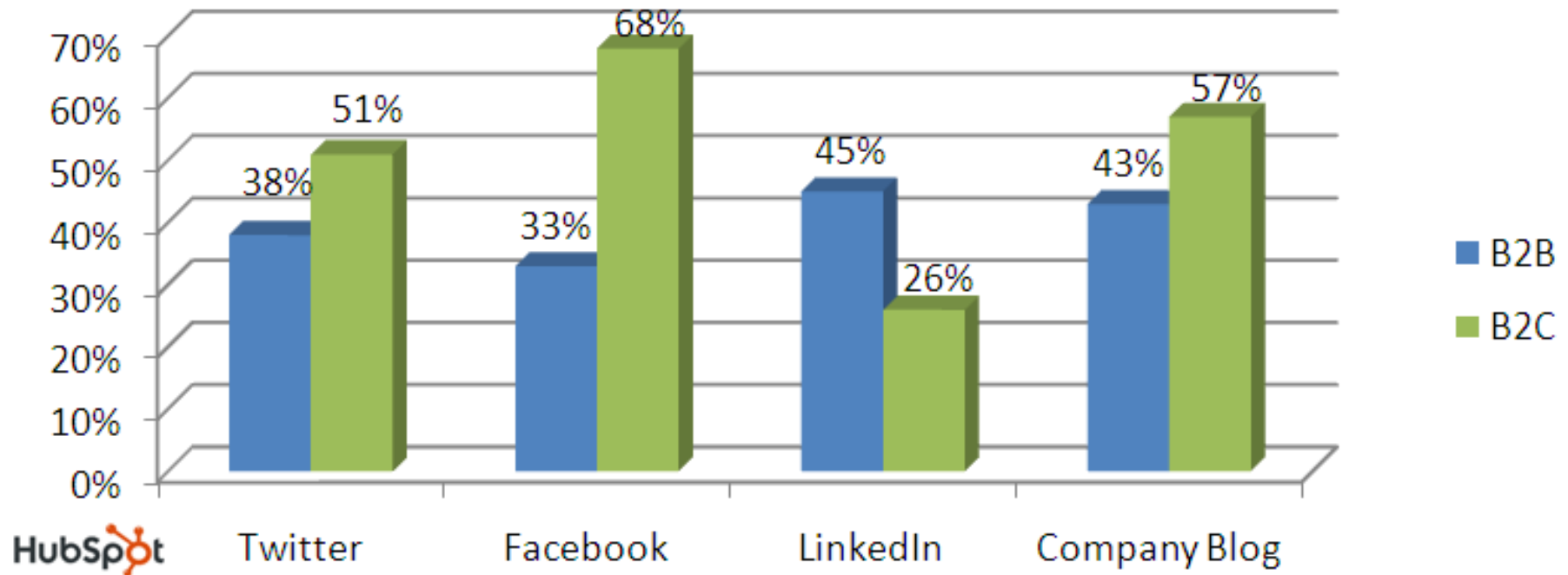


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Social Media is for B2B and B2C



Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel

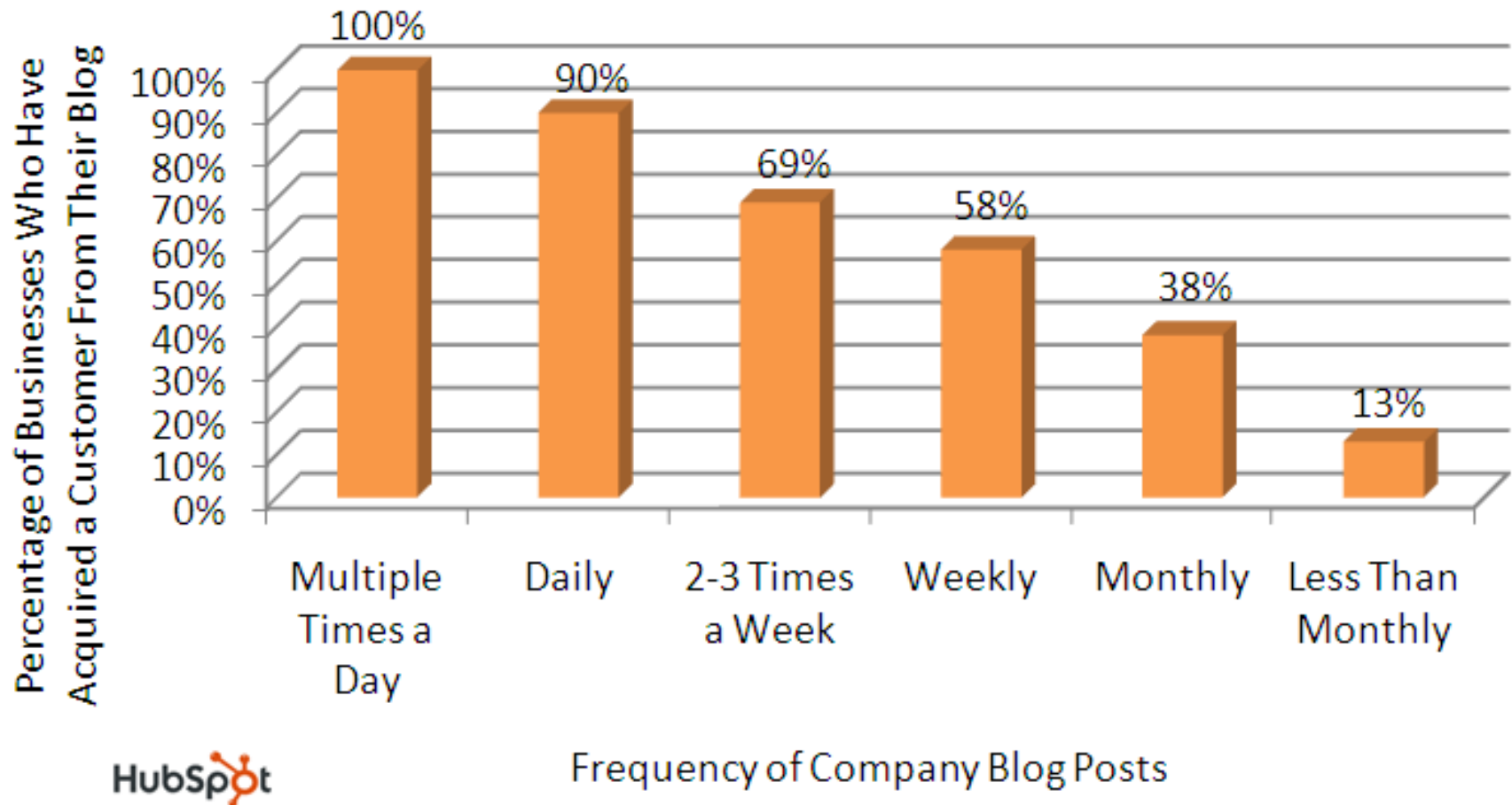


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Blog Posting More Often Drives Results



Blog Post Frequency vs. Customer Acquisition

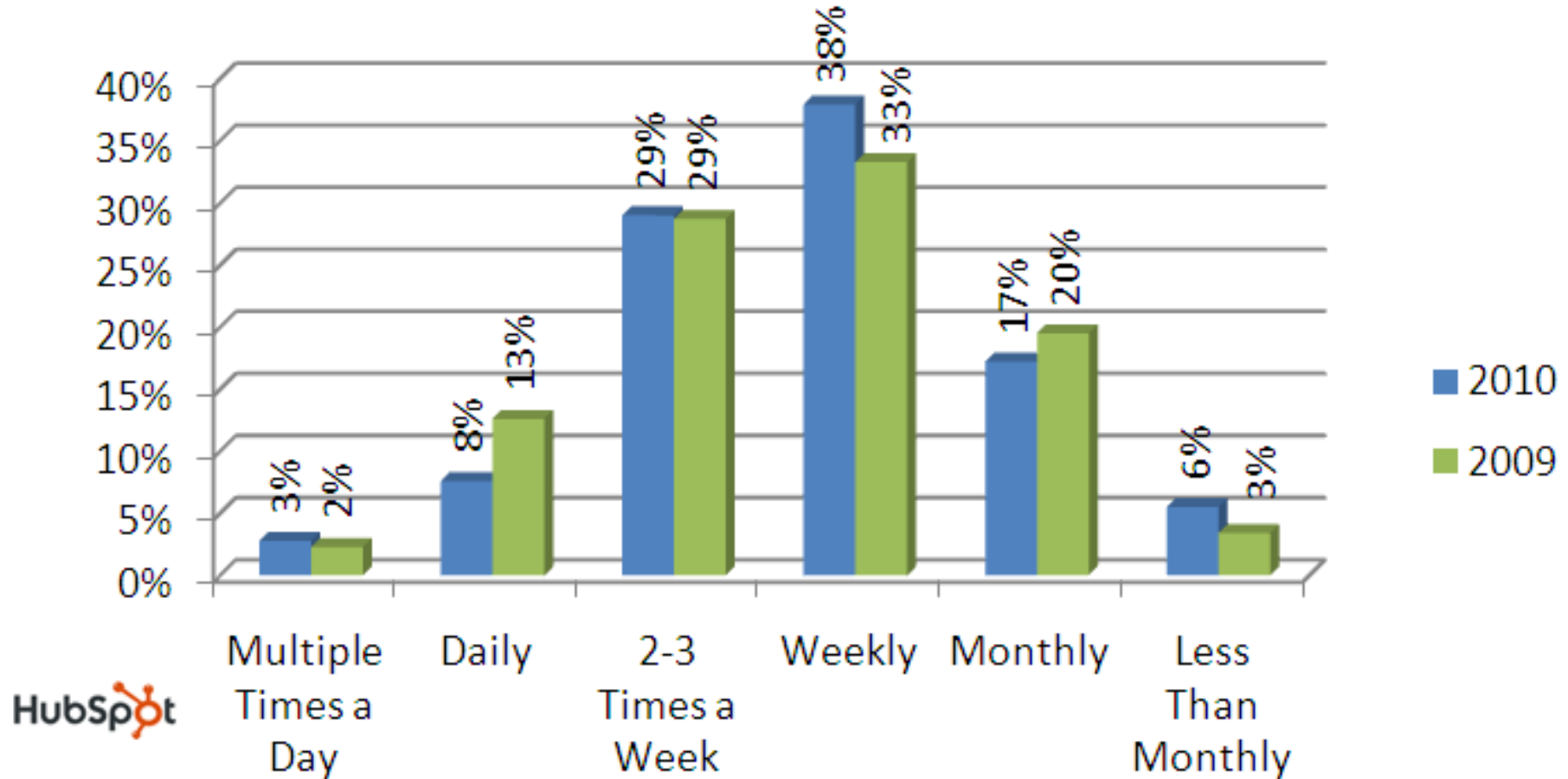


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Most Business Blogs Post Weekly



Frequency of Blog Posts



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>





Download the Full Report

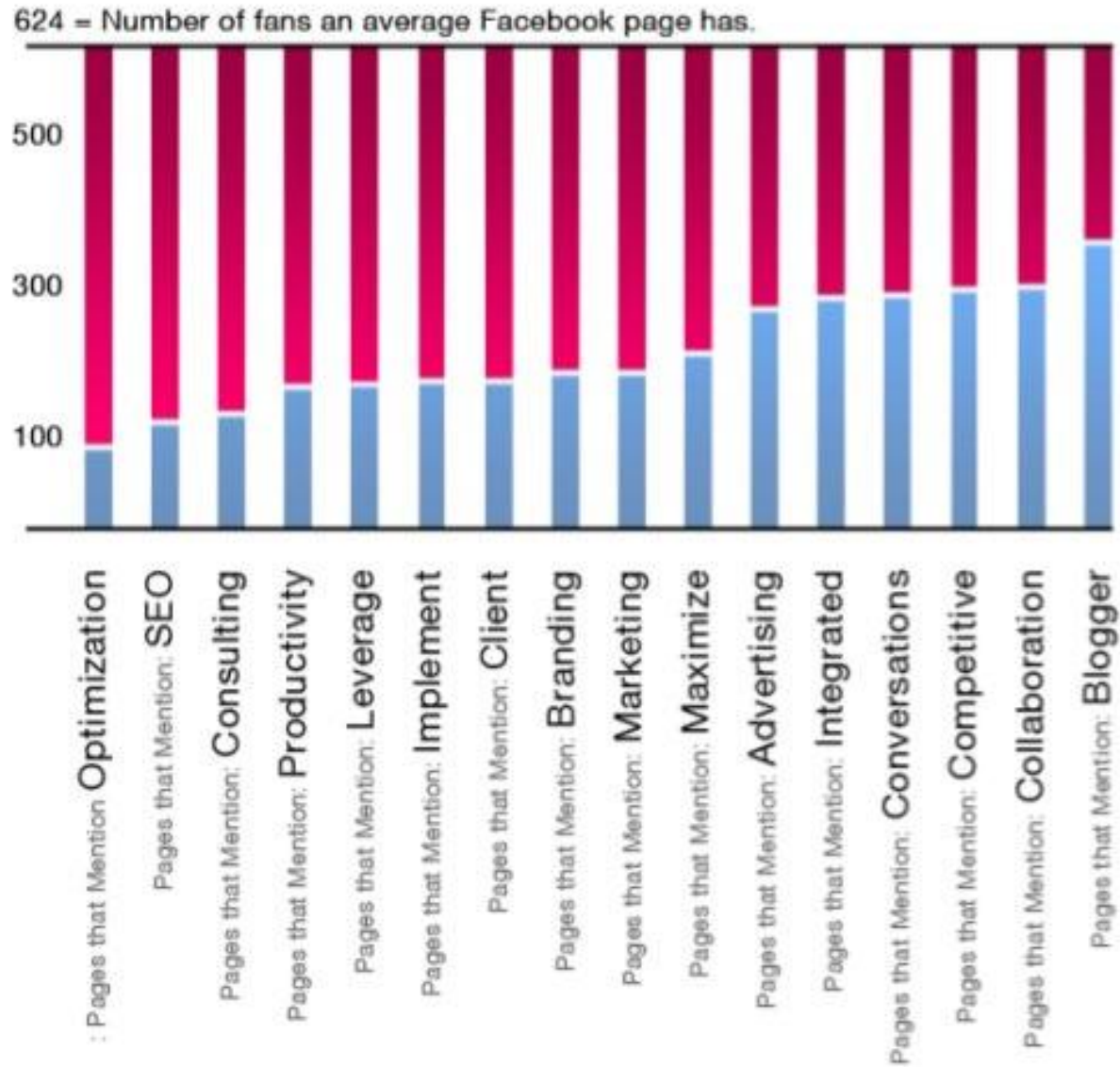


State of Inbound Marketing

<http://bit.ly/aewfHr>

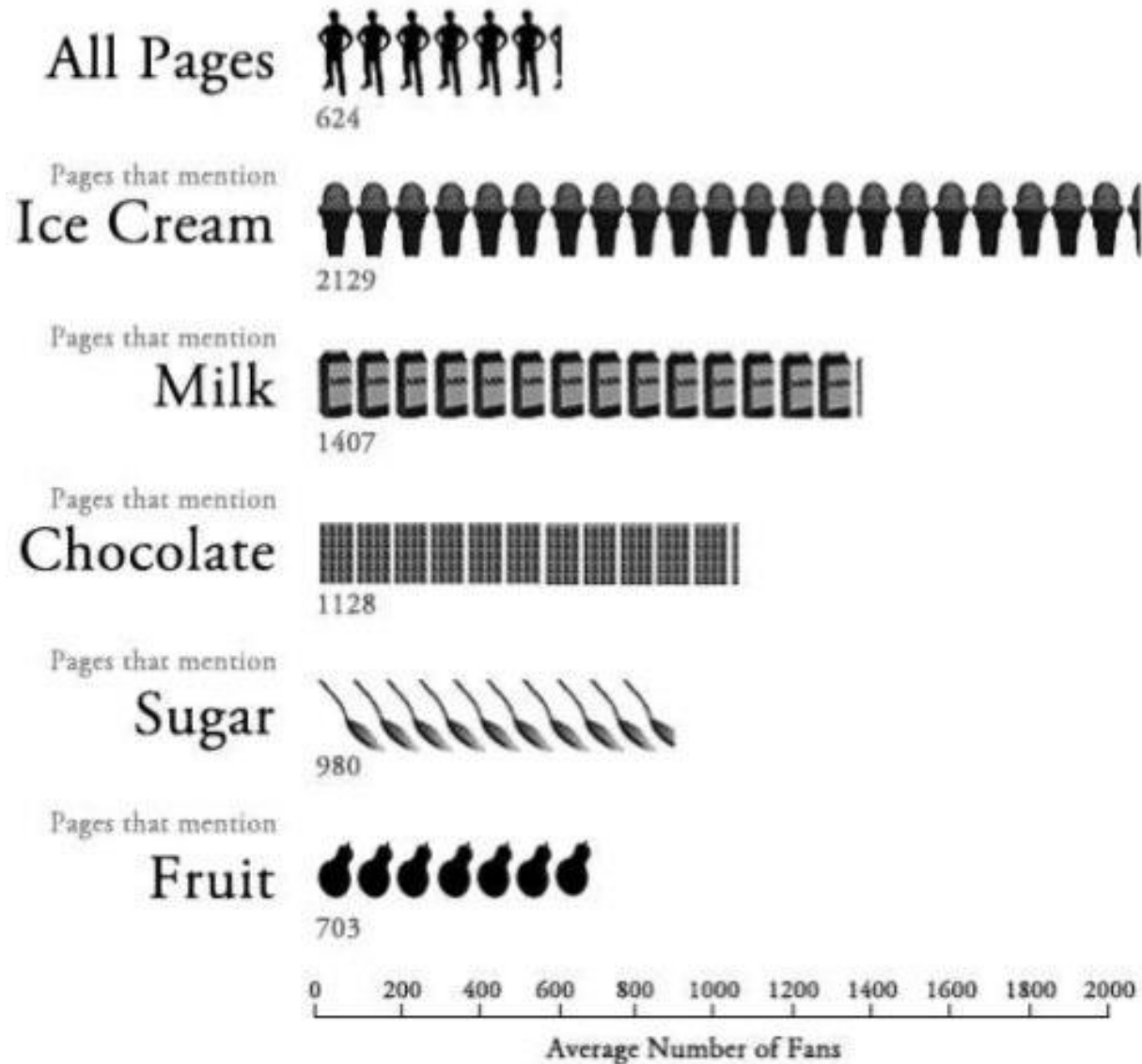
Science of Facebook

Buzzwords in Facebook Pages

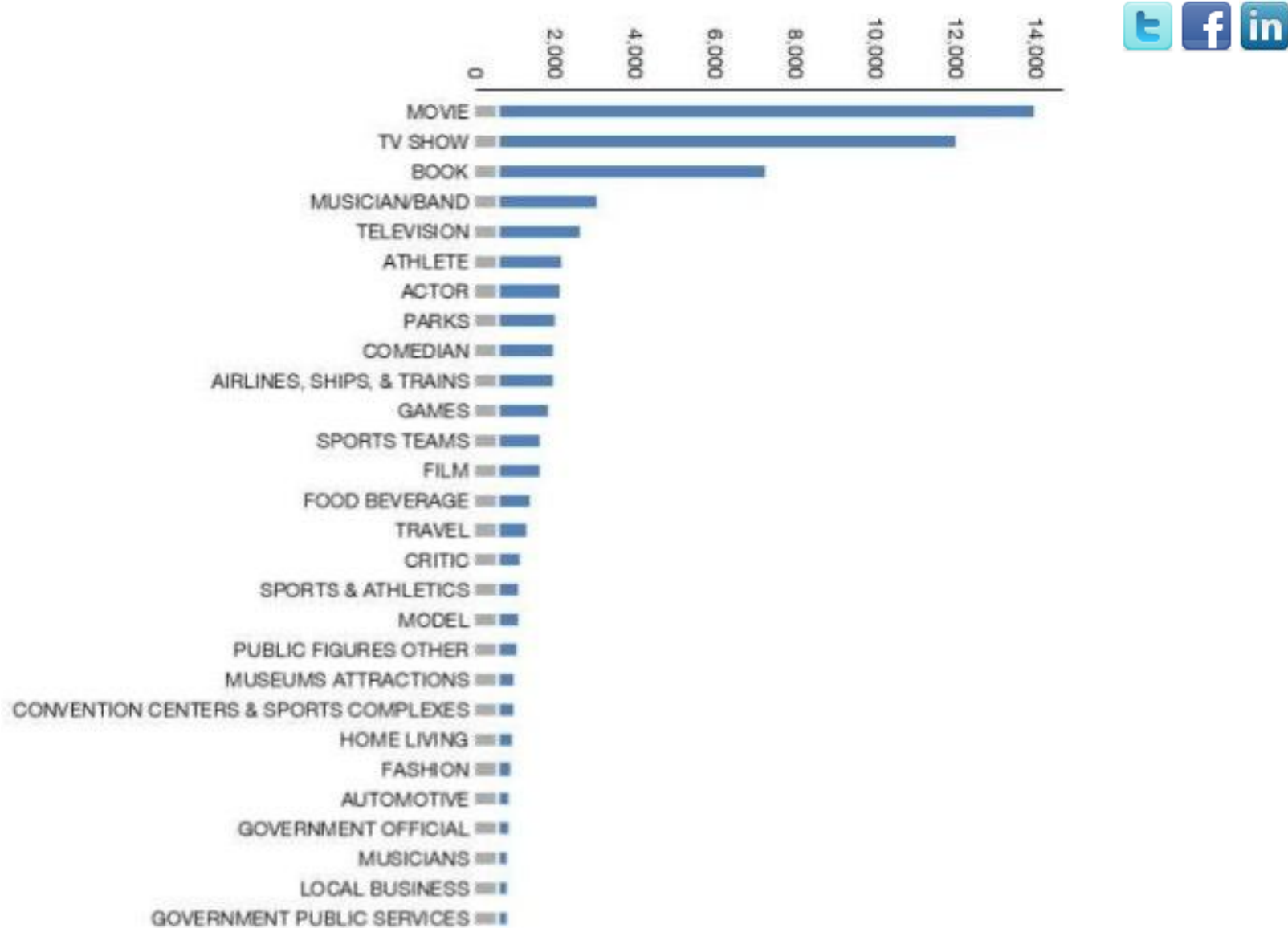


Source: Science of Facebook - <http://bit.ly/aWL2JX>

Facebookers “Like” Food

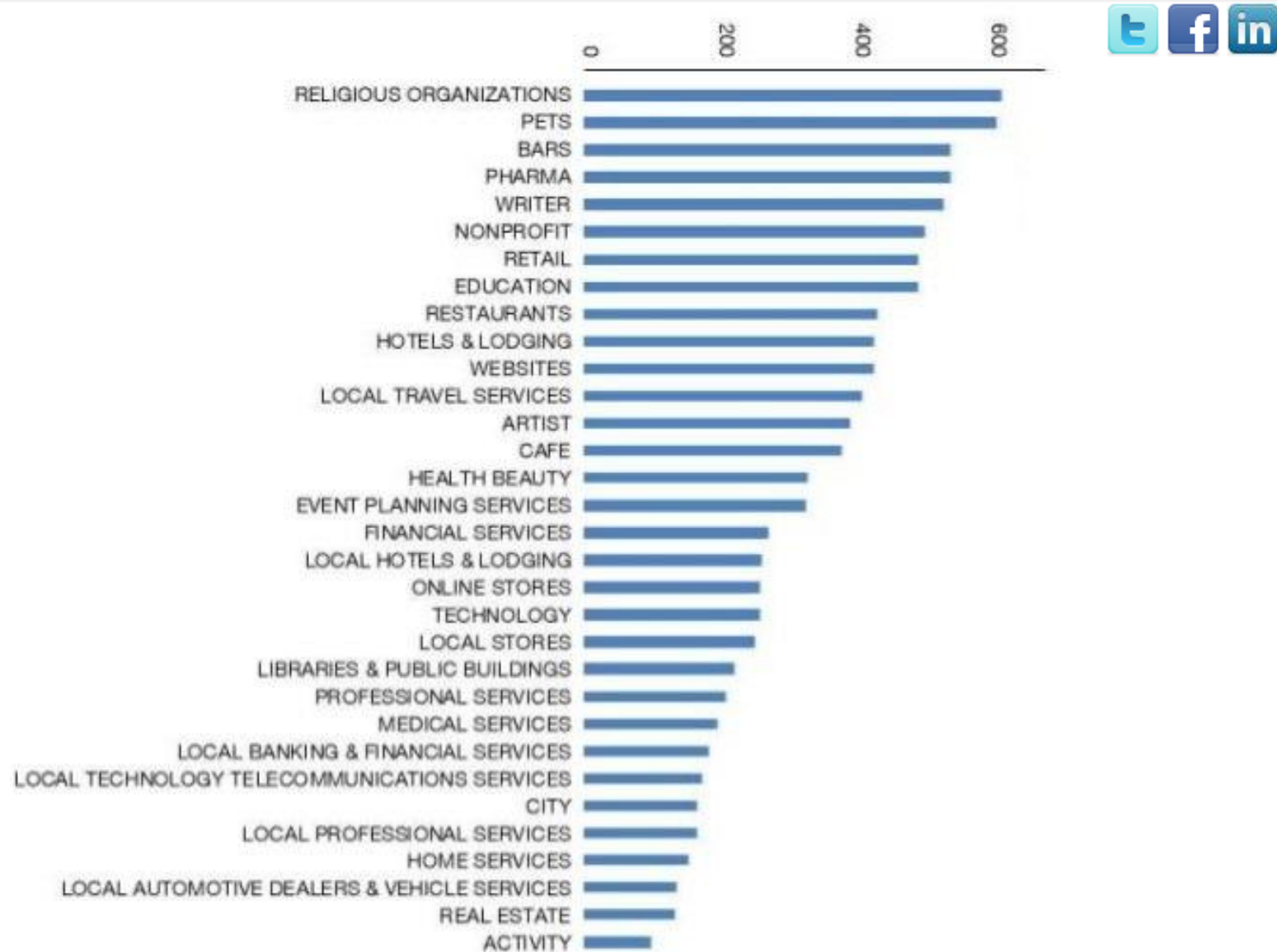


Most “Liked” Facebook Page Types



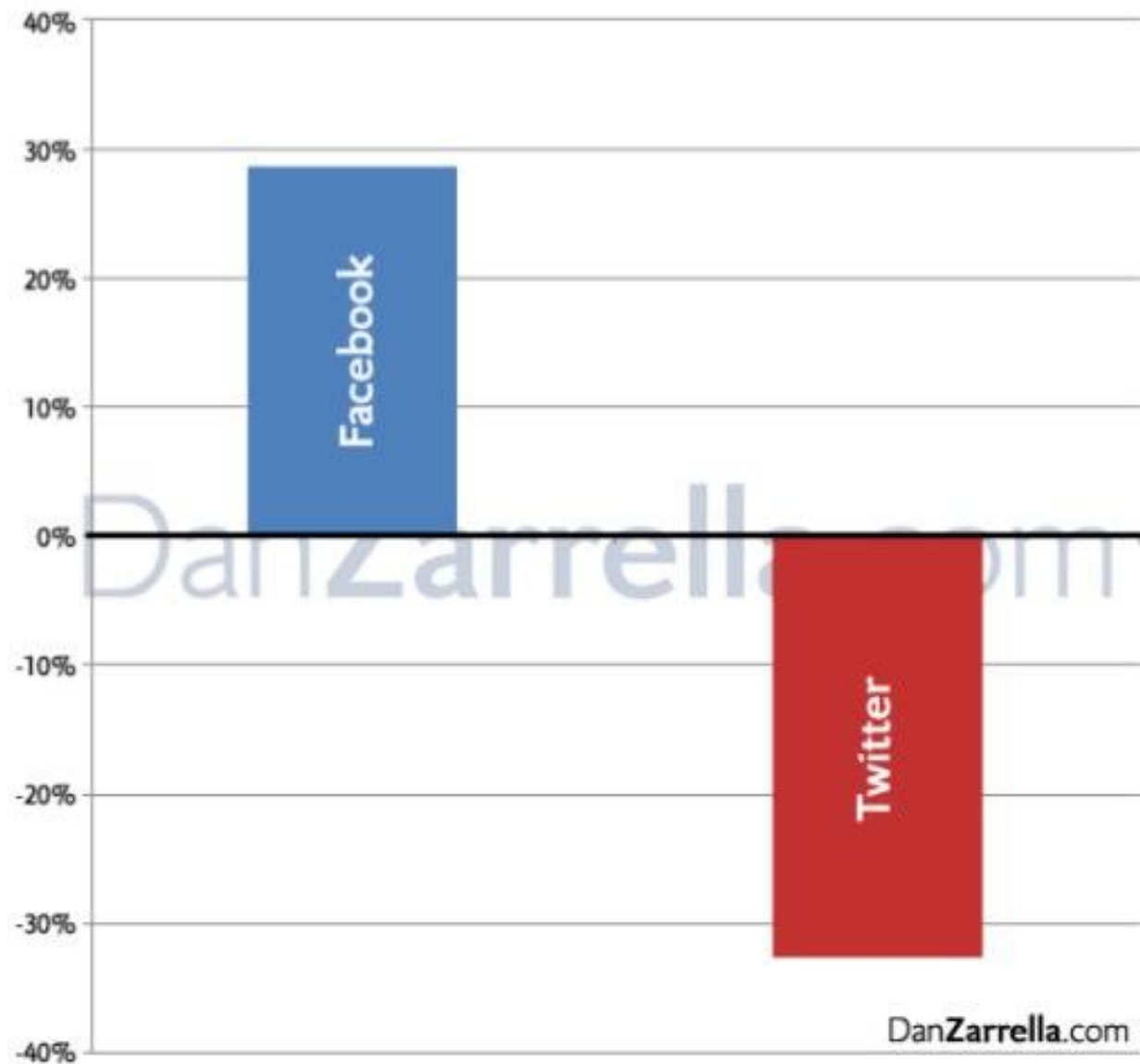
Source: Science of Facebook - <http://bit.ly/aWL2JX>

Least “Liked” Facebook Page Types



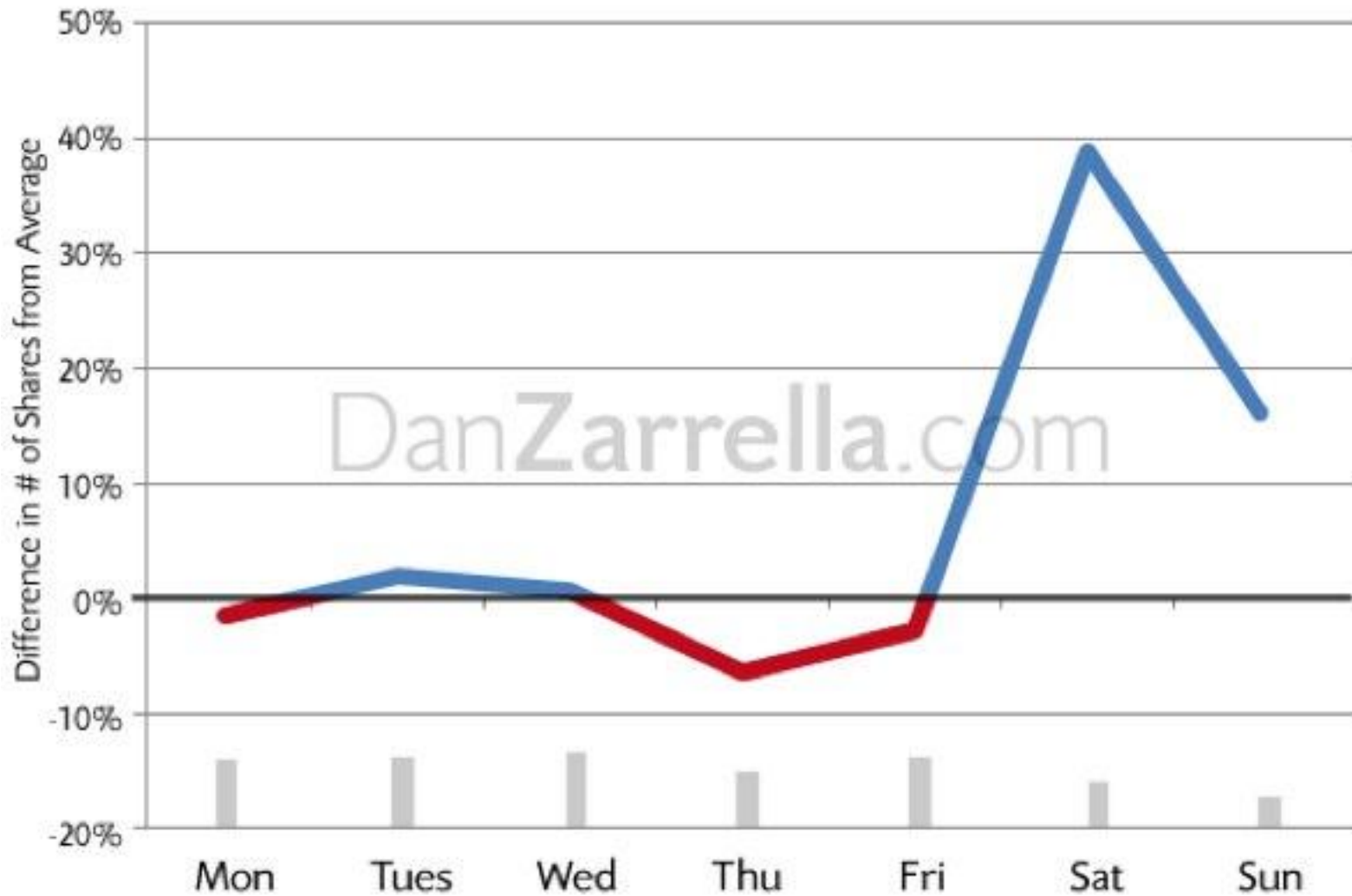
Source: Science of Facebook - <http://bit.ly/aWL2JX>

Video Shared More on Facebook than Twitter



Source: Science of Facebook - <http://bit.ly/aWL2JX>

Volume Of Facebook Sharing By Day

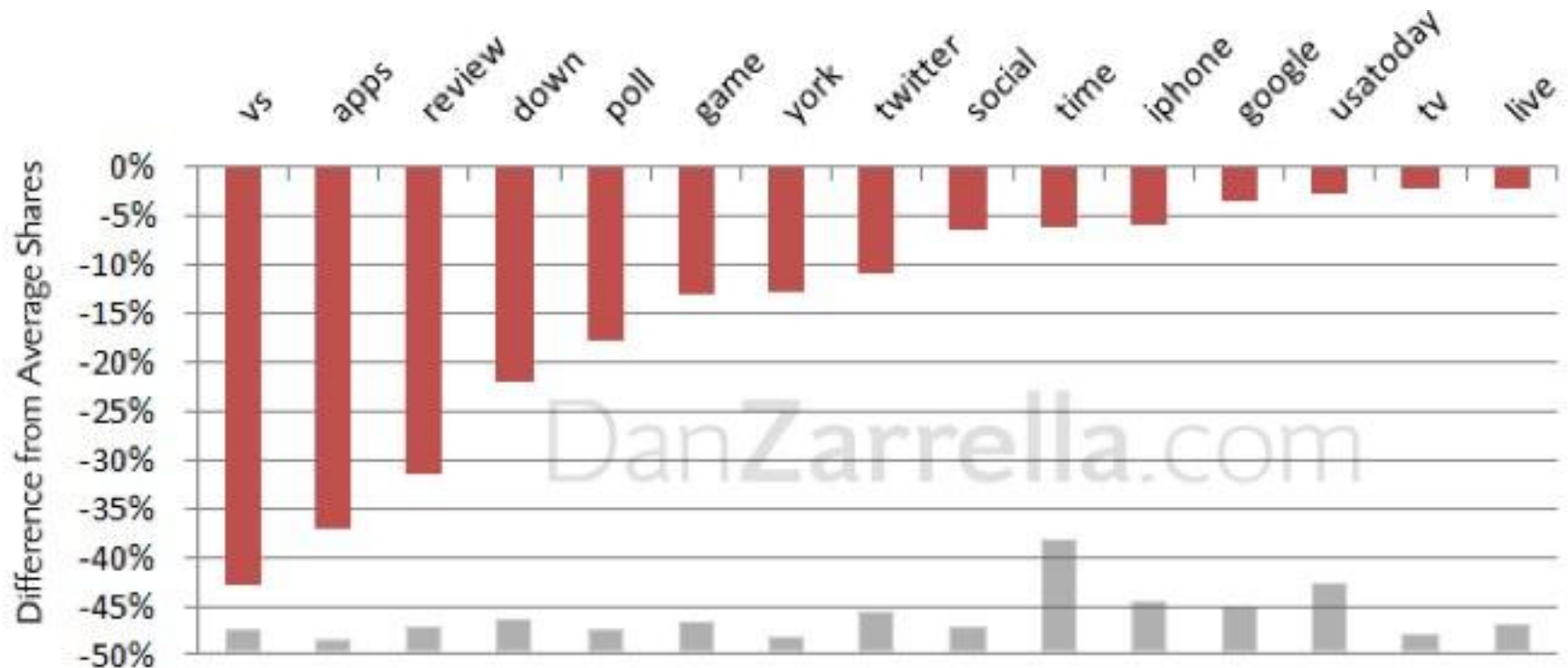


Source: Science of Facebook - <http://bit.ly/aWL2JX>

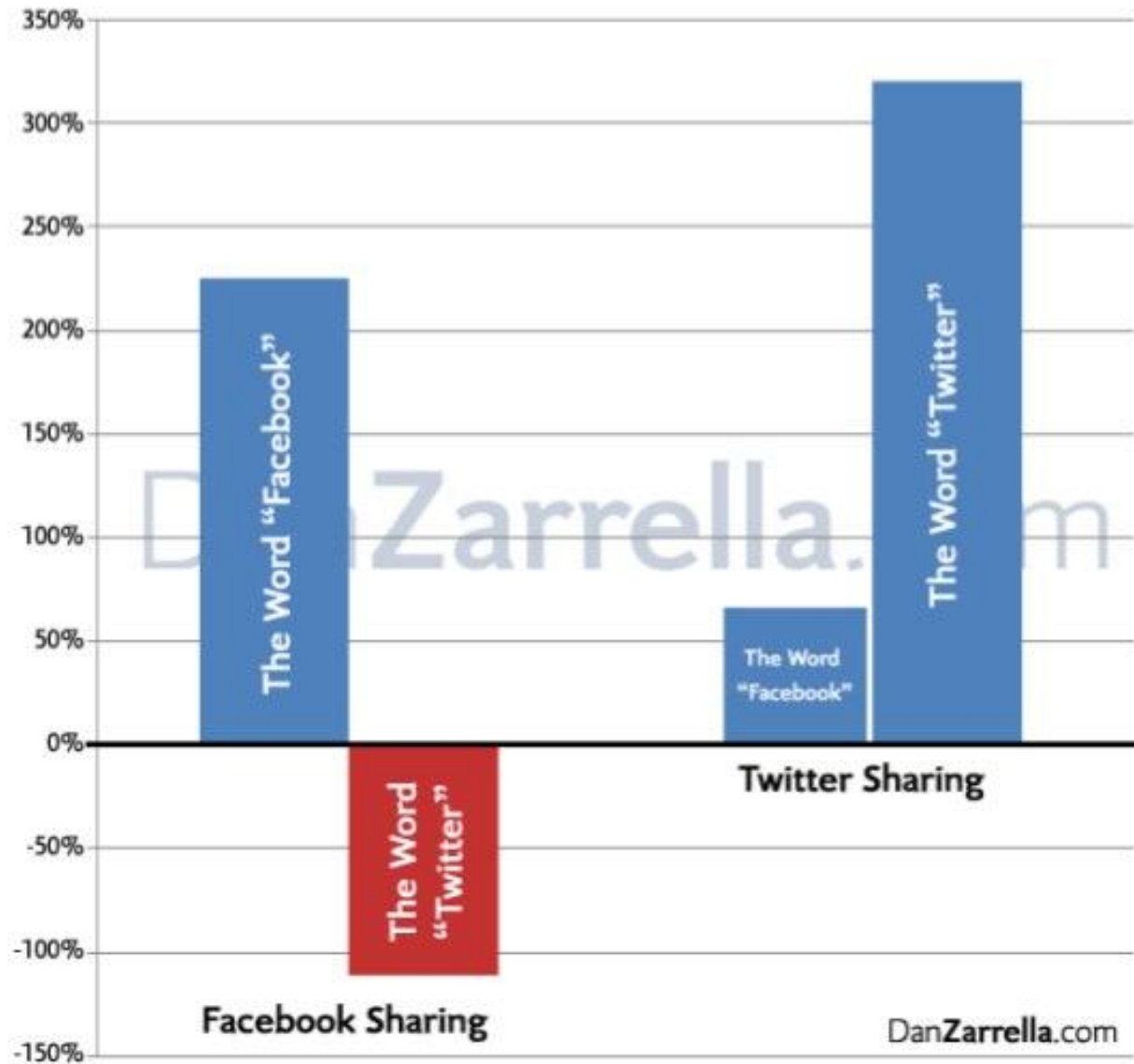
Most Shareable Words on Facebook



Least Shareable Words on Facebook



Meta Mentions



Source: Science of Facebook - <http://bit.ly/aWL2JX>

Download the On-Demand Webinar



Science of Facebook

<http://bit.ly/aWL2JX>

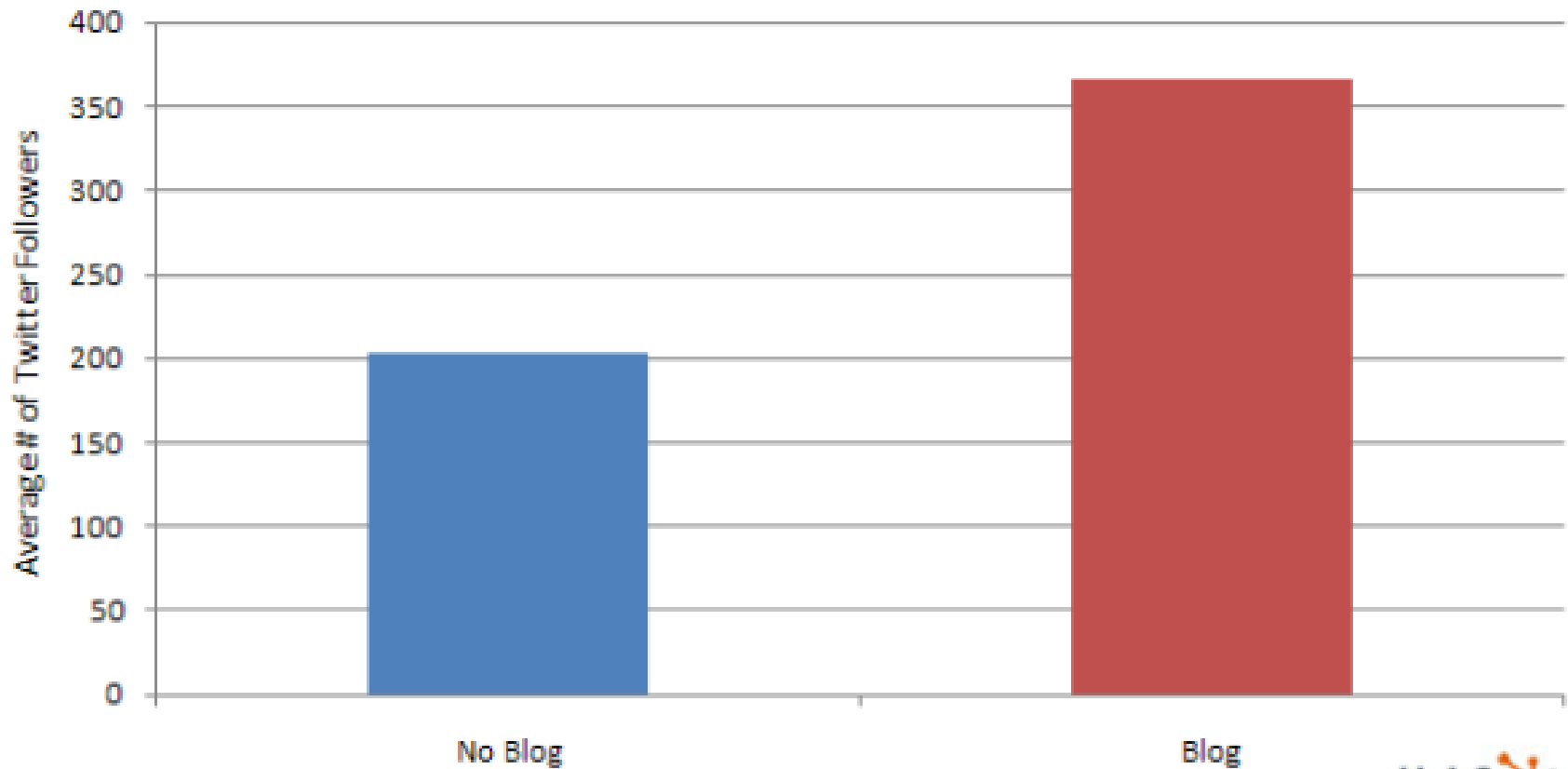


HubSpot Blog Studies

Blogging Brings Social Media Success



Blogging Increases Twitter Reach

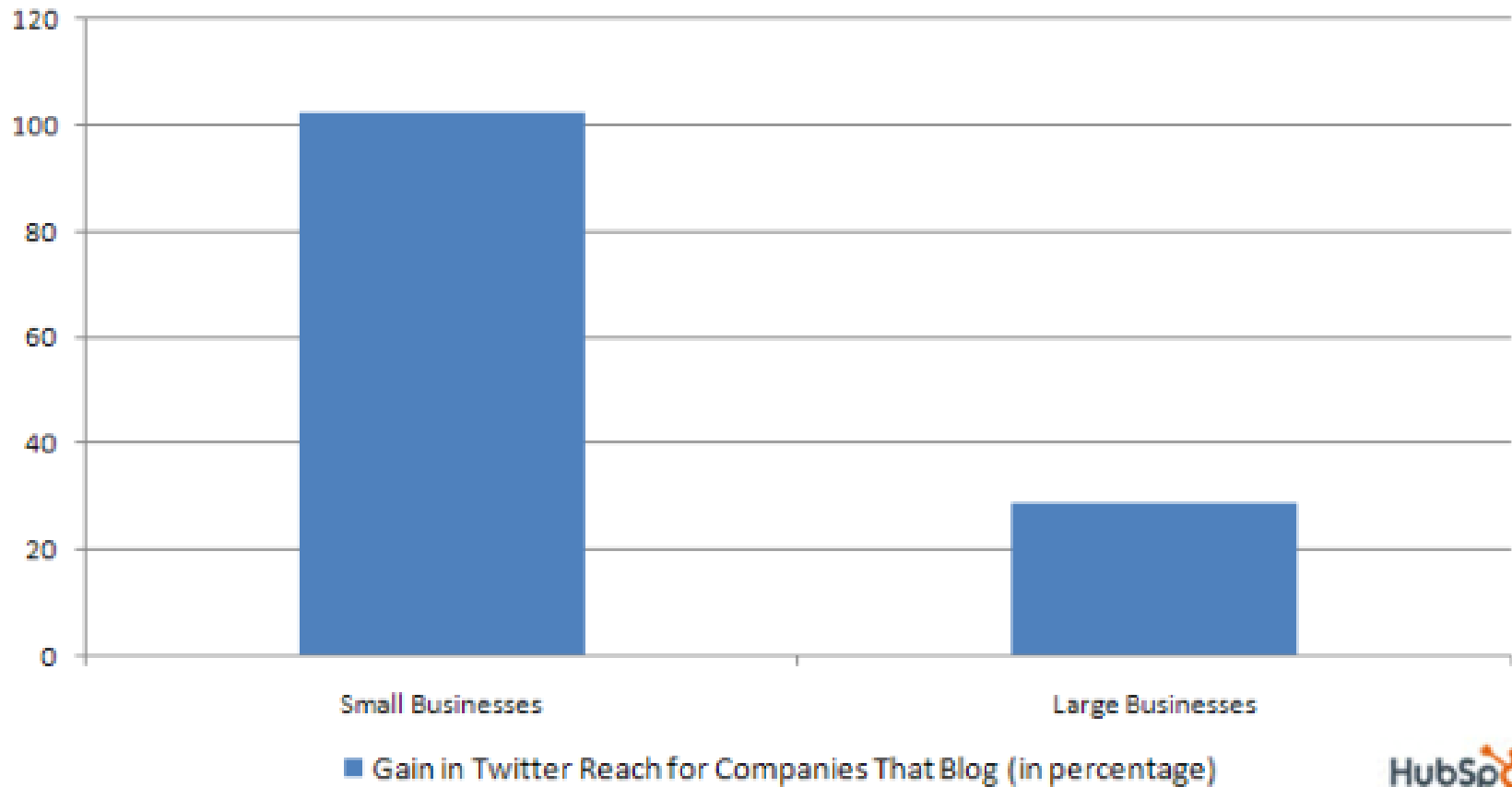


Source: Data from over 2,000 businesses - <http://bit.ly/a6SrWh>

Small Biz Gets More Leverage



Small Business Twitter Accounts Benefit More from Blogging

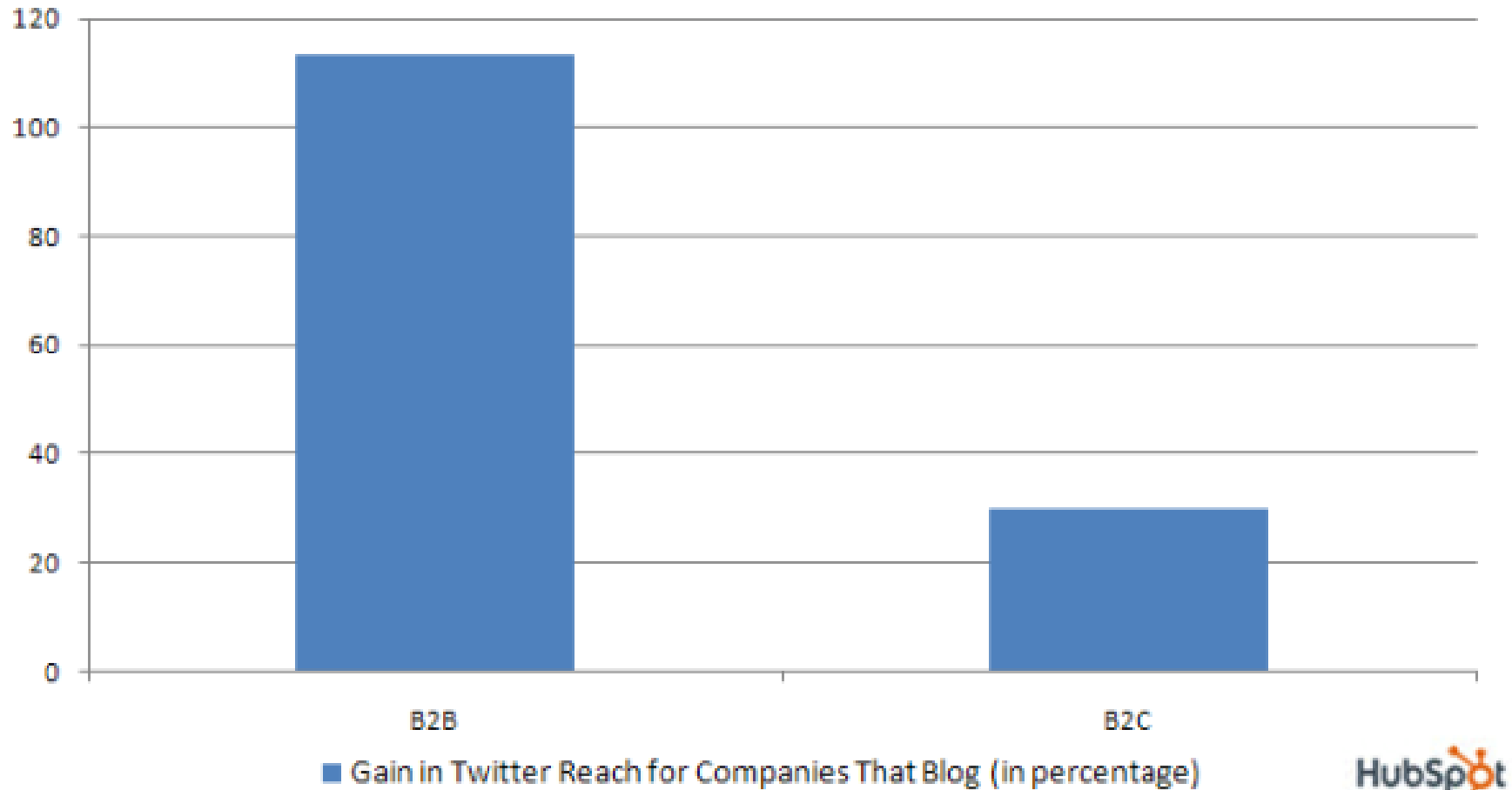


Source: Data from over 2,000 businesses - <http://bit.ly/a6SrWh>

On Twitter, B2B Gets More From Blog



B2B Twitter Accounts Benefit More from Blogging

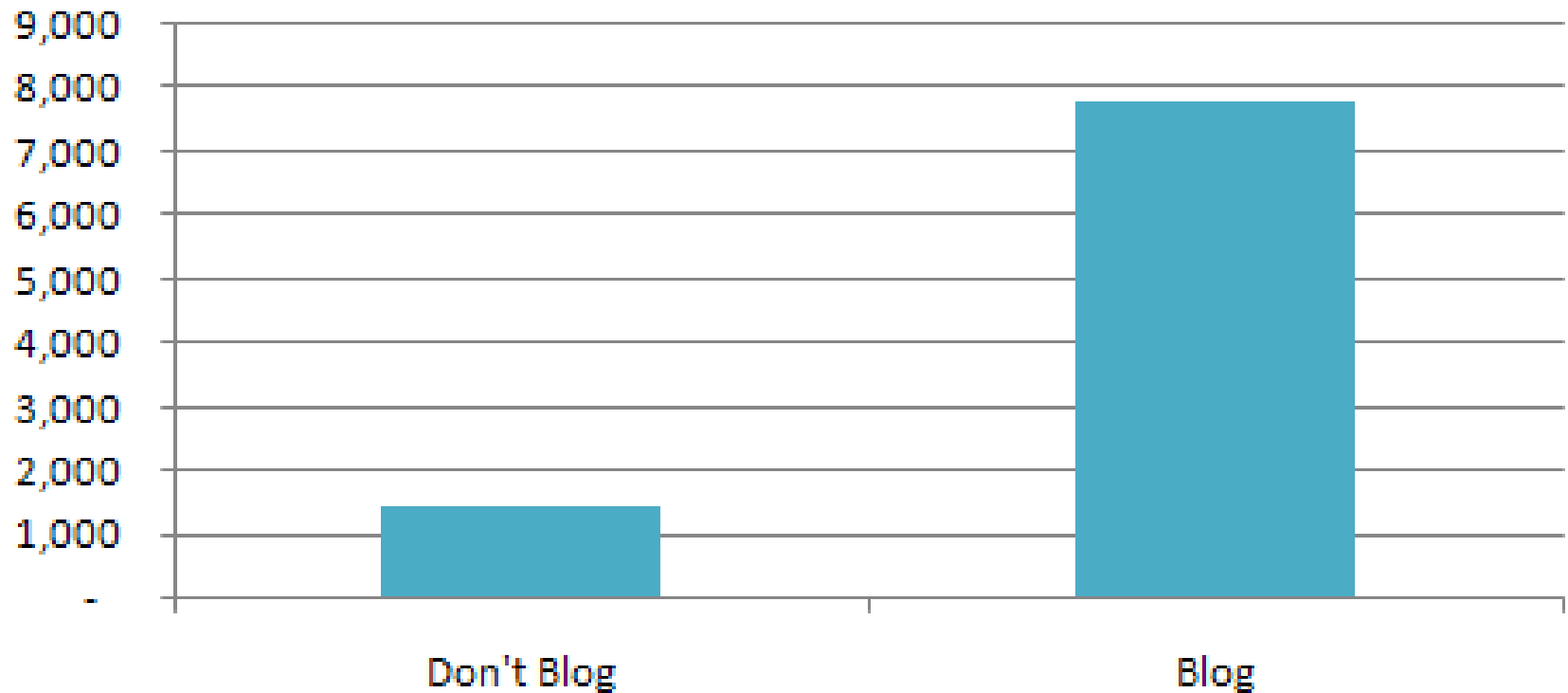


Source: Data from over 2,000 businesses - <http://bit.ly/a6SrWh>

Create Great Content by Blogging



434% More Indexed Pages for Companies That Blog

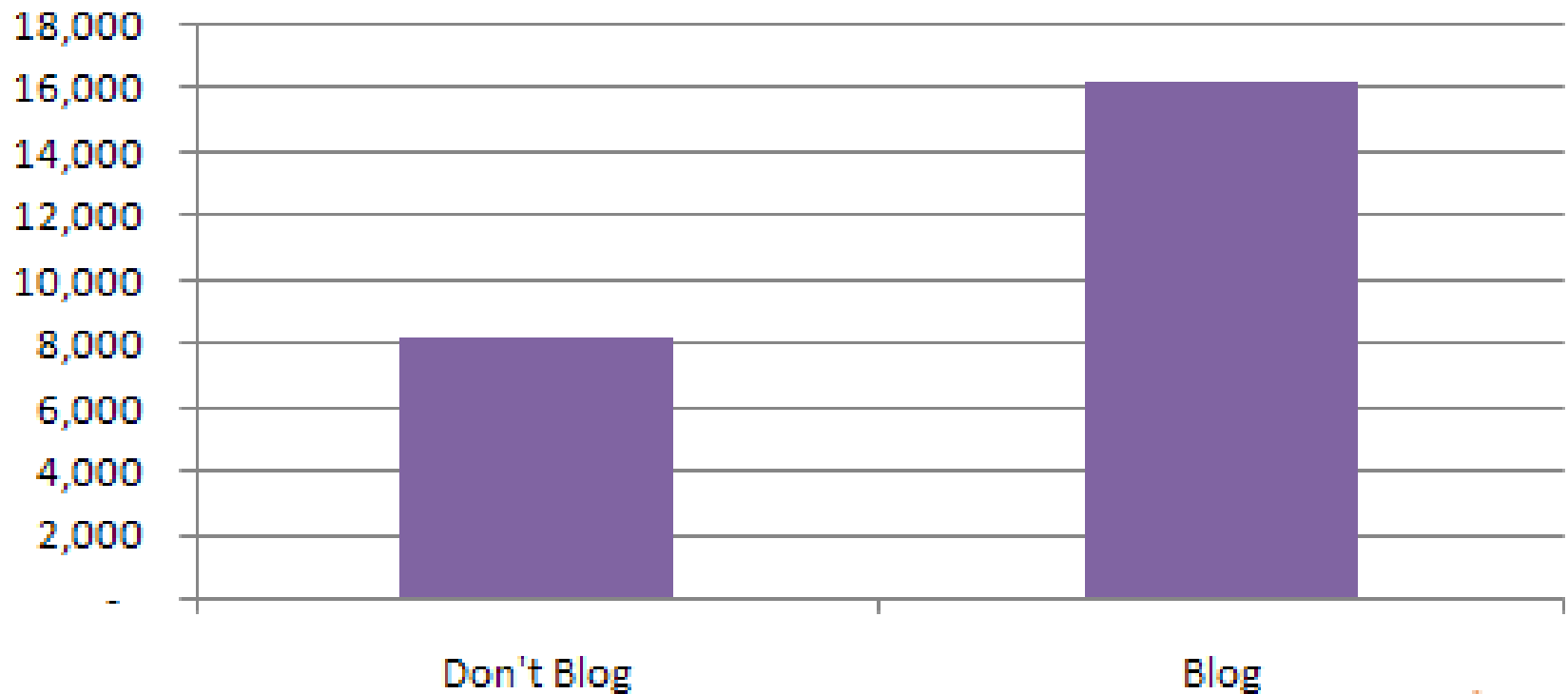


Source: Data from over 1,500 small businesses - <http://bit.ly/XDkQV>

Blogging Attracts More Links



97% More Inbound Links for Companies That Blog

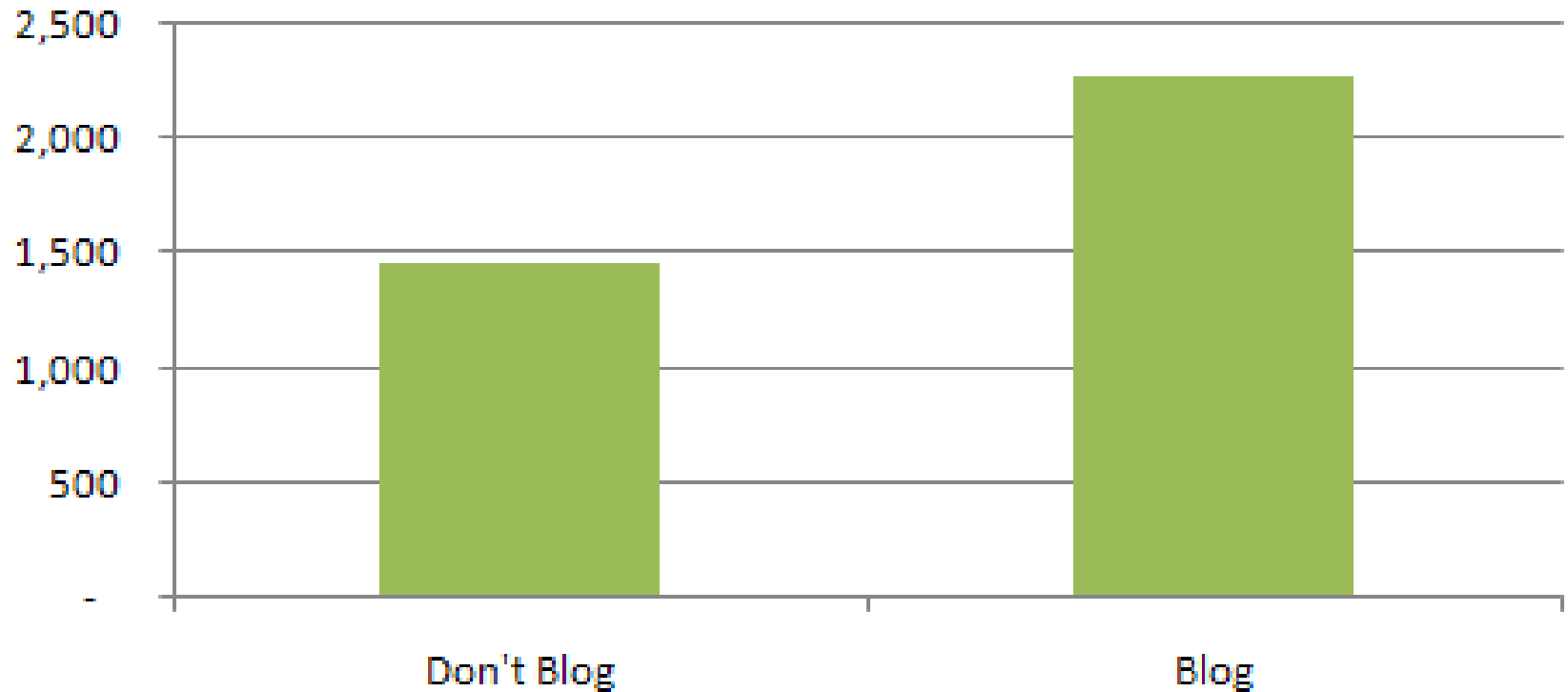


Source: Data from over 1,500 small businesses - <http://bit.ly/XDkQV>

Blogging Attracts More Visitors



55% More Website Visitors for Companies That Blog

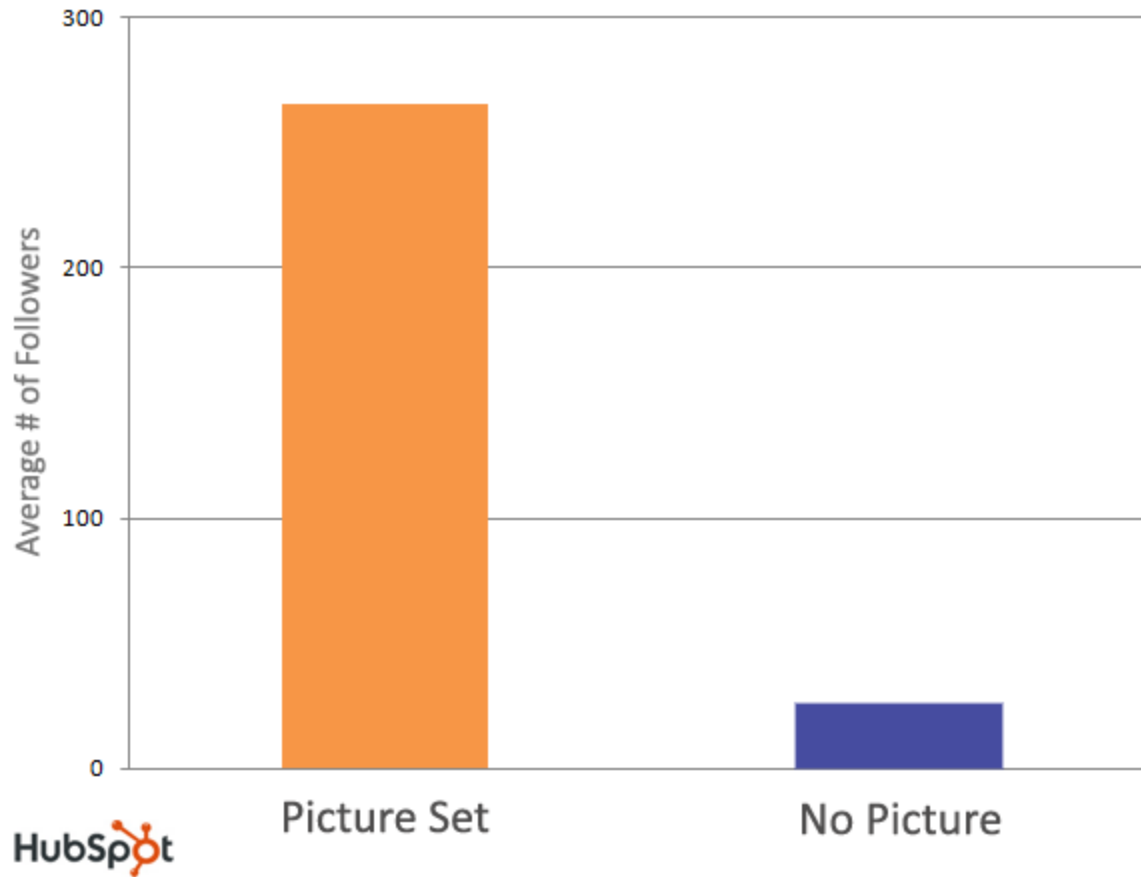


Source: Data from over 1,500 small businesses - <http://bit.ly/XDkQV>

Profile Pics Attract Twitter Followers



Effect of Profile Picture on Followers



Source: Data from Twitter Grader - <http://bit.ly/cgTEj0>

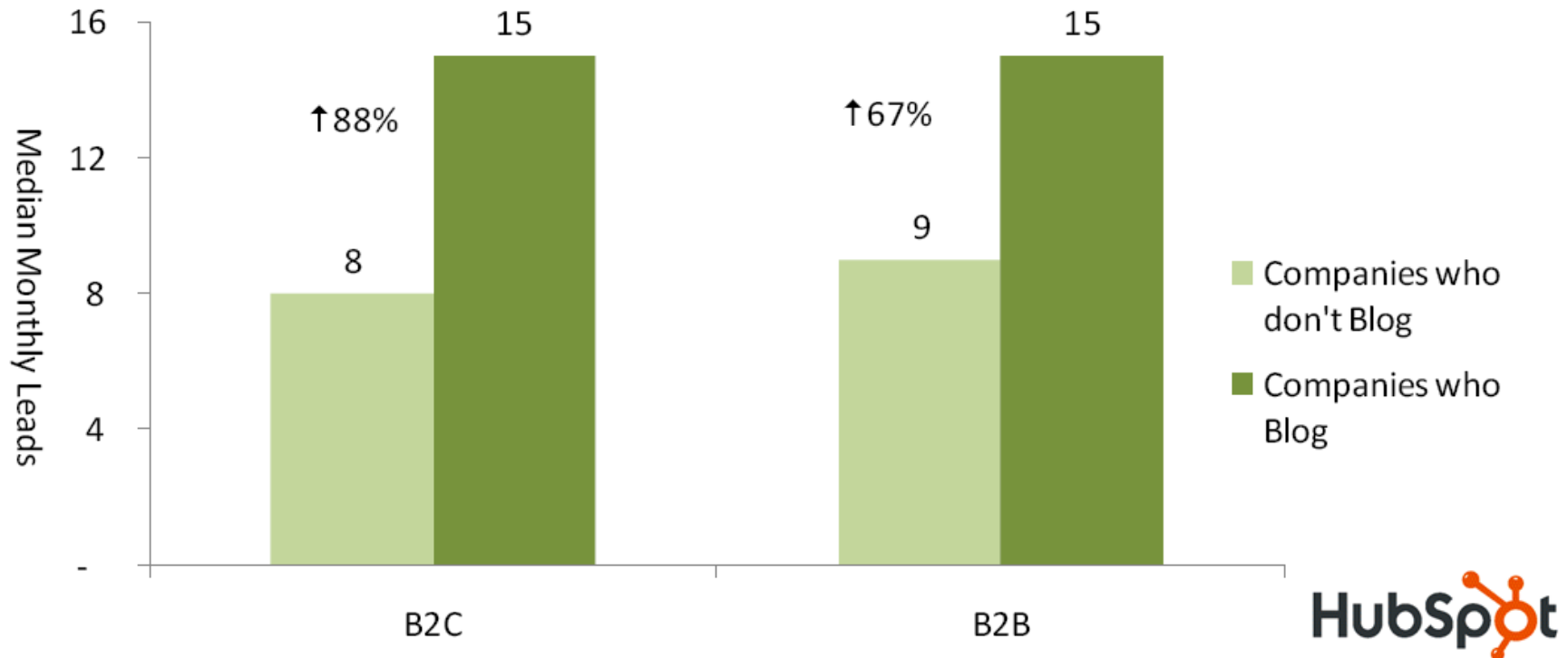


State of Inbound Marketing Lead Generation

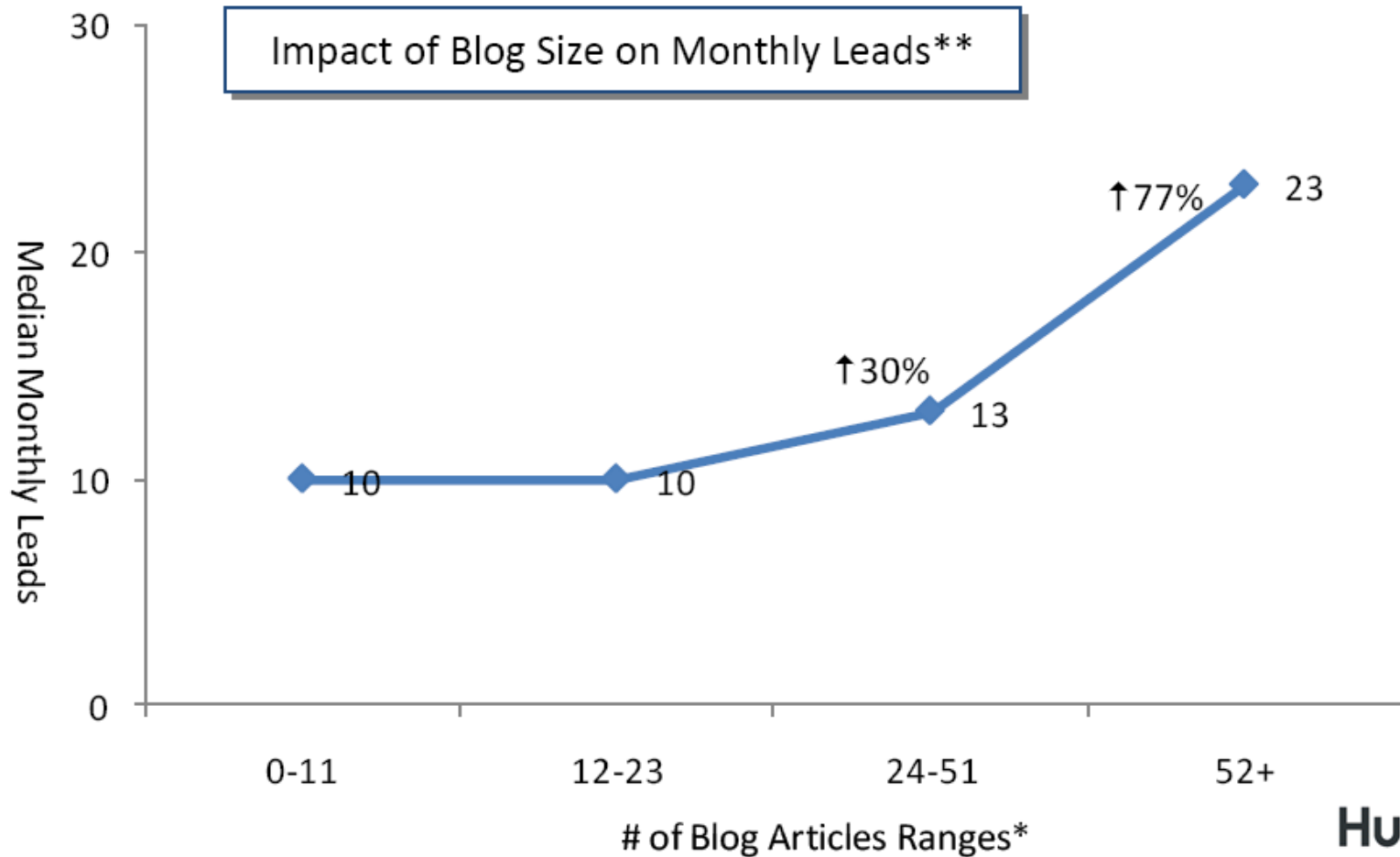
Blogging and B2C and B2B Leads



Impact of Blogging on Median Monthly Leads:
B2B vs. B2C

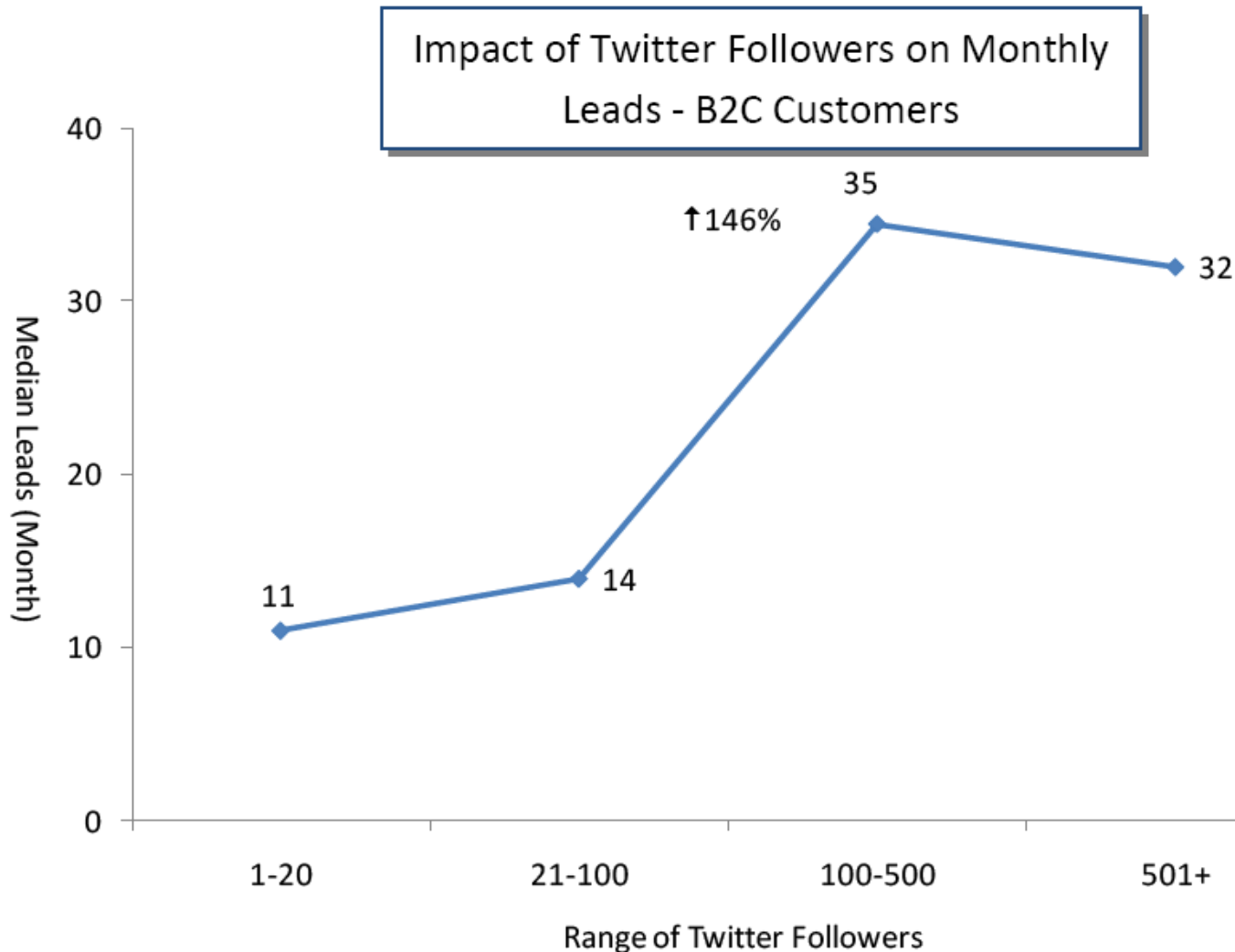


Blog Articles By Leads Generated



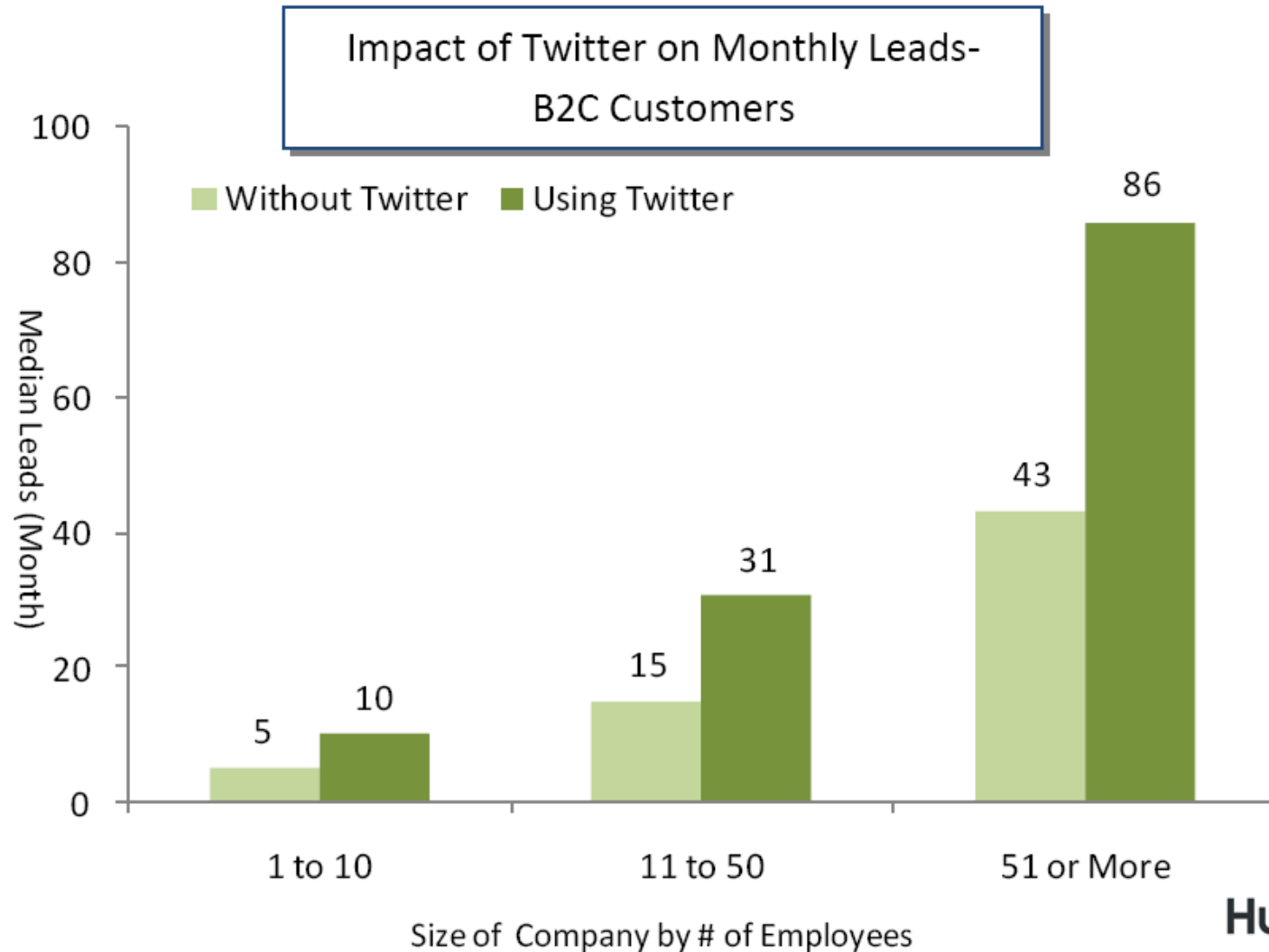
Source: State of Inbound Marketing Lead Generation Report - <http://bit.ly/cVMpkn>

Twitter Drives More Leads for B2C



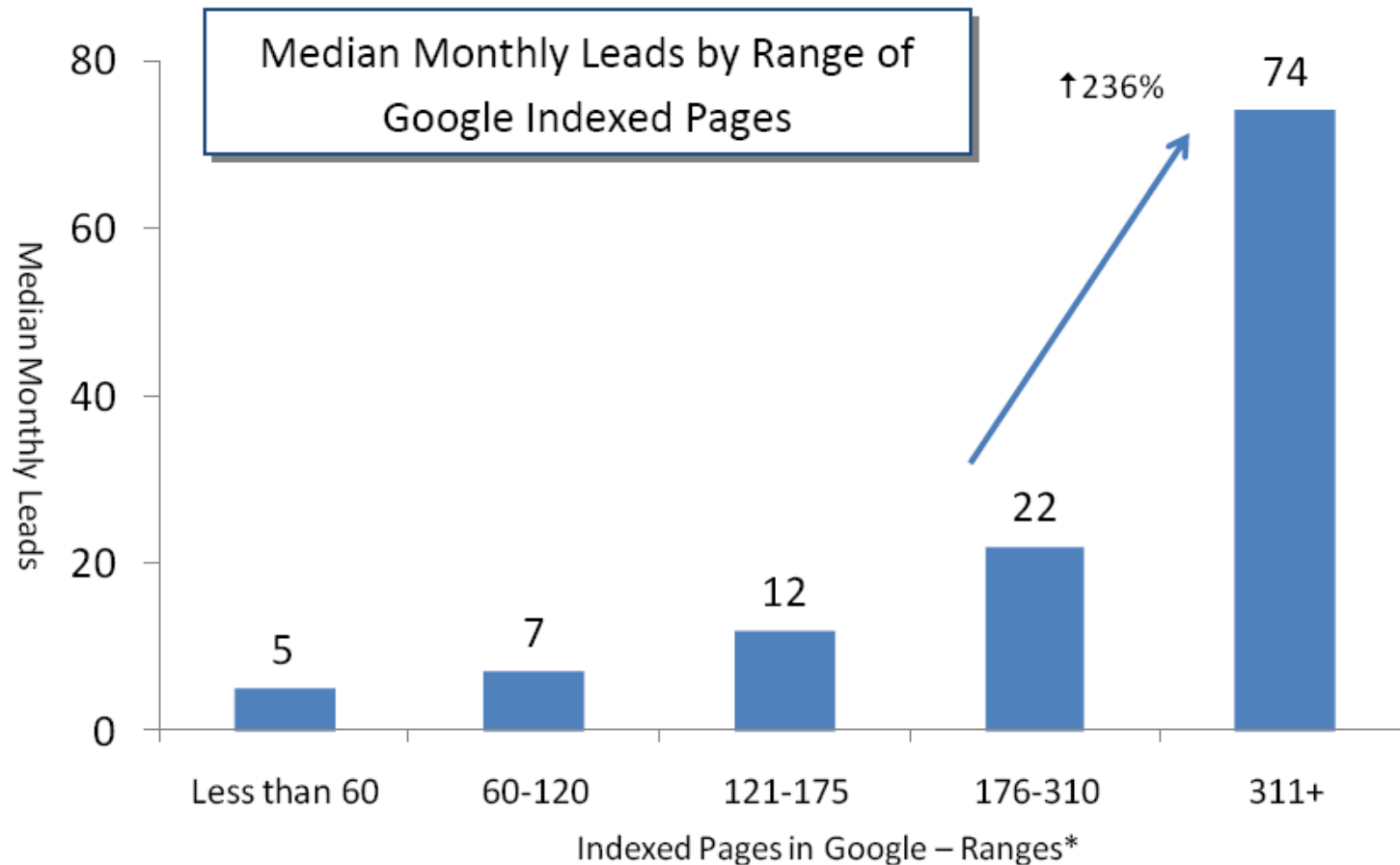
Source: State of Inbound Marketing Lead Generation Report - <http://bit.ly/cVMpkn>

Twitter Drives More Leads for B2C



Source: State of Inbound Marketing Lead Generation Report - <http://bit.ly/cVMpkn>

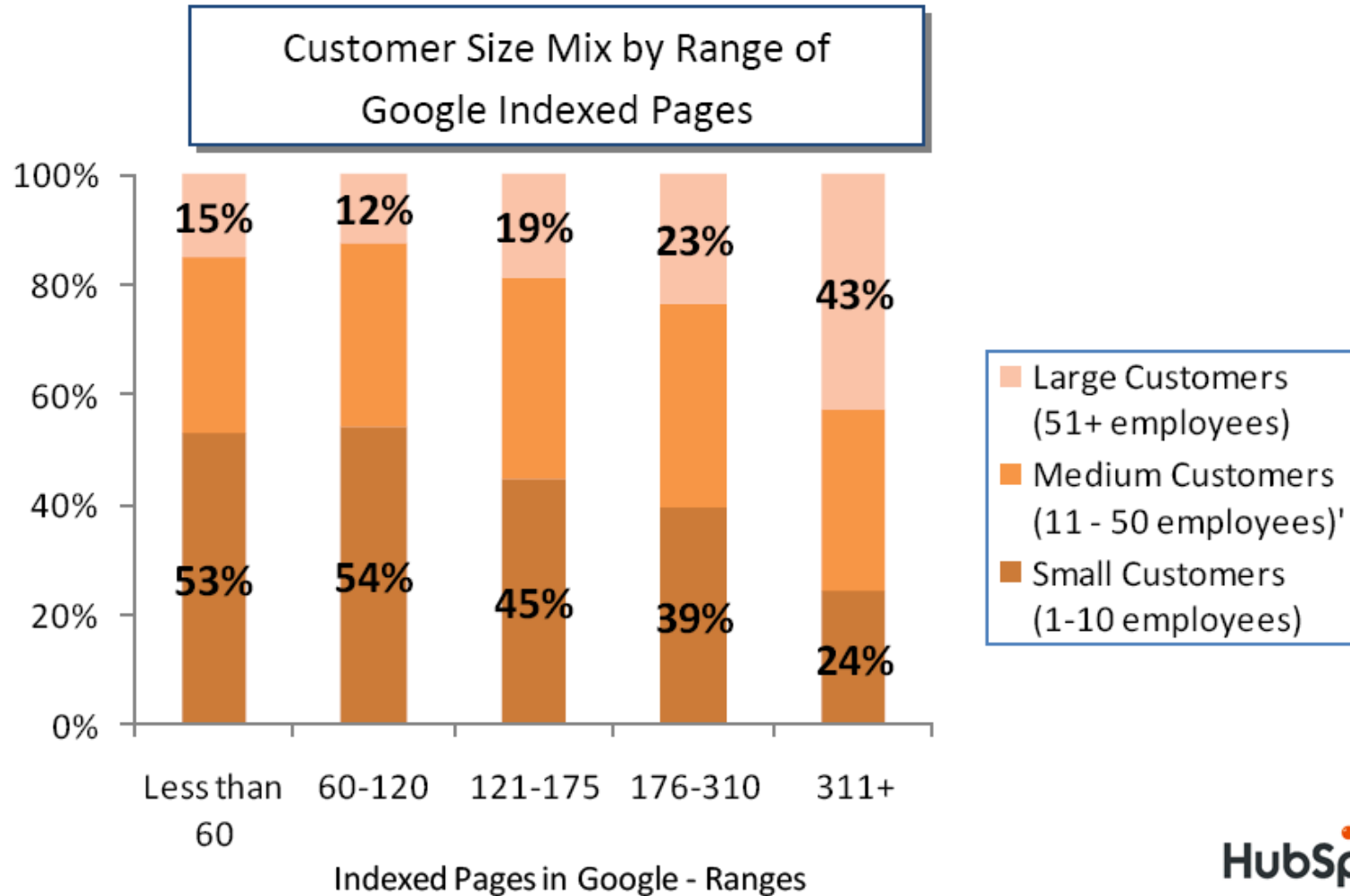
Leads by Indexed Web Pages



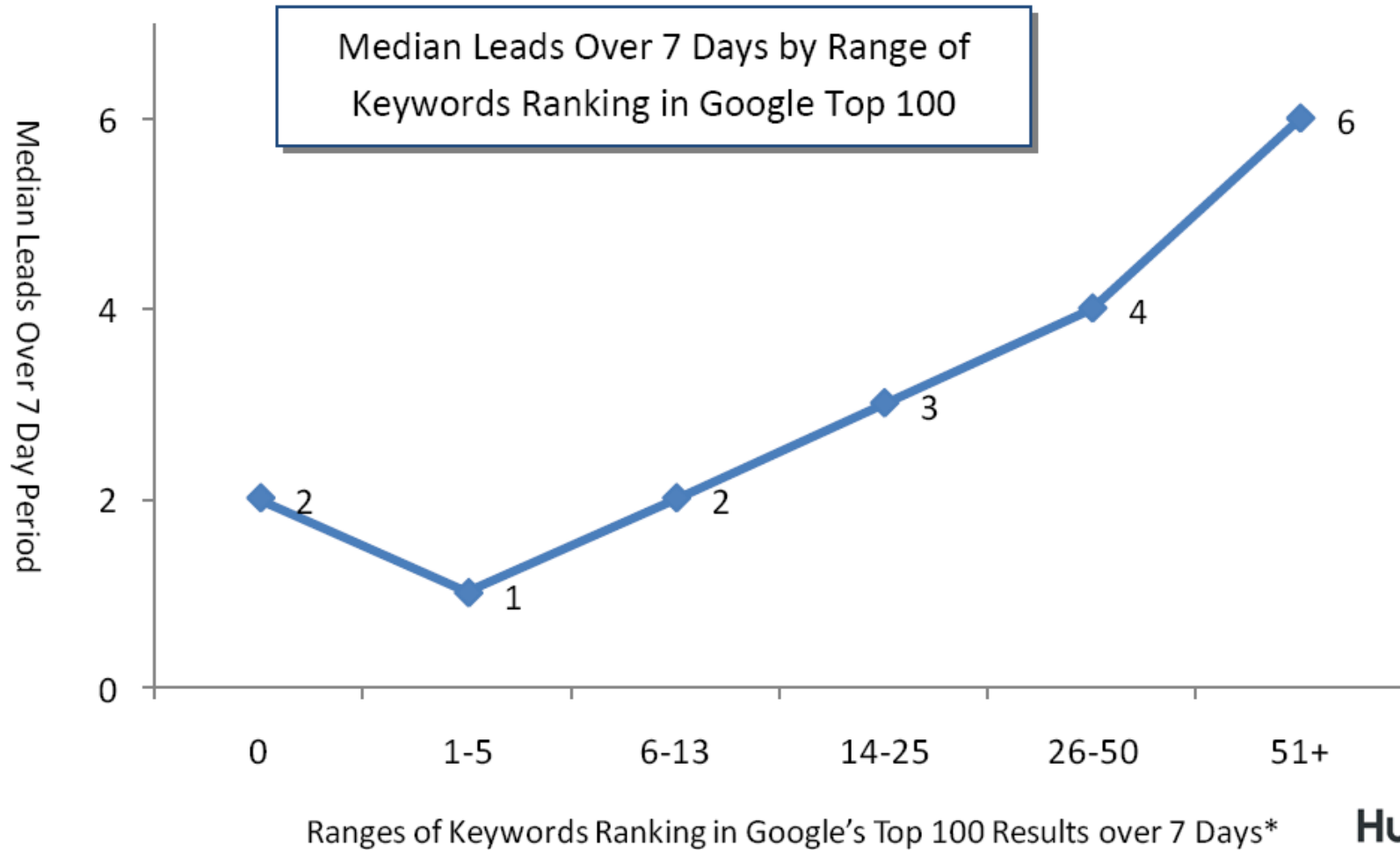
* Each range represents an equal number of customers



Company Size by Indexed Web Pages



Leads by Keywords with SEO Ranking



Download the Full Report



State of Inbound Marketing Lead Generation

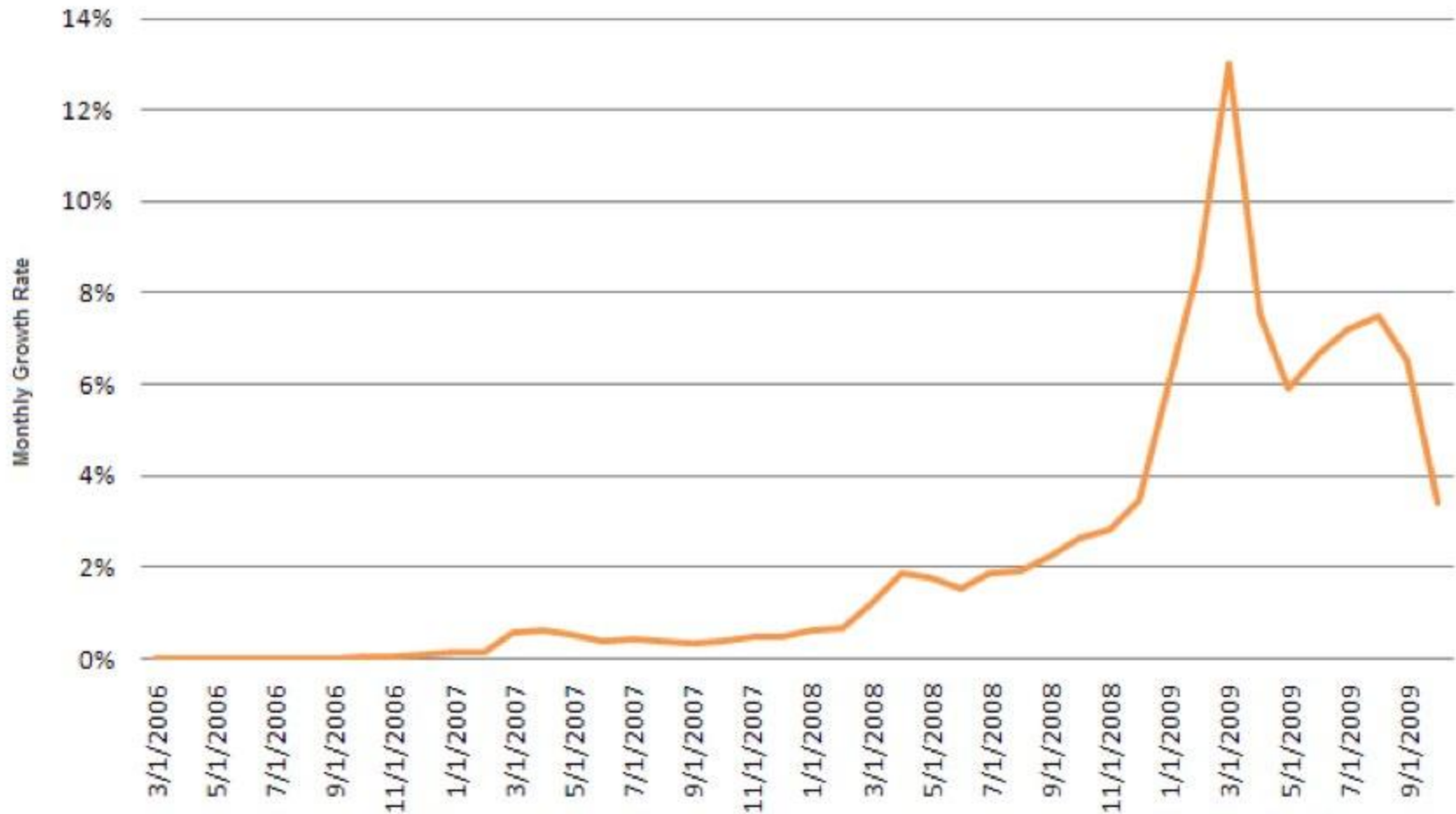
<http://bit.ly/cVMpkn>

State of the Twittersphere

Twitter Growth Has Slowed Down



Twitter User Growth



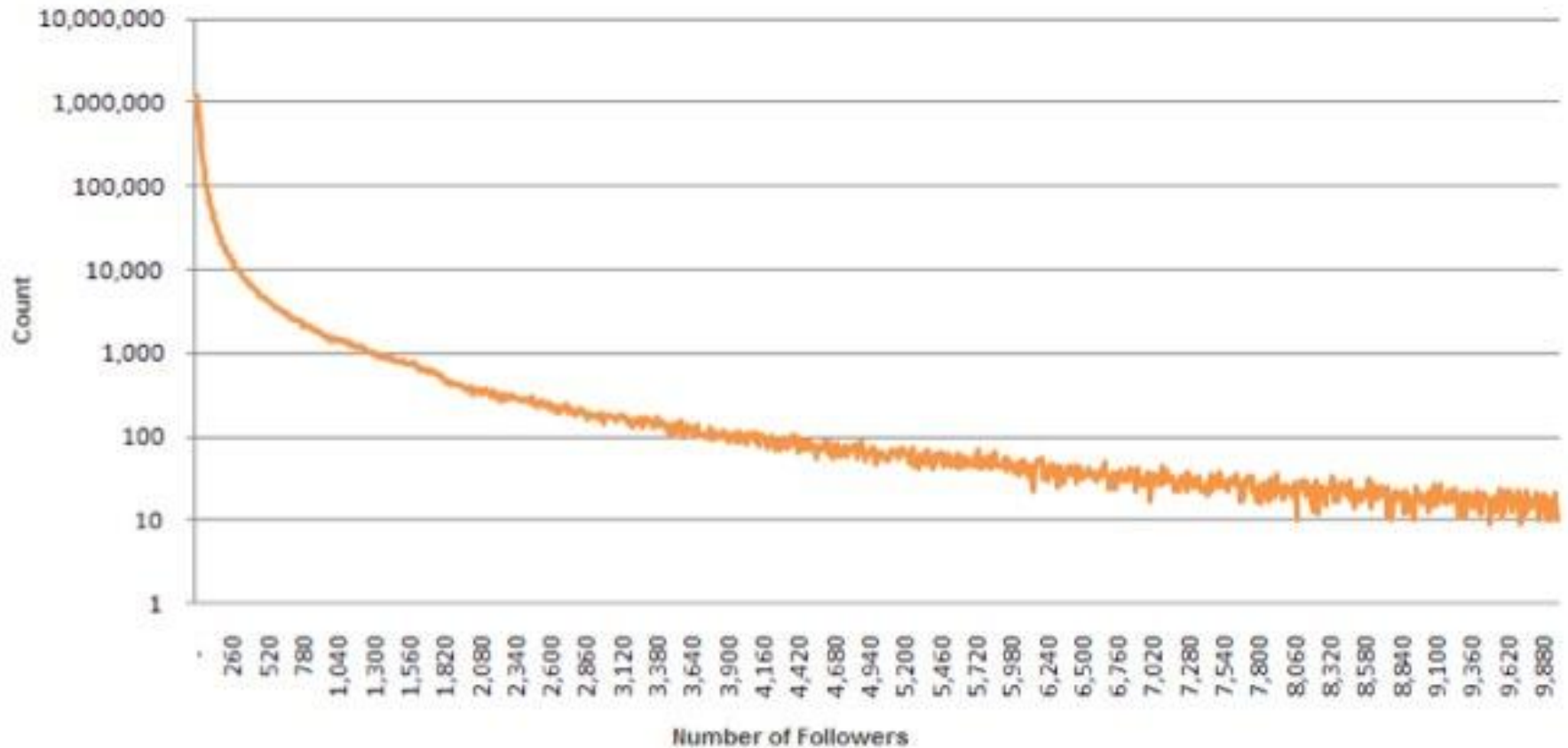
Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Distribution of Twitter Follower Count



HubSpot

Distribution of Follower Counts



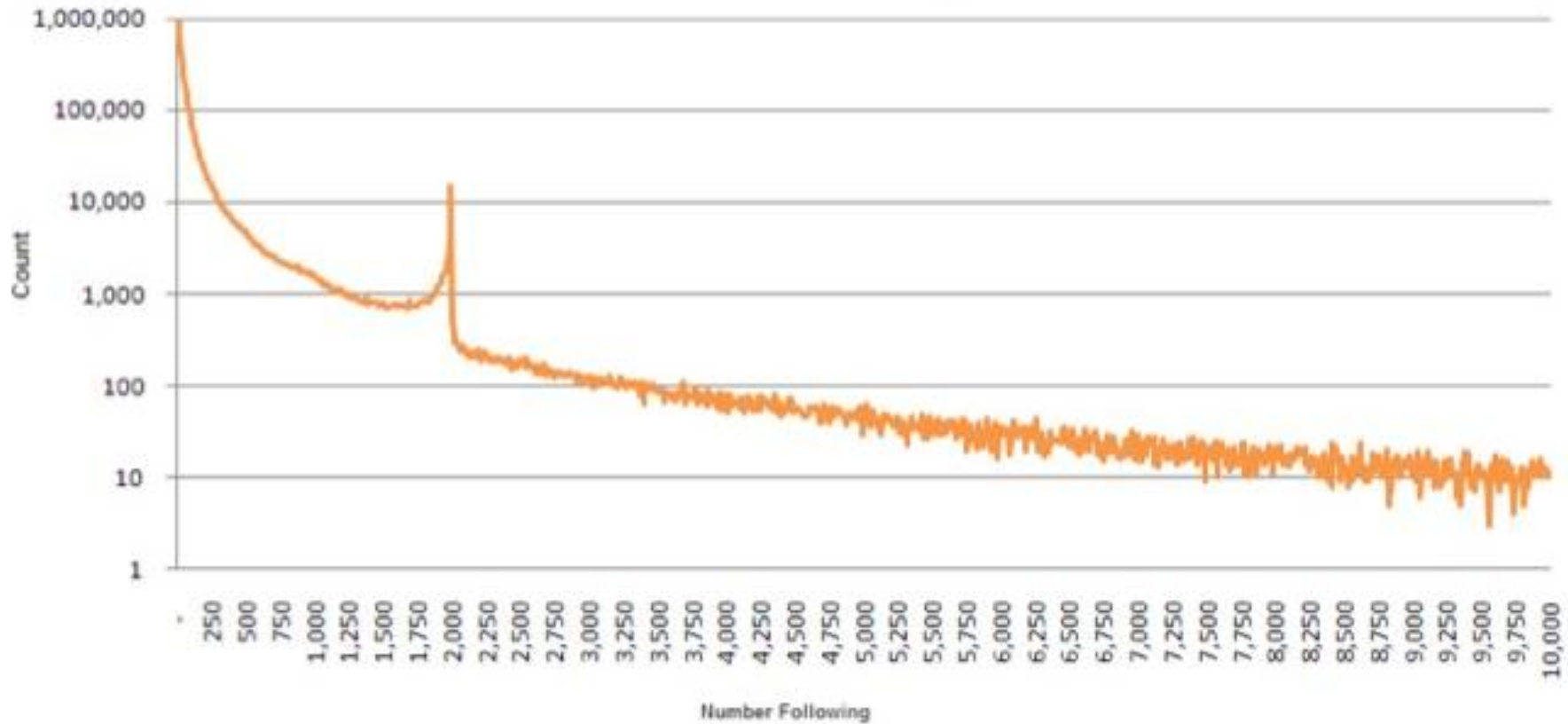
Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Distribution of Twitter Following Count



HubSpot

Distribution of Following Counts



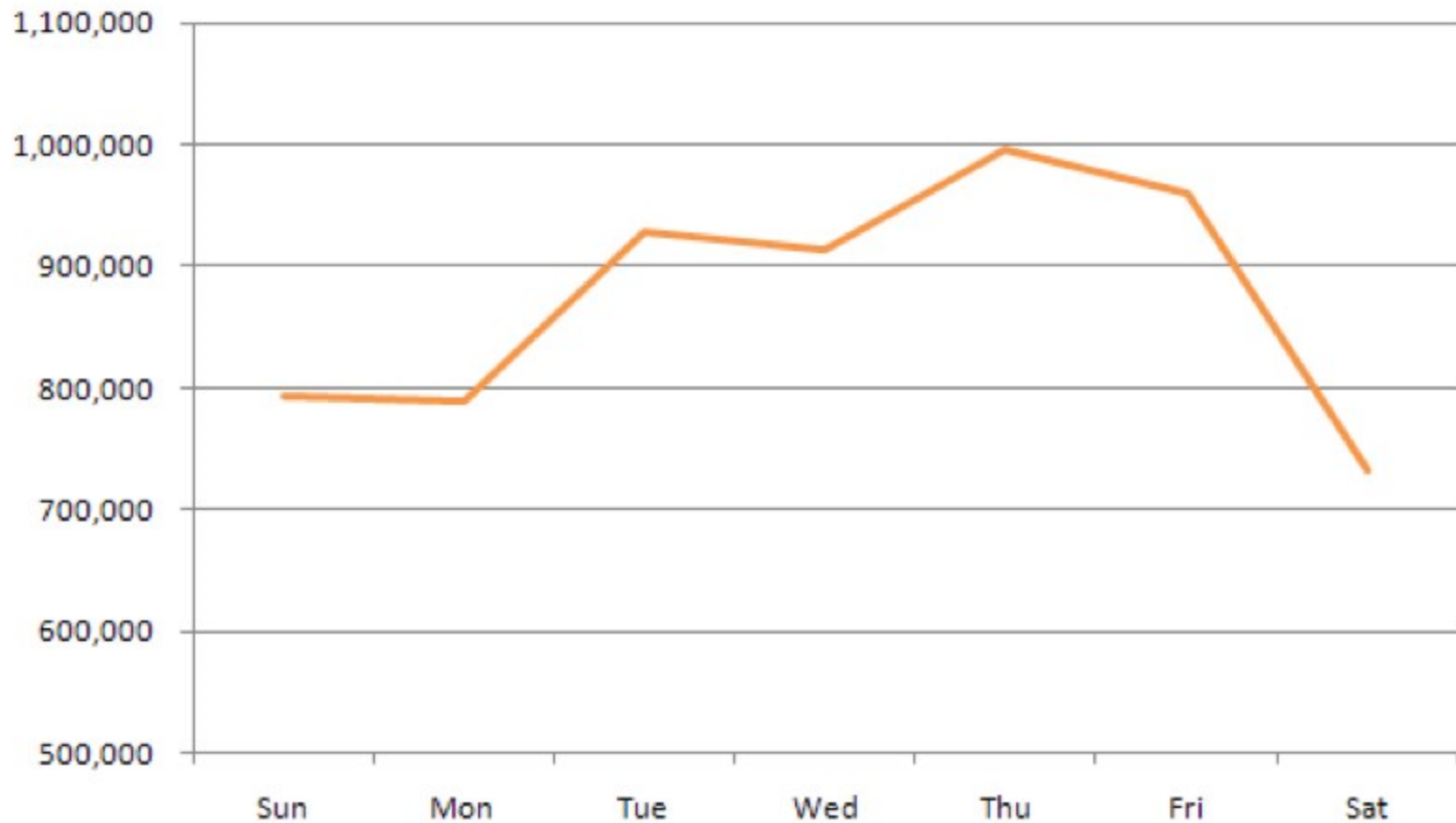
Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Distribution of Tweets by Day



HubSpot

Distribution of Tweets by Day

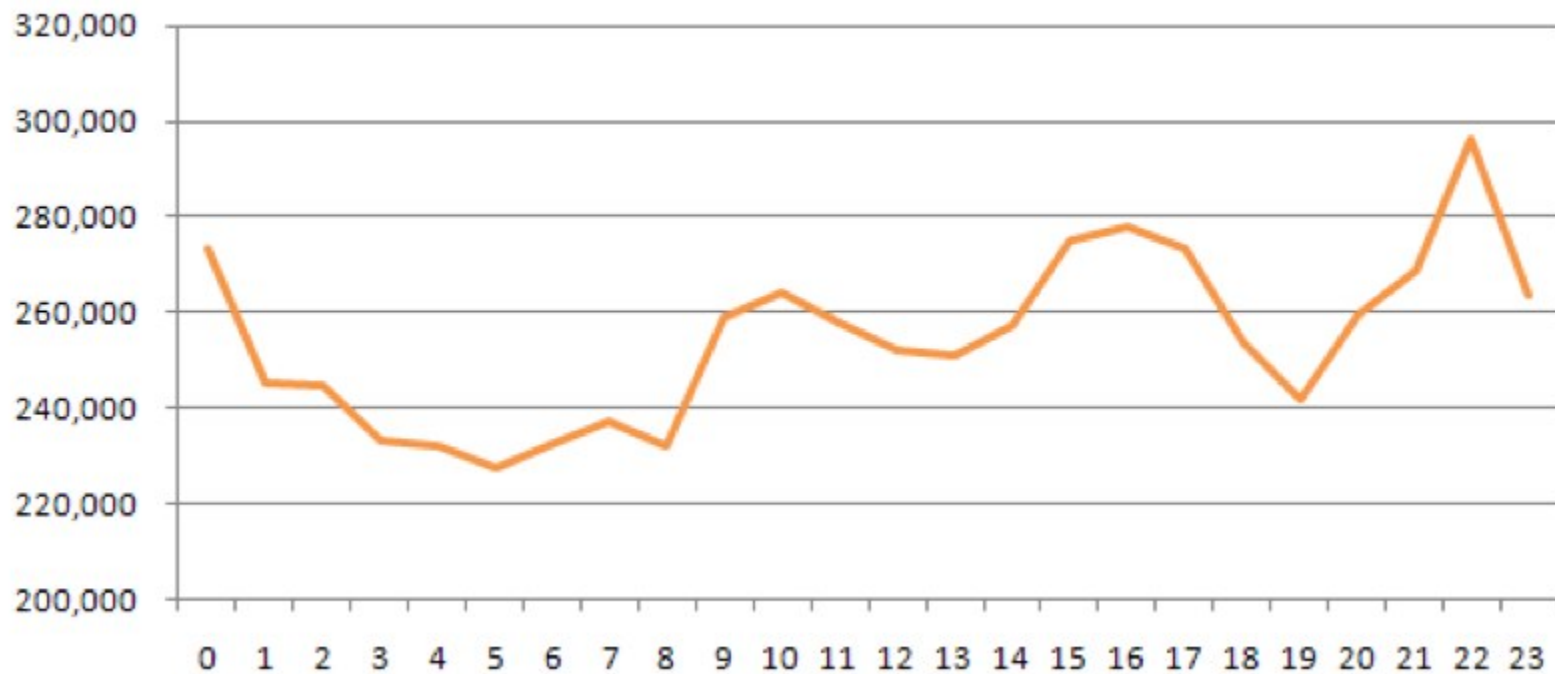


Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Distribution of Tweets by Hour



Distribution of Tweets by Hour

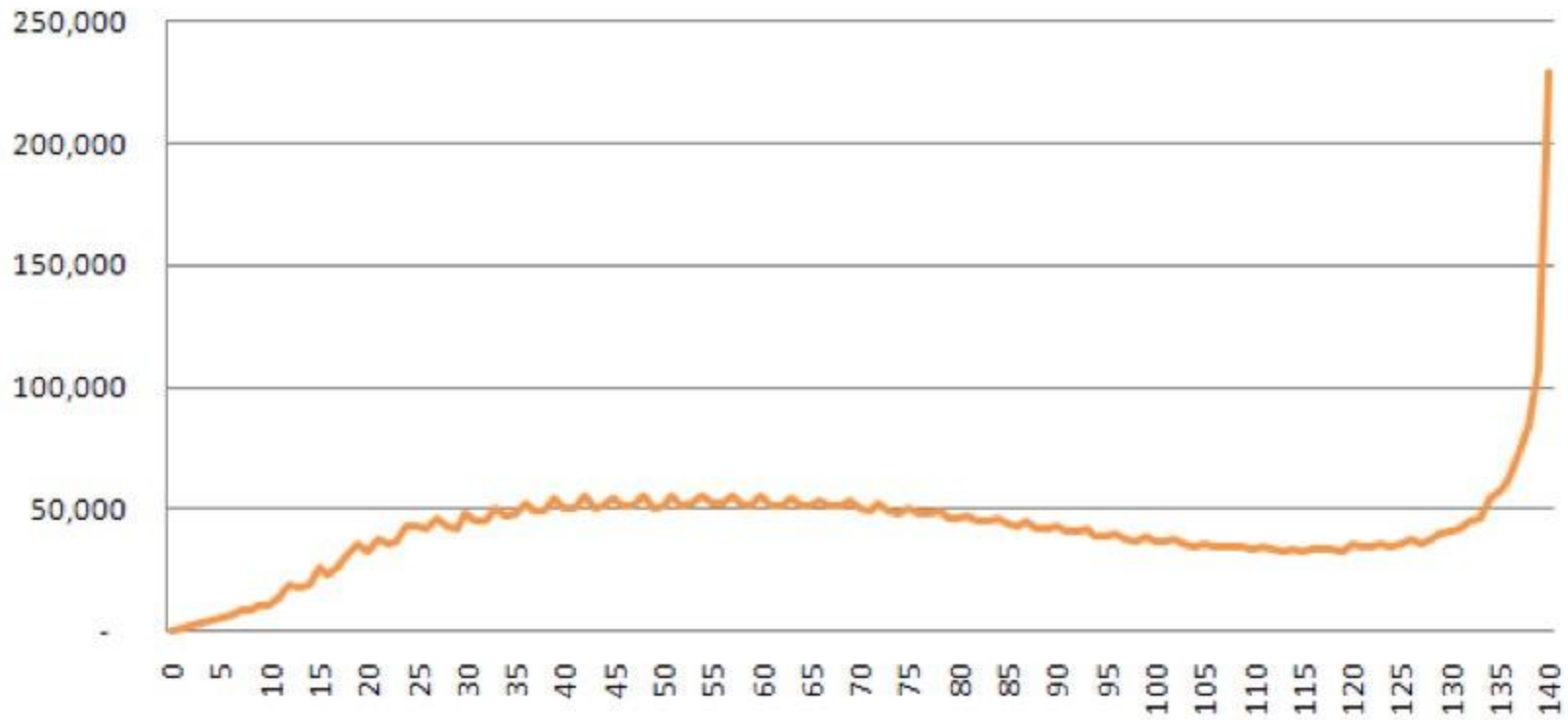


Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Distribution of Tweet Length



Distribution of Tweet Length
(In Characters)



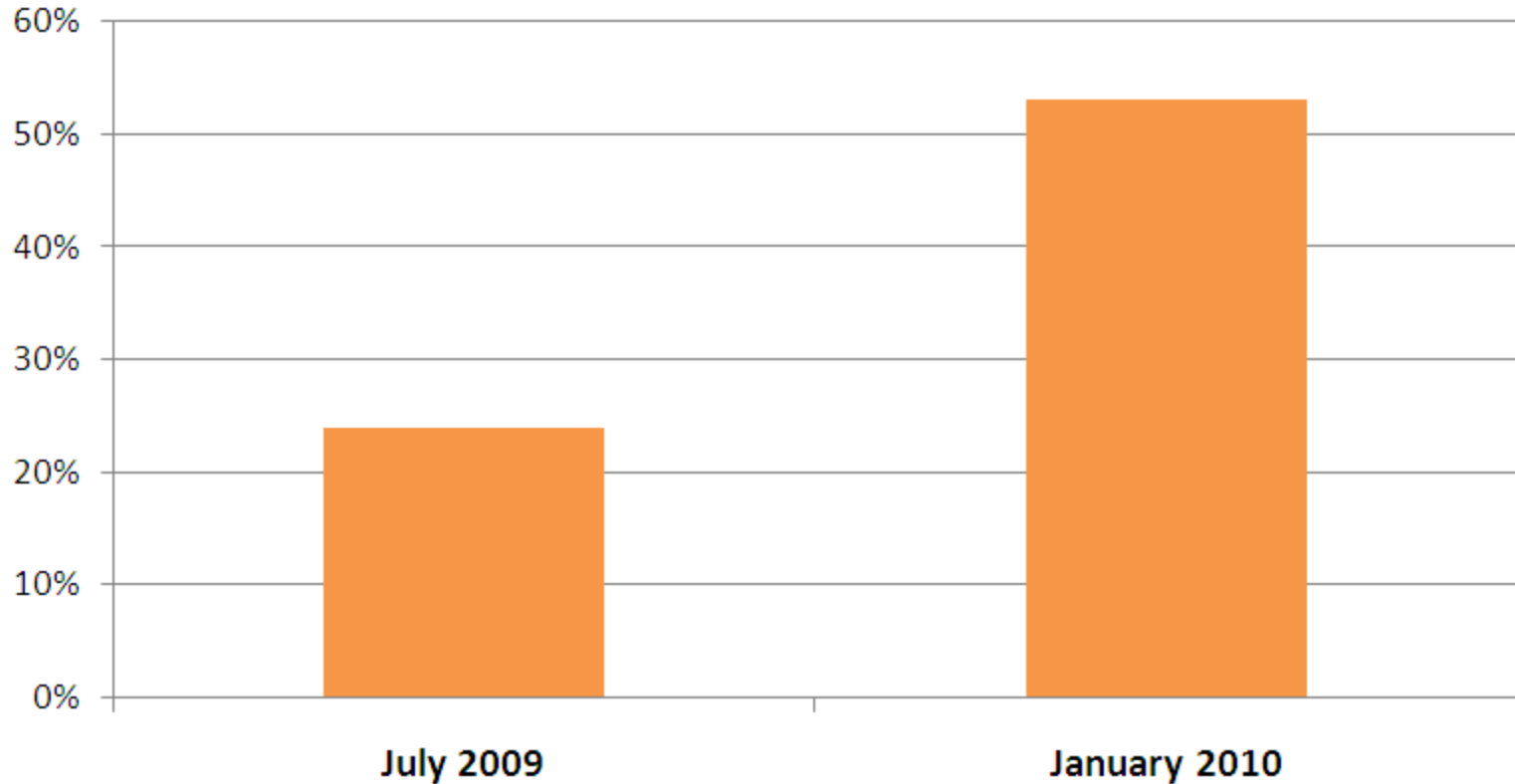
Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Twitter Users with Bio in Profile



HubSpot

Twitter Users with Bio in Profile



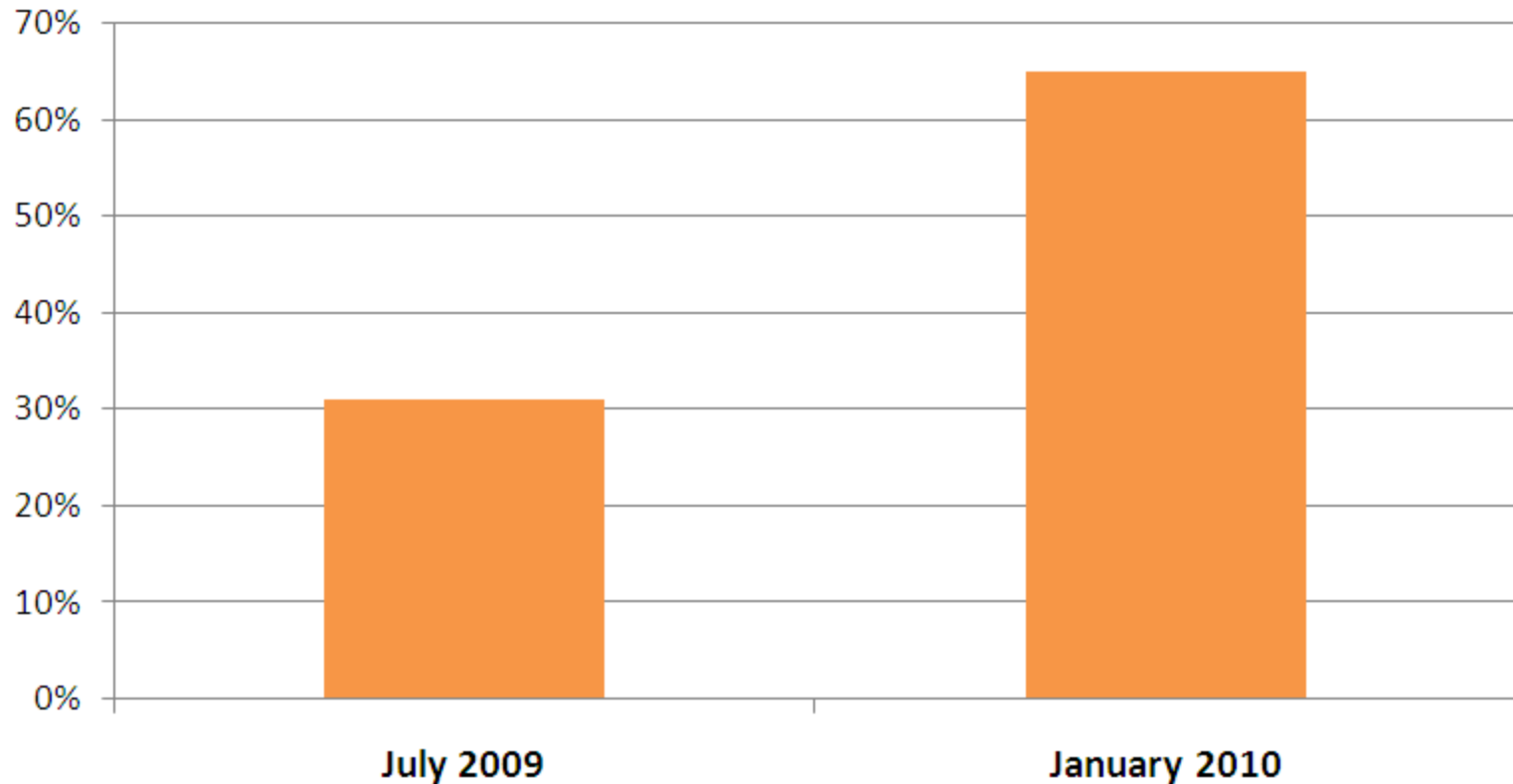
Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Twitter Users with Location in Profile



HubSpot

Twitter Users with Location in Profile



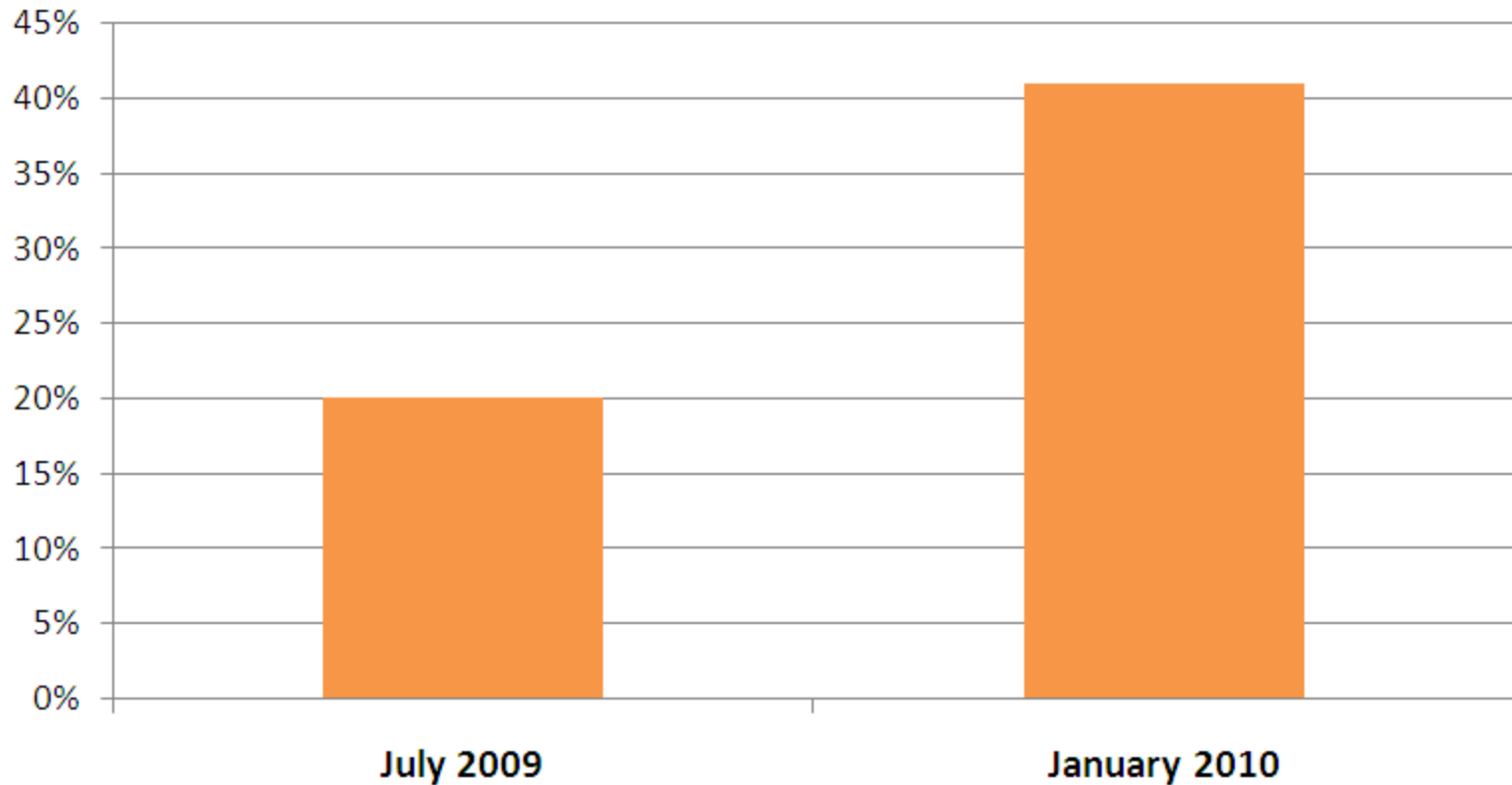
Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Twitter Users with URL / Link in Profile



HubSpot

Twitter Users with URL / Link in Profile



Source: State of the Twittersphere Report - <http://bit.ly/5RXUDu>

Download the Full Report



State of the Twittersphere

<http://bit.ly/5RXUDu>



State of the Facebook for Business

Fan Distribution for Facebook Pages



Distribution of Facebook Pages by Total Number of Fans

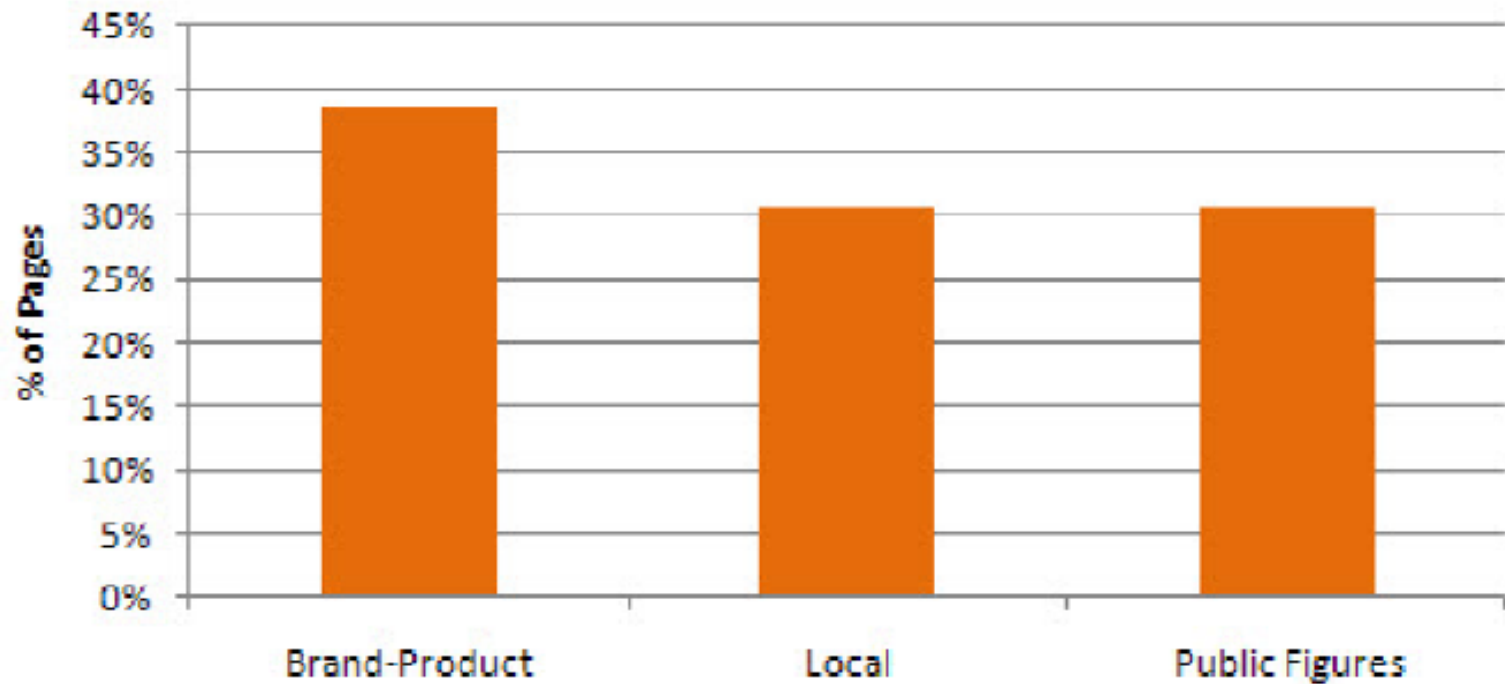
<i># Fans</i>	<i># Pages</i>	<i>% of Total Pages</i>
0 - 499	58,323	49%
500 - 9,999	42,815	36%
10,000 - 99,999	14,385	12%
100,000 or more	4,466	4%



Categories for Small Facebook Pages



**Distribution of Categories
Among Pages with Under 500 Fans**

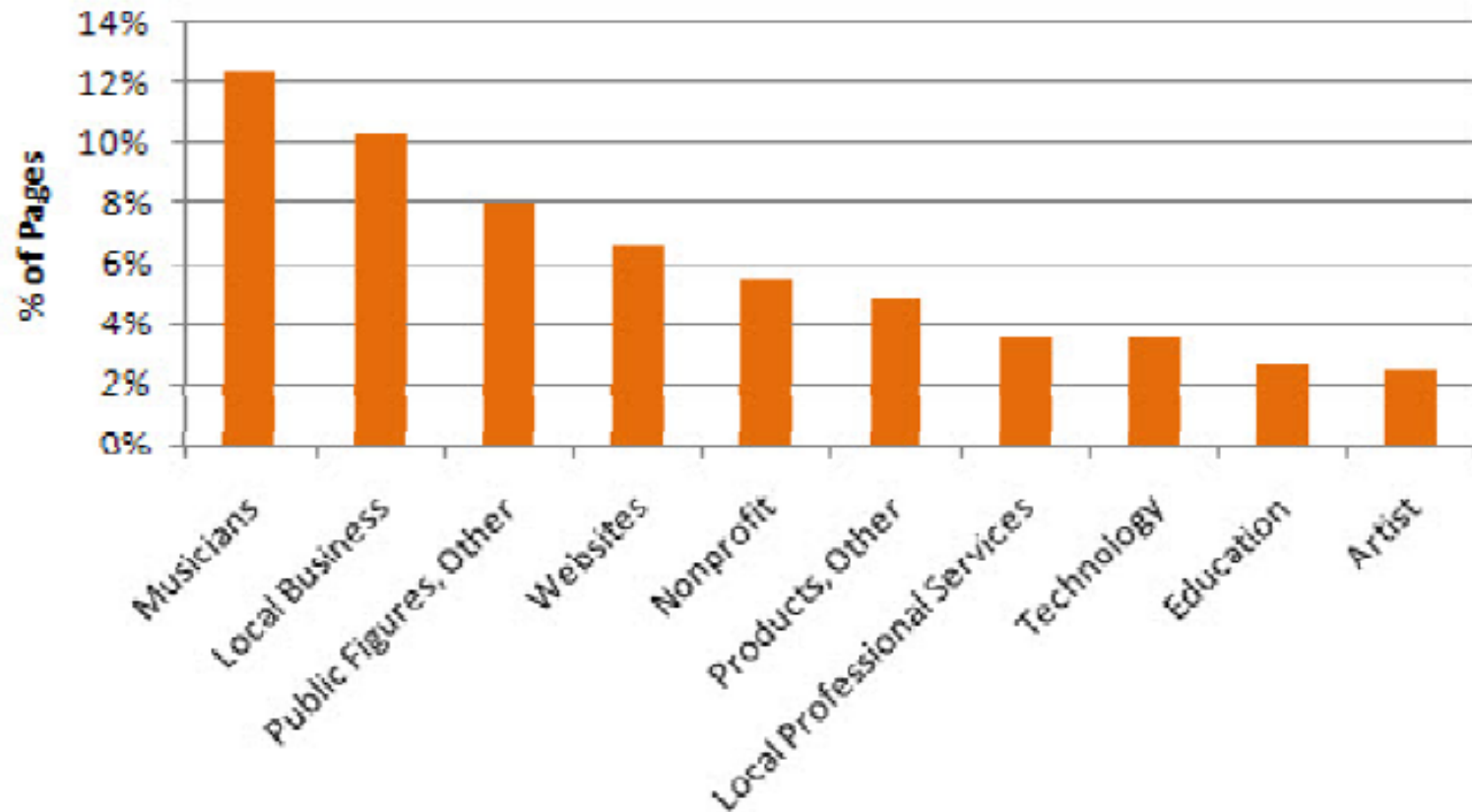


Source: State of the Facebook for Business Report - <http://bit.ly/77kBIZ>

Sub-Categories for Small Facebook Pages



**Top 10 Sub-Categories by Total Pages
Among Pages with Under 500 Fans**



Source: State of the Facebook for Business Report - <http://bit.ly/77kBIZ>

Facebook Fan Pages by Country



Top 10 Countries in Terms of Total Facebook Pages

Country	# of Pages	Total Fans	Average # Fans per Page	# Pages with a Website	% Pages with a website
United States	17,953	78,137,900	4,352	16,436	92%
Italy	1,796	17,460,584	9,722	1,163	65%
United Kingdom	1,111	16,974,163	15,278	953	86%
Canada	1,076	4,544,560	4,224	967	90%
Indonesia	611	2,447,180	4,005	437	72%
Australia	498	1,898,774	3,813	442	89%
France	467	11,452,651	24,524	347	74%
Spain	384	3,510,444	9,142	321	84%
India	226	2,222,946	9,836	166	73%
Belgium	175	918,544	5,249	141	81%



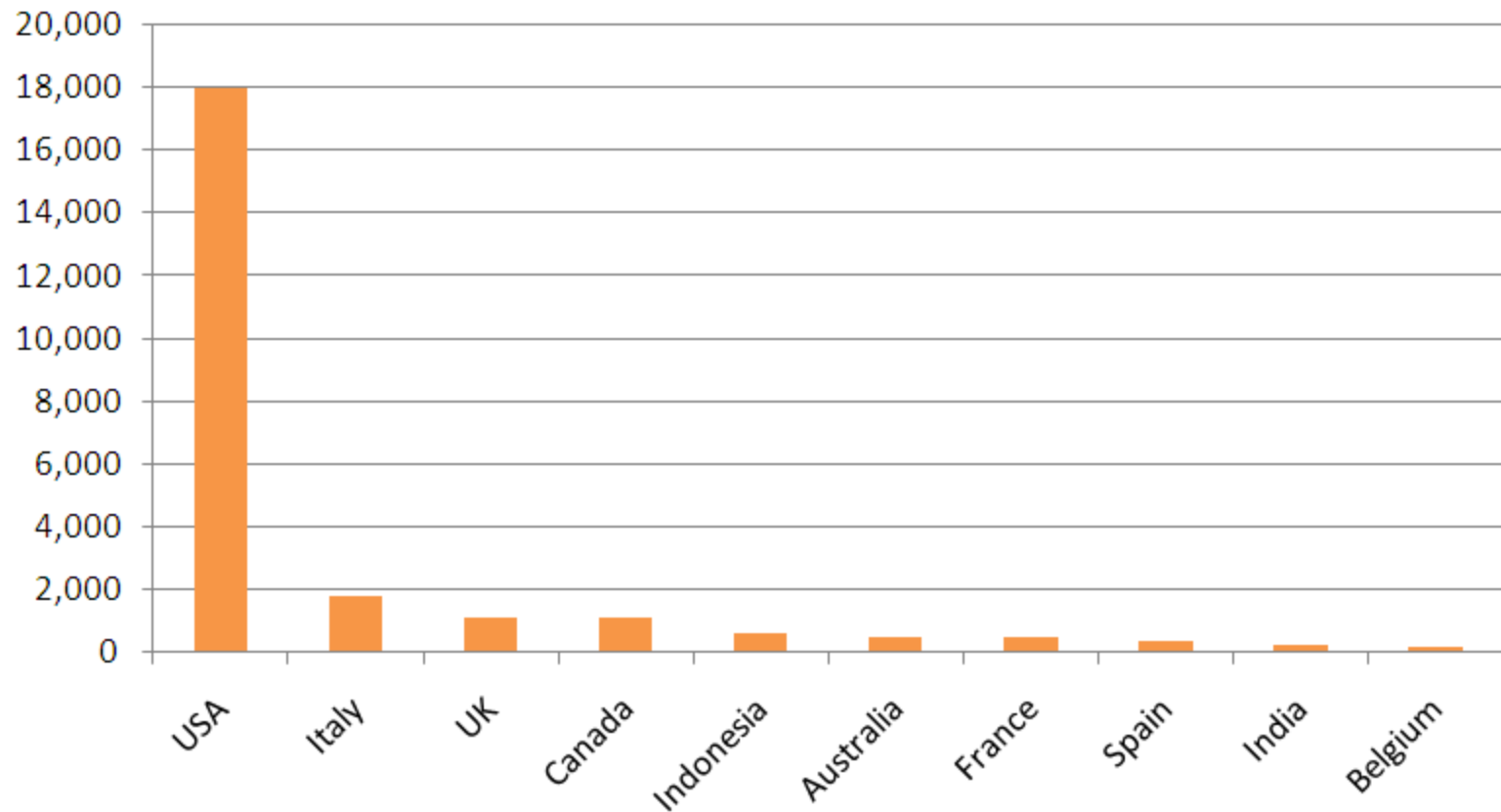
Source: State of the Facebook for Business Report - <http://bit.ly/77kBIZ>

Facebook Fan Pages by Country



HubSpot

of Facebook Business Pages by Country

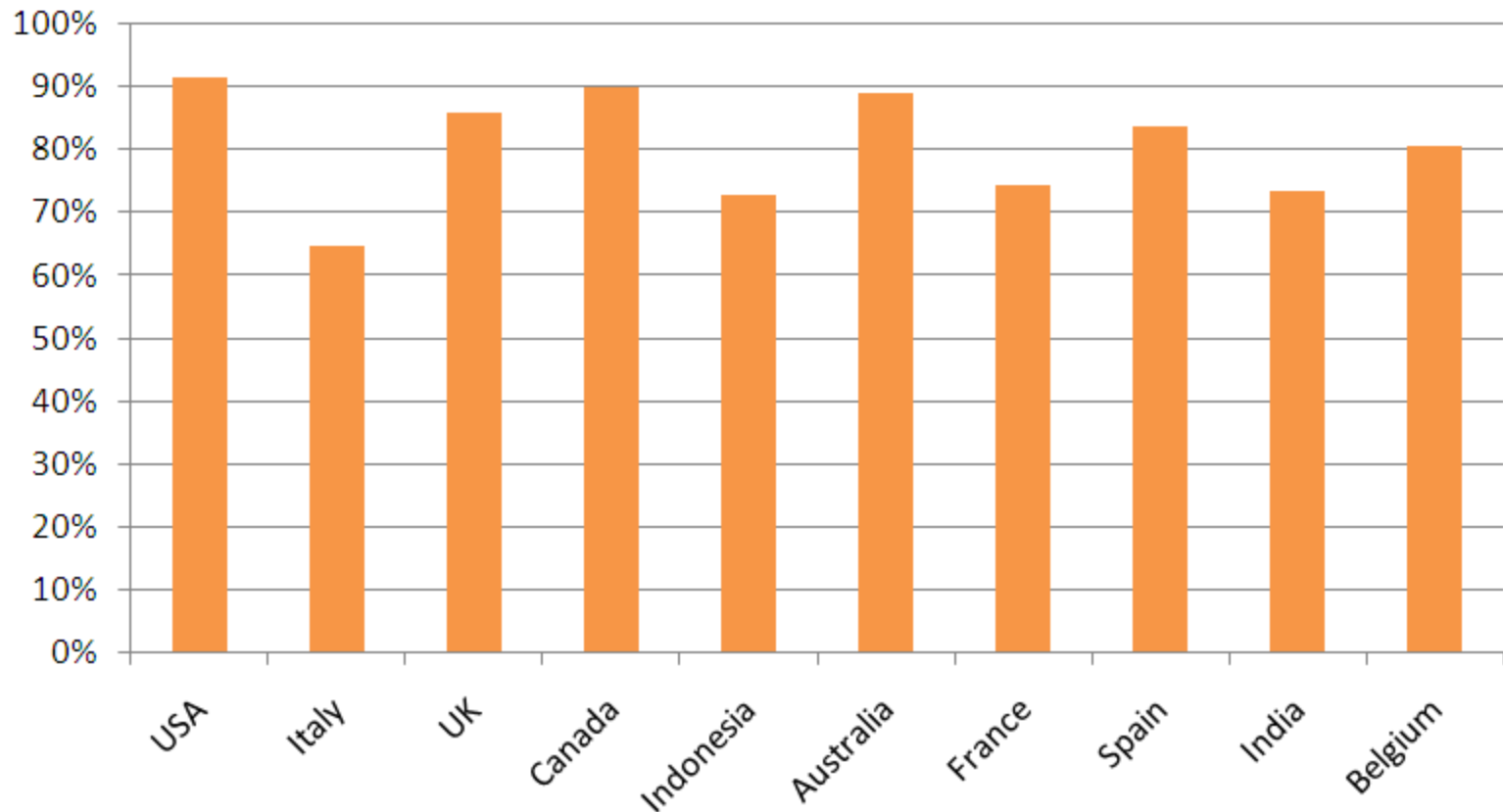


Source: State of the Facebook for Business Report - <http://bit.ly/77kBIZ>

Facebook Fan Pages with URLs



% of Facebook Business Pages with Website URL

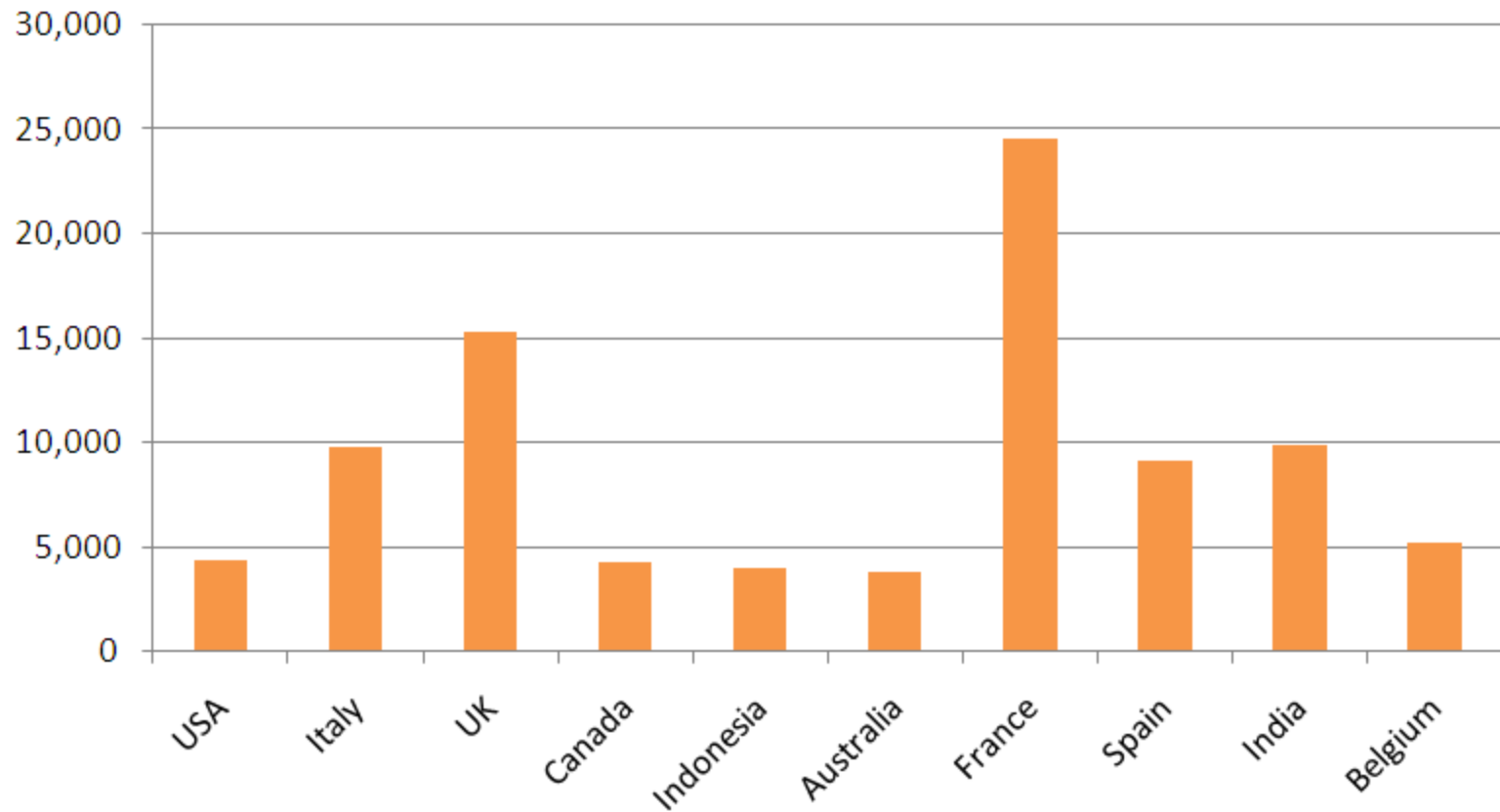


Source: State of the Facebook for Business Report - <http://bit.ly/77kBIZ>

Average Facebook Fans by Country



Average Facebook Fans per Business Page by Country



Source: State of the Facebook for Business Report - <http://bit.ly/77kBIZ>

Download the Full Report



State of the Facebook for Business

<http://bit.ly/77kBIZ>

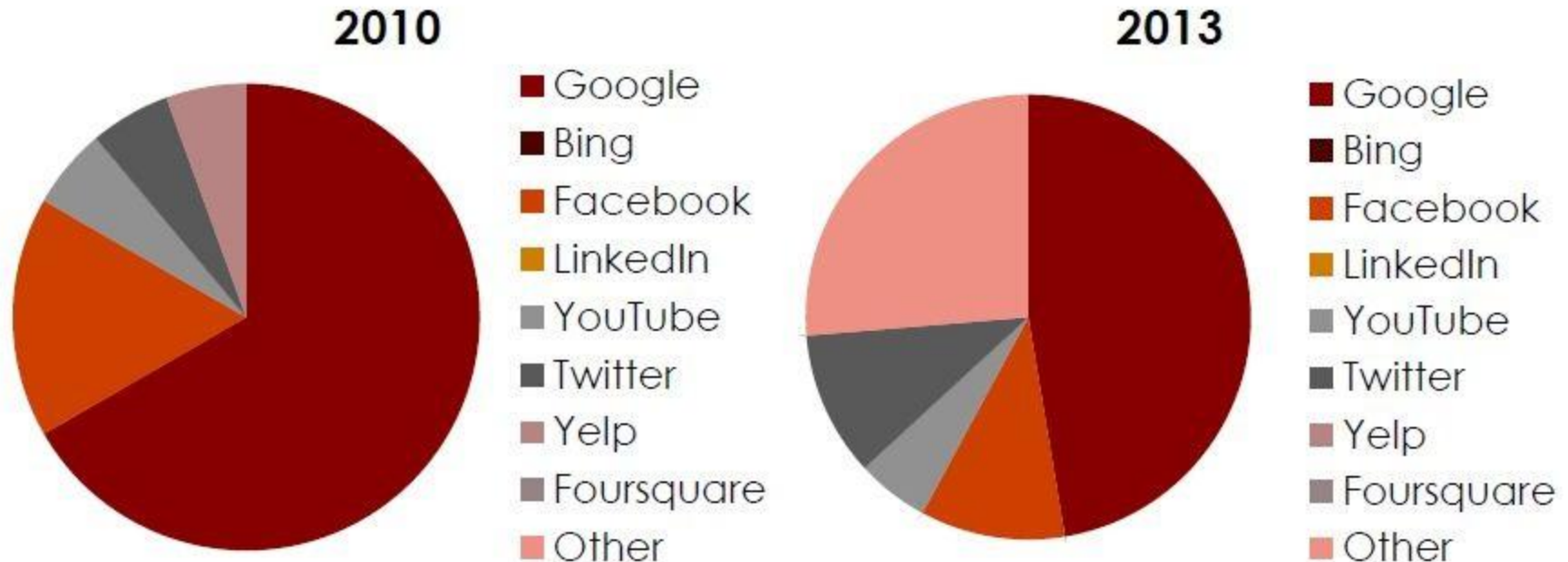


19 Marketing Experts Share Tips and Insights

Most Valuable Services/Websites



What Service or Website Drives the Most Business Value



Today 80% of the experts see Google or Facebook as the most valuable website for marketing. But in the next 3 years 25% of the experts expect something new ("Other") to emerge as the most important website or service.

Most Valuable Channels



What Channel Drives the Most Business Value



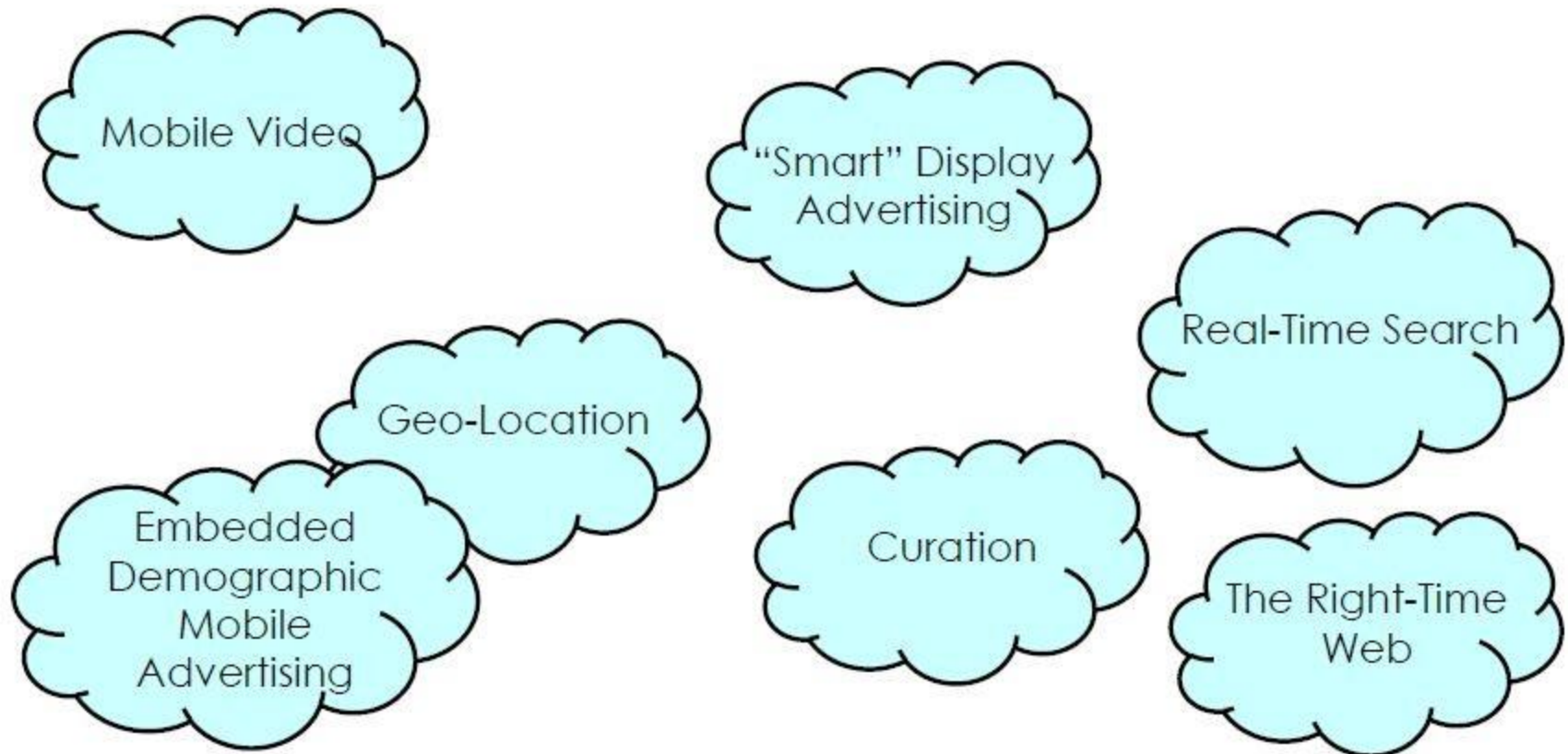
In the next 3 years, the experts predict that social media will start to drive more business value than search engine optimization (SEO).

Trends for 2011



Biggest Marketing Trends for 2011

When we asked our expert speakers what they believed the biggest marketing trend for 2011 would be, we received a variety of answers. Here are some of their thoughts:



Source: 19 Marketing Experts Share Tips and Insights - <http://bit.ly/i4Q9Jq>

Download the On-Demand Webinar



*19 Marketing Experts Share
Tips and Insights*

<http://bit.ly/eQd8jS>

Real-Time Marketing & PR

Real-Time Marketing and PR Power Law

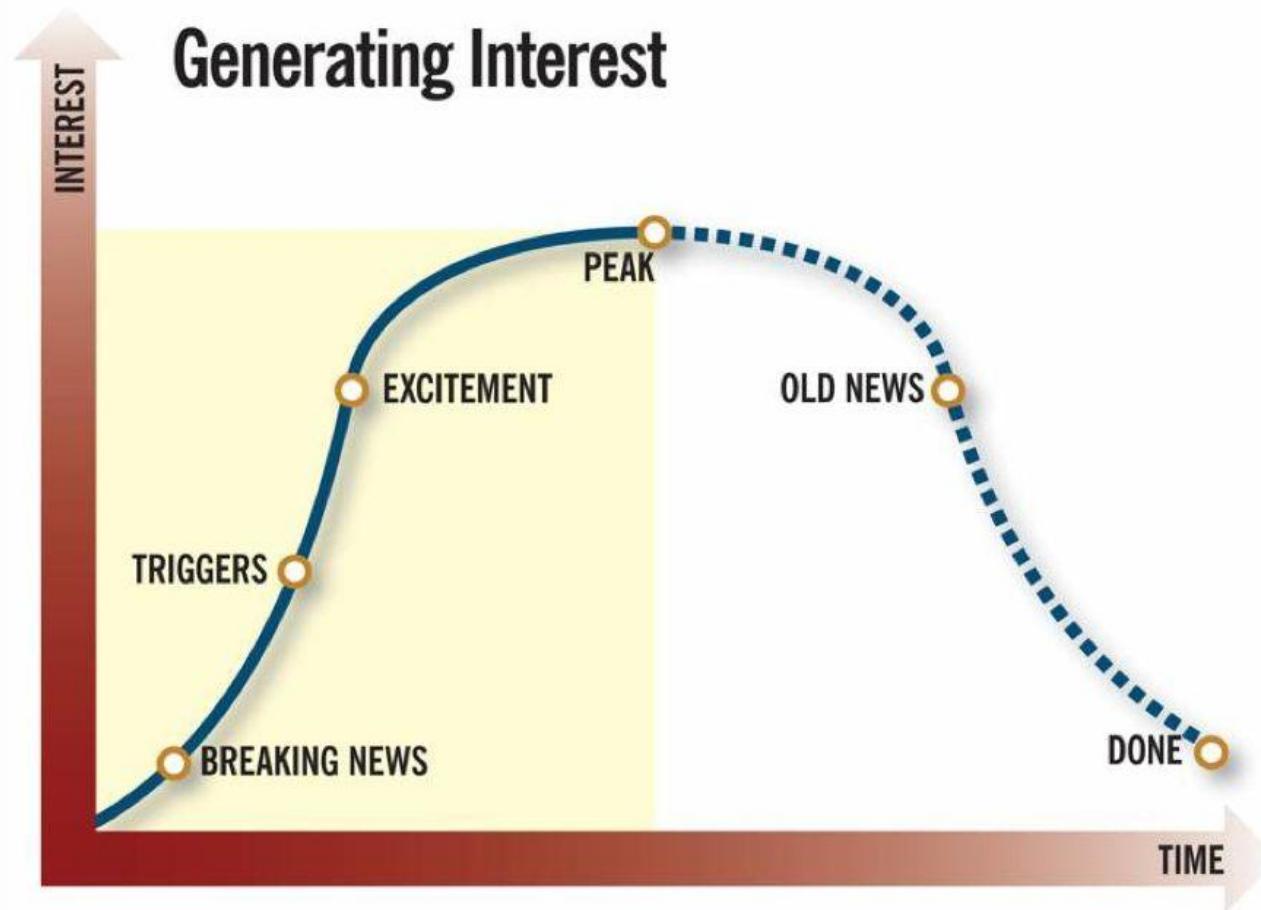


©2010 by David Meerman Scott

This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzhHA>

Generating Interest with Real-Time PR

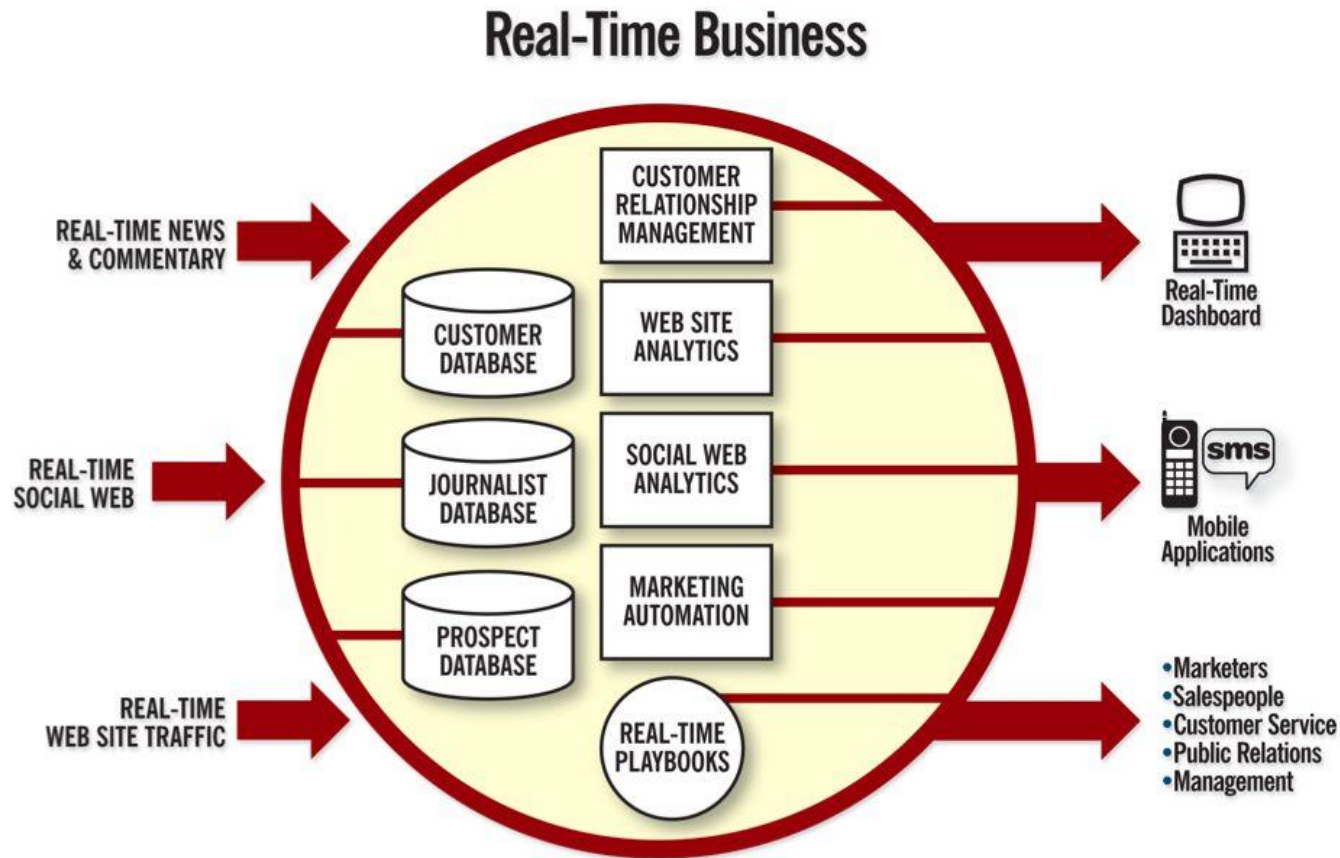


©2010 by David Meerman Scott

This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzhHA>

Real-Time Business



©2010 by David Meerman Scott

This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

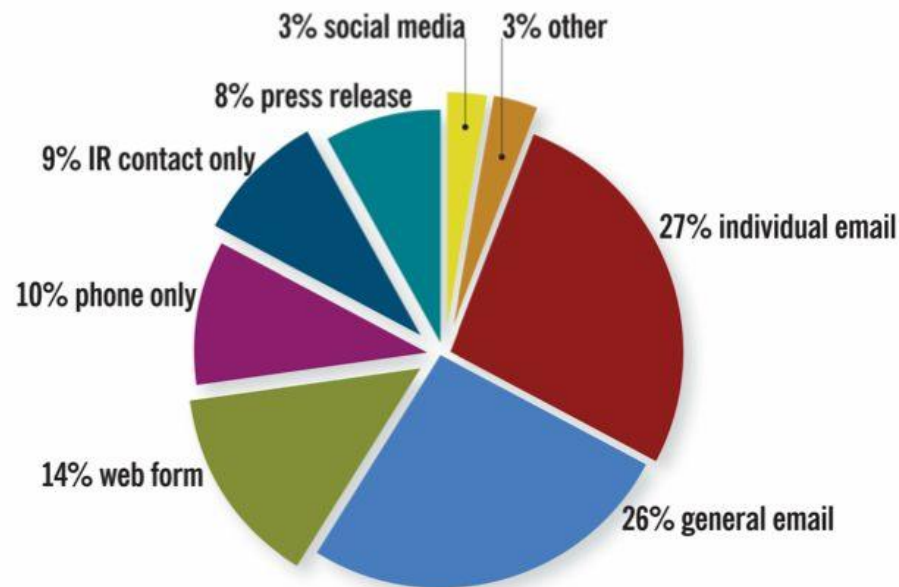
Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzhHA>

Fortune 100 Media Contact Method



Contact Us (Or Not)

Media Contact Method
Fortune 100 Companies



©2010 by David Meerman Scott

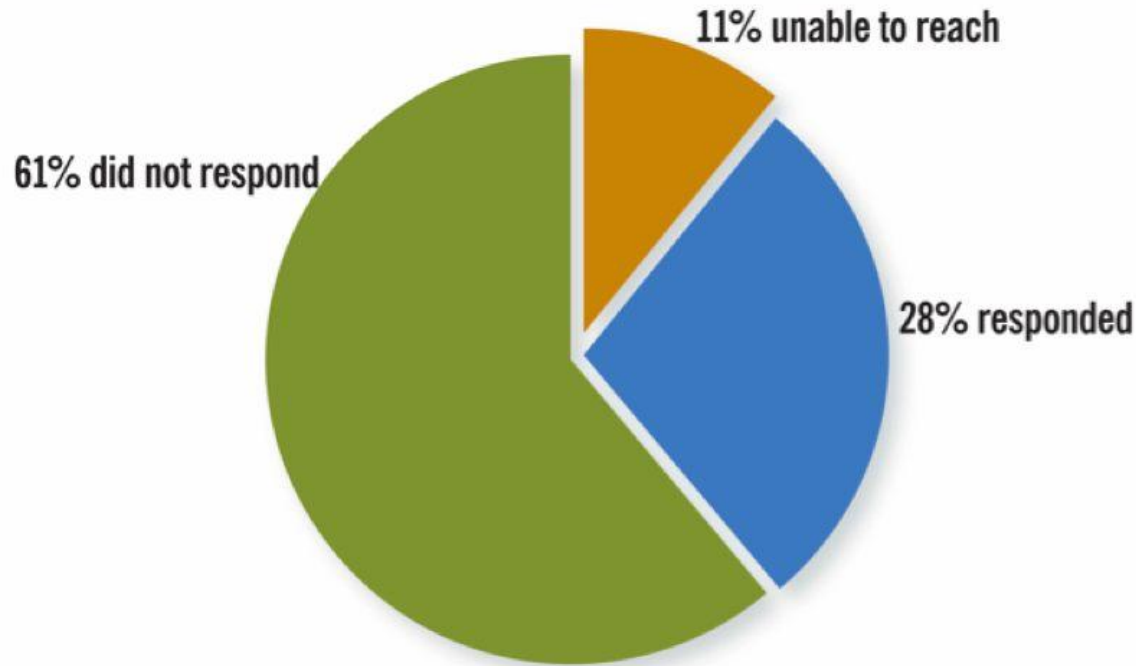
This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzhHA>

Only 28% of Fortune 100 Companies Respond



I heard back from just 28 of the *Fortune* 100 companies.



©2010 by David Meerman Scott

This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

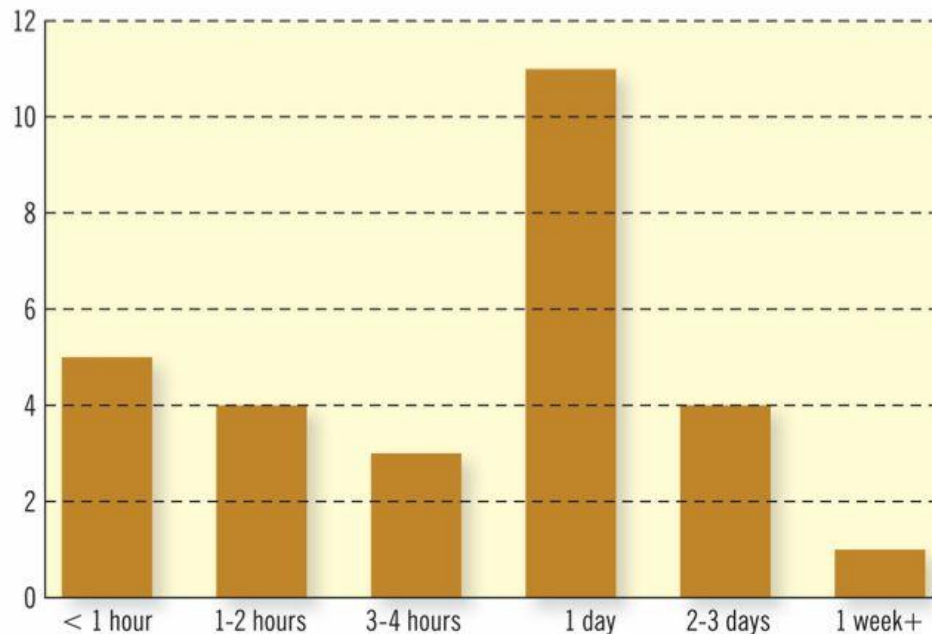
Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzhHA>

How Fast Does the Fortune 100 Respond?



How Fast Does the *Fortune* 100 Respond?

Response Speed Fortune 100 Companies



©2010 by David Meerman Scott

This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzhHA>

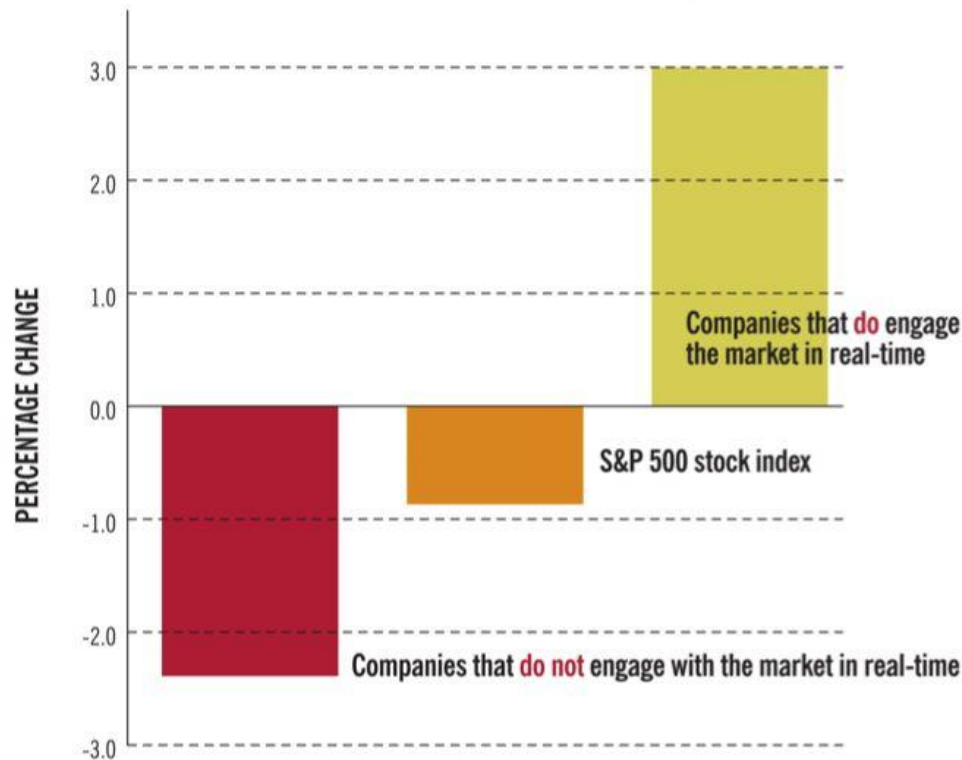
ROI of Real-Time Engagement



The ROI of real-time engagement

Fortune 100 Public Companies

Average Stock Price Change: December 31, 2009-September 3, 2010



©2010 by David Meerman Scott

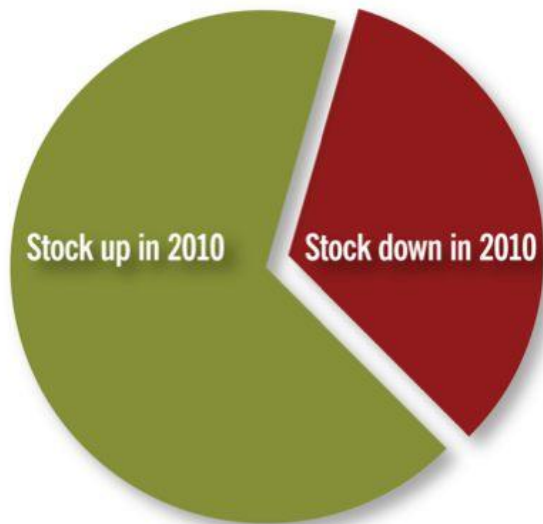
This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzhHA>

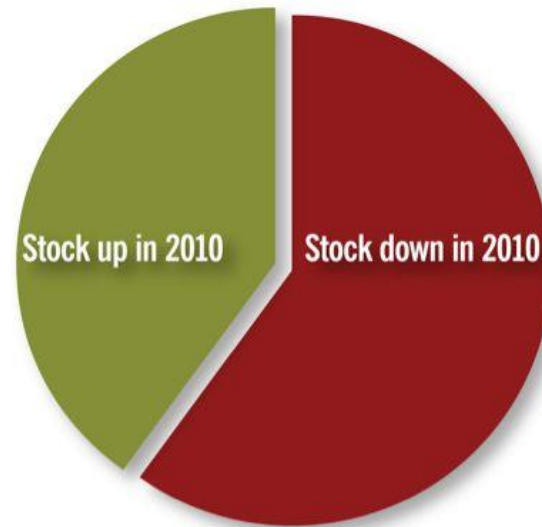
ROI of Real-Time Engagement



**THIS IS THE ROI OF
REAL-TIME ENGAGEMENT.**



Stock price change of companies that
do engage the market in real-time



Stock price change of companies that
do not engage the market in real-time

©2010 by David Meerman Scott

This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzHHA>

2010 Fortune 100 Real-Time Speed Analysis



2010 Fortune 100 Real-Time speed analysis (In alphabetical order)

company	Fortune rank	response time
Abbott Laboratories	75	Did not respond
Aetna	63	Did not respond
Allstate	68	Did not respond
Amazon.com	100	Did not respond
American Express	88	Did not respond
American International Group	16	Unable to contact
AmerisourceBergen	24	Did not respond
Apple	56	Did not respond
Archer Daniels Midland	27	1 day
AT&T	7	less than 1 hour
Bank of America Corp.	5	Did not respond
Berkshire Hathaway	11	Did not respond
Best Buy	45	Did not respond
Boeing	28	3 hours
Cardinal Health	17	Did not respond
Caterpillar	66	1 day
Chevron	3	2 days
CHS	91	Did not respond
Cisco Systems	58	Did not respond
Citigroup	12	Unable to contact
Coca-Cola	72	1 day
Comcast	59	Did not respond
ConocoPhillips	6	Did not respond
Costco Wholesale	25	Did not respond
CVS Caremark	18	Did not respond
Dell	38	Unable to contact
Delta Air Lines	84	Did not respond
Dow Chemical	46	Did not respond
DuPont	86	Did not respond
Enterprise GP Holdings	92	Unable to contact
Express Scripts	96	Did not respond
Exxon Mobil	2	Unable to contact
Fannie Mae	81	Did not respond
FedEx	60	Did not respond

company	Fortune rank	response time
Ford Motor	8	2 days
Freddie Mac	54	Did not respond
General Dynamics	69	Did not respond
General Electric	4	3 hours
General Motors	15	Unable to contact
Goldman Sachs Group	39	Unable to contact
Hartford Financial Services	97	Did not respond
HCA	77	Unable to contact
Hess	79	Did not respond
Hewlett-Packard	10	1-2 hours
Home Depot	29	1 day
Honeywell International	74	Did not respond
Humana	73	Did not respond
Ingram Micro	80	Did not respond
Intel	62	1 day
International Assets Holding	49	Did not respond
International Business Machines	20	Did not respond
J.P. Morgan Chase & Co.	9	Did not respond
Johnson & Johnson	33	Did not respond
Johnson Controls	83	Did not respond
Kraft Foods	53	2 weeks
Kroger	23	Unable to contact
Liberty Mutual Insurance Group	71	Did not respond
Lockheed Martin	44	1 day
Lowe's	42	Unable to contact
Marathon Oil	41	1-2 hours
Massachusetts Mutual Life Insurance	93	Did not respond
McKesson	14	Did not respond
Medco Health Solutions	35	Did not respond
Merck	85	Did not respond
MetLife	51	1 day
Microsoft	36	less than 1 hour
Morgan Stanley	70	Did not respond
New York Life Insurance	64	Did not respond

company	Fortune rank	response time
News Corp.	76	Did not respond
Northrop Grumman	61	2 days
PepsiCo	50	Did not respond
Pfizer	40	Did not respond
Philip Morris International	94	3 days
Procter & Gamble	22	Did not respond
Prudential Financial	65	less than 1 hour
Publix Super Markets	99	1-2 hours
Raytheon	95	less than 1 hour
Rite Aid	89	Did not respond
Safeway	52	Did not respond
Sears Holdings	48	Did not respond
Sprint Nextel	67	1 day
State Farm Insurance Cos.	34	1-2 hours
Sunoco	78	Unable to contact
Supervalu	47	Did not respond
Sysco	55	Did not respond
Target	30	Did not respond
TIAA-CREF	90	Did not respond
Time Warner	82	Did not respond
Travelers Cos.	98	1 day
Tyson Foods	87	Did not respond
United Parcel Service	43	4 hours
United Technologies	37	Did not respond
UnitedHealth Group	21	Did not respond
Valero Energy	26	Did not respond
Verizon Communications	13	less than 1 hour
Wal-Mart Stores	1	Did not respond
Walgreens	32	Did not respond
Walt Disney	57	Did not respond
WellPoint	31	1 day
Wells Fargo	19	1 day

©2010 by David Meerman Scott

This work is licensed under Creative Commons Attribution
NonCommercial-ShareAlike 3.0 Unported License.
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Source: Real-Time Marketing and PR Webinar - <http://bit.ly/fqzha>

View The On-Demand Webinar



Real-Time Marketing and PR

<http://bit.ly/fqzhHA>

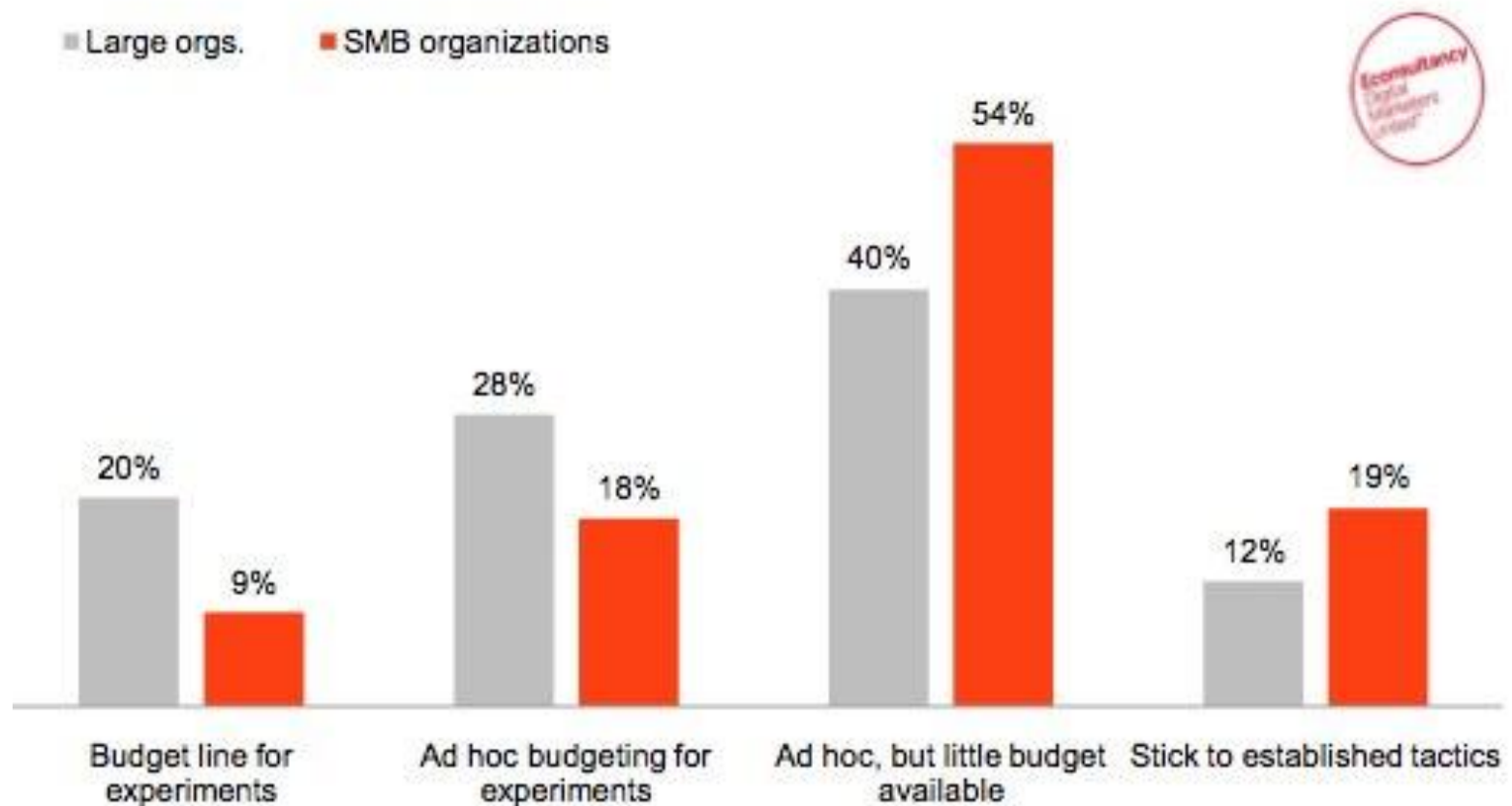


Best & Worst Return-on-Effort Marketing Tactics

Budgeting for Experimentation



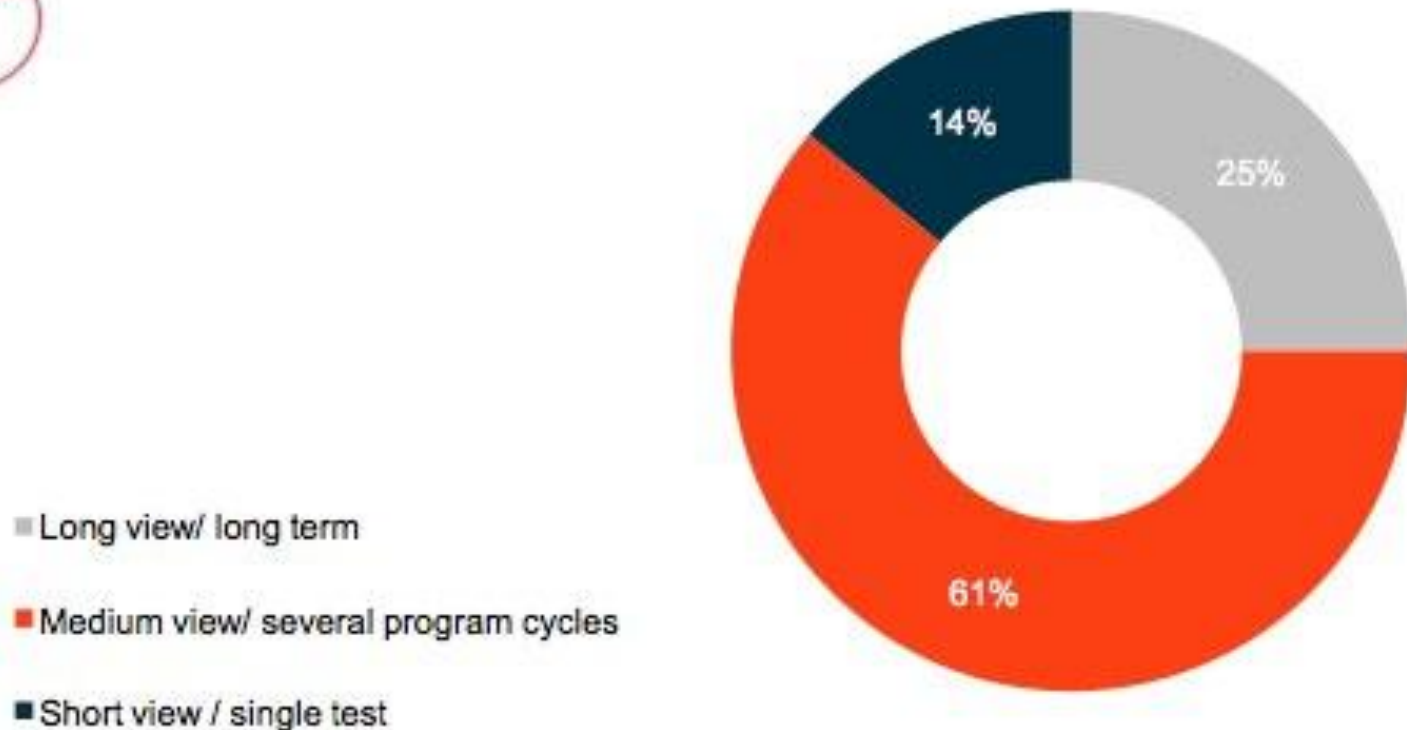
Figure 6: Budget approaches to experimentation by company size



Approaches for Experimentation



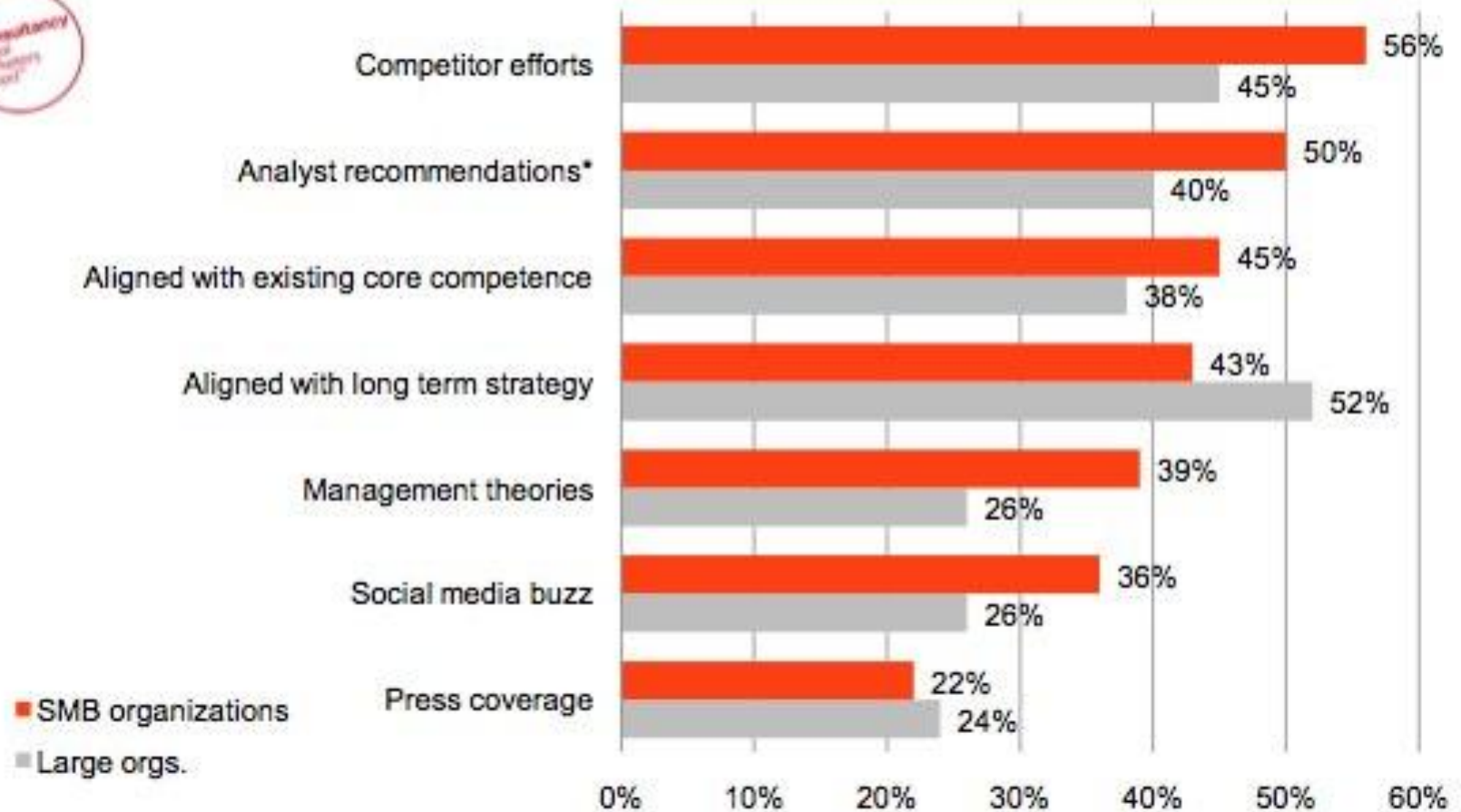
Figure 7: Approaches taken to experimentation.



Motives for Experimentation



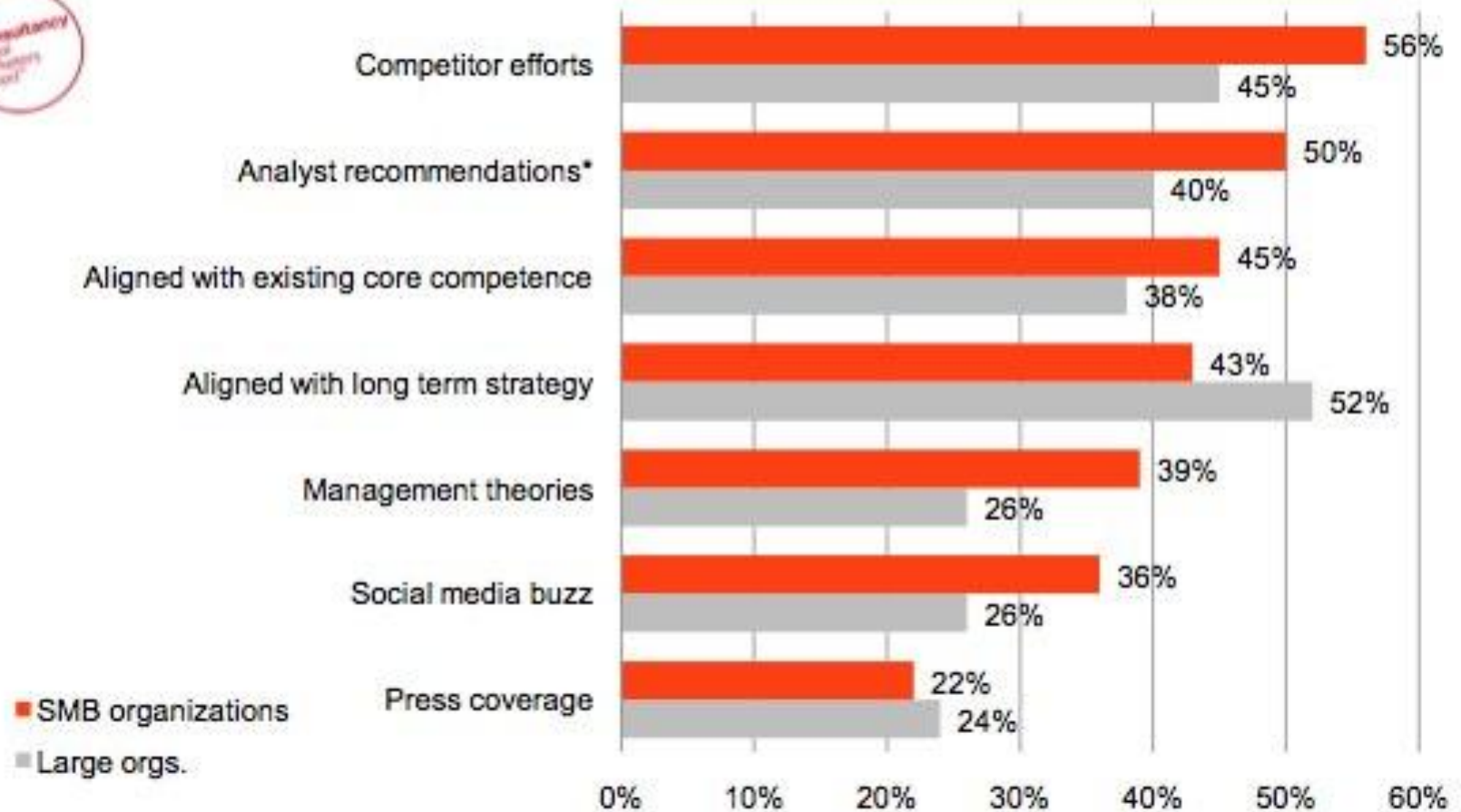
Figure 8: Factors that spark new initiatives



Motives for Experimentation



Figure 8: Factors that spark new initiatives





Best & Worst Return-on-Effort Marketing Tactics

<http://bit.ly/eEhuud>

Get Updated Marketing Data

- All *new* graphs, charts and data are published to our blog immediately, so subscribe already (like 35,000 others have):

<http://Blog.HubSpot.com>

HubSpot Marketing Software

Free Trial:

www.HubSpot.com/Free-Trial