

# 2014 Marketing Trends Survey

## 19% Client relationships

33% finding new clients

20% developing client relationship programme

20% improving client satisfaction

13% retaining customers

7% removing non-profit clients

7% Introducing CRM

## 17% Sales

50% converting more prospects

33% generating new leads

11% marketing campaigns

6% hospitality

## 12% Branding

67% refreshing corporate ID

33% increasing brand awareness

## 10% PR & Media

100% achieving more press coverage

## 15% Markets

100% increasing market share in existing market

## 15% Products

83% launching new products/services

17% launching refreshed products/services

## 12% Digital

43% digital strategy

29% increasing online sales

29% developing blogs and online channels