

2015-2016 Marketing Survey

what your business needs to be thinking about

53%

Increase brand awareness



35%

Rebrand or reposition the business



9%

Digital strategy

12%

Client relationships

11%

Higher conversion

16%

Generate leads

18%

Find new clients



18%

Advertising campaigns



The full copy of the 2015-16 Marketing Survey report is available. To download a copy of the report visit www.sabreassociates.co.uk.

The 2015 Marketing Guide to Success is also available either online or to purchase from Amazon.co.uk.

1%

Enter new market
Influence media
Produce more PR

2%

Retain existing clients
Increase online sales & develop channels
Launch refresh products
Generate marketing campaigns

3%

Introduce CRM
Increase market share

4%

Improve satisfaction
Launch new product

