



Table of Contents

Page

Why This Topic?	4
Advertising and Marketing Spending and Growth	4
Total US Advertising and Marketing Spending by Media and Method	4
Four of Five Traditional Media Types Down in 2010	7
2010 B2B Advertising and Marketing Spending	8
Market Overview	8
US B2B Forecast Spending Across All Media	9
US B2B Online Forecast Allocation and Growth	12
US B2B Print Forecast Allocation and Growth	13
Where Money Redirected from Print Advertising Goes	15
US B2B In-Person Events Forecast Allocation and Growth	16
Where Money Redirected from In-Person Events Goes	17
Use and Ratings of New Media Methods	18
Use of and Plans to Use New Marketing Methods	18
Effectiveness of Social Networking Services for Marketing and Advertising	19
Digital Advertising Revenue Models	20
Marketing Effectiveness	21
Cross-Media and Multiple Marketing Method Effectiveness	21
Top Three ROI Selections	23
Effectiveness for Lead Generation and Branding	25
Most Important Factors in Allocating Marketing Spending	28
Essential Actions	29
Methodology	31
Related Research	32

