

# Marketing/BD/CRM

a special **beaton** report on consulting engineering services

## How effective are your Marketing/BD/CRM activities?



Recommendations and relationships still matter most to **7 in 10** clients



Despite this, **1 in 2** clients do not have a relationship manager at their primary firm



**2 in 5** clients are providing feedback online to firms



... and **1 in 3** clients see regular social media activity by consulting firms

This report is based on a current survey of clients of leading consulting firms

### This report explains

- Which marketing and BD activities are most influential on clients choosing a firm
- Which CRM activities are most influential on a client's relationship with their firm
- The frequency and preferred exposure to a consulting engineering firm's CRM, BD and Marketing activities
- What drives clients satisfaction with a client relationship manager

### This report helps you

- Focus and prioritise how your firm engages with clients and prospects
- Identify market gaps in Marketing, BD and CRM activities which your firm can exploit
- Identify where in the marketplace your competitors are not engaging their clients
- Increase your consideration by prospects
- Increase client satisfaction, relationship health, recommendation and repeat use

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Client insights guiding your strategy

This report is one of a series analysing the Voice of Your Clients in the consulting engineering services marketplace. Each report focuses on a topic of immediate strategic importance and contains interpreted insights into typical clients' and prospects' needs and the drivers of their buying behaviour and satisfaction with the value they receive from consulting engineering firms.

As a leader in professional services research and advice, **beaton's** trusted relationship with firms and their clients ensures these reports are based on a relevant cross-section of the market and contain rich, actionable findings.