

**North Star Marketing Recession Seminar Results Summary**  
**Survey Sent December 9, 2008**  
**Results Compiled 12/19/08**

**Question 1**

Do you have concerns about your business today? If so, in which areas?

Answer Choice	Percentage of Responses
Marketing	76.19%
Human Resources	19.05%
Finance	23.81%
New Business Development	100.00%
No concerns	0.00%
Other:	9.52%

Other:

How bad are things going to get?

Fundraising

**Question 2**

What specific changes do you plan to make to your marketing strategy in 2009?

Answer Choice	Percentage of Responses
Increase marketing expenses	28.57%
Cut marketing expenses	0.00%
Identify new ways to market our business	95.24%
Expand our geographical reach	42.86%
Look for new markets to enter that we have not targeted before	42.86%
Develop a new product or service	23.81%
Acquire new customers	76.19%
Retain and cross-sell existing customers	52.38%
Nothing! Business as usual.	0.00%
Other:	4.76%

Other:

Becoming an information resource/subject matter expert.

**Question 3**

Which of the following topics would you be interested in learning more about?

Answer Choice	Percentage of Responses
Retaining current customer relationships	61.90%
Effectively communicating to budget conscious consumers	57.14%
Marketing on a shoe string budget	52.38%
Social Media Marketing	61.90%
Using green marketing initiatives to save costs	38.10%
Referral marketing	66.67%
Creative recession proof marketing ideas	52.38%
Other:	4.76%

Other:

Would be interested in green marketing not just to save costs but to preserve the environment.

**Question 4**

Would you be interested in attending North Star's Happy Hour seminar?

Answer Choice	Percentage of Responses
Yes	57.14%
No	0.00%
Maybe	42.86%

**Question 5**

Additional thoughts, insights, comments:

This is a great idea. Thank you for the invitation to participate.