

Fig. 5: Marketing Mix by Channels

(n=200)

	% of Budget	% Reporting Budget Shift in 2013	
	2012	Increase	Decrease
Meetings/Conferences	18	24	22
Direct Marketing	14	25	9
Print/TV/Radio Ads	14	14	19
Content development	13	22	11
Digital Ads	10	35	8
Websites	9	29	7
Public Relations	7	17	11
Advocacy Relations	5	18	10
SEO Marketing	4	19	4
Social Media	4	31	4

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2013