

Fig. 6: Marketing Mix by Channels

(n=202)

	% of Budget	% Reporting Budget Shift in 2014	
	2013	Increase	Decrease
Meetings/Conferences	15.7%	21.8%	25.2%
Sales Reps	14.4%	18.3%	12.9%
Sales Materials	11.6%	17.8%	17.8%
Content development	10.0%	27.7%	13.4%
Websites	9.3%	35.6%	10.4%
Print/TV/Radio Ads	8.1%	17.8%	13.9%
Direct Marketing	7.9%	26.2%	8.4%
Public Relations	4.6%	19.3%	10.4%
Advocacy Relations	4.6%	20.8%	11.4%
Digital Ads	4.2%	30.2%	6.4%
SEO Marketing	4.1%	33.7%	5.4%
Social Media	4.1%	32.7%	5.4%

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2014