



FM's Path to Purchase: Content Needs and Ad Preferences

Results of a study conducted by

building
OPERATING
management

FMD
Facility Maintenance Decisions

BUILDING OPERATING MANAGEMENT'S
NFMT
National Facilities Management & Technology

Trade Press Media Group • April 2019

Introduction and Methodology

OBJECTIVE

This study surveyed the average facilities manager in order to learn how they find, use and engage with manufacturer provided ads and content that helps when researching products and services for purchase.

Specific topics include:

- the buying/specifying process
- engaging with suppliers
- successful advertising tactics and actions taken after viewing ads/marketing materials.

SAMPLE

The survey sample was selected from readers of Trade Press Media Group's FM publications: *Building Operating Management* and *Facility Maintenance Decisions* and attendees of the National Facilities Management and Technology conference and expo (NFMT).

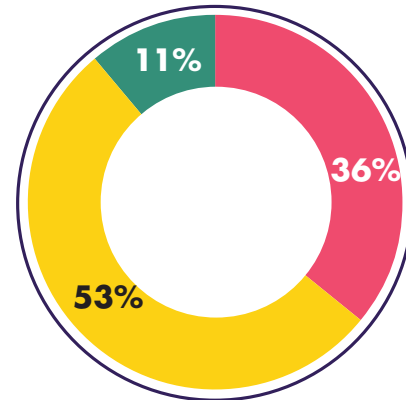
METHOD

Facilities managers were sent an email inviting them to participate in this study. The email included a url linked to the web-based survey questionnaire. Data was collected from January 24, 2019 through February 8, 2019.

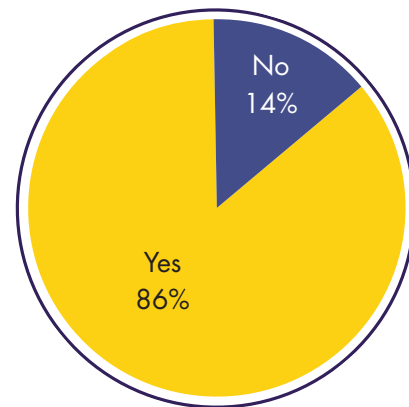


1. What is your role in buying/specifying facility products or services?

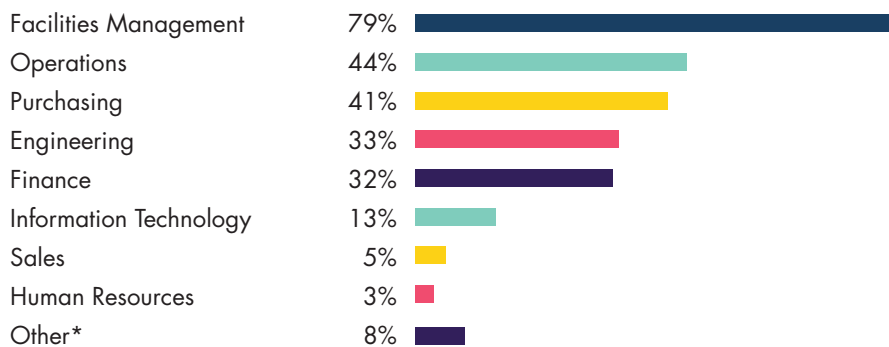
- Primary decision maker 36%
- Influence the buying/specifying decision 53%
- Not involved in purchasing or specifying decisions 11%



2. Is the buying/specifying process a collaborative one within your organization?



2a. Which departments are involved in the final purchase/specification decision?



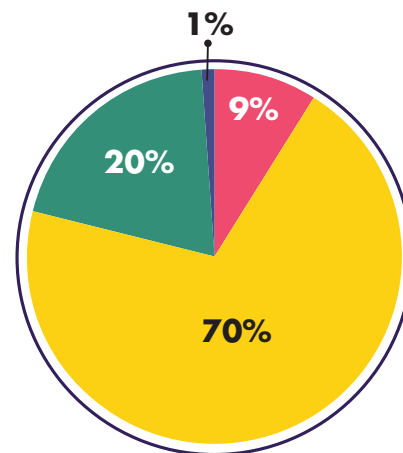
(* See Appendix)

3. How frequently do you meet with:

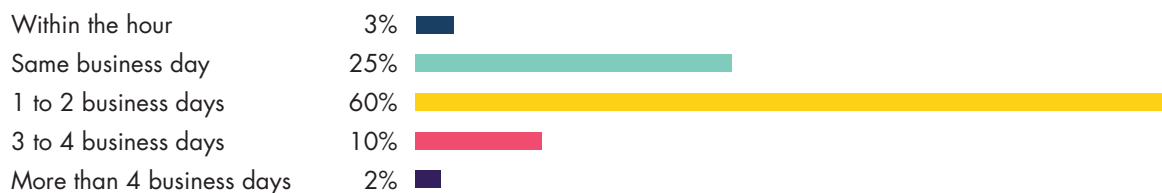
	More than 2 times per week	1 or 2 times per week	1 or 2 times per month	Fewer than 1 time per month
Manufacturer's representatives	3%	5%	27%	65%
Sales reps	3%	11%	35%	51%
Other supplier contacts	3%	9%	32%	54%

4. How often do you use the same manufacturer/supplier from project to project, or product purchase to product purchase?

- Always 9%
- Often 70%
- Sometimes 20%
- Rarely 1%



5. When completing an online form requesting a manufacturer/supplier to contact you, what is an acceptable response time?



6. When is it most important to have a manufacturer/supplier provide you with information to help you make an informed buying decision?



7. What are the most important factors that contribute to you engaging with a manufacturer/supplier?

	Very Important	Somewhat Important	Relatively Unimportant	Not Important
Provides valuable consultation, education, content, or tools	71%	27%	2%	0%
Understands my type of facility	57%	39%	3%	1%
Is a subject matter expert/thought leader	54%	38%	8%	0%
Knows my facilities (Products and Services)	29%	40%	29%	2%

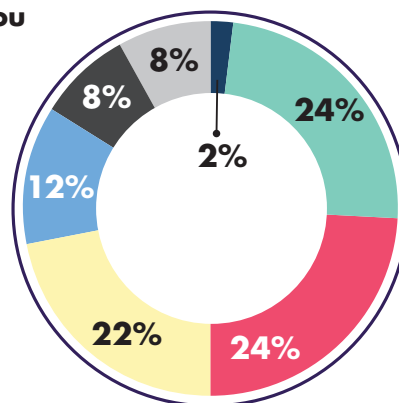
8. When buying or specifying products, how important are the following factors:

	Very Important	Somewhat Important	Neutral	Relatively Unimportant	Not Important
Compatibility with existing systems	75%	20%	4%	1%	0%
Product performance or additional functionality	66%	30%	4%	0%	0%
Warranty	53%	42%	5%	0%	0%
Manufacturer-supplied service, training and support	51%	38%	10%	1%	0%
Lifecycle cost	50%	39%	9%	2%	0%
Initial product cost	46%	41%	9%	3%	1%
Manufacturer reputation	43%	42%	13%	2%	0%
Lead time/delivery time	41%	49%	8%	2%	0%
Manufacturer/supplier is on approved vendor list	32%	35%	25%	4%	4%

9. How many advertisements do you think you are exposed to during your work day?

- None 2%
- 1 to 5 24%
- 6 to 10 24%
- 11 to 20 22%
- 21 to 30 12%
- 31 to 50 8%
- More than 50 8%

Average is 16 ads.



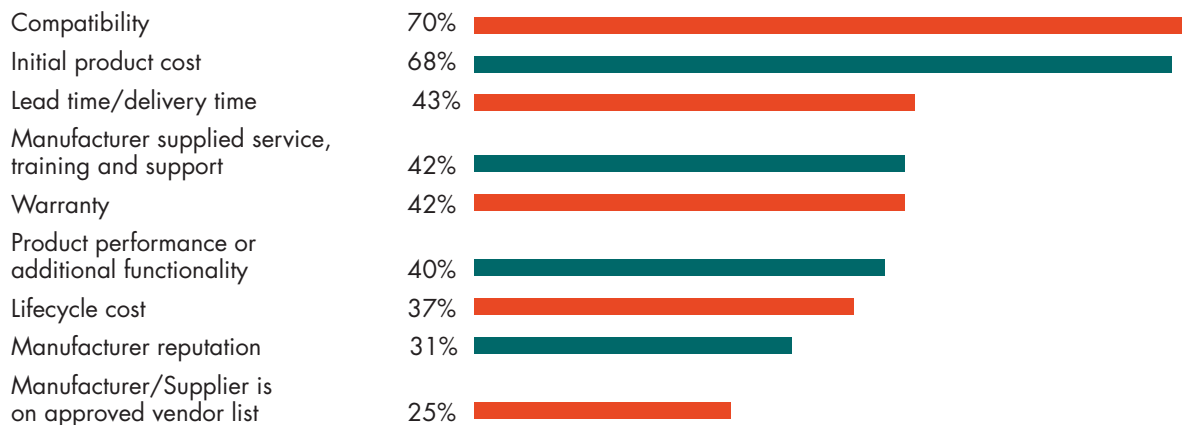
10. In terms of influence and recall, what advertising methods do you believe are the most effective for manufacturers/suppliers?

	Very effective	Somewhat effective	Not effective
Print ads	38%	51%	11%
Online ads	29%	55%	16%
Print advertorials	25%	48%	27%
Sponsored research	23%	48%	29%
Webcasts	22%	47%	31%
Sponsored content	21%	58%	21%
Whitepapers	19%	48%	33%
eNewsletter ads	15%	55%	30%
Google Ad Words	13%	36%	51%
Mobile ads	10%	38%	52%
eBooks	5%	40%	55%

11. What actions have you taken when viewing an ad in the following formats?

	No action taken	Clicked on ad	Visited website	Shared with a colleague	Downloaded information	Supplied contact information	Contacted supplier	Purchased or specified the product
eBooks	65%	10%	13%	5%	7%	2%	2%	2%
eNewsletter ads	43%	26%	24%	9%	10%	4%	6%	4%
Google Ad Words	54%	18%	20%	3%	6%	1%	3%	2%
Mobile ads	55%	18%	20%	4%	2%	2%	4%	2%
Online ads	23%	39%	40%	19%	18%	6%	10%	7%
Print ads	16%	13%	39%	15%	12%	9%	13%	9%
Product videos	18%	21%	36%	14%	14%	5%	12%	10%
Print advertorials	33%	12%	26%	15%	11%	4%	8%	3%
Sponsored content	35%	18%	30%	12%	7%	6%	8%	4%
Sponsored research	29%	19%	29%	11%	12%	7%	9%	4%
Webcasts	34%	13%	30%	15%	15%	4%	7%	4%
Whitepapers	40%	11%	20%	15%	18%	6%	8%	6%

12. In addition to product information and pricing, what information do you actively seek before making a purchase decision?



13. Industry manufacturers/suppliers can provide various types of information to help you make a purchasing decision. How helpful is each of the following?

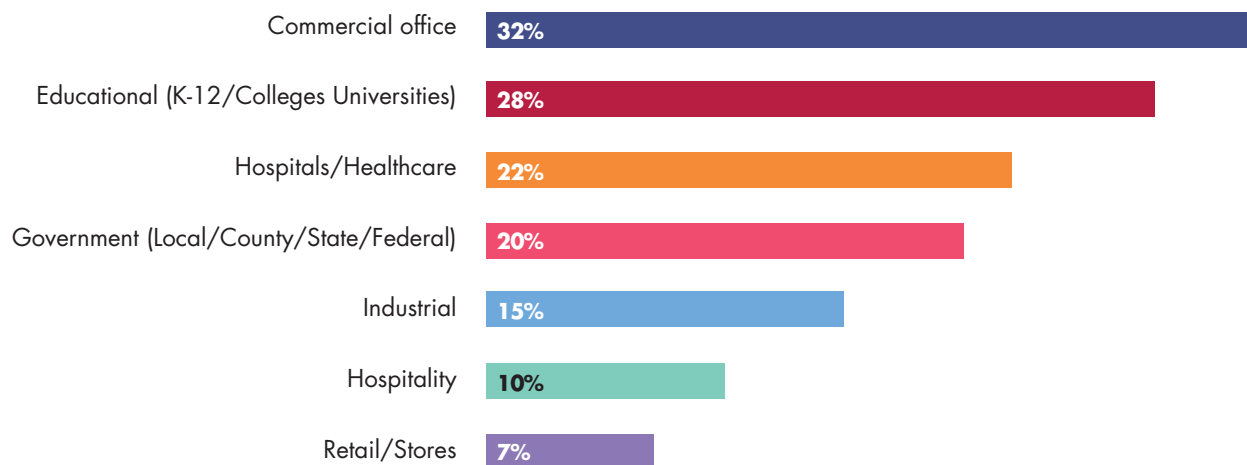
	5=Very helpful	4	3	2	1=Not helpful	Avg. Score
New product information	31%	48%	15%	4%	2%	4.03%
Unique product information	28%	44%	23%	2%	3%	3.92%
Customer testimonials	23%	35%	30%	9%	3%	3.65%
Company history	21%	35%	35%	5%	4%	3.65%
Application stories	21%	33%	34%	9%	3%	3.61%
Comparison to competitors	17%	37%	30%	13%	3%	3.52%
Market condition	9%	31%	35%	18%	7%	3.16%
Product awards	9%	24%	39%	17%	11%	3.02%

14. Which of the following most closely matches your job title?

JOB TITLES

Facility Manager	19%
Director of Facilities Maintenance	15%
Facility Maintenance Manager	9%
Director of Building & Grounds	8%
Property/Asset Manager	8%
Building/Owner/President/CEO	7%
Engineering & Maintenance Manager	7%
Facilities Engineer	7%
Operations Manager	7%
Maintenance Supervisor	5%
Director of Maintenance & Engineering	3%
Facility/Building/Maintenance Engineer	3%
Plant Manager	2%

15. Please indicate the type of facility you manage.

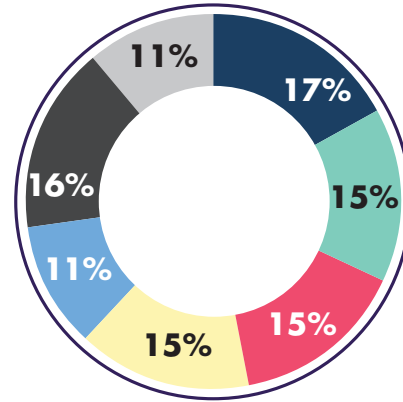


(Total exceeds 100% as respondents could check multiple facilities)

16. How many years of experience do you have in facility management?

● More than 30 years	17%
● 25 to 30 years	15%
● 21 to 25 years	15%
● 16 to 20 years	15%
● 11 to 15 years	11%
● 6 to 10 years	16%
● 5 years or less	11%

Average is 19 years of FM experience.



17. What is your age?



■ Under 35 = 5%
■ 35 to 44 = 15%
■ 45 to 54 = 24%
■ 55 to 64 = 40%
■ 65 + = 11%
■ Prefer not to answer = 5%

Average is 54 years old.

2a. Which departments are involved in the final purchase/specification decision?

Other responses

- Administration (2)
- All have say in purchasing for specific projects but not all have say for every project. Even those that need to have some.
- Architect
- Asset Management
- Board of Directors (2)
- Management

Note: The answer to this question as those above, But I have final decision as to what will or will not be purchased, selected, etc.

- Owner (3)
- President and CFO
- Property Management