



KingFishMedia

Own Your Media Channel™

2010

Social Media Usage, Attitudes and
Measurability: What Do Marketers Think?

Co-Sponsored by:



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..... Executive summary

Nearly three quarters of all companies surveyed currently have a social media strategy, and of that who don't the vast majority will within the next year. Spending on social media will be increasing over the next year as three quarters of all companies are planning to increase their investment. The nature of the budget is split with a third tying it to a specific custom media project and another third adding an incremental increase to their marketing budget. 20% are redeploying the money from advertising or other mainstream marketing tactics as customers migrate to social media platforms.

The responsibility for creating and maintaining social media falls mainly on the marketing department and in most cases it is an addition an existing job, not a dedicated job function. Only a small minority of companies are outsourcing their social media efforts as they are mostly done internally. When they do outsource it, a freelancer or agency is the likely candidate.

Two thirds of the companies surveyed focus their social media efforts on their company as a whole, while 41% promote individuals within the company and 24% promote a specific brand. The majority of companies are focusing their social media efforts on both customer retention and acquisition.

LinkedIn, Twitter and Facebook are the most commonly used social media sites, while two thirds of respondents maintain corporate blogs. Looking to the future, YouTube and news aggregation sites are most likely to be added. MySpace has very little usage or interest among respondents. When it comes to specific tactics, 85% are using a Twitter account and over two thirds have a Facebook fan page for their company, while roughly half have created a LinkedIn group or blog. YouTube has the greatest potential for growth according to respondents.

..... Executive summary

Original content, both branded and expert, is by far the most used tactic for social media campaigns. Video content, user case studies and reviews are also employed by roughly half of all respondents. Marketers feel very strongly that original content is the key to a successful social media campaign much more so than the technology platform.

Only 30% of respondents have conducted ad campaigns on social media sites, and of those, roughly half of those say campaigns performed as expected or better.

Respondent companies have several and varied objectives for their social media campaigns. As expected, most are customer relationships and sales related. Many companies are deploying content to generate leads and establish closer relationships with customers and prospects. Branding and perceptual objectives are less common than ones involving interaction with customers. Marketers are using a wide variety of metrics and techniques to measure the effectiveness of their social media campaigns. The most popular involve quantifying traffic, visitors, fans, leads and comments posted. In addition to looking at numbers, companies also use qualitative measures to gauge the direct dialog and relationship bond with customers.

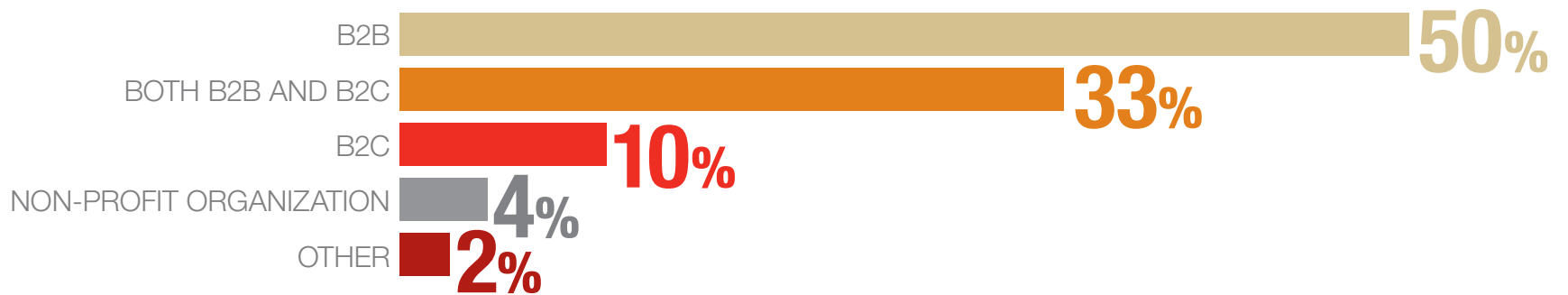
Nearly half of all companies have not measured the ROI of their social media campaigns. Of those who did, one third said campaigns performed as expected and 13% reported that they exceeded their expectations. However, social media is not yet at the stage where demonstrated ROI is required for funding. Only 29% report they need to show a positive return to secure budget. Almost half are tracking, but again ROI it is not a requirement to fund the program.

Almost two thirds of marketers are using video content on their web sites and more than half have deployed video on sharing sites such as YouTube. The vast majority of the video has been used for educational purposes about companies and products.

..... Respondent's customers: a mix of B2B and B2C

1

● Please describe the nature of your company's customers:



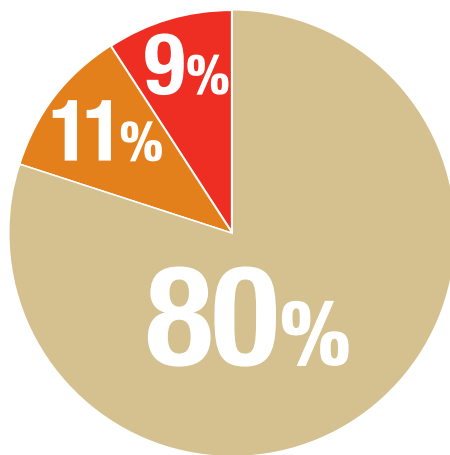
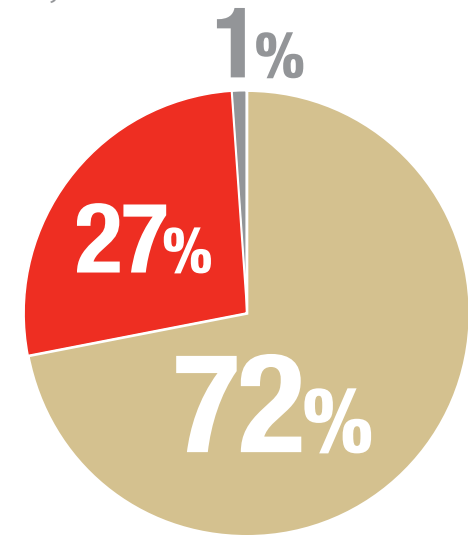
..... Most companies currently have or will have a social media strategy

NEARLY THREE QUARTERS OF ALL COMPANIES CURRENTLY HAVE A SOCIAL MEDIA STRATEGY, AND OF THOSE THAT DON'T THE VAST MAJORITY WILL WITHIN THE NEXT YEAR.

2.

Does your company currently have a social media marketing strategy?

72% YES 27% NO 1% UNDECIDED



If no, do you plan to have a social media strategy within the next 12 months?

80% YES 11% NO 9% UNDECIDED

3.

BASE: COMPANY DOES NOT CURRENTLY HAVE A SOCIAL MEDIA MARKETING STRATEGY

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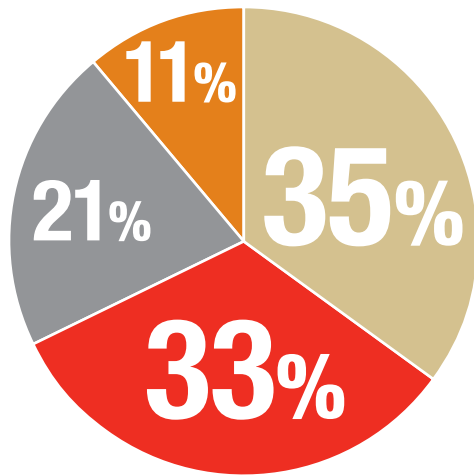
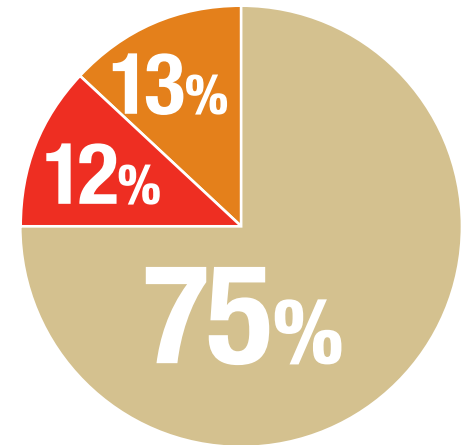
..... Investment in social media to rise from a variety of sources

SPENDING ON SOCIAL MEDIA WILL BE INCREASING OVER THE NEXT YEAR WITH THREE QUARTERS OF ALL COMPANIES PLANNING TO INCREASE THEIR INVESTMENT. THE INVESTMENT IS CHARACTERIZED WITH A THIRD TYING IT TO A SPECIFIC CUSTOM MEDIA PROJECT AND ANOTHER THIRD ADDING AN INCREMENTAL INCREASE TO THEIR MARKETING BUDGET.

4.

Will you be increasing your investment in social media over the next 12 months?

75% YES **12%** NO **13%** DON'T KNOW



If yes, please choose the response that best characterizes your investment in social media.

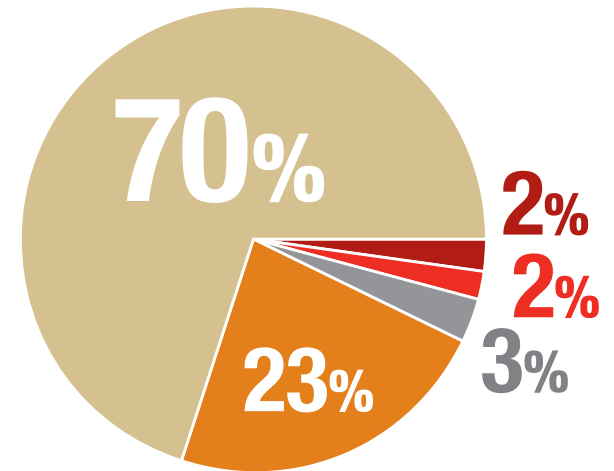
5.

TIED TO A SPECIFIC PROJECT/
CUSTOM MEDIA PROGRAM — **35%**
AN INCREMENTAL INCREASE TO
THE MARKETING BUDGET — **33%**
FUNDED BY MOVING BUDGET
FROM MAINSTREAM MEDIA
ADVERTISING OR OTHER PARTS OF
THE MARKETING BUDGET — **21%**
DON'T KNOW — **11%**

BASE: WILL BE INCREASING INVESTMENT IN SOCIAL MEDIA OVER THE NEXT 12 MONTHS

Social media is a marketing responsibility

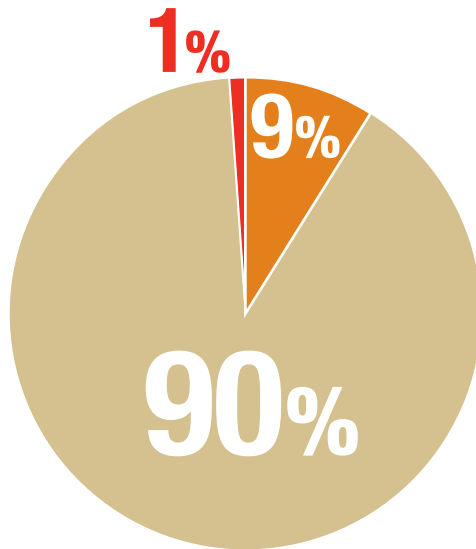
THE RESPONSIBILITY FOR SOCIAL MEDIA FALLS MAINLY ON THE MARKETING DEPARTMENT AND IN MOST CASES RESPONSIBILITIES ARE TACKLED ON TO AN EXISTING JOB, NOT A DEDICATED JOB FUNCTION.



6.

Which department within your organization is responsible for your social media campaigns?

70% MARKETING 23% MANAGEMENT 3% SALES 2% IT 2% DON'T KNOW



Is managing a social media campaign a dedicated full-time job in your organization, or part of someone's overall responsibilities?

7.

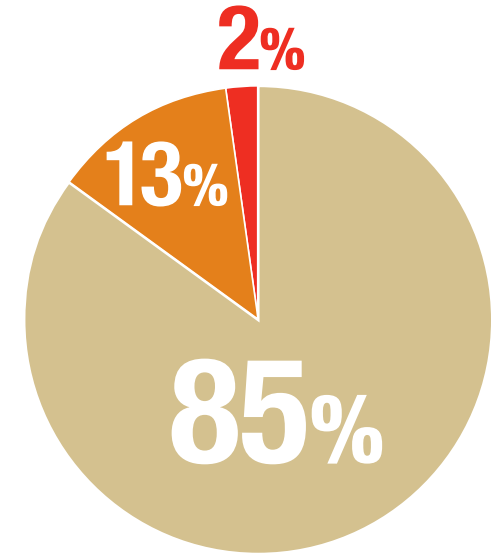
9% DEDICATED JOB 90% PART OF RESPONSIBILITIES 1% DON'T KNOW

Social media is handled mostly by internal resources

ONLY A SMALL MINORITY OF COMPANIES ARE OUTSOURCING THEIR SOCIAL MEDIA EFFORTS AS MOST WORK IS DONE INTERNALLY.

8.

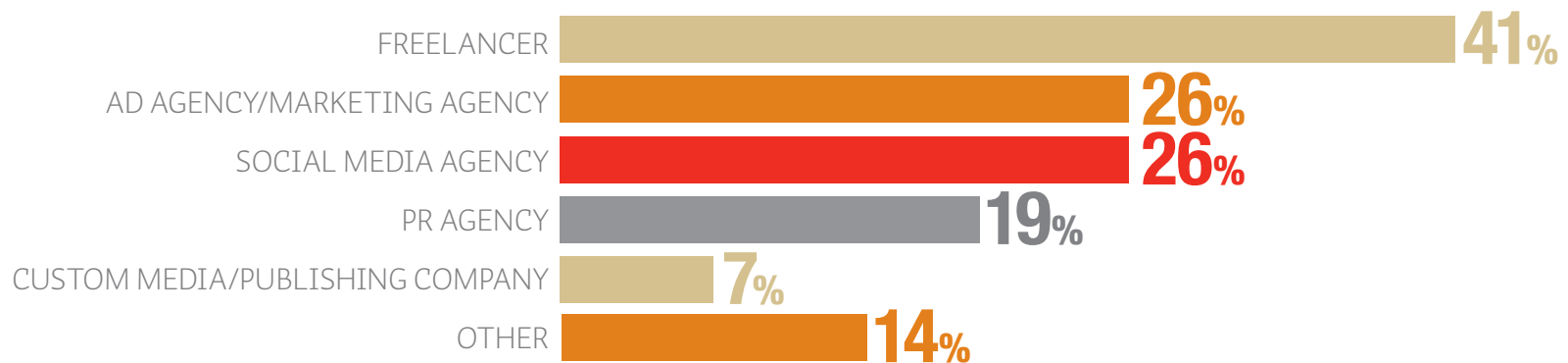
Do you outsource any of your social media efforts to an outside firm or agency?



85% NO, WE DO IT INTERNALLY **13%** YES, WE OUTSOURCE IT **2%** DON'T KNOW

9.

If yes, whom do you outsource it to?



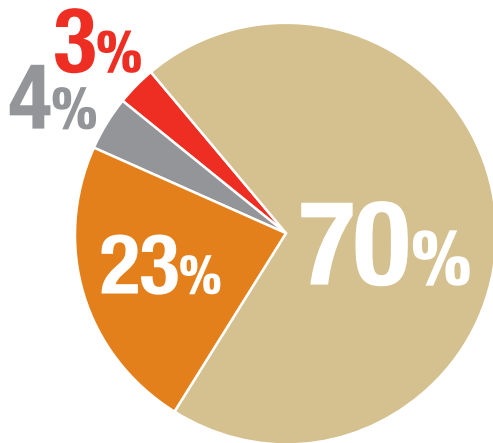
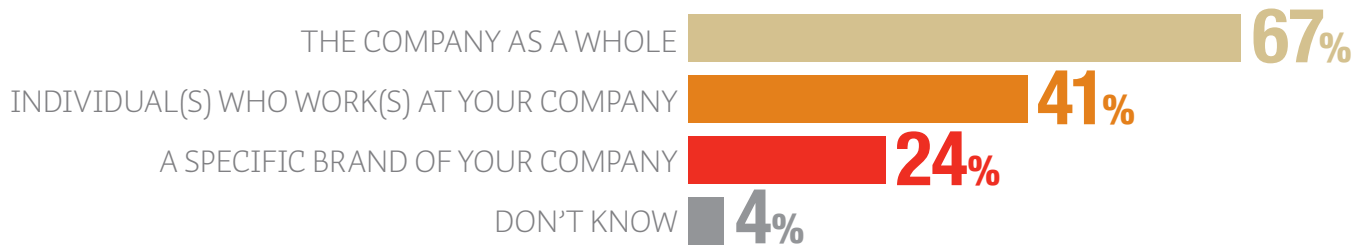
BASE: DO OUTSOURCE SOCIAL MEDIA EFFORTS TO AN OUTSIDE FIRM OR AGENCY

10.

Most companies promote the company as a whole

TWO THIRDS OF THE COMPANIES SURVEYED FOCUS THEIR SOCIAL MEDIA EFFORTS ON THEIR COMPANY AS A WHOLE, WHILE 41% PROMOTE INDIVIDUALS WITHIN THE COMPANY AND 24% PROMOTE A SPECIFIC BRAND. THE MAJORITY OF COMPANIES ARE FOCUSING THEIR SOCIAL MEDIA EFFORTS ON BOTH CUSTOMER RETENTION AND ACQUISITION.

Who is the focus of the social media efforts of your organization?



Which of the following best describes the scope of your social media campaigns?

11.

70% BOTH 23% NEW CUSTOMER ACQUISITION 4% CUSTOMER RETENTION 3% DON'T KNOW

LinkedIn, Twitter and Facebook dominate current usage

LINKEDIN, TWITTER AND FACEBOOK ARE THE MOST COMMONLY USED SOCIAL MEDIA SITES, WHILE TWO THIRDS OF COMPANIES MAINTAIN CORPORATE BLOGS. LOOKING TO THE FUTURE, YOUTUBE AND NEWS AGGREGATION SITE WILL BE THE SITES MOST LIKELY ADDED.

12.

Of the following social media sites, please indicate which you are currently incorporating into your social media strategy, which ones you plan to add in the next 12 months, and which ones you don't plan to use at all.

	currently using	planning to add
LINKEDIN	87%	12%
TWITTER	84%	16%
FACEBOOK	78%	22%
CORPORATE BLOGS	65%	37%
YOUTUBE	47%	53%
NEWS AGGREGATE SITES (STUMBLEUPON, DIGG, REDDIT)	36%	48%
BOOKMARKING SITE (DEL.ICIO.US)	34%	43%
MYSFACE	9%	9%

..... YouTube is most often being planned for future use

AMONG SPECIFIC TACTICS, 85% ARE USING A TWITTER ACCOUNT AND OVER TWO THIRDS HAVE A FACEBOOK FANPAGE FOR THEIR COMPANY. YOUTUBE HAS THE GREATEST POTENTIAL FOR GROWTH AMONG RESPONDENTS.

13.

Which of the following specific social media tactics has your company executed, and which do you have planned for the next 12 months?

	currently using	planning to add
TWITTER ACCOUNT	85%	11%
FACEBOOK FANPAGE	68%	26%
LINKEDIN GROUP	57%	34%
WEBSITE/BLOG/COMMUNITY WITH REGISTERED USERS	57%	33%
WORD-OF-MOUTH CAMPAIGN	56%	28%
YOUTUBE CHANNEL	35%	44%
FACEBOOK APPLICATION	34%	33%
MYSPACE PAGE	9%	8%
GOOGLE WAVE	9%	41%

14.

..... Branded and expert content are both heavily used in social media campaigns

ORIGINAL CONTENT, BOTH BRANDED AND EXPERT, IS BY FAR THE MOST EMPLOYED TACTIC FOR SOCIAL MEDIA. VIDEO CONTENT, USER CASE STUDIES AND REVIEWS ARE ALSO USED BY ROUGHLY HALF OF ALL RESPONDENTS.

Which of the following types of content have you used for your social media campaigns?

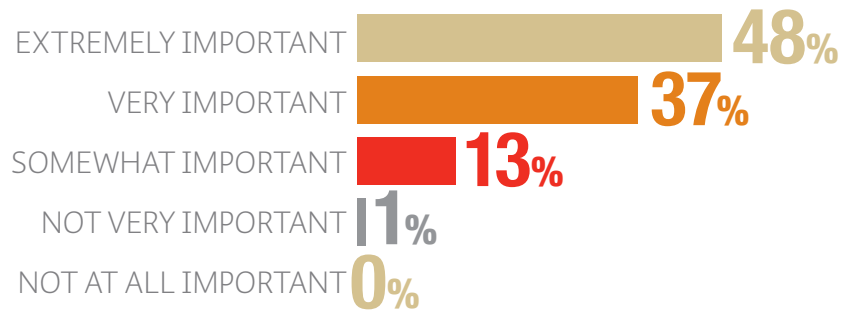
BRANDED CONTENT YOU CREATE	73%
EXPERT CONTENT	72%
VIDEOS	51%
USER CASE STUDIES	45%
USER CONTENT/REVIEWS	41%
INFORMATION ON SALES/SPECIALS OR DISCOUNT	40%
ADVERTISING	35%
REPURPOSED CONTENT FROM A MEDIA COMPANY	29%
TALK BACKS/FORUMS	29%
GAMES OR CONTESTS	22%
PRE/POST SALES Q&A	17%

Content is seen as the most important asset for a successful social media campaign

SURVEY RESPONDENTS FEEL STRONGLY THAT ORIGINAL CONTENT BEING THE KEY TO THE A SUCCESSFUL SOCIAL MEDIA CAMPAIGN—MUCH MORE SO THAN THE TECHNOLOGY PLATFORM.

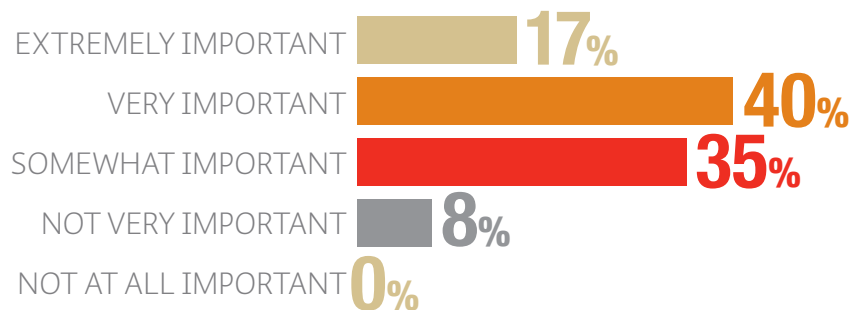
15.

How important is original content to the success of your social media campaign?



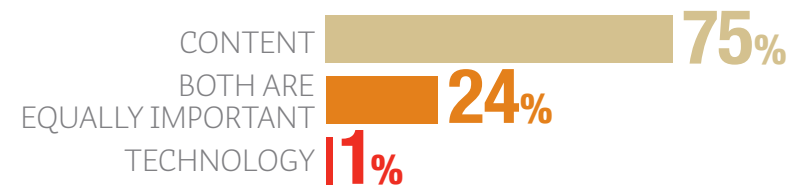
16.

How important is technology platform to the success of your social media campaign?



17.

Do you consider technology or content more important to your social media strategy?



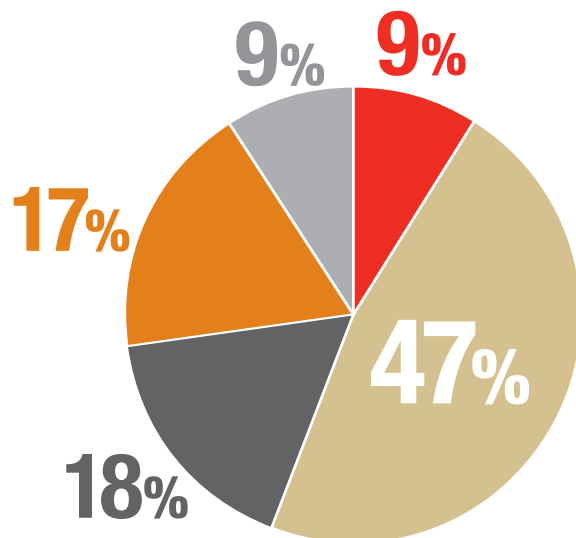
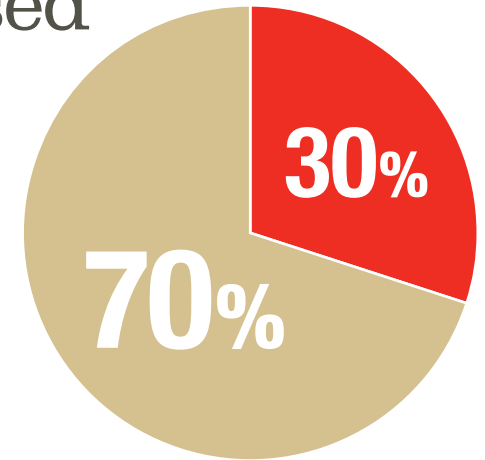
18.

Less than a third have advertised on social media sites

ONLY 30% OF THE RESPONDENTS HAVE CONDUCTED AD CAMPAIGNS ON SOCIAL MEDIA SITES, AND ROUGHLY HALF OF THOSE SAY IT PERFORMED AS EXPECTED OR BETTER.

Have you done any advertising on a social media site?

30% YES 70% NO



BASE: HAVE DONE ADVERTISING ON A SOCIAL MEDIA SITE

If so, please describe the outcome. 19.

EXCEEDED EXPECTATIONS	9%
PERFORMED AS EXPECTED	47%
WE HAVEN'T MEASURED IT	17%
PERFORMED WORSE THAN EXPECTED	18%
FAR BELOW EXPECTATIONS	9%

Objectives for social media focus on the relationship with current customers and generating leads

RESPONDENT COMPANIES HAVE SEVERAL AND VARIED OBJECTIVES FOR THEIR SOCIAL MEDIA CAMPAIGNS. AS EXPECTED, MOST ARE CUSTOMER AND SALES RELATED. MANY COMPANIES ARE DEPLOYING CONTENT TO GENERATE LEADS AND ESTABLISH CLOSER RELATIONSHIPS WITH CUSTOMERS AND PROSPECTS. BRANDING AND PERCEPTUAL OBJECTIVES ARE LESS COMMON THAN ONES THAT REVOLVE AROUND INTERACTION WITH CUSTOMERS.

The below quantitative and qualitative benefits can be derived from a good social media strategy. On a scale from 1-7, where 1 is extremely important and 7 is not important at all, which potential benefits are most important to your organization as they relate to your customers and prospects?

Top 2 Box Summary Table (1+2) -Where "1" is Extremely Important

ESTABLISHMENT OF A CLOSER RELATIONSHIP WITH YOUR CUSTOMERS/PROSPECTS	77%	ABILITY TO ALTER AUDIENCE PERCEPTION OF YOUR BRAND	58%
IDENTIFICATION OF NEW CUSTOMERS AND PROSPECTS	75%	INCREASED ABILITY TO RECEIVE CUSTOMER FEEDBACK	57%
DEVELOPMENT OF AN AUDIENCE FOR YOUR CONTENT	69%	ESTABLISHMENT OF YOUR COMPANY'S ABILITY TO KEEP UP WITH CURRENT TECHNOLOGY	57%
LEAD GENERATION	69%	INTRODUCTION OF NEW PRODUCTS	49%
INCREASED SALES OF EXISTING PRODUCTS	64%	ABILITY TO ENTER NEW GEOGRAPHIC MARKETS	39%
INCREASE IN CUSTOMER RETENTION	63%		

..... Companies are using a wide variety of ROI metrics for social media

RESPONDENT COMPANIES ARE USING A WIDE VARIETY OF METRICS AND TECHNIQUES TO MEASURE THE EFFECTIVENESS OF THEIR SOCIAL MEDIA CAMPAIGNS. THE MOST POPULAR METRICS INVOLVE QUANTIFYING TRAFFIC, VISITORS, FANS, LEADS AND COMMENTS POSTED. IN ADDITION TO LOOKING AT NUMBERS, COMPANIES ALSO USE QUALITATIVE MEASURES TO GAUGE THE DIRECT DIALOG AND RELATIONSHIP BOND WITH CUSTOMERS. SEE NEXT PAGE.

21.

Which of the following quantitative metrics are you tracking for your social media campaigns?

NUMBER OF VISITORS/PAGE VIEWS	93%	BOUNCE RATE	64%
NUMBER OF MEMBERS, FANS, FOLLOWERS, ETC.	85%	INFO/NEWSLETTER SUBSCRIPTIONS	61%
TRAFFIC GENERATED TO CORPORATE SITE FROM SOCIAL MEDIA	79%	NEW CUSTOMER CONVERSION	58%
SEARCH ENGINE RANK CHANGES	78%	SHARED LINKS	55%
TRAFFIC SOURCES/METHOD OF DISCOVERY	77%	CUSTOMER REVIEWS POSTED	55%
LEADS GENERATED	72%	RSS SUBSCRIPTIONS	46%
NUMBER OF COMMENTS POSTED	71%	SOCIAL BOOKMARKS	34%
MAINSTREAM MEDIA MENTIONS/ MENTIONS/COMMENTS /RESPONSES (VIA EMAIL/BLOGS/FORUMS)	67%	INCREASE IN AVERAGE ORDER SIZE	24%

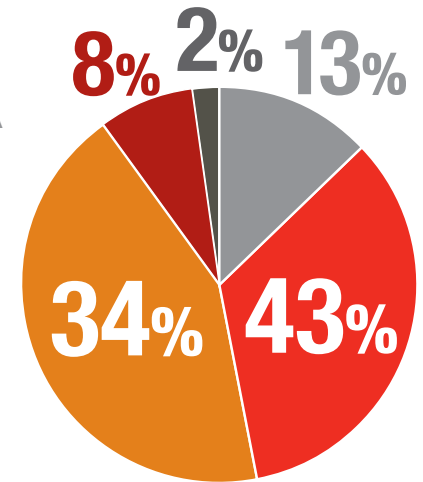
22.

Which of the following qualitative metrics are you tracking for your social media campaigns?

INCREASE IN DIRECT DIALOGUES WITH PROSPECTS/CONSUMERS	84%
STRENGTHENED EXISTING RELATIONSHIPS WITH CUSTOMERS	68%
CORPORATE/BRAND REPUTATION	68%
CUSTOMER RETENTION	57%
RATIO OF NEGATIVE/POSITIVE RELATIONSHIPS WITH PROSPECTS/CONSUMERS	43%

..... Perception of social media ROI

NEARLY HALF OF ALL COMPANIES HAVE NOT MEASURED THE ROI OF THEIR SOCIAL MEDIA CAMPAIGNS. OF THOSE THAT HAVE, ONE THIRD SAID THE CAMPAIGN PERFORMED AS EXPECTED AND 13% REPORTED THAT CAMPAIGNS EXCEEDED THEIR EXPECTATIONS. HOWEVER, SOCIAL MEDIA IS NOT YET AT THE STAGE WHERE DEMONSTRATED ROI IS REQUIRED FOR FUNDING. ONLY 29% REPORT THEY NEED TO SHOW A POSITIVE RETURN TO SECURE BUDGET.



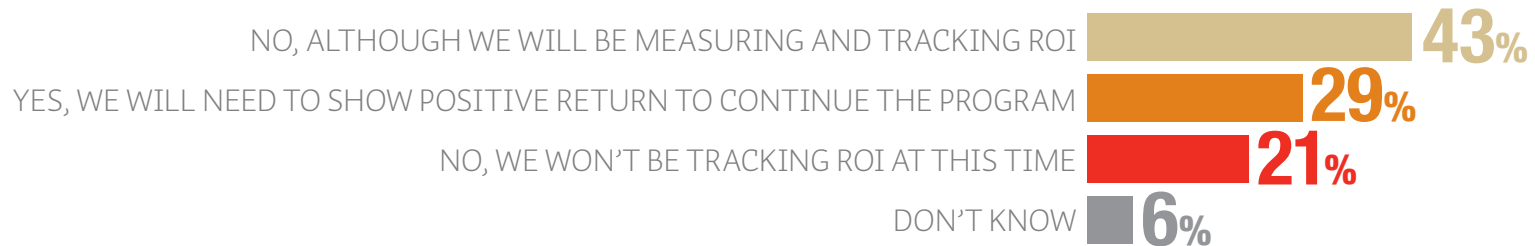
23.

How do you rate the ROI of your existing social media campaigns as a whole?

13% EXCEEDED EXPECTATIONS 34% PERFORMED AS EXPECTED 43% WE HAVEN'T MEASURED IT 8% PERFORMED WORSE THAN EXPECTED 2% FAR BELOW EXPECTATIONS

Will social media campaigns be required to show a positive ROI to be funded by your organization?

24.

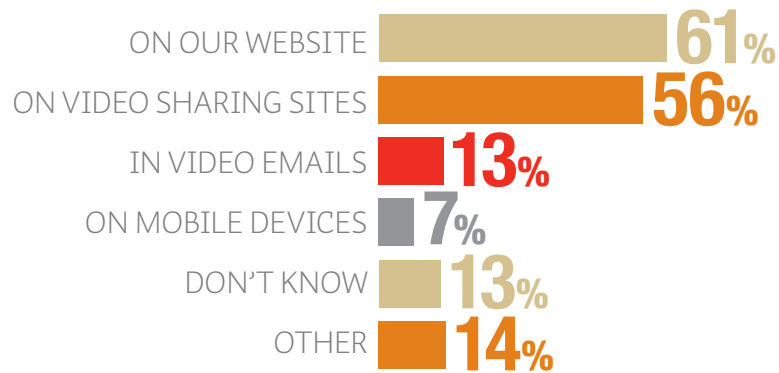


..... Video is well used on websites and sharing sites, mostly for educational purposes

TWO THIRDS OF THE COMPANIES SURVEYED FOCUS THEIR SOCIAL MEDIA EFFORTS ON THEIR COMPANY AS A WHOLE, WHILE 41% PROMOTE INDIVIDUALS WITHIN THE COMPANY AND 24% PROMOTE A SPECIFIC BRAND. THE MAJORITY OF COMPANIES ARE FOCUSING THEIR SOCIAL MEDIA EFFORTS ON BOTH CUSTOMER RETENTION AND ACQUISITION.

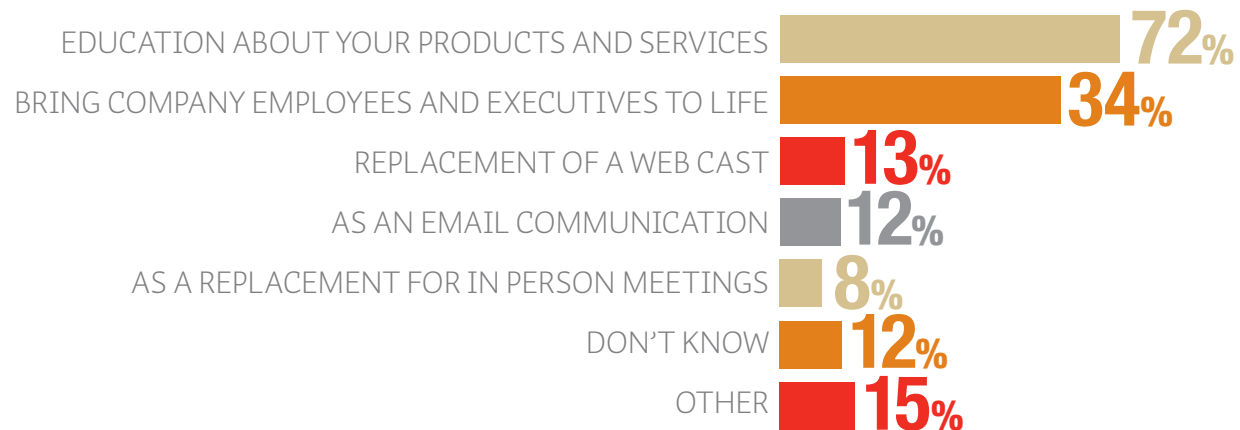
25.

How are you currently using video content?



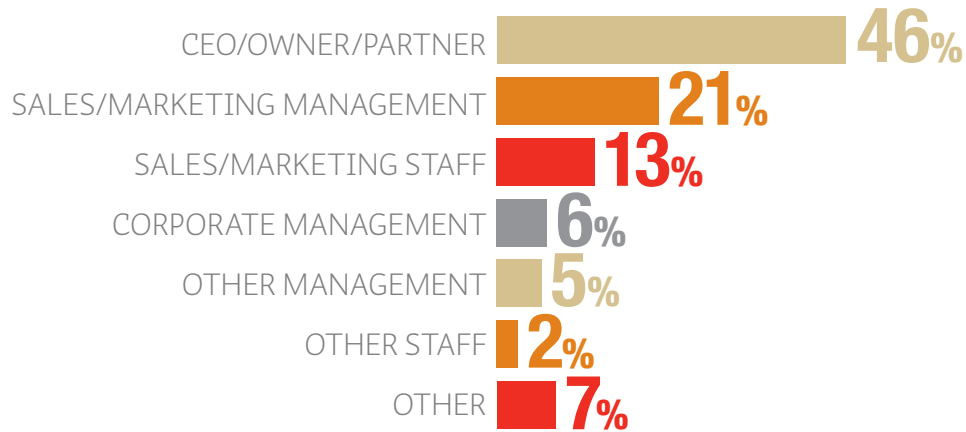
26.

For which of the following reasons are you using video content?



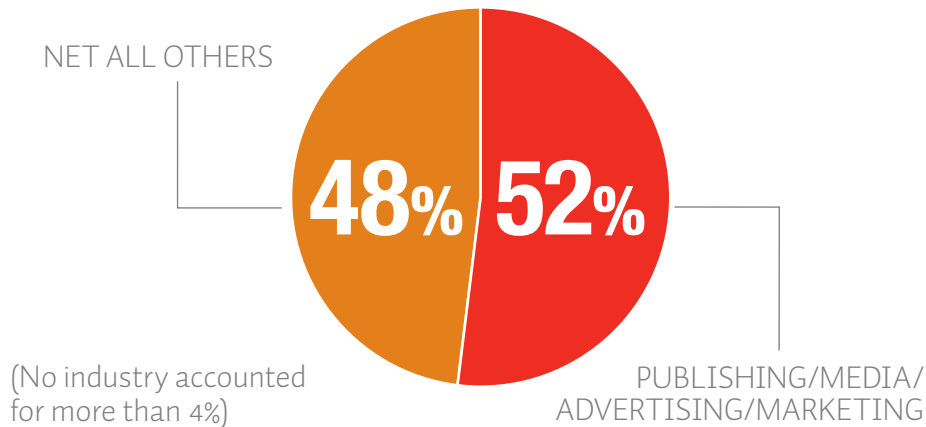
27.

Please indicate which of the following best describes your job title/function?



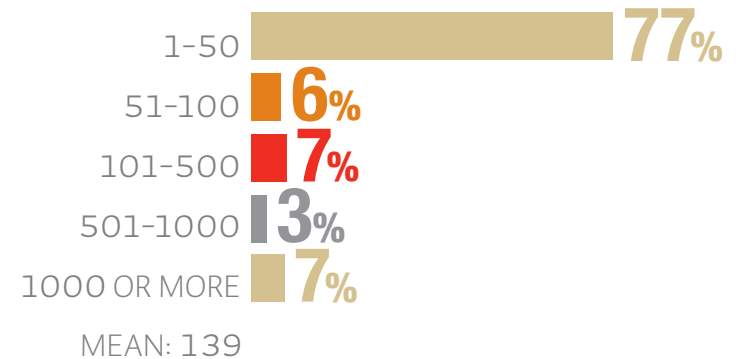
28.

Please indicate which of the following best describes your organization's primary industry?



29.

Please indicate the total number of employees in your organization including all locations?



..... About the co-sponsors



HubSpot is an Internet marketing startup founded in 2006, whose software helps businesses get found online, generate more inbound leads and convert a higher percentage of those leads into paying customers. HubSpot's software platform is a comprehensive inbound marketing system including tools that allow professional marketers and small-business owners to easily update and optimize their Web sites and manage search engine optimization, blogging and social media, as well as landing pages, lead intelligence and marketing analytics. Based in Cambridge, MA, HubSpot can be found at www.hubspot.com. HubSpot offers free marketing tools at www.grader.com and hosts a marketing community at www.inboundmarketing.com.



Content. Marketing. Search.

Junta42, the independent authority on content marketing, brings clients and vendors together through its Content Vendor Matching Service, replacing the lengthy RFP process. Project posting is free and clients receive vendor information in less than 24 hours. Content projects include custom magazines, content microsites, blogs, white papers, e-newsletters and over 20 other content marketing project categories. Junta42 is a free service for marketing professionals. You can find them at www.junta42.com.

Methodology

The survey was created by King Fish Media and hosted online by from April 15, 2010 to June 1, 2010. Email invitations were sent out directing respondents to the survey by King Fish Media and the two survey co-sponsors: HubSpot and Junta 42. In addition, the link was sent out via social networking sites Facebook, Twitter and LinkedIn.

The survey was completed by 457 respondents primarily split between corporate management and marketing/sales management.

The data was compiled and tabulated by Datastar of Waltham, MA.

For questions concerning the study, contact Gordon Plutsky, Director of Marketing and Research, King Fish Media 978.832.1485 or gplutsky@kingfishmedia.com.

ABOUT KING FISH MEDIA

King Fish® (www.KingFishMedia.com) is the leading custom media solutions company with services ranging from custom publishing (print and interactive), to web casts, face-to-face events and market research. Delivering custom media programs designed to spur relationship marketing and customer retention, and drive qualified leads, King Fish creates media channels for leading companies in both B2B and B2C markets. King Fish Media was named to *Entrepreneur Magazine's Hot 500 List* and *Inc. Magazine's 5000 list*. King Fish has won several awards, including MIN's Integrated Marketing Award and the CPC's Pearl Award. The King Fish Think Tank blog (www.kingfishmedia.com/thinktank/) has been named one of the leaders in content marketing by Junta42. King Fish Media has created loyal audiences for companies such as Aramark, Bank of America, BBVA Compass, IBM, Nuance, Source Media, Stop and Shop, Verizon, Zappos and others.