

Project 3: Presentation Graphics - Social Media Marketing

2011 SOCIAL MEDIA MARKETING INDUSTRY REPORT

How Marketers Are Using Social Media to Grow Their Businesses

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Companies reporting that they use social media as a marketing tool

Yes: 93%

No: 7%

Experience using social media as a marketing tool

No experience: 2%

Just getting started: 17%

Less than 12 months: 32%

1 to 3 years: 39%

More than 3 years: 11%

Time committed for using social media for marketing each week

0 hours: 2.9%

1 to 5: 39%

6 to 10: 23.9%

11 to 15: 11.5%

16 to 20: 7.9%

21 to 25: 4.3%

26 to 30: 2.9%

31 to 35: 1.4%

36 to 40: 2.5%

40+: 3.7%

The Experience Factor

There's a direct relationship between how long marketers have been using social media and their weekly time commitment. For people just beginning with social media, 59% spend 1 to 5 hours per week. However, for folks who have been doing this for a few months or longer, most spend 6 hours or more per week on social media activities. A significant 47% of marketers who have more than 3 years experience spend at least 16 hours per week focused on social media activities.

Age factor

There's a direct relationship between age and time spent on social media. The younger the marketer, the more time he or she spends on social media. People aged 20 to 29 years spend more time than other age groups using social media marketing

20 to 29-year-olds: 41% spend 11+ hours weekly

30 to 39-year-olds: 37% spend 11+ hours per week

Benefits of social media marketing

Generated exposure for my business: 88%
Increased traffic/subscribers: 72%
Improved search ratings: 62%
Resulted in new business partnerships: 56%
Generated qualified leads: 51%
Reduced overall marketing expense: 49%
Improved sales: 43%

Commonly Used Social Media Marketing Tools

Facebook: 92%
Twitter: 84%
LinkedIn: 71%
Blogs: 68%
YouTube or other video: 56%
Social Bookmarking/news sites: 26%
Forums: 24%
Geolocation (Foursquare): 17%
Groupon: 6%
MySpace: 6%

How do Companies Plan to use Social Media Marketing in the Future?

% of companies planning to increase their use of:

YouTube/Video: 77%
Facebook: 75%
Blogs: 75%
Twitter: 73%
LinkedIn: 61%
Social bookmarking: 40%
Forums: 36%
Geolocation: 30%
Groupon: 19%
MySpace: 5%

% of companies with NO plans to use:

YouTube/Video: 10%
Facebook: 3%
Blogs: 9%
Twitter: 5%
LinkedIn: 12%
Social bookmarking: 36%
Forums: 35%
Geolocation: 55%
Groupon: 67%
MySpace: 81%

Social Media Tools People want to learn

Facebook: 70%
Blogs: 69%
Social Bookmarking/news sites: 59%
Twitter: 59%
LinkedIn: 55%
YouTube or other video: 55%
Geolocation (Foursquare): 46%
Forums: 40%
Groupon: 30%
MySpace: 10%

Other marketing media used by social marketers

Email marketing: 81%
SEO (search engine optimization): 68%
Event Marketing (speaking, networking): 64%
Press releases: 57%
Online ads (Google AdWords, Facebook ads): 40%
Direct Mail: 39%
Print Display ads: 34%
Sponsorships: 29%
Webinars/teleseminars: 25%
Radio ads: 15%
TV ads: 10%

Survey participant demographics

3342 participants

50% business-to-business marketers
50% business-to-consumer marketers

60% female
40% male

Age: <20: 0%
20–29: 19%
30–39: 26%
40–49: 29%
50–59: 19%
60–69: 6%
70+: 1%

64% from the United States
7% from Canada
6% from United Kingdom
4% Australia
2% Netherlands
16% Other countries combined