The State of Social Media Marketing Report:
7 Major Findings & In-Depth Analysis

September 2012
# The State of Social Media Marketing

## Table of Contents

- Letter from the CEO .................................................. 3
- Foreward ....................................................................... 5
- Major Findings ............................................................. 7
  - Key Finding #1 .......................................................... 7
  - Key Finding #2 .......................................................... 9
  - Key Finding #3 .......................................................... 10
  - Key Finding #4 .......................................................... 12
  - Key Finding #5 .......................................................... 15
  - Key Finding #6 .......................................................... 16
  - Key Finding #7 .......................................................... 18
- Detailed Findings .......................................................... 19
  - Top Business Objectives for Social Marketing .................. 19
  - Greatest Social Marketing Challenges in Second Half 2012 ...... 24
  - Adoption of Social CRM ............................................. 30
  - Social Media Monitoring and Management Practices ............ 32
  - Social Marketing Resources ....................................... 35
  - Top Social Media Platforms ....................................... 36
  - Survey Participant Demographics .................................. 39
- About Awareness .......................................................... 41
Hello, Fellow Marketers!

In the nine months since we launched our first State of Social Media Marketing survey, we have seen more focus and action around social media and social technologies. There is no doubt that social technologies have profoundly impacted businesses and consumers across the globe. Based on the July 2012 McKinsey report, “The Social Economy: Unlocking Value and Productivity through Social Technologies”, there are now a staggering 1.5 billion members of social communities globally, with 80% of them regularly interacting with social networks – one in five hours spent online is now spent on social networks, increasingly on mobile devices.

There is no question that the value-creation potential of social is huge. According to the same report from McKinsey Global Institute, use of social technologies can contribute $900 billion to $1.3 trillion in value (based on estimates across four industry sectors), with $500 billion attributed to marketing, sales and after-sales support activities. McKinsey estimates that for consumer goods companies, the use of social media and technologies can increase margins by as much as 60%. But not so fast.

Although 70% of companies report using social technologies, only 3% say they derive substantial benefit from them across all stakeholders – customers, employees, and business partners. One of the main reasons why benefits of social technologies are still elusive is because we continue to apply traditional thinking and approaches to a fundamentally different world. We agree – simply shifting advertising and market research budgets to social media will not suffice. Businesses need to transform their organizational structures, processes, and cultures to reap the benefits of the social potential. So do marketing leaders and their departments.

It is time we apply a new way of thinking to the marketing potential – one that transforms the way we approach, plan and conduct marketing – and not just marketing on social networks. Companies now have the unprecedented ability to monitor what consumers do and say to one another on social platforms, which, as McKinsey points out, provides unfiltered feedback and behavioral data. This insight can and should turn marketing on its head.

Up to this point, marketers did not have scalable ways to identify, segment and prioritize their social followers. Today’s social segmentation is largely rudimentary – there are your fans and followers and then there’s everyone else. But what if there was a better way?

Enter social Marketing Automation and social CRM – new social technologies that are changing the way we identify prospective buyers and customers for increased share of wallet and sustained loyalty. New capabilities such as Social Prospecting allow marketers to mine the social web, identify new likely buyers, collect and store their social data (demographic and social activity), and then segment and prioritize those people according to criteria marketers define.
From among the 450+ marketers across a wide variety of industries and levels of social marketing experience who participated in our mid-year survey, only 16% report the use of social CRM – hope springs eternal from those marketers with years of social experience, businesses who understand the need to invest in social to gain from it. 44% of those with social marketing budgets of over $100,000 report already using social CRM, with an additional 26% planning to adopt such technologies by the end of the year.

Across the board, brands still struggle to address the question of ROI in social marketing. Brands are not equipped to tie their social marketing initiatives to business results. While mature brands are on the right track, a new structure must be applied to evaluating business value. This is the Awareness promise to you – in an addendum to this survey report, we share a new framework to equip you, the marketers, to measure ROI and prove the value of social marketing.

You will notice some not-so-new underlying themes in our State of Social Media Marketing September 2012 report: Executives and senior managers are looking for traction in three key areas – addressing social marketing ROI, continued expansion of social presence and reach, and increased frequency of content creation and publishing.

You will see clear maturity patterns, with companies experienced in social marketing moving beyond growing social presence and reach. Those companies focus on more robust social media monitoring and better integration with marketing initiatives. We applaud that trend.

So it is not surprising that although interest in social marketing has not abated, our industry has made little progress to standardize the thinking and reap more business benefits from social – as our report will show, brands are still focused on superficial metrics such as numbers of fans and followers but have done little to monetize their presence.

Enjoy this report and let us know what you think – we encourage you to share it within your organization and with your peers – let’s bring the collective conversation to a new level where we can learn from each other and realize the promise of engaging with the social customer.

Warm regards,
Brian Zanghi
CEO of Awareness, Inc.
As we begin to prepare for the last quarter of 2012 and look forward to 2013, the team at Awareness surveyed 469 marketers from wide varieties of industries, company sizes and levels of social marketing expertise. Respondents came from a cross-section of executives, managers and those who support the social marketing functions within their organizations.

Survey Respondent Role Within Company

- Executive or Senior Management: 45%
- Mid-level management: 28%
- Marketing support: 15%
- Other: 12%
- Other: 12%

The level of responses from executives and senior management is clear evidence that social marketing is slated to become a strategic component of all marketing initiatives, receiving attention from the highest level of the organization. We specifically asked marketers to define their department; over half report to marketing, 17% report to corporate communications and a full 15% report to a dedicated social marketing team.

Survey Respondent Department Within Company

- Marketing: 47%
- Corporate Communications: 8%
- Social Media: 4%
- Product Development: 4%
- Owner: 5%
- Customer Service: 17%
- Other: 15%
This report also contains responses from organizations at different stages of social media adoption and experience – from those who consider themselves (self-reported) novices or dabblers all the way through social media leaders. Similar to the January 2012 report, we reflect on the bell curve distribution of responses, which we believe supports the validity of the findings across company expertise levels.

Survey Respondent Level of Social Marketing Expertise

- Social Marketing Leader: 8%
- Experienced: 36%
- Dabbler: 21%
- Novice: 35%

n = 402
MAJOR FINDINGS

We present the major findings and key takeaways from the State of Social Media Marketing Survey, conducted by Awareness Inc., in early July 2012:

Key Finding #1: Misalignment Between Business Objectives, Measurement Methodologies and Social Marketing Investment:

Although marketers agree that they need to drive higher customer engagement and revenues with social marketing, only 47% of them actually measure what they do and invest in what matters. The majority of social marketers (66%) are still spending time and effort to grow social fans and followers or create and publish content, while only 39% are thinking about how to integrate social marketing with the rest of the organization.

Top Business Objective for Social Marketing: Customer Engagement and Revenue Generation

- Better customer engagement tops the business objective charts, cited by 78% of respondents
- Revenue generation is next at 51%
- Better customer experience follows at 47%, and
- Increased thought leadership at 41%

Over 50% of Marketers Do Not Measure their Social Media Marketing:

- 47% measure success today
- 38% plan to measure by the end of the year
The State of Social Media Marketing

Major Findings

Number of Companies Measuring Social Media Marketing

- Yes: 47%
- No: 15%
- No, but planning to in 2012: 38%

Top Social Marketing Challenges: ROI, Management and Growth of Social Presence

Marketers continue to struggle with ROI measurement:
- 57% of respondents cite measuring ROI as their lead challenge
- The other top challenge cited at 44% is the growth and management of social presence

Top Social Marketing Challenges

- Measuring ROI: 57%
- Managing and growing social presence: 44%
- Monitoring social media: 34%
- Integrating social with lead generation and sales: 34%
- Lack of sufficient resources: 33%
- Integrating social with the rest of our marketing: 30%
- Managing publishing of social content across platforms: 28%
- Lack of discretionary budget: 25%

n = 462
50% of respondents are looking for tighter integration.

Key Finding #2: Tighter Integration between Social and Rest of Marketing and Business Overall

Although the majority of social marketers are still concerned with growing their social footprint, over 50% see the need for tighter integration between social and the rest of marketing and 35% - the need for better integration between marketing and the rest of the business.

Top Areas of Social Marketing Investment: Presence, Content Publishing, and Integration

The top areas of investment cited include:

- Increased presence across all social media platforms, reported by 66% of survey respondents
- Increased frequency of content publishing by 56%
- Better social marketing integration with other marketing initiatives, as reported by 50% of survey respondents

Top Areas of Social Marketing Investment

- Increased presence across social media platforms: 66%
- Increased frequency of content publishing: 56%
- Better social marketing integration with the rest of our marketing initiatives: 50%
- More robust social media monitoring: 38%
- More robust social marketing management: 37%
- Better integration between social marketing and the rest of the organization: 35%
- Mobile social media presence: 28%

n = 462
Key Findings #3: Social Marketers Are Starting to Measure What Matters

Social marketers are starting to track different aspects of the value they are driving – such as the brand’s effectiveness in social, customer engagement, and revenue generation, and here’s how:

When measuring a brand’s effectiveness on Social Media, Organizations Measure:

- Social Presence (number of fans and followers) by 96%
- Traffic to website in 89% of cases
- Social mentions across platforms in 84% of cases
- Understanding that social efforts are never done in a vacuum, some social marketers are starting to track share of voice (55%) and sentiment (51%)

Top Measurements for Evaluating Brand’s Effectiveness on Social Media

<table>
<thead>
<tr>
<th>Measure</th>
<th>Using (%)</th>
<th>Planning to Use (%)</th>
<th>Not Using (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social presence: number of followers and fans</td>
<td>96%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Traffic to website</td>
<td>89%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Social mentions across platforms</td>
<td>84%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Share of social conversations</td>
<td>66%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>Social influence</td>
<td>63%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Share of voice</td>
<td>55%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Sentiment</td>
<td>51%</td>
<td>12%</td>
<td>7%</td>
</tr>
</tbody>
</table>
When It Comes to Revenue Through Social, Organizations Measure:
- New customers coming from social, as reported by 62% of respondents
- New leads by 60%
- Sales driven from social by 59%
- Only 42% report having individual social profiles for their fans and followers, which points to a limited ability by marketers to segment and prioritize followers by their value and potential to the business

Leading Revenue Generation Metrics Measured from Social Media

<table>
<thead>
<tr>
<th>Metric</th>
<th>Using (%)</th>
<th>Not using, but planning to in the next 12 months (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New customers</td>
<td>62%</td>
<td>12%</td>
</tr>
<tr>
<td>Leads</td>
<td>60%</td>
<td>12%</td>
</tr>
<tr>
<td>Sales</td>
<td>59%</td>
<td>12%</td>
</tr>
<tr>
<td>Individual social profiles of fans and followers</td>
<td>42%</td>
<td>18%</td>
</tr>
<tr>
<td>Customer lifetime value</td>
<td>28%</td>
<td>22%</td>
</tr>
</tbody>
</table>

When It Comes to Customer Engagement through Social, Organizations Measure:
- 84% of respondents track all channels their customers are engaging on – a critical first step in understanding the new social customer
- Customer satisfaction is next at 66%, with issue resolution at 57%

Leading Customer Engagement Metrics Measured from Social Media

<table>
<thead>
<tr>
<th>Metric</th>
<th>Using (%)</th>
<th>Not Using but planning to in the next 12 months (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking all channels (website, social media, call center) that customers engage on</td>
<td>84%</td>
<td>10%</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>66%</td>
<td>9%</td>
</tr>
<tr>
<td>Issue resolution</td>
<td>57%</td>
<td>7%</td>
</tr>
</tbody>
</table>
The specific challenges to measuring ROI are cited as the following:

**Top challenges for measuring social media ROI**

- Hard to tie social media results to actual business results: 54%
- Hard to analyze unstructured social media data: 54%
- Hard to integrate disparate social media data sources: 50%
- Hard to integrate social profiles with our existing system of customer record (e.g. Marketing Automation, CRM system): 44%
- Hard to get actionable business insights from social media data: 44%
- Hard to obtain a single view of the prospect/customer across the various marketing channels including social media channels: 41%

**Key Finding #4: Marketers Are Yet to Tap into the True Potential of Social**

Few companies report using key enabling technologies such as social CRM, which can help make sense of their social following, segment and prioritize it and target their communications for business results.
The State of Social Media Marketing

Major Findings

Social CRM: Slow Adoption But on the Rise
Only 16% of marketers who responded to the survey are currently using a social CRM system, while another 21% plan to by this year’s end. Social CRMs, when adopted more widely, will be used to integrate social prospect and customer data with traditional sales and marketing data. This will provide the much-needed layer of insights that will help marketers be more effective and efficient in the social age. Socially mature brands are adopting social CRM at a higher rate; brands with a social marketing budget of over $100,000 have a social CRM adoption rate of 44%, with an additional 26% who plan to use such a system by the end of 2012.

Survey Respondents Using Social CRM Systems

- Yes: 16%
- No: 46%
- No but, planning to in 2012: 21%
- Not familiar: 17%

Companies Have Invested in a Myriad of Social Technologies
- Over 65% of respondents indicate that they are using community platforms in addition to social platforms such as Facebook and Twitter.
- 33% are also using collaboration platforms, while 23% also have social commerce platforms in place. With such a growing set of social technologies being tested, organizations will likely find themselves needing to integrate these various social toolsets to begin to see how the pieces fit together and help drive overall business value.
Social Media Monitoring: Still No Standard of What to Measure and How Often

Faced with so many choices for social engagement, and with so few resources, over 20% of brands do not monitor social media for brand mentions and 29% fail to monitor industry conversations. With 1.5 billion members of social communities around the globe, and 80% interacting with social networks regularly – one in five hours spent online is now spent on social networks, companies that fail to monitor the social web are missing their biggest potential for business ever.

- 79% of marketers report monitoring social media channels for mentions of their brands at least a few times per week, while 73% report monitoring for industry conversations with the same frequency.
- Of those who do not measure brand mentions or industry conversations, 13% and 17% respectively report they plan to by end of 2012

Social Media Monitoring for Brand Mentions

- Don't currently monitor, but planning to in 2012: 13%
- None with no plan to in 2012: 20%
- A few times per week: 29%
- Near-time: 30%
- Real-time: 8%

n = 434

Social Media Monitoring for Industry Conversations

- Don't currently monitor, but planning to in 2012: 17%
- None with no plan to in 2012: 12%
- A few times per week: 25%
- Near-time: 35%
- Real-time: 11%

n = 448
Of those who monitor social media, most are cobbling together paid and free tools:

**Free and Paid Social Media Monitoring Tools**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Tools</td>
<td>86%</td>
</tr>
<tr>
<td>Paid Tools</td>
<td>54%</td>
</tr>
</tbody>
</table>

**Key Finding #5: Social Marketing Budgets and Resources Quite Insufficient to Drive Value**

Most social marketers are not equipped to succeed from the get-go: 54% of marketers who shared their insights for this report indicate they do not have an allocated budget for social marketing, and are solely relying on human resources. With no money or resources behind them, most social marketing initiatives remain small, siloed, with little to no direct impact on key business drivers such as leads and sales.

- 23% of respondents indicate they have a budget between $1,000 and $10,000. An additional 23% report having a budget of more than $10,000 for social marketing.
- 81% of marketers have a 1-3 person team responsible for social media marketing in their organizations. Mature companies with a budget over $100,000 for social marketing have a fairly even distribution of their people resources.
Key Findings #6: Top Social Platforms: The Big 3: Facebook, Twitter, and LinkedIn Still Dominate

The top social marketing platforms for marketers in 2012:
- Facebook at 89%
- Twitter at 84%
- LinkedIn at 77%
- YouTube at 71%
- Blogs at 61%

Top Social Platforms for Brands
Social Targeting

Social media leaders are adding additional social channels to address and engage niche target audiences more effectively.

As businesses mature their presence on social networks, they are starting to segment their approach by creating and managing multiple social profiles on each platform:

- 53% of respondents report 2+ accounts on Facebook with 13% having over 5 profiles
- 45% report 2+ accounts on Twitter, with 11% reporting over 5 profiles

Number of Accounts Used by Brands by Social Platform

In 2012, we welcomed a new social platform, Pinterest.

**Pinterest Adoption in 2012: Average and Socially Mature Brands**
Key Findings #7: Limited Outsourcing

Businesses look to outsource a limited amount of their social marketing. Those aspects of social marketing that are slated for growth by outsourcing in the next 12 months include:

- Social media measurement by 22%
- Industry and competitive monitoring, brand monitoring and content creation at 20%

**Social Marketing Outsourcing**

- Social media measurement: 12% outsourcing, 10% currently outsourcing
- Content creation: 10% outsourcing, 10% currently outsourcing
- Brand monitoring: 10% outsourcing, 10% currently outsourcing
- Industry or competitive monitoring: 8% outsourcing, 12% currently outsourcing
- Competitive audits: 8% outsourcing, 10% currently outsourcing
- Content publishing: 7% outsourcing, 8% currently outsourcing
- Social marketing strategy: 7% outsourcing, 6% currently outsourcing
- Content strategy: 6% outsourcing, 7% currently outsourcing
- Creating presence in desired social platforms: 6% outsourcing, 6% currently outsourcing

22% of respondents are looking to outsource social media measurement.
DETAILED FINDINGS

**Top Business Objectives for Social Marketing**

Marketers chimed in on their leading social marketing objectives. Of the 462 responses, 78% aim to drive better customer engagement, 51% want to drive revenue generation, 47% use social to create a better customer experience and 41% want to increase thought leadership.

**Top Areas of Social Media Investment**

- Increased presence across social media platforms: 66%
- Increased frequency of content publishing: 56%
- Better social marketing integration with the rest of our marketing initiatives: 50%
- More robust social media monitoring: 38%
- More robust social marketing management: 37%
- Better integration between social marketing and the rest of the organization: 35%
- Mobile social media presence: 28%
A comparison of the investment priorities by level of social media maturity provides greater insights, as we find mature brands focusing on different priorities. Mature brands cite an investment in enhancing the robustness of their social media monitoring, better integration between social and traditional marketing initiatives, and continuation of platform expansion.

Novice brands are much more focused on increasing the frequency on content publishing, as compared to their more mature peers (57% vs. 30%). While mature brands are focused on monitoring, management and integration robustness (65%, 48% and 61%, respectively), their less experienced peers are not focused on these areas yet. It’s an investment priority for 37%, 39% and 51% respectively.

Top Areas of Social Media Investment by Level of Social Marketing Experience

- **Increased presence across social media platforms**: 65% of mature brands, 51% of experienced brands, 44% of dabblers and 33% of novices.
- **Increased frequency of content publishing**: 57% of mature brands, 49% of experienced brands, 40% of dabblers and 30% of novices.
- **Better social marketing integration with the rest of our marketing initiatives**: 61% of mature brands, 52% of experienced brands, 44% of dabblers and 35% of novices.
- **More robust social media monitoring**: 58% of mature brands, 50% of experienced brands, 41% of dabblers and 32% of novices.
- **More robust social marketing management**: 56% of mature brands, 48% of experienced brands, 40% of dabblers and 31% of novices.
- **Better integration between social marketing and the rest of the organization**: 54% of mature brands, 46% of experienced brands, 38% of dabblers and 30% of novices.
- **Mobile social media presence**: 52% of mature brands, 44% of experienced brands, 36% of dabblers and 28% of novices.
Role Influence
Alignment across the organization is present when we analyze who drives the social marketing investment decisions. Senior decision-makers cite the following investment priorities: increased presence on social media platforms, followed by increased frequency of content publishing and better integration between social marketing and other marketing initiatives. We continue to see that social marketing departments are under-resourced and underfunded (Refer to Social Marketing Resources section for more detail.)

Top Areas of Social Marketing Investment by Role Within Company

- Increased presence across social media platforms
- Increased frequency of content publishing
- Better social marketing integration with the rest of our marketing initiatives
- More robust social media monitoring
- More robust social marketing management
- Better integration between social marketing and the rest of the organization
- Mobile social media presence

n = 413
**Budget Influence**

There is a correlation between the planned areas of social media investments and available social marketing budgets. Organizations with no defined budget will have a difficult time increasing the robustness of monitoring and management, not to mention a mobile presence, without available funds. Those with a budget are applying a more critical eye to their social marketing programs, hoping to optimize it through advanced monitoring and management platforms and increased program integration. Over 70% of those with a social marketing budget between $30,000 and $50,000 plan to invest in better social marketing integration.

**Top Areas of Social Marketing Investment by Social Marketing Budget**

- Increased presence across social media platforms
- Increased frequency of content publishing
- Better social marketing integration with the rest of our marketing initiatives
- More robust social media monitoring
- More robust social marketing management
- Better integration between social marketing and the rest of the organization
- Mobile social media presence
Summary
As we prepare for 2013, we expect that brands with less social experience under their corporate belt will continue to invest in increasing their social presence and the frequency of their content creation and publishing. Social marketing leaders will look to integrate and optimize their social marketing performance by adding advanced tools.

It will be interesting to see how the sticky issues of social marketing budgets evolve. It’s difficult to prove ROI without some investment, and harder to make a case for an investment without a clear ROI.

Additional Resources: Free eBooks and White Papers
The Social Funnel: Driving Business Value with Social Marketing
This eBook helps CMOs and social media strategists think about organizing and optimizing social marketing and lays out the steps and best practices to get the most value from social media investments.

Social Business: What Are Companies Really Doing?
MIT Sloan Management Review and Deloitte conducted a survey of over 3,478 business people to determine what level of transformation social networking and social software will have on business.

How to Audit Your Social Marketing Efforts
Learn how to evaluate the effectiveness of your current social marketing strategy. Identify new ways to improve the return on your social marketing investment.
Greatest Social Marketing Challenges in Second Half 2012

Marketers are forthcoming about the challenges they face with their social marketing programs. The top challenge identified by marketers is measuring ROI, cited by 57% of respondents, followed by managing and growing their social presence (44%), and monitoring social media (34%).

Top Social Marketing Challenges

- Measuring ROI: 57%
- Managing and growing social presence: 44%
- Monitoring social media: 34%
- Integrating social with lead generation and sales: 34%
- Lack of sufficient resources: 33%
- Integrating social with the rest of our marketing: 30%
- Managing publishing of social content across platforms: 28%
- Lack of discretionary budget: 25%
- Collecting robust social profiles on our followers in social media platforms: 24%
- Gaining executive buy-in and support for social marketing: 22%

(Percentage values indicate the percentage of respondents who cited each challenge as a top concern. n = 462)
As the investment in social marketing grows, so too does the desire to define and measure ROI. Mature brands are more likely to list measuring ROI as a top challenge than the average brand who is still trying to learn how to best grow and manage their social presence.

We are still seeing businesses struggle to tie social measurements to valuable business results. We have developed a new ROI measurement framework; please refer to New Framework for Marketing ROI – Meet Social ROMO and Social ROMI.

Top Social Marketing Challenges by Level of Social Marketing Experience
Measuring Social Marketing Effectiveness & ROI
While generating revenue from social marketing programs was listed as a priority by 51% of marketers, it remains an elusive measurement. Marketers need to apply a more disciplined approach to measurement and focus on tying social media activities to specific, tangible business results. We expect to see more companies adopt a social marketing automation approach, collecting highly valuable social profile information on both customers and prospects to create highly tailored marketing campaigns around them.

Brands Measuring Social Marketing Effectiveness

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47%</td>
</tr>
<tr>
<td>No</td>
<td>15%</td>
</tr>
<tr>
<td>No, but planning to in 2012</td>
<td>38%</td>
</tr>
</tbody>
</table>

Not surprisingly, more experienced social marketers display a deeper appreciation for measuring social marketing effectiveness. Of those with a social marketing budget over $100,000, over 90% measure their social marketing efforts. These companies have invested more resources, and must display a tangible return. We expect these companies to set the benchmarks, metrics and analytics methods that will be utilized by lesser-experienced organizations as they mature.

Brands Measuring Social Marketing Effectiveness by Social Marketing Budget

- Yes
- No
- No, but planning to in 2012

Budget Categories:
- Over $100,001
- $50,001 — $100,000
- $30,001 — $50,000
- $10,001 — $30,000
- $1,000 — $10,000

n = 390
Marketers were surveyed on three specific areas of efficiency measurements: brand metrics, revenue generation metrics and customer experience metrics.

While brands are still measuring their total number of fans and followers and traffic to website, more meaningful metrics are bubbling to the front of the pack, like share of social conversations and social influence. Sentiment still lags behind as a measure of effectiveness.

### Top Measurements for Evaluating Brand’s Effectiveness on Social Media

<table>
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<tr>
<th>Metric</th>
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<td>Share of social conversations</td>
<td>66%</td>
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</tr>
<tr>
<td>Share of voice</td>
<td>55%</td>
<td>11%</td>
</tr>
<tr>
<td>Sentiment</td>
<td>51%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**n = 198**
When it comes to revenue generation metrics, marketers are measuring growth of new customers, new leads and sales. More mature brands measure customer lifetime value in 50% of cases.

### Leading Revenue Generation Metrics Measured from Social Media

<table>
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<td>62%</td>
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<td>Leads</td>
<td>60%</td>
<td>12%</td>
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<tr>
<td>Sales</td>
<td>59%</td>
<td>12%</td>
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<tr>
<td>Individual social profiles of our fans and followers</td>
<td>42%</td>
<td>18%</td>
</tr>
<tr>
<td>Customer lifetime value</td>
<td>28%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Finally, marketers chimed in on how they measure customer experience. Marketers track their customers on all channels they engage on and customer satisfaction.

### Leading Customer Engagement Metrics Measured from Social Media

<table>
<thead>
<tr>
<th>Metric</th>
<th>Using</th>
<th>Not Using but planning to in 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking all channels (website, social media, call center) that customers engage on</td>
<td>84%</td>
<td>10%</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>66%</td>
<td>9%</td>
</tr>
<tr>
<td>Issue resolution</td>
<td>57%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Summary

For all levels of marketers, but particularly for those who invest heavily in social marketing, ROI remains an elusive measurement. Many brands are concurrently stifled by their lack of resources, be that financial or by their lack of dedicated staff. To address this inability to measure ROI, brands must correctly tie social marketing metrics to important business metrics. Download our Social ROI Framework paper for full insights on ROI measurement.

Additional Resources: Free eBooks and White Papers

Social Engagement: How to Crack the Code of Social Interaction
In this eBook, marketers learn the keys to engagement, based on the collective data of more than 100 Awareness customers. Learn tactical tips like when and where to post to drive the most engagement.

Social Commerce Lessons: The 6 Social Principles that Increase Sales
Learn how to apply the 6 Social Principles to specific audiences: B2B customers and prospects, B2C customers and prospects, media, and influencers.

Actionable Social Analytics: From Social Media Metrics to Business Insights
This paper delivers a comprehensive definition of social analytics and a new framework for how to drive actionable social analytics to increase marketing and sales effectiveness.

Social Prospecting & Scoring: A Disruptive Process to Identify Leads, Generate Demand and Target Influencers
Marketers no longer rely on ‘one-size-fits-all’ third party scoring rules to identify the best prospects for nurturing activities or influencers to target. Social prospecting and scoring increases the social customer base and facilitates more targeted engagement.
Adoption of Social CRM

Social CRM systems will be increasingly used to integrate social data with traditional marketing and sales data. Marketers need to close the loop on their social marketing efforts, and with all the data available through social channels, a social CRM enhances the understanding marketers have of their customers and prospects. Adoption is higher among advanced brands than novice brands, but expect to see this number increase across the board in 2013 and beyond.

Survey Respondents Using Social CRM Systems

- Yes: 16%
- No: 46%
- No but planning to in 2012: 21%
- Not familiar: 17%

n = 427

Survey Respondents Using Social CRM Systems by Size of Social Marketing Budget

- Over $100,001
- $50,001 — $100,000
- $30,001 — $50,000
- $10,001 — $30,000
- $1,000 — $10,000

n = 427
Increased Use of Social Technologies: Community Platforms at the Top
Companies are also turning to other social technologies to help transition their businesses into social enterprises. Among these platforms, various community platforms are used by 65% of the companies represented in this report. There is a growing interest in social technologies like collaboration platforms (33%), social commerce platforms (23%) and innovation platforms (15%).

Additional Types of Social Platforms Used

- Community platforms: 65%
- Collaboration platforms: 33%
- Social commerce platforms: 23%
- Innovation platforms: 15%

Additional Resources: Free eBooks and White Papers
Next Generation CRM: Social Media Management and Monitoring
An interactive discussion on the future of CRM and how to integrate CRM in a socially savvy business.
Social Media Monitoring and Management Practices

Social media monitoring continues to be an important component of social strategy. 80% of survey respondents state they monitor for brand mentions in real-time, near-time or a few times a week. An additional 13% state they plan to begin monitoring by the end of 2012. Similarly, 73% of brands are staying abreast of industry developments by monitoring on social media. An additional 17% plan to monitor for industry conversation by year’s end.

Social Media Monitoring for Brand Mentions

- Don’t currently monitor, but planning to in 2012: 13%
- None with no plan to in 2012: 8%
- A few times per week: 29%
- Near-time: 30%
- Real-time: 20%

n = 448

Social Media Monitoring for Industry Conversations

- Don’t currently monitor, but planning to in 2012: 17%
- None with no plan to in 2012: 12%
- A few times per week: 35%
- Near-time: 25%
- Real-time: 1%

n = 434
As expected, there are differences in the social monitoring practices based on the level of social marketing expertise in an organization. Those who consider themselves leaders measure brand mentions in real- or near-time in 85% of cases, vs. only 30% of the less experienced brands.

**Social Media Monitoring for Brand Mentions**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Social Marketing Leader</th>
<th>Experienced</th>
<th>Dabbler</th>
<th>Novice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time</td>
<td>85%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Near-time</td>
<td>75%</td>
<td>30%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>A few times per week</td>
<td>50%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>None with no plan to in 2012</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Don't currently, but planning to in 2012</td>
<td>15%</td>
<td>30%</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Social Media Monitoring for Industry Conversations**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Social Marketing Leader</th>
<th>Experienced</th>
<th>Dabbler</th>
<th>Novice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time</td>
<td>80%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Near-time</td>
<td>70%</td>
<td>30%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>A few times per week</td>
<td>50%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>None with no plan to in 2012</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Don't currently, but planning to in 2012</td>
<td>15%</td>
<td>30%</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Social Media Monitoring Tools
Marketers are still cobbling together paid and free tools to monitor and make sense of the social conversations. Monitoring platforms quoted by respondents include Google Alerts, Radian6, Awareness, TweetDeck, HootSuite, and SocialMention.

Free and Paid Social Media Monitoring Tools

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Tools</td>
<td>86%</td>
</tr>
<tr>
<td>Paid Tools</td>
<td>54%</td>
</tr>
</tbody>
</table>

n = 306

Summary
Marketers continue to adopt social media monitoring and management platforms in an effort to scale their social marketing programs. Brands continue to cobble together paid and free tools to measure their impact; this points to a lack of integration that likely affects their ability to measure ROI. We expect to see an increase in social CRM adoption to tie social metrics with traditional ones to drive business value.

Additional Resources: Free eBooks and White Papers
Five Killer Strategies to Dominate Social Media’s Big 3: Facebook, Twitter, and YouTube
We examine the Big 3 social media platforms and explore five strategic ways marketers can approach them to guarantee success for growing brand awareness, fostering brand advocacy and generating leads and sales.
The State of Social Media Marketing

Detailed Findings

Social Marketing Resources

While 52% of senior management is trying to achieve revenue generation through social marketing, they have not yet invested the proper resources to drive this outcome. Over 76% of survey respondents have an annual budget under $10,000 for social marketing, and a full 54% have no budget, relying solely on human resources to foster social marketing success.

Over 80% of marketers allocate a team of 1-3 for social marketing initiatives. An additional 16% dedicate more than three resources to their social marketing efforts. However, when we analyze more mature brands, those with a budget over $100,000, 74% of marketers have a team greater than 3 people. Additionally, we asked marketers about their outsourcing habits. Marketers are outsourcing various components of their social marketing program between 6-11%.

Social Marketing Outsourcing

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage Outsourcing</th>
<th>Percentage Not Outsourcing, but Planning To In 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media measurement</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Content creation</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Brand monitoring</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Industry or competitive monitoring</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Competitive audits</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Content publishing</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Social marketing strategy</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Content strategy</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Creating presence in desired social platforms</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Summary

We expect to see companies apply greater resources, both financial and human, to social marketing as they mature. We also expect to see mature brands outsource greater portions of their social marketing efforts to outside agencies and consultancies.
The State of Social Media Marketing

Detailed Findings

Top Social Media Platforms

The Big Three social media platforms, Facebook, Twitter, and LinkedIn, continue to dominate the social media landscape, used by 90%, 84% and 78% of brands respectively. YouTube (72%), blogs (65%) and newcomer Pinterest (39%) round out the top six. Brands have less frequently picked up niche social networks like Foursquare, SlideShare, Flickr and Tumblr.

Top Social Platforms

Included here are the same answers asked at the end of 2011, for comparison.

2011 Comparison

Included here are the same answers asked at the end of 2011, for comparison.
One platform quickly rose to fame in 2012 – Pinterest – the fastest-growing social network of all time. 39% of brands nimbly created a presence on the new, highly visual social platform, while another 23% have plans to join them by the end of 2012. Experienced brands wasted no time in jumping aboard the Pinterest train either, with 50% with active profiles and another 40% planning to join by the year’s end.

**Pinterest Adoption in 2012: Average and Socially Mature Brands**

- **Average Brands**
  - Not using, but planning to in 2012: 39%
  - Using: 24%

- **Socially Mature Brands**
  - Not using, but planning to in 2012: 37%
  - Using: 50%
  - n = 413
  - n = 23
As businesses mature their presence on social networks, they are starting to segment their approach by creating and managing multiple social profiles on each platform:

- 53% of respondents report 2+ accounts on Facebook with 13% having over 5 profiles
- 45% report 2+ accounts on Twitter, with 11% reporting over 5 profiles

**Summary**

Novices and dabblers are still playing catch-up to their more mature peers on the Big Three, blogs and YouTube and will continue to focus on building a presence. Expect more mature marketers to increase their effectiveness through segmentation and targeting, honing in on the right message by channel.

**Additional Resources: Free eBooks and White Papers**

McKinsey Quarterly - *Demystifying social media*: Learn how senior leaders are using social media to shape consumer decision making in predictable ways.
Survey Participant Demographics

Participants in this survey represent a broad spectrum of marketers from a wide cross-section of organizations, industries and annual revenues, closely following the greater distribution of businesses across the US. A mix of marketers participated in the survey from business-to-business (B2B) organizations, business-to-consumer (B2C) organizations and a blend of both B2B and B2C, with annual sales ranging from less than $1 million to over $100 million, and representing all major industry sectors.

Company Focus

<table>
<thead>
<tr>
<th>Focus</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B</td>
<td>42%</td>
</tr>
<tr>
<td>Both</td>
<td>31%</td>
</tr>
<tr>
<td>B2C</td>
<td>24%</td>
</tr>
</tbody>
</table>

Company Revenues

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1 Million</td>
<td>47%</td>
</tr>
<tr>
<td>$1-5 Million</td>
<td>19%</td>
</tr>
<tr>
<td>$6-10 Million</td>
<td>7%</td>
</tr>
<tr>
<td>$11-20 Million</td>
<td>4%</td>
</tr>
<tr>
<td>$21-50 Million</td>
<td>6%</td>
</tr>
<tr>
<td>$51-100 Million</td>
<td>4%</td>
</tr>
<tr>
<td>Over $100 Million</td>
<td>13%</td>
</tr>
</tbody>
</table>
The State of Social Media Marketing

Detailed Findings

Industry

- Marketing / Agency: 10%
- Educational Services: 10%
- Arts, Entertainment, and Recreation: 8%
- Information: 8%
- Professional, Scientific, and Technical Services: 6%
- Management of Companies and Enterprises: 6%
- Retail Trade: 5%
- Finance and Insurance: 4%
- Health Care and Social Assistance: 4%
- Manufacturing: 4%
- Non Profit: 3%
- Accommodation and Food Services: 3%
- Government: 2%
- Real Estate and Rental and Leasing: 2%
- Transportation and Warehousing: 1%
- Software: 1%
- Utilities: 1%
- Wholesale Trade: 1%
- Construction: 1%
- Other: 20%

n = 399
About Awareness

**Awareness Inc.**
With a unique combination of technology, experience and thoughtful support, Awareness enables smart marketers to efficiently and effectively generate ROI from 100% trackable social media interactions. It is the leading provider of OnDemand Social Marketing Automation Software designed specifically to address all key aspects of social media marketing—from demand generation to customer acquisition and social customer engagement. The Awareness Social Marketing Hub, the company’s flagship social marketing software, is the only solution available that ties Social Prospecting, Social Scoring and Social Profile Database into one solution resulting in a detailed social marketing ROI. Awareness works with some of the world’s leading brands and marketing agencies including MLB, Comcast, Likeable Media, Raidious, American Cancer Society, Tiger Woods Foundation, The Carlsberg Group, Mindjumpers, Nuance, DemandWare, Trend Micro, and Computer Associates. Backed by NorthBridge Venture Partners, Awareness is headquartered in Burlington, Massachusetts.

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