



# 2011 SOCIAL MEDIA MARKETING INDUSTRY REPORT

*How Marketers Are Using  
Social Media to Grow  
Their Businesses*

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APRIL 2011

BY MICHAEL A. STELZNER

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## Letter from the author...



Hello, fellow marketer;

Social media has gone mainstream. And for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and connects companies directly with customers. This is why nearly every business on the planet is exploring social media marketing initiatives.

This is our third annual study. Two years ago, businesses were uncertain about social media. Now it's here to stay and companies are rapidly responding to new social media opportunities.

This 41-page report contains insight into how marketers are currently using social media and their future plans.

If you're in charge of marketing your business, you'll want to closely examine the following pages. My team turned over every rock, looking for the "not so obvious" findings among this data-rich content. We set out to uncover the "who, what, where, when and why" of social media marketing. More than 3300 of your fellow marketers provided the kind of insight you won't find elsewhere.

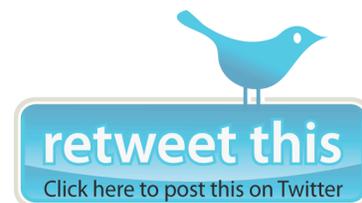
I hope you enjoy it! **If you find value here, please let your peers know about this report.** You can find the original page for the report here:

<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2011/>

All my best!

A handwritten signature in black ink, appearing to read "Michael". The signature is fluid and cursive.

Michael A. Stelzner  
Founder, SocialMediaExaminer.com



Join the discussion on Facebook at <http://www.facebook.com/smexaminer>

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# Executive summary

This study surveyed over 3300 marketers with the goal of understanding how marketers are using social media to grow and promote their businesses. On the following pages you'll discover:

- **The top 10 social media questions marketers want answered:** We analyze 2278 open-ended responses and summarize all the major questions that marketing pros want answered.
- **The time commitment:** We examine the weekly hours marketers invest in their social media efforts. This analysis will be helpful for marketers just getting started or seeking support staff.
- **The benefits of social media marketing:** This rather beefy section reveals all the major advantages marketers are achieving with their social media efforts. We also look at how time invested, business size and experience affect the results.
- **Commonly used social media services:** Discover which tools marketers are using and how their usage is changing this year. We also examine which tools experienced marketers are using.
- **Social media sites people want to learn more about:** In this section, we examine the up-and-coming tools (like geolocation and Groupon) that marketers are most interested in learning about.
- **Other analysis:** We also examine social media outsourcing and how marketers plan on using other forms of marketing. In addition, we take a look at how business-to-business (B2B) companies differ from business-to-consumer (B2C) companies and whether the size of a business has any bearing on results. We also highlight significant changes since our 2010 study.

**How to use this report:** Regardless of your experience with social media marketing, there's something here for you. If you're a beginner, **take a look at the time commitment, benefits and tools that your peers are using.**

If you've been at this for a while, **compare yourself against other marketers, see what tools they're looking at next and see whether you're achieving the same benefits as your more experienced brethren.**

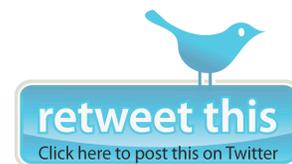
If you're a social media guru, there's tons of material here to help you develop lots of "how-to" products. You'll want to **pay close attention to the top 10 questions section.**

## Major findings

Here's a quick summary of our primary findings:

- **Marketers place high value on social media:** A significant 90% of marketers indicate that social media is important for their business.
- **Measurement and integration are top areas marketers want to master:** One-third of all social media marketers want to know how to monitor and measure the return on investment (ROI) of social media and integrate their social media activities.
- **Social media marketing takes a lot of time:** The majority of marketers (58%) are using social media for 6 hours or more each week, and more than a third (34%) invest 11 or more hours weekly.
- **Video marketing on the rise:** A significant 77% of marketers plan on increasing their use of YouTube and video marketing, making it the top area marketers will invest in for 2011.
- **Marketers seek to learn more about Facebook and blogging:** 70% of marketers want to learn more about Facebook and 69% want to learn more about blogging.
- **The top benefits of social media marketing:** The number-one advantage of social media marketing (by a long shot) is generating more business exposure, as indicated by 88% of marketers. Increased traffic (72%) and improved search rankings (62%) were also major advantages.
- **The top social media tools:** Facebook, Twitter, LinkedIn and blogs were the top four social media tools used by marketers, in that order. Facebook has eclipsed Twitter to take the top spot since our 2010 study.
- **Social media outsourcing underutilized:** Only 28% of businesses are outsourcing some portion of their social media marketing.

The above summary is merely a taste of what's in this report. On the following pages you'll find more than 50 charts that visually convey some of the fascinating findings of this report. For example, we look at which tools are used by those who invest the most time in social media marketing and the benefits achieved by those who've been at this for years.



# Top 10 social media questions marketers want answered

We simply asked, "What question about marketing with social media do you most want answered?" A significant 2278 people provided their open-ended responses. We clustered them into groups and ranked them below.<sup>1</sup>

## #1: How do I measure the effect of social media marketing on my business?

The top question marketers most want answered is how to monitor, measure and track the ROI of social media activities. A sampling of some of those questions includes:

- How do I show a solid ROI for social media marketing in terms of time and resources spent?
- What are the key metrics to follow for measuring ROI in terms of engagement, sales, brand loyalty and customer retention?
- What measurement tools are available that can track results across multiple social media platforms and/or businesses?
- How much is a Facebook friend or fan worth to my business?

## #2: How do I integrate and manage all of my social media marketing activities?

The next question on people's minds can be summarized as "How do I connect and manage all aspects of social media?" A sampling of questions in this category includes:

- How do I best integrate my social media efforts into an overall marketing plan?
- What are the best tools for managing all of our social media accounts?
- What is the best formula for developing a social media strategy and how can we empower employees to make it a success?
- What is the most cost-effective way to integrate social media into our business plan and strategy?

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<sup>1</sup> Please note that this question was designed to reveal the single most pressing concern people want answered. Because only a single answer was allowed, all of these marketing questions are critical and may represent issues that different businesses face as they grapple with social media marketing programs. In each case, between 71 and 501 different people asked one of these top 10 questions.

### **#3: What are the best ways to sell with social media?**

Many marketers want to know how to convert fans and followers into paying customers. Here are a few sample questions in this category:

- How do we move from being social to making deals without breaking the unwritten rules of the community?
- Can you really make money through social media or is it primarily for building awareness and loyalty?
- How do I write messages that will generate more sales?
- Are there any established norms for how many social media-generated leads it takes to yield a sale?

### **#4: How do I improve customer engagement with social media?**

Many marketers aren't sure how to connect with customers and prospects via social media. Here are a few related questions:

- How do I build a raving fan base through social media?
- How do we get our social media followers to actively engage with us online?
- What kind of content will keep followers coming back to our social media sites?
- What are the best ways to keep our customers interested and get them to refer our business to their friends?

### **#5: How do I master the use of specific social media platforms?**

Marketers want to understand how to use and optimize their experiences with major social media platforms such as Facebook, Twitter, LinkedIn, YouTube and blogs. Here are sample questions from this cluster group:

- How do I write tweets that will result in more interactions with my social network?
- I understand how LinkedIn can help me personally, but how can it help my company?
- What techniques should I use to gain new followers for my Facebook fan page and how do I convert those fans into clients?
- What are the best ingredients for making a YouTube video that might go viral?

## **#6: How do I effectively find my target audience with social media?**

A significant number of marketers are seeking ways to locate their ideal audience among the countless masses using social media. Here are some sample questions:

- How can I best grab the attention of prospective customers through social media?
- In an increasingly crowded space, how do we stand out—without resorting to gimmicks that only provide short-term gain?
- How can I gain clients and subscribers without seeming pushy?

## **#7: What are the best practices in social media marketing?**

Marketers are looking for proven tactics and strategies to speed them along their social media paths. Below are some sample questions asked by marketers:

- What are the best practices when it comes to blending personal and professional messaging through social media?
- How many channels of social media do successful social media marketers use?
- What are the most effective techniques for marketing through each of the main social media platforms?
- How do I make a message go viral?

## **#8: How do I use social media in niche markets?**

Marketers who service unique vertical industries or niches are looking for specific ways they should use social media differently for their marketplace. Here are some of their questions:

- How can non-profits cost-effectively use social media to increase their exposure and raise funds for their mission?
- How do universities use social media marketing to attract and retain students?
- How can artists and entertainers use social media to gain new fans and sell their products?
- How do I use social media marketing to target geographical audiences?
- How do we use Facebook and Twitter to market to hospitals and physicians?

## #9: What are the trends in social media marketing?

Marketers want to know what the next social media trends will be. Here are a few questions in this category asked by marketers:

- What will be the next major development in social media?
- What usage trends are occurring across various demographics and industries?
- What's the best way to keep up with all the changes in social media?
- Which social media channels will have longevity?

## #10: How do I best use my time to maximize my social media activities?

Marketers are still interested in how to manage the time required to conduct social media marketing. Below are a few related questions in this category:

- What is the most effective amount of time needed for social media networks?
- How do I keep up with the dialogue when I have a large following and other work responsibilities?
- How often should I tweet or post to Facebook?
- What tools can I use to more effectively maximize the time spent on social media?

**5 Bonus Questions:** Here are a few more questions that didn't make our top 10 list. Each of these questions was asked by between 47 and 64 different people.

- How do I overcome resistance from managers and clients about the value of social media?
- How do I get started using social media marketing?
- How can social media marketing be effectively targeted toward B2B sales?
- How do I consistently create content that's compelling and engaging?
- How do I select the right social media tool(s) for my business?

**CHANGES SINCE LAST YEAR'S STUDY:** Understanding social media best practices has dropped from number 2 to number 7. Managing the time commitment went from number 3 to number 10. This year, integration is a major theme, moving from number 9 in 2010 to number 2 in 2011. Many of the top questions marketers wanted answered in 2010 remain in 2011.

**SUMMARY:** One in three marketers indicated measuring results and integrating social media activities were their top questions when marketing with social media. As you can see by examining the above list, marketers have asked some excellent questions. The remainder of this report will attempt to answer some of those questions.

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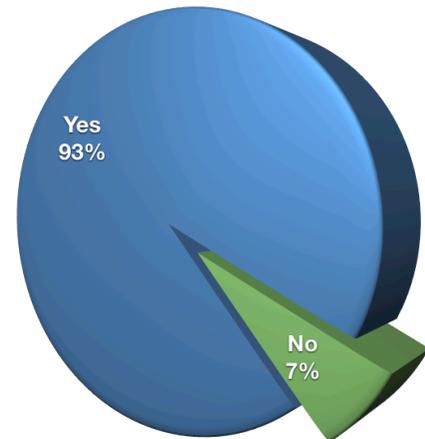
8 Steps to  
Creating a Winning  
Social Media  
Strategy

# Use of social media marketing

We asked a few questions to determine the survey participants' experience using social media to market their businesses.

## Use of social media marketing

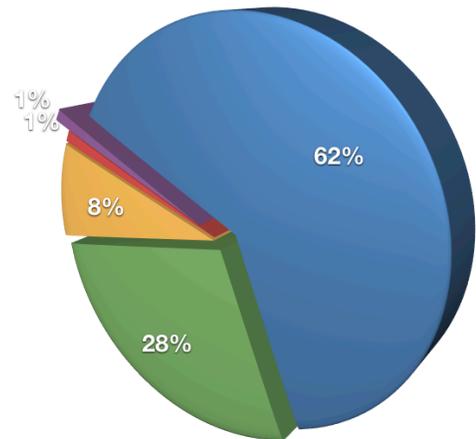
We began by simply asking marketers if they use social media to market their businesses. The overwhelming majority (93%) indicated they were employing social media for marketing purposes.



## Social media is important for my business

A significant 90% of marketers said that social media was important to their businesses.

The self-employed (67%) and small business owners with 2 or more employees (66%) were more likely to strongly agree.



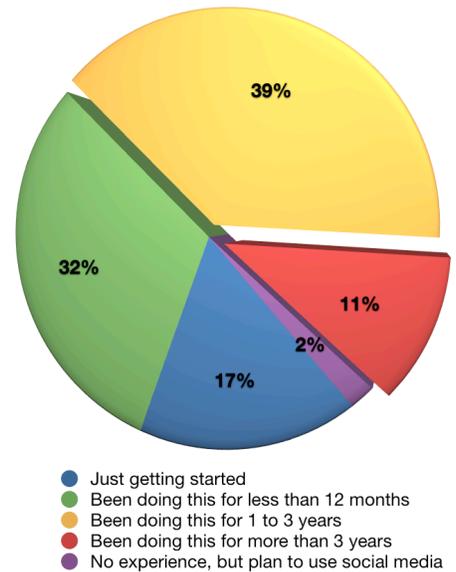
- Strongly agree
- Agree
- Uncertain
- Disagree
- Strongly disagree

## Experience with social media marketing

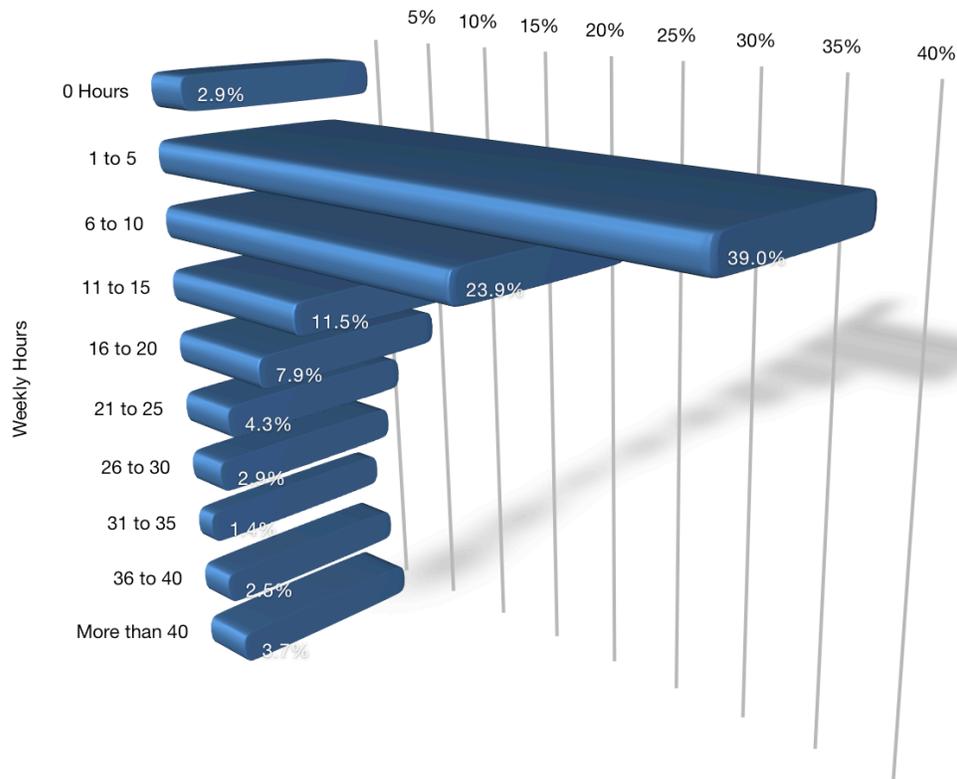
When we asked participants to rate their experience using social media marketing, about half have less than 1 year of social media marketing experience.

More B2B companies have been using social media longer (52.6% reported 1 year or more) than their B2C counterparts (46.2% indicated 1 year or longer).

In 2010, only 31% of marketers were using social media for 1 or more years. Now that number has grown to 50%.



## Time commitment for social media marketing



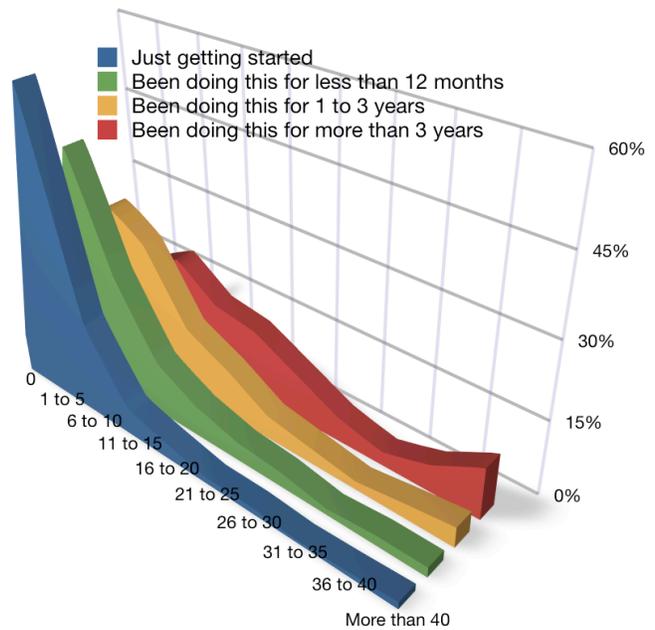
A significant 58% of marketers are using social media for 6 hours or more each week and 34% for 11 or more hours weekly. It's interesting to note that 15% of marketers spend more than 20 hours each week on social media.

Those with more years of social media experience spend more time each week conducting social media activities. For example, 63% of people with 3 or more years of experience spend more than 10 hours a week doing social media activities. Only 41% of those with 1 to 3 years experience spend that much time.

## The experience factor

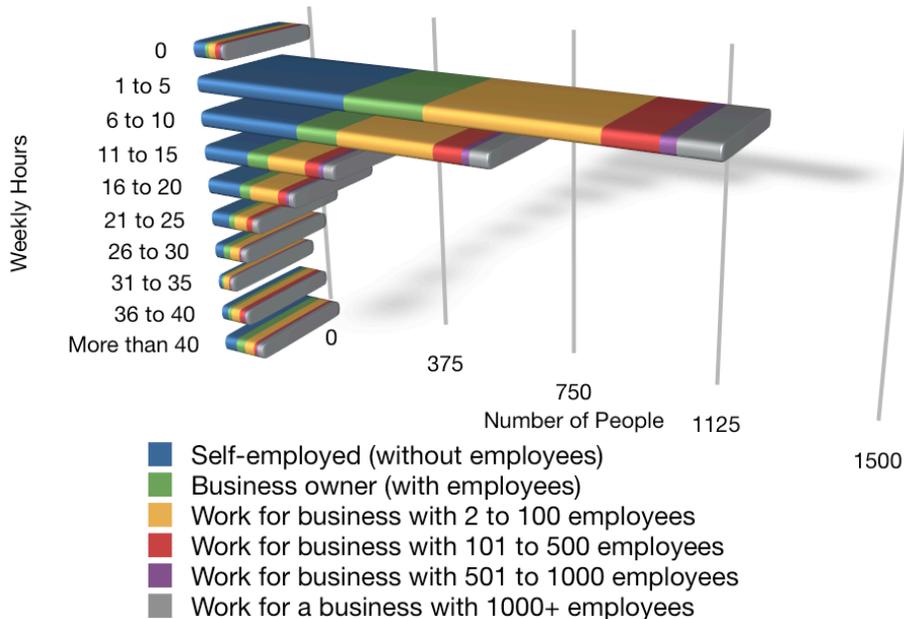
There's a direct relationship between how long marketers have been using social media and their weekly time commitment. For people **just beginning** with social media, 59% spend **1 to 5 hours per week**. However, for folks who have been **doing this for a few months or longer**, most spend 6 hours 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.



## How the time commitment varies with business type

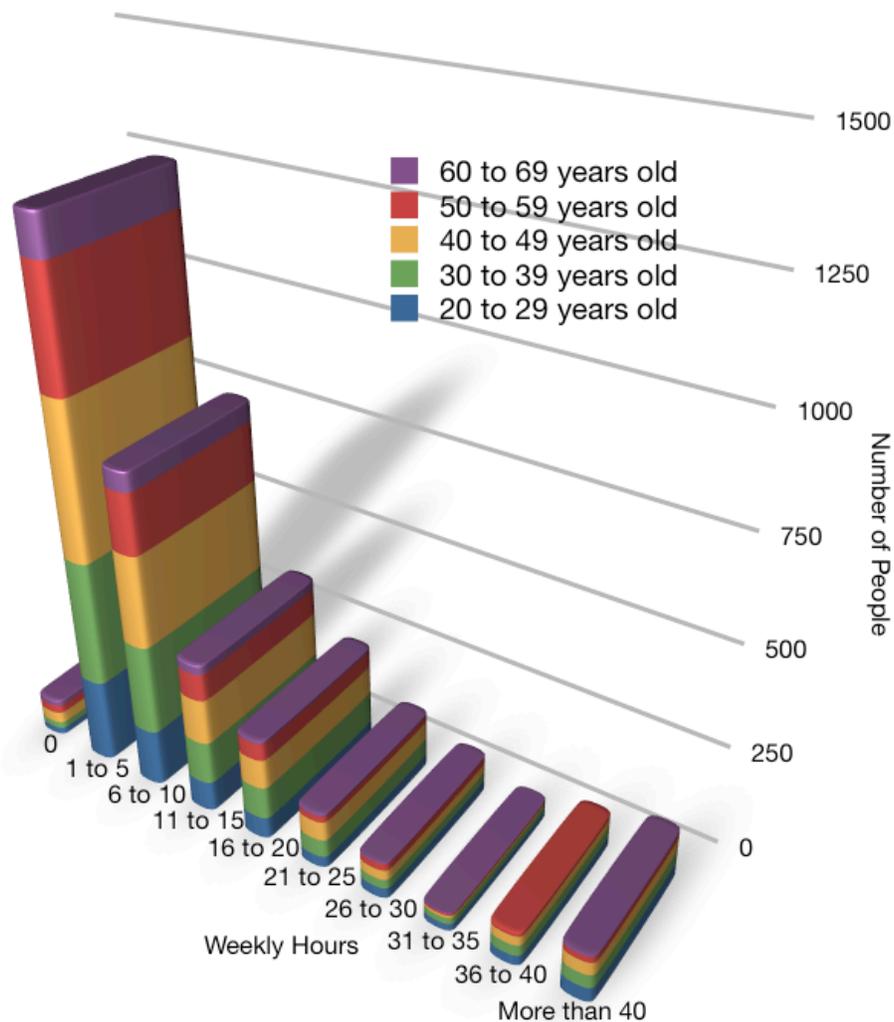
This chart shows how different-sized businesses invest their time with social media activities.



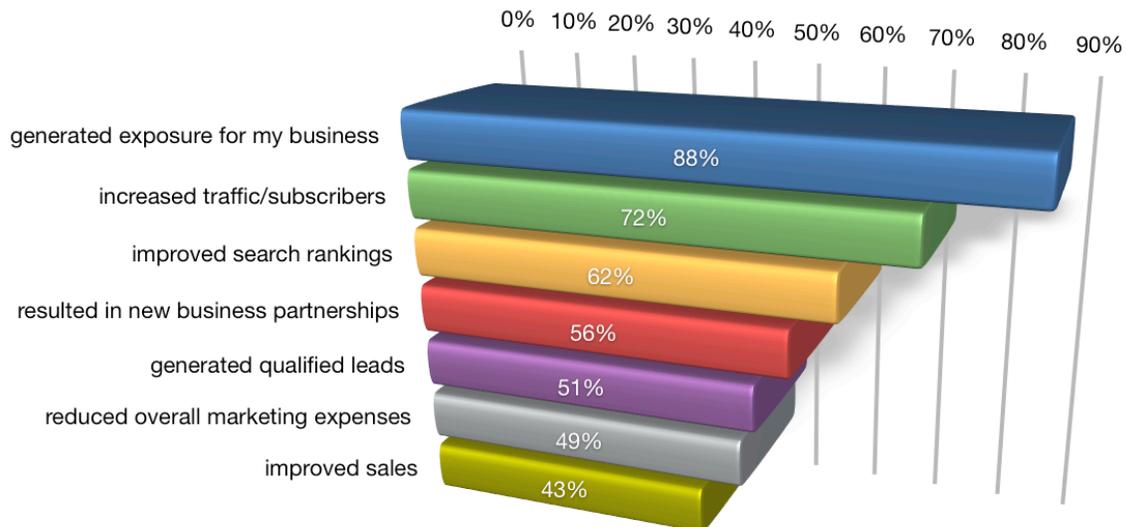
## Age factor

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 (with 41% spending 11+ hours weekly), followed by 30- to 39-year-olds (37% spending 11+ hours per week). This is an increase over our 2010 study.



# Benefits of social media marketing



The number-one benefit of social media marketing is standing out in an increasingly noisy world. A significant 88% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Improving traffic and subscribers was the second major benefit, with 72% reporting positive results.

Nearly two-thirds of marketers indicated a rise in search engine rankings was a benefit of social media marketing. As search engine rankings improve, so will business exposure and lead generation efforts, and overall marketing expenses will decrease. Slightly more than half of marketers found social media generated qualified leads.

**Changes since our 2010 study:** Increased traffic and subscribers grew a significant 9% over our study last year. Search rankings also jumped 8% over the prior year.

Some questions that naturally emerge from the above chart might include, "Can I achieve more benefits by investing more time in social media?", "Are marketers who've been using social media for years gaining even better results?" and "Is there a difference between B2B and B2C?"

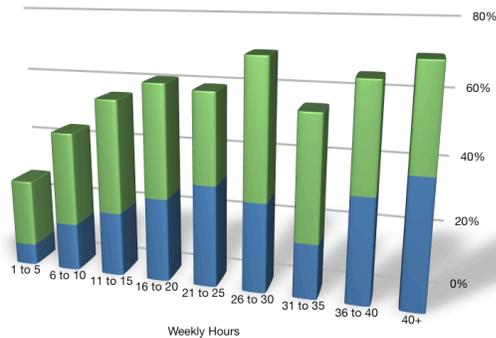
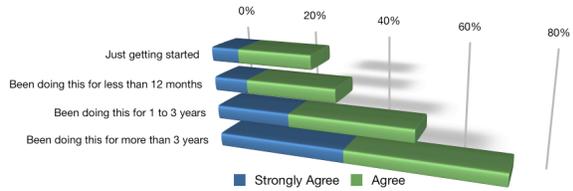
The following charts address these questions.

## Improved sales

It takes time to develop relationships that lead to actual business. However, a large percentage of marketers who take the time find great results.

For example, 72% of marketers who have been using social media for more than 3 years report it had helped them close business. More than half who spend 11 or more hours per week find the same results.

The self-employed and small business owners with 2 or more employees most achieved this benefit (48%).

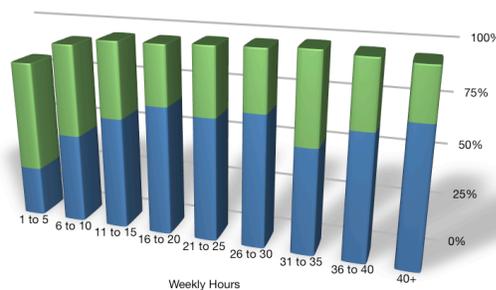
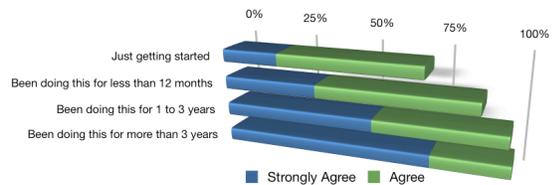


## Generated exposure for my business

Even with a minimal time investment, the vast majority of marketers (81% or higher) indicated their social media efforts increased exposure for their business.

Owners of small businesses (2 to 100 employees) were more likely than others to report greater exposure (89.2% reporting benefits).

Nearly all marketers who've been employing social media marketing for a year or longer report it generates exposure for their business. A significant 72% of those conducting social media activities for more than 3 years strongly agree.



## Resulted in new business partnerships

Those who invest the most time in social media marketing gain the most business partnerships. However, 45% of people who've only invested 12 months or less in social media marketing report new partnerships were gained.

Even the majority of those investing 6 to 10 hours per week in social media were able to build new partnerships.

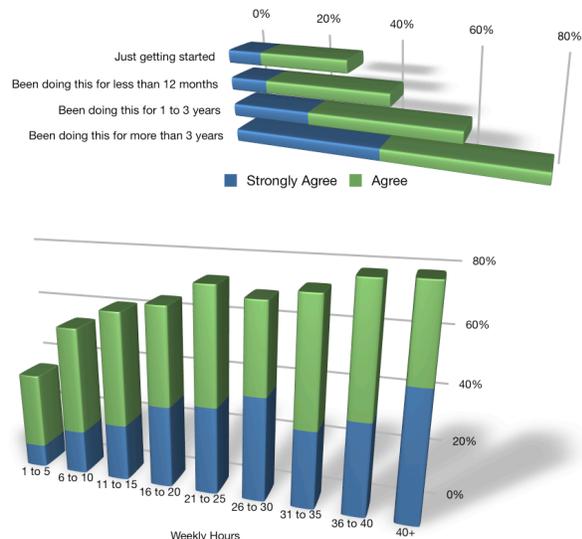
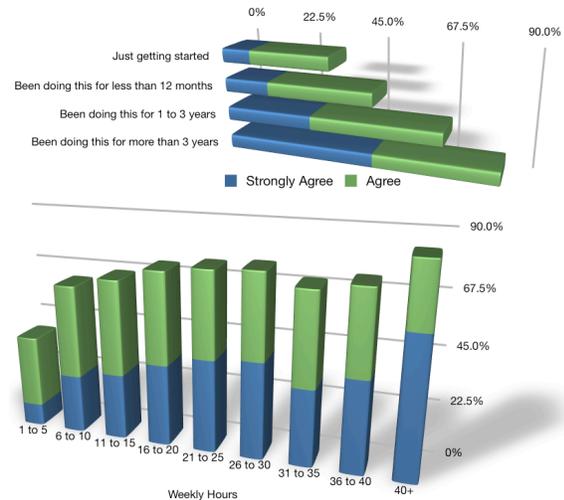
The self-employed and small business owners with 2 or more employees were significantly more likely to benefit from partnerships, with at least 59% reporting a benefit.

Marketers selling to other businesses were more likely to achieve this benefit (61%) than those selling to consumers (51%).

## Generated qualified leads

By spending as little as 6 hours per week, 52% of marketers see lead generation benefits with social media.

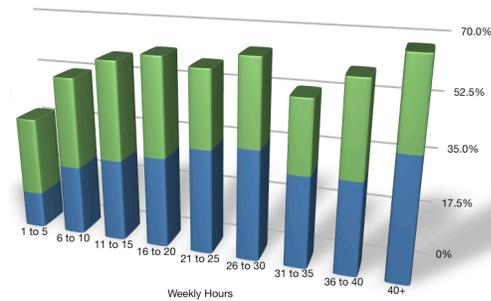
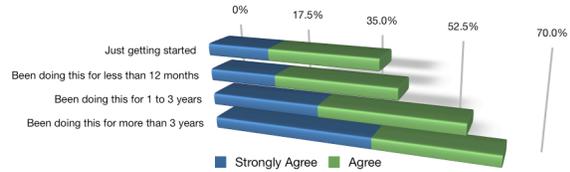
Small businesses were more likely than others to strongly agree that qualified leads were generated (21% strongly agreed, compared to 14% or less with other types of businesses).



## Reduced overall marketing expenses

The main financial cost of social media marketing is the time it takes to gain success. However, a significant percentage of participants strongly agreed that overall marketing costs dropped when social media marketing was implemented.

The self-employed (59%) and small business owners with 2 or more employees (58%) were more likely than others to see reductions in marketing costs when using social media marketing.

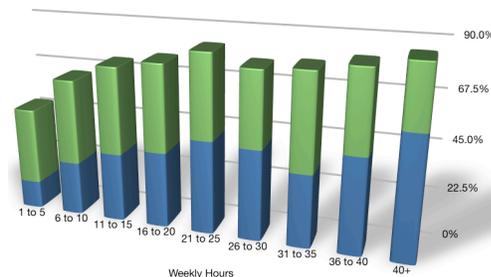
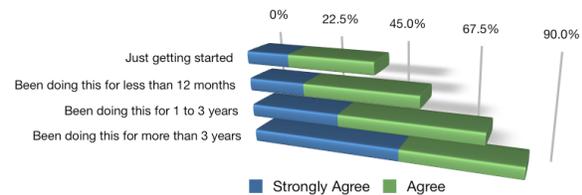


## Improved search rankings

Improved search engine rankings were most prevalent among those who've been using social media for a year or longer, with nearly 73% or more reporting a rise.

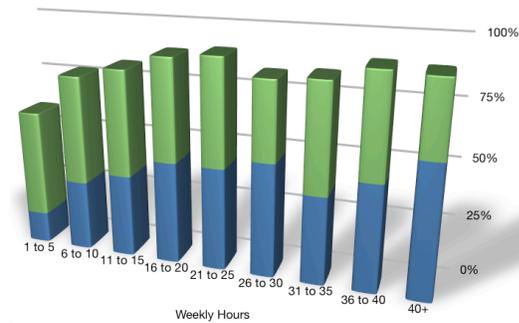
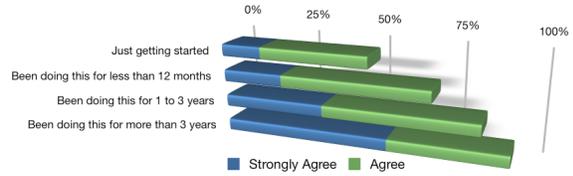
At least 65% of those investing a minimum of 6 hours per week in social media marketing saw improvements in search engine rankings.

Marketers selling to other businesses were more likely to achieve this benefit (66%) than those selling to consumers (59%).

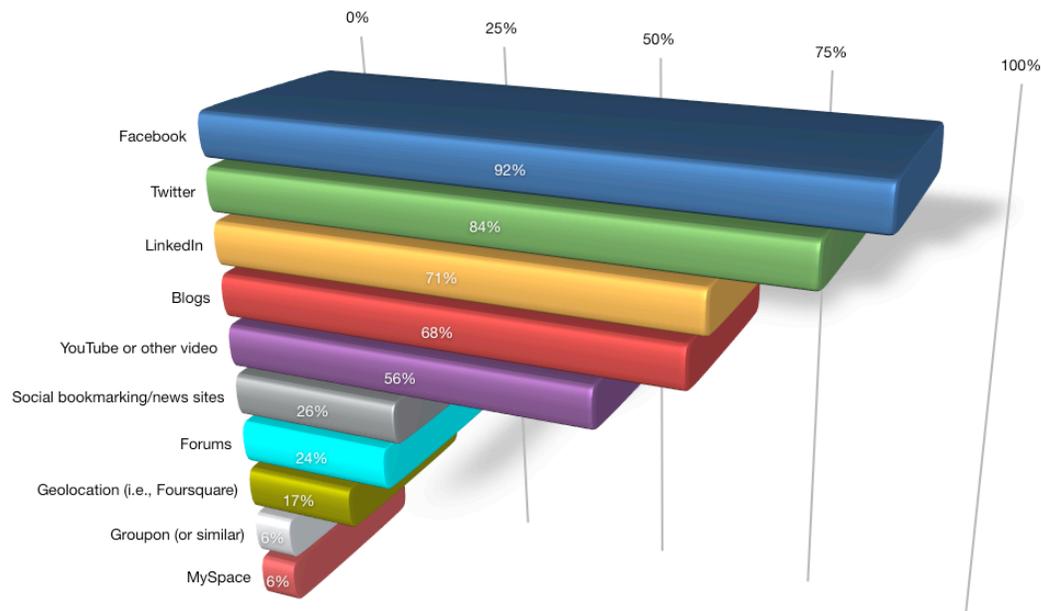


## Increased traffic/subscribers

A significant 78% of participants found that increased traffic occurred with as little as 6 hours per week invested in social media marketing. And those who've been doing this for 3 years or more reported substantially better results (91% reported benefits).



## Commonly used social media tools



By a long shot, Facebook, Twitter, LinkedIn and blogs were the top four social media tools used by marketers, with Facebook leading the pack. All of the other social media tools paled in comparison to these top four.

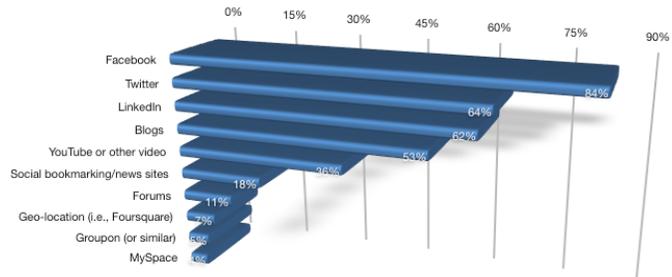
It should be noted that in 2010, Twitter was in first place with 88% and Facebook was close behind with 87%. Since 2010, Twitter lost 4%, LinkedIn lost 7% and Facebook gained 5%. In our 2009 study, only 77% of businesses were using Facebook.

The self-employed (80%) and owners of small businesses (78%) were more likely to use LinkedIn. Larger businesses were more likely to use YouTube or other video and less likely to use blogs (68%+).

A close examination of which tools more experienced social media marketers are using compared to those just getting underway provides further insight.

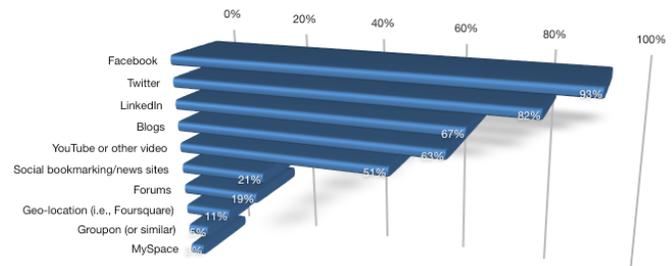
### Tools used by those just getting started

Those just getting underway with social media marketing rank Facebook as their number-one choice (by a long shot), followed by Twitter and LinkedIn. For those new to social media marketing, Twitter has dropped from 71% to 64% since our 2010 study.



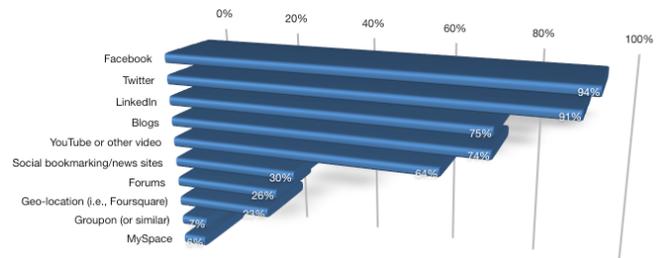
### Tools used by those using social media for less than 12 months

For marketers who have been employing social media marketing for 12 months or less, Facebook and Twitter are their top two choices.



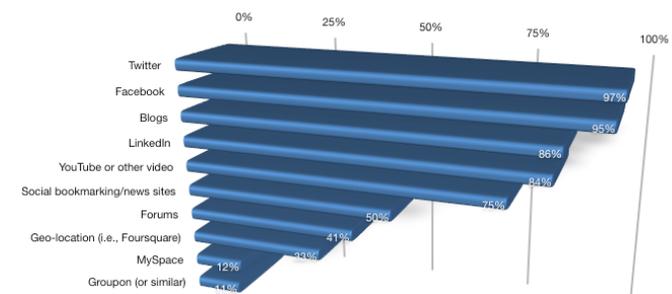
### Tools used by those using social media for 1 to 3 years

Facebook and Twitter are the two standouts among the tools used by social media marketers with 1 to 3 years experience.



### Tools used by those using social media for 3+ years

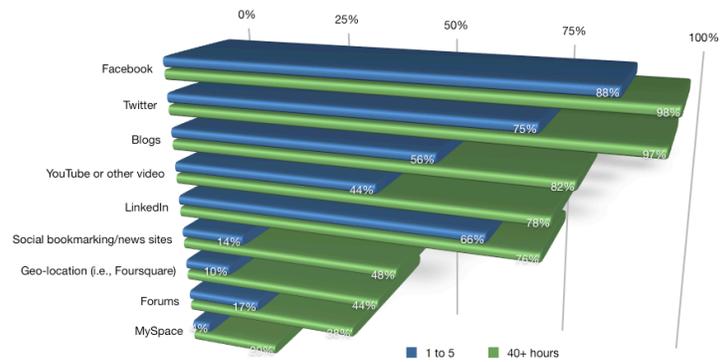
Nearly all marketers with 3+ years of social media experience use Twitter and Facebook. This group is also a major proponent of video, significantly more so than others.



### Tools used by those who commit small versus large amounts of time to social media

This chart shows where those putting in the least time are investing versus those putting in the most time.

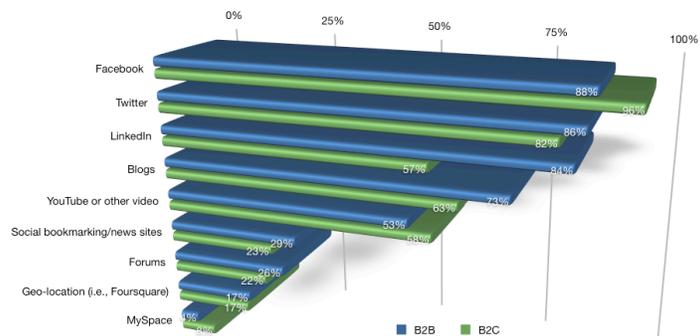
There are a few interesting findings here. Marketers investing 40+ hours per week are much more focused on video and blogs than those investing a few hours a week with social media.



### Tools used by B2B versus B2C

This chart shows how B2B social media use differs from B2C-focused businesses.

B2C are more focused on Facebook and B2B are more focused on LinkedIn and video. Also note that B2B companies are utilizing blogs more.



## How will marketers change their social media activities in the future?

We asked marketers to indicate how they will change their social media use in the near future. Survey-takers were asked to indicate whether they will increase, decrease, remain the same or not utilize various social media networks and tools.

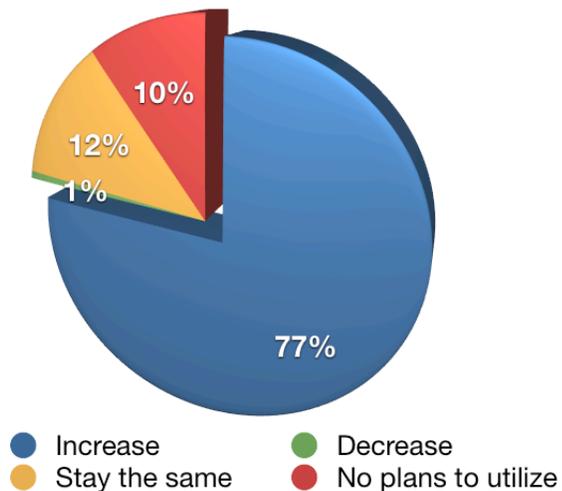
At least 73% of marketers plan on increasing their use of YouTube/video, blogs, Facebook and Twitter. A significant 86% said they have no plans to utilize MySpace or will reduce their efforts. Here is a breakdown by social media channel:

### YouTube/Video

Surprisingly, marketers indicated that YouTube/video was the top area in which they planned to increase their social media efforts.

A significant 77% of marketers plan on increasing their YouTube and/or video marketing.

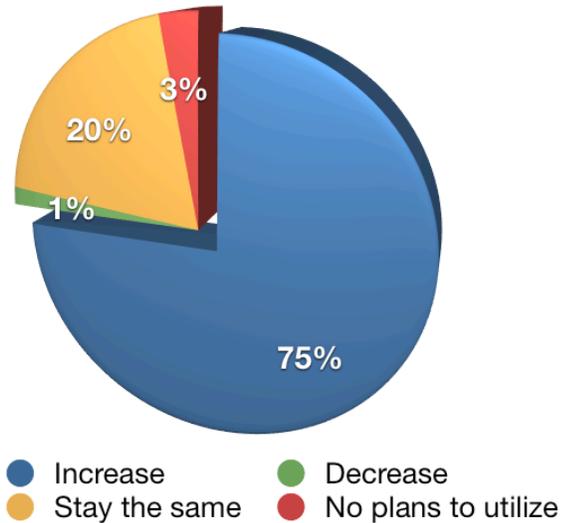
Businesses with 1000 or more employees indicated this is a key growth area, with 82% responding affirmatively.



## Facebook

Facebook is clearly a top winner. 92% of marketers are using Facebook and 75% plan on increasing their activities. Only 3% of marketers surveyed do not plan to utilize Facebook. Second only to YouTube/video and tied with blogs, Facebook is an area where marketers feel they can achieve substantial results.

80% of B2C plan on increasing Facebook efforts. 83% of large businesses will also increase their Facebook activities. Facebook is also the top focus for people just getting started with social media marketing.

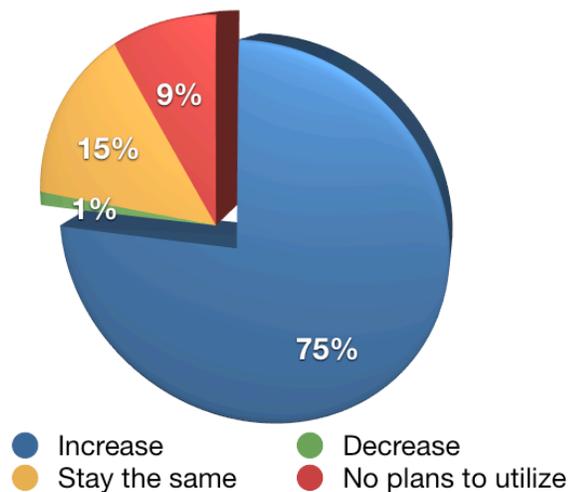


## Blogs

Blogs remain a strong area of focus for social media marketers, with 75% indicating they'll increase their blogging activities.

The self-employed are more likely to blog, with 79% reporting increased activity.

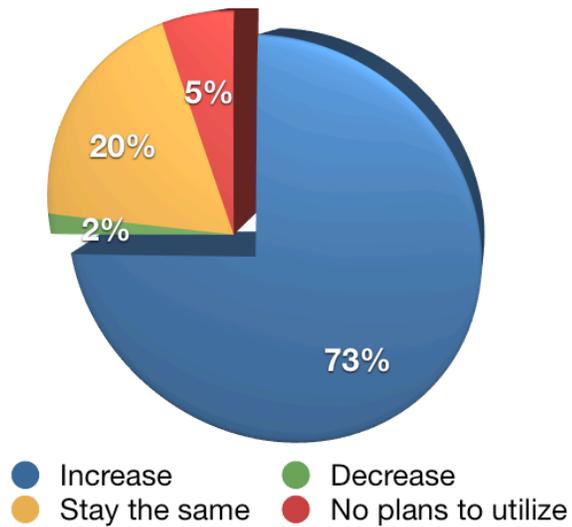
In 2010, 81% of marketers planned on increasing their blogging activities.



## Twitter

73% of marketers will increase their activities on Twitter.

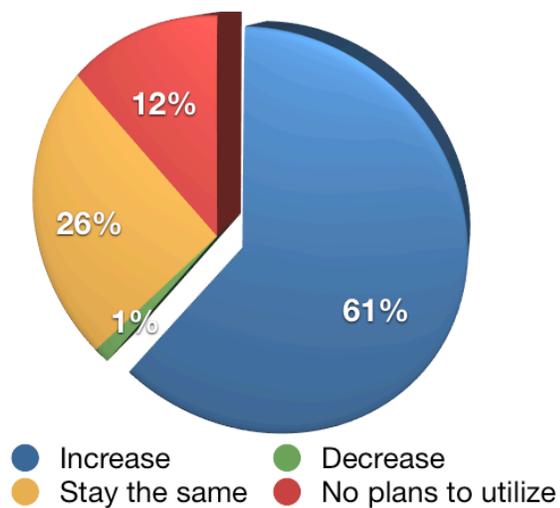
Large businesses are most likely to increase their activities on Twitter, with 77% reporting.



## LinkedIn

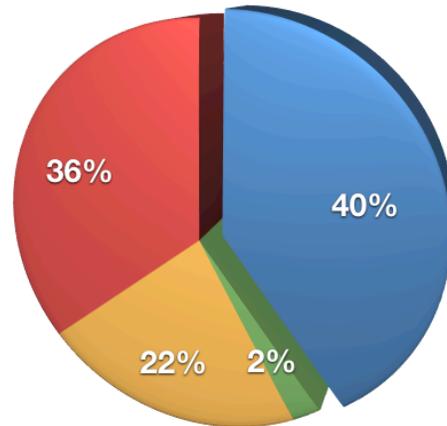
As expected, B2B are significantly more likely to plan on increasing their use of LinkedIn (71% of B2B versus 51% of B2C).

The self-employed (68%) were more likely to increase their use of LinkedIn.



## Social Bookmarking

A mere 40% of businesses plan on increasing their social bookmarking activities, while more than 1 in 3 have no plans to use social bookmarking.



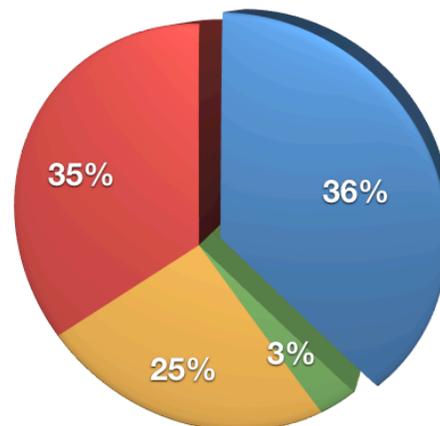
- Increase
- Stay the same
- Decrease
- No plans to utilize

## Forums

Only 36% of businesses will increase their forum activities, while 35% have no plans to use forums.

In 2010, only 27% of marketers had no plans for using forums. Now that number jumped to 35%.

39% of B2B plan on increasing their forum use (versus 34% of B2C).

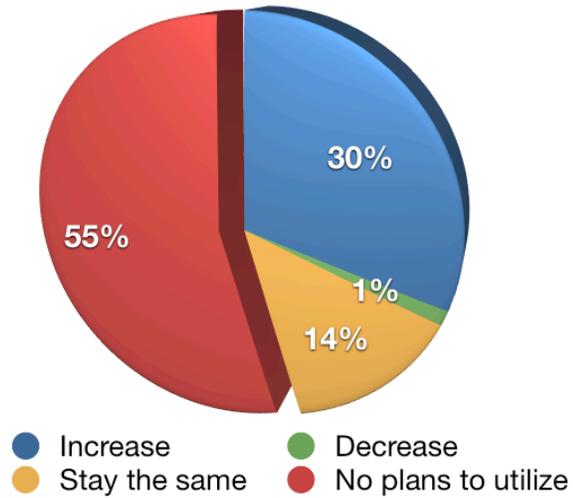


- Increase
- Stay the same
- Decrease
- No plans to utilize

## Geolocation

30% of marketers plan on increasing their use of geolocation services like Foursquare.

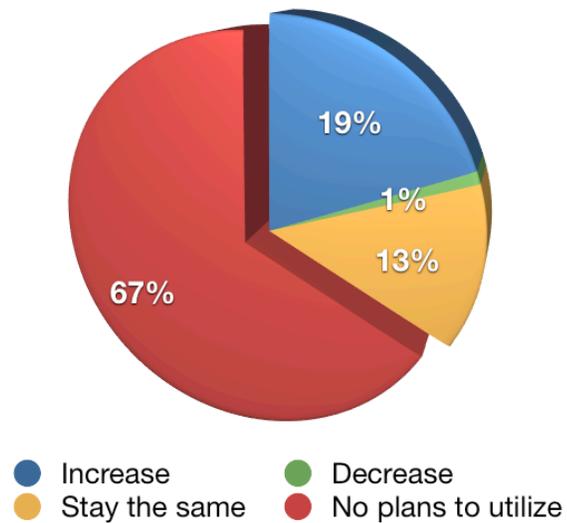
Larger businesses are more likely to employ geolocation. 38% of businesses with 501 to 1000 employees and 42% of businesses with more than 1000 employees will increase use of geolocation.



## Groupon (or similar)

Only 19% of marketers plan on increasing their use of Groupon or a similar group-shopping site.

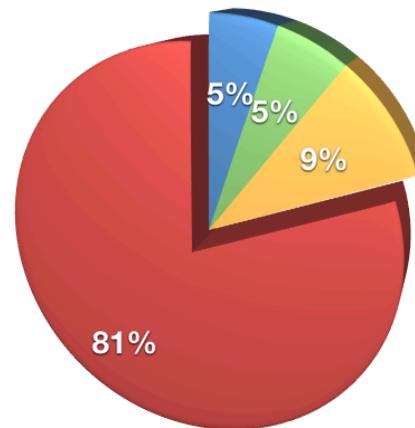
25% of marketers with 3 or more years of social media experience will increase Groupon activities.



## MySpace

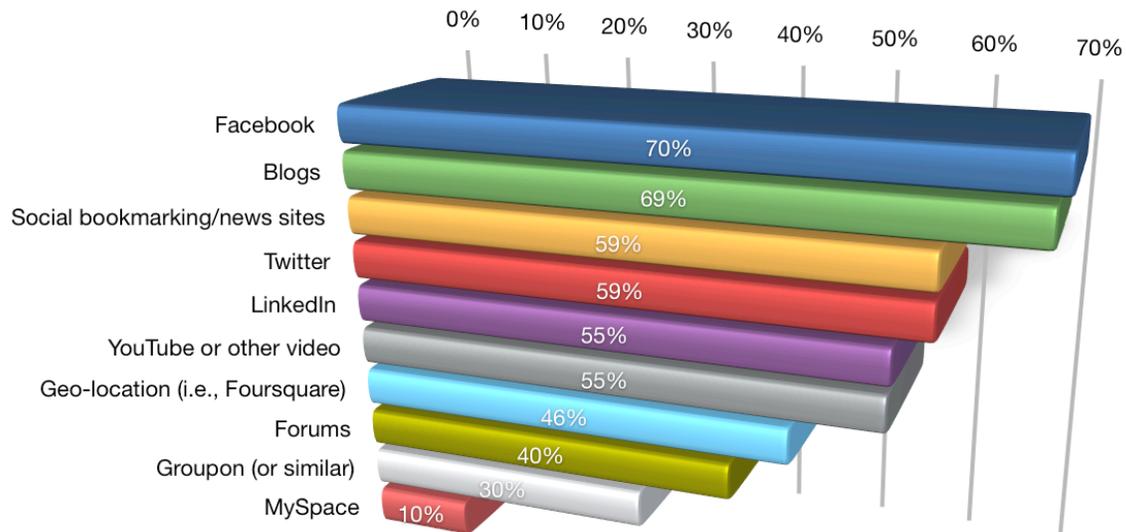
Most businesses (81%) have no plans to utilize MySpace and only 5% will increase their MySpace activities.

This is a further decline since our 2010 study, where 9% of businesses planned on increasing their MySpace activities.



- Increase
- Decrease
- Stay the same
- No plans to utilize

## Social media tools people want to learn more about



We asked marketers which social media tools they most want to learn more about. **Facebook slightly edged out blogs for the number-one slot.** Social bookmarking and Twitter tied for third.

In 2010, only 59% of marketers wanted to learn more about Facebook. This year, that number has jumped up to 70%. Social bookmarking was the number-one area marketers wanted to learn about in 2010 (61% reporting). However, Facebook and blogs have jumped in interest.

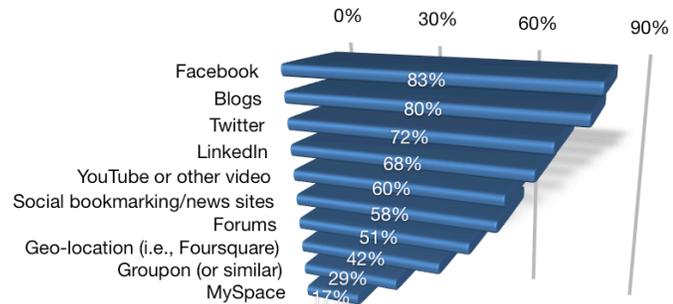
Businesses with 500 or more employees were significantly more interested in learning more about geolocation (58%+) than other groups. In addition, those participants aged 60 and older were much more interested in learning about Facebook (78%) and blogs (77%) than their younger marketing cohorts.

B2C are more interested in learning about Facebook (74%) and blogging (72%) versus B2B (Facebook and blogging: 65%).

Clearly a lot of people want to learn how to use the many social media tools available. What follows are tools marketers are interested in based on how long they've been using social media marketing.

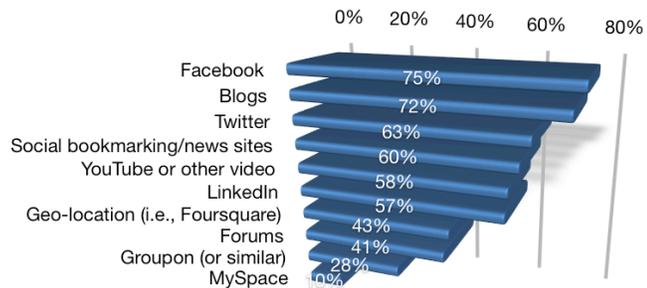
**Tools marketers want to learn more about for those just getting started**

For those just getting underway, understanding more about social bookmarking is significantly less important than for others with more experience.



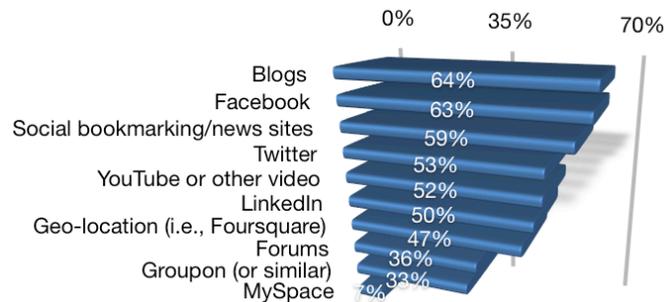
**Tools marketers want to learn more about for those who've been using social media for less than 12 months**

Learning more about Twitter is more important than social bookmarking for these professionals.



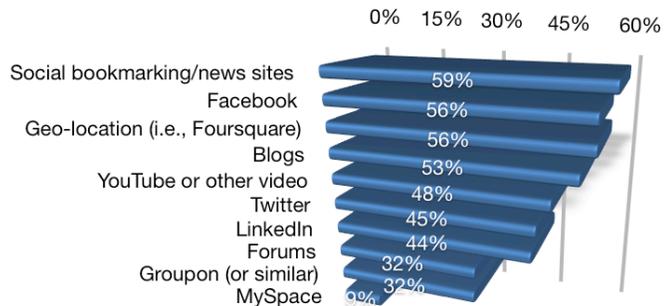
**Tools marketers want to learn more about for those who've been using social media for 1 to 3 years**

These pros place blogging at the top of their list to learn more about.

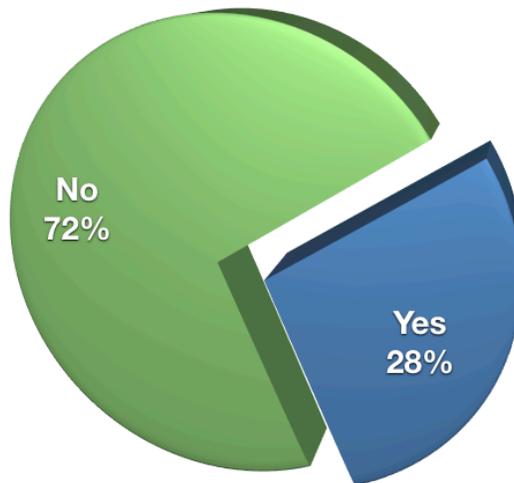


**Tools marketers want to learn more about for those who've been using social media for 3+ years**

For these experienced pros, social bookmarking is at the top of their list to learn more about.

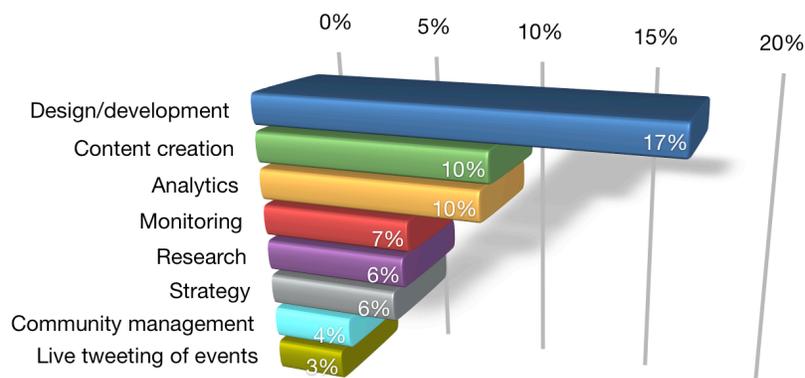


## Social media outsourcing



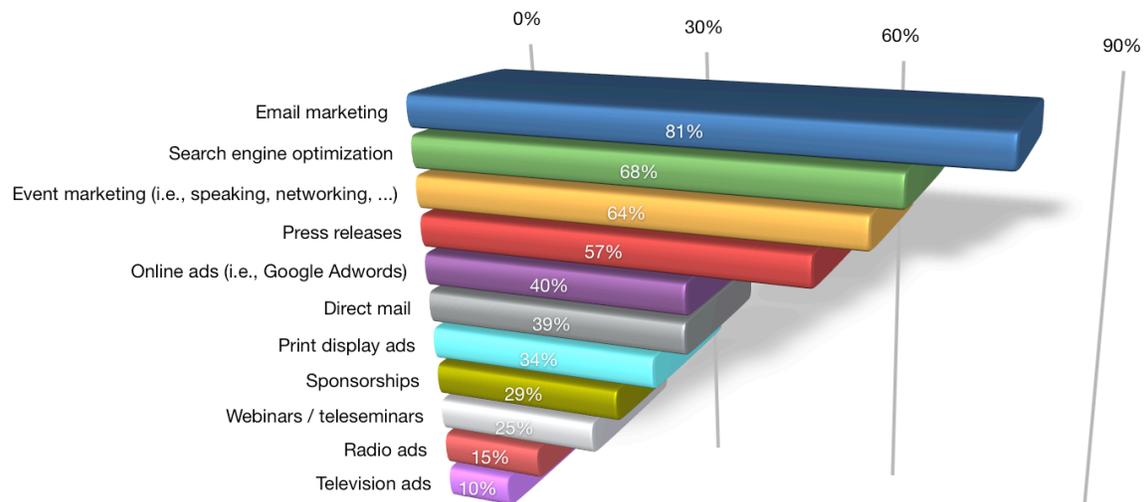
We asked marketers if they were outsourcing any of their social media marketing efforts. The overwhelming majority said no. However, the number of **those who are outsourcing has doubled since our 2010 report, from 14% to 28%**.

These are the tasks that marketers are outsourcing to third parties:



**Design and development, content creation and analytics are the top three areas that social media marketers are outsourcing.** Those with 3 or more years experience are more likely to outsource design and development tasks (32%).

## Other forms of marketing



We asked social media marketers what other types of marketing they were participating in. **The top three included email marketing, search engine optimization and event marketing.**

B2B marketers were significantly more likely to employ search engine optimization (71% B2B vs. 65% B2C) and event marketing (70% B2B vs. 58% B2C). Organizations with 1000 or more employees were more likely to participate in event marketing (73%).

Social media marketers with 3 or more years of experience were more likely to participate in search engine optimization (80%) and event marketing than others (79%).

A close examination of how social media marketers will change their non-social media activities in the near future provides further insight.

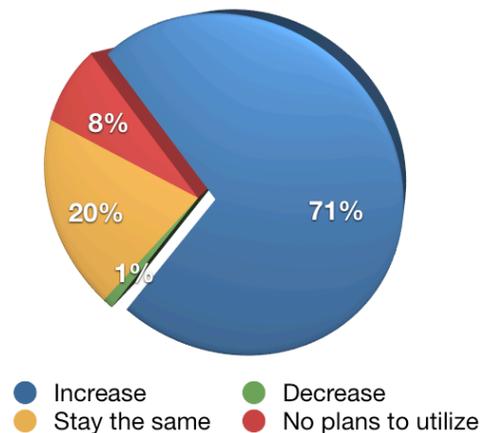
# How will marketers change other activities in the future?

We asked social media marketers to indicate how they will change their use of non-social media activities in the near future. Survey-takers were asked to indicate whether they would increase, decrease, remain the same or not utilize various marketing methods.

At least 64% of marketers plan on increasing their use of search engine optimization and email marketing. Here is a breakdown by marketing channel:

## Search engine optimization

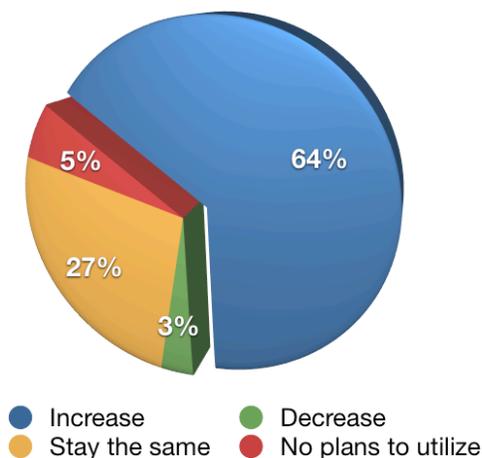
Surprisingly, most marketers (71%) indicated they were planning on increasing their search engine optimization efforts.



## Email marketing

Nearly 2 in 3 marketers (64%) plan on increasing their email marketing efforts in the near future.

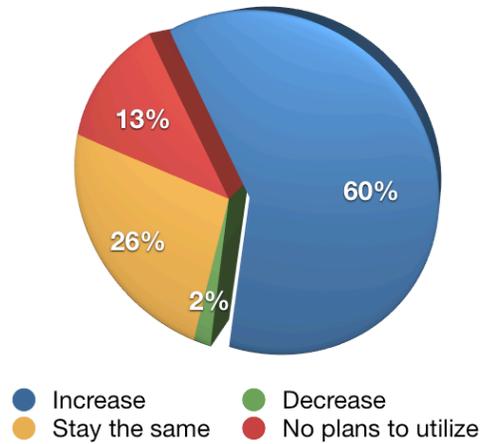
Small businesses were more likely to do so than large businesses.



## Event marketing

A significant 60% of marketers plan on increasing their event marketing and speaking engagements.

B2B are significantly more likely (67%) to increase event marketing than B2C (53%). The self-employed (70%) and small business owners (65%) are significantly more likely to use event marketing than large corporations (43% to 38%, depending on number of employees).

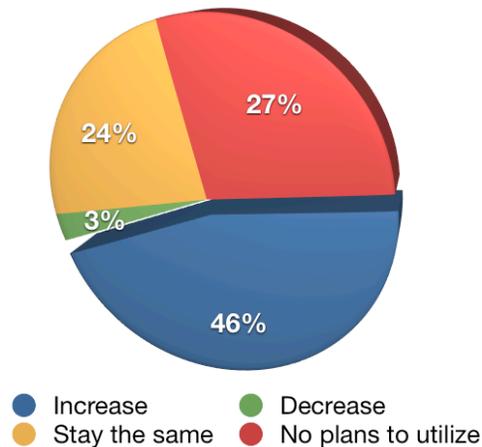


## Online advertising

Slightly less than half (46%) plan on increasing their online advertising efforts.

Large businesses (1000 or more employees) were most likely to increase online advertising (53%).

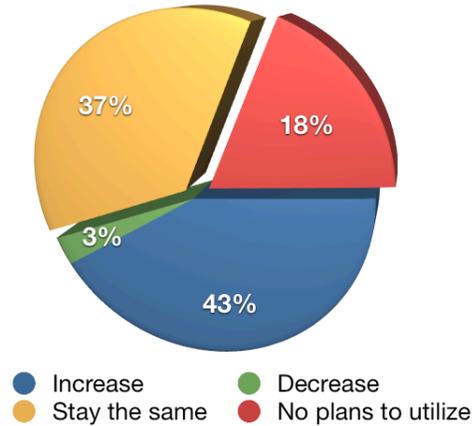
B2C companies were more likely (50%) than B2B (42%) to increase their use of online ads.



## Press releases

Surprisingly, 80% of marketers plan on either keeping the same levels or increasing their use of press releases, with 43% planning an increase.

Small businesses were significantly more likely to employ press releases than larger ones. For example, 52% of small business owners plan on increasing their use, compared with only 24% of businesses with 500 to 1000 employees.

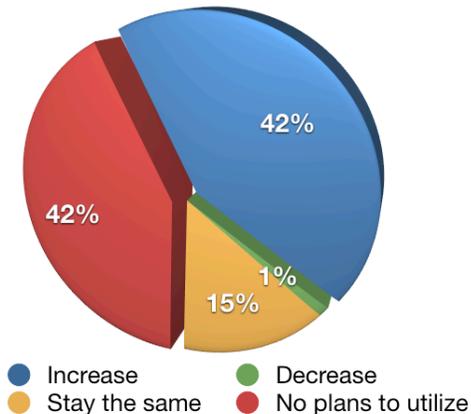


## Webinars and teleseminars

Another surprising finding was that 42% of businesses have no plans to use webinars or teleseminars. When this is contrasted with the large percentage that employ physical event marketing, it would seem that many businesses are not yet sold on the idea of virtual events.

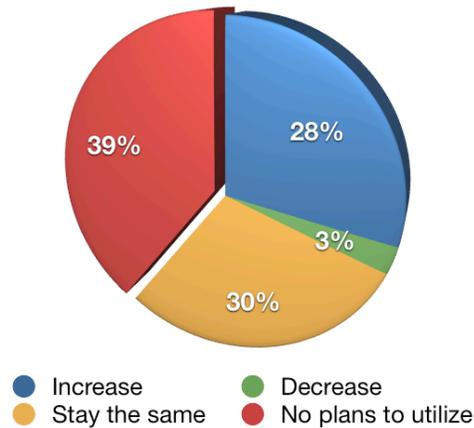
Small businesses were much more likely to increase their use of this marketing tactic. For example, 49% of the self-employed are planning an increase, compared to just 27% of businesses with 500 to 1000 employees.

B2B companies were significantly more likely (52%) than B2C (33%) to use webinars or teleseminars.



## Sponsorships

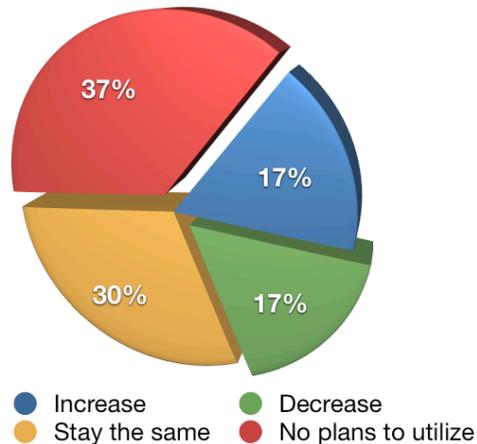
Most marketers (39%) have no plans to utilize sponsorships.



## Direct mail

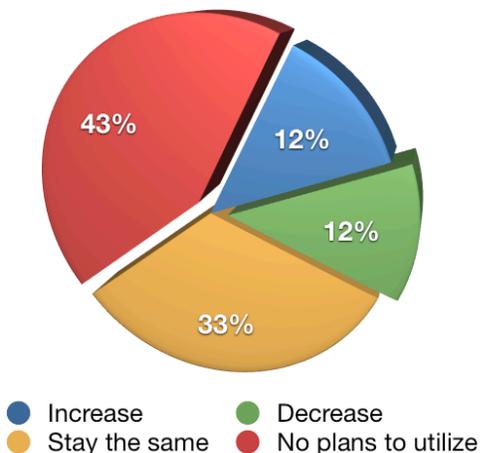
Marketers are more likely to decrease their use of direct mail than any other marketing channels (17% planning to decrease).

Only 17% plan on increasing their use of direct mail. Of those planning on increasing direct mail, the self-employed were most likely (21%). Only 8% of large businesses with 1000 or more employees plan on increasing. 28% of those large businesses will decrease their use of direct mail.



## Print ads

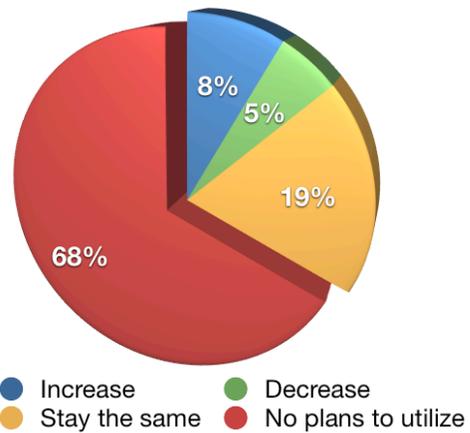
A significant 55% of marketers either have no plans to use or will decrease their use of print ads. B2C (15%) were more likely to reduce their use of print advertising compared to B2C (9%).



## Radio ads

Most marketers (68%) have no plans to use radio ads.

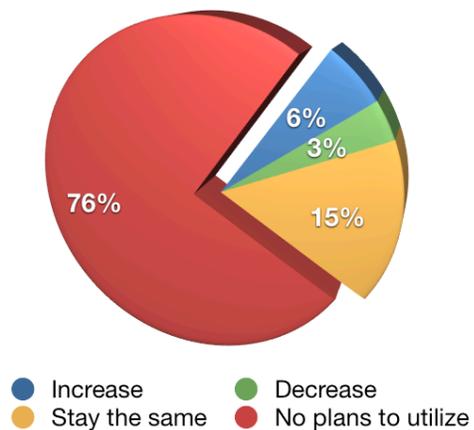
B2C are more likely (11%) to increase their use of radio ads than B2B (5.1%).



## Television ads

Only 6% of marketers plan on increasing television ads.

10% of businesses with 500 employees or more plan on increasing their use of television ads.



# Survey participant demographics

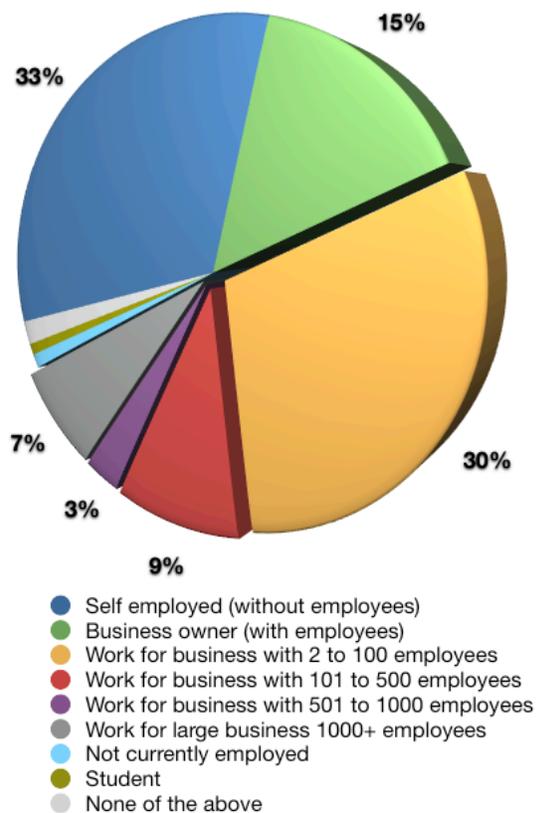
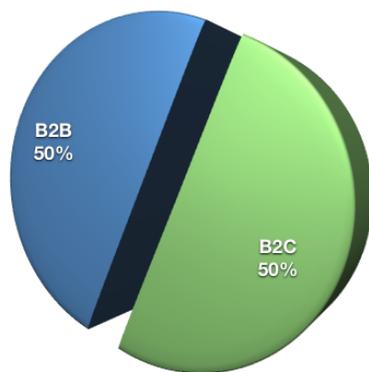
We leveraged social media and email to find participants for our survey. We started with a post on Twitter in January 2011. It simply said, "Take the 2011 Social Media Marketing Industry Survey. Participants get free copy" and included a link to the survey. The message was retweeted hundreds of times by other marketers. In addition, many people posted links to the survey on Facebook, LinkedIn and other social media sites. We asked survey participants to help spread the word about our study. Finally, a list of 50,000 marketers was emailed and asked to take the survey. After 10 days, we closed the survey with **3342 participants**.

Here are the demographic breakdowns:

## Survey participants

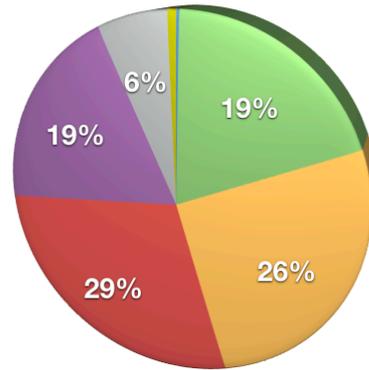
The largest group who took the survey was self-employed (33%) followed by people working for a company with up to 100 employees (30%). 19% of people taking the survey worked for businesses with 100 or more employees.

Half of survey participants were focused primarily on attracting businesses (B2B) and the other half primarily targeted consumers (B2C).



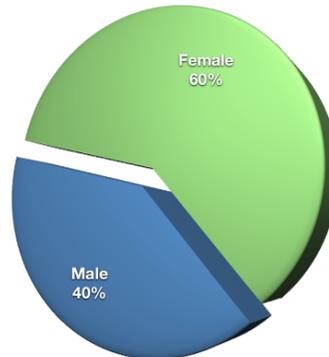
### Age of participants

Most survey participants (74%) were between the ages of 30 and 59. The median age was 40 to 49.



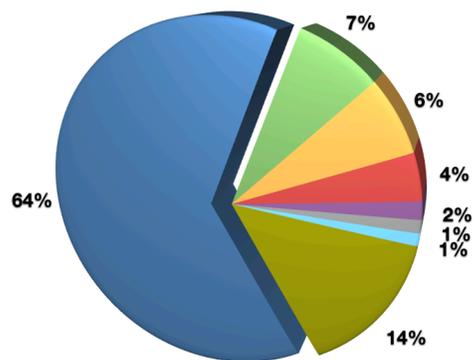
### Gender

Females edged out males, representing 60% of all participants.



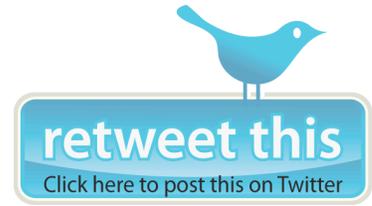
### Country

Most participants (64%) were based in the United States.



## About Michael A. Stelzner

MarketingSherpa calls Michael the "grandfather of white papers." He's author of the new book, *Launch: How to Quickly Propel Your Business Beyond the Competition* (June 2011) and the book, *Writing White Papers: How to Capture Readers and Keep Them Engaged*.



Michael is also the **founder of [SocialMediaExaminer.com](http://SocialMediaExaminer.com)**, a top online business magazine dedicated to social media. Technorati ranks SocialMediaExaminer.com as one of the top 100 business blogs in the world. Michael is also the man behind large online professional development conferences, such as Social Media Success Summit.

**Follow Michael on Twitter** at [http://twitter.com/mike\\_stelzner](http://twitter.com/mike_stelzner)

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