

# Marketing in a Digital World

*August 2011*

# Overview and Methodology

**Objective** – Obtain a deeper view of how small to mid-sized businesses (SMB) are using social media tools to interact with consumers.

**Approach** – Zoomerang distributed a survey to decision makers within SMBs and consumers.

**Results** – In total, 1180 SMB decision makers (i.e. founders, managers, etc.) and 500 consumers completed the survey providing insight into their social media use, Facebook preferences and how each segment uses these tools to interact for business purposes.

## **SMB Key Takeaways –**

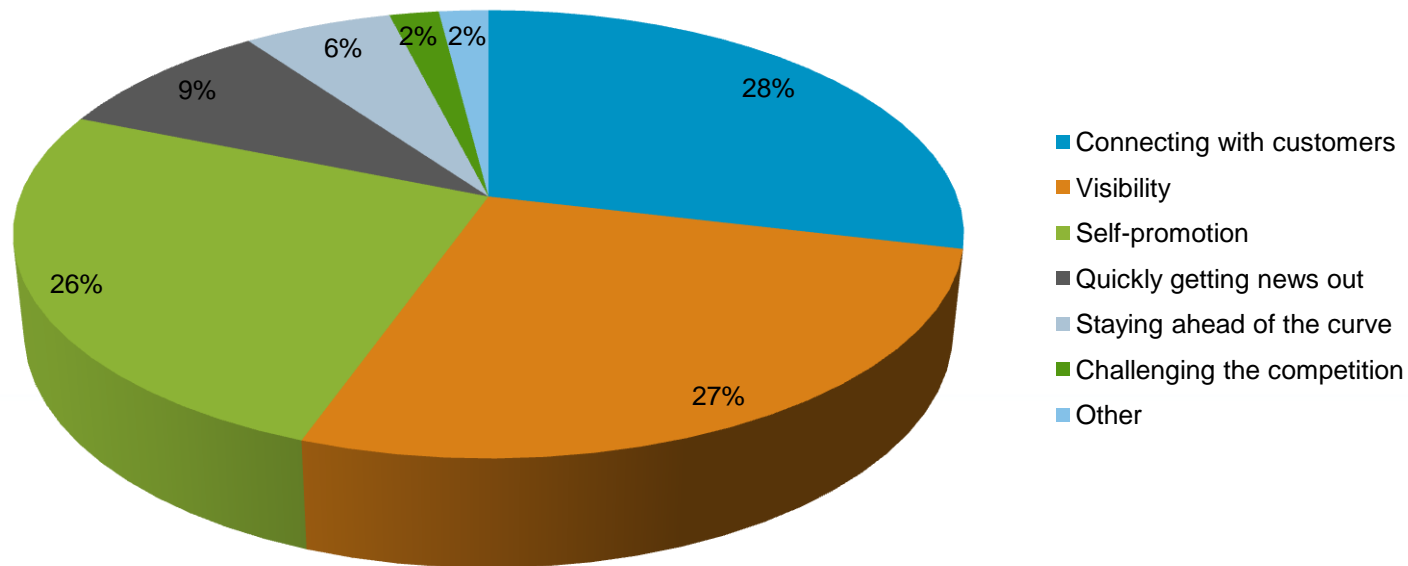
- Nearly half of the surveyed SMBs utilize social media to market to customers; of those, an overwhelming majority (86%) have Facebook accounts
- The top three reasons SMBs use social networks are connecting with customers, visibility and self-promotion
- The top three things businesses want to know from customers via Facebook are: customer satisfaction with products/services, customer satisfaction with service provided, and ideas for new business promotions
- According to surveyed SMBs, the most effective tactics for businesses to reach customers via Facebook are wall posts and direct messages
- The top three favorite Facebook features of SMBs are photos, messages and status updates
- Two-thirds of the small businesses surveyed are not advertising on Facebook
- Of SMBs who use daily deal sites, Groupon is the most frequently used

# Small- to Mid-sized Businesses

# Social Media Use

The top three reasons businesses use social networks are connecting with customers, visibility and self-promotion

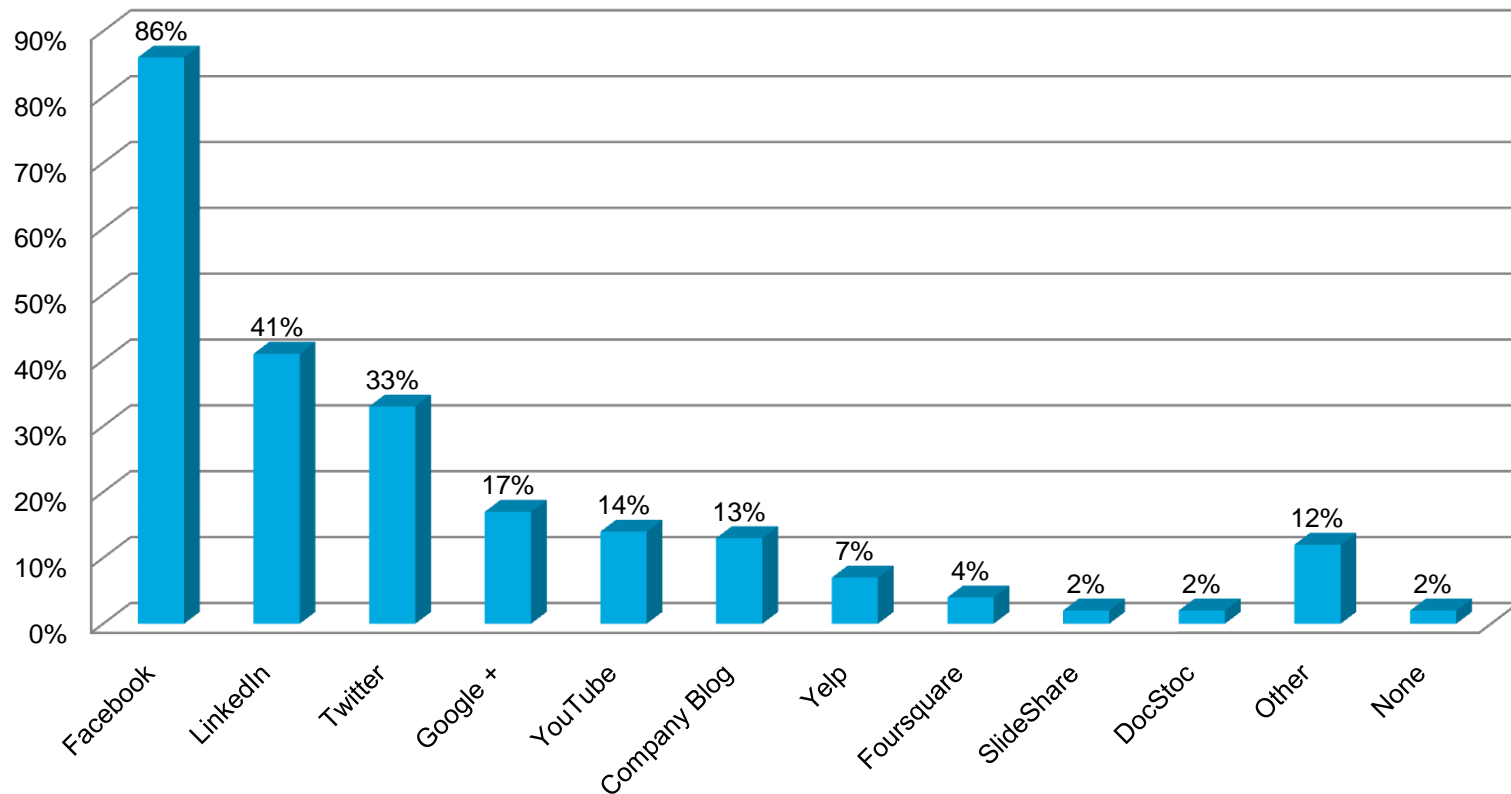
**What is the most important reason your business leverages social media? Select one.**



# Social Media Use

The most frequent outlets surveyed businesses use for marketing are Facebook, LinkedIn and Twitter

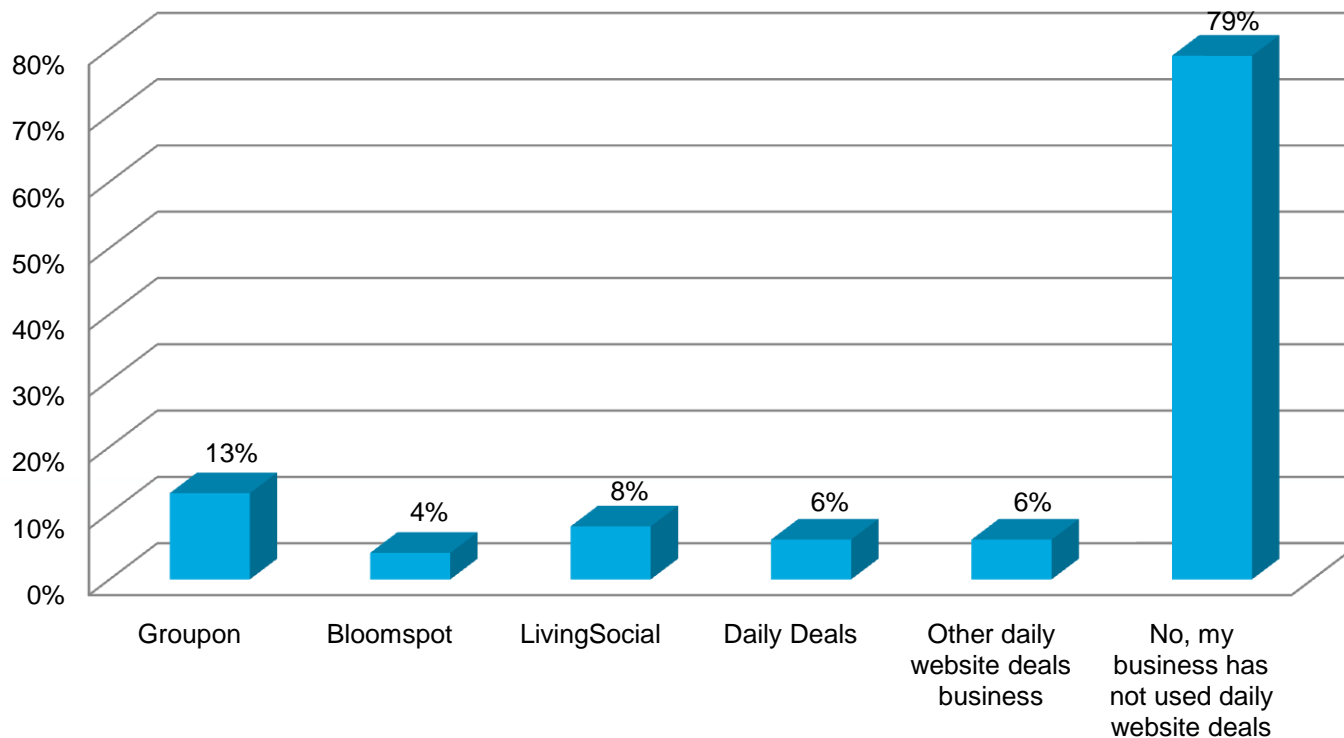
**Which of the following social media outlets do you use to market to customers? Select all that apply.**



# Social Media Use

Most businesses have not used daily deal sites. Of those that have, the businesses surveyed most frequently use Groupon

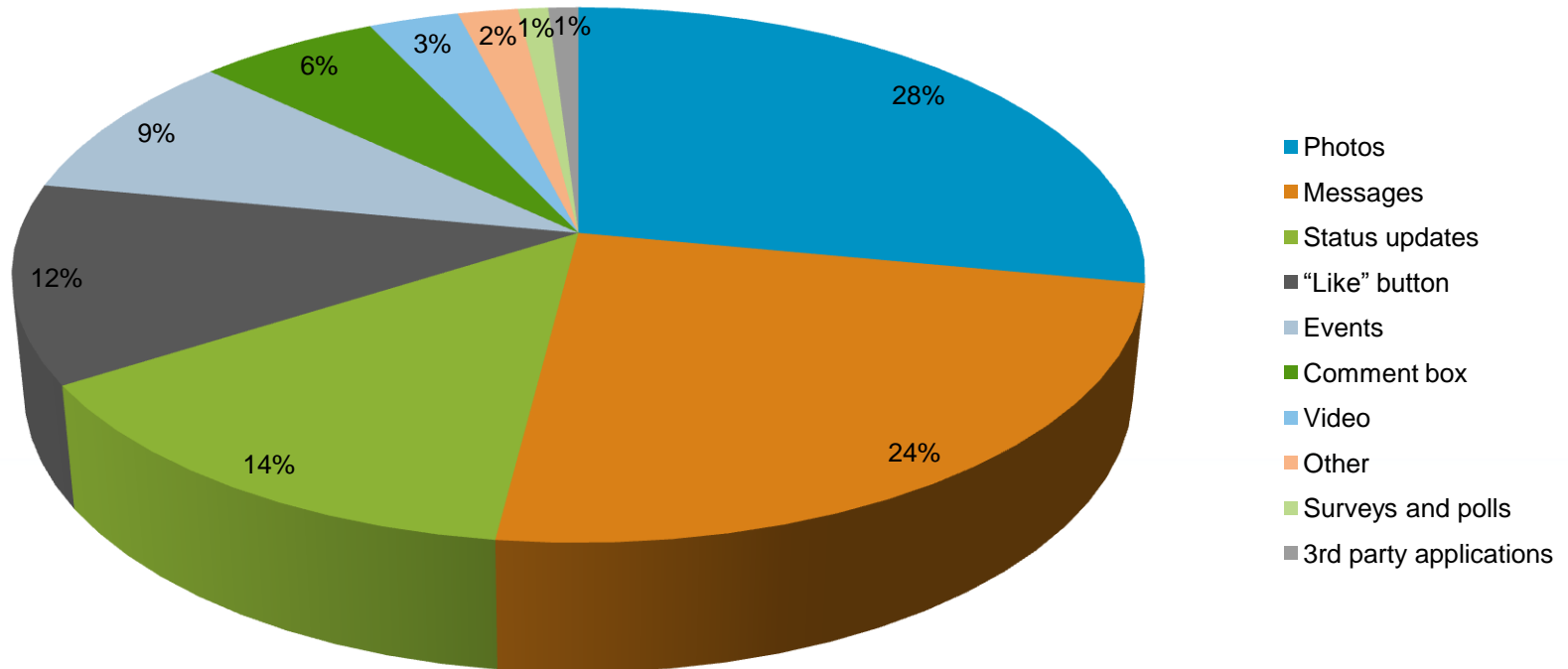
**Has your business used any of the following daily website deals? Select all that apply.**



# Favorite Facebook Features

The top three favorite features by the businesses surveyed are photos, messages and status updates

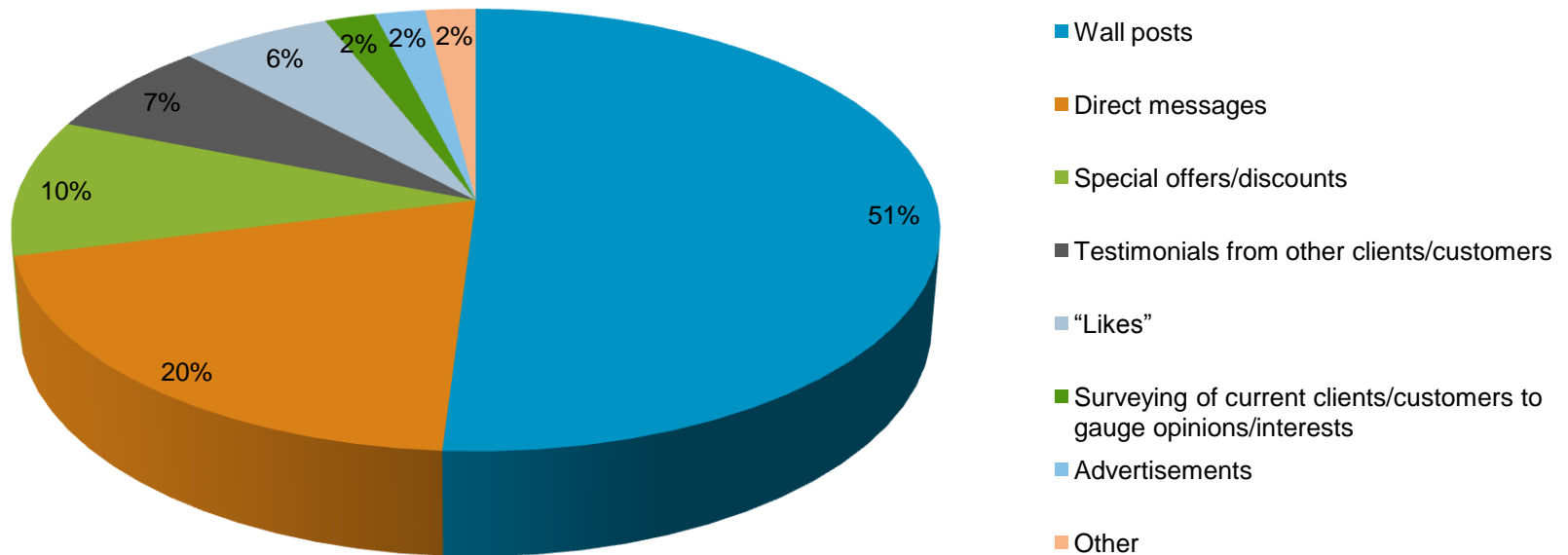
**What is your favorite Facebook feature? Please select one.**



# Facebook Features

The most effective tactic for businesses to reach customers is wall posts followed by direct messages

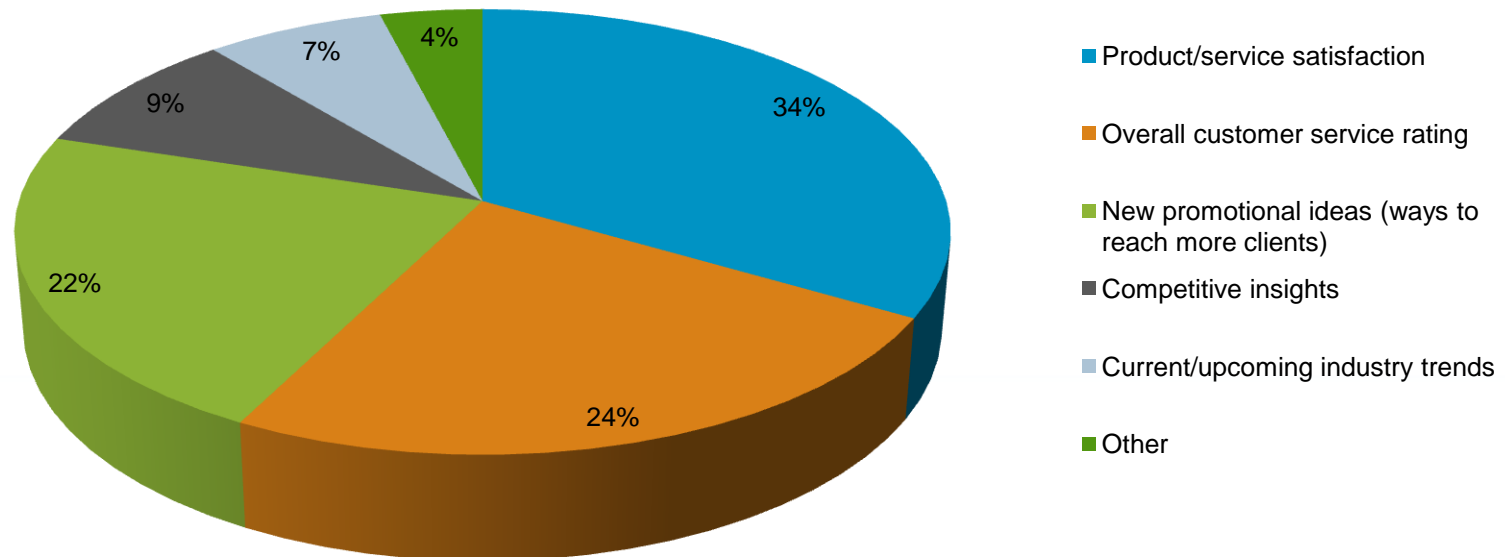
**Which is the most effective Facebook tactic in reaching your clients/customers? Please select one.**



# Facebook Features

The top three things businesses want to know from customers via Facebook are: customer satisfaction with products/services, customer satisfaction with service provided, and ideas for new business promotions

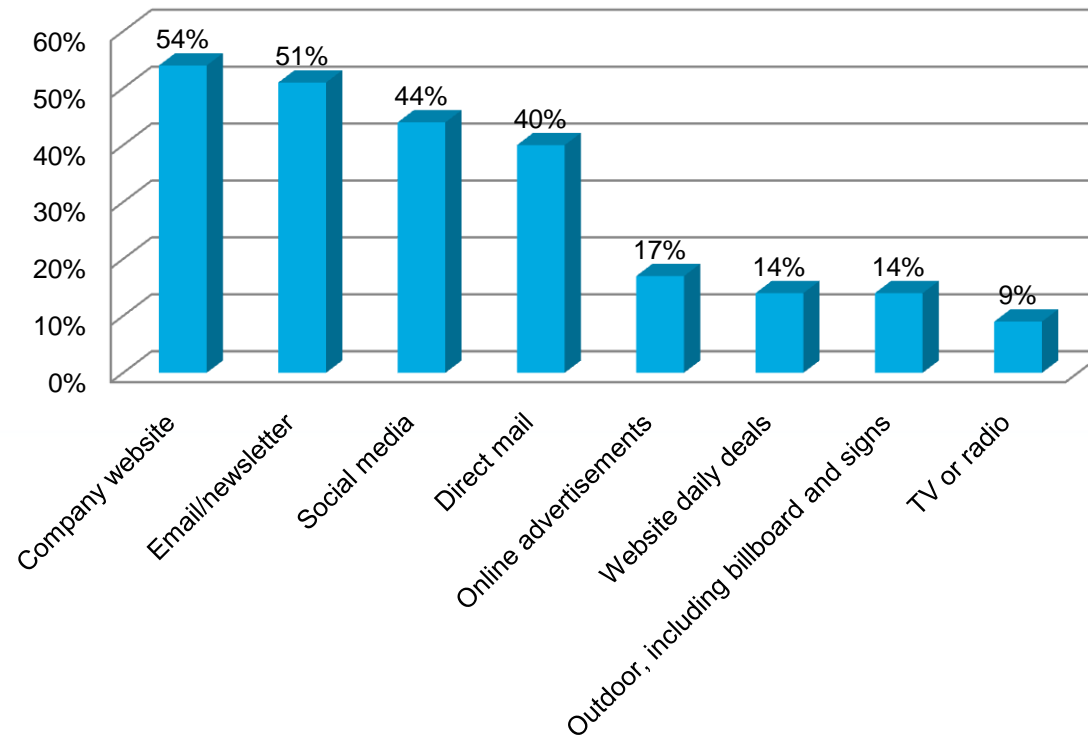
**What would you most like to learn from your customers? Please select one.**



# Social Media for Marketing

Surveyed businesses use a company website or email newsletter for marketing promotion most frequently

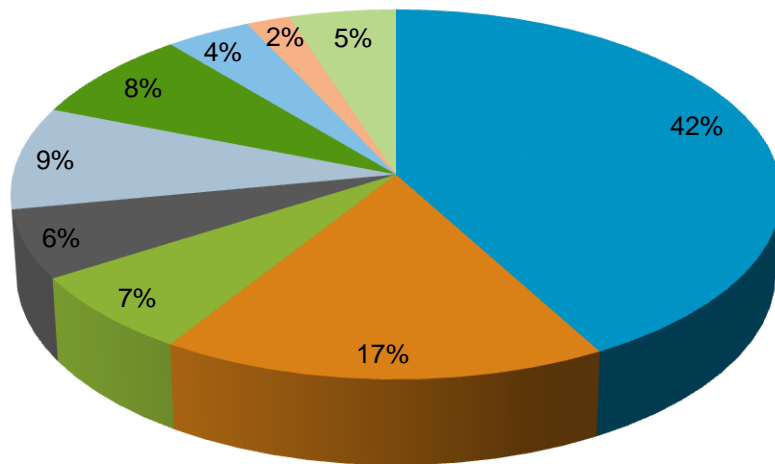
**How does your company currently market to your clients/customers? Select all that apply.**



# Social Media for Marketing

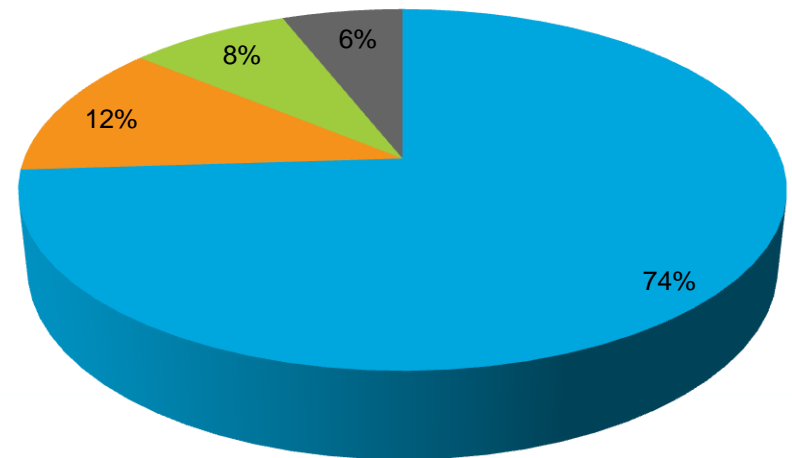
The majority of businesses surveyed spend less than \$100 to market on social media channels, including internal costs

Approximately how much money does your business spend to market to customers using social media?



- None
- \$1-\$100
- \$101-\$250
- \$251-\$500
- \$501-\$1,000
- \$1,001-\$5,000
- \$5,001-\$10,000
- \$10,001 and above
- I don't know

Do you employ someone to manage your business' social media marketing?

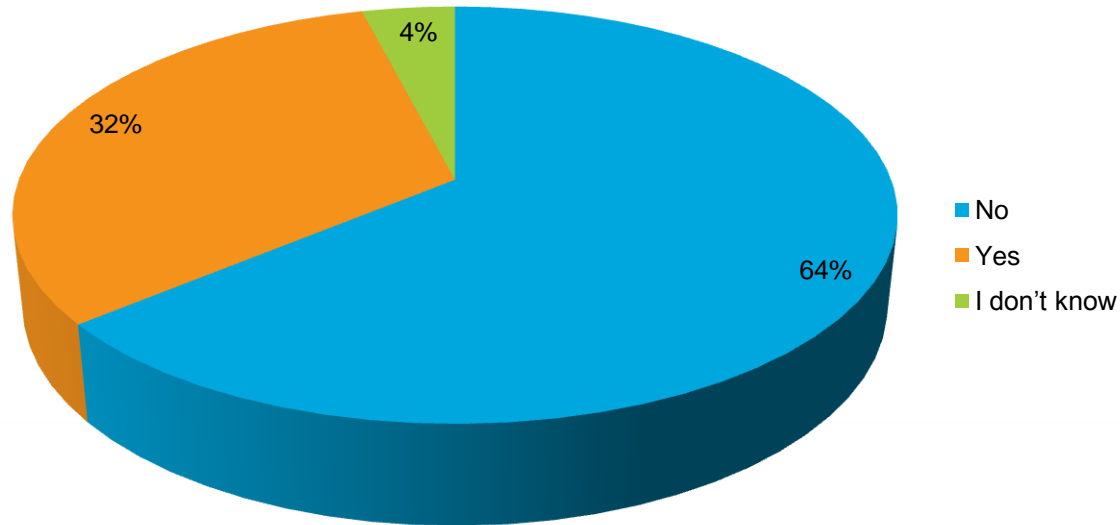


- No, we employ no one
- Yes, Full-time
- Yes, Part-time
- Yes, Consultant

# Social Media Marketing

Two-thirds of the small businesses surveyed are not advertising on Facebook

Do you advertise on Facebook  
or use Sponsored Stories?



# Demographics & Appendix

# Top 10 Business Locations

Breakdown of the top 10 states represented among respondents

| State        | Percentage |
|--------------|------------|
| California   | 11%        |
| Florida      | 8%         |
| Texas        | 8%         |
| New York     | 6%         |
| Illinois     | 5%         |
| Ohio         | 4%         |
| Pennsylvania | 4%         |
| Arizona      | 3%         |
| Georgia      | 3%         |
| Michigan     | 3%         |

# Business Size

Over 80% of SMBs have 10 employees or fewer

| Employees   | Percentage |
|-------------|------------|
| One         | 43%        |
| 2 - 10      | 40%        |
| 11 - 50     | 8%         |
| 51 - 100    | 3%         |
| 101 - 250   | 3%         |
| 251 - 500   | 1%         |
| 501 - 1,000 | 1%         |

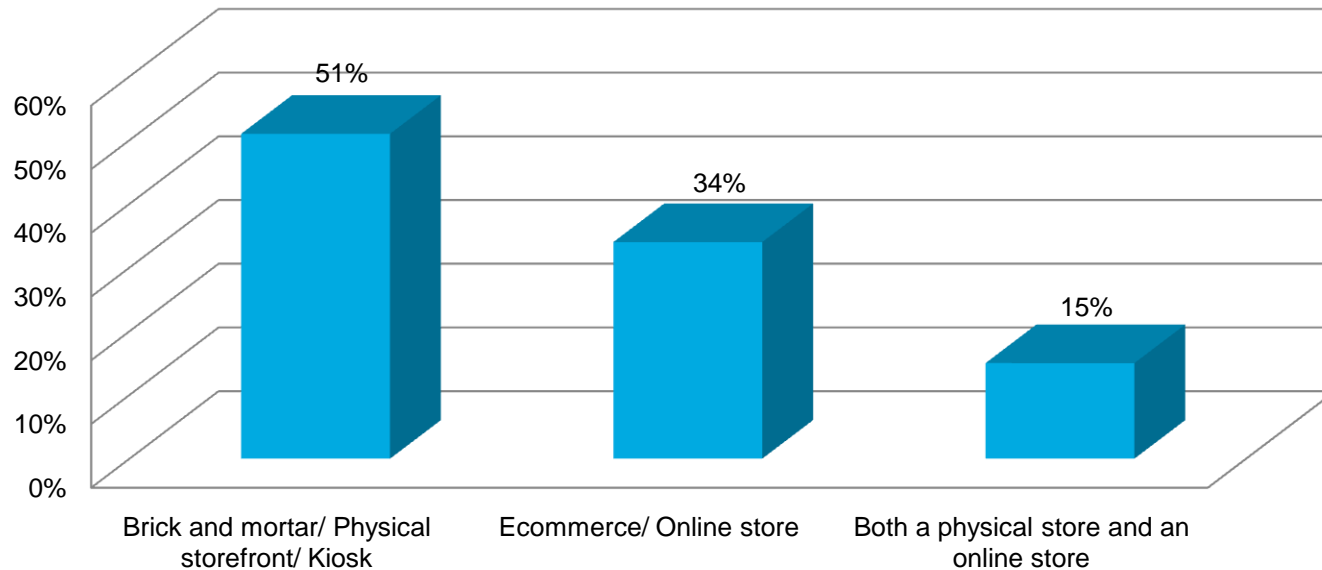
# Top 10 Industries

Breakdown of the top 10 industries represented among respondents

| Industry                 | Percentage |
|--------------------------|------------|
| Retail & Wholesale       | 16%        |
| Consulting               | 10%        |
| Health Care & Beauty     | 6%         |
| Real Estate              | 6%         |
| Financial Services       | 4%         |
| Technology               | 3%         |
| Nonprofit                | 3%         |
| Construction             | 3%         |
| Manufacturing            | 3%         |
| Food, Beverage & Tobacco | 3%         |

# Business Location Type

Which of the following does your business have?



| Location Type                              | Percentage |
|--|------------|
| Brick & Mortar/ Physical Storefront/ Kiosk | 51%        |
| Ecommerce/ Online Store                    | 34%        |
| Both A Physical Store & An Online Store    | 15%        |