

The Naked Truth: Insights from The State of Social Media Marketing

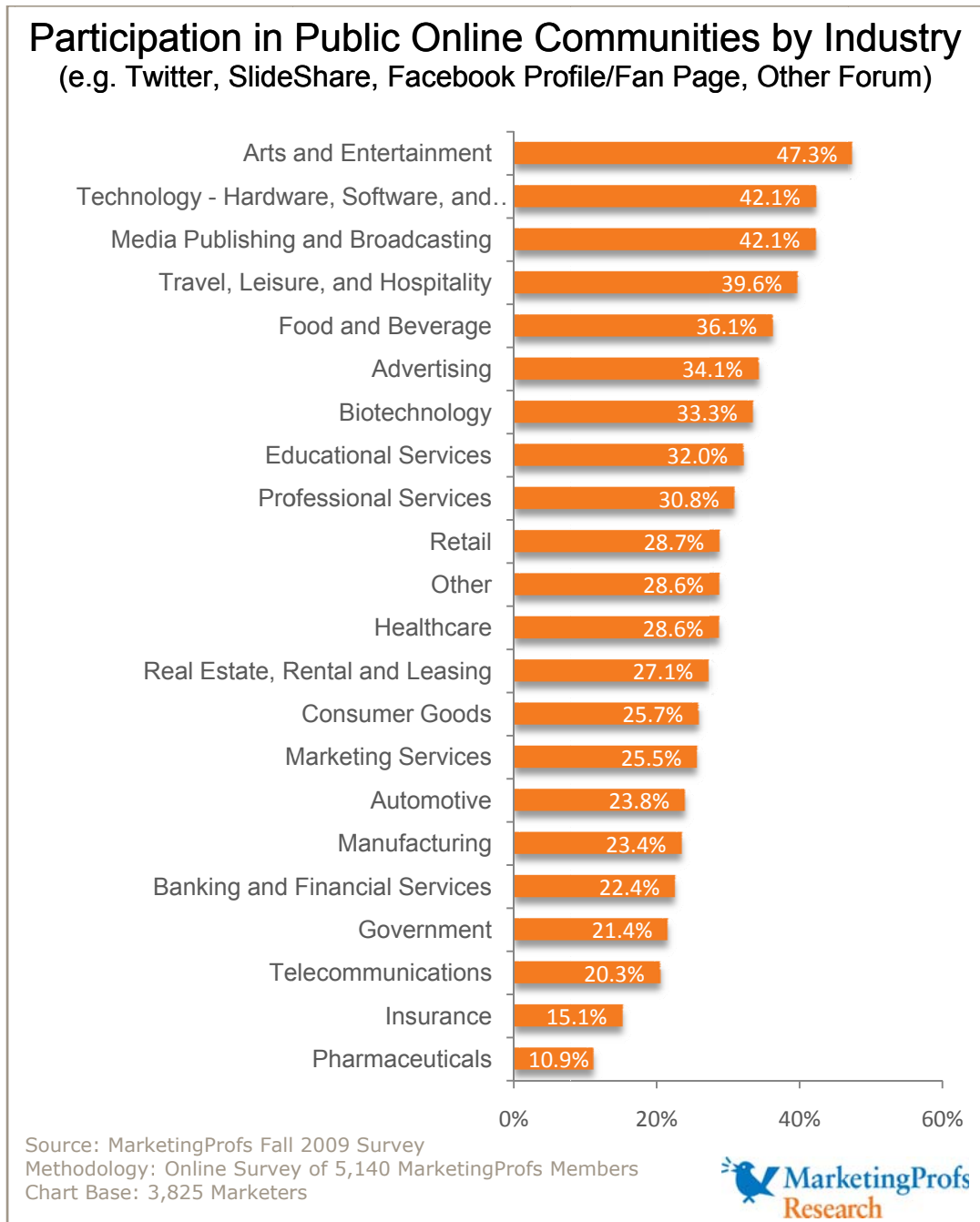
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The following outline is designed to help you follow the presentation and take notes. We have shared a few charts here that you may freely republish, but we're unable to include every slide that you'll see in today's seminar.



1. About the survey
 - a. Large sample means more accuracy and greater ability to look at more precise cuts of data
 - b. Inclusion of non-social media marketers allows for understanding of who IS vs. who is NOT using social media
2. Overview of topics for discussion
3. Benchmarks: What is normal?
 - a. To get anywhere, must know where you are and where you're going
4. Social networks where corporations actively maintain a corporate profile
 - a. Facebook most popular, 48.2% of companies have a corporate profile
 - b. Twitter #2 with 42.8% of companies maintaining a corporate profile

5. Industry use of social media community websites



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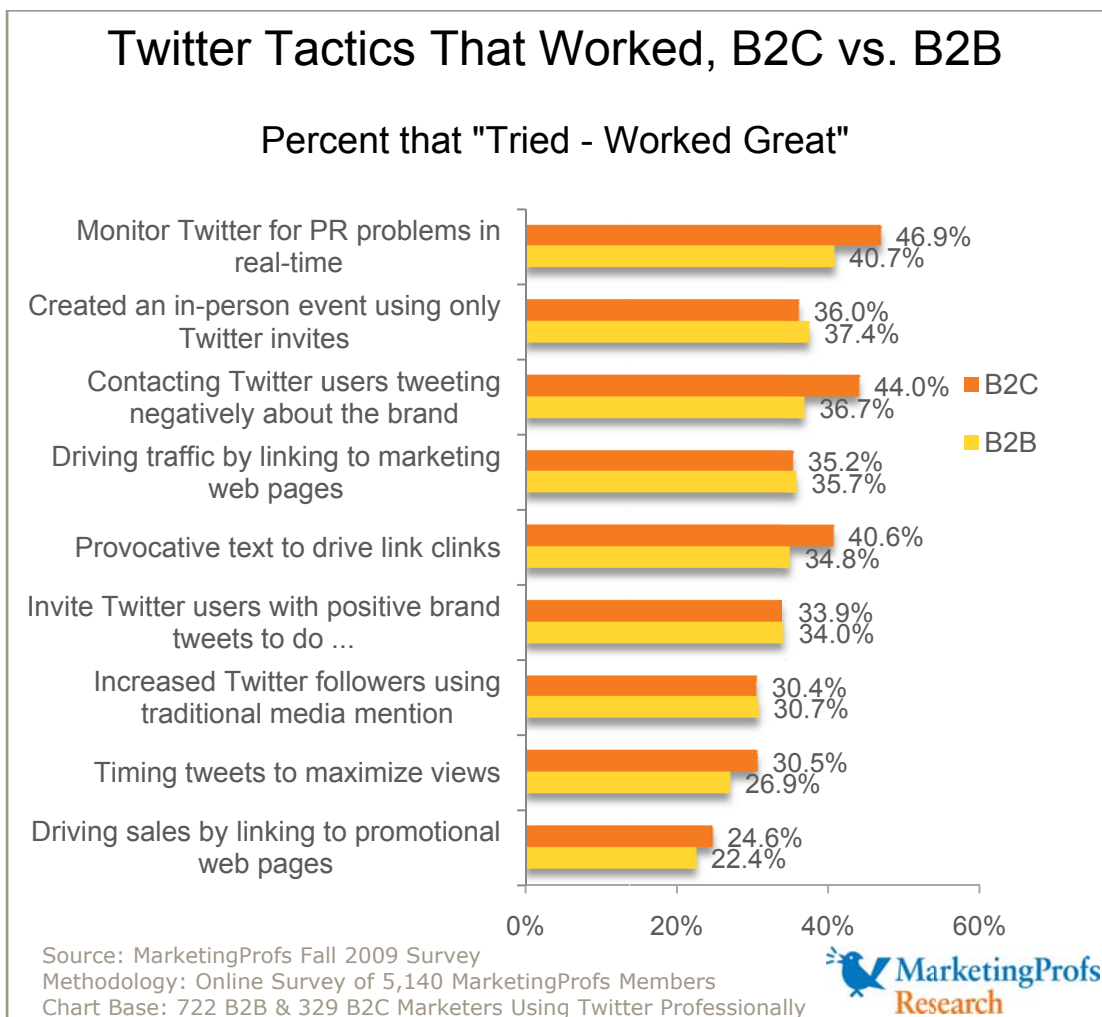
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6. Smaller social sites used by industry

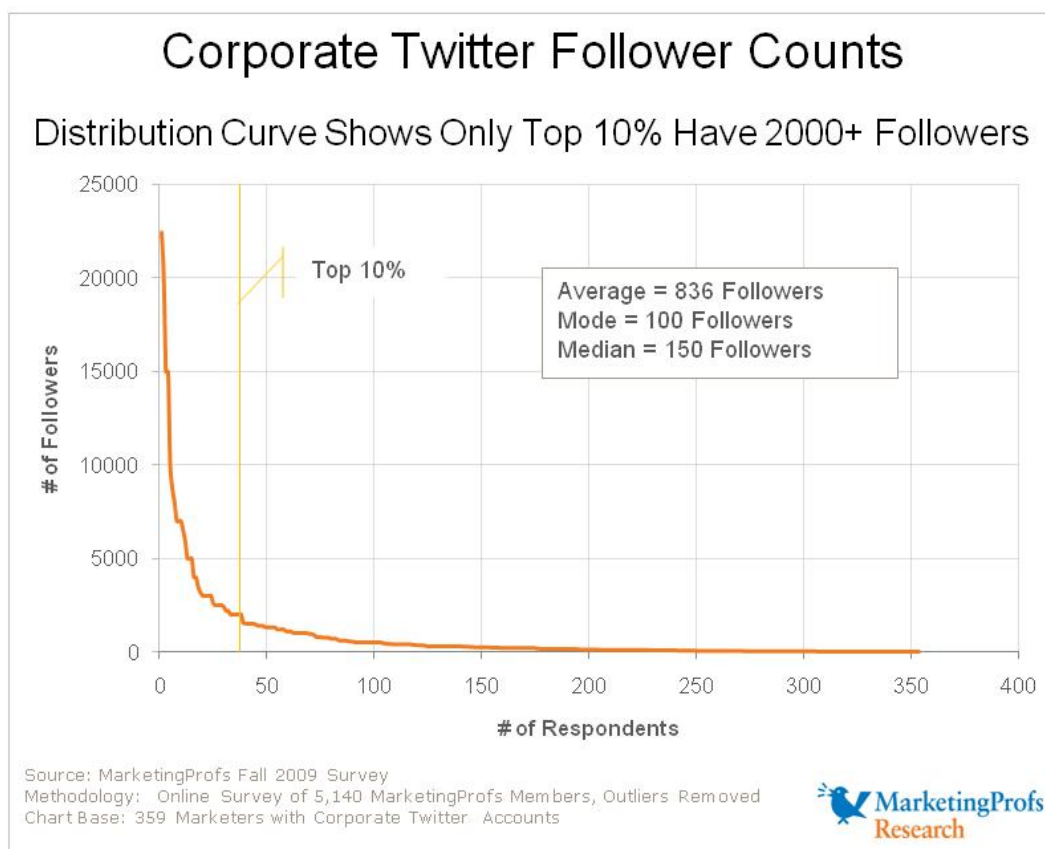
Industry	"Other" Social Websites Used
Advertising	eCorp, Friendster, Plaxo, SlideShare, SmallWorld, Ustream, Vimeo
Arts and Entertainment	flickr, Friendster, Ning, SmallWorld, Ustream, Wikipedia
Automotive	Our own social page
Banking and Financial Services	Groupsite, FreeIndex, orkut, Plaxo, Squidoo, Webs.com
Consumer Goods	Artfire, Friendster, hi5, iTunes, Ustream, XING
Educational Services	flickr, iTunes, iTunes University, Ning, orkut, Plaxo, Shutterfly
Food and Beverage	BaristaExchange, Fohboh, FoodBuzz, Multiply, orkut, Tuenti (Spanish), Ustream
Government	flickr, Hyves (Dutch), Ning
Healthcare	Company Hosted Community Site, flickr, HlStalk, ICYOU.com, Ning, orkut
Manufacturing	flickr, Digg, Photobucket, Squidoo, Tokbox, Vodpod, Yammer, Yelp
Marketing Services	biznik, draugiem.lv (Latvia), flickr, MerchantCircle, SlideShare
Media Publishing and Broadcasting	Ning, digg, Ecademy, Friendster, mister-wong, Plurk, StumblUpon, Ustream, vbox7.com (Bulgaria), Vimeo
Other	blip.tv, change.org, flickr, MarketingProfs, Second Life, SlideShare, sta.rup.biz
Pharmaceuticals	Plaxo, odnoklassniki.ru (Russian Classmates), Sermo
Professional Services	Friendster, Plaxo, Squidoo, HubSpot, SlideShare, Vimeo, Wiki, Yammer
Real Estate, Rental and Leasing	Active Rain, Digg, flickr, Friendster
Retail	Flickr, Konnects, SlideShare, SmallWorld, Trip Advisor, Yelp
Technology - Hardware, Software, and Services	Delicious, Ecademy, flickr, FohBoh.com, FriendFeed, GovLoop, identi.ca, jaiku, Merchant Circle, Ning, orkut, Plurk, PoliceLink, SmallWorld, Squidoo, Viddler, Vimeo, Wikipedia, Xing, Yammer
Telecommunications	Bebo, draugiem.lv (Latvia)
Travel, Leisure, and Hospitality	Digg, flickr, FriendFeed, TripAdvisor
Wholesale Trade	flickr
Source: MarketingProfs Fall 2009 Survey Methodology: Online Survey of 5140 MarketingProfs Members Chart Base: Edited Open-end Responses of 175 Marketers Using Social Media	

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7. Corporate Twitter vs. Facebook users by industry
 - a. Different industries using social media community sites differently
 - b. Smaller B2B targets more likely found on Twitter
 - c. Larger B2C targets more likely found on Facebook
8. Social media site usage vs. organization type
 - a. Non-Profit more likely to take advantage of "free" media
 - b. Yet, remarkably consistent use across all types of marketers
9. Explanation of cross-over between marketer targets
10. "Earned" media usage: comparisons of B2C, Large B2B and Small-to-Medium B2B Marketers
 - a. Email, Search, and PR still more widely used
 - b. Biggest difference between B2B and B2C seen in online community participation
11. How is social media used vs. used effectively
12. Driving traffic and sales is the most commonly attempted tactic on Twitter, tactics leading to one-on-one dialogue the least commonly attempted
13. Twitter tactics that work best often not the most commonly tried



14. Driving traffic the most used Facebook tactic
15. Facebook applications work best for B2C, fan surveys work best for B2B
 - a. Driving traffic works, but interaction with fans works better
16. Brand awareness building and PR outreach are the most common tactics tried on YouTube
17. Targeted awareness building and PR outreach are the most successful tactics on YouTube
 - a. YouTube less overtly social than other sites
 - b. YouTube is an economical home for expensive video assets
18. Hype Deflation: Social Media Myths
19. MYTH: Marketing departments are keeping up with changing marketer responsibilities and working social media work into existing scope
 - a. Social media work likely taken on by marketers without any increase in pay
20. MYTH: Social media is "free"
 - a. Media may not cost anything, but marketer time is expensive
 - b. Average U.S. marketer spending 4-7 hours/day with social media makes \$132,600
21. MYTH: Having 500+ Twitter followers is normal for a corporate Twitter account



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22. MYTH(S): Free analytics is all you need! Or... You have to spend to get good data!
 - a. Can get good info from free or paid analytics/research, as long as it's methodologically sound
 - b. Best option is to combine multiple sources of data and triangulate answers rather than use a single source
23. MYTH: Only young people are using social media
 - a. More young people are consuming social media, but good content disproportionately produced by older, more experienced social media users
24. MYTH: Giving the 22-year-old intern all your social media work is a good idea
 - a. Better to spread the work out. Let thought-leaders lead thoughts, and let customer service serve grumpy customers
25. How does corporate culture affect social media usage and success?
26. Company policy on at-work social media use tends to be a common-sense approach—don't embarrass yourself and you won't get fired.
27. Little consensus seen on company policy regarding on-the-job blogging.
28. Encouraging employee blogging increases chance of serendipitous interactions
 - a. Being more open likely to lead to unexpected input from unexpected sources
 - b. Putting more info on your site may not lead to increased online sales—may even hurt as customers already trying to buy get distracted
29. What marketers think of their corporate culture
 - a. Most marketers report that their corporate culture is open, collaborative, and uses feedback productively

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30. When the only variable between marketing success and failure is culture, particularly helpful or corrosive cultural traits become obvious

Effect of Corporate Culture on Success Rate with Blogs Judged by "Showcasing Thought Leadership to Target Audience"			
My company/client...	Successful + Agree	Successful + Disagree	Difference
fosters open, honest, internal dialogue about marketing failures and successes	50.8%	31.5%	-19.3%*
encourages collaboration between functional departments like IT, Finance, and R&D	50.4%	35.0%	-15.5%*
is quick to adopt and use new media technology	50.8%	39.4%	-11.4%**
has very few rules about how things should be done, just trusts employees	50.3%	42.7%	-7.6%
checks every marketing message with a team of lawyers before it goes public	47.8%	43.4%	-4.4%
encourages employees to maintain absolute secrecy about new products and ideas	44.5%	45.5%	0.9%
uses consumer feedback productively to better the product and/or service	45.5%	46.5%	1.0%
produces products and/or services that do not lend themselves well to conversation	40.9%	48.0%	7.1%
has a "top-down" management structure with a "command and control" leadership style	40.1%	48.8%	8.7%
prefers to maintain the status-quo, only changing things when forced to	35.0%	51.3%	16.4%*

Source: MarketingProfs Fall 2009 Survey
 Methodology: Online Survey of 5,140 MarketingProfs Members
 Statistically Significant at 90%=***, 95%=**, 99%=*
 Chart Base: 342 Marketers Using Blogs to Showcase Thought Leadership Successfully

- 31. Effect of corporate culture on success rate with public online community; success judged by "creating community around a brand".
 - a. Ability to adapt to new tech quickly while incorporating and responding to all the new information gained from that new tech is the key to success.
- 32. As companies grow in size, social media policies trend towards more restriction
- 33. Industries with more regulation, more repercussions for leaked info, more likely to have restrictive social media policies
- 34. How are individual marketers using social media?

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35. Individual marketers use each social network a little differently; create different personas to meet personal, professional, or corporate needs.
36. Time spent working on social media by social media marketers
 - a. Most common is 1-3 hours per day, 5 days per week
 - b. Second most common is < 1 hour per day, 1 day per week
37. Corporate Twitter accounts updated more frequently than corporate Facebook accounts
 - a. 47.4% of corporate Twitter accounts updated daily, vs. 28.9% of corporate Facebook accounts
38. What makes a social media marketer?
39. The other jobs of social media marketers
 - a. Content creators, writers especially, most likely to be active social media workers
40. Among social media workers, those most active are more like to enjoy mixing personal and professional lives
41. Among social media workers, those most active are more likely to have a large network of friends and socialize often
42. Comparing marketer Myers-Briggs personality type to those of general population, marketers show a very different distribution
43. Certain personalities more likely to enjoy mixing personal and professional lives, ergo, more likely to enjoy becoming full-time social media marketers
44. Time for Q&A



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<http://www.marketingprofs.com/store/product/34/the-state-of-social-media-marketing>