

# MARKETING IN A DIGITAL WORLD

Marketing in a Digital World SMB & Consumer Survey 2011

Objective: Zoomerang surveyed decision-makers in U.S. businesses with less than 1,000 employees as well as consumers to understand their use of social media, particularly Facebook as a means to interact. A Zoomerang online survey was used to collect and analyze the data.



http://www.dknewmedia.com



http://www.marketingtechblog.com



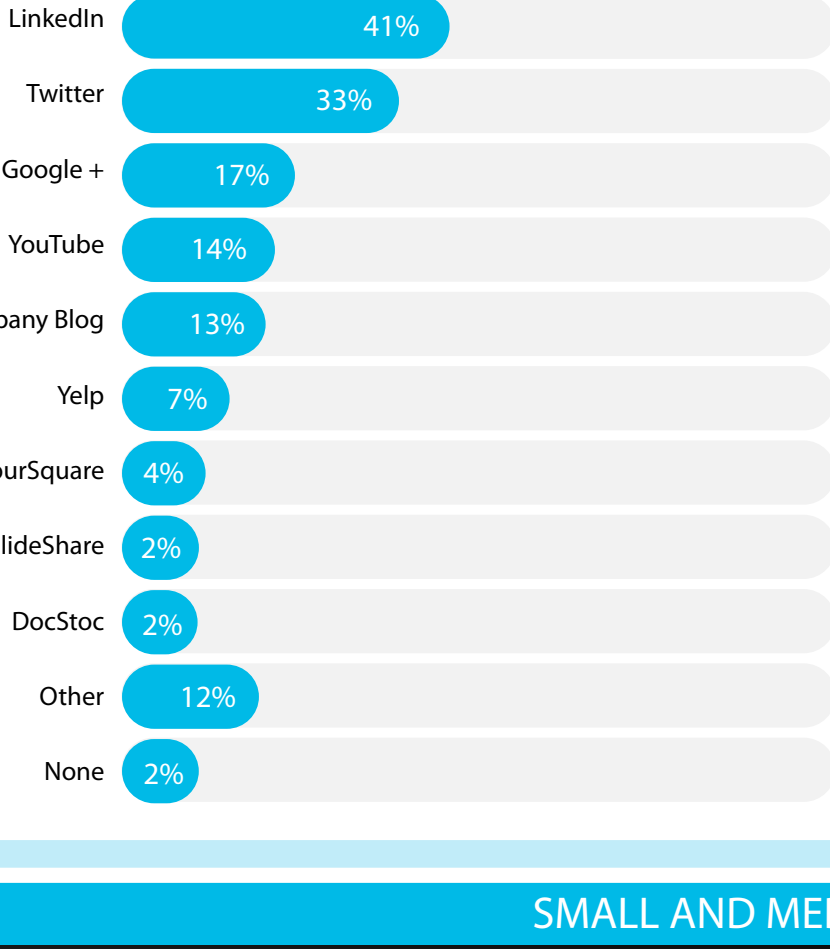
http://www.zoomerang.com

## SOCIAL MEDIA USE

### SMALL AND MEDIUM-SIZED BUSINESSES

Of SMBs who use social media for marketing (49%), the most frequent outlets used are Facebook, LinkedIn and Twitter.

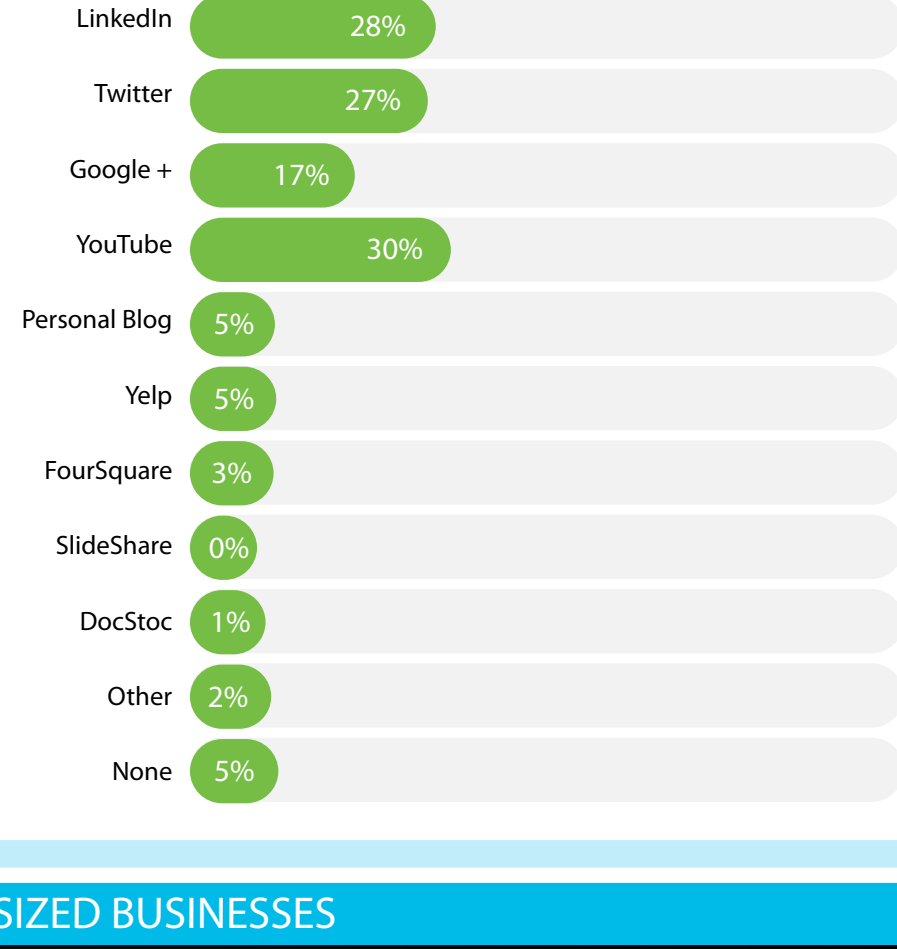
Which of the following social media outlets do you use to market to customers? Select all that apply



### CONSUMERS

An overwhelming majority of the consumers surveyed have personal accounts on Facebook (93%)

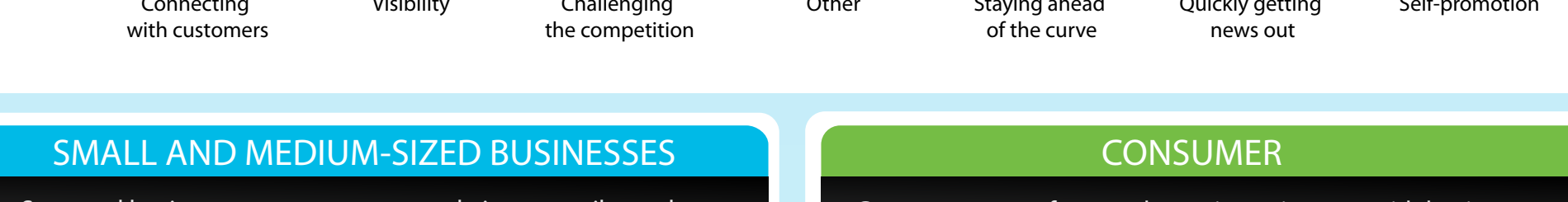
Which of the following outlets do you have personal accounts on? Select all that apply



### SMALL AND MEDIUM-SIZED BUSINESSES

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

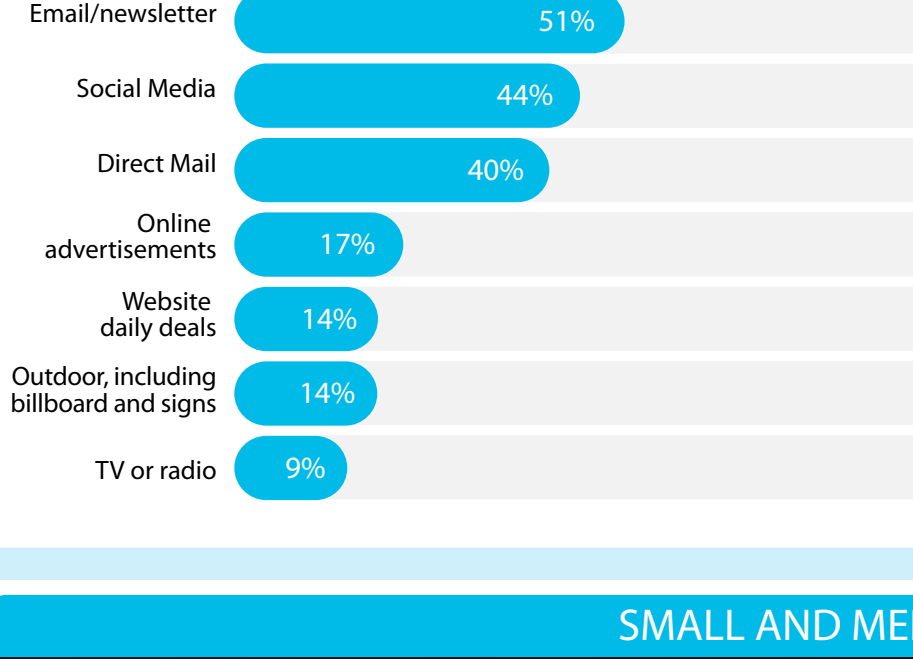
What is the most important reason your business leverages social media? Select one



### SMALL AND MEDIUM-SIZED BUSINESSES

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

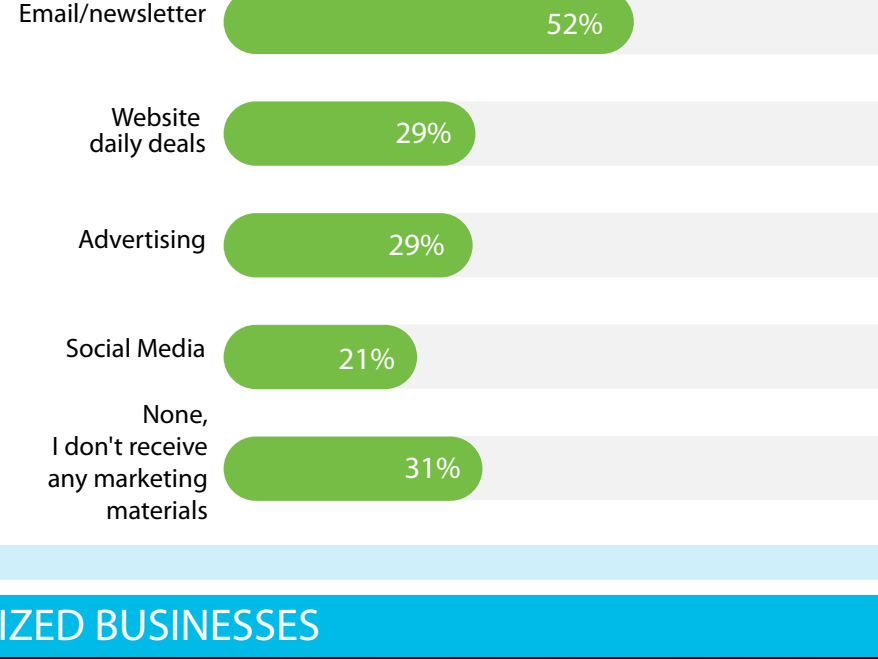
How does your company currently market to your clients/customers? Select all that apply



### CONSUMER

Consumers more frequently receive or interact with business emails or newsletters than other methods of communication

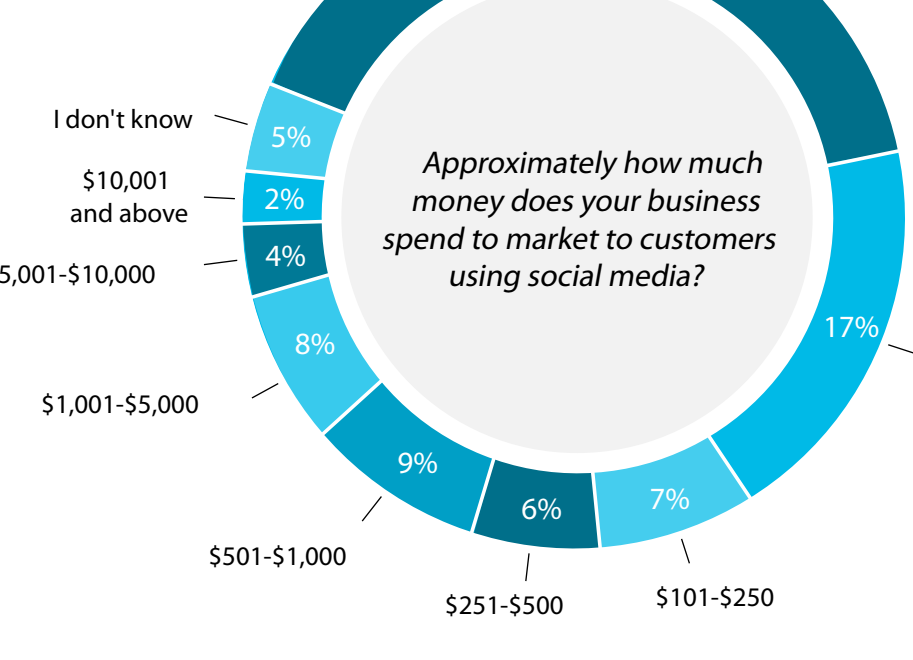
Which types of marketing materials do you receive or interact with from businesses in a given week? Select all that apply



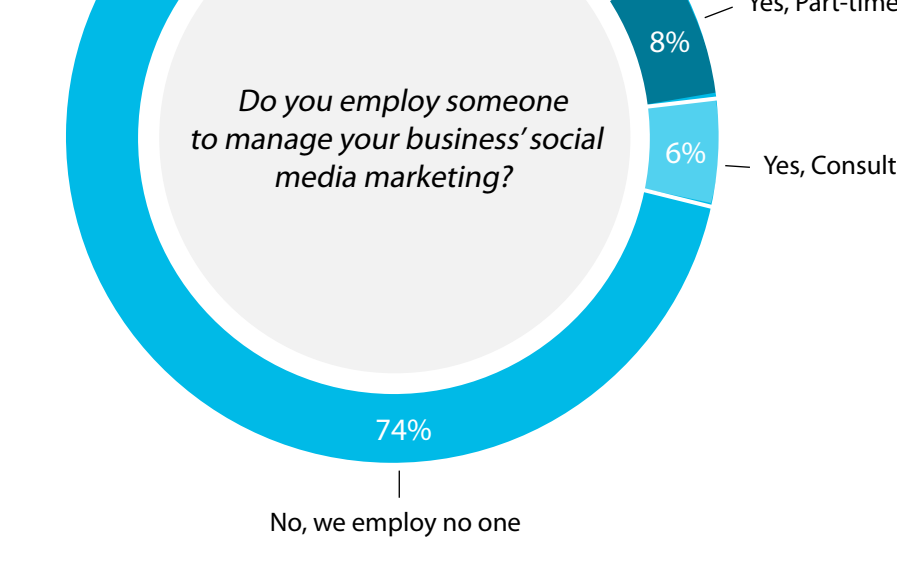
### SMALL AND MEDIUM-SIZED BUSINESSES

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?

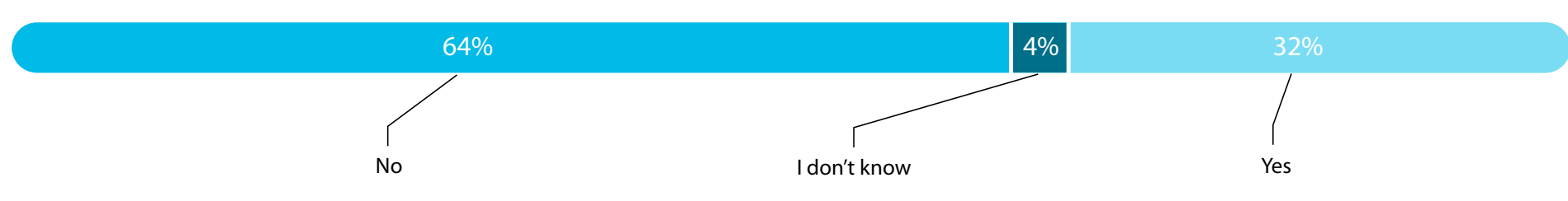


Do you employ someone to manage your business' social media marketing?



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

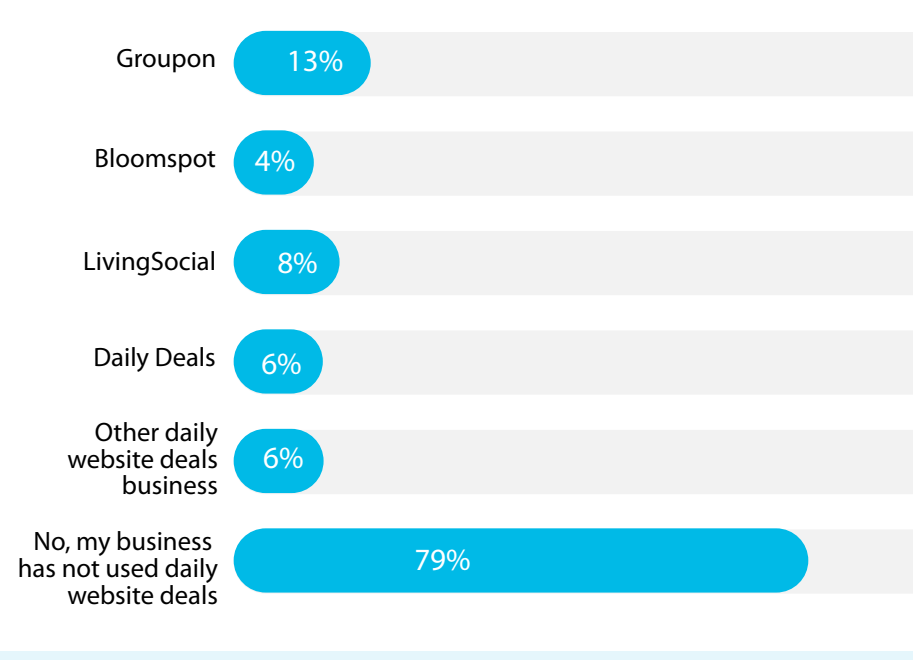
Do you advertise on Facebook or use Sponsored Stories?



### SMALL AND MEDIUM-SIZED BUSINESSES

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

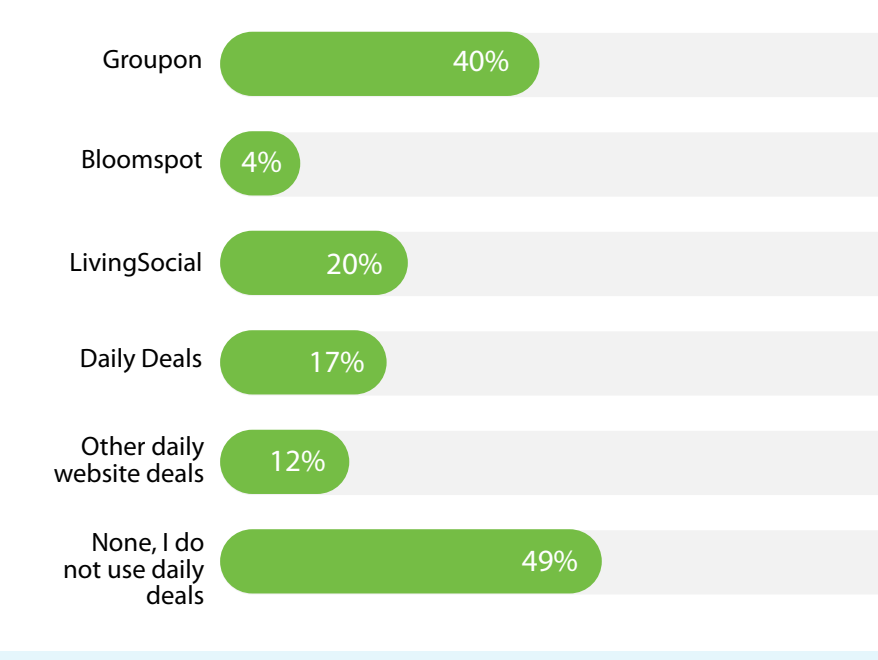
Has your business used any of the following daily website deals? Select all that apply.



### CONSUMER

Of consumers who use daily deal sites, Groupon is the most frequently used

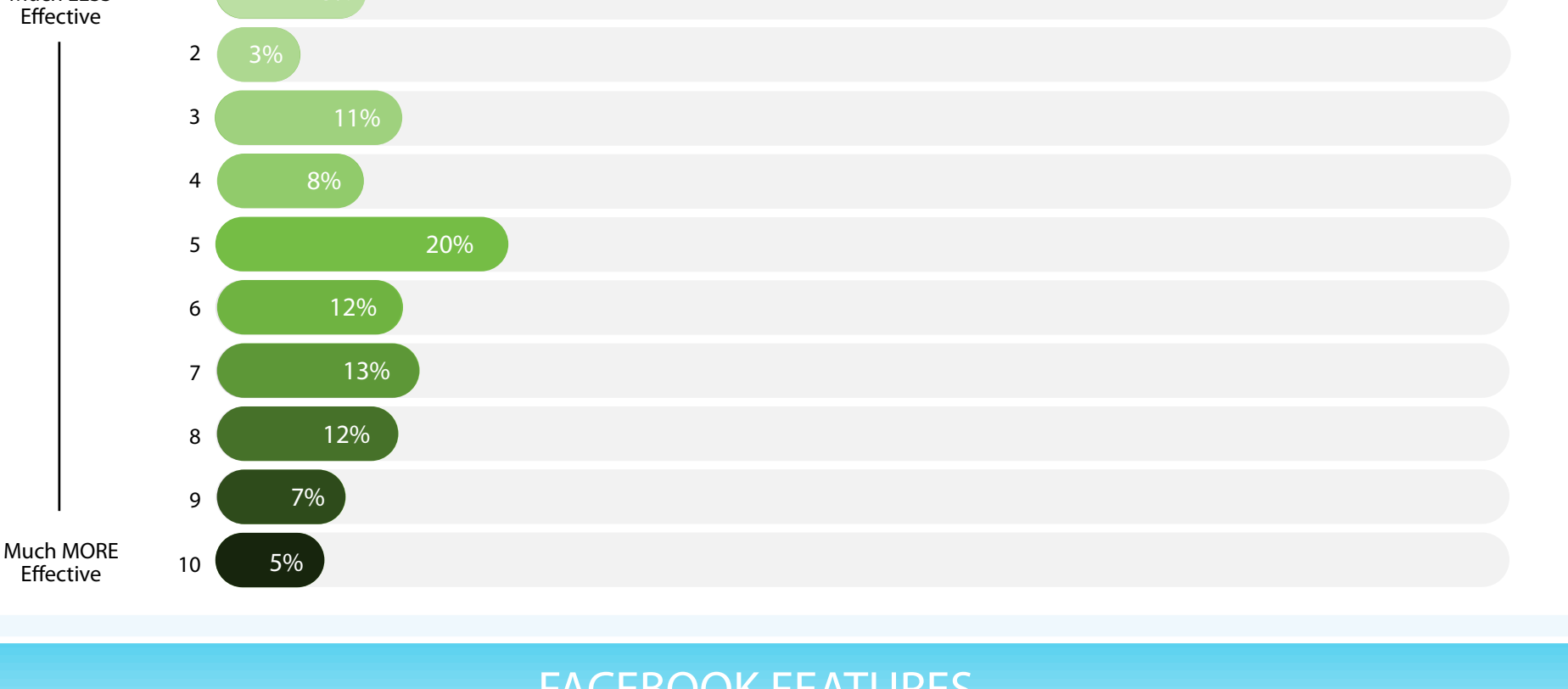
Which of the following daily website deals have you used? Please select all that apply.



### CONSUMER

Nearly half of surveyed consumers believe Facebook is more effective than daily deal sites

On a scale of 1-10, where 10 is "Much More Effective", is Facebook more or less effective at providing you with valuable information than daily deals websites?

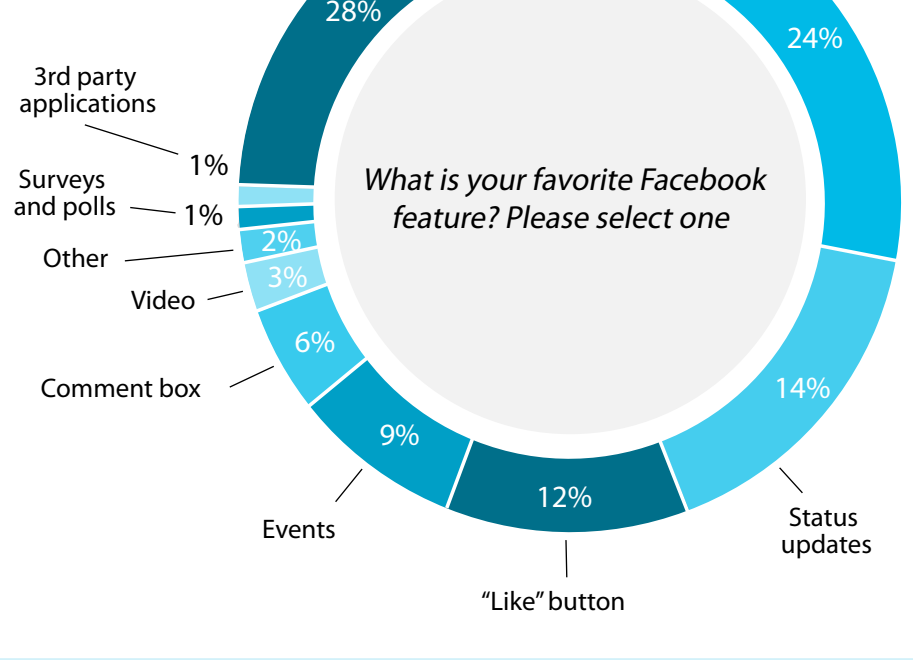


## FACEBOOK FEATURES

### SMALL AND MEDIUM-SIZED BUSINESSES

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

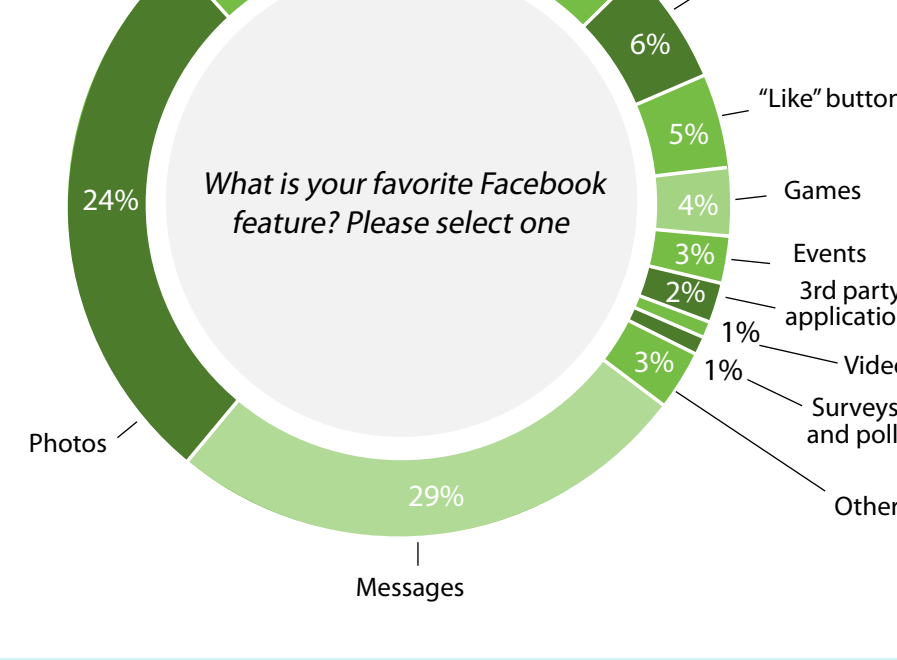
What is your favorite Facebook feature? Please select one



### CONSUMER

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

What is your favorite Facebook feature? Please select one



### SMALL AND MEDIUM-SIZED BUSINESSES

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.



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.

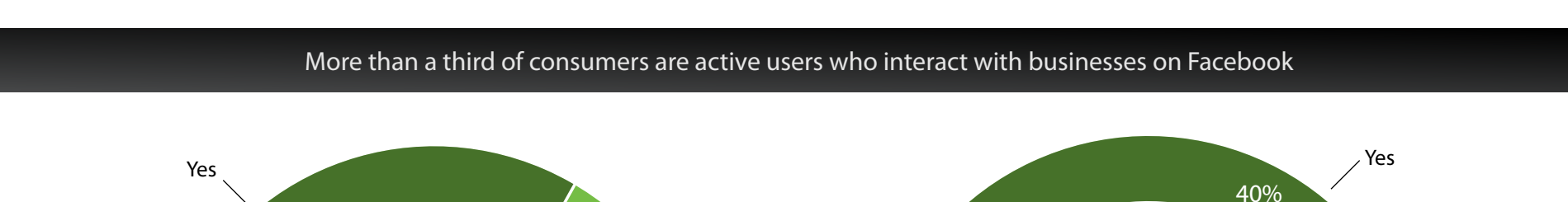


## FACEBOOK FOR BUSINESS/MARKETING

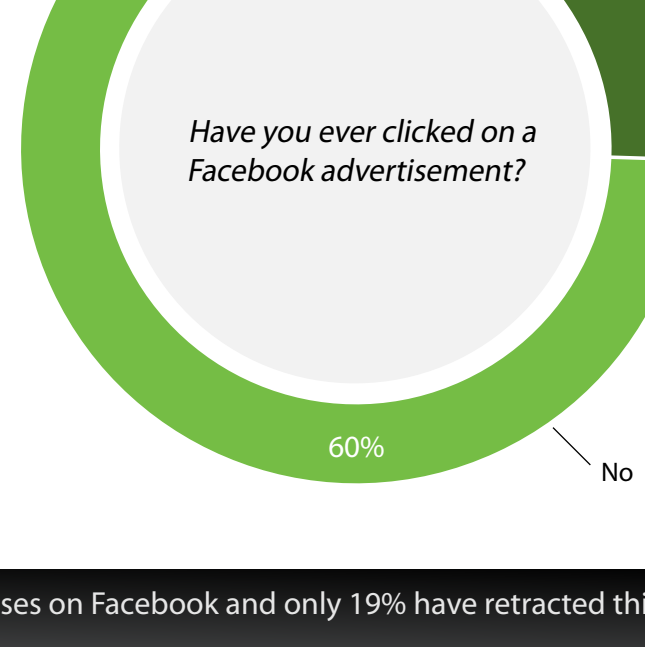
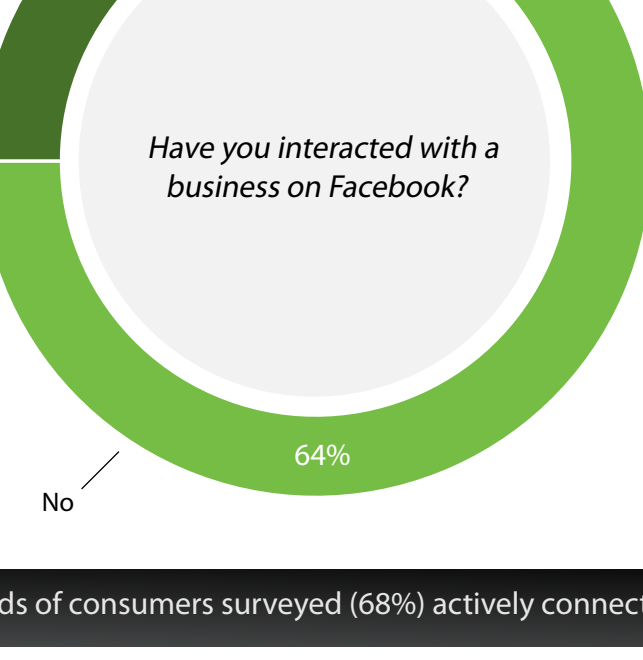
### CONSUMER

According to consumers surveyed, the most effective business marketing strategies are exclusive offers, direct messages and wall posts

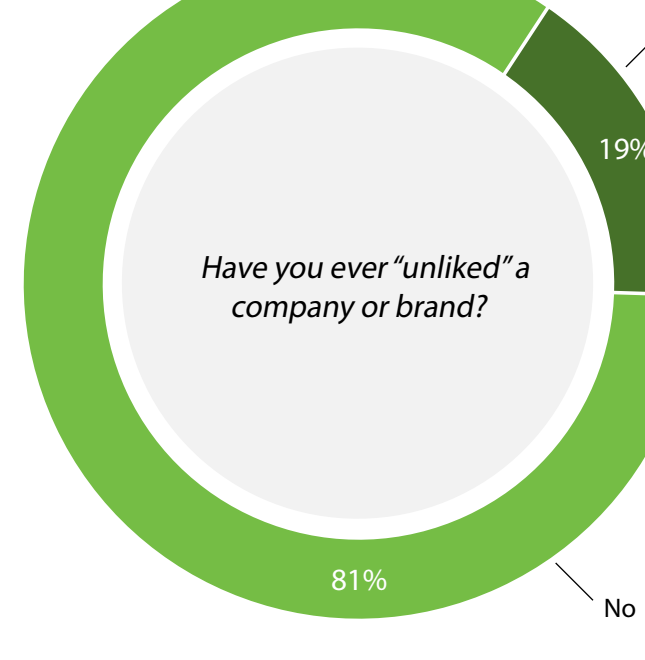
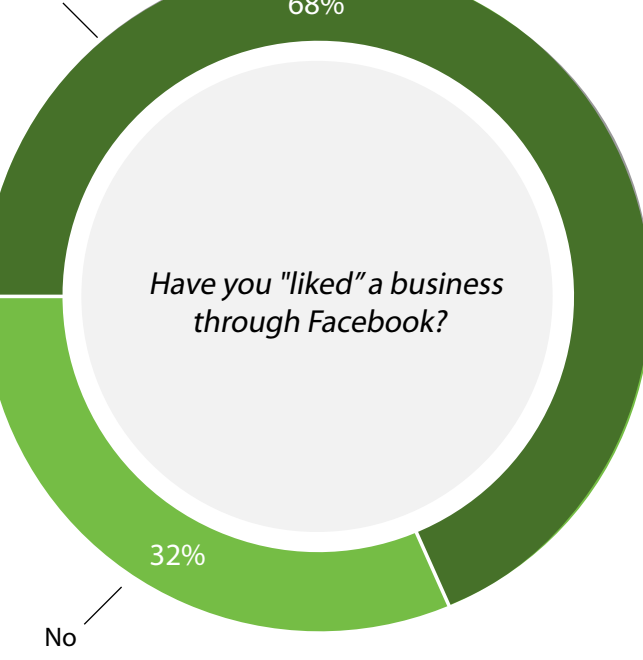
In your opinion, which is the most effective Facebook tactic for businesses when trying to gain your attention? Please select one.



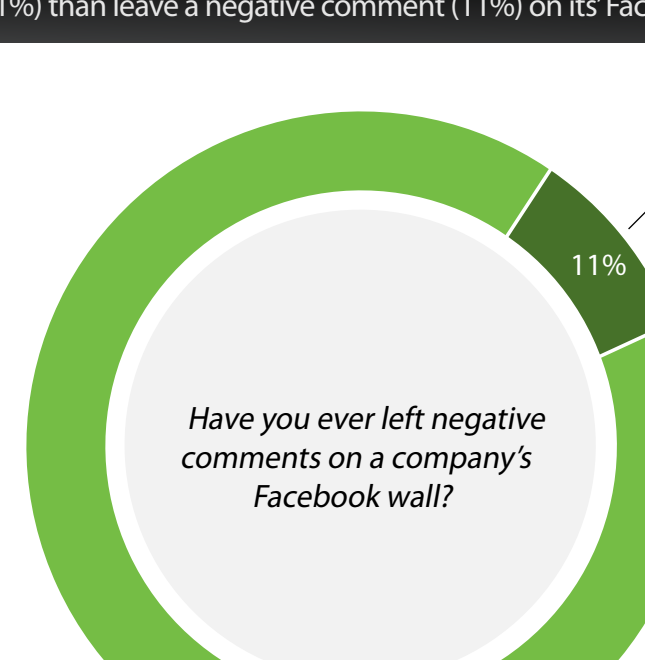
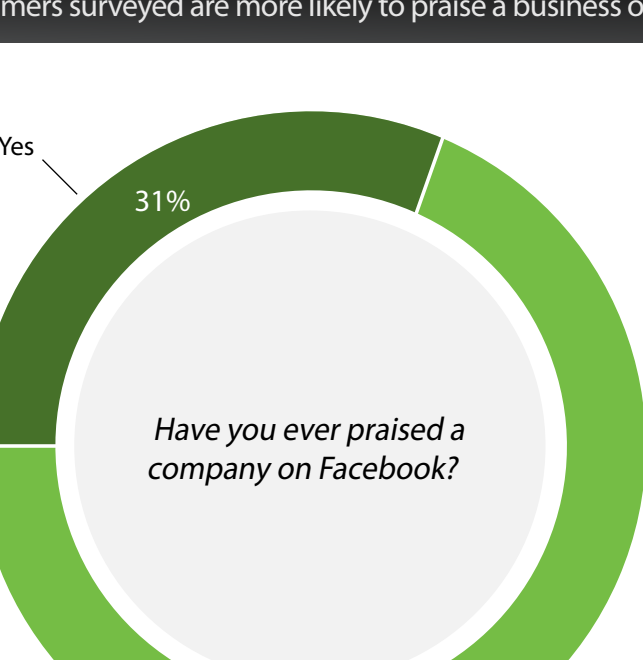
More than a third of consumers are active users who interact with businesses on Facebook



Two-thirds of consumers surveyed (68%) actively connect with businesses on Facebook and only 19% have retracted this action

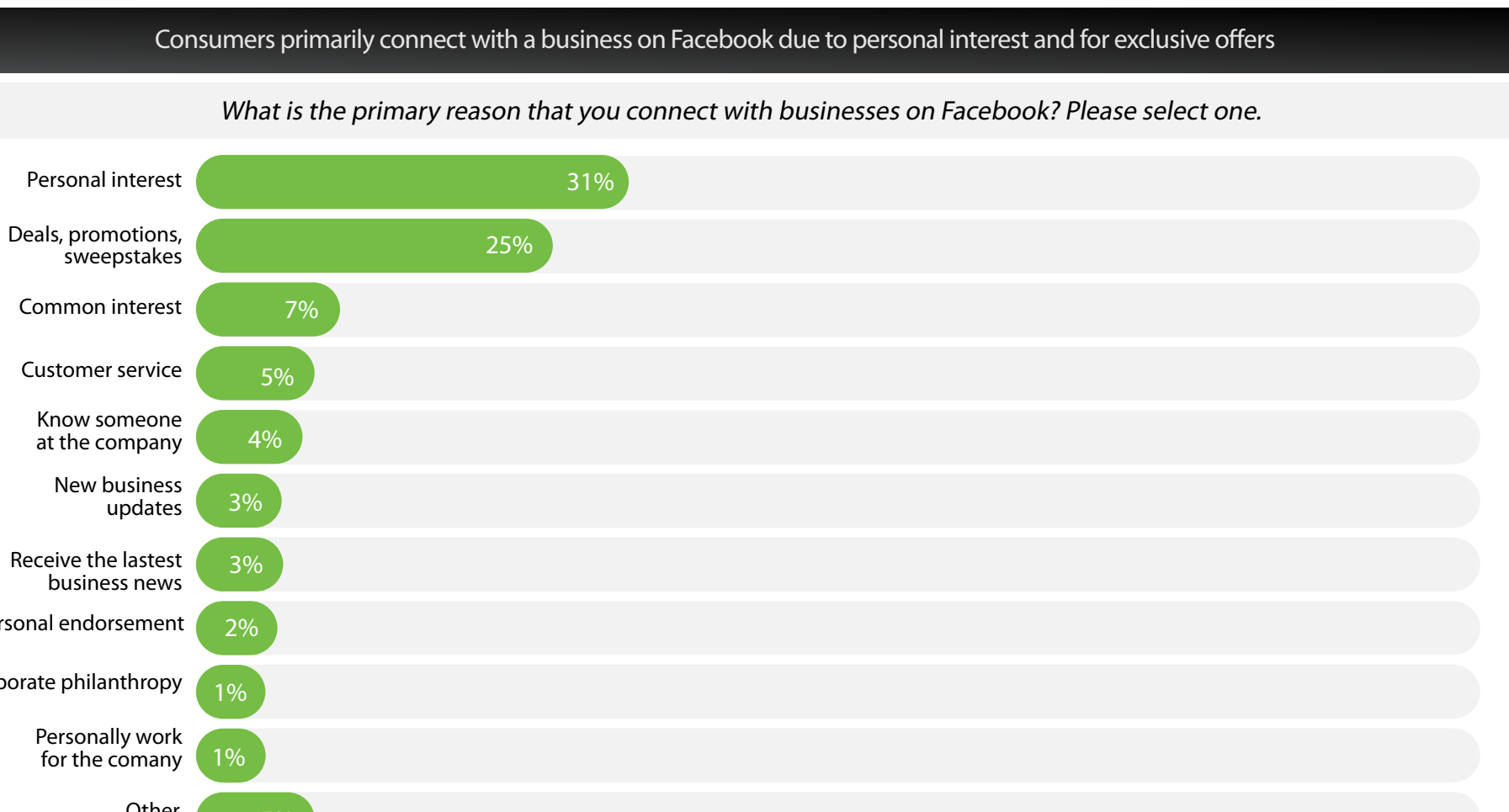


The consumers surveyed are more likely to praise a business on Facebook (31%) than leave a negative comment (11%) on its Facebook wall

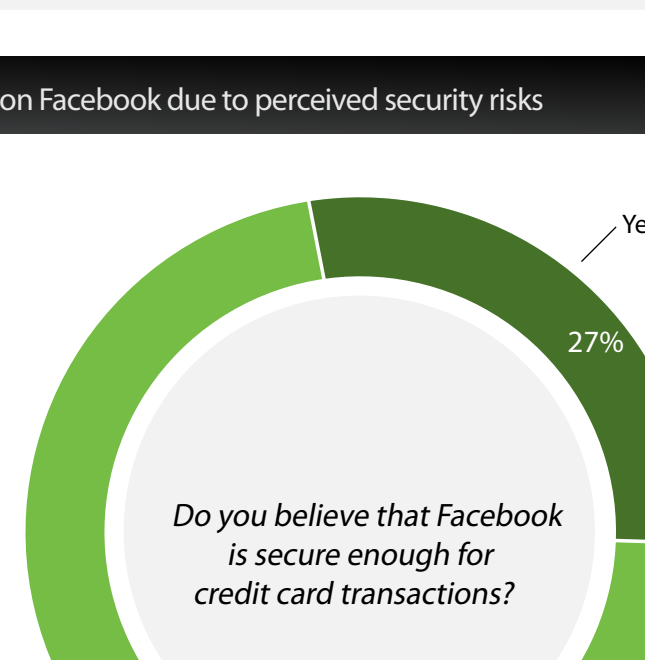
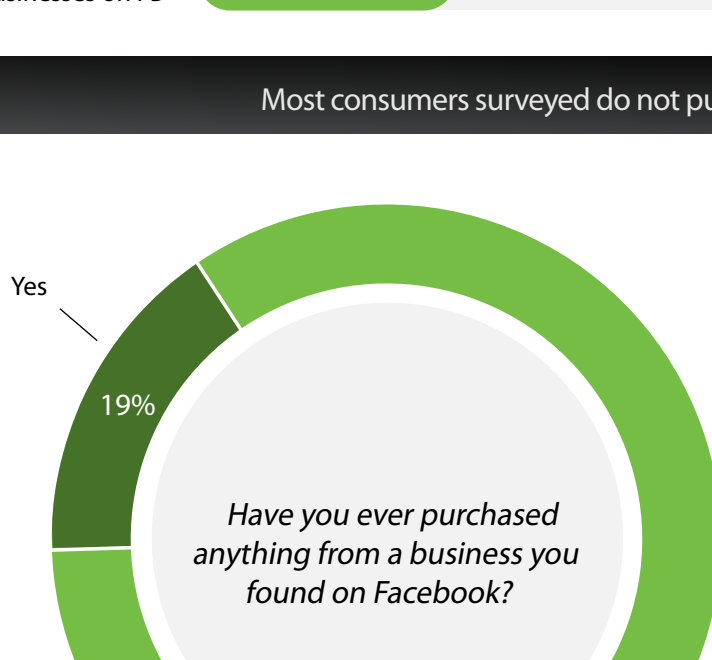


Consumers primarily connect with a business on Facebook due to personal interest and for exclusive offers

What is the primary reason that you connect with businesses on Facebook? Please select one.



Most consumers surveyed do not purchase goods on Facebook due to perceived security risks



For information regarding the survey, visit the Marketing in a Digital World SMB & Consumer Survey Results 2011 at:

<http://mkt.gs/zoomerangworldsurvey2011>