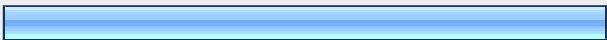


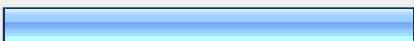
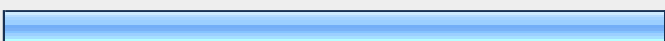
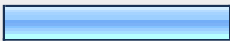
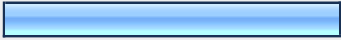

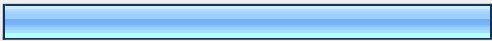
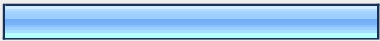

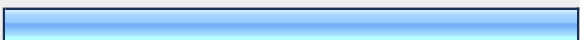
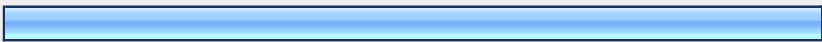


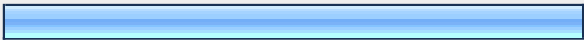
# MENG Survey: Social Media in Marketing

1. What is your definition of social media? (please check all that apply)			Response Percent	Response Count
Anything on-line	<input type="checkbox"/>		3.0%	4
Communication that allows for audience input or contribution	<input checked="" type="checkbox"/>		63.7%	86
Socializing online.	<input checked="" type="checkbox"/>		39.3%	53
<b>Media that are based on conversations among users</b>	<input checked="" type="checkbox"/>		<b>72.6%</b>	<b>98</b>
Media that are based on "friendships" among users	<input checked="" type="checkbox"/>		49.6%	67
Any on-line media that requires a user to sign up	<input type="checkbox"/>		5.9%	8
Engaging society in communication to increase its validity and relevance	<input checked="" type="checkbox"/>		32.6%	44
			<i>answered question</i>	<b>135</b>
			<i>skipped question</i>	<b>4</b>

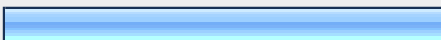
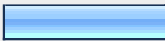

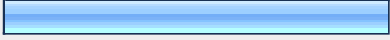
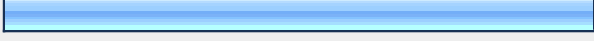
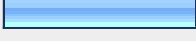
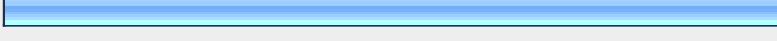
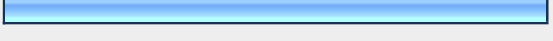
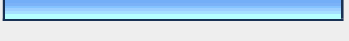
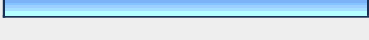
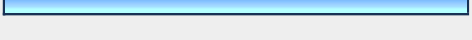
2. Do you have a different/additional definition of social media?		Response Count
		33
		<i>answered question</i>
		<b>33</b>
		<i>skipped question</i>
		<b>106</b>

3. Which of the following social media tools are you currently using in your marketing efforts? Please check all that apply.			
		Response Percent	Response Count
Blogs		66.4%	81
Podcasts		33.6%	41
Vidcasts		15.6%	19
Video Sharing sites such as YouTube		45.1%	55
<b>Social networking sites such as MySpace, Facebook and LinkedIn</b>		<b>73.0%</b>	89
Wikis		24.6%	30
Message Boards		36.9%	45
		<i>answered question</i>	<b>122</b>
		<i>skipped question</i>	<b>17</b>

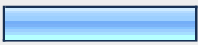
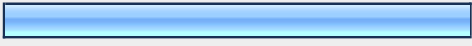



4. What are the most important ways social media differ from traditional media? (please check all that apply)			
		Response Percent	Response Count
Control - Audience is able to alter message		50.0%	68
Cost - Internet channels allow for information to be conveyed for only the cost of production		53.7%	73
Credibility - Validation is provided in the form of public opinion		41.2%	56
Reach - The nature of social markets allows for good information to be propogated very quickly across many channels		55.9%	76
Speed - Nearly instantaneous communication is allowed via the Internet		63.2%	86
<b>Interactivity - Audience contributions are part of the message</b>		<b>90.4%</b>	123

Conversational focus - social media is about listening, not shouting		64.0%	87
	<b>answered question</b>		<b>136</b>
	<b>skipped question</b>		<b>3</b>



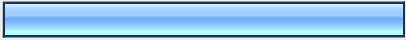


5. Would you suggest another important way that social media differ from traditional media?			Response Count
			42
	<b>answered question</b>		<b>42</b>
	<b>skipped question</b>		<b>97</b>

6. What do you think are the main benefits of using social media in marketing? (please check all that apply)			
		Response Percent	Response Count
Brand building		48.2%	66
Customer service		17.5%	24
Learning customer preferences		59.1%	81
Market research		42.3%	58
Direct customer communications		65.0%	89
Great lead generation source		21.2%	29
<b>Customer engagement</b>		<b>85.4%</b>	<b>117</b>
Speed of feedback/results		59.9%	82
Reach		37.2%	51
Credibility of the "crowd"		40.1%	55
Low cost		51.1%	70
	<b>answered question</b>		<b>137</b>
	<b>skipped question</b>		<b>2</b>



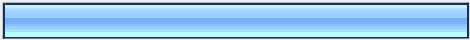


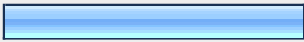
7. Do you think there is another important benefit of using social media in marketing?		
		Response Count
		34
<i>answered question</i>		<b>34</b>
<i>skipped question</i>		<b>105</b>

8. Where is your company in terms of using social media in marketing			
		Response Percent	Response Count
social media are fully integrated into our marketing programs		21.1%	27
<b>We use social media if we see an opportunity</b>		<b>51.6%</b>	<b>66</b>
It's up to each program manager to bring social media in to a program		22.7%	29
We discourage social media, but use it occasionally		3.1%	4
Social Media will never be a part of our marketing		1.6%	2
		<i>answered question</i>	<b>128</b>
		<i>skipped question</i>	<b>11</b>



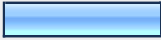


**9. How important are social media to your marketing efforts?**

		Response Percent	Response Count
Absolutely critical		20.1%	27
Very desirable but not critical		25.4%	34
<b>Desirable</b>		<b>44.0%</b>	59
Not very desirable		9.7%	13
Not at all desirable		0.7%	1
		<b>answered question</b>	<b>134</b>
		<b>skipped question</b>	<b>5</b>


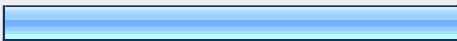


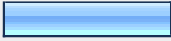
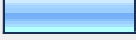
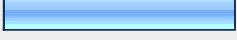
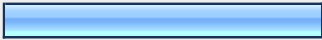
**10. Which of the following sources do you use to get information on social media? Please check all that apply.**

		Response Percent	Response Count
Books		25.6%	34
Technical magazines		21.1%	28
General business magazines		51.1%	68
<b>Websites</b>		<b>83.5%</b>	111
Consultants		45.9%	61
Specialist agencies		33.1%	44
		<b>answered question</b>	<b>133</b>
		<b>skipped question</b>	<b>6</b>

11. How would you rate your level of expertise using social media in marketing?




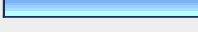
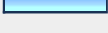
		Response Percent	Response Count
Beginner		33.1%	43
<b>Advanced beginner</b>		<b>33.8%</b>	44
Skilled		16.9%	22
Very skilled		11.5%	15
Expert		4.6%	6
		<b>answered question</b>	<b>130</b>
		<b>skipped question</b>	<b>9</b>

12. How do you measure the effectiveness of your social media efforts in marketing? Please check all that apply.

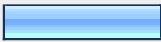
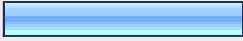
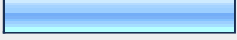
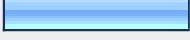
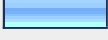
		Response Percent	Response Count
Buzz generated (as measured by BuzzMetrics or other measurement service)		22.2%	28
<b>Incremental visits or unique visitors to website</b>		<b>50.0%</b>	63
Clicks		33.3%	42
Conversions to leads/revenue		31.7%	40
Reputation Metrics		18.3%	23
Ranking on social media metrics site (e.g. Technorati)		14.3%	18
Page Rank (e.g. Google)		25.4%	32
We don't measure social media activities		34.9%	44
		<b>answered question</b>	<b>126</b>
		<b>skipped question</b>	<b>13</b>

13. What other way(s) are you measuring the success of your social media efforts?		
		Response Count
		22
<i>answered question</i>		<b>22</b>
<i>skipped question</i>		<b>117</b>






14. Are you able to measure the ROI of your marketing efforts using social media?			
		Response Percent	Response Count
All the time		0.8%	1
Most of the time		11.6%	14
Sometimes		28.9%	35
Hardly ever		25.6%	31
<b>Never</b>		<b>33.1%</b>	40
<i>answered question</i>			<b>121</b>
<i>skipped question</i>			<b>18</b>

15. Are your marketing efforts using social media more or less effective as compared to other online media (for example, display ads, search advertising, etc). Social media are:			
		Response Percent	Response Count
Much more effective		9.1%	9
Somewhat more effective		17.2%	17
<b>About the same</b>		<b>41.4%</b>	41
Somewhat less effective		21.2%	21
Much less effective		11.1%	11
<i>answered question</i>			<b>99</b>
<i>skipped question</i>			<b>40</b>

**16. Are your marketing efforts using social media more or less effective as compared to traditional media (for example, TV, radio, print, etc.). Social media are:**

		Response Percent	Response Count
Much more effective		17.2%	17
<b>Somewhat more effective</b>		<b>26.3%</b>	26
About the same		25.3%	25
Somewhat less effective		20.2%	20
Much less effective		11.1%	11
		<b>answered question</b>	<b>99</b>
		<b>skipped question</b>	<b>40</b>

**17. What percent of your total advertising and promotion budget is devoted to social media?**

		Response Percent	Response Count
1%-5%		58.6%	68
5%-10%		17.2%	20
10%-15%		4.3%	5
15%-20%		6.9%	8
Over 20%		12.9%	15
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>23</b>


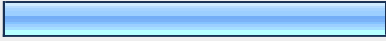
**18. Will the percentage of your total advertising budget devoted to social media increase or decrease next year as compared to this year?**

		Response Percent	Response Count
Increase greatly		18.9%	23
<b>Increase somewhat</b>		<b>48.4%</b>	59
Stay about the same		31.1%	38
Decrease somewhat		0.8%	1
Decrease greatly		0.8%	1
		<b>answered question</b>	<b>122</b>
		<b>skipped question</b>	<b>17</b>


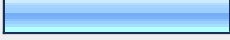
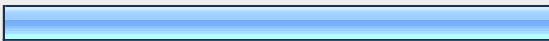
**19. In your opinion, how important is it that marketing professionals become proficient in how to use social media in marketing?**

		Response Percent	Response Count
<b>Absolutely critical</b>		<b>51.6%</b>	64
Very important but not critical		24.2%	30
Important		20.2%	25
Not very important		4.0%	5
Not at all important		0.0%	0
		<b>answered question</b>	<b>124</b>
		<b>skipped question</b>	<b>15</b>



**20. Does your company allow employees to participate in social media that is not sponsored by your company (e.g. a company blog) as employees/company representatives?**

		Response Percent	Response Count
Yes		58.0%	69
No		42.0%	50
<i>answered question</i>			<b>119</b>
<i>skipped question</i>			<b>20</b>




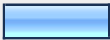
**21. If you answered yes to the question above, does your company have specific policies or guidelines for employees who participate in social media that is not company-sponsored?**

		Response Percent	Response Count
Yes, we have specific policies		15.1%	11
Yes, we have general guidelines		24.7%	18
<b>No, we allow employees to exercise their own judgment</b>		<b>60.3%</b>	<b>44</b>
<i>answered question</i>			<b>73</b>
<i>skipped question</i>			<b>66</b>

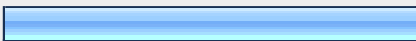

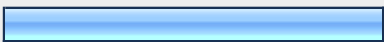
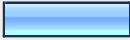
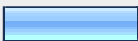

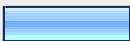
**22. Does your company host its own social media? (such as a company blog, a discussion forum, or a wiki)**

		Response Percent	Response Count
Yes		41.7%	53
No		58.3%	74
<i>answered question</i>			<b>127</b>
<i>skipped question</i>			<b>12</b>

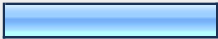

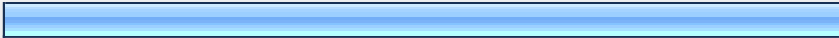


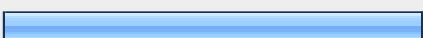

**23. If your company hosts its own social media, do you allow employees to participate? (such as writing blog posts, responding to discussion board topics)**

		Response Percent	Response Count
Yes, without restrictions		20.0%	14
<b>Yes, subject to policies or guidelines</b>		<b>44.3%</b>	31
Only certain people		24.3%	17
No		11.4%	8
		<b>answered question</b>	<b>70</b>
		<b>skipped question</b>	<b>69</b>



**24. As a result of the social media marketing your company has undertaken, have you changed your business practices or products/services? (select all that apply)**

		Response Percent	Response Count
<b>No, we have not changed our business</b>		<b>45.5%</b>	50
Yes, we have improved customer service		13.6%	15
Yes, we have changed the way we communicate with different groups		41.8%	46
Yes, we have updated our products/services		13.6%	15
Yes, we have changed the products/services we offer		14.5%	16
Yes, we have expanded our business		14.5%	16
Yes, we have improved some part of our operations		13.6%	15
		<b>answered question</b>	<b>110</b>
		<b>skipped question</b>	<b>29</b>

25. Is there another way in which your business has changed as a result of your social media marketing?		
		Response Count
		16
<i>answered question</i>		<b>16</b>
<i>skipped question</i>		<b>123</b>

26. Which of the following do you take part in for your <u>own personal life</u> ? Check all that apply.			
		Response Percent	Response Count
Write a blog		23.4%	29
Have a Facebook or MySpace page		41.1%	51
<b>Participate in LinkedIn</b>		<b>92.7%</b>	115
Regularly record a podcast or vidcast		8.9%	11
Contribute to wikis in your areas of interest		16.1%	20
Participate in message board discussions		46.0%	57
None of the above		4.8%	6
		<i>answered question</i>	<b>124</b>
		<i>skipped question</i>	<b>15</b>

27. Selected survey results will be published (with no identifying information) to the business media. We would also like to offer interested media the ability to speak with MENG members who are doing interesting things with social media. Do you have an interesting story about the use of social media in marketing, and if so would you be willing to share it with the media if it is requested?

		Response Percent	Response Count
Yes		13.6%	16
No		86.4%	102
<i>answered question</i>			<b>118</b>
<i>skipped question</i>			<b>21</b>



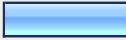



28. If you indicated that you are willing to share your social media story if needed, please provide a summary of your social media story. (A member of the MENG Thought Leadership Team will contact you for more information should it be needed)

		Response Count
		19
<i>answered question</i>		<b>19</b>
<i>skipped question</i>		<b>120</b>


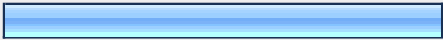




29. If you indicated that you are willing to share your story, please provide your contact information, in the even we need it.

		Response Count
		16
<i>answered question</i>		<b>16</b>
<i>skipped question</i>		<b>123</b>


**30. How many employees does your company have?**

		Response Percent	Response Count
1		10.7%	13
<b>2-100</b>		<b>48.8%</b>	59
101-1000		13.2%	16
1001-10,000		17.4%	21
10,001-30,000		5.8%	7
30,001 or more		4.1%	5
		<b>answered question</b>	<b>121</b>
		<b>skipped question</b>	<b>18</b>

**31. How many employees are there in your marketing department?**

		Response Percent	Response Count
1		22.9%	27
<b>2-10</b>		<b>48.3%</b>	57
11-100		22.0%	26
101-300		0.8%	1
301-500		2.5%	3
501 or more		3.4%	4
		<b>answered question</b>	<b>118</b>
		<b>skipped question</b>	<b>21</b>



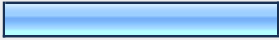
32. What industry is your company in?		
		Response Count
		112
		<i>answered question</i>
		<b>112</b>
		<i>skipped question</i>
		<b>27</b>

33. Would you categorize your company as primarily business-to-business or business-to-consumer?			
		Response Percent	Response Count
<b>Business-to-business (we sell primarily to other businesses)</b>		57.3%	67
Business-to-consumer (we sell primarily to consumers or business end-users/individuals)		42.7%	50
		<i>answered question</i>	<b>117</b>
		<i>skipped question</i>	<b>22</b>

34. What is your title?		
		Response Count
		112
		<i>answered question</i>
		<b>112</b>
		<i>skipped question</i>
		<b>27</b>

35. In what state (or country) is your company headquartered?		
		Response Count
		112
		<i>answered question</i>
		<b>112</b>
		<i>skipped question</i>
		<b>27</b>

**36. Are you (right now):**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Employed full-time</b>		<b>58.3%</b>	<b>70</b>
Seeking a new position		11.7%	14
Consulting		30.0%	36
		<b><i>answered question</i></b>	<b>120</b>
		<b><i>skipped question</i></b>	<b>19</b>