2012 Impact of Social Business in Small and Medium Business Study

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Why Conduct an SMB Social Business Study?

• Social media is reshaping the way companies engage with customers across the business spectrum.

• For small and medium businesses (SMBs, defined as companies with 1 to 1,000 employees), social business represents both an opportunity and a challenge.

• Social business solutions enable SMBs to engage with customers, prospects, suppliers, partners and other constituents in a more personal and effective manner.

• However, SMBs often lack the time, expertise and/or resources necessary to fully understand, implement, integrate and measure social business as part of their broader business strategy.
Goals of the 2012 Impact of Social Business in Small and Medium Business Study

- Examine social business related trends, dynamics, opportunities and challenges among North American SMBs
- Understand how SMBs are reshaping their marketing, sales, service and product development strategies to incorporate social business practices
- Assess the opportunities and obstacles that SMBs perceive in this area
- Provide clients with actionable, granular research about SMB attitudes, strategies, paths to adoption, plans, budgets and integration requirements for social business
- Provide trending insights based on year-over-year data comparisons with SMB Group’s 2011 Impact of Social Business in Small and Medium Business study
Key Questions this Study Will Answer

The **2012 Impact of Social Business in Small and Medium Business Study** will provide vendors with a comprehensive assessment of small and medium social business dynamics. The study will explore key aspects of SMB social business trends including:

- Perceptions and attitudes
- Key drivers and inhibitors for adoption
- Use of/plans use social business to improve business processes and outcomes (e.g. marketing, sales, service, product development, human resources, etc.)
- Integration requirements for linking social business tools with existing business solutions
- Decision-making roles and involvement for social business strategy and solutions
- Top sources for information and advice
- Purchase channels
- Consulting and implementation partners
- Internal governance/policies regarding
- Budgets and planned spending
- Perceived benefits and risks
- Metrics used/planned to measure the effectiveness of social business
- Trending insights based on comparisons with the **2011 Impact of Social Business in Small and Medium Business** study
Methodology

- Web-based survey
- Approximately 30 questions
- Fielding scheduled for March 2012
- Random sample of small and medium businesses across 18 different industries and non-profits
- Respondents are business decision-makers and influencers for social media, CRM, marketing and other business solutions

- 750 completed responses in four size segments:
  - Very Small Business (1-19 employees) N=350
  - Small business (20-99 employees) N=200
  - Medium business (100-999 employees) N=200
- Analysis will be done on weighted sample to represent actual employee distribution in U.S. market
Deliverables and Pricing

Option A: Sponsorship Package—Study Results plus Additional Cross Tabs and Inquiry $18,000

- Includes all the deliverables in Option B plus:
  - Web conference presentation of key findings and Q&A
  - 3 hours of additional inquiry (including additional crosstabs)
  - PDF of study results with employee size crosstab banner for all questions
  - Analysis and crosstabs by employee size, adoption and industry

Please contact us if you’d like to schedule time to learn more.

Option B: Basic Results Package—Study Results $16,000

- Data report study (Power Point format)
- Includes detailed crosstab analysis by employee size includes for:
  - Small Business: 1-99 employee segments
  - Medium Business: 100-249, 250-499, 500-1,000 employee segments
  - Some relevant analysis by adoption

surveys@smb-gr.com or call Sanjeev Aggarwal (508)410-3562
Brent Leary (678) 561-7276
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Selected Highlights
Related Blog Posts

2011 Impact of Social Business in Small and Medium Business Study
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    - Comparison of Ad Hoc and Strategic Users: Use of Social Media for Specific Activities
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    - Current Capabilities of Websites
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    - Ad Hoc Users
  - How Frequently Do SMBs Use Social Media Channels?
    - Structured
    - How Frequently Do SMBs Use Social Media Channels?
    - Ad Hoc
  - How Beneficial are Social Media Channels to Your Business?
    - Structured
    - How Beneficial are Social Media Channels to Your Business?
    - Ad Hoc
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    - Structured
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- What Would Delay and Accelerate Adoption of Social Media Solutions? (Respondents that Plan to Use)
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- Differences in Social Media Use/Plans by Industry
- Primary Customers – Social Media Adoption
- Primary Customers – Social Media Usage Functions
- Primary Customers – Social Media Channel Usage
- Primary Customers – Social Media Channel Usage
- Q & A
Which of the following best describes your company’s use and/or planned use of social media to engage with your customers or prospects?

Sample Size = 558
How Do SMBs Use/Plan to Use Social Media for these Activities?

- Generate new leads
- Improve market awareness for the company
- Create more/better interaction with customers/prospects
- Improve service/support and customer retention
- Analyze data to improve knowledge of market trends, etc.
- Improve internal collaboration
- Aid new employee recruitment

20. Which of the following ways are you using OR planning to use social media for your business?

**Small Business**
- Sample Size = 558

**Medium Business**
- Sample Size = 194

<table>
<thead>
<tr>
<th>Activity</th>
<th>Primarily marketing focused</th>
<th>More strategic/internal focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect with people who aren't customers</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Generate more website traffic</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Monitor and enhance company reputation</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Bring voice of the customer into the company</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Gather competitive intelligence/research</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Get input for product development</td>
<td>11%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Sample Size = 558

Sample Size = 194
What are the Top Social Media Channels SMBs Currently Use?

15. Which of the following **social media channels** does your company proactively use OR plan to use to help you engage and interact with customers and prospects?
How Satisfied Are SMBs with the Results they Are Achieving from Social Media in these Areas?
(Showing Top 8 out of 13 areas in which respondents use social media)

**Structured Users**

- Monitor and enhance company reputation: 16% Very Satisfied, 43% Satisfied, 36% Neutral, 4% Dissatisfied, 6% Very Dissatisfied
- Improve service/support and customer retention: 25% Very Satisfied, 49% Satisfied, 30% Neutral, 5% Dissatisfied, 20% Very Dissatisfied
- Analyze data to improve knowledge of market trends, etc.: 14% Very Satisfied, 44% Satisfied, 24% Neutral, 8% Dissatisfied, 0% Very Dissatisfied
- Bring voice of the customer into the company: 15% Very Satisfied, 37% Satisfied, 59% Neutral, 0% Dissatisfied, 0% Very Dissatisfied
- Gather competitive intelligence/research: 22% Very Satisfied, 54% Satisfied, 27% Neutral, 5% Dissatisfied, 0% Very Dissatisfied
- Get input for product development: 15% Very Satisfied, 37% Satisfied, 59% Neutral, 0% Dissatisfied, 0% Very Dissatisfied
- Aid new employee recruitment: 16% Very Satisfied, 43% Satisfied, 36% Neutral, 4% Dissatisfied, 6% Very Dissatisfied

Sample Size = 131

**Ad Hoc Users**

- Monitor and enhance company reputation: 13% Very Satisfied, 47% Satisfied, 32% Neutral, 9% Dissatisfied, 0% Very Dissatisfied
- Improve service/support and customer retention: 16% Very Satisfied, 49% Satisfied, 30% Neutral, 15% Dissatisfied, 5% Very Dissatisfied
- Bring voice of the customer into the company: 16% Very Satisfied, 21% Satisfied, 42% Neutral, 16% Dissatisfied, 5% Very Dissatisfied
- Analyze data to improve knowledge of market trends, etc.: 24% Very Satisfied, 35% Satisfied, 31% Neutral, 6% Dissatisfied, 15% Very Dissatisfied
- Gather competitive intelligence/research: 8% Very Satisfied, 46% Satisfied, 57% Neutral, 15% Dissatisfied, 0% Very Dissatisfied
- Aid new employee recruitment: 28% Very Satisfied, 29% Satisfied, 43% Neutral, 29% Dissatisfied, 0% Very Dissatisfied
- Get input for product development: 0% Very Satisfied, 29% Satisfied, 43% Neutral, 29% Dissatisfied, 0% Very Dissatisfied

Sample Size = 114

21. How satisfied are you with the results you are achieving from your current use and investment in social media?
Which of the following ways are you using or planning to use social media for your business?
Do SMBs Integrate/Plan to Integrate Social Media with Traditional Marketing, Sales and Customer Service Solutions/Processes?

<table>
<thead>
<tr>
<th></th>
<th>Already integrated</th>
<th>Planning to integrate with internal staff in the next 12 months</th>
<th>Plan to integrate with help from a service provider to in the next 12 months</th>
<th>No plans to integrate</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRM (or contact manager) application</td>
<td>70 (12.9%)</td>
<td>105 (19.3%)</td>
<td>79 (14.5%)</td>
<td>290 (53.3%)</td>
<td>544 (100%)</td>
</tr>
<tr>
<td>Marketing processes</td>
<td>121 (22.2%)</td>
<td>161 (29.6%)</td>
<td>93 (17.1%)</td>
<td>169 (31.1%)</td>
<td>544 (100%)</td>
</tr>
<tr>
<td>Sales processes</td>
<td>106 (19.7%)</td>
<td>149 (27.4%)</td>
<td>72 (13.2%)</td>
<td>217 (39.9%)</td>
<td>544 (100%)</td>
</tr>
<tr>
<td>Customer Service and/or support processes</td>
<td>107 (19.7%)</td>
<td>157 (28.9%)</td>
<td>79 (14.5%)</td>
<td>201 (36.9%)</td>
<td>544 (100%)</td>
</tr>
<tr>
<td>Product development processes</td>
<td>63 (11.6%)</td>
<td>108 (19.9%)</td>
<td>73 (13.4%)</td>
<td>300 (55.1%)</td>
<td>544 (100%)</td>
</tr>
<tr>
<td>Company web site</td>
<td>205 (37.7%)</td>
<td>158 (29.0%)</td>
<td>91 (16.7%)</td>
<td>90 (16.5%)</td>
<td>544 (100%)</td>
</tr>
<tr>
<td>Company mobile friendly web site</td>
<td>69 (12.7%)</td>
<td>141 (25.9%)</td>
<td>95 (17.5%)</td>
<td>239 (43.9%)</td>
<td>544 (100%)</td>
</tr>
</tbody>
</table>

All SMBs using/planning to use social media
What Free and Paid Tools Do SMBs Use to Monitor and Manage Social Media?

<table>
<thead>
<tr>
<th>Free Tools</th>
<th>Current Total</th>
<th>Paid Tools</th>
<th>Current Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>1</td>
<td>Lithium</td>
<td>2</td>
</tr>
<tr>
<td>Tweetdeck</td>
<td>11</td>
<td>Radian6</td>
<td>2</td>
</tr>
<tr>
<td>Hootsuite</td>
<td>5</td>
<td>Reputation Manager</td>
<td>5</td>
</tr>
<tr>
<td>Google Alerts</td>
<td>63</td>
<td>Google Alerts (respondent noted as paid although this is free)</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Planned Total</th>
<th>8</th>
<th>Planned Total</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>TweetDeck</td>
<td>2</td>
<td>Radian6</td>
<td>2</td>
</tr>
<tr>
<td>Don't know/Researching</td>
<td>6</td>
<td>Lithium</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vocus</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reputation Manager</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Green Media Toolshed</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Constant Contact</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Don't know/Researching</td>
<td>13</td>
</tr>
</tbody>
</table>

Sample Size = 749

18. Does your company use or plan to use any PAID tools or products (e.g. Tweetdeck, Hootsuite, Google Alerts, etc.) to monitor and manage social media?
Social Media Measurements

- Number of referrals
- Click-through rate to company website from social media links
- Number of inbound links
- Metrics for number of people regularly following, friends, like...
- Anecdotal favorable feedback
- Positive and negative sentiment analysis on posts, tweets and...
- Change in Net Promoter Score
- Buzz from tweets, posts and comments
- Customer retention metrics
- Sales conversions rate from community
- Inbound marketing leads generated by social media
- New ideas generated through social media interactions
- Share of conversation
- Tags, votes, bookmarks
- Services issue resolution time
- Decreased time spent on service and support
- Other (list)

Sample Size = 164
### What Free and Paid Tools Do SMBs Use to Monitor and Manage Social Media?

<table>
<thead>
<tr>
<th>Free Tools</th>
<th>Paid Tools</th>
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</thead>
<tbody>
<tr>
<td><strong>Current Total</strong></td>
<td><strong>80</strong></td>
</tr>
<tr>
<td>Facebook</td>
<td>2</td>
</tr>
<tr>
<td>Google Alerts</td>
<td>63</td>
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<tr>
<td>Hootsuite</td>
<td>5</td>
</tr>
<tr>
<td>Tweetdeck</td>
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<tr>
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<tbody>
<tr>
<td>TweetDeck</td>
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<td>Radian6</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Don't know/Researching</td>
<td>6</td>
<td>Lithium</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vocus</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reputation Manger</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Green Media Toolshed</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Constant Contact</td>
<td>1</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Don't know/Researching</td>
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Sample Size = 749

18. Does your company use or plan to use any PAID tools or products (e.g. Tweetdeck, Hootsuite, Google Alerts, etc.) to monitor and manage social media?
Related Blog Posts

• Is there a Method to Social Media Madness?

• Social Business: Why Having a Plan Matters

• SMBs Open a New Front Door with Mobile Web Sites

• Slideshow: Highlights SMB Group 2011 Social Business Study