

2011 Impact of Social Business in Small and Medium Business Study

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Sanjeev Aggarwal

Laurie McCabe

Brent Leary

Arjun Aggarwal

Deliverables and Pricing

Option A: Basic Results Package—Study Results \$15,000

- 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

Option B: Extended Results Package—Study Results plus Additional Cross Tabs and Inquiry \$17,500

- Includes all the deliverables in Option A 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.

surveys@smb-gr.com or call Sanjeev Aggarwal (508)410-3562

Brent Leary (678) 561-7276

Why a Social Business Study?

- The SMB Group and CRM Essentials' **2011 Impact of Social Business in Small and Medium Business Study** will examine Social Business related trends, dynamics, opportunities and challenges among North American small and medium businesses.
- The study will assess small and medium companies' attitudes and perceptions; current and planned adoption; integration of Social Business with other business applications and processes; perceived benefits and risks; and governance and measurement of Social Business solutions.
- Study results and analysis will help Social Business solution providers develop marketing, product and channel strategies to successfully reach, influence and market to SMBs in this space.

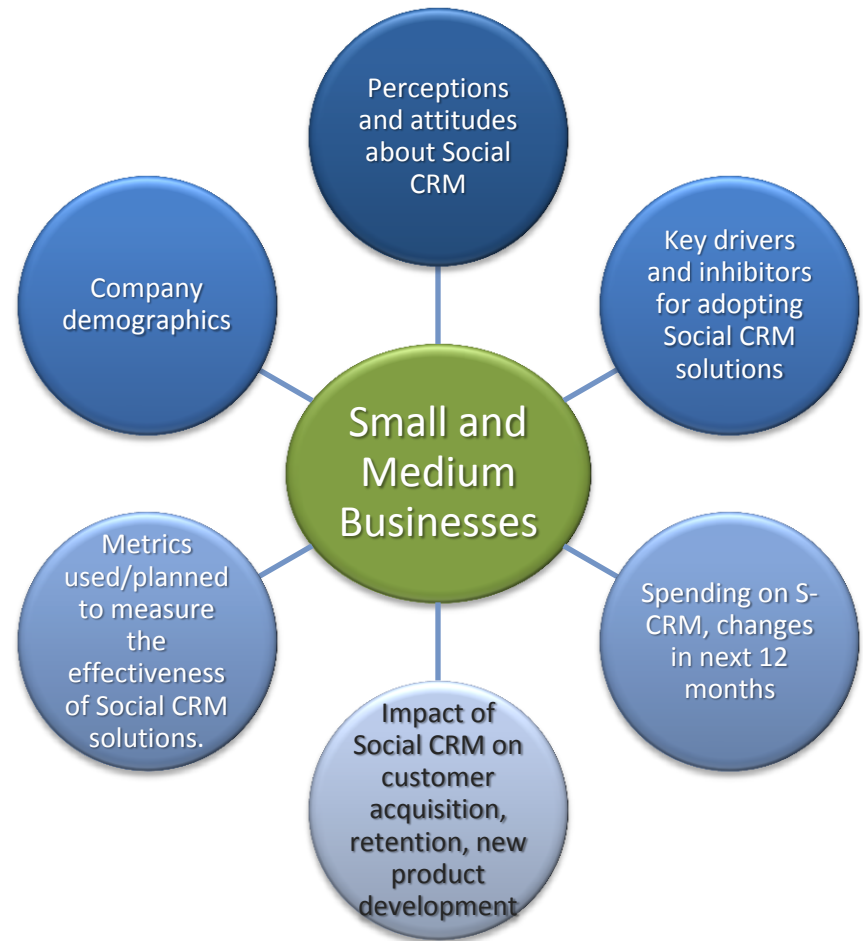
Executive Summary Agenda

- Study Goals and Methodology
- Top Takeaways
- Activities that SMBs Use/Plan to Use Social Media for in Their Businesses
- Social Media Channels Use, Plans and Perceptions
- Social Media Management and Budgets
- Social Media Drivers and Inhibitors
- Demographic Segmentation Highlights



Study Goals

- Provide actionable, granular research about small and medium companies' attitudes, strategies, paths to adoption, plans and integration requirements for social business
- How are small and medium size companies reshaping their marketing, sales, service and product development strategies to encompass the growing importance of social media?
- What opportunities do they see and what obstacles stand in their way?



Methodology

- Web-based survey
- Fielded February 2011
- Random sample of small and medium businesses across 18 different industries and non-profits
- 44 questions
- Respondents are decision-makers and influencers for social media, CRM, marketing and related solutions in their businesses
- 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 was done on weighted sample to represent actual employee distribution in U.S. market
- Respondents are also segmented by:
 - Currently use social media (structured)
 - Currently use social media (ad hoc)
 - Do not currently use but plan to use
 - Do not currently use and no plans to use

Definitions Used For This Study

- Social Media: Also referred to as social networking, encompasses many Internet-based tools that make it easier for people to listen, interact, engage and collaborate with each other. Examples of social media tools and platforms include Facebook YouTube, LinkedIn, Twitter, message boards, blogs and Wikipedia.

Social Business: Using social media (either alone or linked to other business applications and processes) to more effectively engage with customers and prospects across the marketing, sales, product development and customer service spectrum.

- Customer Relationship Management Applications: Applications that help you manage your company's interactions with customers by helping you to organize, automate, and synchronize sales, marketing, customer service and support activities.



Key Questions this Study Will Answer

- Perceptions and attitudes about Social Business.
- Key drivers and inhibitors for adopting Social Business solutions.
- Integration requirements for linking Social Business with existing business applications and workflows.
- The decision-making process and roles involved in Social Business solution decisions.
- Top sources for information and advice on Social Business.
- Purchase channels for Social Business.
- Consulting and implementation partners for Social Business solutions.
- How small and medium size companies use/plan to use Social Business solutions to improve marketing, sales, service and support and product development outcomes (e.g. marketing/sales/product insights, lead generation, rapid response, campaigns/events, improved service, integrated customer experience, etc.)
- Internal governance/policies regarding Social Business.
- How factors such as company size, industry, user role, age of business, etc. impact attitudes, adoption, spending and plans for Social Business solutions.
- Budgets and planned spending for Social Business solutions and implementation.
- Policies and governance regarding which employees, workflows, etc. are encompassed in the Social Business strategy
- Top perceived benefits and risks of these solutions.
- Metrics used/planned to measure the effectiveness of Social Business solutions.
- Impact of Social Business on customer acquisition, retention, new product development, etc.

Additional Resources Available

For all survey questions:

- Very Small Business Summary
- Small Business Summary
- Medium Business Summary
- Study data with employee size cross tab banner
- Study data with industry size cross tab banner
- 3 hours of additional inquiry/consulting



Blogs

Sample Insights



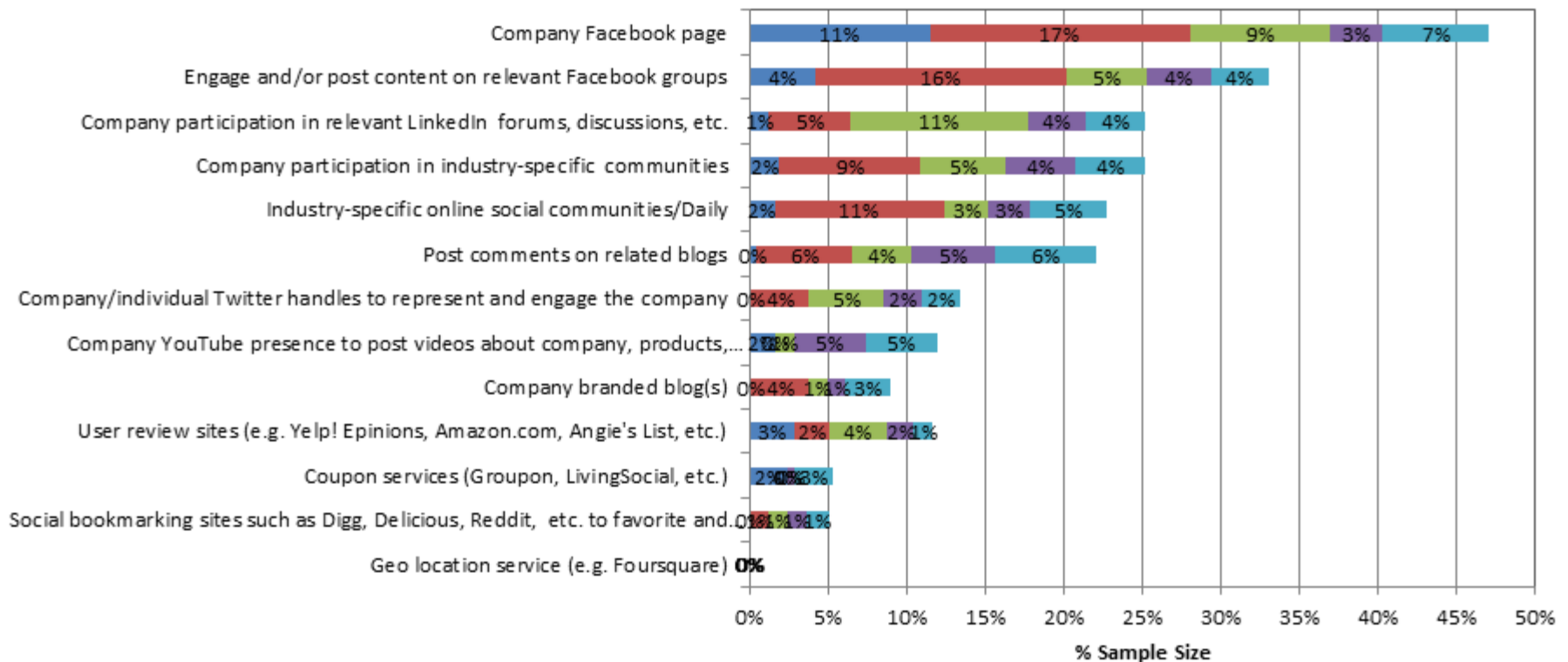
Blogs on This Study

- [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](#)



How Frequently Do SMBs Use Social Media Channels? Ad Hoc

Small Business

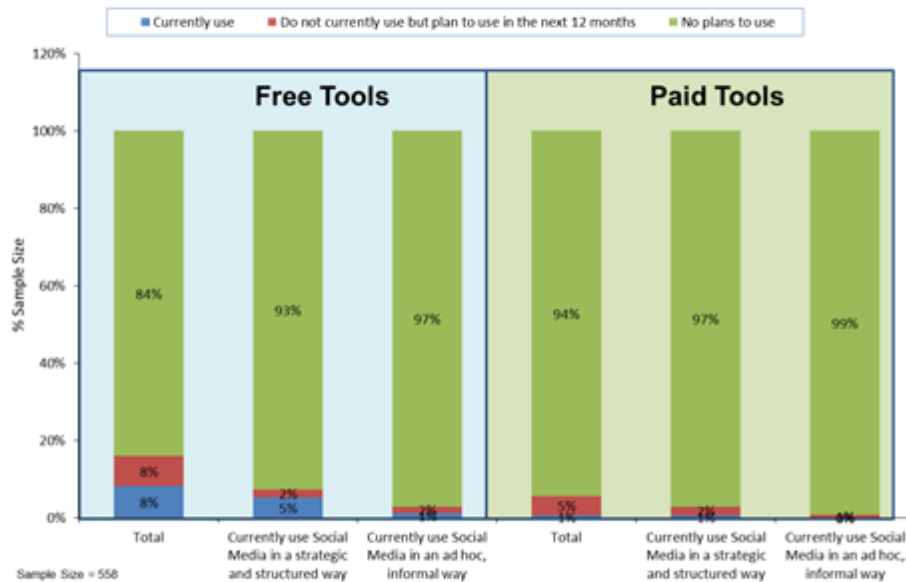


Sample Size = 114

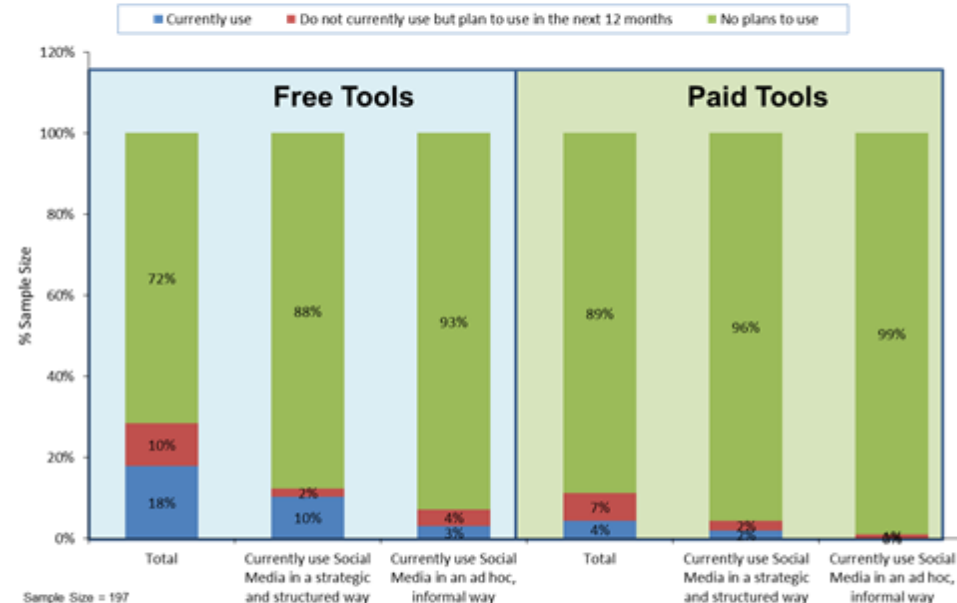
17. How frequently does your company uses the following tools to engage with customers and/or prospects?

Do You Use Free/Paid Tools to Monitor and Manage Social Media?

Small Business

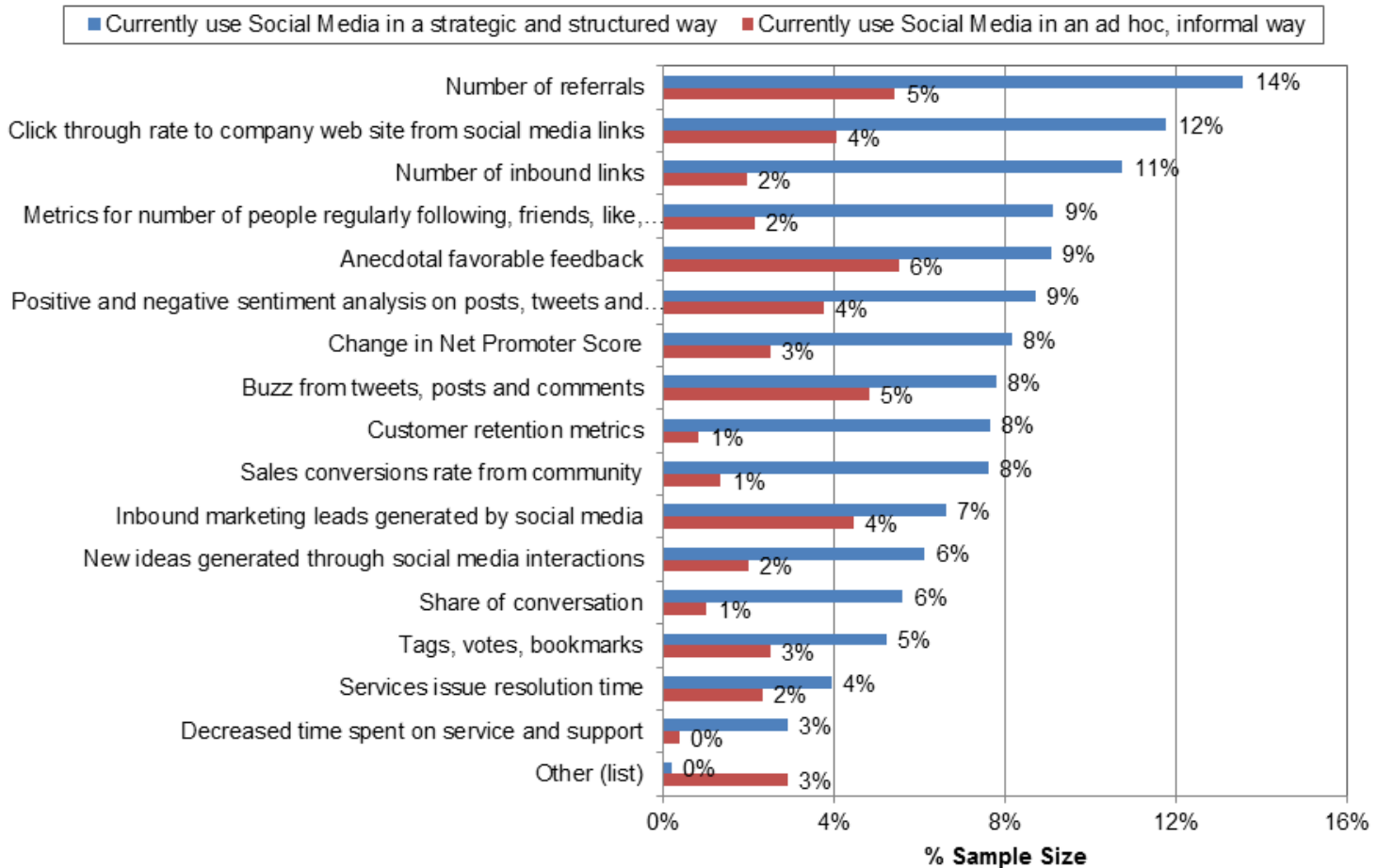


Medium Business



18 & 19. Does your company use or plan to use any FREE (and PAID) tools or products to monitor and manage social media?

Social Media Measurements



Sample Size = 194