

2012 Impact of Social Business in Small and Medium Business Study

SMB Studies: Timely, accurate information to help drive strategic business decisions

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 and processes 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.

The SMB Group and CRM Essentials' **2012 Impact of Social Business in Small and Medium Business Study** will examine social business trends, dynamics, opportunities and challenges among North American SMBs. The study will assess attitudes and perceptions; current and planned adoption; integration of social business tools with business workflows and other business solutions; perceived benefits and risks; and governance and measurement of social business effectiveness. Study results and analysis will help solution providers develop marketing, product and channel strategies to successfully reach, influence and market to North American SMBs in this space. The study will also provide trending insights based on year-over-year data comparisons with the SMB Group's **2011 Impact of Social Business in Small and Medium Business Study**.

Business Issues

Social business is changing the rules of engagement from a one-way to a two-way conversation. Increasingly social customers--along with partners, suppliers and other constituents--expect organizations to engage with them in a more interactive, collaborative and open conversation to earn trust and build a business relationship.

How are small and medium companies reshaping their marketing, sales, service, product development, human resources and other strategies in an increasingly social world? What opportunities do they see and what obstacles stand in their way? To succeed in this area, vendors need an in-depth and nuanced understanding of these issues.

The SMB Group and CRM Essentials Solution

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

Study Methodology

- 25-30 question web-based survey.
- Random sample of organizations with 1-99 (small business) and 100-1000 (medium business) employees across industries and non-profits.
- Respondents will be segmented into 1-4, 5-9, 10-19, 20-49, 50-99, 100-249, 250-499, 500-1000 employee segments and 12 vertical industries.
- Respondents will be key influencers and/or decision makers: Owner/CEO; partner; CIO/IT; line of business manager; other relevant decision-maker categories.
- SMB Group will compare similar data points from the **2011 Impact of Social Business in Small and Medium Business Study** to provide trend analysis in key areas.

Benefits

Sponsors will gain a clear, updated picture of SMB attitudes and behavior regarding adoption, use, plans, spending drivers, inhibitors, benefits and concerns about social business, enabling them to:

- **Derive insight about SMB social business** challenges, opportunities, and expected growth.
- **Align solution, marketing, partner and promotional initiatives** more closely with SMB information and advisory preferences.
- **Develop more effective segmentation, messaging, marketing and channel strategies** for the SMB social business market.

Deliverables

The **2012 Impact of Social Business in Small and Medium Business Study** sponsorship package includes:

- **Personalized kick-off meeting** to gain sponsor input to help shape specifics of the study.
- **Regular updates** about the project plan and progress.
- **Survey data analysis report:** Report containing detailed survey results, data analysis, trend information for routes to businesses by employee size and industry segments.
- **Tailored presentation**, presented by the authors of the study, with focused implications and recommendations for each sponsor.
- **Inquiry:** 3 hours of inquiry, additional crosstabs, etc.

Additional post-survey opportunities include co-branded whitepapers, Webinars, blog series and other marketing collateral to promote vendor thought leadership in this area.

Sponsorship and Pricing

2012 Impact of Social Business in Small and Medium Business Study	
Sponsorship Package	\$18,000 (U.S.)
Collaboration with SMB Group and CRM Essentials for input into the survey design	
Survey questionnaire	
Data analysis presentation in PowerPoint report	
Study Q&A with the analyst; up to 3 hours of inquiry	
Basic Package (Survey Questionnaire and PowerPoint report)	\$16,000 (U.S.)
Survey questionnaire	
Data analysis presentation in Power Point	

Send an email if you'd like to schedule time to learn more about this study to surveys@smb-gr.com