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Social Media & Online PR

Business Case

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1. About Econsultancy

Econsultancy's reports, events, online resources and training help an international community of more than 85,000 digital marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy, which has offices in London and New York, is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data, trends and innovation, and supplier selection. Econsultancy is an invaluable resource for internet professionals who want practical advice on all aspects of e-business.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. Econsultancy provides training across all areas of digital marketing and at all levels from one-day courses to an MSc in Digital Marketing.

In addition, Econsultancy hosts more than 100 [conferences and events](#) a year, including the Online Marketing Masterclasses, the annual Future of Digital Marketing conference, the Peer Summit, Roundtables, Briefings and a range of social events.

Econsultancy also runs the prestigious [Innovation Awards](#) where pioneering work carried out in the world of digital marketing and e-commerce is judged by an international panel of experts from companies themselves known for innovation.

The [Econsultancy.com](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through the directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Yell.com, Oxfam, Virgin Atlantic, Barclays, Carphone Warehouse, IPC Media, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works. Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

1.1. About this guide

This business case will help you evangelise about the business benefits of social media and online PR. Use it to figure out how to persuade your boss that an investment in social media is a smart move.

We don't expect you to know everything about social media, and anything you do know is a bonus. But what's important here is that **you know** that it matters. And now you need to educate the boss.

This guide provides you with a framework for an internal presentation / argument for a social media marketing budget. It contains lots of key facts and figures that will help you make a solid case for investment.



2. Scope

We have purposefully limited the scope of this report in order to focus on **Winning The Budget**. Accordingly, it will not explain the ins and outs of social media and online PR in minute detail.

What you can expect from this guide

- We'll start off by providing you with a brief overview of social media and online PR.
- Then, we'll get into why it's so important for businesses of all shapes and sizes, backing up our view with market data and other research.
- After that we will take a look at some recent trends in social media and online PR.
- Once we've set the scene we'll provide you with a list of business benefits. Then we'll let you know what to expect in terms of costs and resourcing.
- And finally, we'll look at a few case studies, by sector.

Further Reading

Econsultancy/bigmouthmedia Social Media and Online PR Report

<http://econsultancy.com/reports/social-media-and-online-pr-report>

Social Media Statistics

<http://econsultancy.com/reports/social-media-statistics>

Social Media and Online PR – Digital Marketing Template Files

<http://econsultancy.com/reports/social-media-and-online-pr-digital-marketing-template-files>

The Innovation Report

<http://econsultancy.com/reports/innovation-report>

Online PR and Social Media Trends Briefing (June 2009)

<http://econsultancy.com/reports/online-pr-and-social-media-trends-briefing>



3. What are social media & online PR?

Defining social media is a long-standing problem, as it can range from engaging in community forums through to being present on social networks. It also needs to be realised that what works for one organisation or individual may not necessarily work for the other.

Defining Online PR

“Defining Online PR is in itself a difficult thing, mainly because many organisations continue to grapple with ownership. Is it an e-commerce, marcomms, PR or digital marketing discipline? Online PR? Social media marketing? Call it what you will, but it is an important element of a business strategy. It is ‘reputation’ - understanding what ‘stakeholders’ (customers, staff, partners, the media, other influencers etc) think about you and your business, choosing the right messages, channels and information to engage with them and measuring the effectiveness of those engagements.

3.1. Types of social media tactics deployed

Examples of the types of social media and online PR engagement tactics include:

- Use of Twitter/microblogging
- Use of social bookmarking sites/tools

4. Why are social media and online PR so important?

Social media and online PR are here to stay. The internet has empowered people and not only given them access to information, but has also given them a voice. Social media channels can be used effectively to monitor what people are saying, respond and engage accordingly, build links for search engine optimisation (SEO), get you noticed and help drive traffic to a specific point.

4.1 Reasons why you need a social media/online PR strategy

- **Social media is here to stay.** User engagement is increasing and organisations are responding by investing more resources
- If you don't have a strategy, it's more than likely your **competitors** *will* have, or are planning to.

4. Market data

- The biggest barrier to better social media engagement for companies surveyed by Econsultancy/bigmouthmedia is lack of resources (54%). [Source: [Econsultancy Social Media and Online PR Report](#), November 2009]
- 65% of companies use Facebook as part of their marketing strategy, while Twitter marketing has jumped from just 3% of companies last year to 49% this year. [Source: Econsultancy / Guava UK Search Engine Marketing Benchmark Report, April 2009]
- According to a new study by the Association of National Advertisers, 26% of marketers say social networking and word of mouth activities are the most likely marketing activity to be increased. [Source: [Association of National Advertisers](#), July 2009]

5. Social media trends

Resources

The following information has been taken from Econsultancy's [Online PR and Social Media Trends Briefing](#) (June 2009)

- The **popularity of social media** marches on, as social sites like **Twitter** become increasingly ubiquitous. Celebrities such as Britney Spears, Stephen Fry, and Oprah Winfrey have made Twitter mainstream.
- As more businesses integrate social networking sites into their digital marketing media mix, companies are increasingly focusing on **measurement techniques** to better understand the return on investment from social media.

6. Summary of business benefits

- **Gives large global platform for engagement.** There are lots of impressive social media and online PR statistics around that show that the reach social media has as a marketing tool is enormous.
- **Allows open and regular communication channels between customers and businesses.** Social media and online PR can provide many different opportunities to quickly communicate with customers and other businesses, instead of relying on other means, such as email.

