



Market Data / Supplier Selection /
Event Presentations / User Experience
Benchmarking / Best Practice /



SAMPLE:

Social Media and Online PR Report 2010

SAMPLE ONLY. Please download the full report from:



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

Social Media and Online PR Report 2010

bigmouth
media | AN LBI
COMPANY



September 2010

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without prior permission in writing from the publisher.

Copyright © Econsultancy.com Ltd 2010

Econsultancy London

4th Floor, The Corner
91-93 Farringdon Road
London EC1M 3LN
United Kingdom
Telephone:
+44 (0)20 7269 1450

<http://econsultancy.com>
help@econsultancy.com

Econsultancy New York

41 East 11th St., 11th Floor
New York, NY 10003
United States

Telephone:
+1 212 699 3626

Contents

1. Executive Summary and Highlights	1
2. Introduction by bigmouthmedia (survey sponsor)	5
3. About Econsultancy	6
4. About bigmouthmedia	7
5. Methodology and Sample	8
5.1. Methodology	8
5.2. Respondent profiles	8
5.2.1. Geography	9
5.2.2. Annual company turnover	10
5.2.3. Business sector	11
5.2.4. Business focus (B2B or B2C)	11
5.2.5. Type of agency	12
6. Findings	13
6.1. Social media activity	13
6.1.1. Extent of social media activity	13
6.1.2. Senior management interest in social media	17
6.1.3. Proportion of PR activity which is online	19
6.2. Tactics and strategies	21
6.2.1. Online PR tactics employed	21
6.2.2. Social media tactics employed	24
6.2.3. Business capabilities across social media and online PR	28
6.2.4. Policies and guidelines for social media	31
6.3. Websites used for social media	33
6.3.1. Websites used as part of social media strategy	33
6.3.2. Use of Facebook	35
6.3.3. Use of Twitter	37
6.4. Resourcing	40
6.4.1. Number of people dedicated to social media activity	40
6.4.2. Agencies involved in social media and online PR activity	42
6.4.3. Satisfaction with agency knowledge	44
6.5. Technology	45
6.5.1. Use of online reputation and buzz monitoring technologies	45



6.5.2.	Experiences of using paid-for buzz-monitoring solutions....	47
6.6.	Budgets, effectiveness and measurement.....	49
6.6.1.	Level of spending on social media marketing	49
6.6.2.	Understanding of social media ROI	51
6.6.3.	Change in social media spending since last year	52
6.6.4.	Expected change in social media spending over next year ...	54
6.6.5.	Value gained from social media investment	56
6.6.6.	Measuring value from social media investment	57
6.6.7.	Metrics for assessing social media success.....	59
6.7.	Integration of social media into business.....	62
6.7.1.	Integrating social media activity with business functions ...	62
6.7.2.	Integrating social media with different marketing channels	64
6.7.3.	Sharing insights and comments from social media	65
6.8.	Barriers and challenges.....	67
6.8.1.	Barriers to effective social media engagement.....	67
6.8.2.	Problems and challenges relating to social media	70
6.8.3.	Social media evolution over the next 12 months.....	73
6.8.4.	Running social media campaigns in multiple countries	75
6.8.5.	Challenges associated with running campaigns in multiple countries	77

1. Executive Summary and Highlights

The **Social Media and Online PR Report 2010**, sponsored by **bigmouthmedia**, is based on an online survey of more than 800 respondents in August and September 2010. Respondents included client-side marketers (or PR & communications professionals) and supply-side respondents working either independently or for a range of different types of agency.

The research follows a similar survey-based report carried out in 2009, which superseded the Online PR Benchmarking Report in 2008.

After the hype of the last several years, the “social media industry” is showing signs of maturity. It is clear that 2010 has been a year in which companies have tried to become more focused in their social media marketing.

Much of the social media activity taking place is concentrated on the use of Twitter and Facebook, with the vast majority of companies (83% and 80% of respondents respectively) using these sites as part of their social media strategy.

Investment in social media

Even though 83% of companies (compared to 86% in 2009) expect social media spending to increase over the next year, the actual amount being spent is still very modest in real terms.

What is holding back investment?

In some cases, social media activity has failed to meet expectations or has been discontinued because of a failure to establish appropriate metrics to measure success.

Lack of integration within business

Another issue which has become apparent this year is the difficult many companies are having integrating activities relating to social media with other parts of their business.

Other key findings:

- Some 40% of companies say they have “*experimented with social media but have not done much*”, while just over a third say they have done an “*average amount*”.
- *Direct traffic* is still regarded as the most important metric for assessing social media activity.
- 45% of responding companies don't have any internal policies or guidelines for the use of social media.

“Econsultancy’s third annual report of its kind continues to provide an invaluable yardstick for marketers responsible for online PR and social media strategy. The report shows some maturity and consolidation in this area of marketing as well as the occasional juicy insight. A quarter of companies say they are now good at ‘listening and monitoring’, and nearly a fifth are successfully ‘engaging customers in dialogue’. There is a marked increase in the number of organisations using social and online channels for crisis communications and issues management as well as a marked growth in SEO PR activity.

“However, some of the problems highlighted in previous surveys persist, such as the slow integration with other business functions and marketing channels, difficulty in defining value (and what to measure) and very mixed attitudes towards how much should be invested.”

Michelle Goodall, Econsultancy trainer and independent consultant



SAMPLE ONLY. Please download the full report from:



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

Other related Econsultancy reports and content

Reports

Value of Social Media Report

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

Online Reputation and Buzz Monitoring Buyer's Guide

<http://econsultancy.com/reports/online-reputation-and-buzz-monitoring-buyer-s-guide>

Presentations

Using social media for marketing and monetisation – A Twitter case study on Econsultancy.com

<http://econsultancy.com/reports/using-social-media-for-marketing-and-monetisation-a-twitter-case-study-on-econsultancycom>

What's the value of "social media" for retailers online?

<http://econsultancy.com/reports/whats-the-value-of-social-media-for-retailers-online>

Social Media Marketing and Monetisation

<http://econsultancy.com/reports/social-media-marketing-and-monetisation>

What's the value of email in the age of social media?

<http://econsultancy.com/reports/cheetahmail-retail-forum-2009-ashley-friedlein>

Training

Online PR and Social Media Training

<http://econsultancy.com/training/courses/online-pr>

Online Reputation Management Training

<http://econsultancy.com/training/courses/online-reputation-management>

Social Media – Advanced training

<http://econsultancy.com/training/courses/advanced-social-web-training>



2. Introduction by bigmouthmedia (survey sponsor)

A lot has happened since we sponsored the very first Social Media and Online PR Report with Econsultancy in 2009. The channel's emergence as one of the most keenly discussed marketing mediums in business today has continued apace, and as we launch the 2010 report we're proud that it is now fulfilling an important role helping businesses to track a complex, rapidly changing and increasingly important promotional conduit.

These results confirm the bifurcated approach to the channel that we have observed developing over the past 12 months. While on one hand clients ready to wholeheartedly embrace social media are demanding innovative, challenging and radical strategies, other operations are requesting a more judicious, pilot-led approach. At bigmouthmedia our expert team has been able to deliver positive results from both approaches.

Of course, as household names such as Dell, Starbucks, Ford, Pepsi, Barclaycard, Nike, Gap and Old Spice continue to demonstrate, there are big opportunities available out there for companies that have opened their minds to social media.

Bigmouthmedia's big news since the 2009 report is that following our merger with LBi, Europe's largest independent digital marketing agency now boasts a proven, 18-strong social media team dedicated to maximising the channel's benefits. Led by experienced PR professional Leanne Rinning and expert strategist Eva Keogan, our crew now delivers a full range of services including monitoring and tracking, strategy work, creative development and campaigns, key influencer outreach, and branded channel creation and management.

If you want to know more about our approach to social media marketing give us a shout at:

hello@bigmouthmedia.com or

Twitter: @bigmouthmedia

Or via the website: <http://www.bigmouthmedia.com/>

Enjoy the report!

David Hardy
Group Marketing Director

SAMPLE ONLY. Please download the full report from:



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



3. About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and time-saving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, 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](#).



4. About bigmouthmedia

A dedicated digital marketing specialist since 1997, bigmouthmedia is one of the world's leading digital marketing agencies, rated the UK's #1 Search agency for [SEO](#) and PPC in the 2010 NMA Marketing Services Guide for the second year running. Over the last 13 years we have successfully built an innovative portfolio of integrated and standalone digital marketing products leveraged to offer our clients maximum ROI, using a combination of digital products and channels to put together award-winning campaigns. We are responsible for the online marketing strategies of many of the world's best brands, including British Airways, Tesco, eBay, Mexx, BT, Cisco, Fujitsu, Belron, SAS, Chip and Europcar.

Employing over 200 staff across a raft of international offices, at bigmouthmedia we have built an international reputation for maximising online returns and exposure for our big brand customers. We have proven our expertise to dramatically improve clients' online profile by promoting their brands and products via a variety of mediums including search engine optimisation, paid search, social media optimisation, display advertising, affiliate marketing, online PR, media buying and brand protection.

In August 2010 bigmouthmedia merged with [LBI](#) to create **Europe's largest marketing and technology agency**. LBi, the largest full service agency of its kind in Europe, employs 1,600 professionals worldwide and provides the full range of digital capabilities, including digital strategy, branded content, service design, media, CRM, technology, managed hosting and support services. The new agency, as well as an impressive global footprint, integrates LBi's best in class digital media, marketing, communications, design, branding and technology services with bigmouthmedia's leading search engine marketing product portfolio.

Social media experts

The merger with LBi is also a boost to bigmouthmedia's social media team, led by Leanne Rinning, which has run successful social media campaigns for over 50 clients over the last three years. The resulting 18-strong bigmouthmedia-LBi social media team is fronted by high-profile mummy blogger and expert social media strategist and practitioner Eva Keogan.

The team not only has experience in delivering all types of activity across the social media spectrum - from overarching strategy work through audit, campaigns, blogger outreach, monitoring and ROI tracking – but is also able to deliver all stages of a social media project, including planning, creative, design and build, media and implementation.

5. Methodology and Sample

5.1. Methodology

The **Social Media Report and Online PR Report**, in association with **bigmouthmedia**, is based on an online survey¹ of more than 800 respondents in August and September 2010.

Respondents included:

- Client-side (in-house or company) marketers and PR / communications professionals
- Agencies and consultants (including digital agencies, PR agencies and specialist online PR or social media professionals).

The findings are shown for client-side (i.e. 'company respondents') and supply-side ('agency respondents') separately.

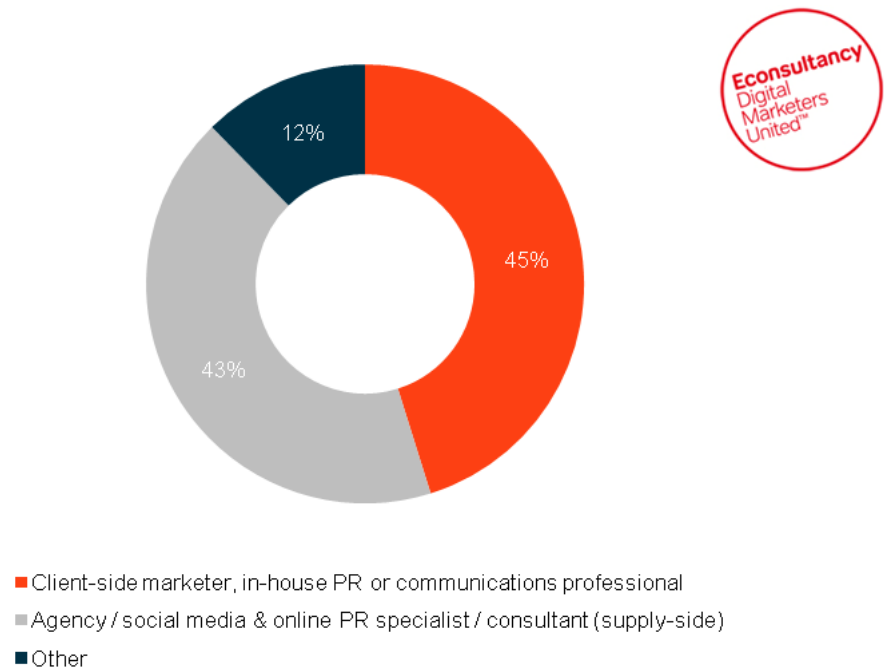
Information about the survey, including the link, was emailed to Econsultancy's user base and promoted online via Twitter and other channels. The incentive for taking part was access to a complimentary copy of this report just before its publication on the Econsultancy website.

If you have any questions about the research, please email Econsultancy's Research Director, Linus Gregoriadis (Linus@econsultancy.com).

5.2. Respondent profiles

Nearly half of all respondents (43%) are classified as supply-side (agencies and consultants), and 45% are company marketers or in-house PR or communications professionals.

Figure 1: Which of the following most accurately describes your job role?



Response: 868

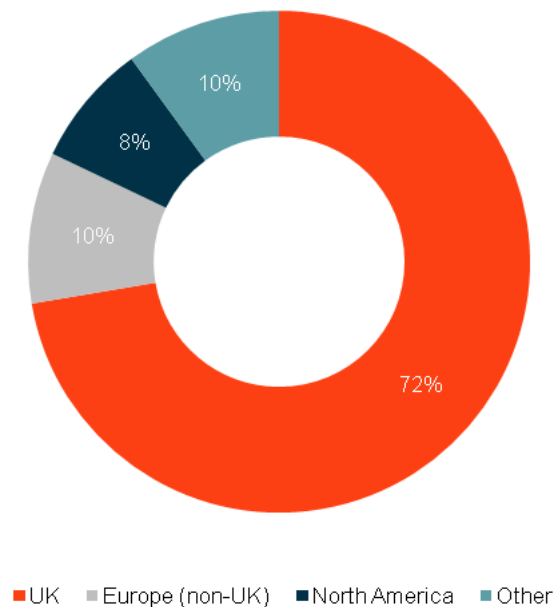
¹ Econsultancy uses Clicktools for its online surveys

5.2.1. Geography

The majority of company respondents (72%) are based in the UK, while most of the remaining companies are based in mainland Europe (10%) or North America (8%). Other continents, regions and countries represented include Africa, Australia, the Middle East, and Asia.

Companies

Figure 2: In which country/region are you (personally) based?

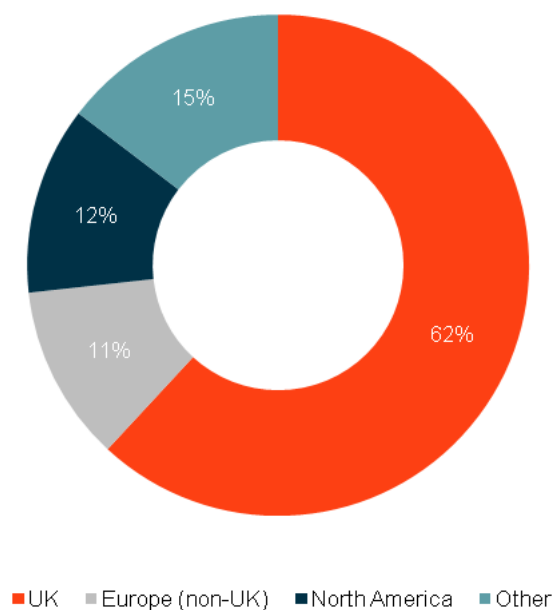


Response: 329

Just over two-third of supply-side respondents (62%) are based in the UK, whilst 11% are from Europe. Some 12% are based in North America.

Agencies

Figure 3: In which country/region are you (personally) based?



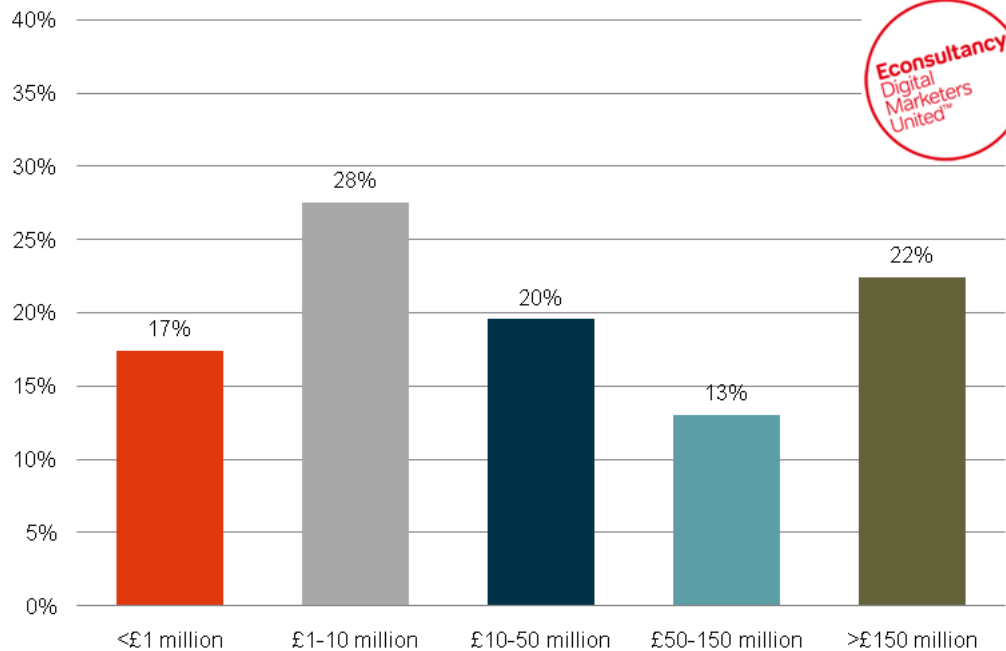
Response: 273

5.2.2. Annual company turnover

There is a good representation of organisations across the full spectrum of company size. Just over a third (35%) of responding companies have annual revenues of more than £50 million, and 22% earn more than £150 million. Just under a fifth of companies (17%) are earning less than £1 million annually, and 28% are earning between £1 million and £10 million.

Companies

Figure 4: What is your annual company turnover (revenue)?



Response: 328

SAMPLE ONLY. Please download the full report from:



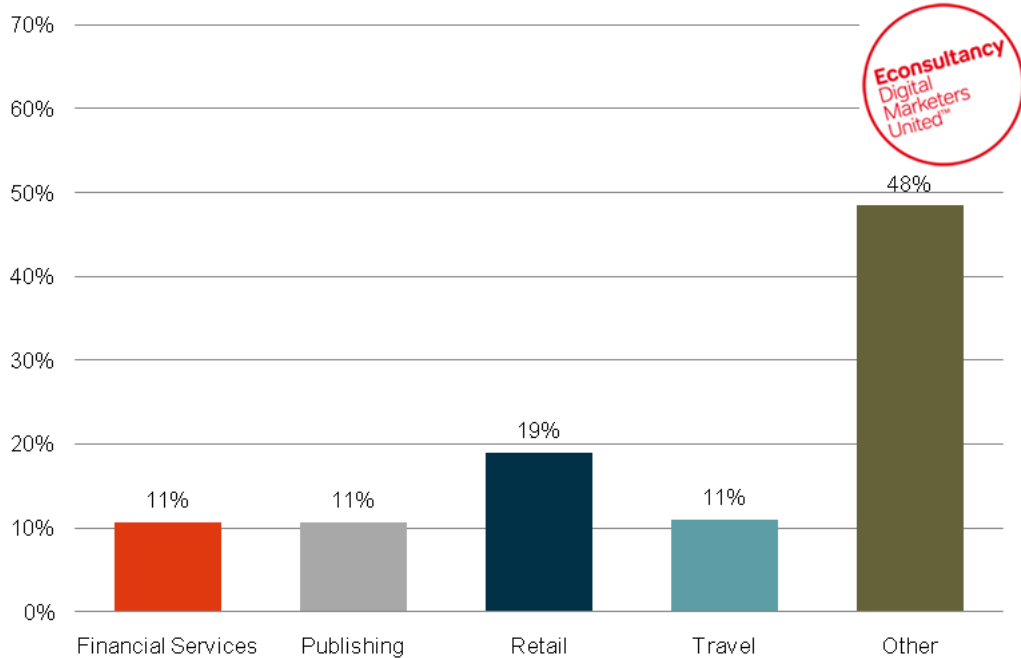
<http://econsultancy.com/reports/social-media-and-online-pr-report>



5.2.3. Business sector

Figure 5 shows the breakdown of different sectors. The most strongly represented verticals are financial services, publishing, retail and travel. "Other" sectors represented include education, healthcare, technology and the public sector.

Figure 5: In which business sector is your organisation?

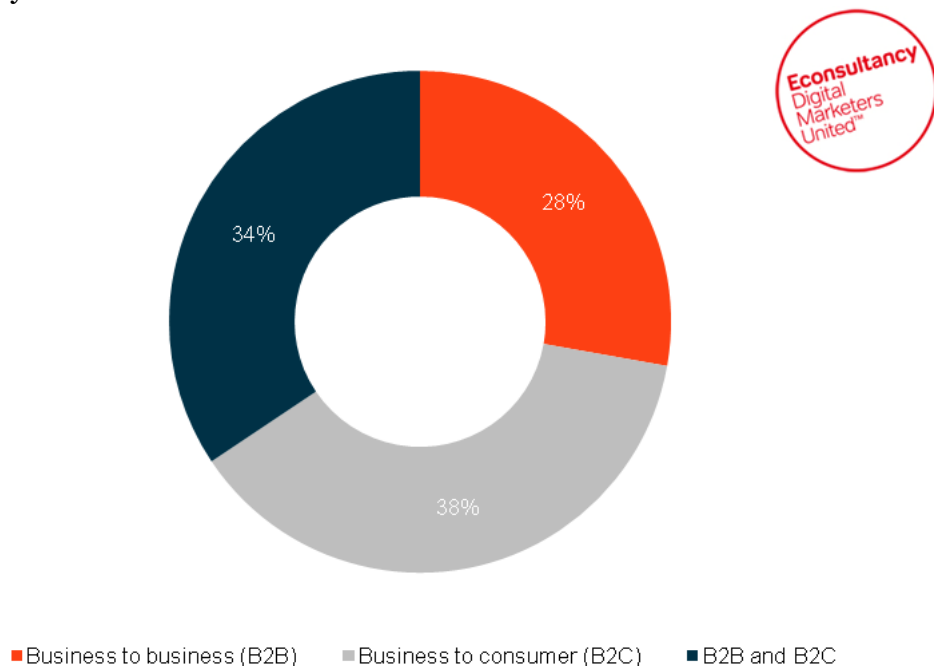


Response: 326

5.2.4. Business focus (B2B or B2C)

The chart below shows the split of companies focused on B2B (28%) and B2C (38%). The remainder (34%) focus on both B2B and B2C services.

Figure 6: Is your business focused on B2B or B2C?



Response: 329

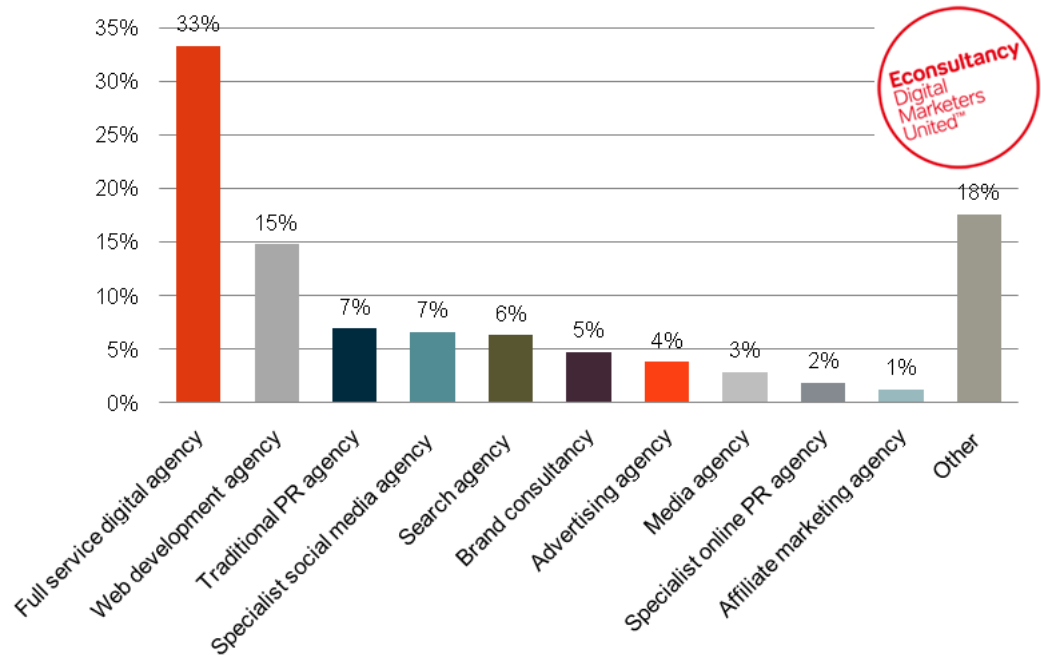


5.2.5. Type of agency

The chart below shows the range of agencies that supply-wide respondents work for. A third of respondents (33%) work for *full-service digital agencies*. A further third of respondents are split between those who work for *web development agencies* (15%), *traditional PR agencies* (7%), *specialist social media agencies* (7%) and search agencies (6%).

Agency results

Figure 7: If relevant, what type of agency do you work for?



Response: 323

SAMPLE ONLY. Please download the full report from:



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



6. Findings

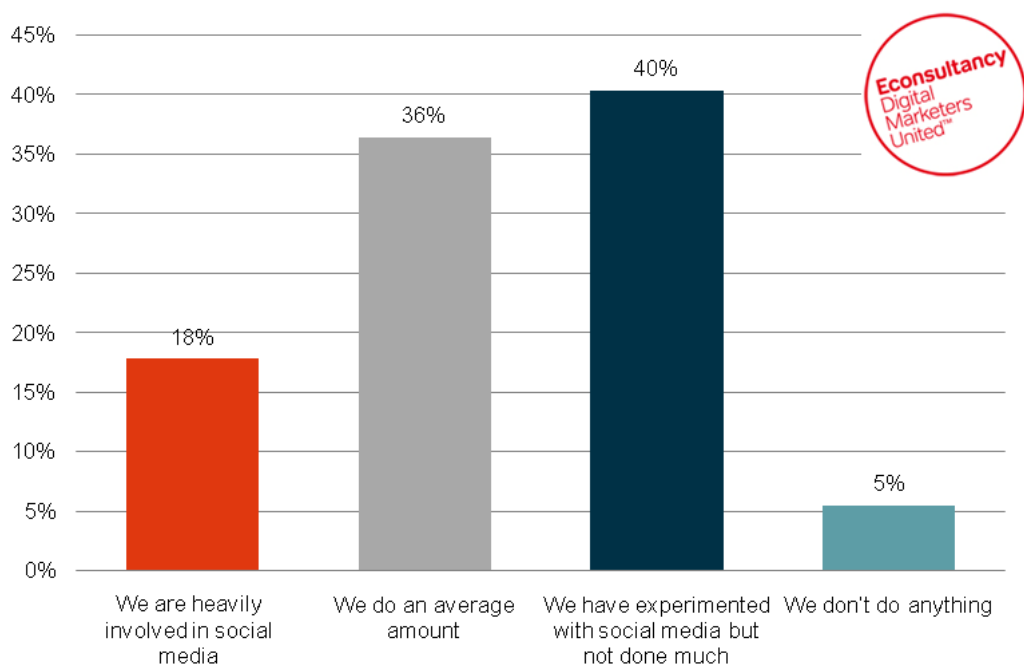
6.1. Social media activity

6.1.1. Extent of social media activity

The chart below shows to what extent responding organisations are involved with social media. Some 40% of companies say they “*have experimented with social media but have not done much*”, while just over a third (36%) say they have done an “*average amount*”. Just under a fifth of companies (18%) are “*heavily involved in social media*”.

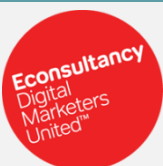
Company results

Figure 8: How would you describe the extent of your organisation's social media activity?



Response: 382

SAMPLE ONLY. Please download the full report from:



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



Table 1

Extent of social media activity by annual turnover					
	<£1 million	£1-10 million	£10-50 million	£50-150 million	>£150 million
We are heavily involved in social media					
We do an average amount					
We have experimented with social media but not done much					
We don't do anything					

Table 2

Extent of social media activity by B2B / B2C			
	B2B	B2C	B2B & B2C
We are heavily involved in social media			
We do an average amount			
We have experimented with social media but not done much			
We don't do anything			

SAMPLE ONLY. Please download the full report from:



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

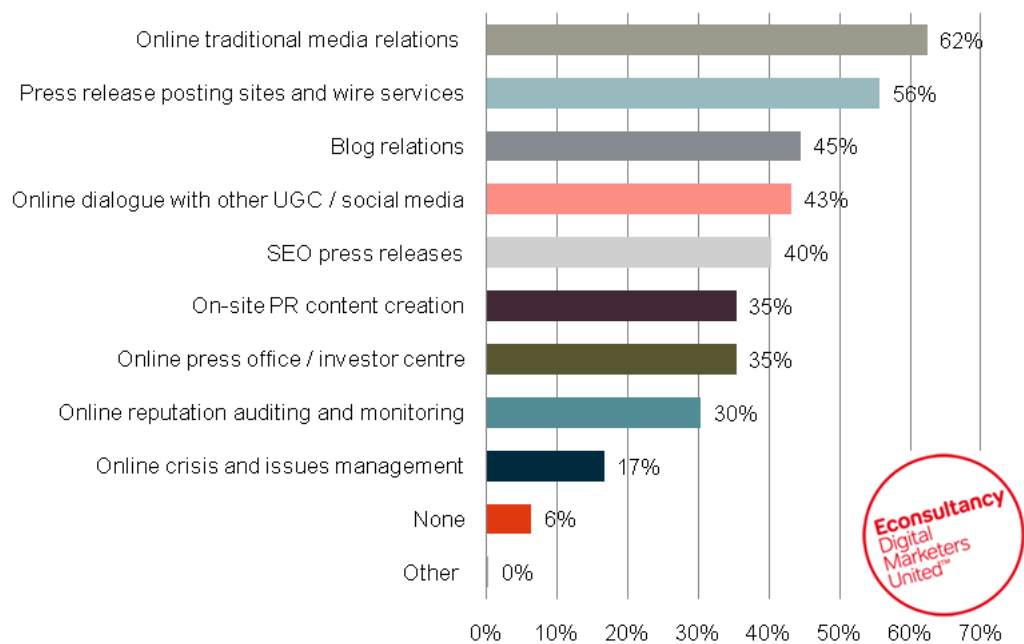
6.2. Tactics and strategies

6.2.1. Online PR tactics employed

Two-thirds of responding companies (62%) are using *online traditional media relations* as part of their PR efforts, while over half (56%) use *press release posting sites and wire services*. However, looking at the change since 2009 [*Figure 18*], fewer organisations are now using these particular tactics.

Company results

Figure 9: Which of the following online PR tactics does your organisation use?



Response: 359

PR Tactics employed – SAMPLE QUOTE

SAMPLE ONLY. Please download the full report from:



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

David Hardy, Group Marketing Director, bigmouthmedia



6.2.2. Social media tactics employed

Figure 21 shows which social media tactics companies are using. More than half (56%) of companies are using *social network profile creation and management* as part of their social media strategy.

Ratings and reviews – SAMPLE QUOTE

SAMPLE ONLY. Please download the full report from:



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

Caroline Rolfe, Ecommerce Manager, Links of London

6.2.3. Policies and guidelines for social media

Almost half of responding companies (45%) say they do not have any internal policies or guidelines in place for social media.

Table 3

Guidelines for social media by annual turnover					
	<£1 million	£1-10 million	£10-50 million	£50-150 million	>£150 million
Yes, we have specific guidelines for different social networks / websites					
Yes, we have broad guidelines to cover social media generally					
No, we don't have any guidelines					

SAMPLE ONLY. Please download the full report from:



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



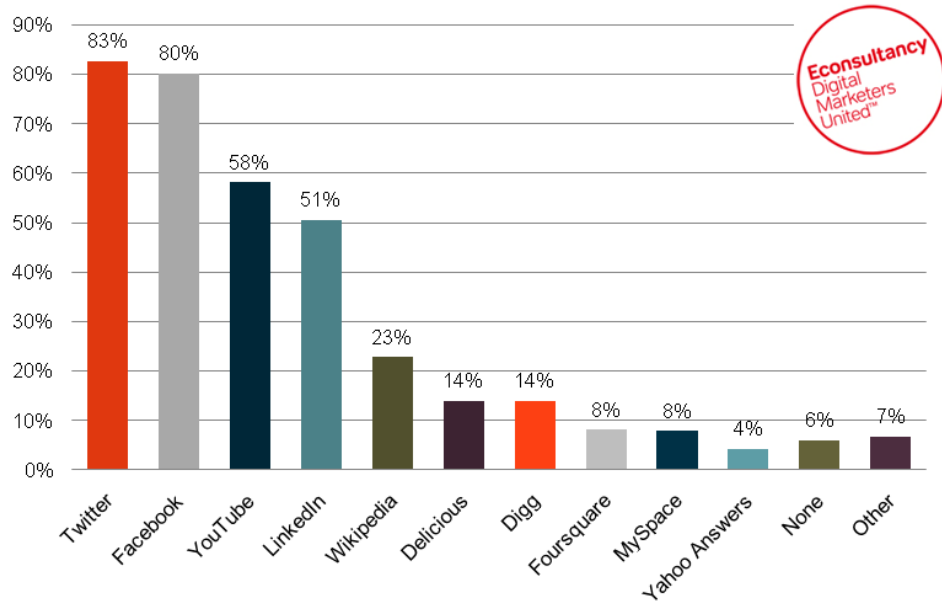
6.3. Websites used for social media

6.3.1. Websites used as part of social media strategy

Companies were asked about the websites they most frequently use as part of their social media strategy. *Twitter* and *Facebook* are the most popular sites, used by 83% and 80% of respondents respectively.

Company results

Figure 10: Which websites does your organisation use as part of its social media marketing activity?



Note: There is no trend data available for this question

Response: 382

SAMPLE ONLY. Please download the full report from:



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

6.3.2. Use of Facebook

This year, for the first time, we asked how organisations are using Facebook. More than two-thirds of companies (67%) are using Facebook as a *marketing channel*.

6.3.3. Use of Twitter

Companies are typically favouring Twitter over Facebook for brand monitoring and reacting to customer issues.

SAMPLE ONLY. Please download the full report from:



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



6.4. Resourcing

6.4.1. Number of people dedicated to social media activity

Some 29% of companies do not have any employees in the organisation who are solely dedicated to social media. This figure only drops to 27% for companies with a turnover of more than £150 million [Table 5].

Table 4

Number of people by annual company turnover					
	<£1 million	£1-10 million	£10-50 million	£50-150 million	>£150 million
0					
1					
2					
3					
4					
5					
6-10					
More than 10					

SAMPLE ONLY. Please download the full report from:



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

6.5. Technology

6.5.1. Use of online reputation and buzz monitoring technologies

There has been little change in the proportion of companies using online reputation monitoring technology since last year...

SAMPLE ONLY. Please download the full report from:



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



6.5.2. Experiences of using paid-for buzz-monitoring solutions

Survey respondents were asked to describe their experiences using paid-for buzz monitoring technology. The majority of respondents said they are in the very early stages of testing various platforms and discovering their capabilities.

Paid-for buzz monitoring technology is perceived to provide valuable insights and help companies identify the most successful social media campaigns.

Buzz-monitoring solutions providing valuable insights – SAMPLE QUOTE

SAMPLE ONLY. Please download the full report from:



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

Company and agency respondents

Despite the advantages cited above, most of the respondents have mixed experiences and consider that a hybrid model consisting of monitoring technology and human analysis is the most effective solution.

Human analysis is essential – SAMPLE QUOTE

SAMPLE ONLY. Please download the full report from:



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

Company and agency respondents

6.6. Budgets, effectiveness and measurement

6.6.1. Level of spending on social media marketing

The results below indicate that 28% of responding companies are not spending anything on social media marketing, and a further third (33%) of respondents are spending less than £5,000 per year annually.

SAMPLE ONLY. Please download the full report from:



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

6.7. Integration of social media into business

6.7.1. Integrating social media with different marketing channels

Email marketing (76%) and *SEO* (59%) are the channels most likely to be integrated with social media. Just over a fifth (23%) say *display advertising* is well integrated with social media, while 21% of companies say they integrate with *print media*.

Companies

Figure 11: Do you integrate social media activity with any of the following channels?

Response: 275



6.8. Barriers and challenges

6.8.1. Barriers to effective social media engagement

Lack of resources remains the biggest problem preventing organisations engaging in social media more effectively, with just under half of responding companies (49%) saying this is a top-three barrier. *Lack of understanding* is holding back 35% of company marketers, while *lack of budget* is a barrier for 30% of organisations.

6.8.2. Problems and challenges relating to social media

Asked to elaborate on challenges, it was clear from survey respondents' answers that one of the main problems relating to online PR and/or social media is the lack of senior management or internal buy-in.

Lack of senior management/internal buy-in – SAMPLE QUOTE

SAMPLE ONLY. Please download the full report from:



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

Company and agency respondents

SAMPLE ONLY. Please download the full report from:



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

