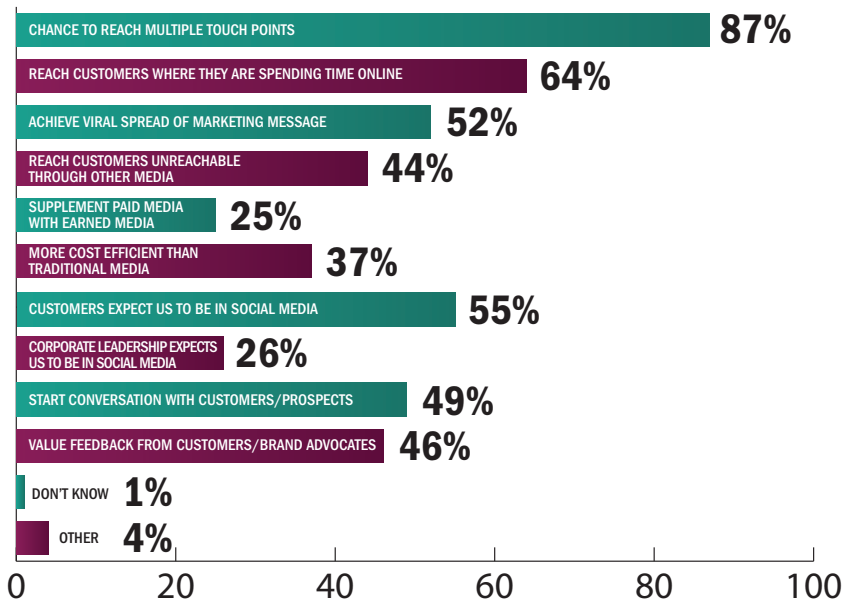


The New Normal

CHIEF MARKETER'S annual social media survey shows that social marketing has gone mainstream BY BETH NEGUS VIVEIROS

WHAT ARE YOUR TOP REASONS FOR INTEGRATING SOCIAL INTO CAMPAIGNS?



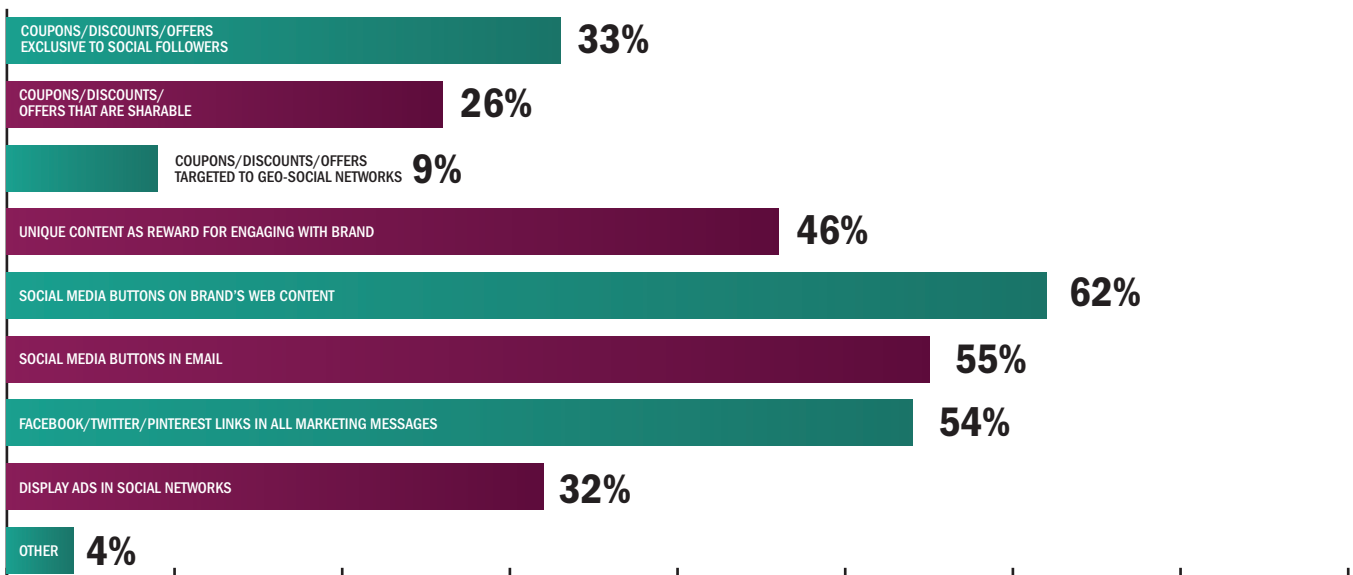
Birds do it, bees do it, even educated fleas do it. Just about everyone is using social media to communicate with their audiences.

(Think we're kidding? Tell that to the 13,000-plus fans of the Bees page on Facebook, the nearly 600,000 Angry Birds followers on Twitter and the seemingly endless parade of flea market find pins on Pinterest.)

According to ChiefMarketer's 2013 Annual Social Marketing survey, more than 77% of respondents are integrating social into their own or their clients' campaigns, up a percentage point from last year, showing that social is indeed now the norm for the majority of marketers.

Respondents are using or plan to use a wide variety of social tools, including coupons or discounts that are exclusive to social followers, easily sharable or targeted to geo-social networks like Foursquare. Unique content as a reward for engaging with a brand socially is being offered by close to half of respondents, and over half are using social media buttons either on Web pages or in email. More than half are including Facebook, Twitter or Pinterest links in all marketing messages, while just a third are using display ads in social networks.

WHICH TOOLS ARE YOU USING OR PLAN TO USE THIS YEAR FOR SOCIAL MARKETING?



SOCIAL HANGOUTS

Why are marketers using the social networks that they are? Respondents cited Twitter's potential for drawing new business, but said the constant demand for new content was a drain (47%). Eighteen percent said they "loved" Twitter and its ability to engage with new customers. As for the remainder of respondents, many cited an uncertainty as to just how their brands should utilize Twitter. "It's weird—Twitter reminds me of the old AOL chat rooms," wrote one, while another cited scale as a major challenge in making it work for their brand. "The biggest players draw the most traffic. Whether brands can interact in a strategic way is TBD."

Those who are using LinkedIn cited custom groups or subgroups (29%) and InMail messaging (22%) as the top way they use the network, followed by text or display ads (13%), sponsored updates (9%) or a premium company page (13%). Over a quarter of respondents are not using LinkedIn at all for marketing. When asked to describe their opinion of LinkedIn as a marketing vehicle, 44% said most LinkedIn users are there to further their own career development, rather

than engage in business conversations.

Use of Google+ for marketing purposes trailed other networks—58% said they don't use the network, while only 26% said they had a corporate page and 13% said they had a local page on the network. Only 10% maintain a Google+ community, while only 6% host Google hangouts or use Google Events.

SOCIAL TECHNOLOGY

Social media management software is currently being used by only 34% of respondents; 16% said they have plans to implement something like Wildfire, HootSuite or Crowd Factory this year. Over a third (39%) have no plans to do so.

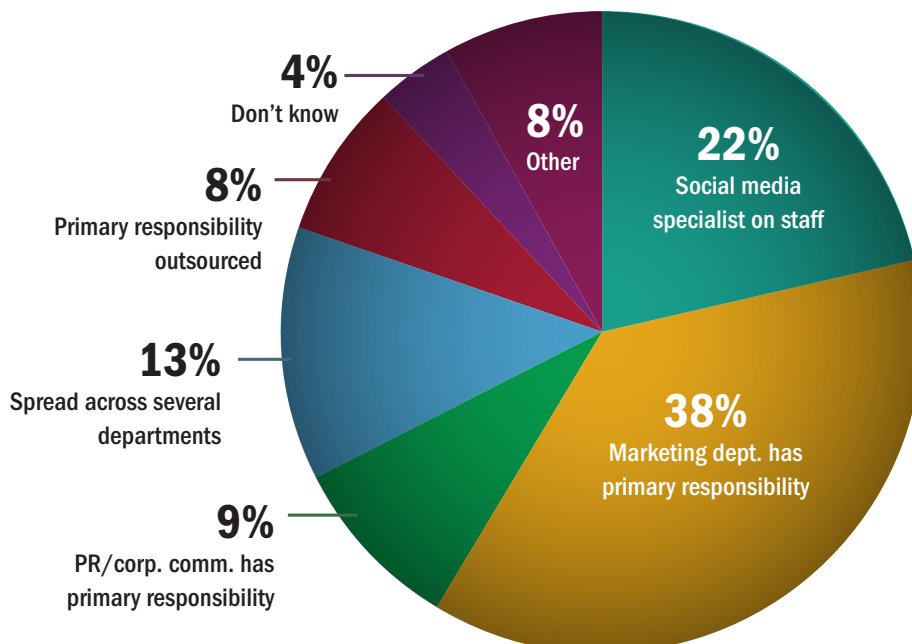
The numbers were similar for social monitoring platforms to track social mentions, like Radian 6 or SocialSprout: 24% are currently using them, 16% plan to implement such as system by the end of 2013, and 47% have no plans to do so this year.

Social infrastructure solutions to integrate social content like off-site reviews, tweet rolls or activity feeds are only being used by 23%. Sixteen percent plan to begin using them this year, while another 46% do not.

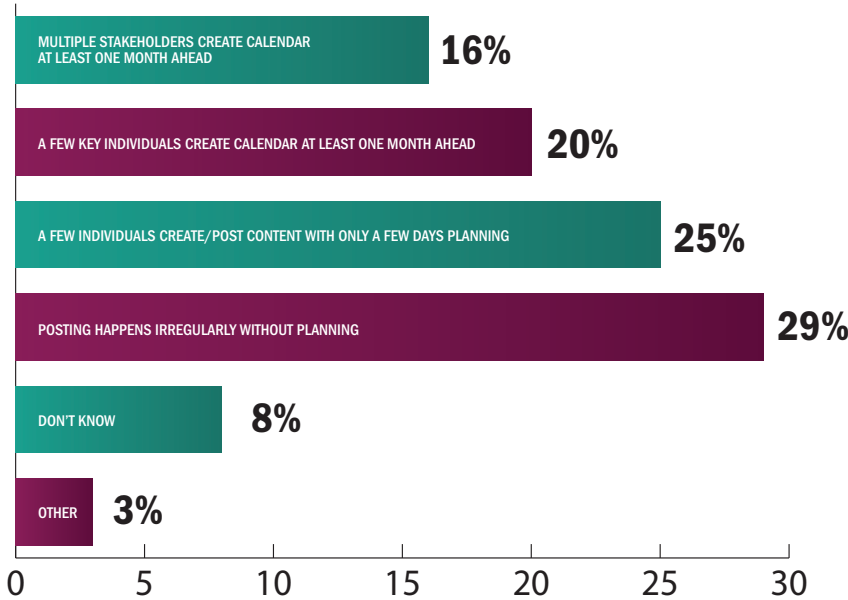
METHODOLOGY

The CHIEF MARKETER 2013 Social Media Survey was conducted by email in August. The 1,020 respondents were from a variety of industries, including advertising/sales/promotion or direct marketing agency (29%), manufacturing or CPG (10%), retail/catalog/distributor (10%), publishing/media (6%), financial (7%) and others, including nonprofits, health care, travel and entertainment. Forty-five percent identified themselves as B2B marketers, 21% said they were B2C and 35% said they marketed to both. A little over a quarter of recipients reported revenues of under \$250,000, 13% were under \$1 million, 20% were under \$50 million, 16% were under \$500 million and 12% were over \$500 million.

HOW DOES YOUR COMPANY OR YOUR AGENCY'S CLIENTS ASSIGN RESPONSIBILITY FOR CREATING AND CURATING SOCIAL MEDIA?



HOW DOES YOUR BRAND/CLIENTS/OUTSOURCED SOCIAL MANAGER HANDLE THE SCHEDULING OR ADDITION OF NEW OR CURATED SOCIAL CONTENT?



Over 60% of respondents reported that their brand or their brand's clients operate at least one corporate blog. The frequency of content posting varied from daily (12%), to weekly (36%), several times per month (20%), monthly (12%) or less often (19%).

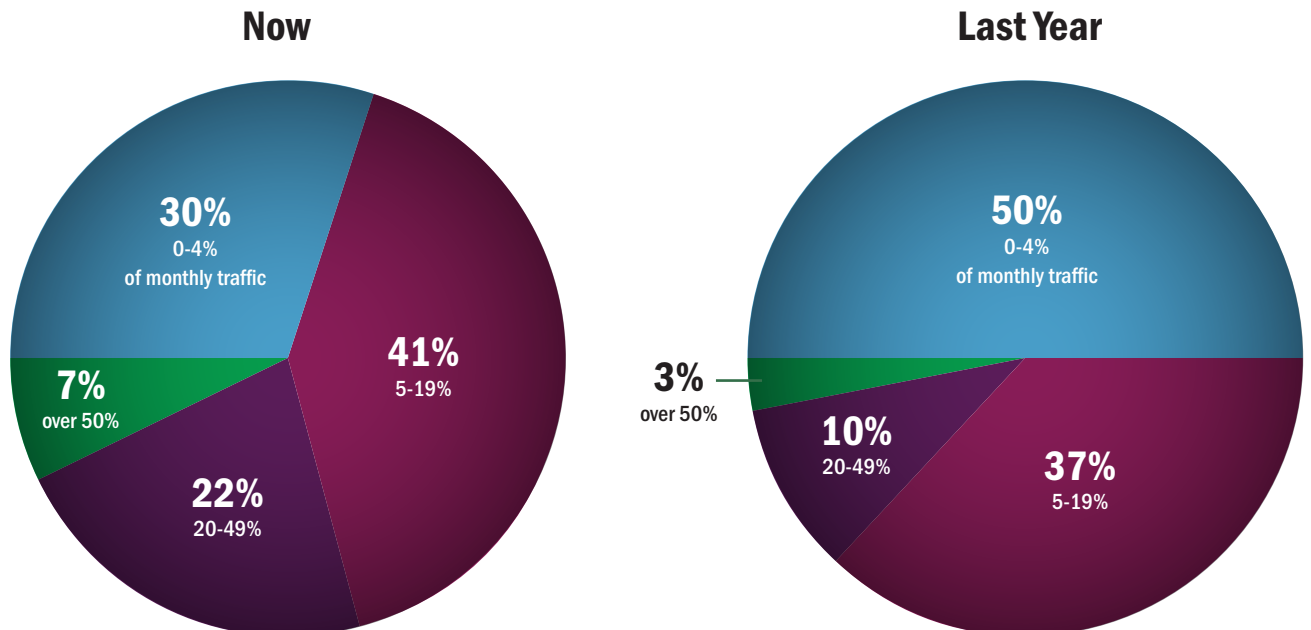
MEASUREMENT

When asked to cite the single most valuable metric for measuring social marketing impact for their brand, several respondents admitted that they hadn't yet figured this out. "Likes and impressions—that's all we've got now," wrote one. "Friends and followers are a waste of time, but it's what our clients believe in," added another.

Others are searching for something more concrete. "The bottom line is sales at the end of the month," wrote a respondent. "We use surveys to ask clients directly where they heard about us," said another, while others cited sign-up rates for things like newsletters solicited through social.

The lack of hard social metrics is clearly frustrating for many marketers. "There's engagement and growth of community. Quite honestly, there should be better met-

WHAT PERCENTAGE OF TOTAL MONTHLY TRAFFIC COMES TO YOUR WEBSITE VIA SOCIAL MEDIA?



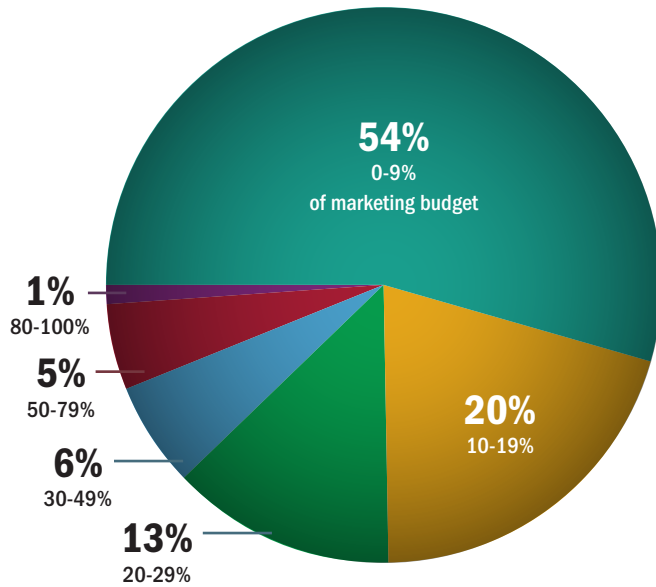
rics for determining social media value, but this seems to be the industry benchmarks most often spoken about. As if getting high-fives in public was some sort of currency.”

Another lamented that it would be great just to know if their target audience truly was active on a specific social network. “We deal with a lot of CIOs and CFOs. Are they really on any social networks, or is social just a waste of our time?”

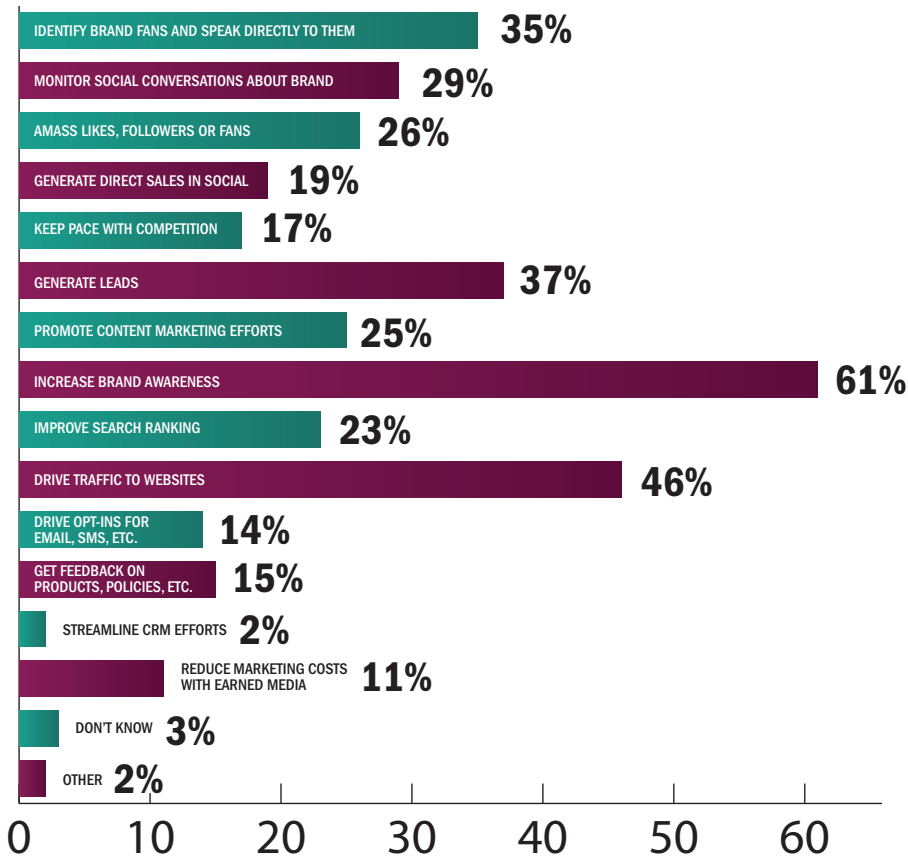
One marketer suggested that it would be valuable to have “likes” qualified to show that the person was truly engaged with the brand. “At the moment, ‘likes’ work really as a stand-alone metric to simply show that people are talking about something.”

Likewise, another said it would be helpful to know how a consumer felt about being “affiliated” with a brand. “This would include qualitative and quantitative measure on engagement, loyalty and other indicators of preference. It would be like measuring a baseball fan’s interest or degree of affiliation with their favorite team.”!

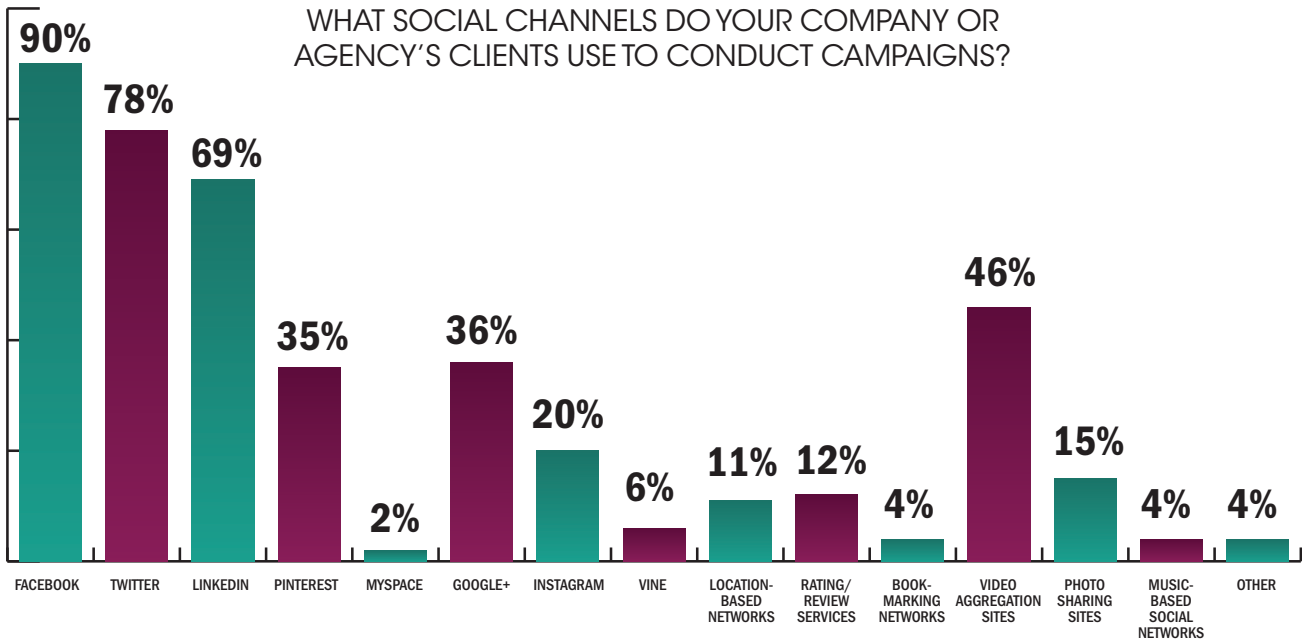
WHAT PERCENTAGE OF YOUR TOTAL MARKETING SPENDING WILL GO TOWARD SOCIAL MARKETING IN 2013?



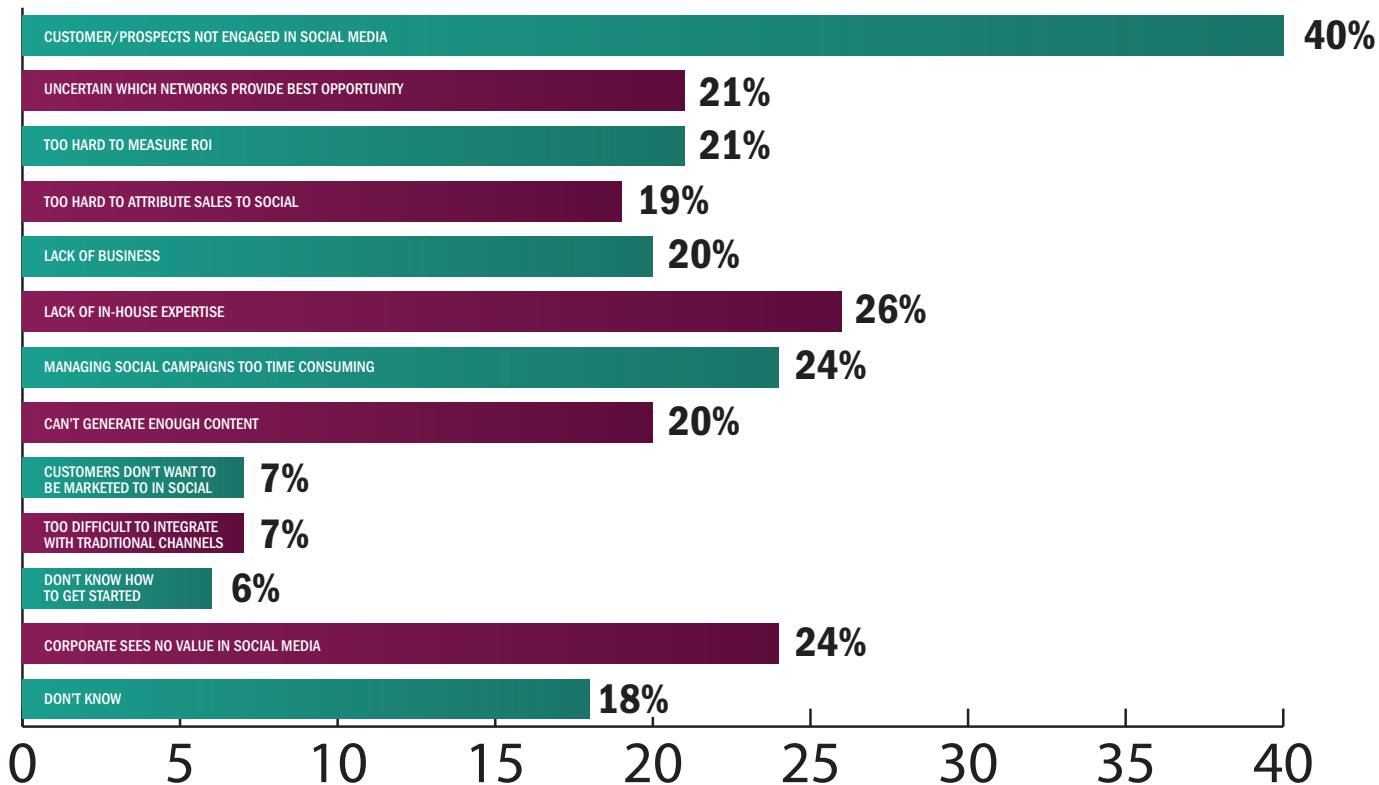
WHAT ARE YOUR BRAND’S OR AGENCY’S CLIENTS’ TOP THREE STRATEGIC SOCIAL MEDIA GOALS? (CHOOSE UP TO 3.)



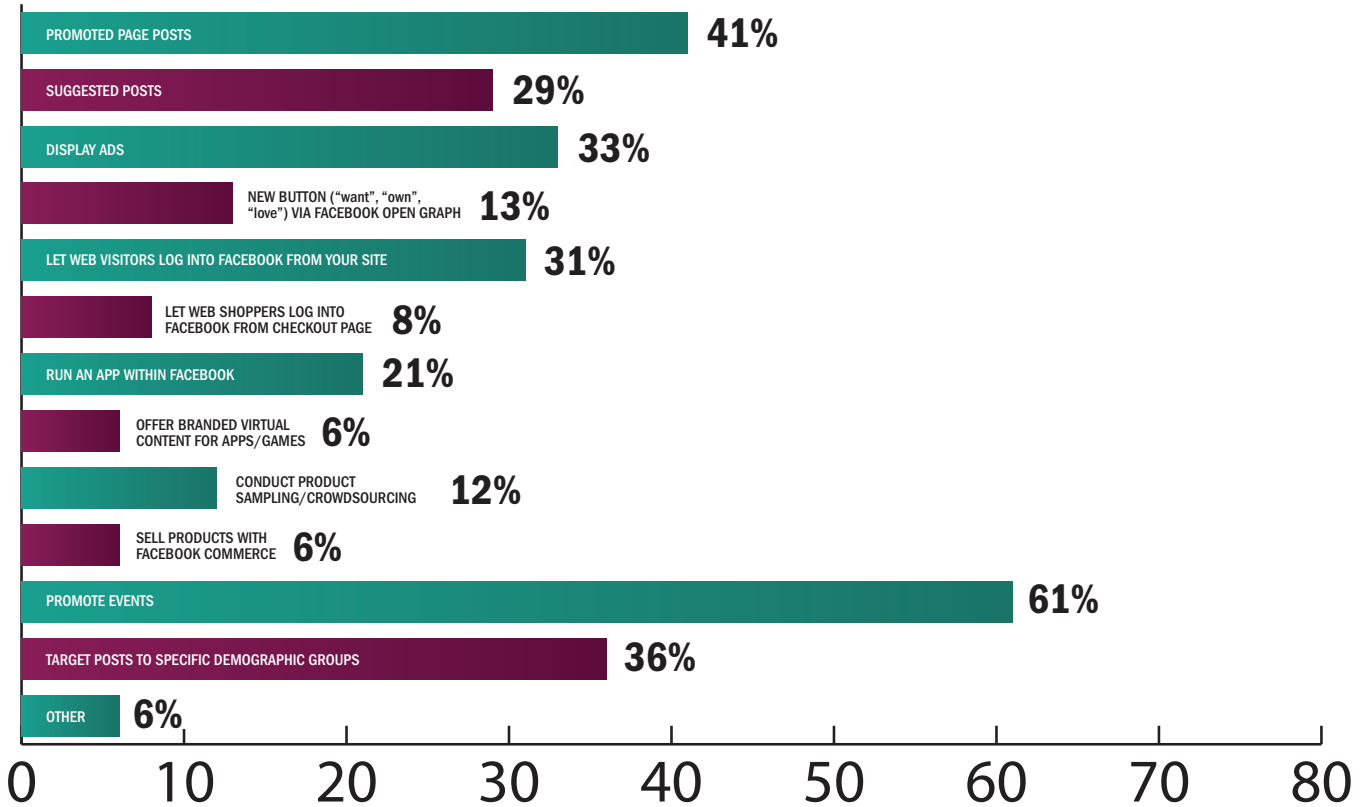
WHAT SOCIAL CHANNELS DO YOUR COMPANY OR AGENCY'S CLIENTS USE TO CONDUCT CAMPAIGNS?



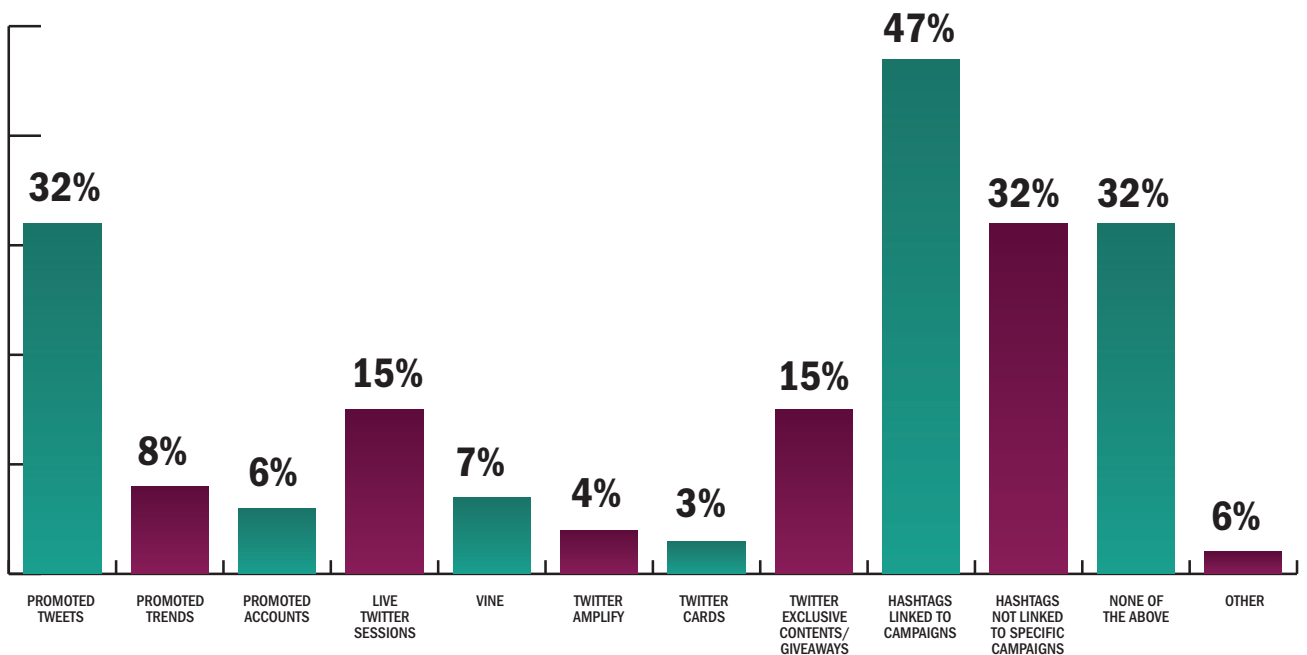
IF YOU (OR YOUR AGENCY'S CLIENTS) DON'T MARKET VIA SOCIAL MEDIA, WHY NOT?



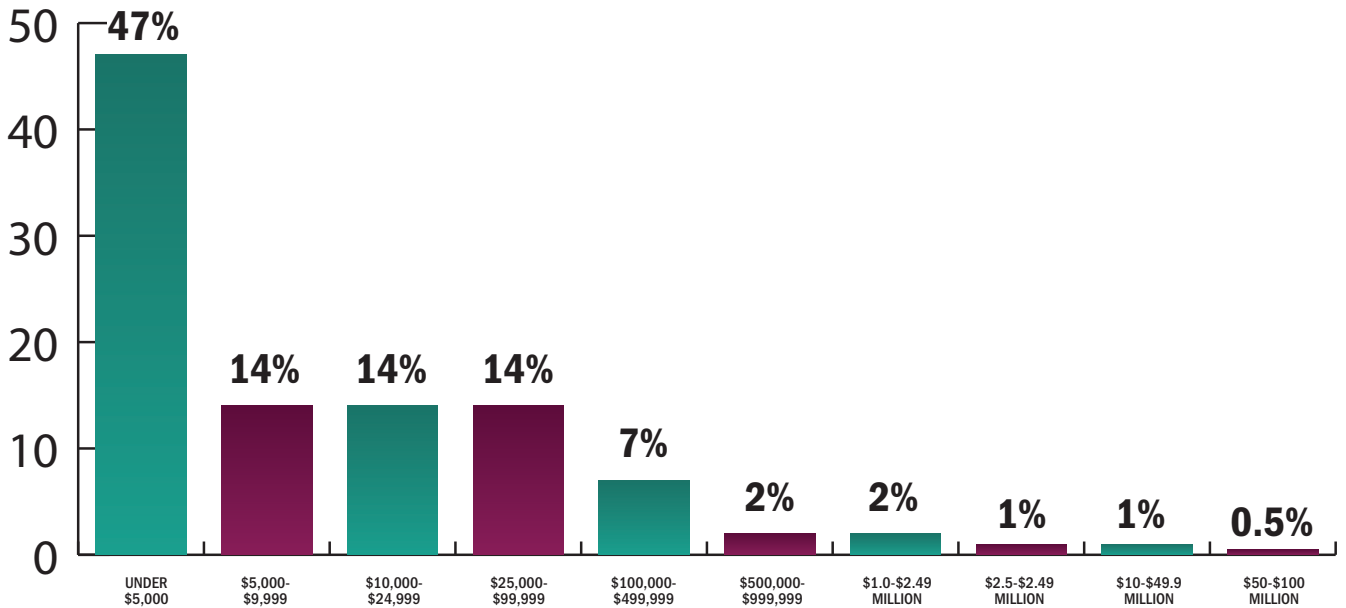
WHICH FACEBOOK TACTICS ARE YOU USING OR CONSIDERING USING THIS YEAR?



WHICH TOOLS ARE YOU OR YOUR AGENCY CLIENTS CURRENTLY USING TO MARKET IN TWITTER?



HOW MUCH WILL YOUR BRAND SPEND ON SOCIAL MARKETING IN 2013?



WHAT ARE YOUR BIGGEST FRUSTRATIONS OR CHALLENGES IN SOCIAL MEDIA MARKETING?

