



# **SOCIAL AND MOBILE** MARKETING DATA REPORT

Marketers: Sold on social, still getting their feet wet in mobile



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To find out how marketers work with social media and mobile technology, we created a survey to determine how they are collecting social analytics, how they use the data to plan their marketing strategies, and how they are incorporating mobile into their marketing plans.

According to the 175 marketers who responded to the survey, 100% of them are using social for marketing. Of these, 38% of marketers have been using social for four years or more, and the remaining 62% have been using it for one year or more.

In terms of how they collect data, 80% of the participants report that they receive analytics directly from the social media channel, and half of them either supplement or rely on data from outside analytics providers.

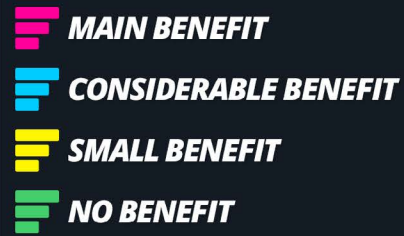
When it comes to effectiveness for social marketing efforts, Facebook and Twitter reign supreme. Just over 71% of marketers find FB “effective” or “very effective,” with Twitter pulling in 64.5% in those same rankings. And despite the power of visuals on digital and social platforms, 59.5% of the marketers surveyed ranked blogs as “effective” or “every effective” tools for their marketing efforts.

One of the insights we wanted to uncover is what exactly what marketers are hoping to gain from social marketing. Their answers ran the gamut from building brand awareness to using social to generate more sales.

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# GOALS RANKED FOR SOCIAL MEDIA MARKETING



## BRAND AWARENESS

BUILD BRAND AWARENESS AMONG PROSPECTS WITH LESS EXPENSE THAN TRADITIONAL ADVERTISING



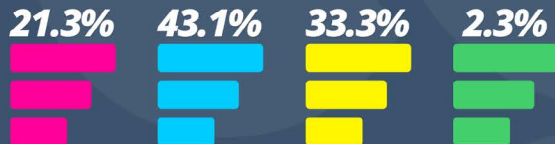
## CUSTOMER SERVICE

SERVE AS A CUSTOMER SERVICE TOOL



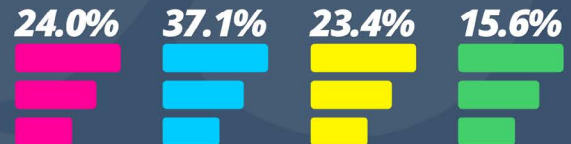
## ATTRACT FOLLOWERS

ATTRACT MORE FOLLOWERS OVERALL



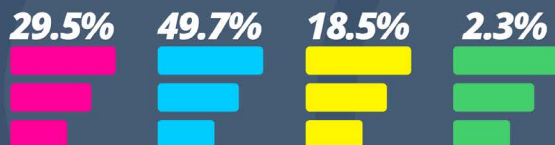
## BLOG READERSHIP

BUILD THE READERSHIP OF OUR BLOG



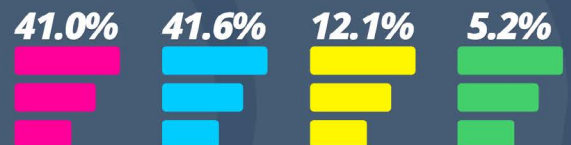
## INCREASE LOYALTY

INCREASE LOYALTY AMONG OUR EXISTING CUSTOMERS



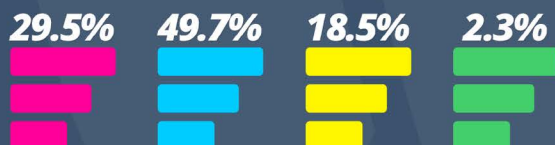
## WEBSITE TRAFFIC

DELIVER MORE VISITORS TO OUR WEBSITE



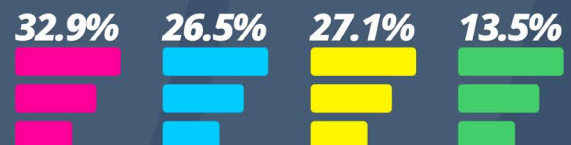
## CUSTOMER INSIGHTS

GLEAN INSIGHTS ABOUT OUR CUSTOMERS



## GENERATE SALES

GENERATE MORE SALES

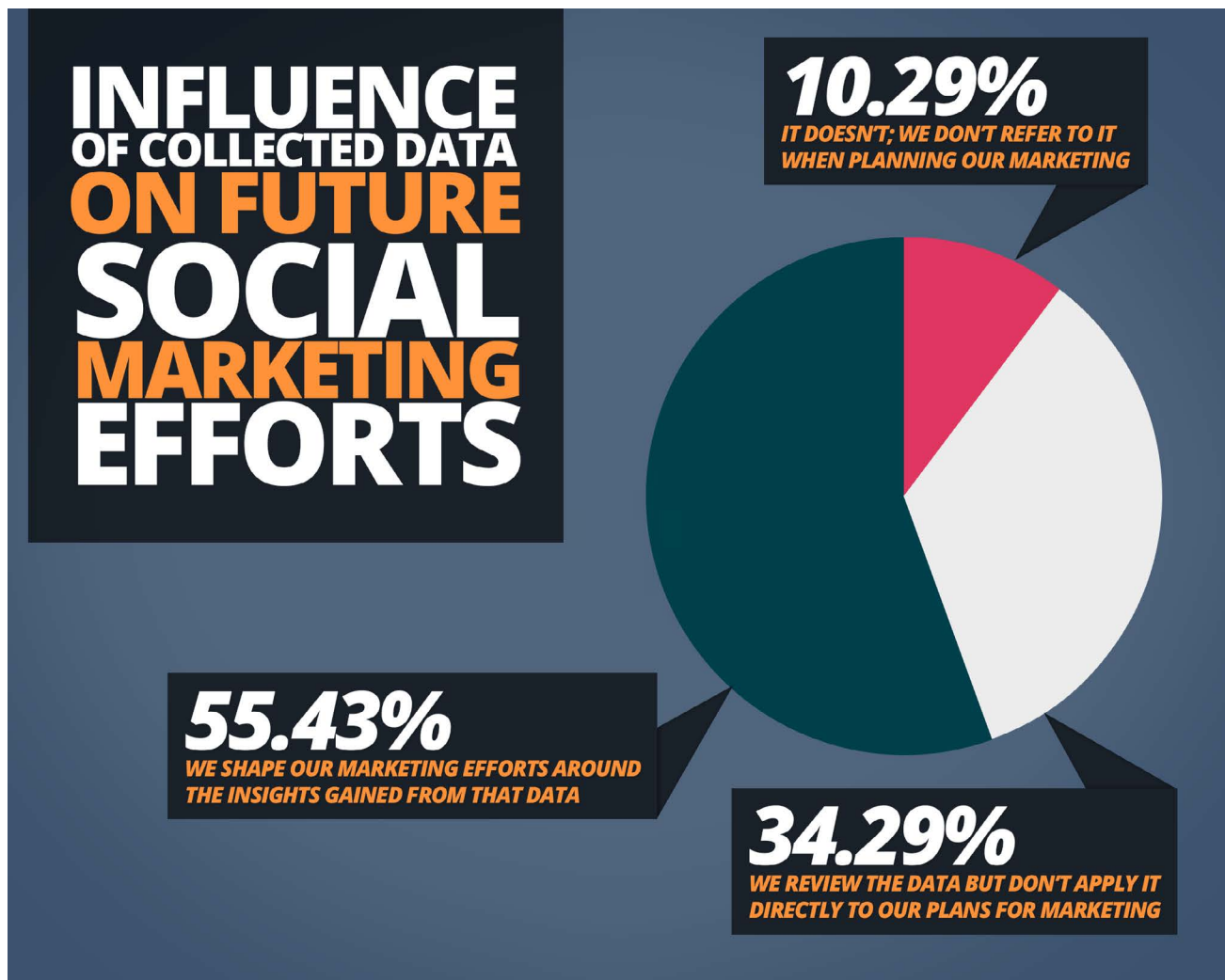


"A great example of the effectiveness of social marketing is a company called LifeSize. This past year they won the Markie Award for Best Social Campaign by creating content that not only kept their core audience engaged but also reaches an entire new audience. Through their use of YouTube specifically they grabbed the attention of an astounding 600,000 end users. "

- Lauren Harper, Sr. Manager Social Marketing, Oracle Marketing Cloud

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Once marketers have collected their social data, how do they put it toward their future social marketing campaigns?



More than half report using the insights gathered from the data to formulate their marketing plans, while a little under a half say that they don't use the data in that manner. While it is unclear exactly what they are doing with the data (the survey didn't require respondents to provide more detail) one can extrapolate from the respondents' answers about the effectiveness of social, (Chart #1) and surmise that companies are using the data for other things such as generating sales leads and for customer service efforts.

*"Social media data is a significant source for leads and insights into consumer engagement within your target marketplace."*

*- John Beveridge, President, Rapidan Strategies*

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One of the key findings from the survey is a surprising one: Nearly half of the respondents say that they aren't striving for full integration of data across all channels.



This is puzzling, as one would assume that the goal of any marketer is to strive for full integration of data across all channels. Again, the respondents weren't required to give an explanation, [but a benchmark study on big data integration by Ventana Research provides some clues.](#)

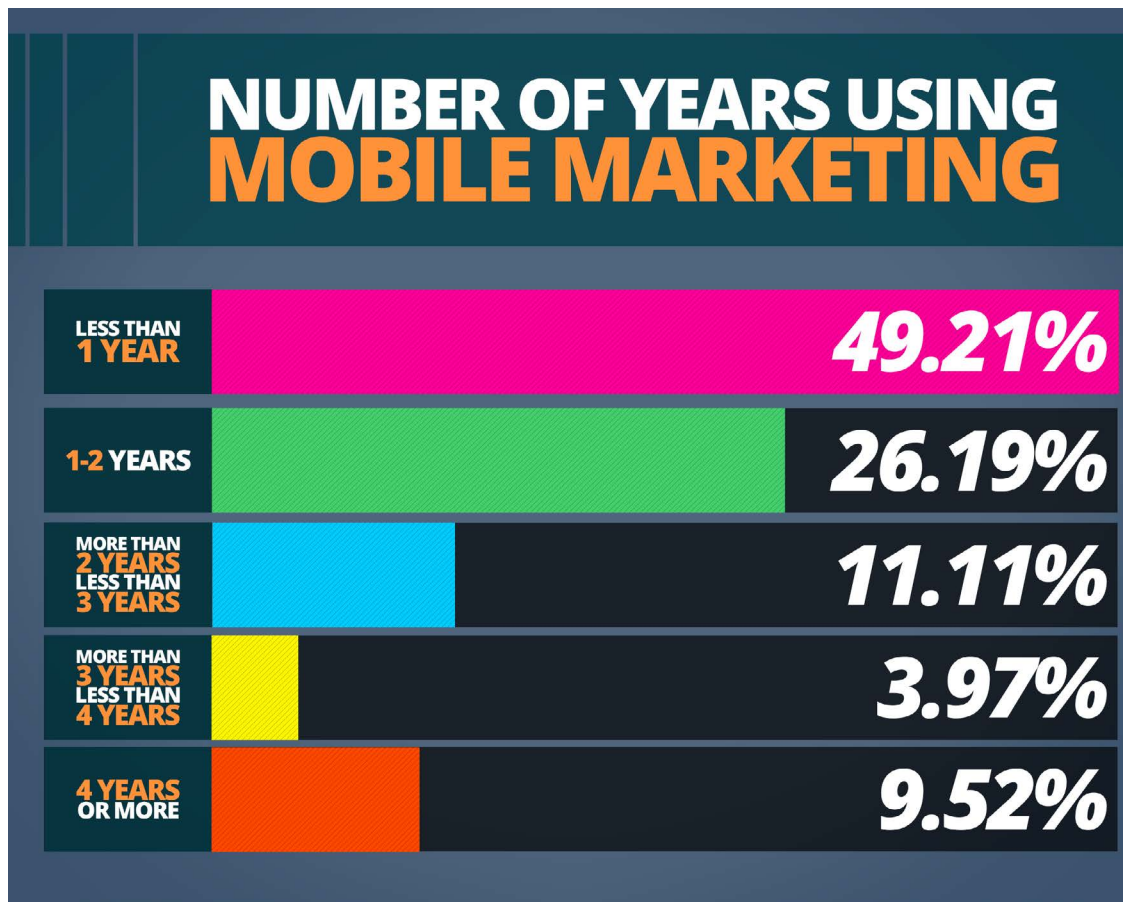
*"The most common barriers to improving big data integration are cost of the software or license (for 44%), lack of resources to use on improvement (37%) and the sense that big data technologies are too complicated to integrate (35%)."*

*—Mark Smith, CEO and Chief Researcher, Ventana Research*

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## MARKETERS ARE MISSING THE MARK ON MOBILE

While mobile has been touted as the next big platform for social marketing, this group of respondents has just dipped their toes into the mobile waters. Nearly half of the respondents have been marketing on mobile for less than one year.



For the marketers using mobile, the features they use to deploy their messages are blogs mobilized for mobile (36.5%), Facebook tabs (36%), and text messages (29%). And much like other social channels, the main benefit to this group of respondents is to stimulate more social sharing (38%), followed by gaining more followers and increasing social interactions (36.3 %)

Mobile marketing hasn't lived up to its hype, according to this group of respondents. Less than 20% report that it has delivered what they've expected.

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## WHAT ARE MARKETERS' GOALS FOR MOBILE?

The distribution for each answer indicates that no single goal clearly dominates, although the top two results point to a goal of stimulating more engagement on social media channels.



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# MEETING EXPECTATIONS OF MOBILE MARKETING EFFORTS



YES, THE RESULTS SURPASSED OUR EXPECTATIONS

7.94%



YES, THE RESULTS MET OUR EXPECTATIONS

18.25%



NO, THE RESULTS DID NOT MEET OUR EXPECTATIONS, BUT IT HAS BEEN HELPFUL

36.51%



NO, THE RESULTS DID NOT MEET OUR EXPECTATIONS, AND IT HAS BEEN A DISAPPOINTMENT

7.94%



NOT SURE, WE CANNOT DETERMINE AT THIS POINT

29.37%

The results aren't surprising, however, given that the majority of respondents have been using mobile for marketing for less than two years, and will need to invest more time on the platform in order to ascertain what kinds of strategies are the most effective and appropriate for their marketing needs.

*"The rapid adoption of smartphones also came almost too soon after digital media jolted the advertising industry. One mobile-ad insider calls it a 'second wave of hell' for brands and publishers."*

—Mark Bergen, Advertising Age

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## CONCLUSION

As our survey illustrates, social media has become a well-established tool in a marketer's arsenal. And while there may be differences over the effectiveness of each social channel, it is clear that social marketing as a whole is a valuable commodity for building brand awareness, engaging with customers and clients, and engendering customer loyalty.

Looking forward, however, it is clear that marketers are still grappling with the volume of data that is being generated, and are struggling to find ways to distill the information into cohesive, integrated marketing campaigns. The solution might be found, in part, by smarter data analytics software, or it could require a more human touch, such as better integration of the marketing and analytics teams.

And in regards to mobile, they clearly need to get on the mobile bandwagon and at least start to experiment with different strategies and campaigns.

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