

# 2012 Impact of Social Business in Small and Medium Business Study

---

Sanjeev Aggarwal  
Laurie McCabe  
Brent Leary  
Arjun Aggarwal

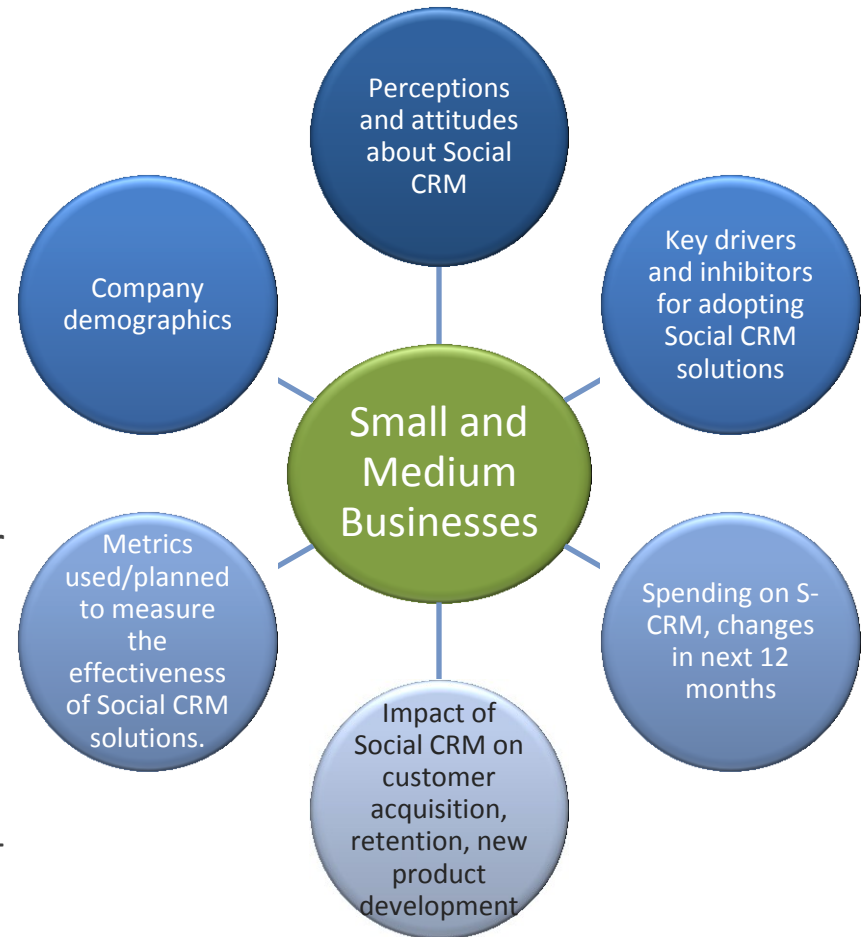
# Why Conduct an SMB Social Business Study?

---

- 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 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.

# Goals of the *2012 Impact of Social Business in Small and Medium Business Study*

- Examine social business related trends, dynamics, opportunities and challenges among North American SMBs
- Understand how SMBs are reshaping their marketing, sales, service and product development strategies to incorporate social business practices
- Assess the opportunities and obstacles that SMBs perceive in this area
- Provide clients with actionable, granular research about SMB attitudes, strategies, paths to adoption, plans, budgets and integration requirements for social business
- Provide trending insights based on year-over-year data comparisons with SMB Group's *2011 Impact of Social Business in Small and Medium Business* study



# Key Questions this Study Will Answer

---

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
- Trending insights based on comparisons with the **2011 Impact of Social Business in Small and Medium Business** study

# Methodology

---

- Web-based survey
- Approximately 30 questions
- Fielding scheduled for March 2012
- Random sample of small and medium businesses across 18 different industries and non-profits
- Respondents are business decision-makers and influencers for social media, CRM, marketing and other business solutions
- 750 completed responses in four size segments:
  - Very Small Business (1-19 employees) N=350
  - Small business (20-99 employees) N=200
  - Medium business (100-999 employees) N=200
- Analysis will be done on weighted sample to represent actual employee distribution in U.S. market

# Deliverables and Pricing

---

## Option A: Sponsorship Package—Study Results plus Additional Cross Tabs and Inquiry \$18,000

- Includes all the deliverables in Option B plus:
  - Web conference presentation of key findings and Q&A
  - 3 hours of additional inquiry (including additional crosstabs)
  - PDF of study results with employee size crosstab banner for all questions
  - Analysis and crosstabs by employee size, adoption and industry

Please contact us if you'd like to schedule time to learn more.

## Option B: Basic Results Package—Study Results \$16,000

- Data report study (Power Point format)
- Includes detailed crosstab analysis by employee size includes for:
  - Small Business: 1-99 employee segments
  - Medium Business: 100-249, 250-499, 500-1,000 employee segments
  - Some relevant analysis by adoption

[surveys@smb-gr.com](mailto:surveys@smb-gr.com) or call Sanjeev Aggarwal (508)410-3562

Brent Leary (678) 561-7276

# Table of Contents Selected Highlights Related Blog Posts

*2011 Impact of Social Business in Small and  
Medium Business Study*



# Table of Contents

- SMB Social Business Market Study
  - Executive Summary
  - Table of Contents
  - Executive Summary Agenda
  - Study Goals
  - Methodology
  - Definitions Used For This Study
  - Additional Resources Available
  - Top Takeaways
  
  - SMB Use/Plans for Social Media
  - Top Takeaways—Penetration and Plans
  - Top Takeaways—Business Activities and Social Media
  - Top Takeaways—Budgets and Value
  - Top Takeaways—Segmentation
  - Key Implications for Vendors
  - Activities that SMBs Use/Plan to Use Social Media for in Their Businesses
  - What Activities or Programs Do SMBs Engage In?
  - How Do SMBs Accomplish These Activities?
  - How Do SMBs Use/Plan to Use Social Media for these Activities?
  - Comparison of Ad Hoc and Strategic Users: Use of Social Media for Specific Activities
  - How Do SMBs Accomplish These Activities?
  - Comparison of Ad Hoc and Strategic Users: Use of Social Media for Specific Activities
  - Customer Service/Support Channels
  - Current Capabilities of Websites
  - Current Capabilities of Websites
  - How Satisfied Are SMBs with the Results they Are Achieving from Social Media in these Areas?
  - How Satisfied Are SMBs with the Results they Are Achieving from Social Media in these Areas?
- Penetration of and Satisfaction with Social Media for Business Activities - Structured Users (small business)
  - Penetration of and Satisfaction with Social Media for Business Activities - Structured Users (medium business)
  - Have Social Media Replaced Other Forms of Sales, Marketing or Service Activities?
  - Importance of Linking Traditional Marketing, Sales and Customer Service Applications/Processes with Social Media
  - Comparison of Ad Hoc and Strategic Users: Linking Sales, Marketing or Service Activities with Social Media
  - Do SMBs Integrate/Plan to Integrate Social Media with Traditional Marketing, Sales and Customer Service Solutions/Processes?
  - Social Media Channels Use, Plans and Perceptions
  - SMB Use/Plans for Social Media
  - What are the Top Social Media Channels SMBs Currently Use?
  - Comparison of Ad Hoc and Strategic Users: Social Media Channels Used
  - How Frequently Do SMBs Use Social Media Channels? Structured Users
  - How Frequently Do SMBs Use Social Media Channels? Ad Hoc Users
  - How Frequently Do SMBs Use Social Media Channels? Structured
  - How Frequently Do SMBs Use Social Media Channels? Ad Hoc
  - How Beneficial are Social Media Channels to Your Business? Structured
  - How Beneficial are Social Media Channels to Your Business? Ad Hoc
  - How Beneficial are Social Media Channels to Your Business? Structured
  - How Beneficial are Social Media Channels to Your Business? Ad Hoc
  - Penetration and Benefit of Social Media Channels - Structured Users
  - Penetration and Benefit of Social Media Channels – Ad Hoc Users



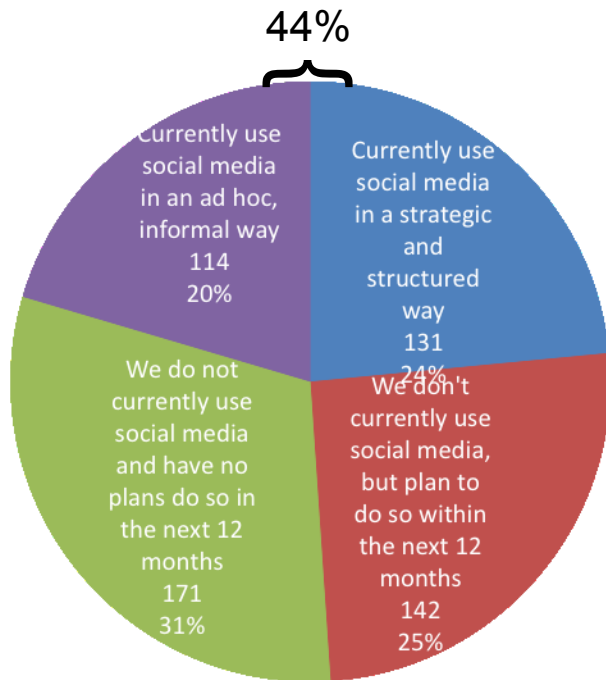
# Table of Contents

- Penetration and Benefit of Social Media Channels - Structured Users
- Penetration and Benefit of Social Media Channels – Ad Hoc Users
- Comparison of Ad Hoc and Strategic Users: Planned Social Media Channels
- Social Media Management and Budgets
- Departments Involved With Social Media
- Departments Involved With Social Media
- Departments Involved With Social Media
- Comparison of Ad Hoc and Strategic Users: Track and Measure Social Media
- Comparison of Ad Hoc and Strategic Users: Track and Measure Social Media
- Do You Use Free/Paid Tools to Monitor and Manage Social Media?
- What Free and Paid Tools Do SMBs Use to Monitor and Manage Social Media?
- Social Media Budgets
- Comparison of Ad Hoc and Strategic Users: Social Media Budgets
- Social Media Drivers and Inhibitors
- What are SMBs Top Challenges in Getting Value from Social Media?
- What are the Top Social Media Channels SMBs are Planning to Use?
- What Would Delay or Accelerate Adoption of Social Media Solutions? (Respondents that Plan to Use)
- What Would Delay and Accelerate Adoption of Social Media Solutions? (Respondents that Plan to Use)
- What are the Top Reasons for Not Using Social Media? (Respondents with No Plans to Use)
- Demographic Segmentation Highlights
- Differences in Social Media Use/Plans by Expected Change in Annual Revenues
- Differences in Social Media Use/Plans by Industry
- Differences in Social Media Use/Plans by Industry

- Differences in Social Media Use/Plans by Type of Customers SMBs Sell To
- Differences in Social Media Use/Plans by Phase of Business
- Primary Customers – Social Media Adoption
- Primary Customers – Social Media Usage Functions
- Primary Customers – Social Media Usage Functions
- Primary Customers – Social Media Channel Usage
- Primary Customers – Social Media Channel Usage
- Q & A

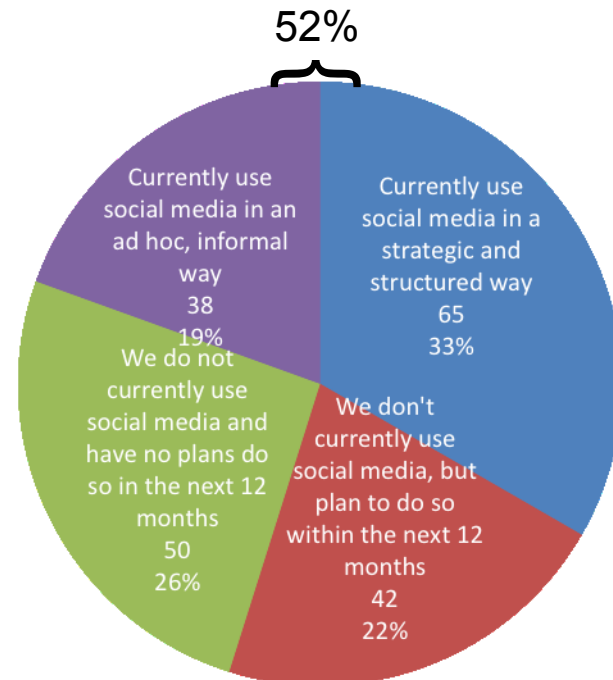
# SMB Use/Plans for Social Media

## Small Business



Sample Size = 558

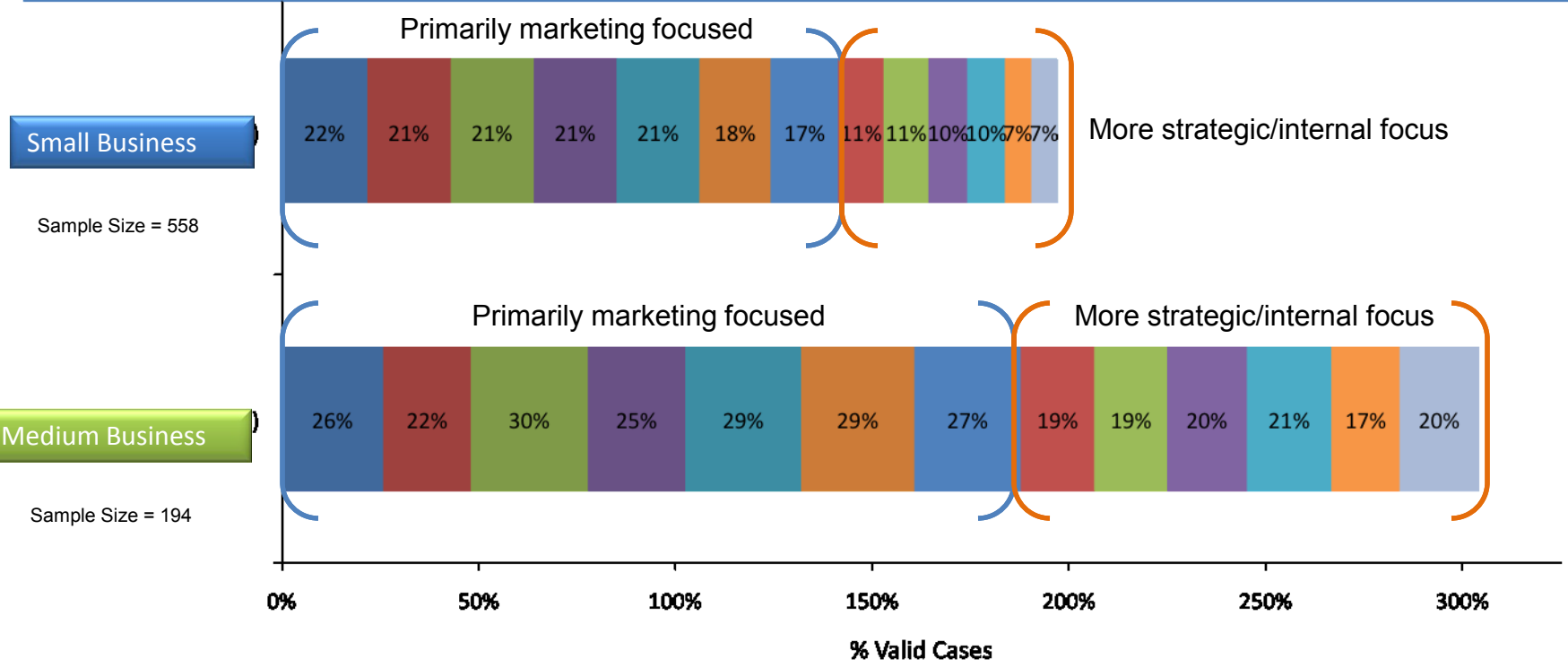
## Medium Business



1.) Which of the following best describes your company's use and/or planned use of social media to engage with your customers or prospects?

# How Do SMBs Use/Plan to Use Social Media for these Activities?

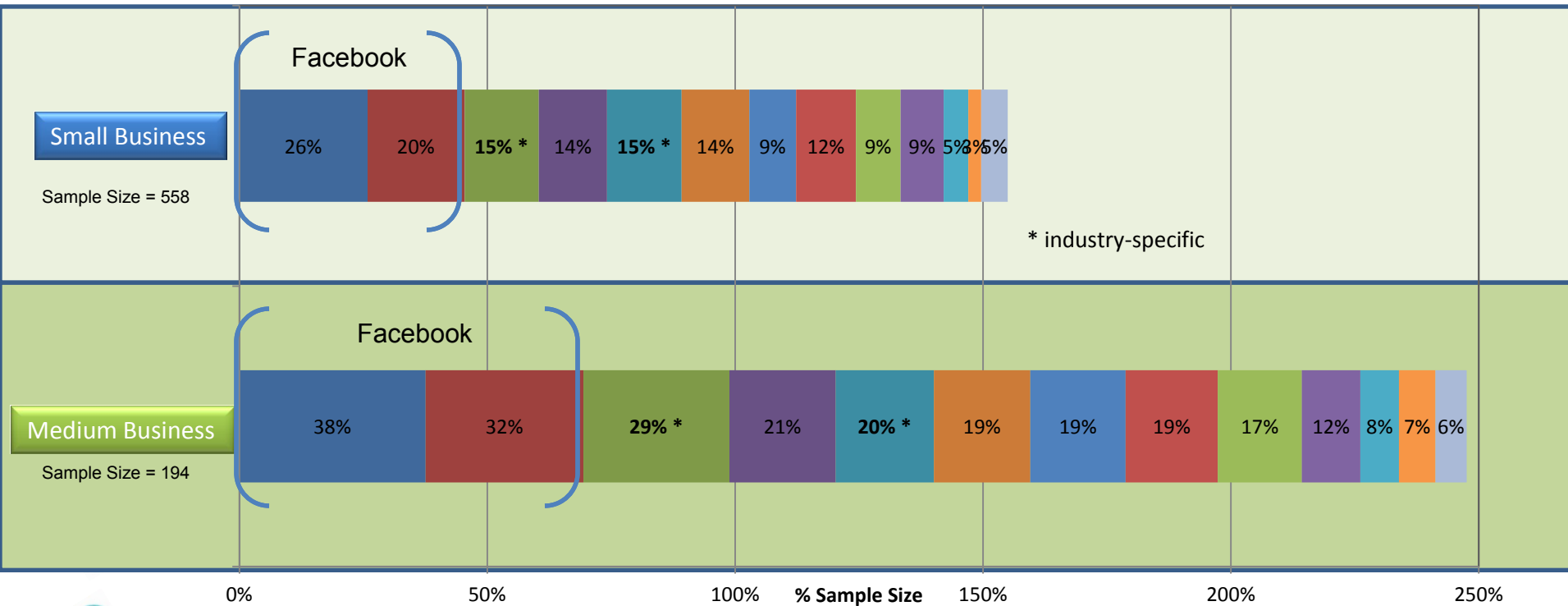
- Generate new leads
- Improve market awareness for the company
- Create more/better interaction with customers/prospects
- Improve service/support and customer retention
- Analyze data to improve knowledge of market trends, etc.
- Improve internal collaboration
- Aid new employee recruitment
- Connect with people who aren't customers
- Generate more web site traffic
- Monitor and enhance and enhance company reputation
- Bring voice of the customer into the company
- Gather competitive intelligence/research
- Get input for product development



20. Which of the following ways are you using OR planning to use social media for your business?

# What are the Top Social Media Channels SMBs Currently Use?

- Company Facebook page
- Company participation in industry-specific communities
- Industry-specific online social communities
- Company YouTube presence to post videos about company, etc.
- Company branded blog(s)
- Coupon services (Groupon, LivingSocial, etc.)
- Social bookmarking sites such as Digg
- Engage and/or post content on relevant Facebook groups
- Company participation in relevant LinkedIn forums, discussions, etc.
- Post comments on related blogs
- Company/individual Twitter handles to engage the company
- User review sites (e.g. Yelp! Epinions, etc.)
- Geo location service (e.g. Foursquare)



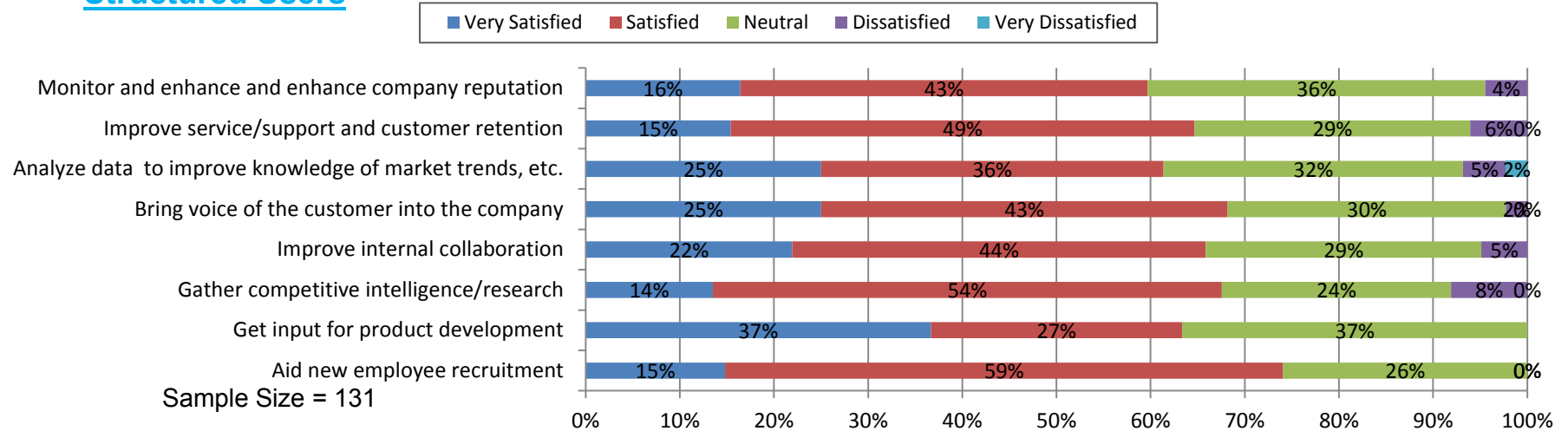
15. Which of the following **social media channels** does your company proactively use OR plan to use to help you engage and interact with customers and prospects?

# How Satisfied Are SMBs with the Results they Are Achieving from Social Media in these Areas?

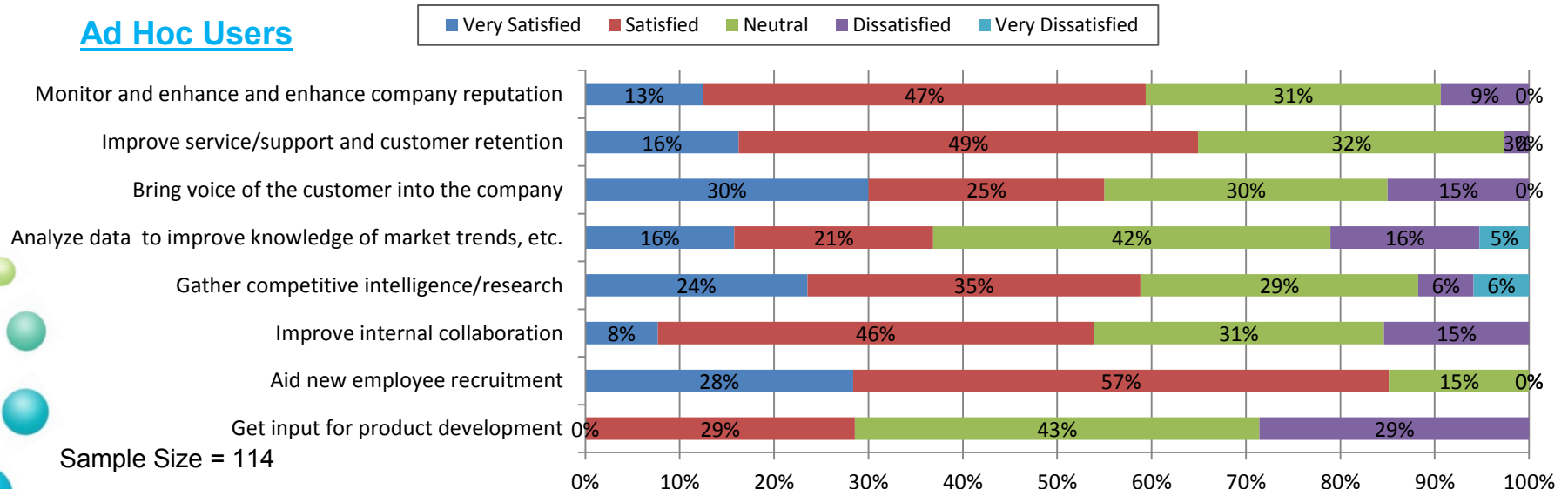
(Showing Top 8 out of 13 areas in which respondents use social media)

Small Business

## Structured Users



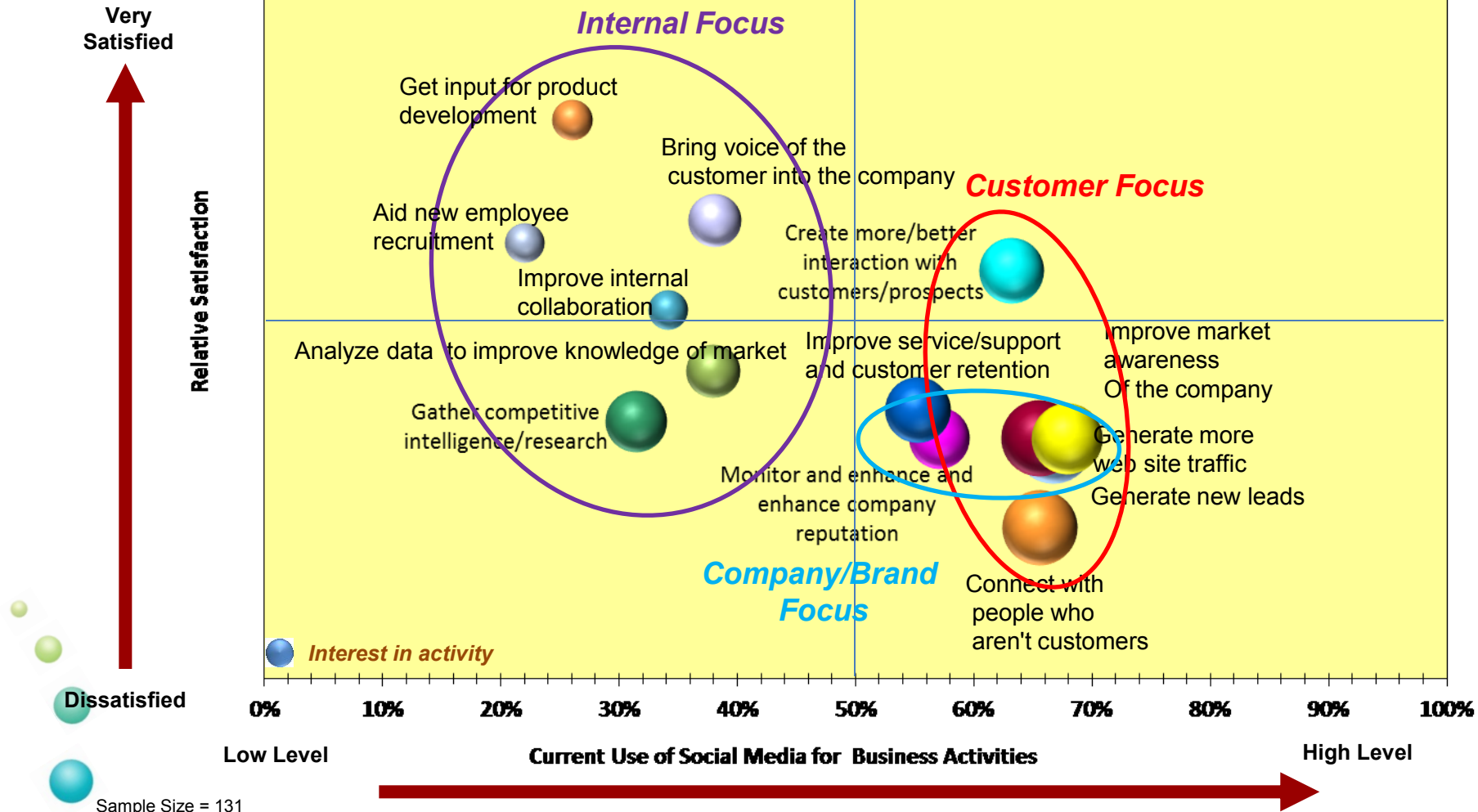
## Ad Hoc Users



21. How satisfied are you with the results you are achieving from your current use and investment in social media?

# Penetration of and Satisfaction with Social Media for Business Activities - Structured Users

Small Business



20 & 21.) Which of the following ways are you using or planning to use social media for your business?

# Do SMBs Integrate/Plan to Integrate Social Media with Traditional Marketing, Sales and Customer Service Solutions/Processes?

	Already integrated	Planning to integrate with internal staff in the next 12 months	Plan to integrate with help from a service provider to in the next 12 months	No plans to integrate	Totals
CRM (or contact manager) application	70 12.9%	105 19.3%	79 14.5%	290 53.3%	544 100%
Marketing processes	121 22.2%	161 29.6%	93 17.1%	169 31.1%	544 100%
Sales processes	106 19.5%	149 27.4%	72 13.2%	217 39.9%	544 100%
Customer Service and/or support processes	107 19.7%	157 28.9%	79 14.5%	201 36.9%	544 100%
Product development processes	63 11.6%	108 19.9%	73 13.4%	300 55.1%	544 100%
Company web site	205 37.7%	158 29.0%	91 16.7%	90 16.5%	544 100%
Company mobile friendly web site	69 12.7%	141 25.9%	95 17.5%	239 43.9%	544 100%

All SMBs using/planning to use social media

# What Free and Paid Tools Do SMBs Use to Monitor and Manage Social Media?

## Free Tools

## Paid Tools

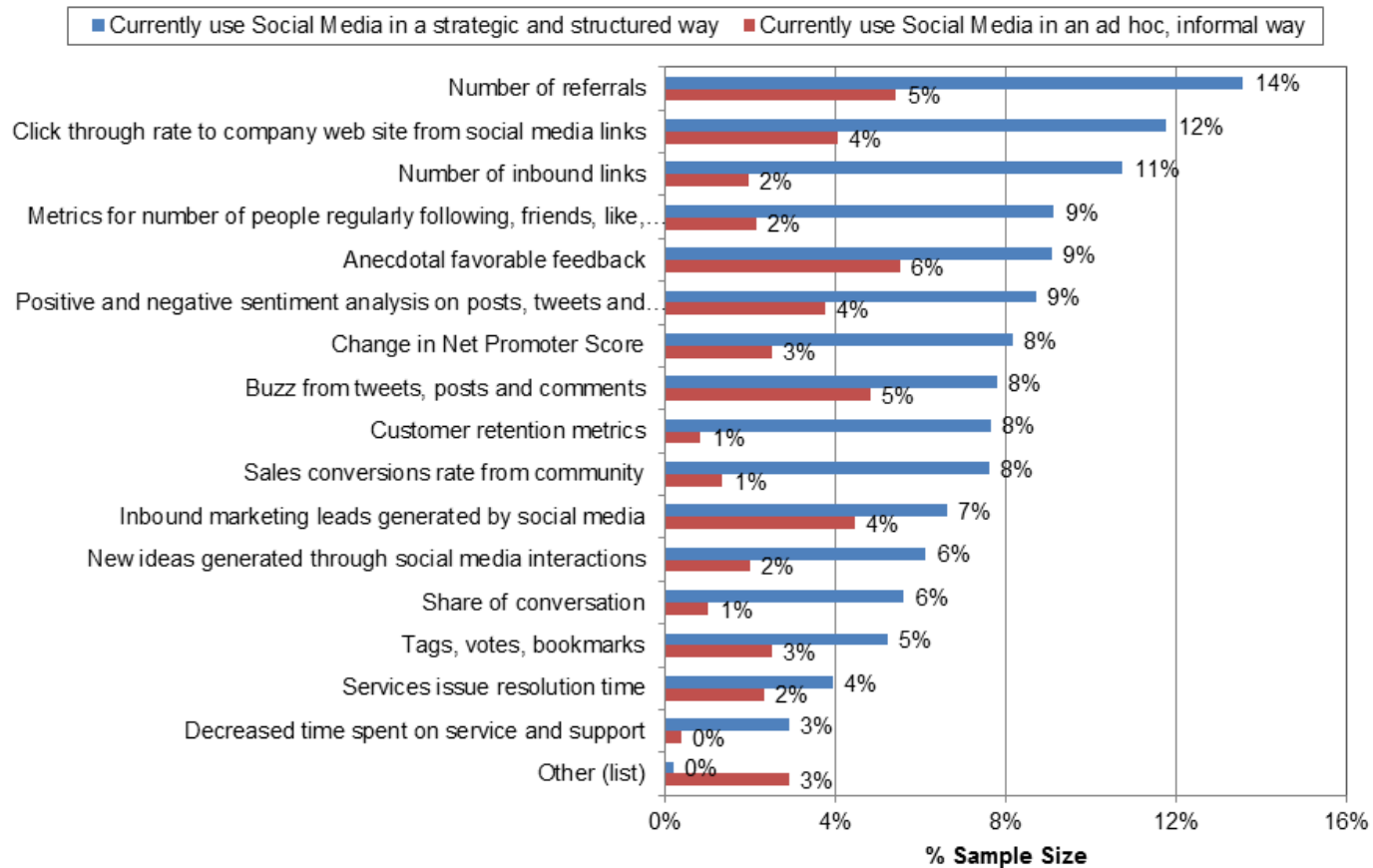
<u>Current Total</u>	<b>80</b>	<u>Current Total</u>	<b>10</b>
Facebook	2	Lithium	2
Google Alerts	63	Radian6	2
Hootsuite	5	Reputation Manager	5
		Google Alerts <i>(respondent noted as paid although this is free)</i>	1
Tweetdeck	11		
LinkedIn	1		
<u>Planned Total</u>	<b>8</b>	<u>Planned Total</u>	<b>24</b>
TweetDeck	2	Radian6	2
Don't know/Researching	6	Lithium	5
		Vocus	1
		Reputation Manger	1
		Green Media Toolshed	1
		Constant Contact	1
		Don't know/Researching	13

Sample Size = 749

18. Does your company use or plan to use any PAID tools or products (e.g. Tweetdeck, Hootsuite, Google Alerts, etc.) to monitor and manage social media?



# Social Media Measurements



Sample Size = 194

# What Free and Paid Tools Do SMBs Use to Monitor and Manage Social Media?

## Free Tools

## Paid Tools

<u>Current Total</u>	<b>80</b>	<u>Current Total</u>	<b>10</b>
Facebook	2	Lithium	2
Google Alerts	63	Radian6	2
Hootsuite	5	Reputation Manager	5
		Google Alerts <i>(respondent noted as paid although this is free)</i>	1
Tweetdeck	11		
LinkedIn	1		
<u>Planned Total</u>	<b>8</b>	<u>Planned Total</u>	<b>24</b>
TweetDeck	2	Radian6	2
Don't know/Researching	6	Lithium	5
		Vocus	1
		Reputation Manger	1
		Green Media Toolshed	1
		Constant Contact	1
		Don't know/Researching	13

Sample Size = 749

18. Does your company use or plan to use any PAID tools or products (e.g. Tweetdeck, Hootsuite, Google Alerts, etc.) to monitor and manage social media?

## Related Blog Posts

---

- [Is there a Method to Social Media Madness?](#)
- [Social Business: Why Having a Plan Matters](#)
- [SMBs Open a New Front Door with Mobile Web Sites](#)
- [Slideshow: Highlights SMB Group 2011 Social Business Study](#)

