

## What We Did

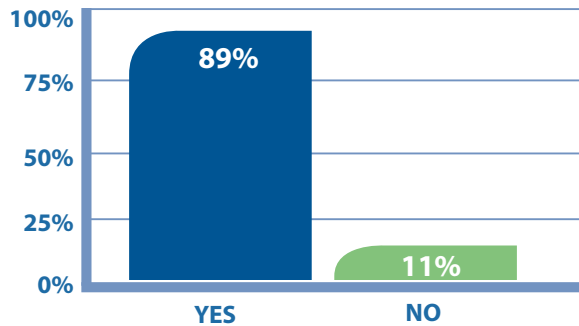
We conducted an online survey with Business Marketing Association members from May 19 – 25 to help better understand how social media is being used as part of operating their business. Seventy members of the BMA took part and of those 62 completed the full survey as they used social media as part of their marketing mix.

## Who Participated?

- Business Owners, CMO's, and senior employees involved with their business's marketing and marketing projects.
- 93% were the actual decision makers (69%) and direct influencers (24%) for purchasing marketing and/or advertising services.
- 54% from companies with 26+ employees; 40% from companies with 101+ employees
- Worked an average of at least 5 years at their company
- 63% men / 37% women
- 84% were 25-54 years old

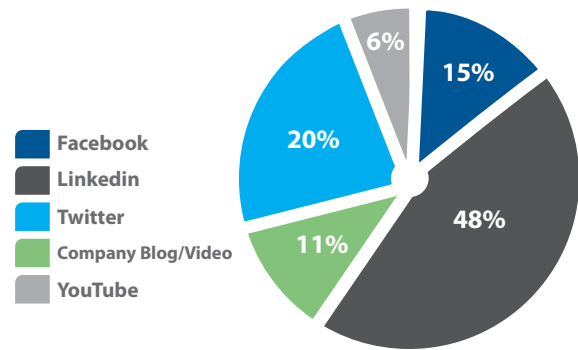
## What We Found

Do you, your department or your company use social media as part of your marketing mix

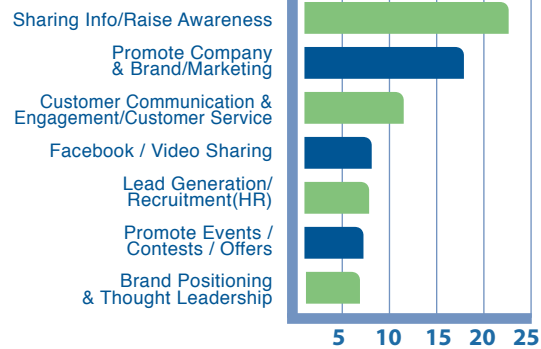
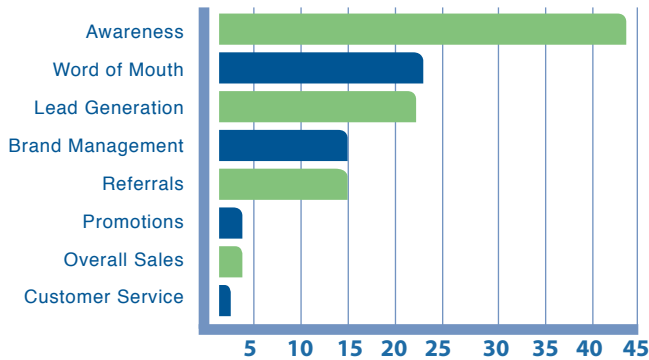


89% of companies are using social media as part of their company's marketing mix. Of those using social media, 48% believe LinkedIn has returned the greatest ROI for their company.

From a marketing perspective, which social media site has returned the greatest ROI for your organization



Which metrics have positively impacted the most from your social media marketing efforts



Social media marketing efforts are believed to positively impact "Awareness", "Word of Mouth", "Lead Generation" and "Brand Management" the most. The best use of social media either done at their own company or seen at another company was for marketing and promotional purposes bringing awareness to the company's products and services - 41% mentioned these.

## Quotable Quotes for Best Uses of Social Media

"To create thought leadership and brand differentiation in a very competitive market/industry."

"Facebook and Twitter have proven very effective as content distribution vehicles. With customers re-sharing and re-tweeting content."

"I believe that our use of twitter represents our best use of social media as part of our overall inbound marketing program."

"Starting best practice/thought leadership groups on LinkedIn that aren't 'branded', but provide a forum for specific industries, business problems, etc."