

Recently we conducted a survey to see how our customer are using social media in their marketing mix. We indicated that we would be sharing the results of the survey with our participants. This letter is a compilation of those results.

While it is clear that the use of social media as a marketing tool is not for every business or organization, most marketing experts would agree that effective marketing and the development of brand awareness requires a mix of mediums. Our short survey indicates that local businesses and organizations believe social media is fast becoming one of the top contenders in that marketing mix.

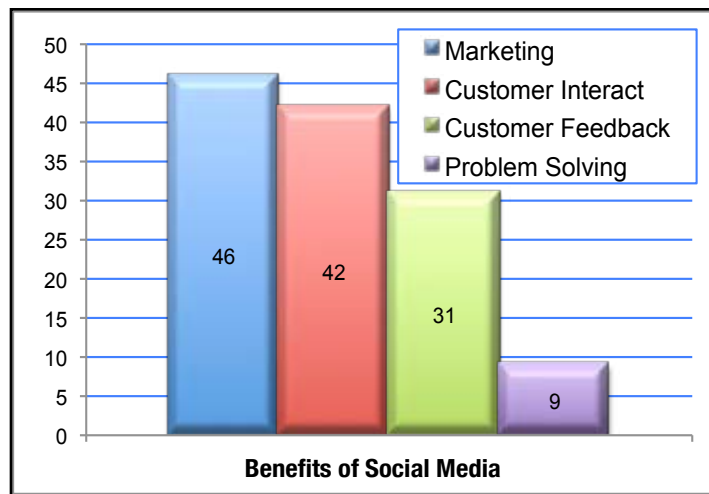
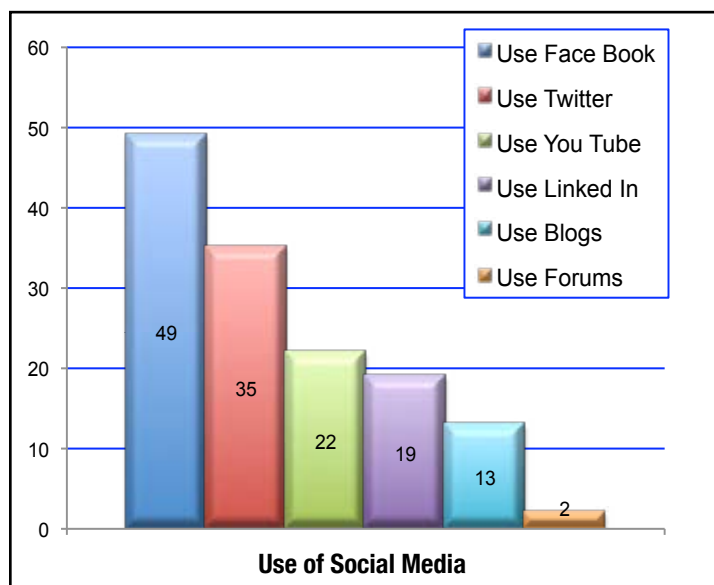
About the Data:

Our mailing list was comprised of both small and large businesses and organizations representing manufacturing, education, non-profit, professional, medical, financial and agricultural industries. The list included 338 individuals representing 295 companies and involved a direct mail postcard, e-mail blast and personalized landing page.

In the first three days 53 people visited their personalized web site, of which 45 completed the survey. The third day after the postcards were delivered we followed with an e-mail blast to everyone who had not yet responded. During the next two days 43 more people visited their landing page of which 35 completed the survey. Total responses for the first week included 96 visitors yielding 80 responses, representing 64 companies.

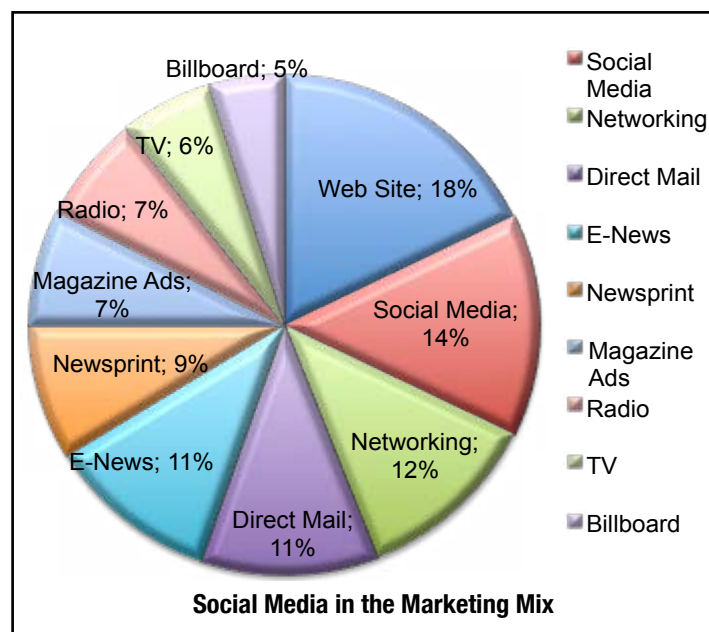
Use of Social Media:

Of the 80 responses, 51 are engaging in social media, with Facebook being the most popular among 49 users. Of the 64 companies represented, 41 are using social media in their marketing mix. An additional seven companies plan to begin using social media, five are unsure if they will use social media and 12 companies do not plan to use social media.



Social Media Benefits:

All of our respondents, including those who are not yet using social media, agree the biggest benefit of social media is the marketing value and client interaction. Other responses included: Contest, offers & discounts; building relationships with donors; spotlighting programs and services; organizing events; monitor discussions about our services and brand; student recruitment; opening the door to conversation; and providing a rich content experience with no “dead ends”.



Piece of the Pie:

In just our small survey it is apparent social media is getting a very large piece of the marketing pie, second only to a company web site. Networking and direct mail are still very popular followed closely by some form of e-mail news.

This information helps us to know where to focus our efforts to better serve our customers and hopefully it provided some information that will help you moving forward.