



The 2014 State of Enterprise Social Marketing Report



Results from Q1 2014 Commissioned study conducted
by Forrester Consulting on behalf of Spredfast.

Executive Summary

In Q1 of 2014, Spredfast commissioned Forrester Consulting to conduct research with the goal of uncovering how the world's largest companies organize, plan, and execute social marketing efforts. Forrester Consulting surveyed 160 senior leaders managing or overseeing digital or social marketing - Director, Vice-President or C-Level executive - at companies with revenue of one billion dollars or greater. Participants spanned companies across eight industry verticals from the United States and Western Europe.

Analysis of the study unearthed key insights and trends from the world's largest, enterprise companies deploying social marketing programs within their organizations.



Commissioned survey conducted by:



SOCIAL IS A GROWING PRIORITY FOR THE WORLD'S LARGEST BRANDS

In determining the value and priority of social marketing, enterprise companies overwhelmingly report social marketing to be a high, and growing, priority from the top-down.

- Social marketing is currently an executive-led, and organization-wide, priority. 78% place the responsibility of social marketing under a CMO, C-Level executive or an Executive/Vice President, and 69% of organizations are prioritizing social marketing based on the way it is organized and executed within their organization.
- 69% of large companies are increasing staffing for social marketing in 2014.
- Social budget is increasing at a greater rate than total worldwide budget. 68% of companies are growing their social marketing budget from 2013, compared to 55% increasing total worldwide marketing budget from 2013 to 2014.
- Social tactics are also growing. 98% of companies market on at least one major social network and 58% have plans to use a social network that wasn't utilized in 2013. 25% plan to use tactics outside of social networks (including curating social content on own sites, branded blogs, "word-of-mouth" campaigns, branded community or forums and/or accepting customer ratings and reviews on own sites).

AUDIENCE INVOLVEMENT IS A DOMINANT GOAL

Pertaining to tactics deployed, measuring business value and internal processes, a chief social marketing concentration is focused on companies involving, and interacting with, their audiences.

- Nearly three out of four companies, 73%, measure the business value of social marketing through audience resonance (engagement metrics of comments, responses, shares).
- Tactics are being deployed to foster audience involvement, with 69% of companies encouraging and/or recognizing customers that talk about them on social networks.
- Relevancy and timeliness of content delivered across social marketing channels are being prioritized, with the majority of companies having a process in place to deliver both.

ENTERPRISE MARKETERS ARE FOCUSED ON MEASURING WHAT MATTERS

With brand awareness and brand preference as the leading social business objectives, large companies are aligning how they measure performance and gain actionable insight from social marketing.

- Reach and resonance are the top two measurement areas - aligning with objectives of awareness and preference—with 76%

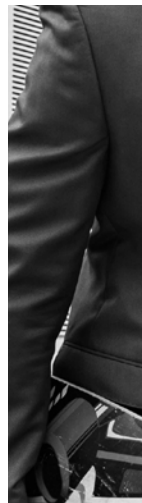
measuring Volume metrics, indicating the number of individuals reached by social messaging, and 73% measuring Engagement metrics, indicating the level of interest and interaction from those audiences.

- Three quarters of companies are using data and insights to identify social marketing tactics that influence customers.
- The measurement for social marketing is not static - 73% of companies are continually evolving and defining best practices on how they measure business value created by social marketing tactics.

SOCIAL IS BEING CONNECTED TO OWNED, BRAND MARKETING

Strategies and tactics behind social marketing do not exist and operate individually; corporate social marketing tactics and public social content are a part of a wider marketing scope.

- 67% of enterprise companies are integrating social with broader (non-social) marketing efforts.
- Aside from tactics on the social networks and looking at tactics across broader marketing channels, curation of social content on owned sites is the next most popular social marketing tactic, with 61% of companies reporting use of social curation on owned channels. It is also one of the most valuable social tactics, with 73% of companies ranking social content curation as a top tactic for satisfaction of business value.
- The business value of social marketing is being connected to owned marketing channels. 81% of companies using web analytic tools to measure the business value social marketing is creating.



78% of enterprise companies place the responsibility of social marketing under a CMO, C-Level executive or an Executive/ Vice President



Summary of Findings

STAFFING AND ORGANIZATION

Social staffing differs by company, with full-time social marketing dedicated employees ranging from less than three people to more than 25. Part-time contributors also vary, with the majority of companies planning to increase staff next year.

- 25% of companies reported less than three full-time employees dedicated to social, while 23% of companies report 16 or more full-time employees being dedicated to social marketing.
- Of companies with revenue of \$25 Billion or more annually, 30% have 25 or more full time employees for social marketing.
- 31% of companies have 16 or more employees working on social marketing part-time.
- The majority of organizations (69%) report that they're planning to increase their social marketing staff next year, with 33% planning to increase by at least 10%.

PRIORITY OF SOCIAL MARKETING FOR BUSINESS

Social marketing is a high priority for large companies. It is recognized as a priority across the entire organization and executives believe in its value; with most companies charging an executive with oversight responsibility.

- 69% of the respondents report that their organization prioritizes social marketing based on the way it is organized and executed within their company and 70% report that senior management believes in the value of social marketing.
- In companies with an annual revenue of \$10 Billion or above, the priority of social marketing across the organization and senior management's belief in its value increases to 74%.
- 67% of respondents say that social marketing is integrated with broader marketing efforts within their organization.

- Only 58% believe their current budget is sufficient to execute on current social marketing efforts or sufficient for scaling-up social marketing efforts, with 68% planning to increase their social marketing budget in the next year.
- 41.4% of companies' social marketing programs are being overseen directly under a C-level executive.

SOCIAL MARKETING STRATEGY AND TACTICS

The strategy for social marketing is seen as a brand initiative, with the top most important business objectives being brand awareness and brand preference. Delivery of relevant and timely content are established priorities within organizations, though companies still experience difficulty with deployment. 98% of companies are using at least one major social network for marketing. In addition, curation of social content on owned sites ranks highest (61%) for tactics deployed outside of social networks.

- The main business objective in social marketing is brand awareness at 39.2% for top 5 social networking sites (does not include all others followed closely by brand preference at 29.0% for top 5 social networking sites (does not include all others).
- 98% of companies are using at least one major social networks for marketing purposes.
- 58% of companies report that they are planning to leverage at least one more social network for marketing that was used in 2013.

The majority of large companies have an established process to deliver relevant content (74%) and timely content (67%) across social networks.

- Curation of social content is the tactic most widely used outside of activity on the social networks at 61%, followed by a branded blog at 53%.
- Respondents report their organization has an established process to deliver relevant (74%) and timely (67%) content across social networks.
- Even with a process in place, 50% of respondents find social marketing tactics difficult to deploy, implying that social marketing programs and practices have not yet reached maturity.

MEASUREMENT AND INSIGHTS

Most enterprise companies (74%) report that their organization uses data and insights to identify social marketing tactics that influence customers. However, follow up-data uncovers lower use of the tools to analyze social marketing success and challenges measuring business value and ROI, and 75% of companies report the measuring of social marketing as difficult.

- 62% report that their organization has a process in place to track conversions/sentiment.
- The majority of companies are relying on web analytics, with around half using other tools (customer surveys, attribution tools, technology-based dashboards).
- The top two metrics being measured are volume (76%) and engagement (73%). The least measured metric is conversions (43%).
- 59% of the respondents report that there are definite ways to measure business value. However, 75% report that it's hard to measure business value and the majority of organizations are continuously evolving their measurement strategies.
- Organizations who report social marketing as a priority are significantly more likely to have defined systematic ways of using metrics/tools to measure business value. Of organizations who value social marketing, 68.9% measure business

value, of organizations who don't value social marketing, only 26.7% measure business value.

- Organizations that report using tools to measure business value were more likely to report using these insights to inform tactical strategies (89% of companies who report measuring business value also report using insights to define tactics).

Report Methodology

Forrester Consulting conducted a survey in Q1 of 2014 with 160 participants currently employed by a company with revenue of one billion dollars or greater. All participants held a position of director level or higher and were managing or overseeing a digital or social marketing function area. The survey included companies across eight industry verticals, including Retail, Consumer Product Goods, Technology, Finance, Insurance, Media, Manufacturing and Telecom, with a total sample of 160 participants from the United States and Western Europe.

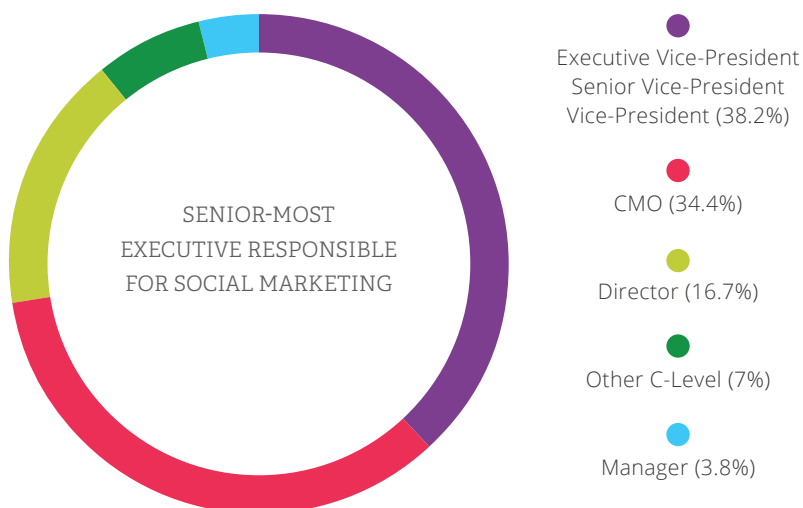
I. STAFFING AND ORGANIZATION

Enterprise companies are most often placing the responsibility of social marketing under a senior-level executive – whether a CMO, other C-Level executive, or Vice-President. The Marketing and PR/Media relations departments are the most heavily involved in social marketing, but Legal and IT are also regularly incorporated.

Social staffing varies widely by company, with full-time social marketing dedicated employees ranging from less than three people to more than 25. Part-time contributors also vary, with the majority of companies planning to increase staff in 2014.

WHO IS THE SENIOR-MOST EXECUTIVE IN YOUR ORGANIZATION RESPONSIBLE FOR SOCIAL MARKETING?

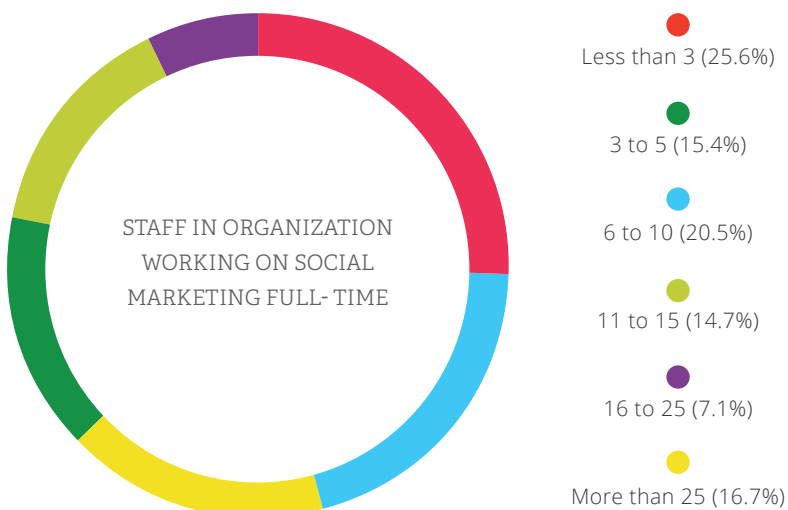
The responsibility of social marketing is falling under the oversight of executive management, with more than 78% of companies having the responsibility of social marketing under the CMO, another C-Level executive or Vice-President.



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast
"Other / Prefer Not to Say" not included for percentage

WORKING ON SOCIAL MARKETING FULL-TIME: HOW MANY FULL-TIME, PERMANENT STAFF IN YOUR ORGANIZATION WORK ON SOCIAL MARKETING?

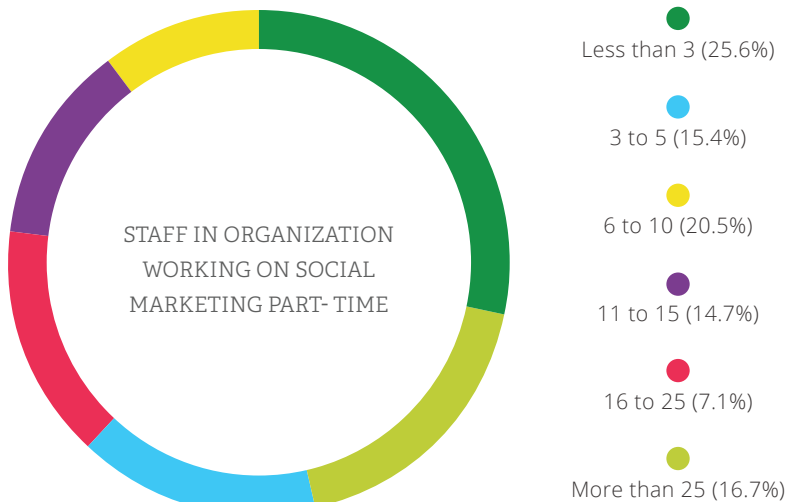
Among companies interviewed, there is a broad distribution in the number of employees working on social marketing full time. One in four companies have fewer than 3 full time employees, one in five have 6-10 full time employees, and one in six have more than 25 employees.



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast
Answer based on employees from full-time, permanent staff
"Do Not Know" not included for percentage

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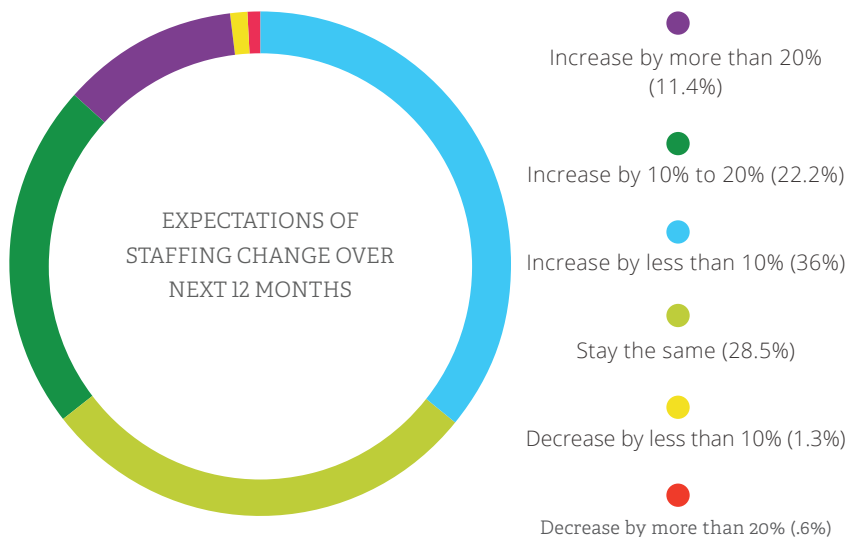
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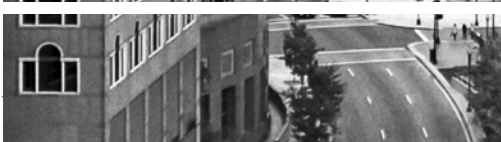
Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast
Answer based on employees from full-time, permanent staff
"Do Not Know" not included for percentage

HOW DO YOU EXPECT STAFFING TO CHANGE OVER THE NEXT 12 MONTHS?

69% of enterprise companies expect staffing for social marketing to increase over the next 12 months, with most respondents expecting a growth at less than 10%.

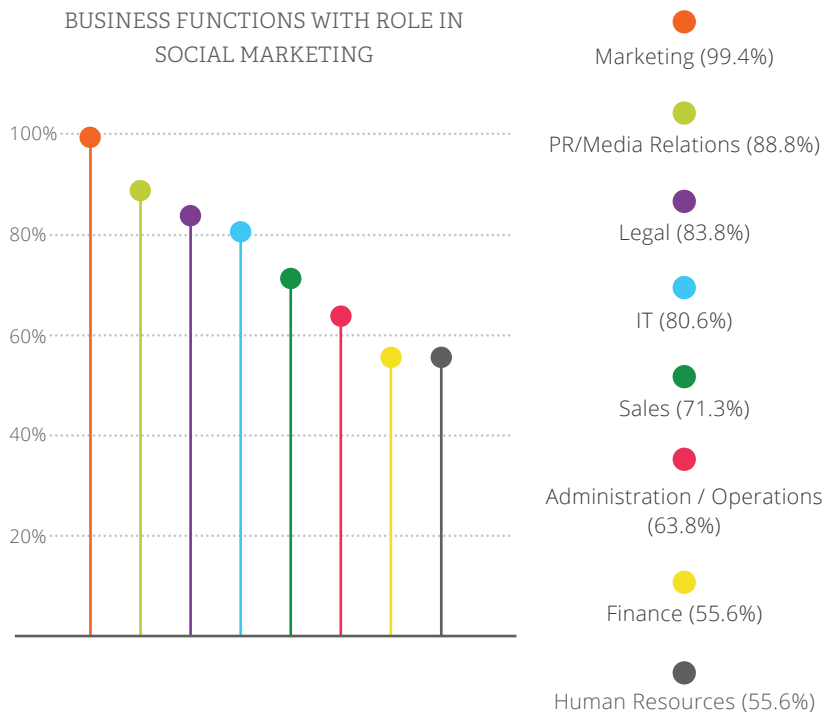


Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast
"Do Not Know" not included for percentage



WHICH BUSINESS FUNCTIONS IN YOUR ORGANIZATION HAVE A ROLE IN SOCIAL MARKETING?

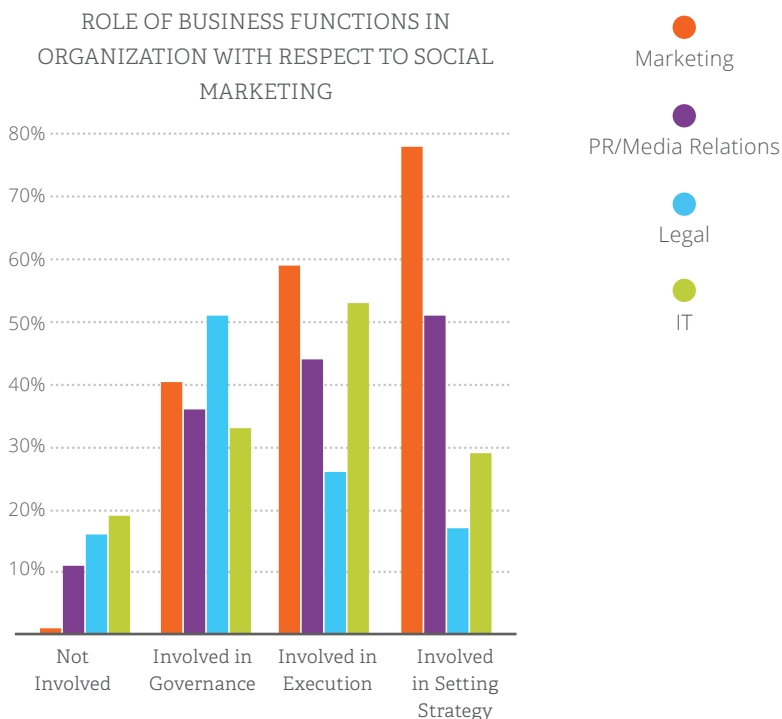
Social is widespread across the organization, with at least 50% of companies surveyed activating employees in any given department. Marketing is the primary business function associated with social programs with virtually 100% of companies surveyed reporting marketing department involvement in social. PR/Media Relations, Legal, and IT are other departments that are highly likely (80% or higher) to have a role in social marketing in some way.



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

WHAT ROLE DO THE FOLLOWING BUSINESS FUNCTIONS IN YOUR ORGANIZATION PLAY WITH RESPECT TO SOCIAL MARKETING?

Specific roles of functions across business differ, with Marketing and PR/Media Relations leading the role of setting strategy, and a cross-section of Marketing, PR/Media Relations, Legal and IT involved in execution and governance. Marketing is highly likely (80% or higher) to have a role in social marketing in some way.



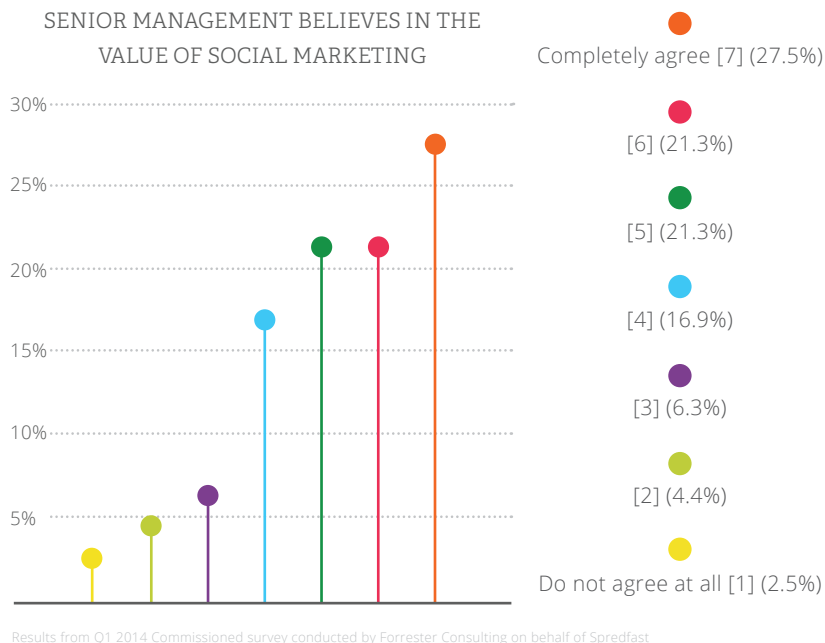
Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

II. PRIORITY OF SOCIAL MARKETING FOR BUSINESS

Social marketing is a high priority across the organization in large companies. This is evidenced by senior management belief in the value of social marketing, increasing annual budgets, and increasing integration of social marketing tactics into broader marketing efforts.

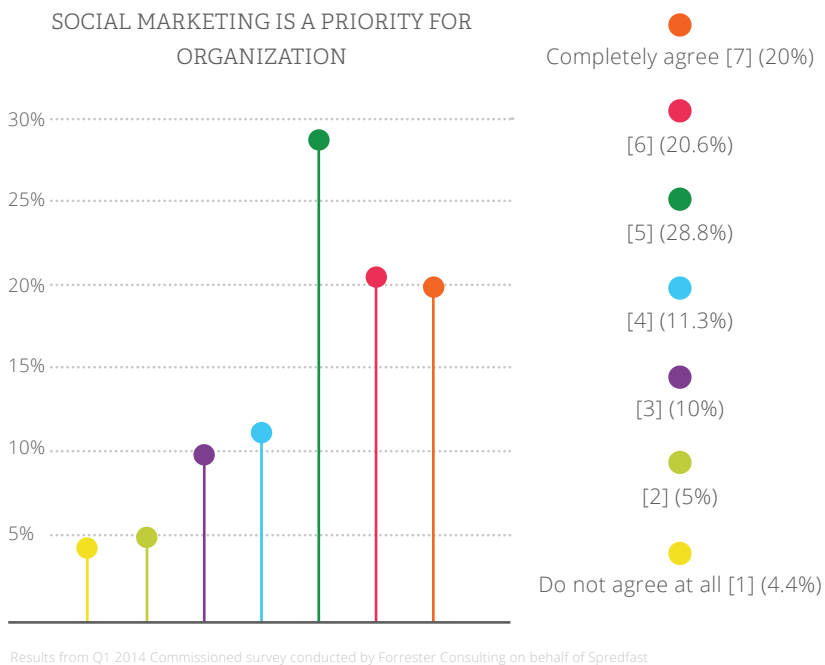
OUR ORGANIZATION'S SENIOR MANAGEMENT BELIEVES IN THE VALUE OF SOCIAL MARKETING (THINKING OF THE WAY SOCIAL MARKETING EFFORTS ARE ORGANIZED AND EXECUTED IN YOUR ORGANIZATION).

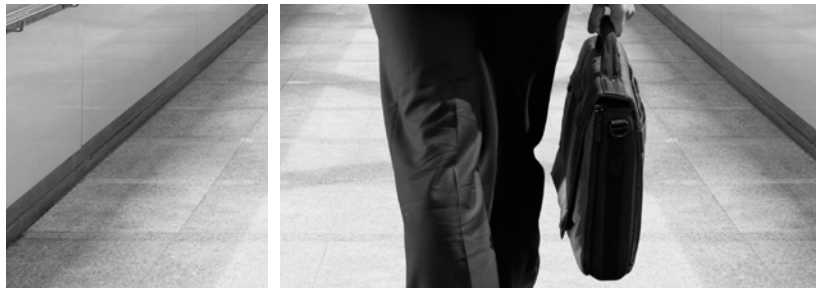
70% of companies surveyed report that senior management believes in the value of social marketing.



SOCIAL MARKETING IS A PRIORITY FOR OUR ORGANIZATION (THINKING OF THE WAY SOCIAL MARKETING EFFORTS ARE ORGANIZED AND EXECUTED IN YOUR ORGANIZATION).

69.4% of survey respondents believe their organization prioritizes social based on how efforts are organized and executed.



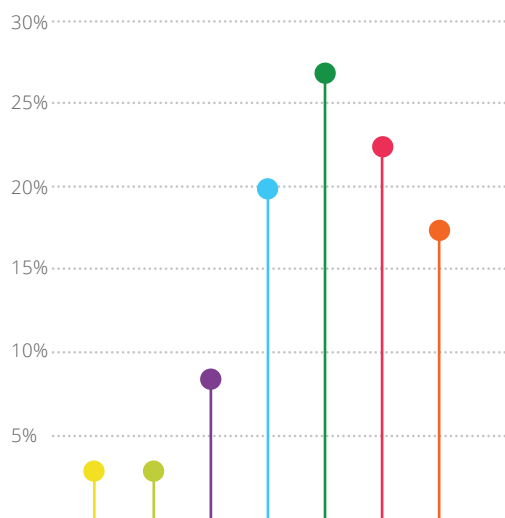


66.9% of enterprise companies' social marketing efforts are integrated with broader [non-social] marketing efforts.

OUR SOCIAL MARKETING EFFORTS ARE INTEGRATED WITH OUR BROADER (I.E., NON-SOCIAL) MARKETING EFFORTS.

Two out of three companies, 66.9%, are integrating social marketing with broader marketing efforts within their organization.

SOCIAL MARKETING EFFORTS INTEGRATED WITH BROADER MARKETING EFFORTS



Completely agree [7] (17.5%)

[6] (22.5%)

[5] (26.9%)

[4] (20%)

[3] (8.6%)

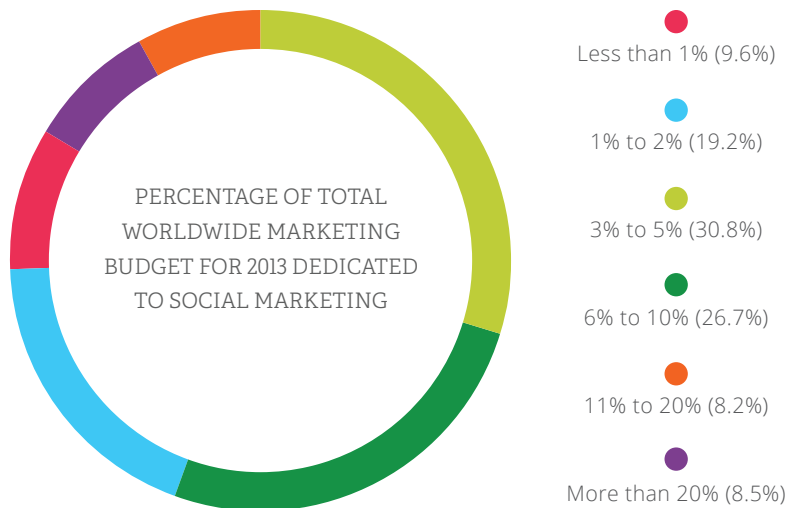
[2] (3.1%)

Do not agree at all [1] (3.1%)

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WHAT PERCENTAGE (%) OF YOUR ORGANIZATION'S TOTAL WORLDWIDE MARKETING BUDGET FOR 2013 WAS DEDICATED TO SOCIAL MARKETING?

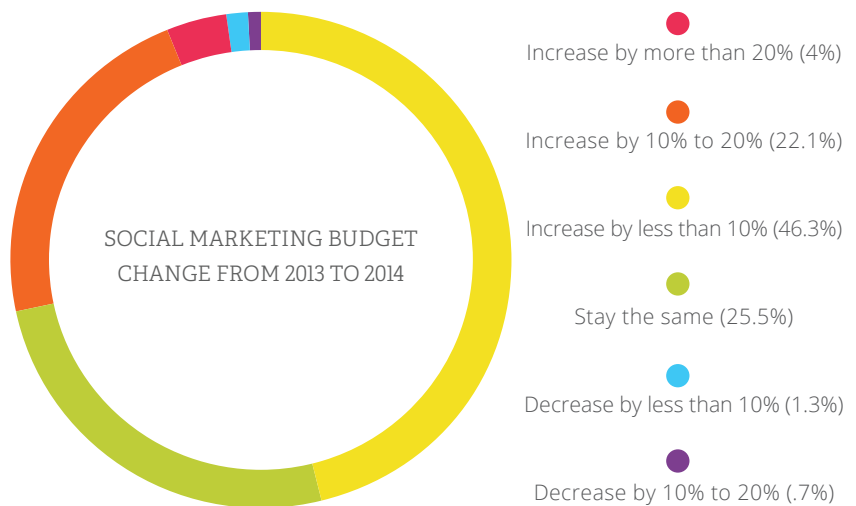
Nearly a third of respondents are allotting between 3% to 5% of total worldwide marketing budget or 6% to 10% of total worldwide marketing budget to social marketing.



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"Do Not Know" not included for percentage

HOW WILL YOUR ORGANIZATION'S SOCIAL MARKETING BUDGET CHANGE FROM LAST YEAR TO THIS YEAR (FROM 2013 TO 2014)?

Most companies will increase social marketing budget in 2014, with nearly half of companies increasing budget by less than 10%, and one in five companies increasing budget by 10-20%.



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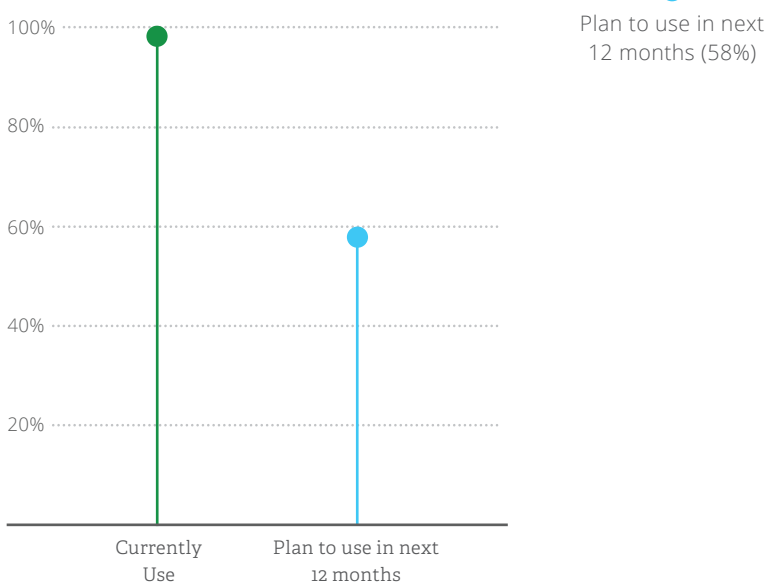
III. SOCIAL MARKETING STRATEGY AND TACTICS

Brand Awareness and Customer Loyalty are the top business objectives of social marketing programs according to survey respondents. A variety of network-based and off-network tactics are being used to meet these objectives. While 98.13% of companies are using at least one major social network for marketing today, another 41.88% are planning to adopt at least one additional network for marketing in 2014. Curation of social content on owned sites is the most popular off-network social marketing tactic. Two thirds of companies reported the ability to deliver timely content across social marketing channels while nearly three quarters of companies reported the ability to deliver relevant content across social marketing channels.

IS YOUR ORGANIZATION CURRENTLY USING TACTICS ON THE MAJOR SOCIAL NETWORKS? DOES YOUR PLAN TO USE TACTICS ON ADDITIONAL MAJOR SOCIAL NETWORKS IN THE NEXT 12 MONTHS?

Survey respondents are leveraging a variety of social networks to achieve their social marketing objectives with more than half of companies surveyed using any given social channel. 98% of companies are using social network tactics on at least one major social network, and another 58% plan to add one or more social networks to their marketing mix in 2014.

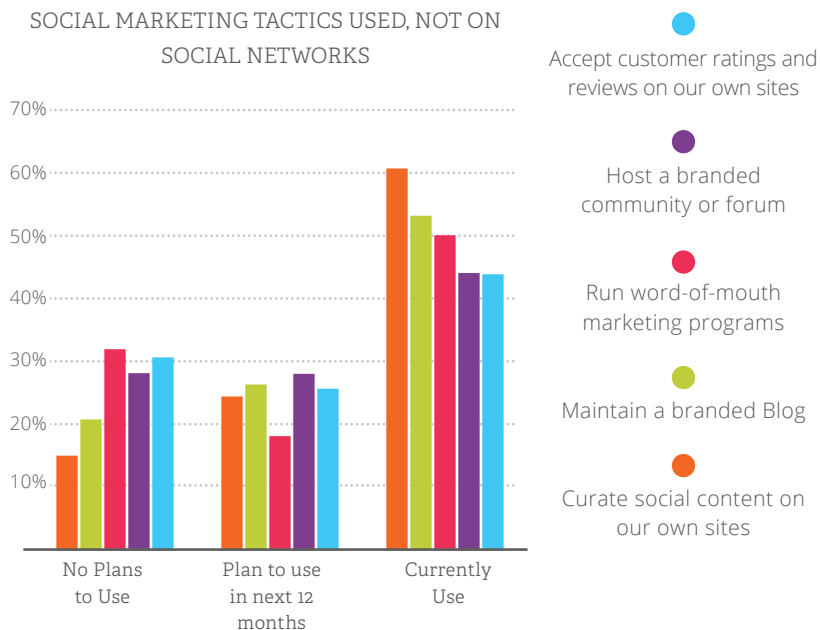
SOCIAL MARKETING TACTICS ARE CURRENTLY BEING USED ON THE MAJOR SOCIAL NETWORKS



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

WHICH OF THE FOLLOWING SOCIAL MARKETING TACTICS DOES YOUR ORGANIZATION CURRENTLY USE? AND WHICH OF THE FOLLOWING DOES YOUR ORGANIZATION PLAN TO USE IN THE NEXT 12 MONTHS (NOT DIRECTLY ON PUBLIC SOCIAL NETWORKS)?

Curating content on social media sites is currently the most widely used off-network tactic with 60.6% of respondents currently utilizing the tactic and 24.4% of respondents planning to do so in the next 12 months. The next most commonly deployed tactics are maintaining a branded blog (50.3%) and running a “word-of-mouth” program (50.0%).



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

WHAT IS YOUR PRIMARY BUSINESS OBJECTIVE WHEN USING SOCIAL MARKETING TACTICS ACROSS THE MAJOR SOCIAL NETWORKS?

Brand Awareness is the main business objective across the most commonly used social networks (39.2%), followed closely by the goal of Brand Preference (29.0%).

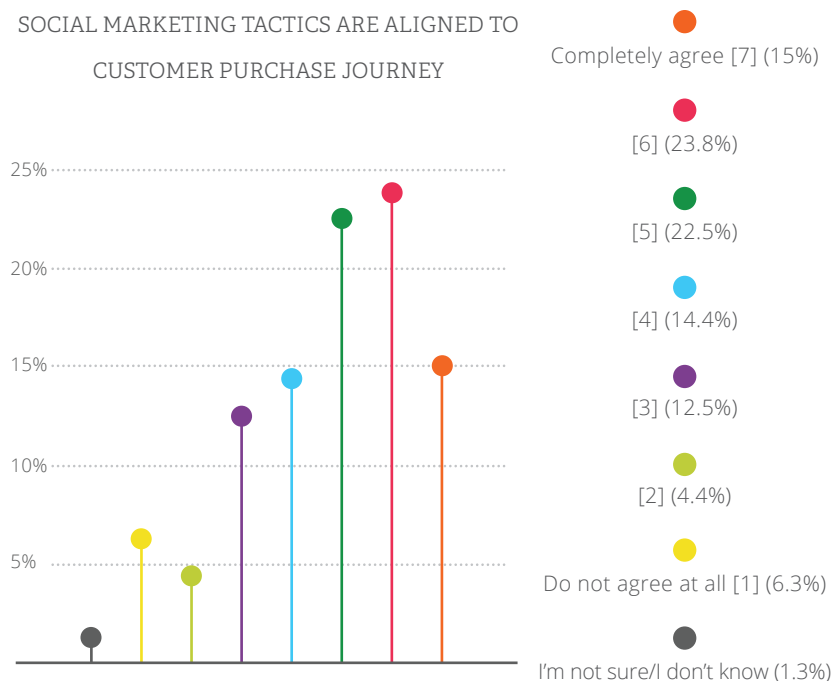


Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast
Does not include “all other” responses

WE ALIGN OUR SOCIAL MARKETING TACTICS WITH THE STAGES OF THE CUSTOMER PURCHASE JOURNEY (E.G., DISCOVER, EXPLORE, BUY, ENGAGE).

Most enterprise companies agree that the organization's social tactics are aligned with the customer purchase journey.

SOCIAL MARKETING TACTICS ARE ALIGNED TO CUSTOMER PURCHASE JOURNEY

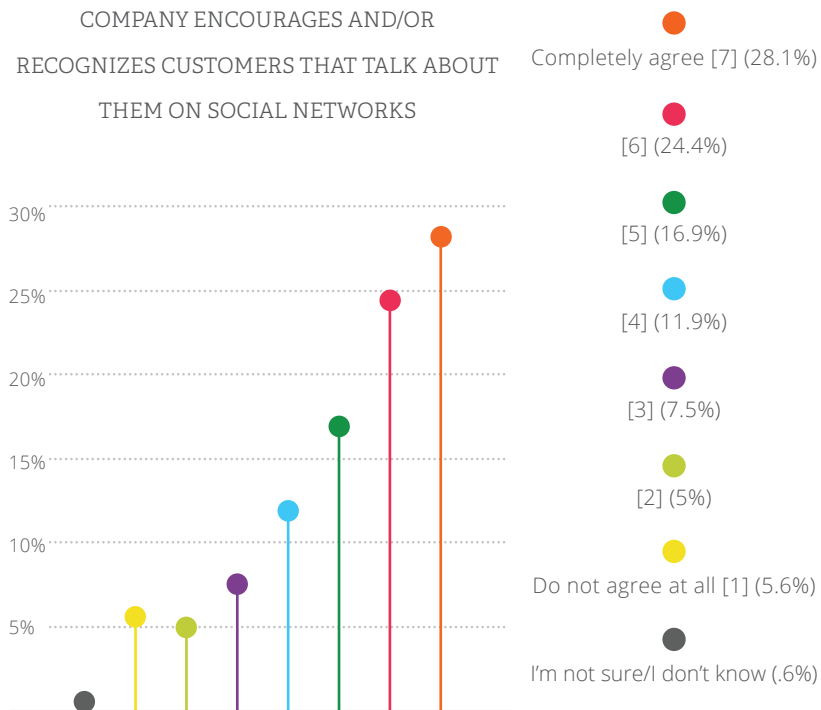


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WE ENCOURAGE AND/OR RECOGNIZE CUSTOMERS THAT TALK ABOUT US ON SOCIAL NETWORKS.

Audience involvement and engagement are important in social marketing programs, with 69.4% of respondents reporting they encourage and/or recognize customers that talk about their organization on social networks.

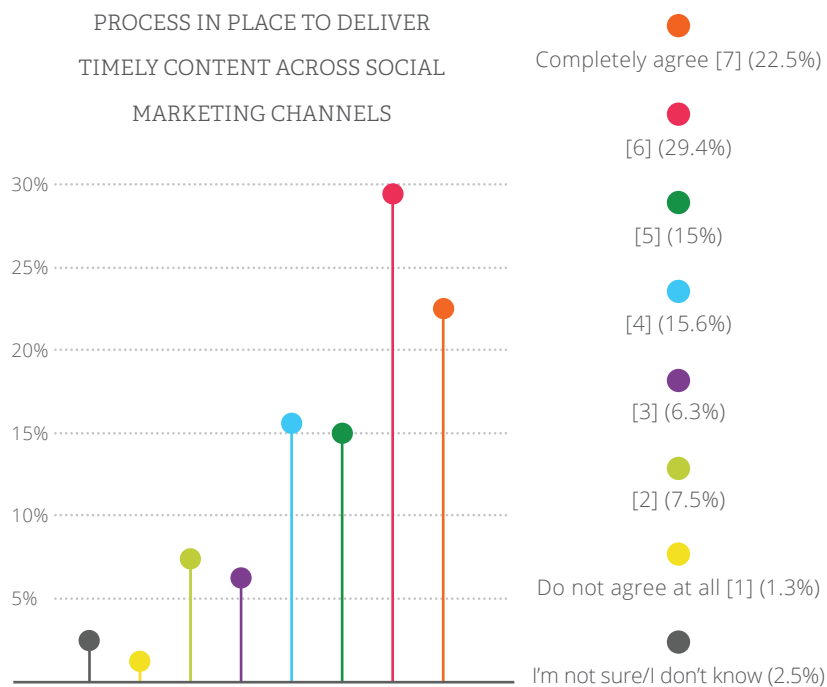
COMPANY ENCOURAGES AND/OR RECOGNIZES CUSTOMERS THAT TALK ABOUT THEM ON SOCIAL NETWORKS



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WE HAVE A PROCESS IN PLACE TO DELIVER TIMELY CONTENT ACROSS SOCIAL MARKETING CHANNELS.

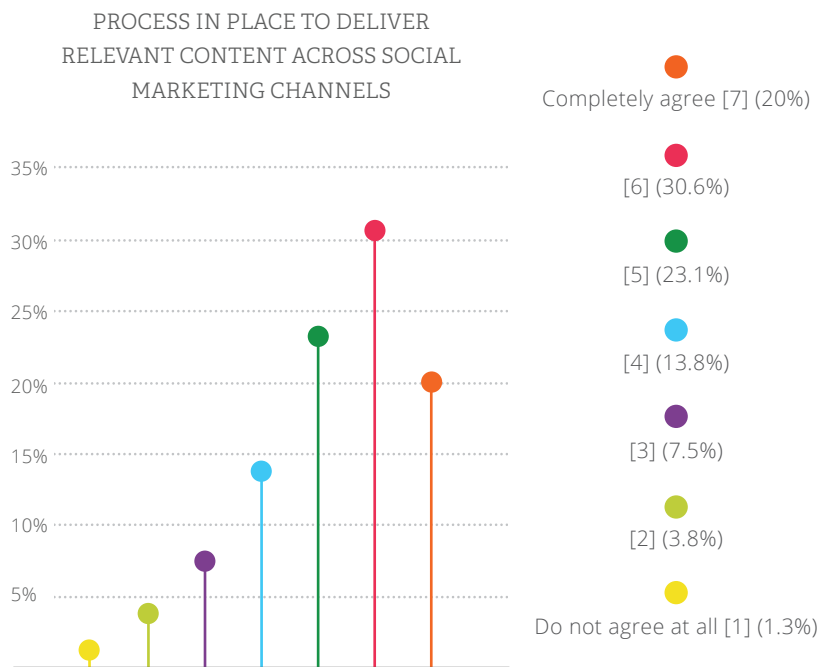
67% of companies report that their organization has a process to deliver timely content across social marketing channels.



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

WE HAVE A PROCESS IN PLACE TO DELIVER RELEVANT CONTENT ACROSS SOCIAL MARKETING CHANNELS.

74% of companies report they have a process in place to deliver relevant content across social marketing channels.



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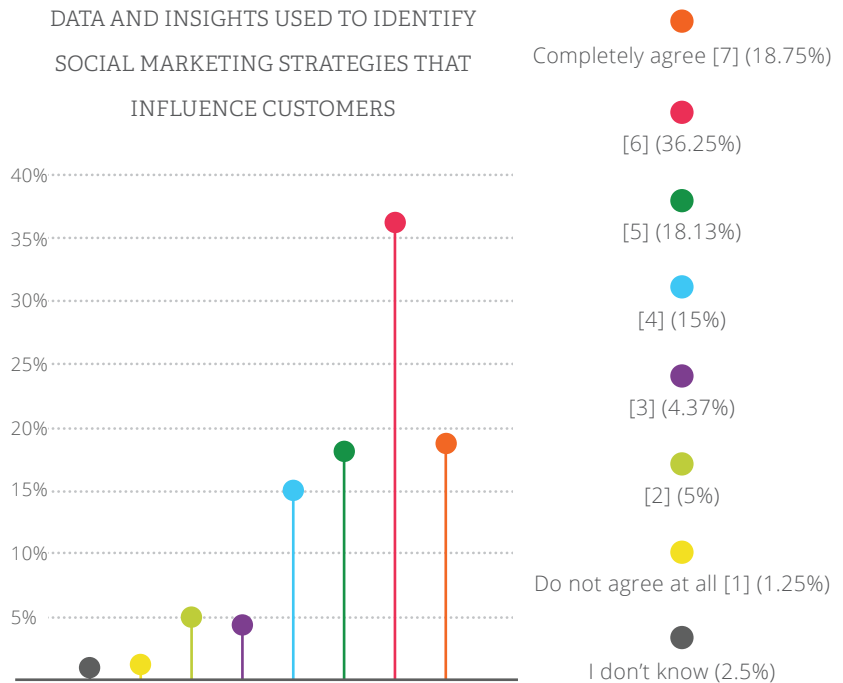
IV. MEASUREMENT AND INSIGHTS OF SOCIAL MARKETING

A majority of companies are using data and insights to identify social marketing strategies that influence customers. However, most companies report difficulty measuring business value and determining ROI, and only slightly more than half of companies are using systematic ways to measure social marketing with metrics and/or tools. Volume and Engagement metrics are the two most common metrics used to gauge business value, but most companies are continuing to evolve the way in which they measure social marketing's business value.

WE USE DATA AND INSIGHTS TO IDENTIFY SOCIAL MARKETING STRATEGIES THAT INFLUENCE CUSTOMERS.

Most companies (74.1%) use data and insights to identify social marketing strategies that influence customers.

DATA AND INSIGHTS USED TO IDENTIFY SOCIAL MARKETING STRATEGIES THAT INFLUENCE CUSTOMERS



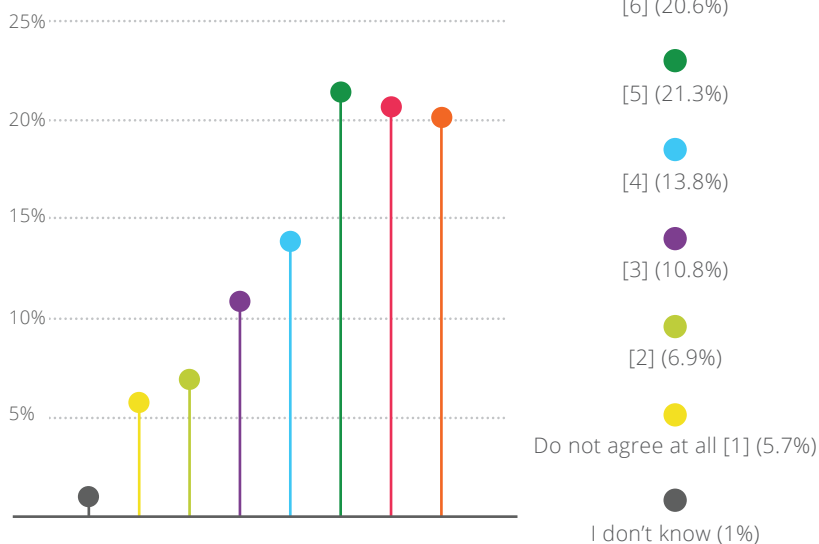
Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast



WE HAVE A PROCESS IN PLACE TO TRACK CONVERSIONS AND/OR BRAND SENTIMENT ACROSS SOCIAL MARKETING CHANNELS.

Most companies (61.9%) have a process in place to track conversions/sentiment.

PROCESS IN PLACE TO TRACK CONVERSIONS/ AND/OR BRAND SENTIMENT ACROSS SOCIAL MARKETING CHANNELS

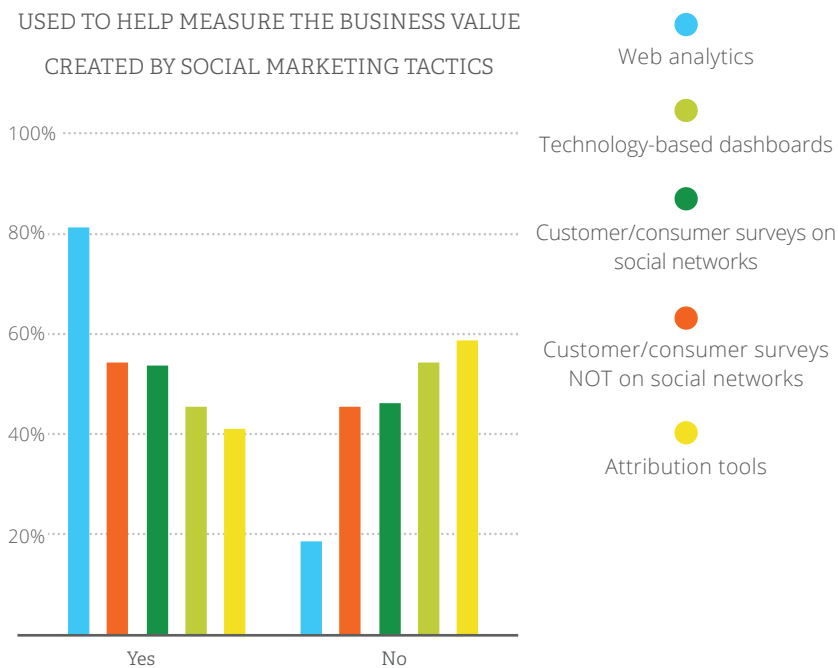


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WHICH OF THE FOLLOWING DOES YOUR ORGANIZATION USE TO HELP MEASURE THE BUSINESS VALUE CREATED BY YOUR SOCIAL MARKETING TACTICS?

Most companies (81.3%) are relying heavily on Web analytics to help measure the business value created by social marketing tactics, with around half of companies also utilizing one other type of tool such as customer/consumer surveys on social networks, customer/consumer surveys not on social networks, technology-based dashboards, and/or attribution tools. Only 6.3% of companies are integrating all five into their measurement efforts.

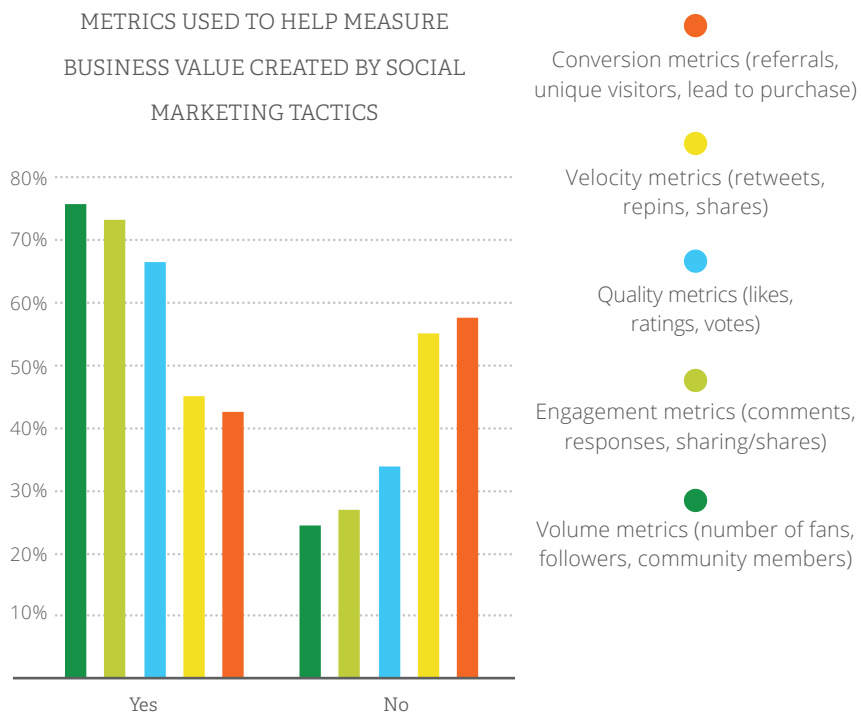
USED TO HELP MEASURE THE BUSINESS VALUE CREATED BY SOCIAL MARKETING TACTICS



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

WHICH OF THE FOLLOWING METRICS DOES YOUR ORGANIZATION USE TO HELP MEASURE THE BUSINESS VALUE CREATED BY YOUR SOCIAL MARKETING TACTICS?

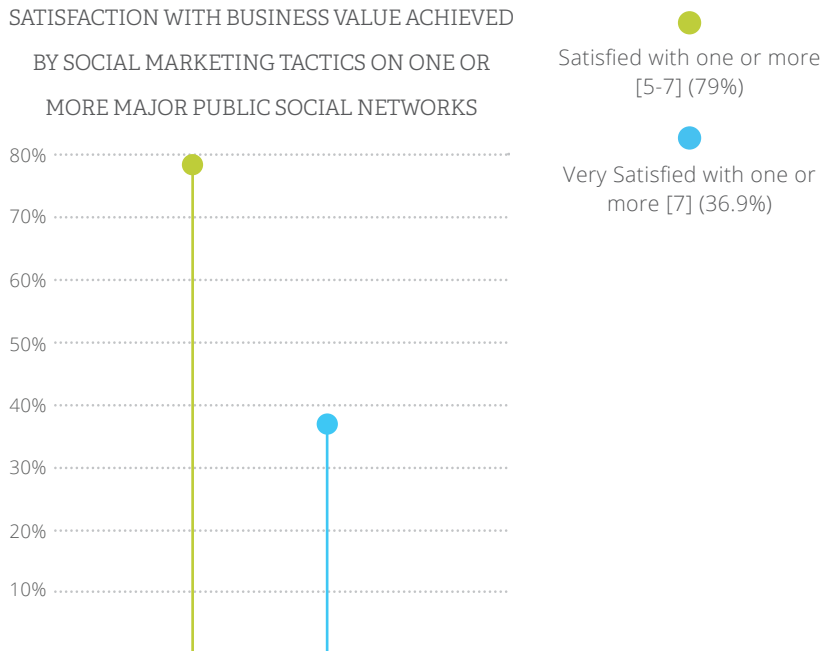
Volume metrics (fans, followers, community members) and Engagement metrics (comments, responses, sharing/shares) are the two most commonly used sets of metrics to measure the business value of social marketing efforts. 59% of companies are measuring both.



HOW SATISFIED ARE YOU WITH THE BUSINESS VALUE YOUR ORGANIZATION HAS ACHIEVED BY USING FROM SOCIAL MARKETING TACTICS ON THE MAIN SOCIAL NETWORKS?

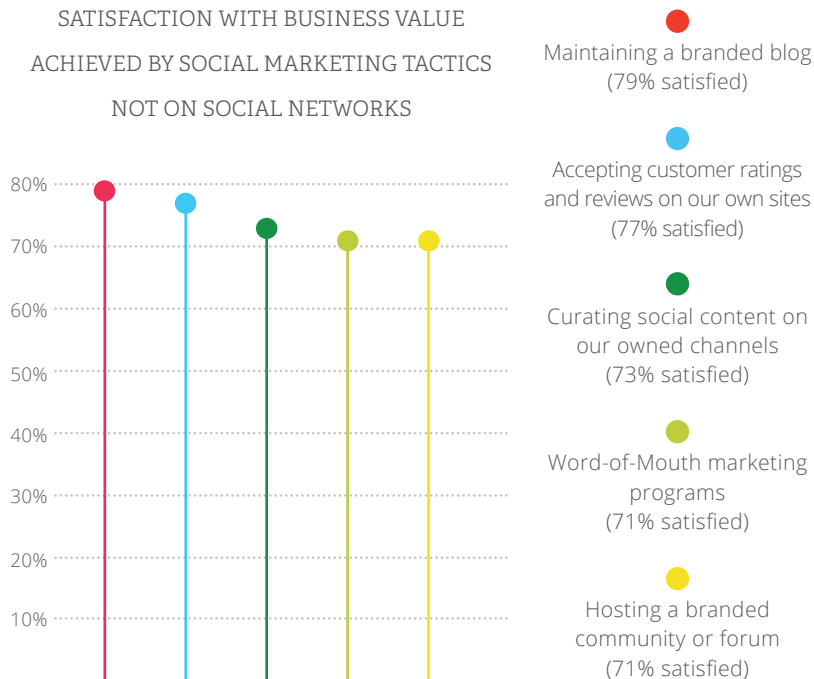
A majority of survey respondents were satisfied with the business value achieved through social marketing tactics used on public social networks.

SATISFACTION WITH BUSINESS VALUE ACHIEVED BY SOCIAL MARKETING TACTICS ON ONE OR MORE MAJOR PUBLIC SOCIAL NETWORKS



HOW SATISFIED ARE YOU WITH THE BUSINESS VALUE YOUR ORGANIZATION HAS ACHIEVED BY USING EACH OF THE FOLLOWING SOCIAL MARKETING TACTICS (NOT DIRECTLY ON PUBLIC SOCIAL NETWORK)?

Overall, more companies expressed satisfaction with business value derived from off-network social marketing tactics such as maintaining a blog, sharing ratings and reviews, and curating social content, than networked-based tactics.



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SATISFACTION OF BUSINESS VALUE ACHIEVED BY MOST POPULAR SOCIAL MARKETING TACTICS DEPLOYED ON PUBLIC SOCIAL NETWORK AND MOST POPULAR TACTIC OFF OF A PUBLIC SOCIAL NETWORK.

Of the most commonly used network-based and off-network social marketing tactics, 79% of companies are satisfied with the business value of marketing on the main public social networks and 73% are satisfied with the business value of curating social content on own sites.

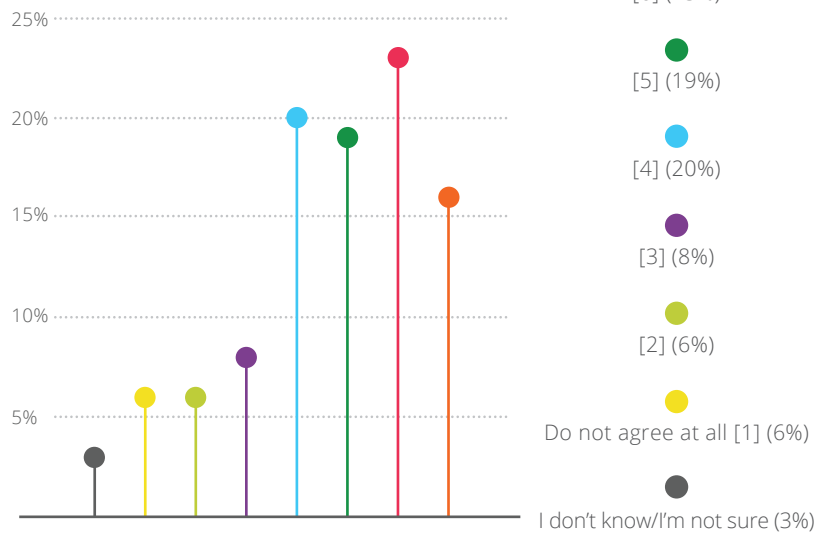


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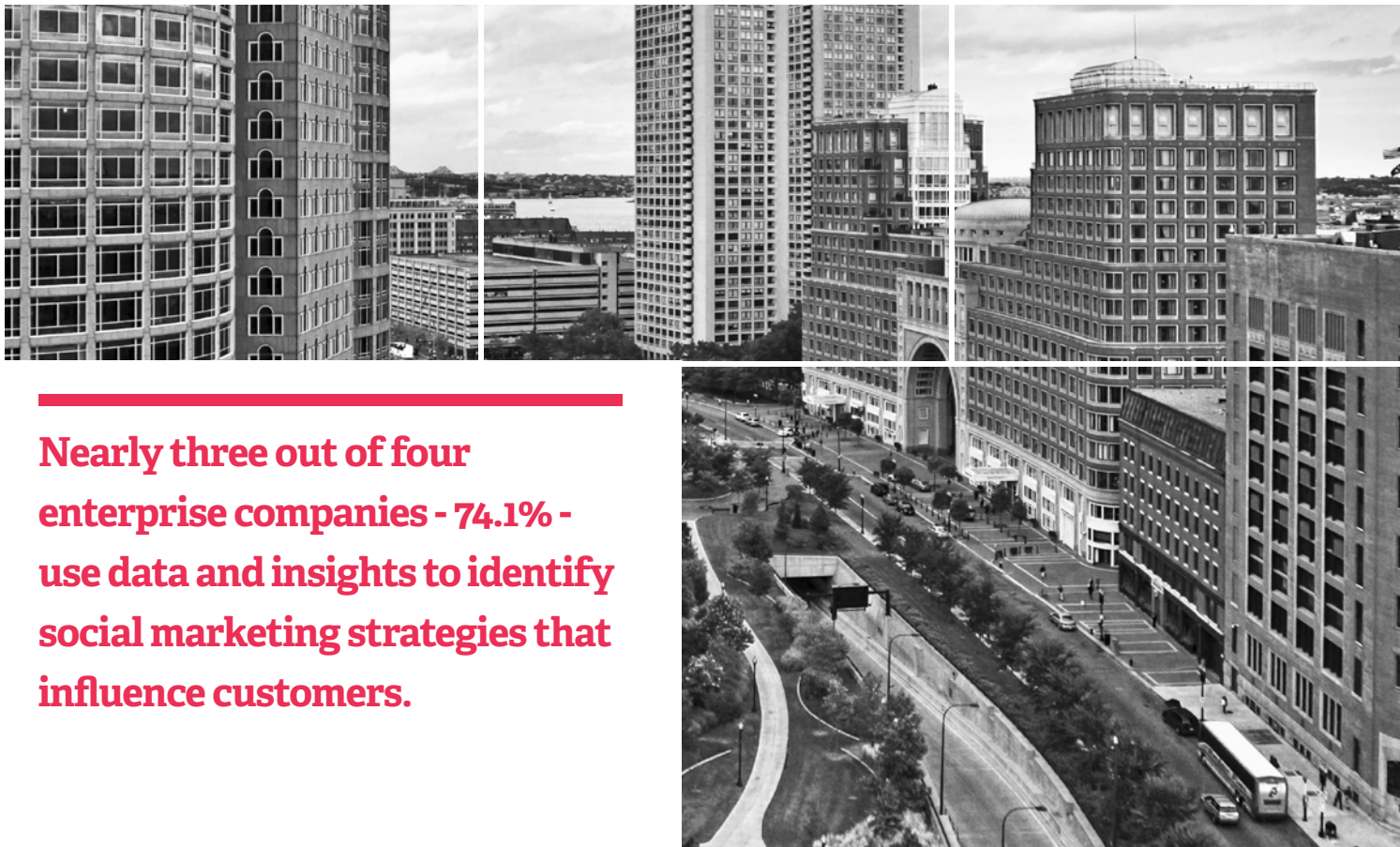
WE HAVE DEFINED SYSTEMATIC WAYS OF USING METRICS/ TOOLS TO MEASURE BUSINESS VALUE CREATED BY OUR SOCIAL MARKETING TACTICS.

Only slightly more than half of respondents have defined systems to measure business value created by social marketing tactics.

HAVE DEFINED SYSTEMATIC WAYS OF USING METRICS/ TOOL TO MEASURE BUSINESS VALUE CREATED BY SOCIAL MARKETING TACTICS



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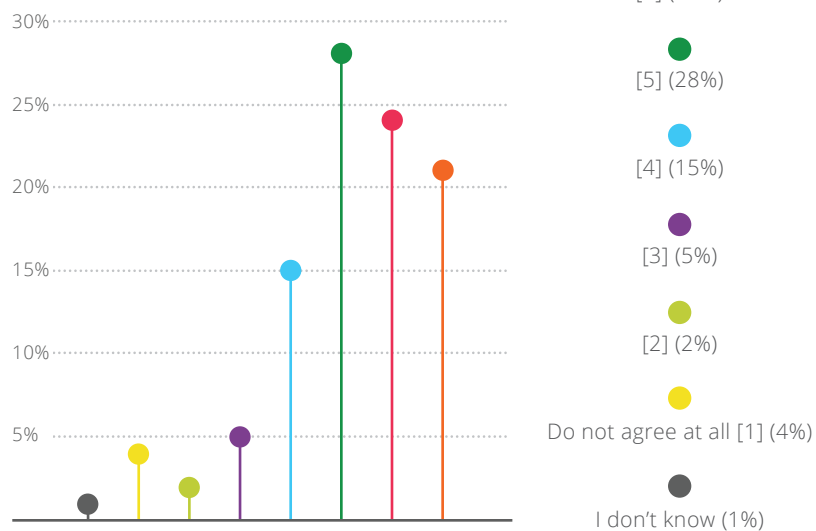


Nearly three out of four enterprise companies - 74.1% - use data and insights to identify social marketing strategies that influence customers.

WE ARE CONTINUALLY EVOLVING THE WAY IN WHICH WE MEASURE THE BUSINESS VALUE CREATED BY OUR SOCIAL MARKETING TACTICS.

Nearly three quarters of companies report that they are continuing to evolve how they measure social marketing business value.

THE WAYS IN WHICH BUSINESS VALUE OF SOCIAL MARKETING TACTICS ARE MEASURED ARE CONTINUALLY EVOLVING

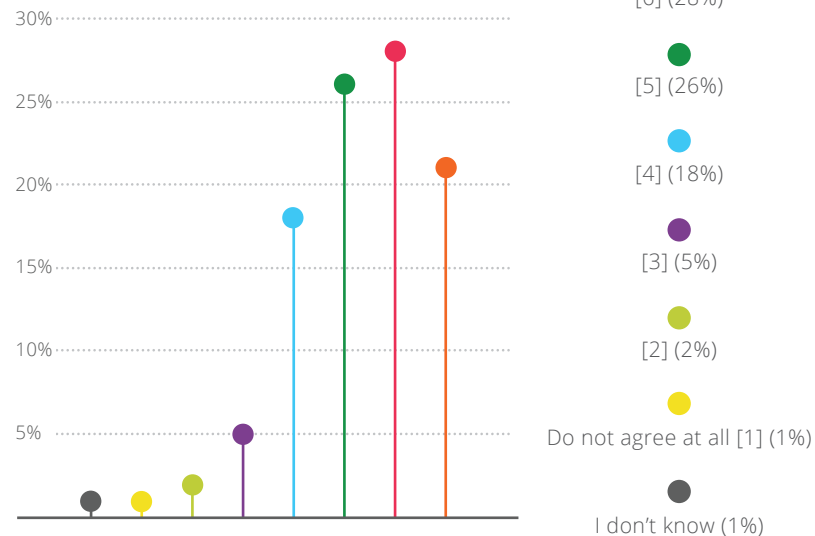


Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

WE FIND IT CHALLENGING TO MEASURE THE BUSINESS VALUE CREATED BY SOCIAL MARKETING TACTICS.

The ongoing evolution of social marketing measurement may be the result of the fact that fully three quarters of companies continue to find it challenging to accurately measure business value.

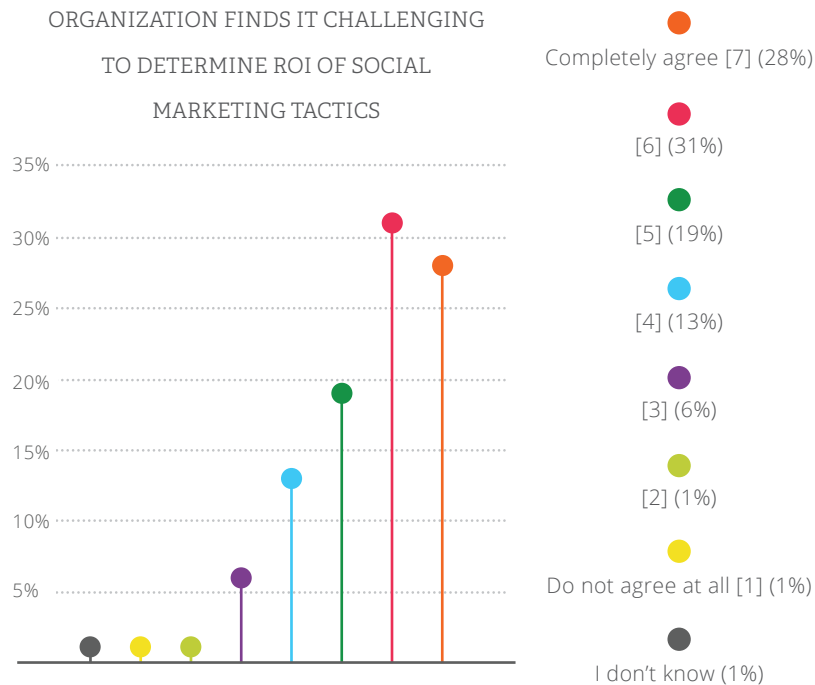
ORGANIZATION FINDS IT CHALLENGING TO MEASURE BUSINESS VALUE CREATED BY SOCIAL MARKETING TACTICS



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

WE FIND IT CHALLENGING TO DETERMINE THE ROI OF OUR SOCIAL MARKETING TACTICS.

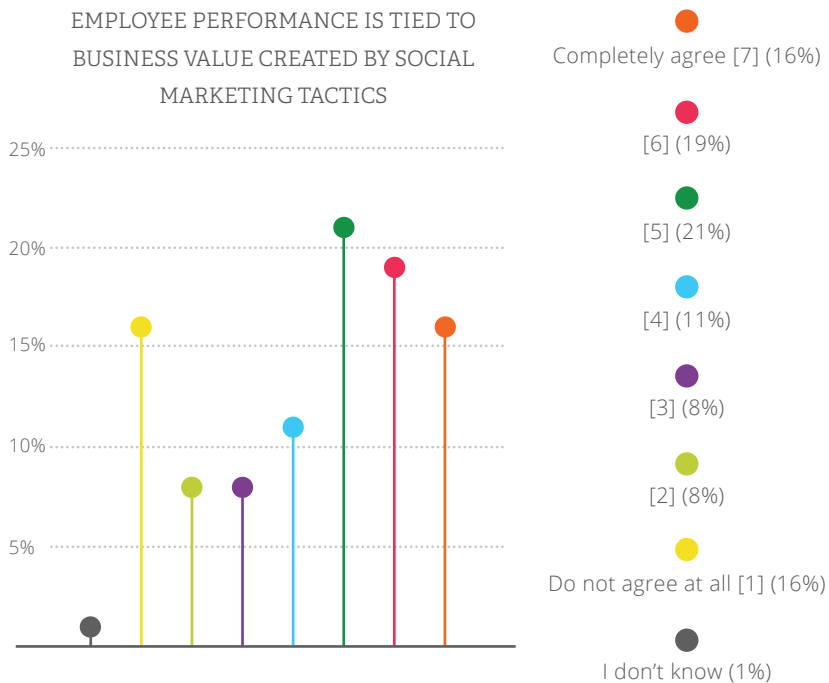
An even larger percentage of respondents (78%) reported difficulty in determining the ROI of social marketing.



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

EMPLOYEE PERFORMANCE IS TIED TO BUSINESS VALUE CREATED BY OUR SOCIAL MARKETING TACTICS.

56% of companies believe that employee performance is tied to the business value of social marketing while nearly a third of companies disagree.



Results from Q1 2014 Commissioned survey conducted by Forrester Consulting on behalf of Spredfast

Conclusion

Social media is a newer channel set for marketers, but from the data collected, it is apparent that social marketing is now part of the enterprise marketing mix. From the challenges, successes, and future plans reported by the 160 companies in this report, there is a core set of implications for 2014 social marketing success:

1. RESOURCE GROWTH IS PLANNED, BUT EFFICIENCY WILL BE PARAMOUNT FOR SCALE.

The majority of organizations (69%) report plans to increase social marketing staff in the next year; however, with more than one third planning to grow staff by less than 10%, the need for efficiency is high. Increasing coordination across business functions involved in social marketing programs and relying on social data to identify effective social tactics and hone social marketing programs can make the most out of limited resources.

Organizations should be assessing how to optimize resources, time and activity. Implementation of processes and technology will help scale deployment. Proper employee training will help maximize time and effectiveness of full and part time social marketing contributors.

2.) BUSINESS VALUE IS BEING DRIVEN, AND MEASURED, THROUGH CONNECTION OF ON-NETWORK AND OFF-NETWORK SOCIAL MARKETING TACTICS.

Social marketing strategy is primarily focused on brand marketing objectives (brand awareness and brand preference), and programs are connecting these activities with tactics on social networks, as well as social marketing tactics on owned brand channels. The majority of enterprise companies are using social networks for social marketing tactics, and a lot of these interactions are being brought off-network onto owned properties through social content curation. Many companies are relying on web analytics to connect and measure value driven by both on and off-network social marketing tactics.



These findings suggest that companies are prioritizing the integration of social marketing activity across social networks and on owned branded channels. Companies will need to enhance the ways they deliver owned content on social networks and how they integrate social content into their owned channels. Companies succeeding in this effort today are identifying processes to deliver timely and relevant content across social marketing channels and are informed by a solid understanding of both current trends, and customer needs and desires. And as these content needs increase, companies will need to identify new ways to find, create and deliver timely, relevant content on a consistent basis.

3.) MARKETERS NEED EFFECTIVE MEASUREMENT PRACTICES TO IDENTIFY, AND TAKE ACTION, ON WHAT MATTERS IN SOCIAL MARKETING.

Three out of four companies (75.0 %) find it challenging to measure the business value of their social marketing tactics, and only just over half of companies (57.5%) have defined, systematic ways of using metrics/tools to measure this. But having measurement practices in place offers benefits. Of the companies that currently have defined, systematic ways of measuring the business value of social marketing, 88.1% are using this data and insights to inform and optimize the tactics that influence customer behaviors.

Companies need to establish effective, ongoing measurement practices that surface actionable insights. With this, they can optimize social marketing's business value and influence customers.

About Spredfast

Spredfast gives marketers the solutions needed to manage their brand and connect with consumers in an increasingly social world. The Spredfast social marketing platform sifts through millions of pieces of social content per minute, so brands can participate in individual conversations or amplify relevant content across any digital screen. By empowering customers to engage in real-time, combined with comprehensive data, Spredfast creates more relevant interactions between brands and consumers.

Spredfast customers manage over one billion social connections across 84 countries and have the power to process 650 million pieces of social content per day in multiple languages. Over 600 customers, including all five major broadcast networks and fifty percent of Interbrand's 2013 World's Best Brands have partnered with Spredfast to create first-class social experiences.

[For more information, visit \[www.spredfast.com\]\(http://www.spredfast.com\)](http://www.spredfast.com)

