

Brand Marketers Embrace Social Media

AUGUST 26, 2009

Measurement remains a challenge

The social media marketing bandwagon is filling up, according to the "2009 Marketing Industry Trends Report" from [Equation Research](#). The survey of US brand marketers found the majority already using social media.

Some marketers were planning on adding social media activities over the next year, including 15% of respondents in businesses with fewer than 50 employees and 24% of those whose companies had at least 500 workers. But most brand marketers interested in social media were already using it.

US Brand Marketers Who Use Social Media Marketing, June-July 2009 (% of respondents)

Yes, it's currently part of our marketing activity	59%
We are planning to implement social media in:	
-next 3 months	13%
-4-6 months	7%
-next 7-12 months	3%
-12 months or longer	5%
No, we're not using or planning to use social media	13%

Note: n=211
Source: Equation Research, "2009 Marketing Industry Trends Report,"
August 18, 2009

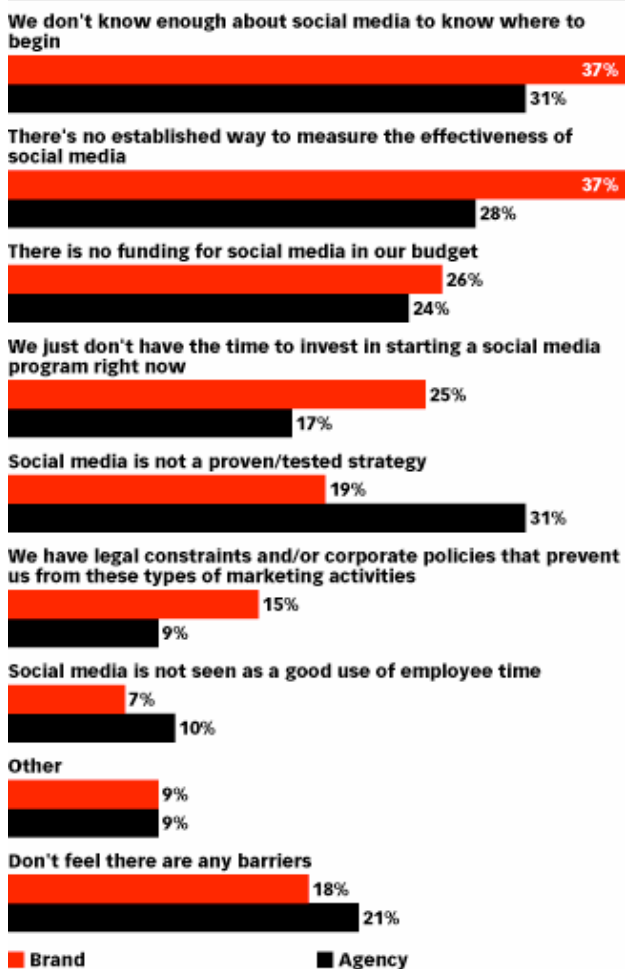
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The most popular social media channels for brand and agency marketers were Facebook, Twitter, online videos and blogs—each used by more than one-half of respondents.

Respondents reported many common barriers to social media adoption. Among brand marketers, 37% did not know enough about social media to begin, and another 37% said there was no good way to measure its effectiveness. Agency marketers reiterated those concerns, and were also likely to say that social media was not proven or tested as a marketing strategy (31%). Funding was also a problem for about one-quarter of brand and agency respondents.

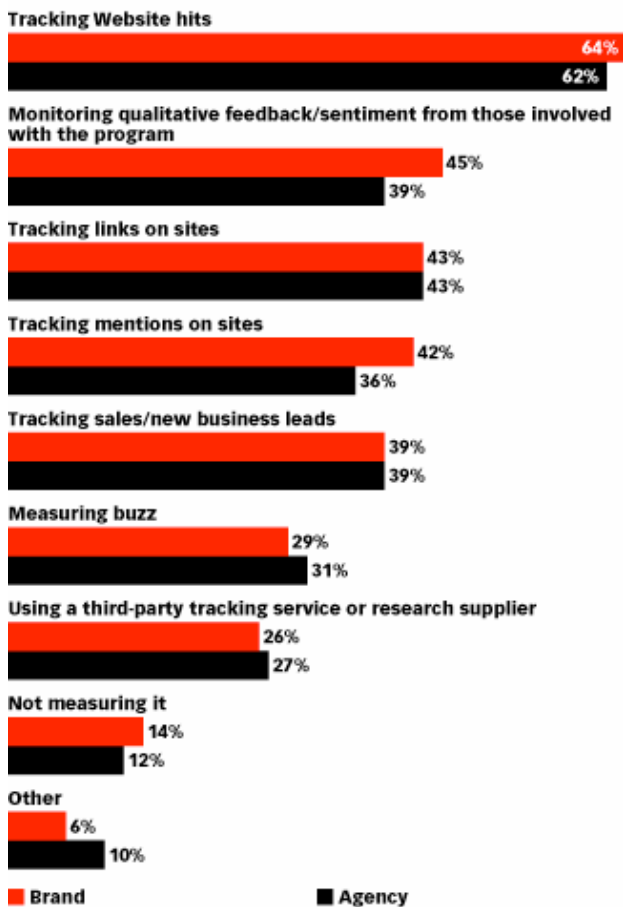
Barriers to Social Media Adoption According to US Brand Marketers and Ad Agencies, June-July 2009 (% of respondents)



Note: n=85 brand marketers; n=85 ad agencies
 Source: Equation Research, "2009 Marketing Industry Trends Report," August 18, 2009

Despite reporting trouble with measurement, marketers do track various social media metrics. More than six in 10 brand and agency respondents reported tracking Website hits—rudimentary, perhaps, but a start. Marketers also monitored feedback, links and mentions on other sites, and sales.

Methods Used by US Brand Marketers and Ad Agencies to Measure Their Social Media Marketing Efforts, June-July 2009 (% of respondents)



Note: n=123 brand marketers; n=264 ad agencies
Source: Equation Research, "2009 Marketing Industry Trends Report," August 18, 2009

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Just 14% of brand marketers and 12% of agency marketers reported not measuring social media efforts at all.

"With different tools and tactics in wide use, measurement is understandably dispersed," wrote the report authors. "Yet there is an acceptance that both hard and soft measures need to come to bear in order to assess success."

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