

2012 BHBCo Social Media and Online Marketing Survey — Agency Data

These are the results for the agency responses from the 2012 BHBCo Social Media and Online Marketing survey. This version of the report and results is for the use of ACT and the ACT Social Media working group.

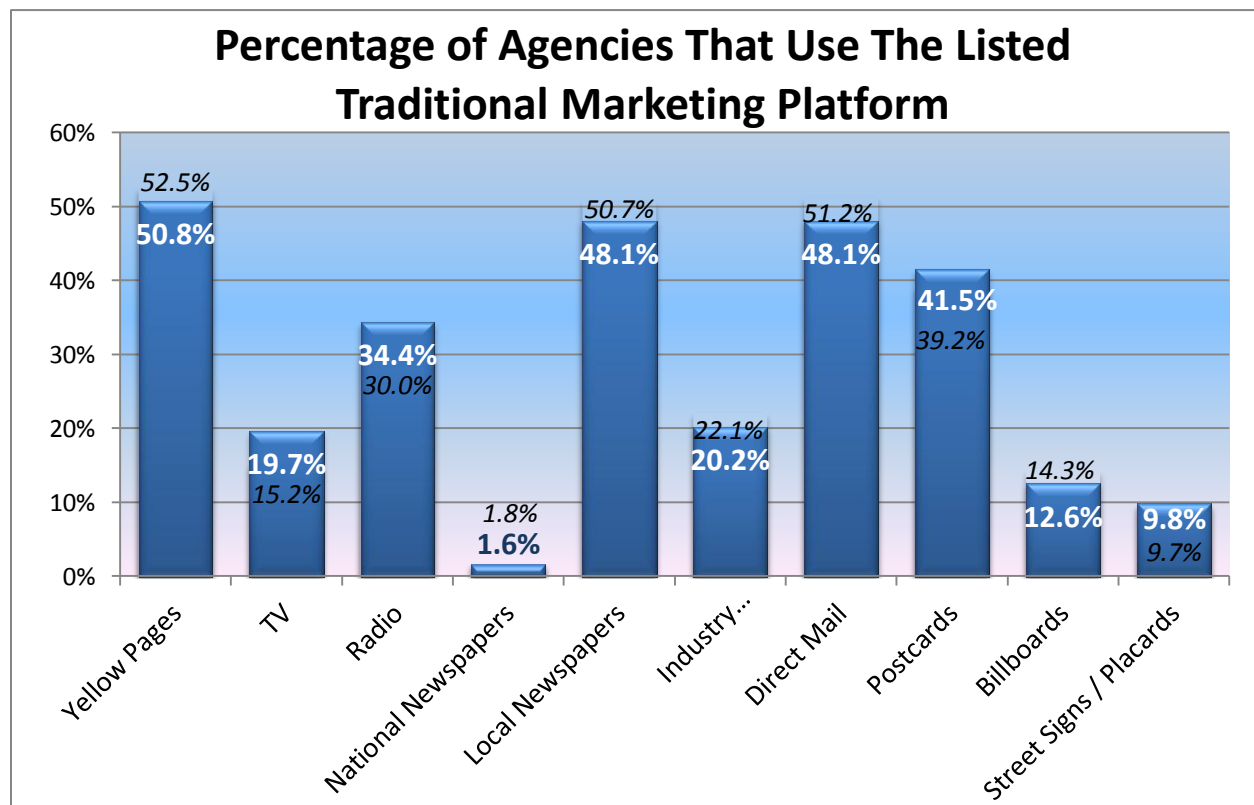
The following observations are noteworthy:

- The use of social media has definitely increased over the past year with the biggest increases seen in the use of Facebook, Twitter, Google+, and YouTube.
- Agencies are still not measuring the results of their marketing efforts nor their ROI.
- About half of the agencies reported that the leads and/or revenue due to their use of social media to be about the same as last year; and a little more than a quarter reported that their leads and/or revenue has increased.

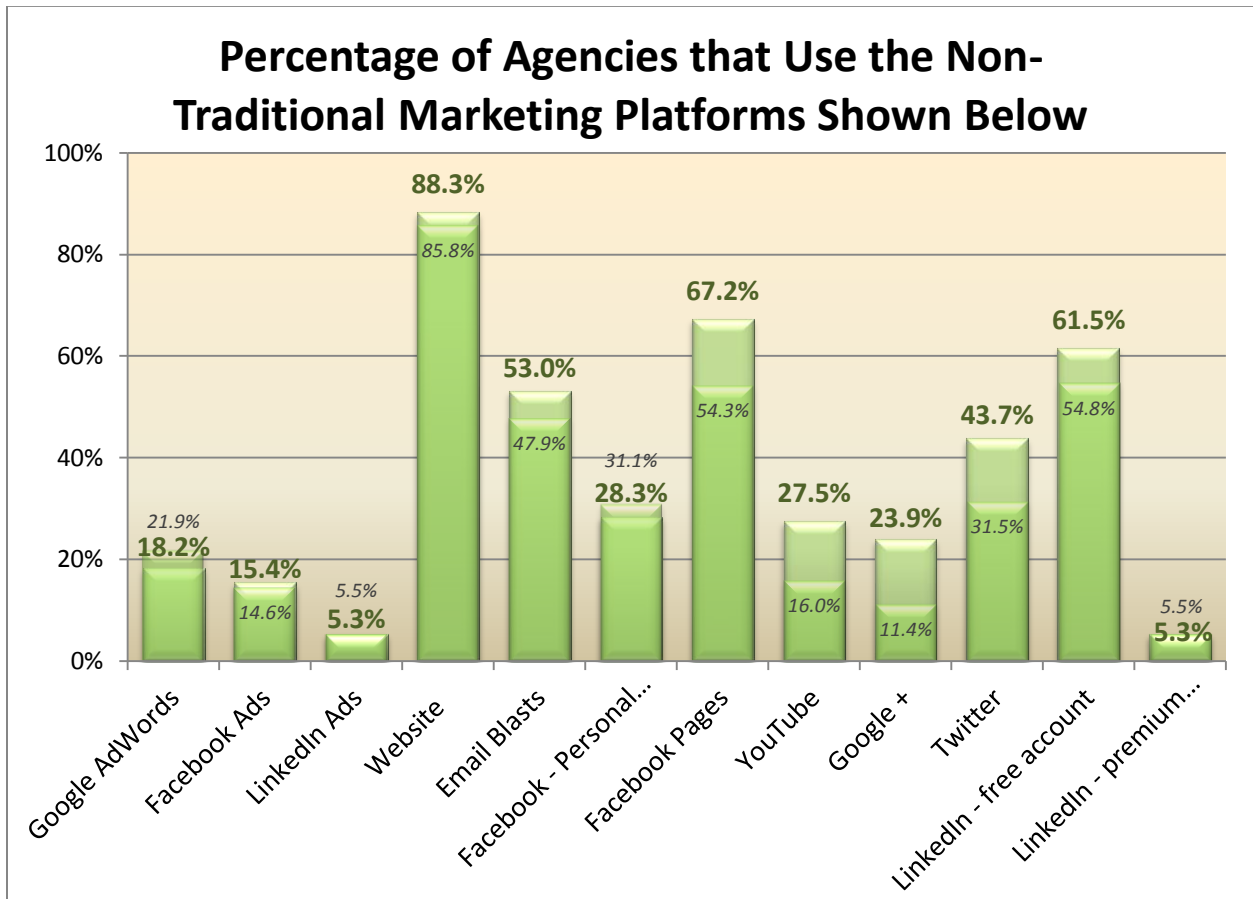
The smaller numbers in italics on charts throughout this report are the 2011 results.

Additionally, trend arrows may be shown – green indicates an increase from last year and red, a decrease.

As expected, the use of traditional marketing platforms by agencies has remained relatively unchanged.

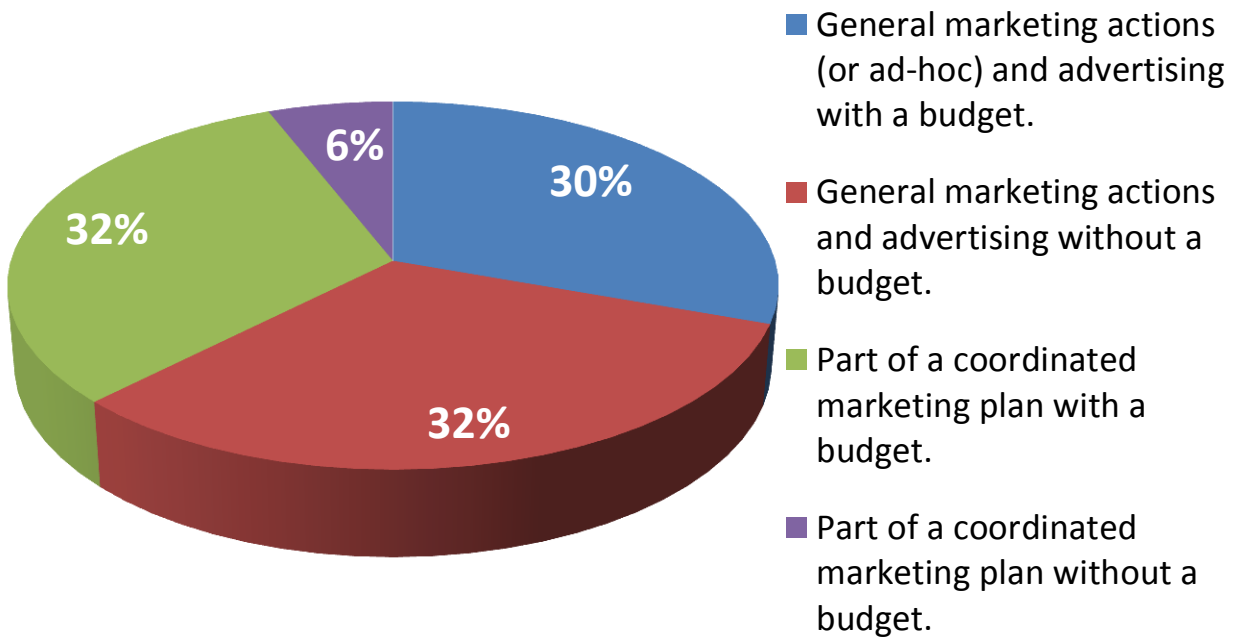


The use of non-traditional (social media) marketing platforms increased significantly over the past year. The biggest increases were seen in the use of Facebook, Twitter, Google+, and YouTube.



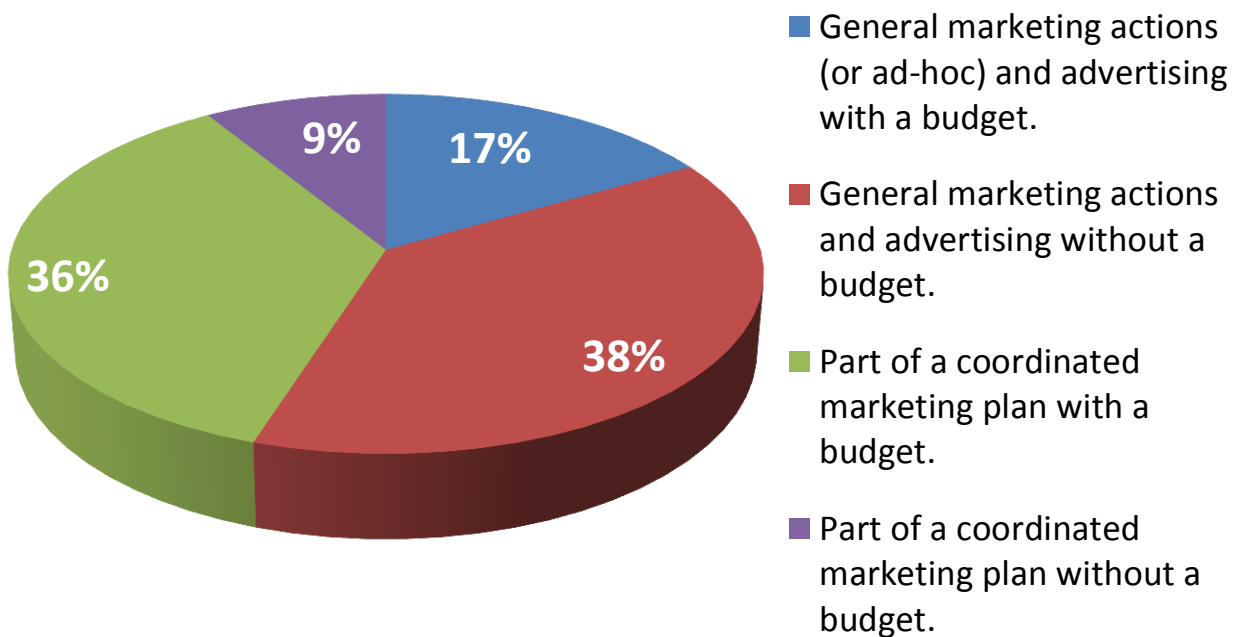
Although these statistics are not specific to just the agencies that responded, the greatest amount of respondents answered that they maintained their blogs, websites, Facebook pages, Twitter accounts, etc., mostly internally. This is an increase from last year. However, an overall majority of the websites are maintained with at least some assistance from outside sources.

Marketing Efforts in Traditional Channels

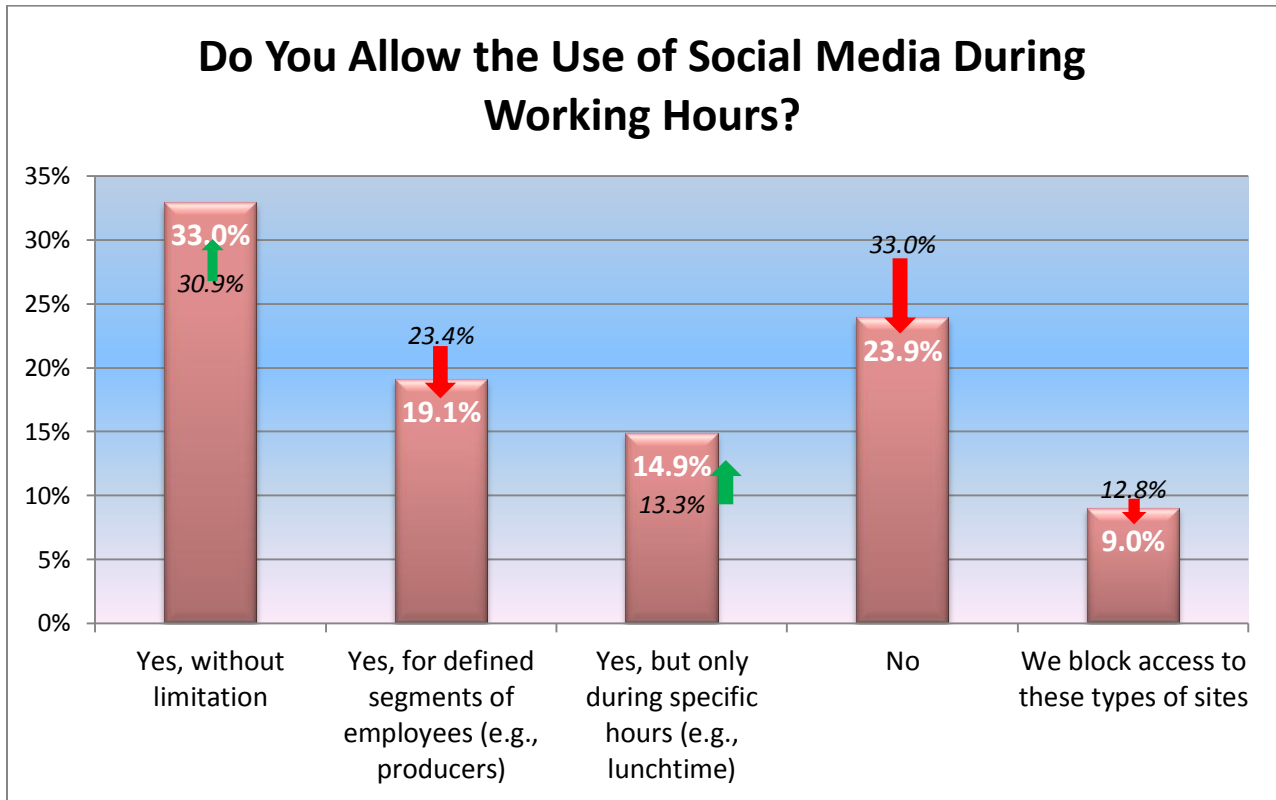


Marketing efforts in traditional and non-traditional channels both show a slight increase in the use of coordinated marketing plans from last year's agency responses (up from 36% and 39%).

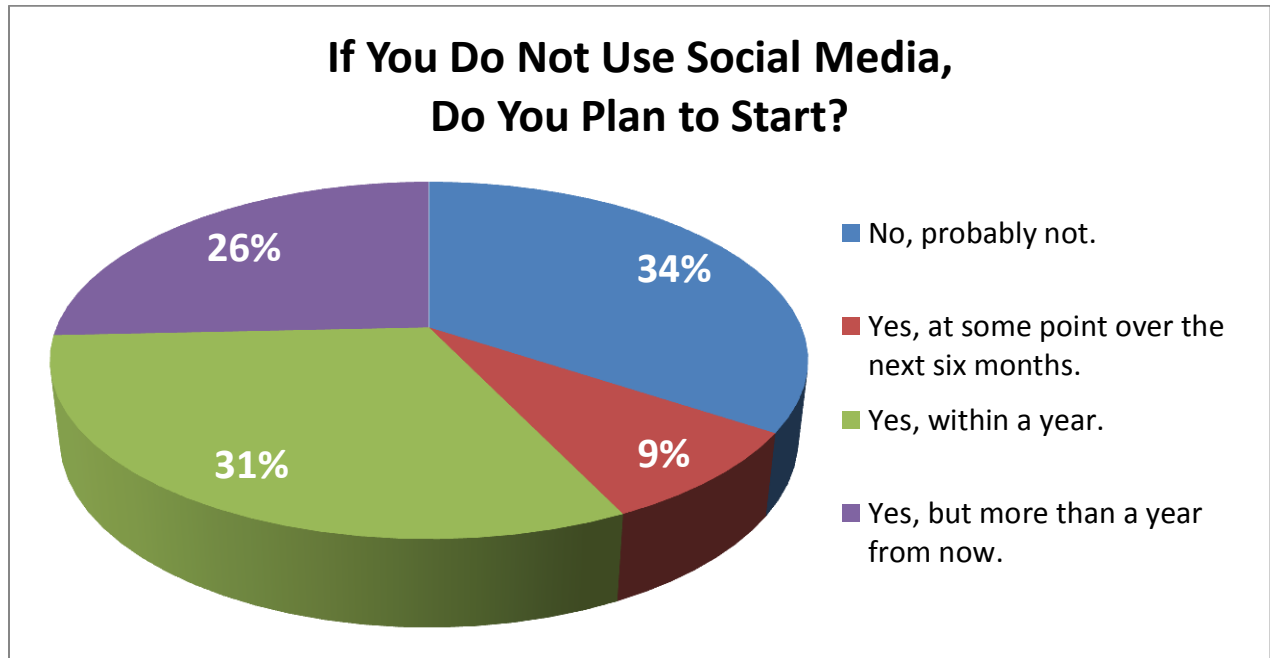
Marketing Efforts in Non-Traditional Channels



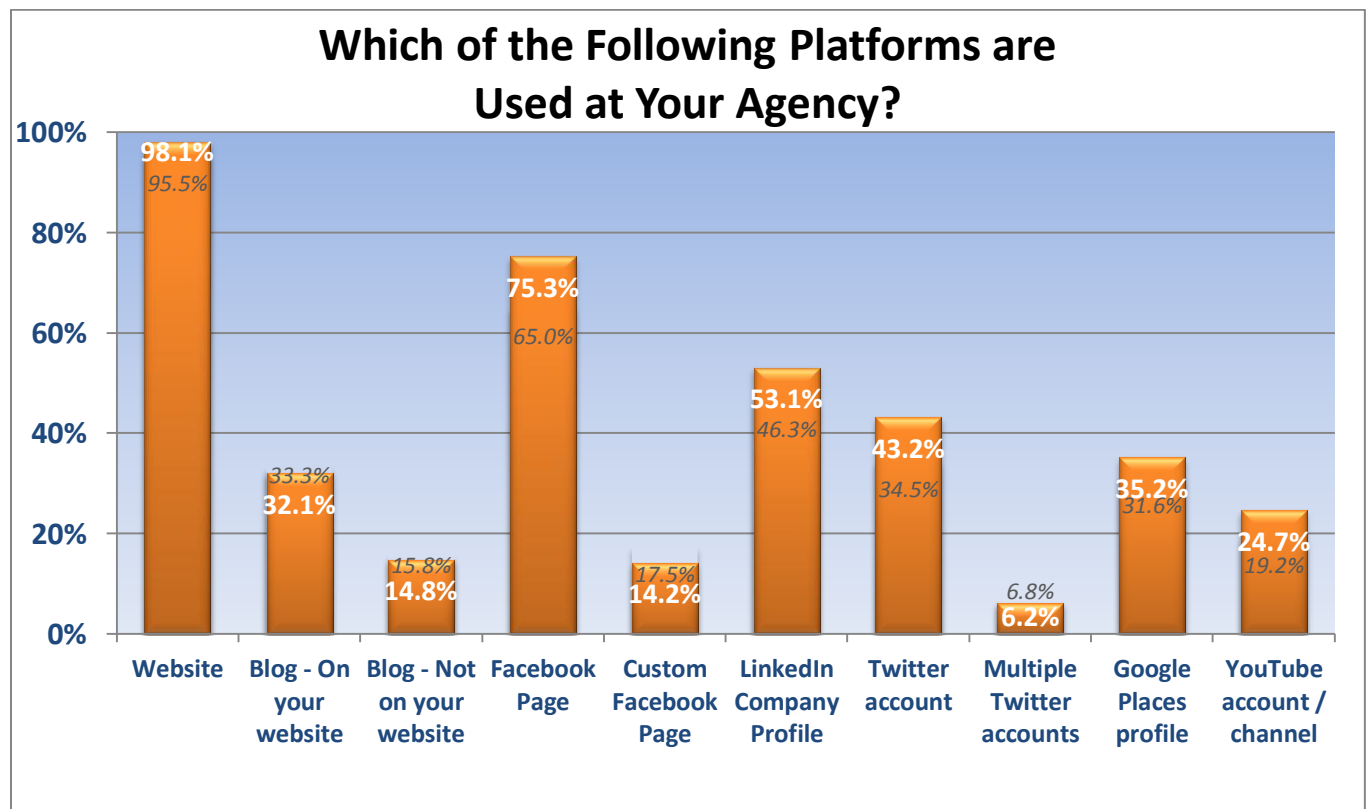
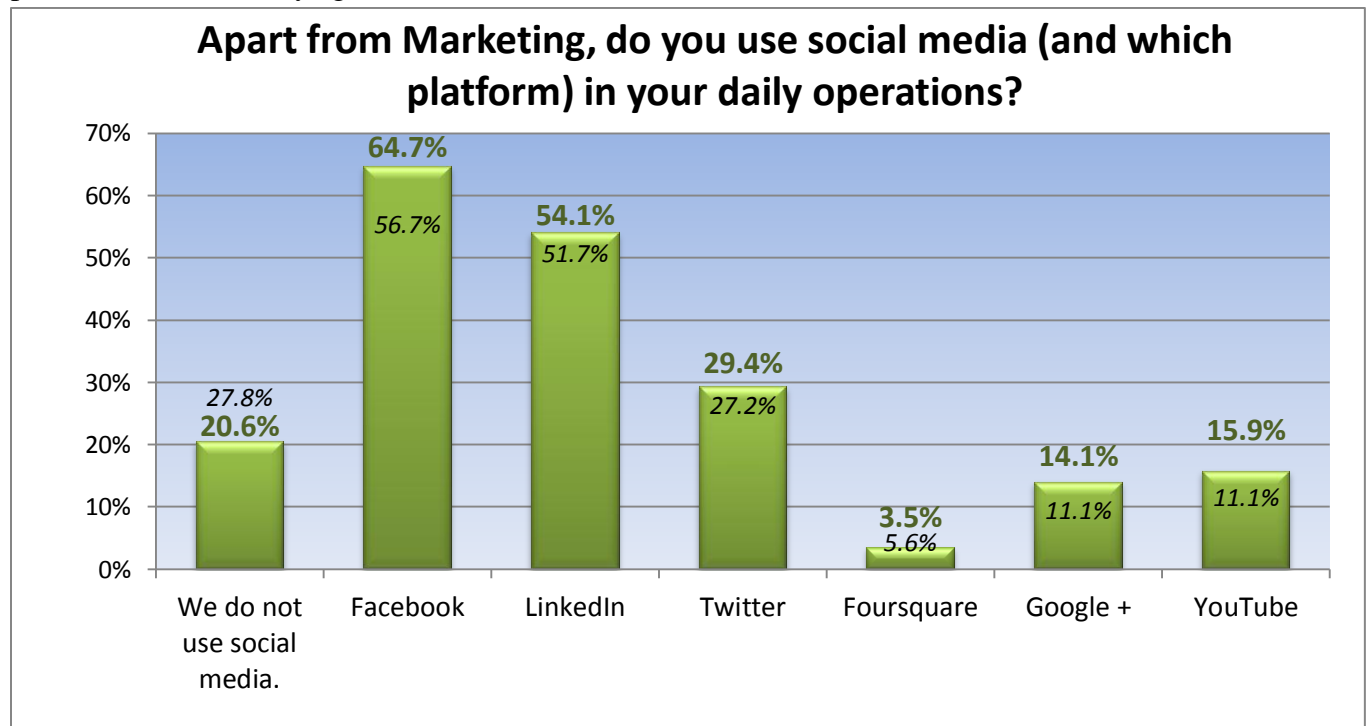
Overall there has been an increase in the ability to use social media during working hours at agencies – and a corresponding decrease in outright restrictions on its use.



About a third of the agencies that responded do not plan on using social media.

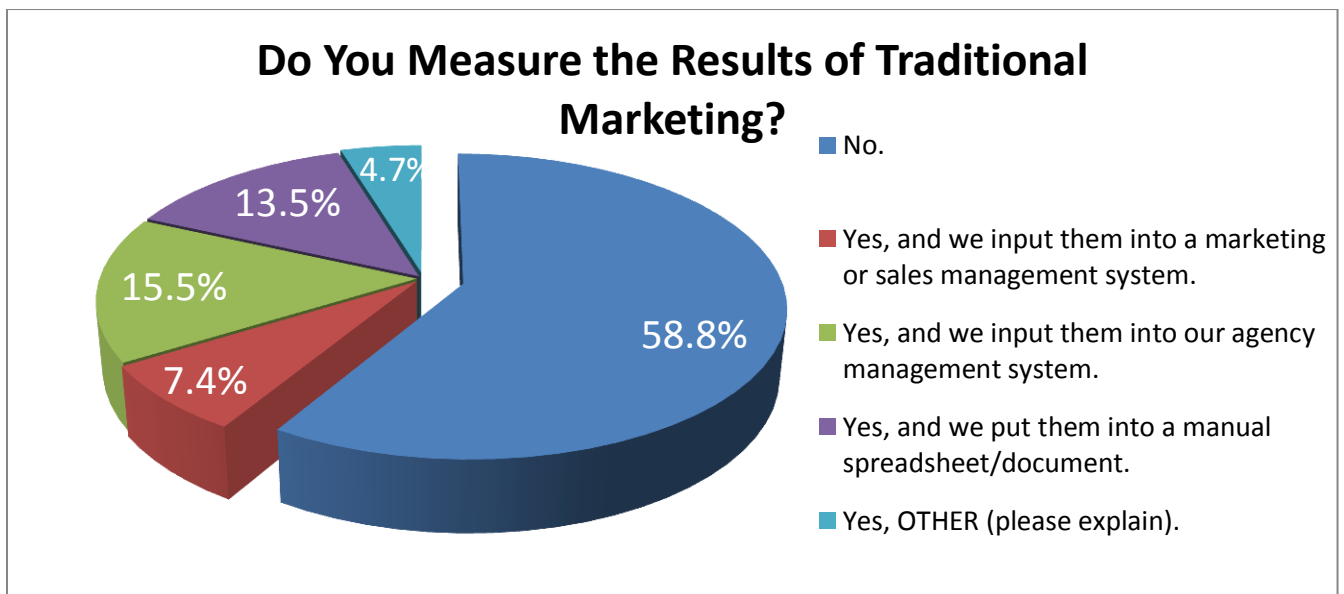


Agencies' non-marketing use of social media has also increased over last year. The biggest increases were in with Facebook and LinkedIn use. Websites, Facebook, and LinkedIn are the platforms most used by agencies.

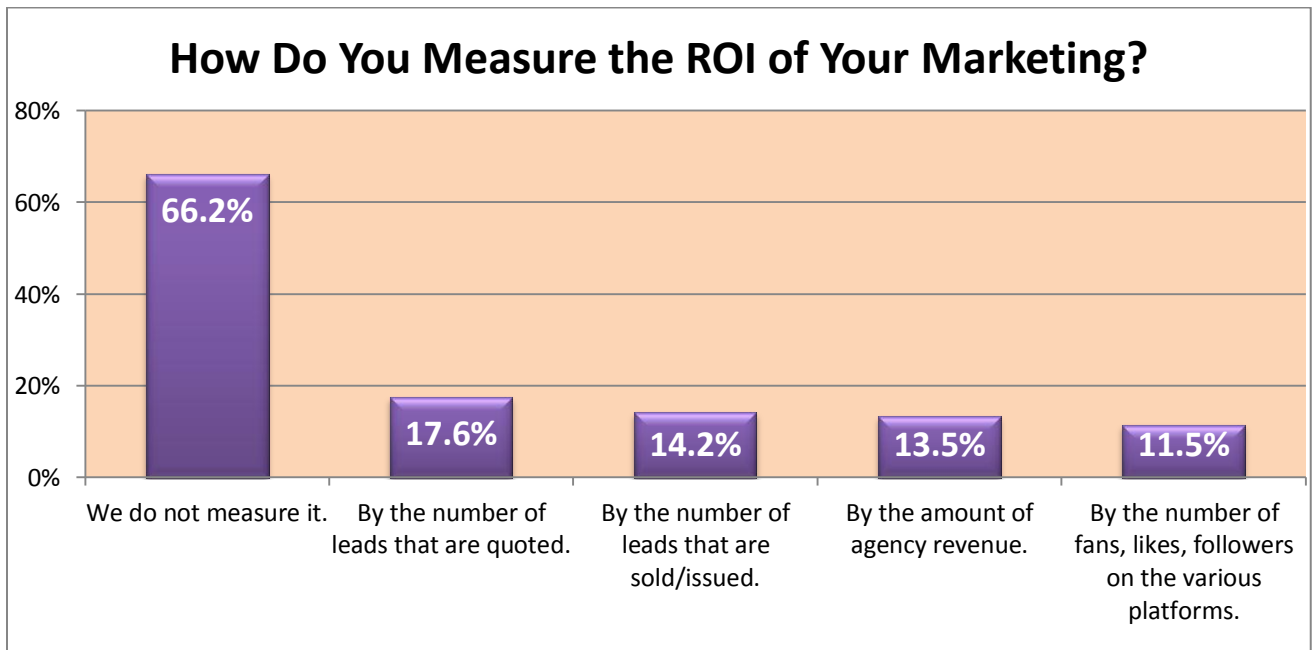
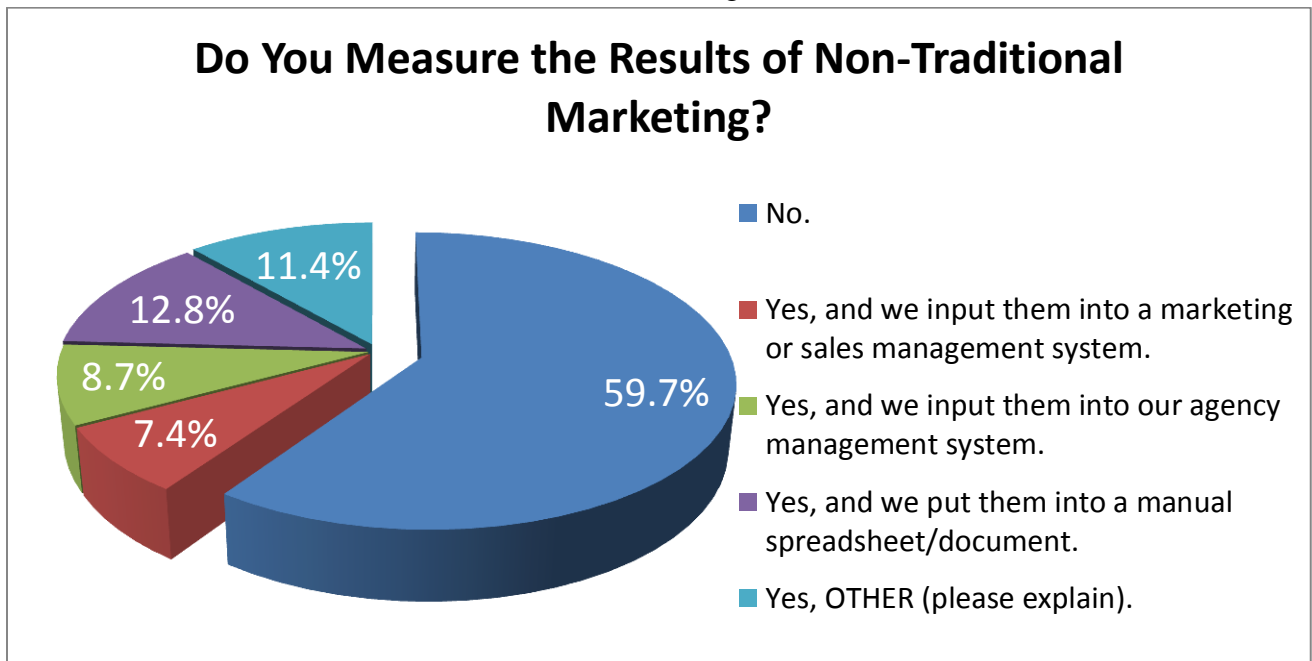


Less than 10% of Agencies responded that they use a location-based social media platform (such as Foursquare or Facebook Mobile.)

The biggest goal of agencies using traditional marketing is to build the image of the organization. The primary goals of using non-traditional marketing are to obtain new leads, increase brand recognition and to build relationships.

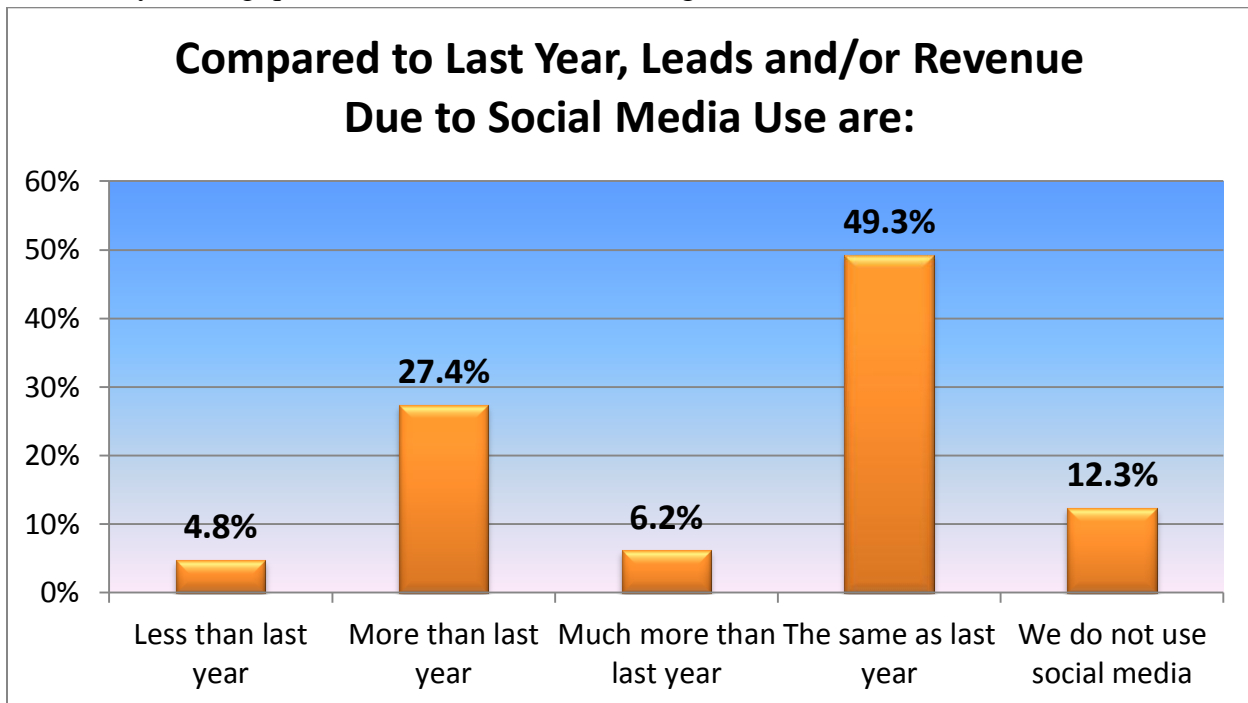


A very large percentage (just under 60%) of agencies still does not measure the results of their traditional (above) and non-traditional (below) marketing efforts.



About two-thirds of agencies do not measure the ROI of their marketing, a bit more than last year's agency respondents.

And finally, the big question to see the trend of the agencies' bottom-lines:



Just under half of the agencies answered that their leads and/or revenue due to social media were the same as the previous year; and a little more than a quarter said it was more than last year. A small percentage (6.2%) reported that it was much more than last year and less than 5% reported it was less.



This survey was created, evaluated, and the report written by Jason Hoepner, CIC, an independent agency consultant at B. H. Burke & Co., Inc. of Westbrook, CT. You can learn more about us at <http://www.bhbco.com>. If you have any further questions on these results, please do not hesitate to contact us via email (jason@bhbco.com).