







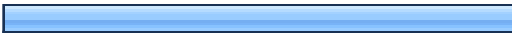



### 1. How important is social media to your marketing efforts?

		Response Percent	Response Count
not at all		9.4%	15
somewhat important		41.5%	66
<b>very important</b>		<b>45.3%</b>	<b>72</b>
our primary marketing effort		3.8%	6
answered question			159
skipped question			0







### 2. Please indicate how focused your marketing is on the following platforms.

	not at all focused	somewhat focused	very focused	Response Count
Facebook	18.6% (29)	35.3% (55)	<b>46.2% (72)</b>	156
Twitter	34.0% (53)	<b>41.0% (64)</b>	25.0% (39)	156
Blog	<b>44.9% (70)</b>	34.6% (54)	20.5% (32)	156
Foursquare	<b>79.5% (124)</b>	17.9% (28)	2.6% (4)	156
Google +	<b>59.0% (92)</b>	30.1% (47)	10.9% (17)	156
YouTube	37.2% (58)	<b>42.9% (67)</b>	19.9% (31)	156
answered question				156
skipped question				3

### 3. What are your primary objectives using social media?

		Response Percent	Response Count
customer acquisition		49.0%	76
ongoing engagement		64.5%	100
<b>brand awareness</b>		<b>76.8%</b>	<b>119</b>
conversion		23.9%	37
customer support		29.7%	46
customer loyalty		53.5%	83
	other (please specify)		7
<b>answered question</b>			<b>155</b>
<b>skipped question</b>			<b>4</b>

### 4. How do you measure success?

		Response Percent	Response Count
<b>fans/followers/likes</b>		<b>71.6%</b>	<b>111</b>
re-tweets		31.0%	48
comments		53.5%	83
downloads		24.5%	38
share of conversation		25.2%	39
referrals		35.5%	55
	other (please specify)		13
<b>answered question</b>			<b>155</b>
<b>skipped question</b>			<b>4</b>

## 5. Do you currently monitor social conversation?

		Response Percent	Response Count
yes		66.5%	103
no		33.5%	52
answered question			155
skipped question			4

## 6. What do you monitor?

		Response Percent	Response Count
brand mentions		89.3%	92
competitive brand mentions		51.5%	53
category/product interests		48.5%	50
re-tweets		47.6%	49
other (please specify)			2
answered question			103
skipped question			56



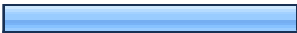

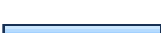



## 7. Have you developed a social media conversation strategy?

		Response Percent	Response Count
yes		34.2%	53
no		54.8%	85
don't know		11.0%	17
answered question			155
skipped question			4




## 8. How often do you create new social media content?

		Response Percent	Response Count
hourly		2.6%	4
daily		33.1%	51
weekly		38.3%	59
monthly		10.4%	16
quarterly		5.2%	8
annually		1.9%	3
never		8.4%	13
answered question			154
skipped question			5

## 9. What is the purpose of your content? (select all that apply)

		Response Percent	Response Count
deliver updates		64.9%	100
<b>promote products and offers</b>		<b>67.5%</b>	<b>104</b>
add value to the conversation		44.2%	68
entertain		22.7%	35
advocate for our fans and their initiatives		23.4%	36
respond to requests		37.7%	58
provide utility/solve a problem		33.1%	51
I don't create content		11.0%	17
answered question			154
skipped question			5




## 10. Do you capture demographic information (location, age, gender) about individual consumers with your social media efforts?

		Response Percent	Response Count
yes		33.8%	52
<b>no</b>		<b>57.1%</b>	<b>88</b>
don't know		9.1%	14
answered question			154
skipped question			5

### 11. Can you explain your strategy for using demographic information to guide your social efforts?

	Response Count
	44
answered question	44
skipped question	115

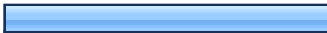


### 12. Do you capture social graph data (friends, contacts) about individual consumers with your social media efforts?

		Response Percent	Response Count
yes		13.6%	21
no		71.4%	110
don't know		14.9%	23
	answered question		154
	skipped question		5

### 13. Can you explain your strategy for using social graph data?

	Response Count
	20
answered question	20
skipped question	139

#### 14. How familiar with the term “interest graph” are you?

		Response Percent	Response Count
never heard of it		48.7%	75
I've heard of it		48.1%	74
I'm very familiar with it		3.2%	5
answered question			154
skipped question			5

#### 15. Please indicate how informed you are about each of the following platforms:

	not at all informed	I've heard of it	I'm very familiar	My company is actively using it	Response Count
Pinterest	42.2% (65)	34.4% (53)	18.8% (29)	4.5% (7)	154
Springpad	68.6% (105)	27.5% (42)	2.6% (4)	1.3% (2)	153
SVpply	88.2% (134)	11.2% (17)	0.0% (0)	0.7% (1)	152
thefancy	85.6% (131)	13.1% (20)	0.7% (1)	0.7% (1)	153
Hunch	79.6% (121)	15.8% (24)	3.3% (5)	1.3% (2)	152
Stamped	77.0% (117)	19.1% (29)	3.3% (5)	0.7% (1)	152
answered question					154
skipped question					5

**16. The “interest graph” can help brands connect with consumers in a more meaningful way by tapping into their interests. How useful is this is to your marketing efforts:**

		Response Percent	Response Count
not at all useful		10.4%	16
somewhat useful		43.5%	67
very useful		26.6%	41
I'm not sure, I'd need to learn more		19.5%	30
answered question			154
skipped question			5

**17. Do you capture interest graph data (preference, likes, interests) about individual consumers with your social media efforts?**





		Response Percent	Response Count
yes		13.6%	21
no		68.8%	106
don't know		17.5%	27
answered question			154
skipped question			5

**18. Can you explain your strategy for using interest graph data?**

















	Response Count
	20
answered question	20
skipped question	139



19. How are you feeling about the proliferation of new social graph and interest graph platforms?








		Response Percent	Response Count
excited to explore and leverage them		19.5%	30
unsure where to put resources		44.2%	68
indifferent		28.6%	44
fatigued and overwhelmed		7.8%	12
		answered question	154
		skipped question	5

## 20. What industry are you in?




		Response Percent	Response Count
automotive		2.6%	4
banking		7.2%	11
consumer goods		9.8%	15
education		3.9%	6
energy		5.2%	8
financial services		9.2%	14
food and beverage		5.2%	8
healthcare		7.8%	12
insurance		2.6%	4
manufacturing		9.8%	15
<b>media/marketing</b>		<b>11.8%</b>	<b>18</b>
real estate		2.6%	4
retail		7.2%	11
technology		9.8%	15
telecommunications		2.6%	4
transportation (Travel)		2.6%	4
other (please specify)			26

<b>answered question</b>	<b>153</b>
<b>skipped question</b>	<b>6</b>

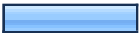


## 21. Size of your company (# of employees)?

		Response Percent	Response Count
1-10		9.2%	14
11-50		4.6%	7
51-100		7.8%	12
101-500		19.0%	29
501-1,000		10.5%	16
1,001-10,000		26.1%	40
10,000+		22.9%	35
answered question			153
skipped question			6



## 22. Which of the following best describes your brand?

		Response Percent	Response Count
the market or category leader		52.3%	80
a challenger brand		39.2%	60
a follower brand		8.5%	13
answered question			153
skipped question			6

### 23. Which best describes your marketing resources and budget (select one)

		Response Percent	Response Count
larger than the category average		19.6%	30
average for the category average		39.9%	61
smaller than the category average		40.5%	62
answered question			153
skipped question			6

### 24. Is your company considered a Fortune 1000 company

		Response Percent	Response Count
yes		30.1%	46
no		69.9%	107
answered question			153
skipped question			6