

Leading Research

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BUDDY  MEDIA

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# Campaigns to Capabilities

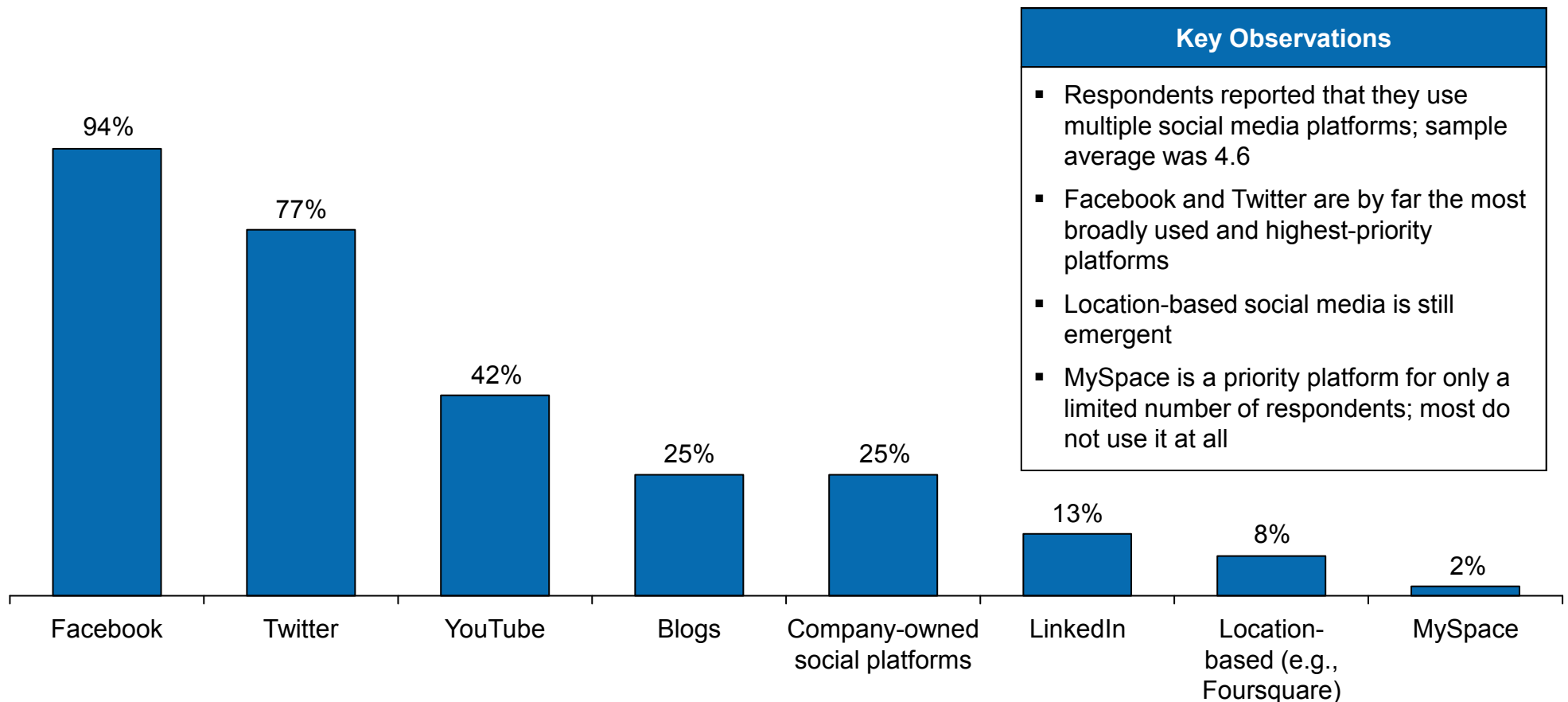
## *Social Media & Marketing 2011*

Selected Insights  
October 2011



# Facebook, Twitter, and YouTube are the cornerstones of most social media strategies

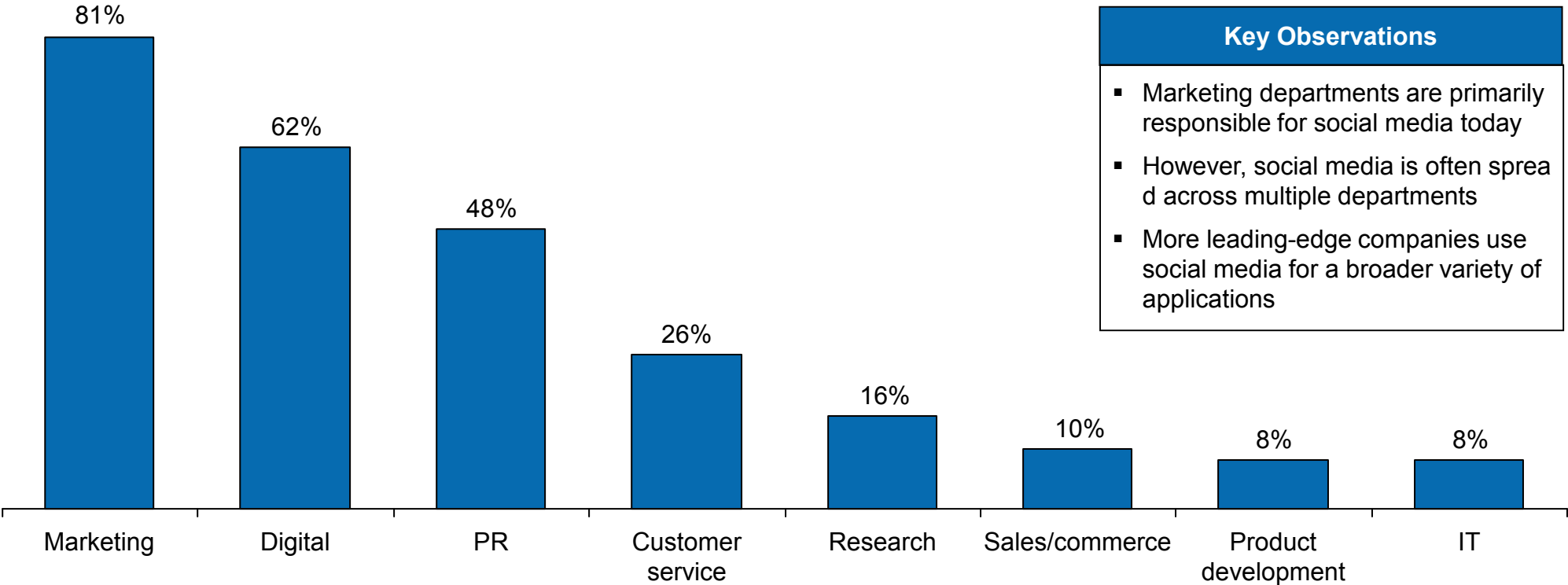
**Priority Social Media Platforms**  
(% of respondents listing this platform among their top 3)



Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Today, social media lives primarily within marketing, digital, and PR

**Departments Responsible for Leading Social Media Today**  
(% of respondents)

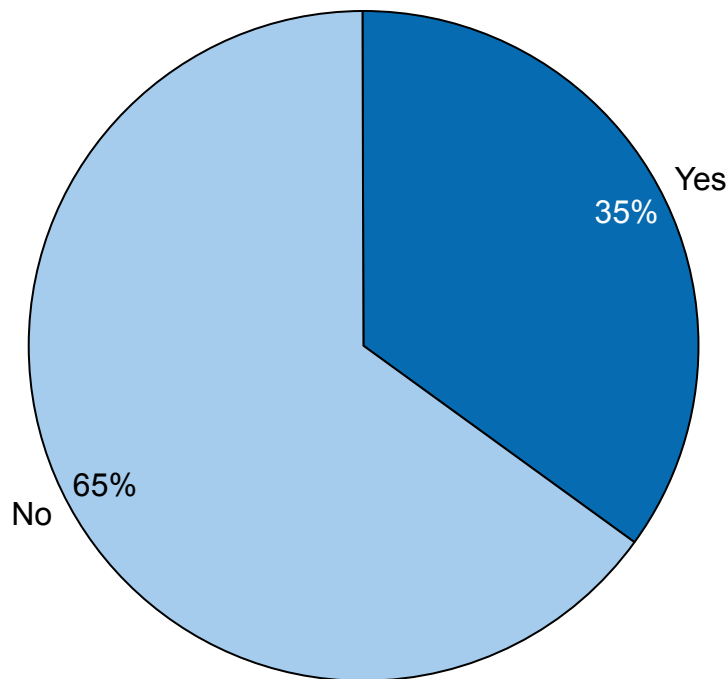


Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

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# A third of companies have a senior executive who is responsible for social media company-wide

**Does Your Company Have a Senior Executive Who Is Responsible for Social Media Company-Wide?**  
(% of respondents)

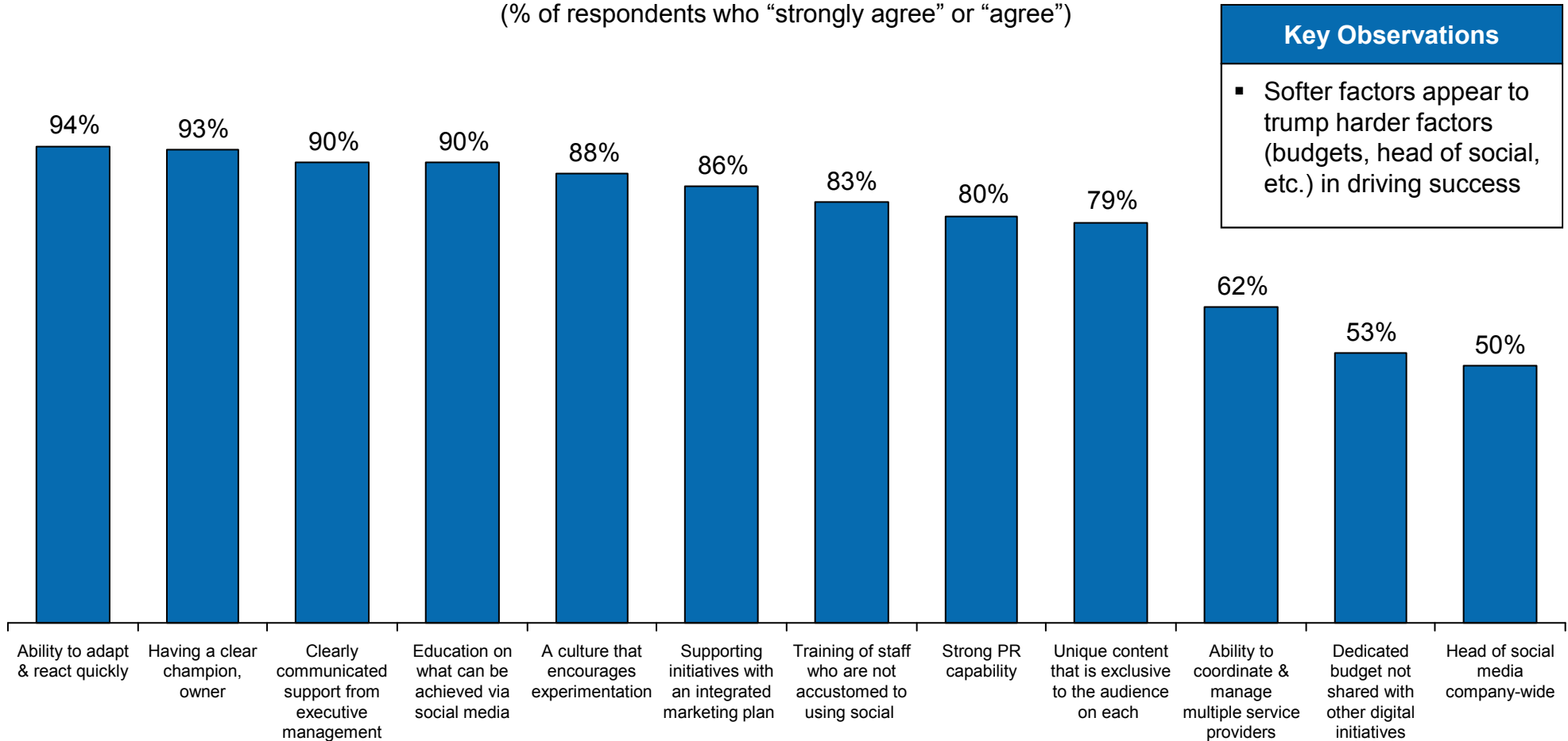


## Key Observations

- Overall, a third of companies reported that they have a company-wide head of social media
- The portion rises to 41% among companies that consider themselves “best in class” or “strong”

# Respondents identified a range of critical success enablers

**Social Media Success Factors**  
(% of respondents who “strongly agree” or “agree”)

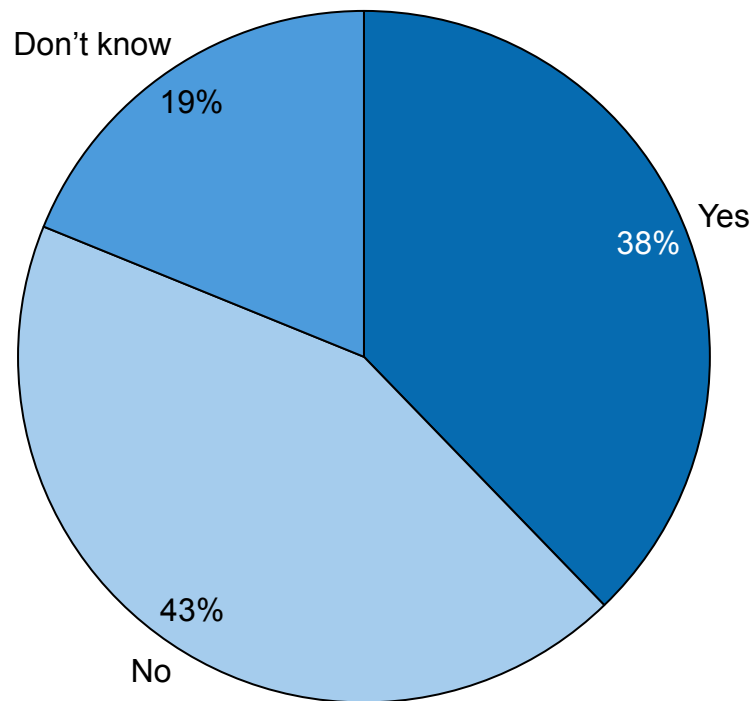


Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

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# Social media is a CEO-level agenda item for many companies

**Is Social Media on Your CEO's Agenda?**  
(% of respondents)



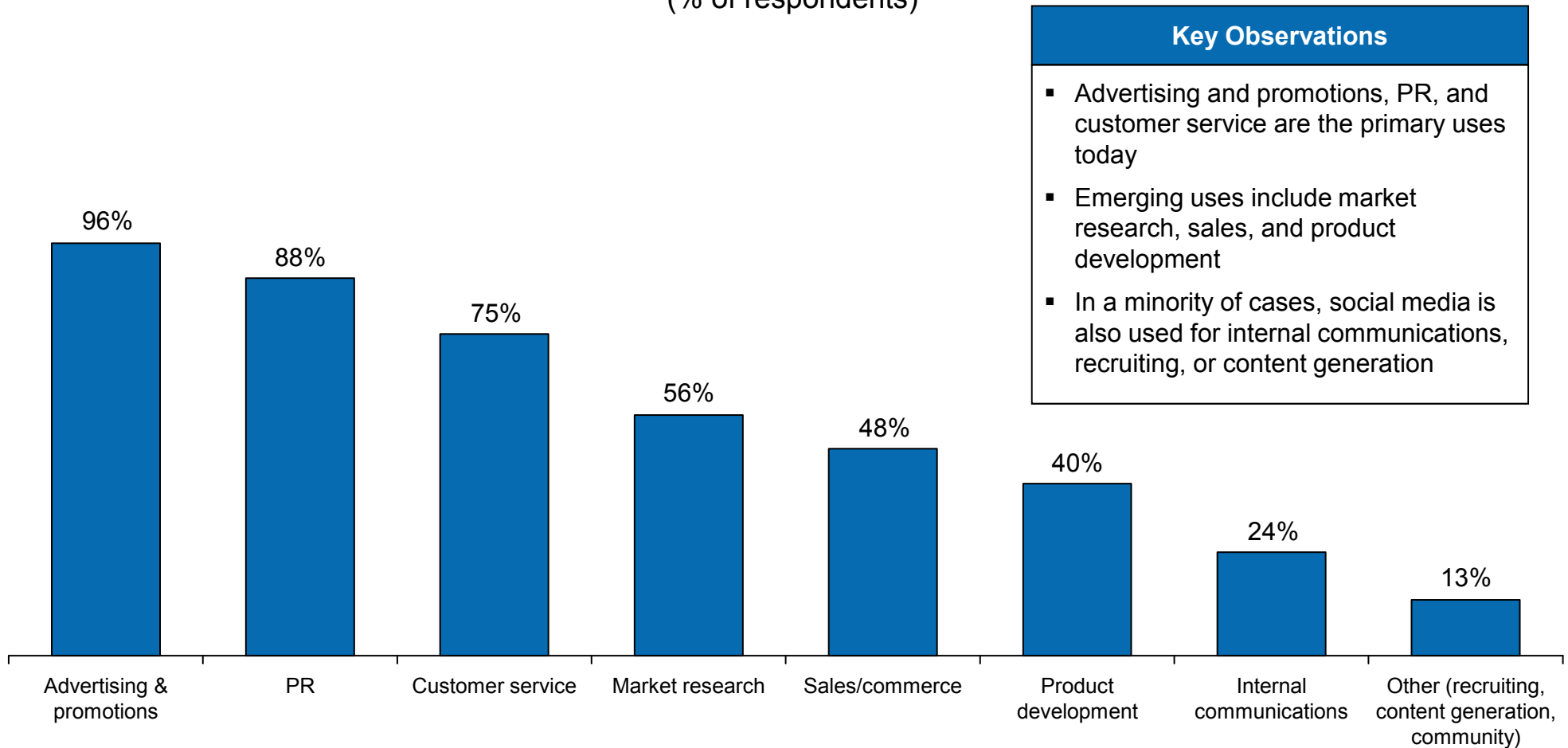
## Key Observations

- Though social is not on the agenda of many CEOs, nearly 40% of respondents reported that it is a CEO-level agenda item
- This suggests that social media has moved beyond being a “fad” for many of these companies, and it is viewed more as a high-potential business tool

Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Social media has a range of uses

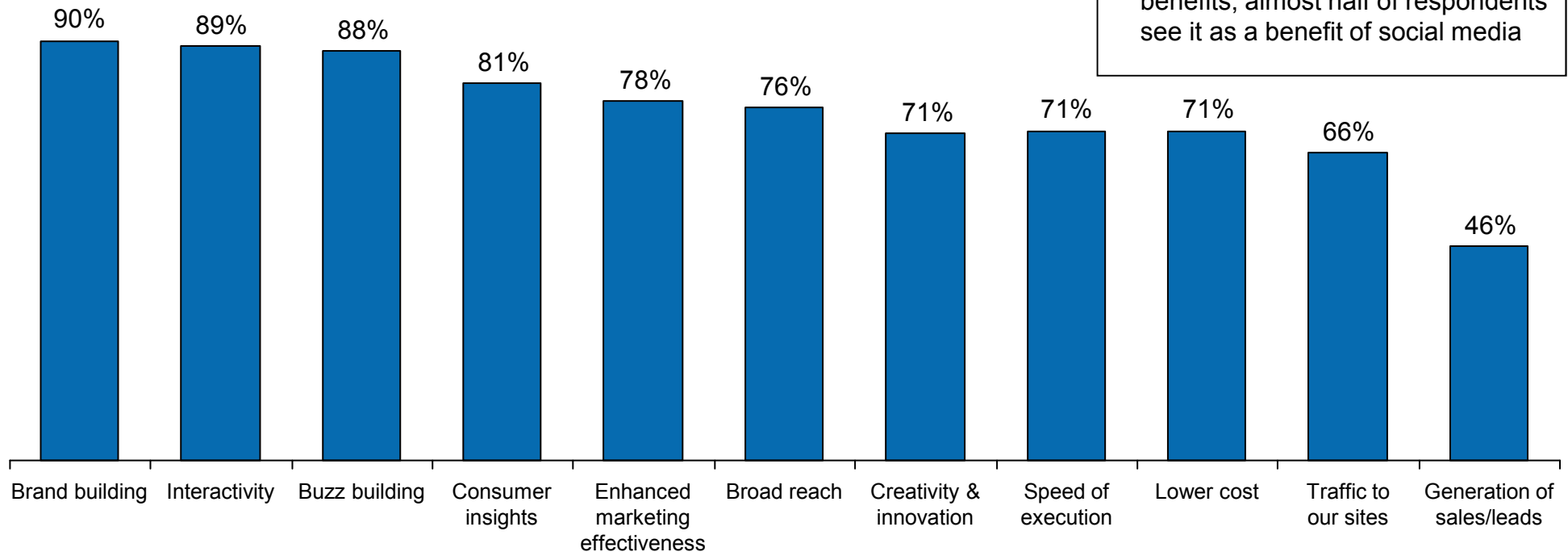
**How Do You Use Your Top Social Media Platforms?**  
(% of respondents)



Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Companies view social media as offering the most benefit in the upper stages of the purchase funnel

**Great or Some Benefit from Social Media**  
(% of respondents)



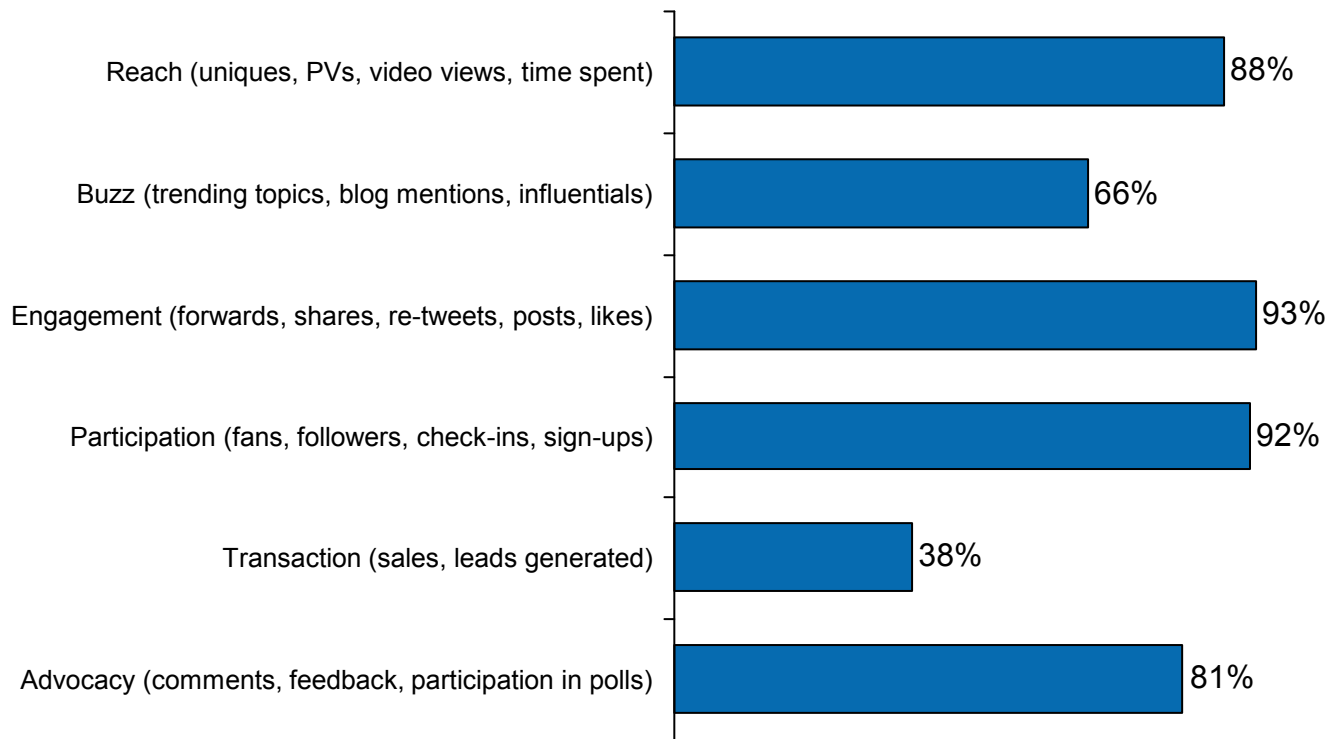
## Key Observations

- Companies are deriving significant marketing value from social media
- Though the generation of sales and leads is rated lower than other benefits, almost half of respondents see it as a benefit of social media

Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Marketers measure social media across all stages of the purchase funnel

**Metrics Used for Social Media**  
(% of respondents)



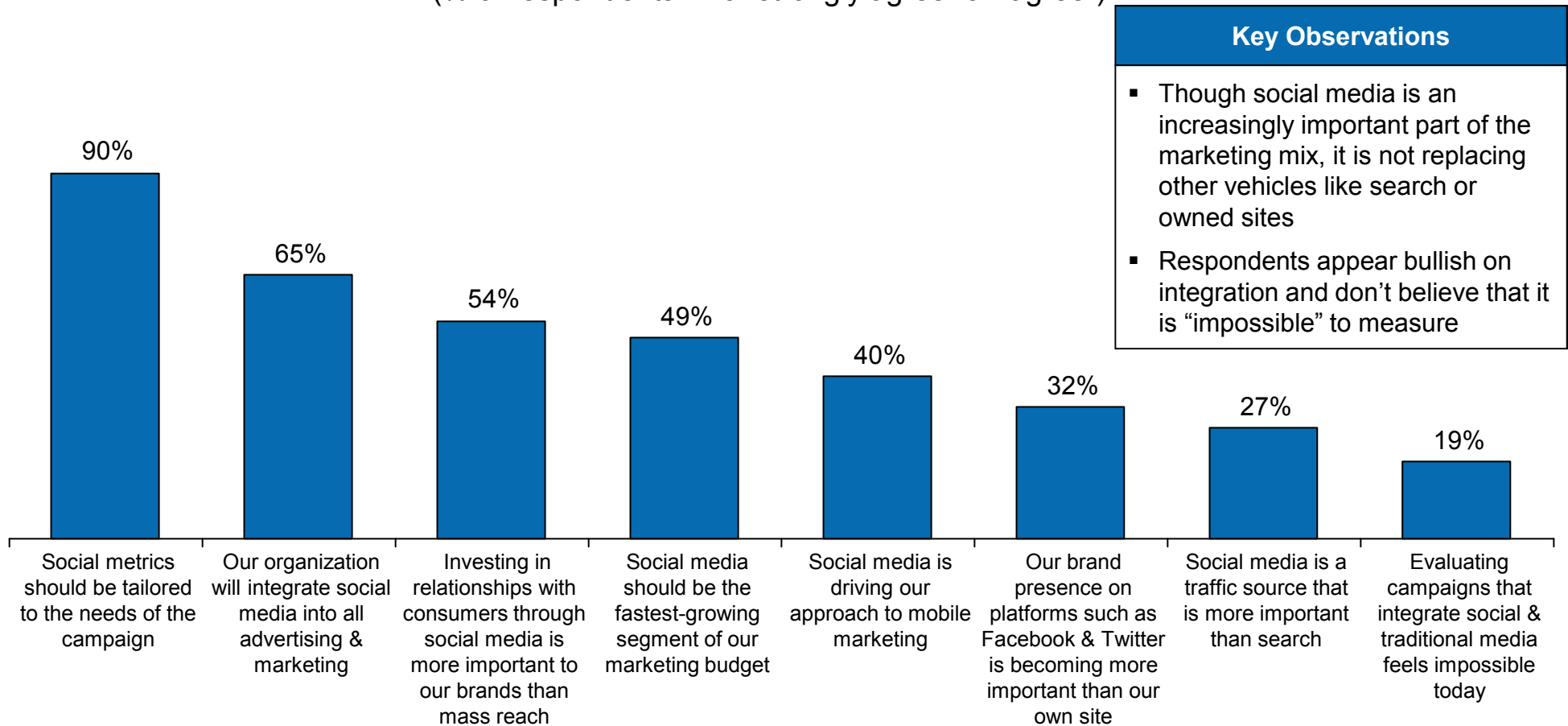
## Key Observations

- Companies are still trying to “crack the code” on the measurement of social media
- Most respondents report using multiple approaches to measuring social media as metrics mature
- Most companies are not yet able to link transactions to social media

Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Respondents agree that social media will become a bigger part of their marketing mix

**Social Media in the Marketing Mix – Opinions**  
(% of respondents who “strongly agree” or “agree”)



Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

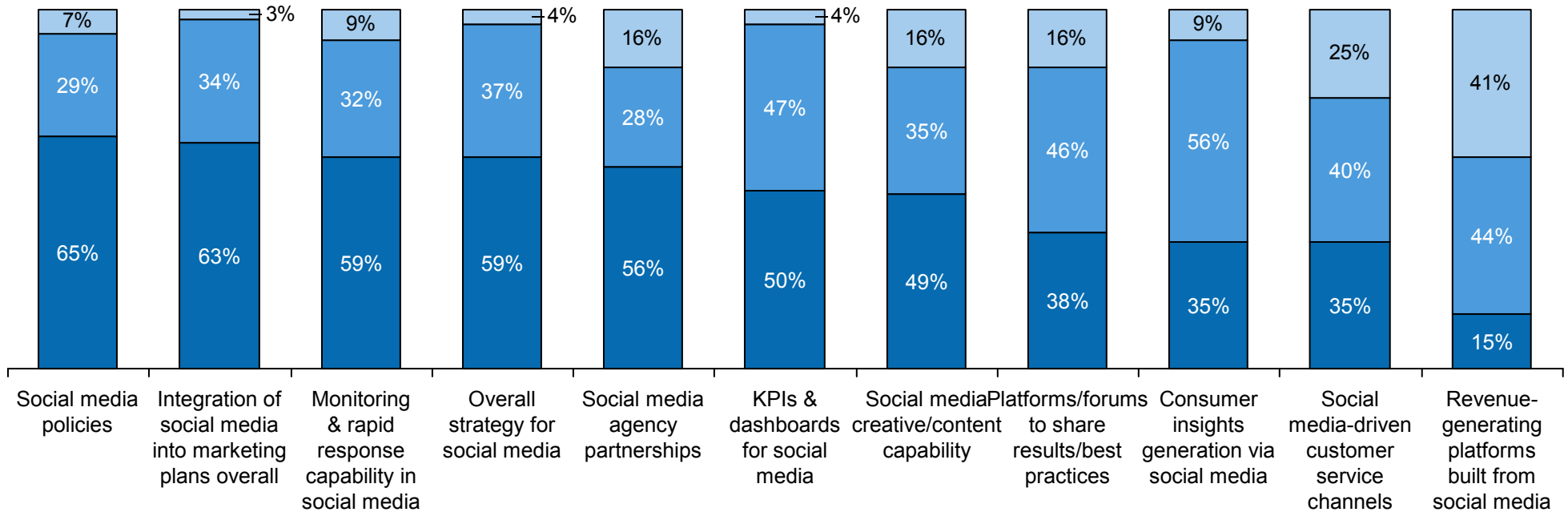
# Companies have a range of capabilities already in place or are looking to build them

**Organizational Elements**  
(% of respondents)

■ Do Not Have, Not Looking to Build  
■ Building or Will Build Soon  
■ Have Today

**Key Observations**

- Only a handful of companies have all of these organizational elements in place today
- However, almost half report that they will have all of them in place in one or two years

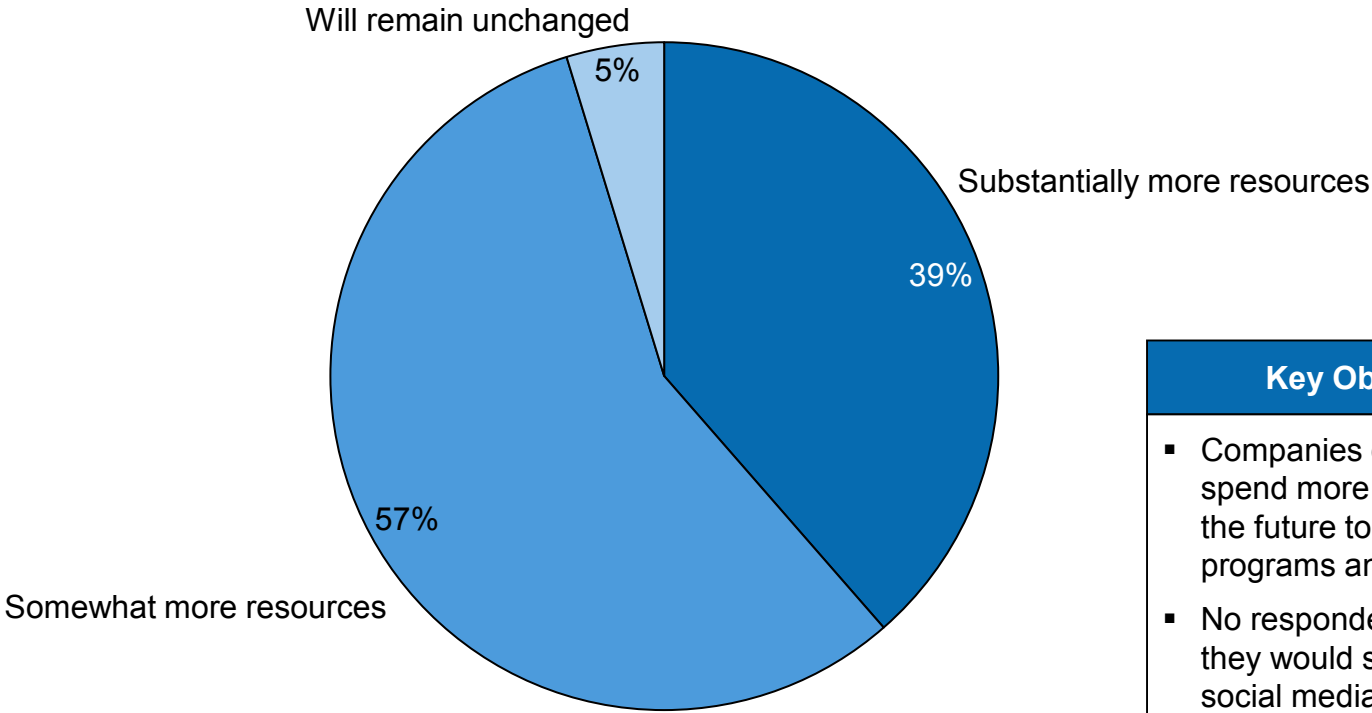


Note: Numbers may not add up due to rounding.

Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Almost all companies report that they are growing their spend on social media

**Future Investments in Social Media**  
(% of respondents)

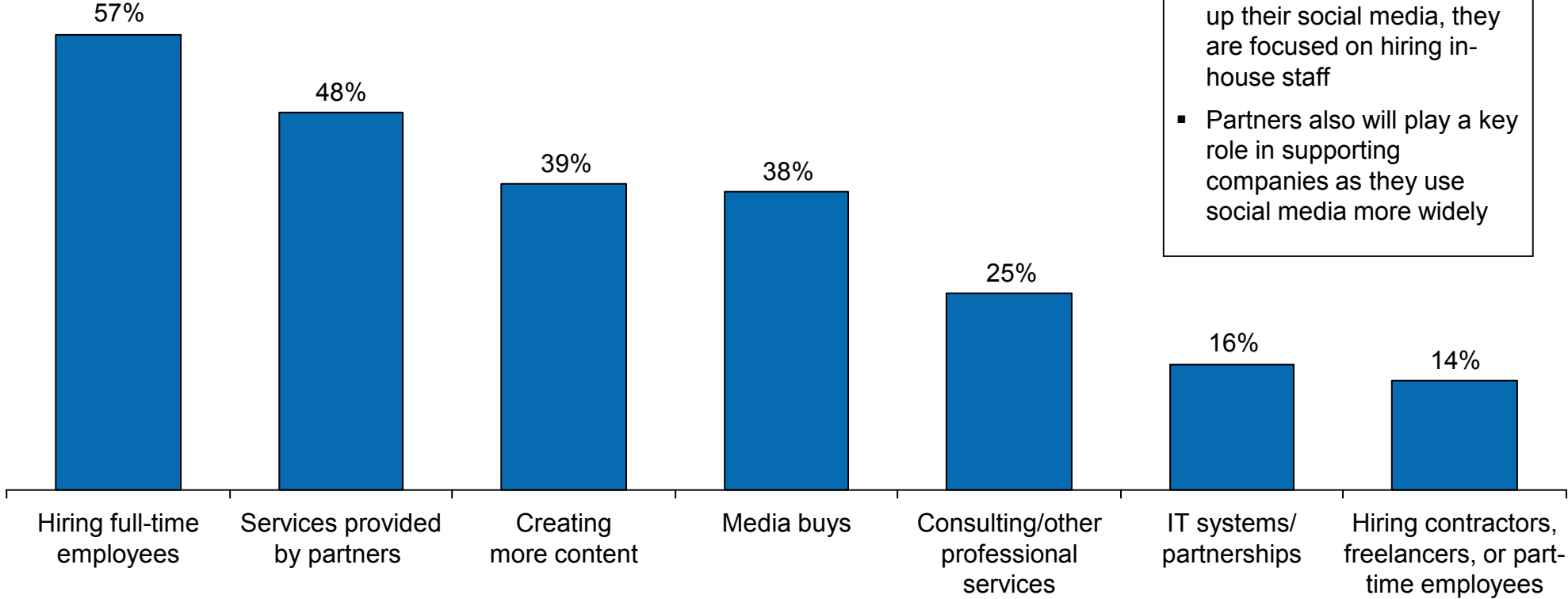


Key Observations
<ul style="list-style-type: none"><li>▪ Companies clearly intend to spend more on social media in the future to build bigger social programs and platforms</li><li>▪ No respondents reported that they would spend less on social media in the future</li></ul>

Note: Numbers may not add up due to rounding.  
Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Hiring full-time employees is the number one investment being made in social media

**Investments in Social – Type**  
(% of respondents)

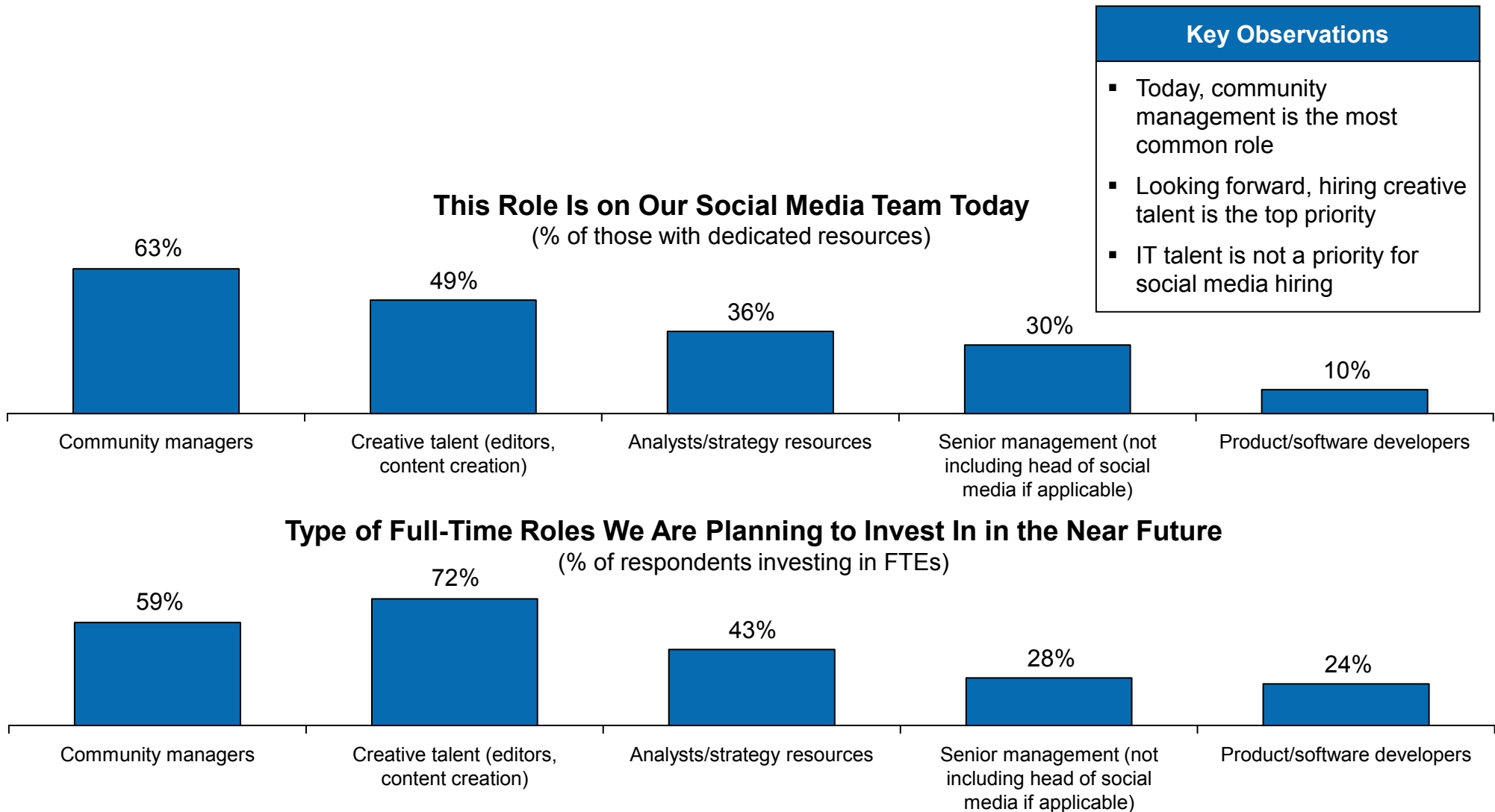


**Key Observations**

- As companies are building up their social media, they are focused on hiring in-house staff
- Partners also will play a key role in supporting companies as they use social media more widely

Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

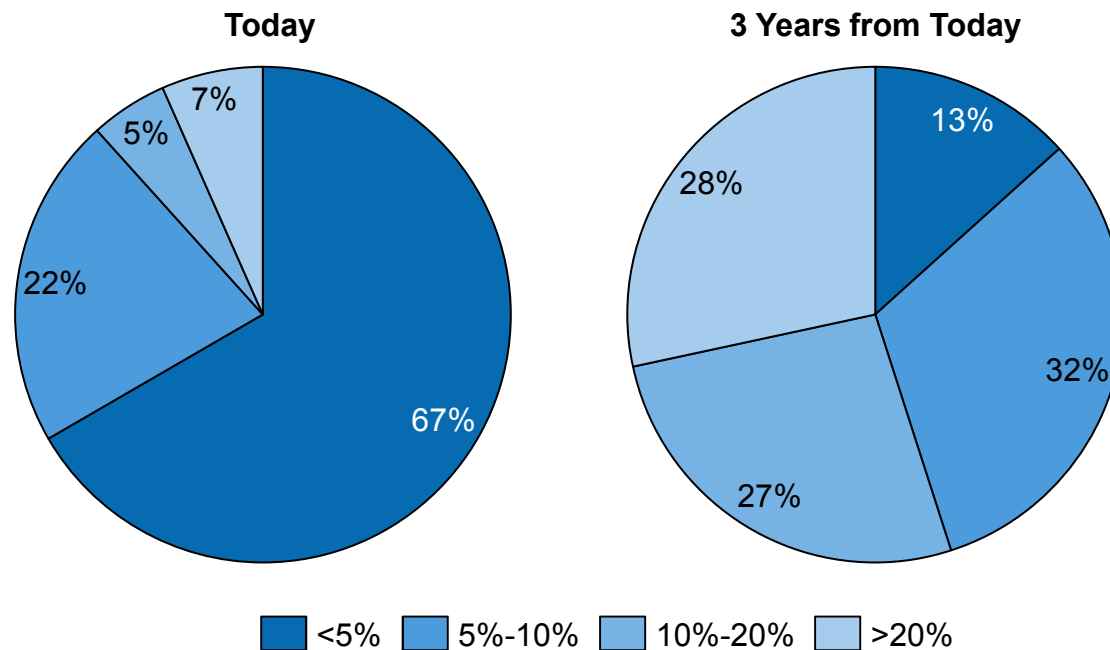
# Three primary roles make up a social media team



Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Marketers report that social media spend will increase significantly as a percentage of digital spend in the next three years

## Social Media Spend as a Percentage of Digital Marketing Spend



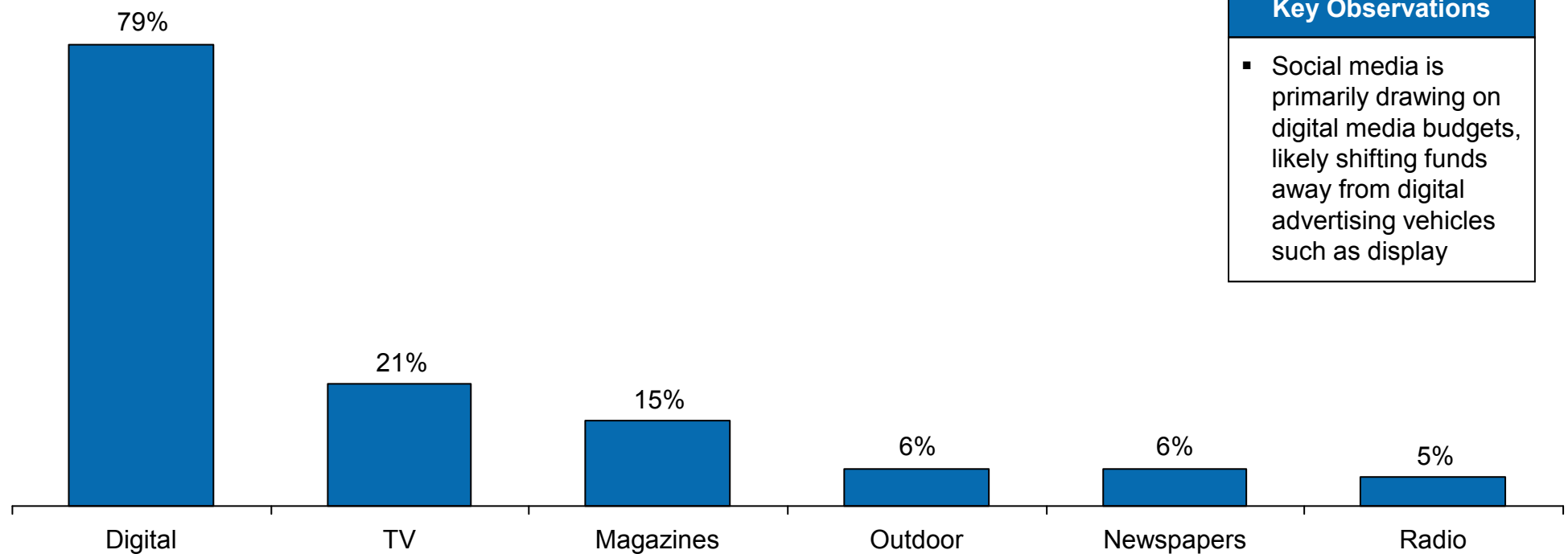
Key Observations
<ul style="list-style-type: none"><li>▪ Social media will begin to take up a meaningful share of digital budgets for many companies</li><li>▪ Overall digital budgets are also growing, suggesting a substantial uptick in spend in the coming years</li></ul>

Note: Includes only those responses where an answer was provided for social media as a percentage of digital both for “today” and for “three years from today.” Numbers may not add up due to rounding.

Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

# Within these budgets, social media is precipitating a shift inside digital media more than away from other types of ad spend

Which Other Media Budgets Does Social Draw From?  
(% of respondents)



## Key Observations

- Social media is primarily drawing on digital media budgets, likely shifting funds away from digital advertising vehicles such as display

Source: Booz & Company/Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

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