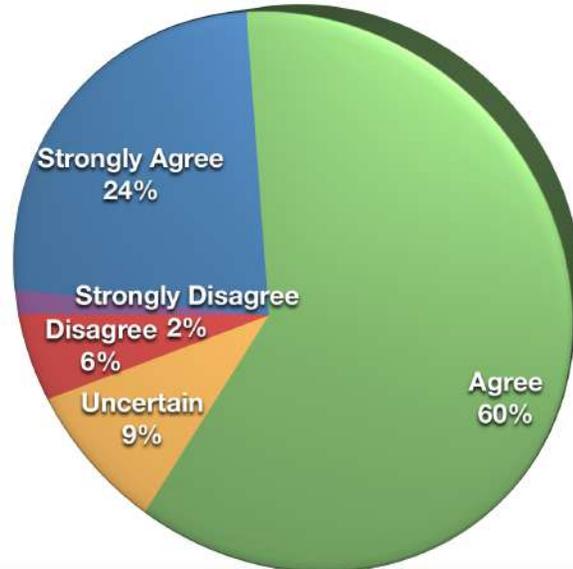


Integrated social activities

We asked marketers to rate their agreement with the following statement: "I have integrated social media into my traditional marketing activities."

Eighty-four percent of marketers agreed that they have integrated their social media and traditional marketing activities, slightly up from 83% in 2014.



FREE Template

SOCIAL MEDIA PROPOSAL TEMPLATE

to Win More Business For Your Agency

Do you want to win more clients with a killer proposal?

[Download this free template](#) for examples of social activities to propose and all the visual content you need to win over new clients.



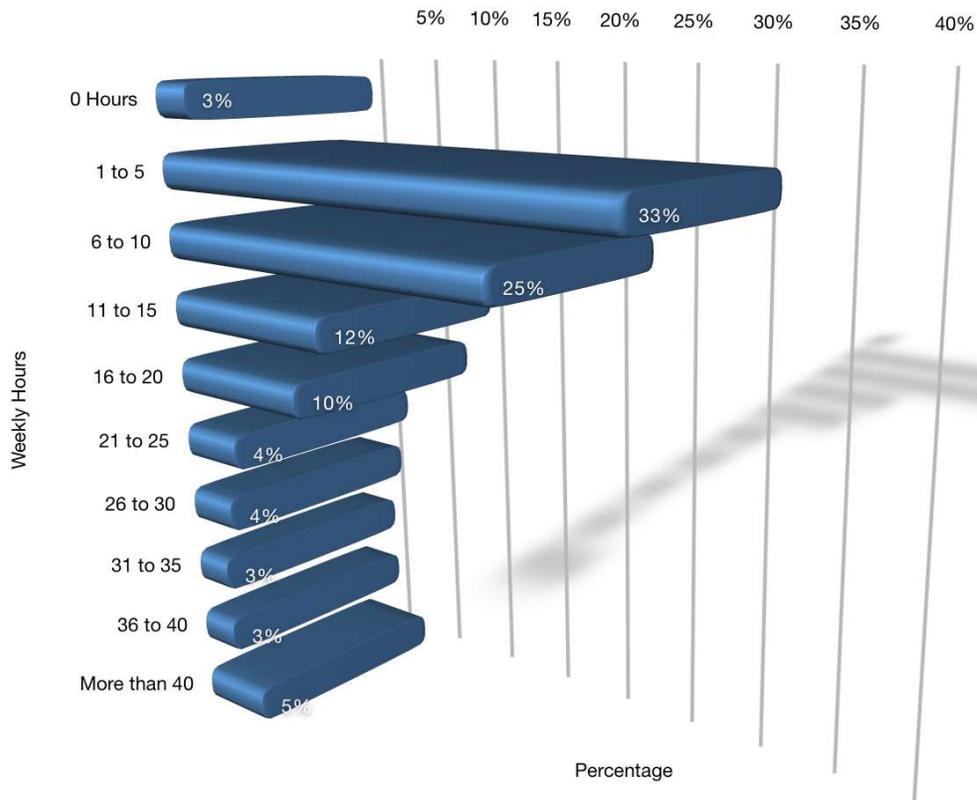
Creating a killer social media proposal will:

- ✓ Win you more business
- ✓ Convince prospects of the value your agency brings to the table
- ✓ Save you time in the proposal writing process

a **rignite**™ publication

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Weekly time commitment for social media marketing



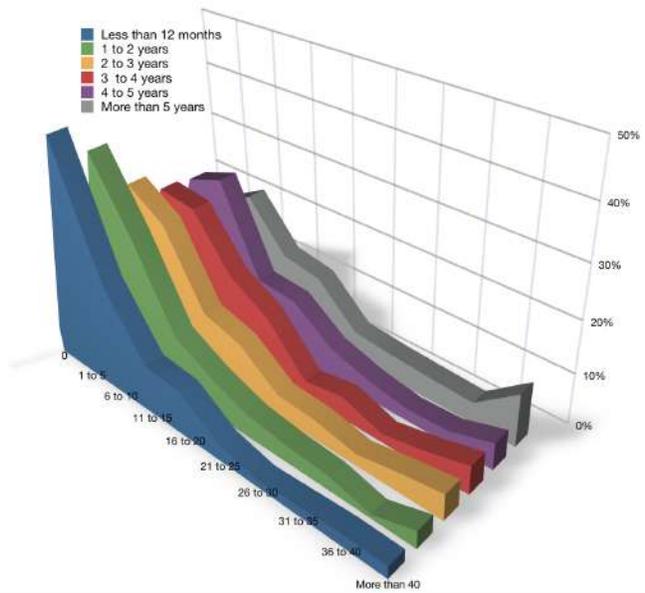
A significant 64% of marketers are using social media for 6 hours or more and 41% for 11 or more hours weekly. It's interesting to note that nearly 19% of marketers spend more than 20 hours each week on social media.

The experience factor

There's a direct relationship between how long marketers have been using social media and their weekly time commitment.

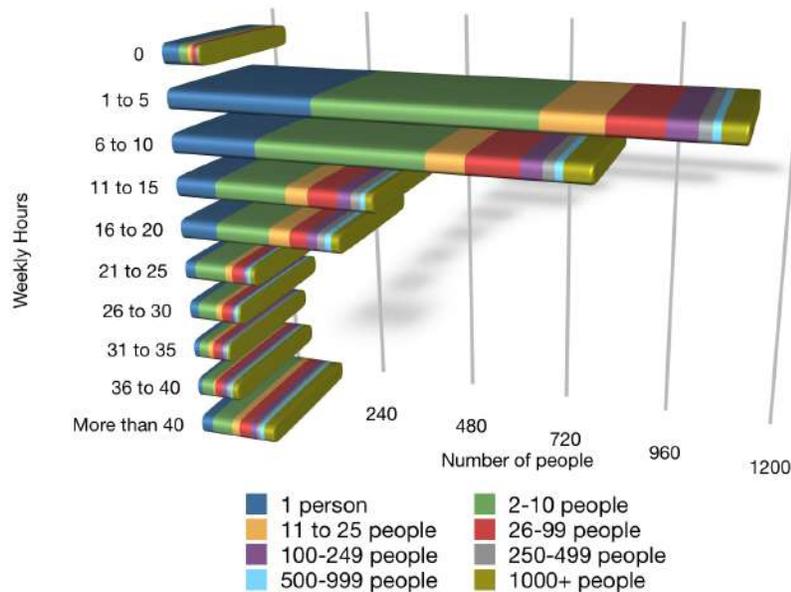
For people **just beginning** with social media (less than 12 months of experience), 49% spend **5 or fewer** hours per week.

However, of folks who have been **doing this for 2 years or longer**, at least 68% spend **6 hours or more per week** on social media activities.



How the time commitment varies with business size

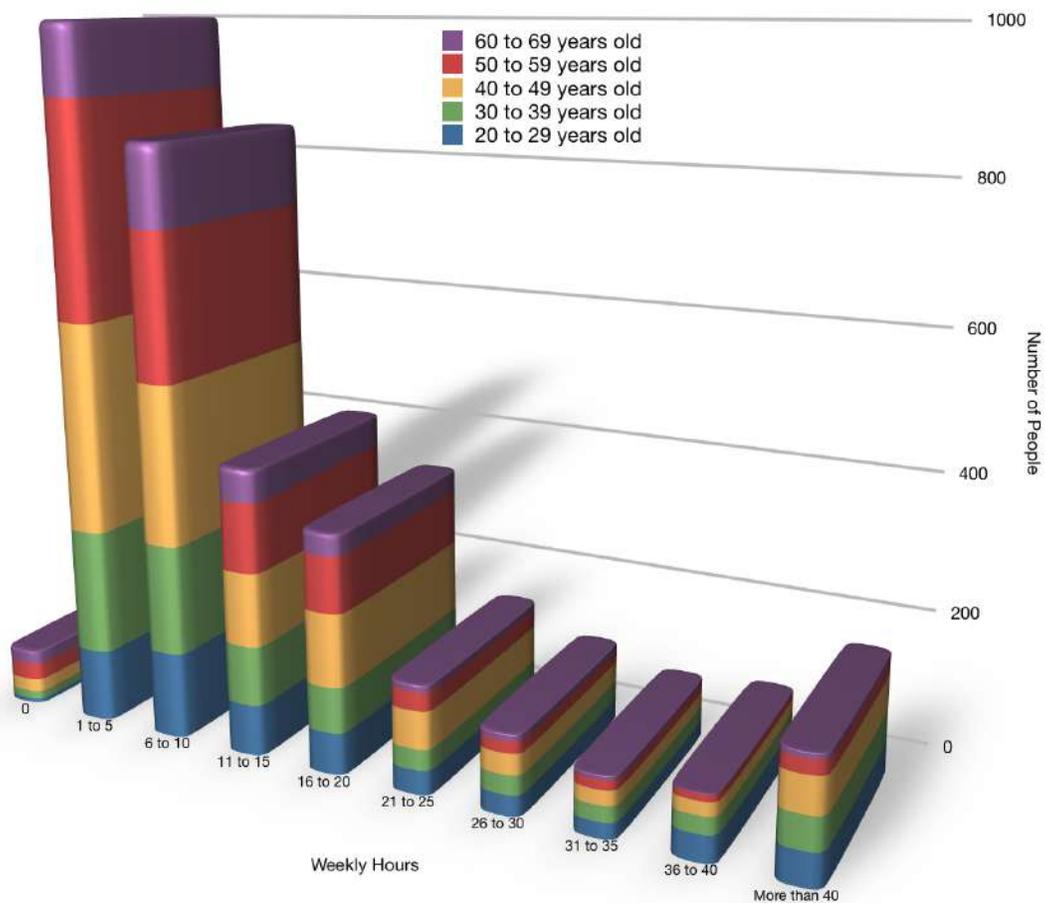
This chart shows how different-sized businesses invest their time with social media activities.



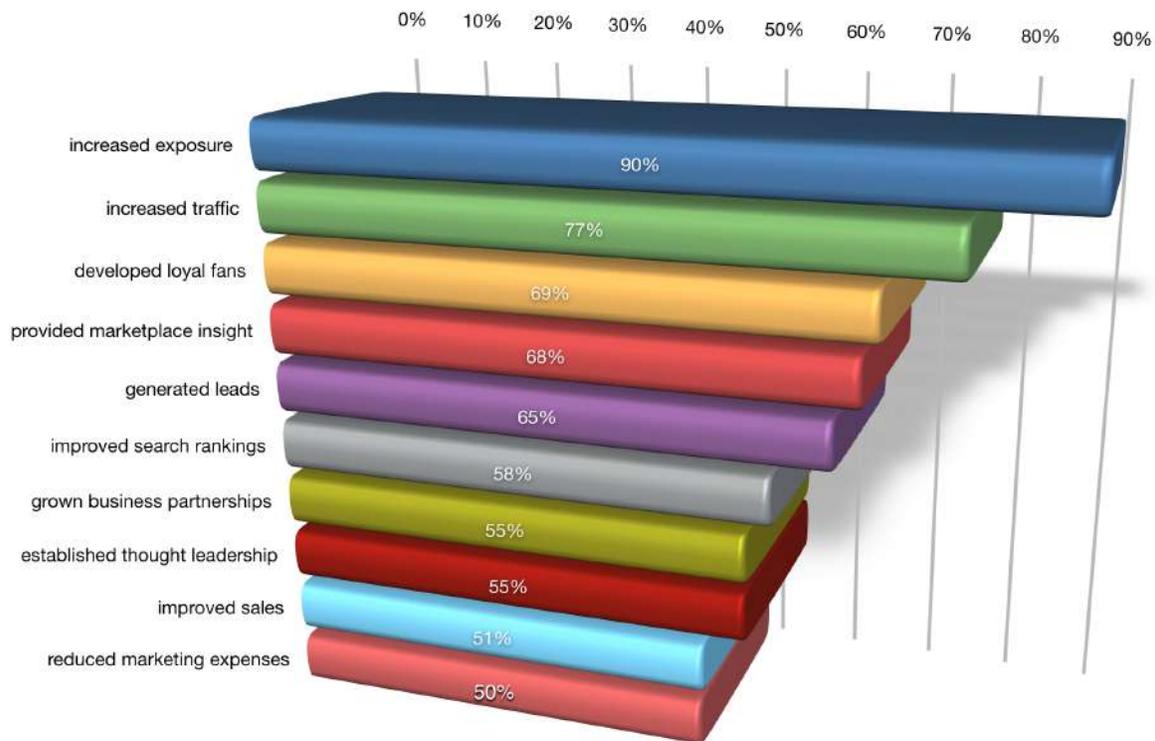
Age factor

There's a direct relationship between a marketer's age and the time spent marketing with social media. The younger the marketer, the more time he or she spends on social media.

Notice the green and blue segments taking up a significant portion of the bar in the higher weekly hours below. Of those spending more than 40 hours per week doing social media marketing, 54% are younger than 40.



Benefits of social media marketing



The top two benefits of social media marketing are increasing exposure and increasing traffic. A significant 90% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Increasing traffic was the second major benefit, with 77% reporting positive results.

Most marketers are using social media to develop loyal fans (69%) and gain marketplace intelligence (68%).

Changes since our 2014 study: The order of the benefits has not changed, but all have dropped 1% to 3%, with the exception of improved sales (increased 1%). Establishing thought leadership is a new benefit we started measuring in 2015.

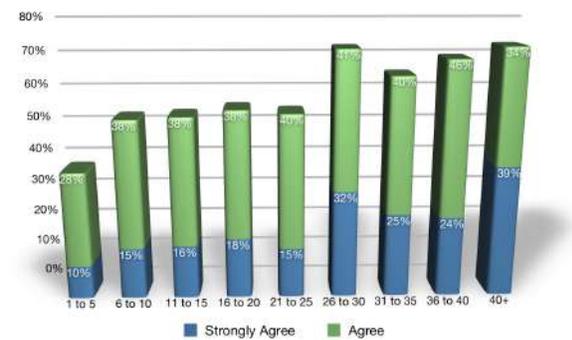
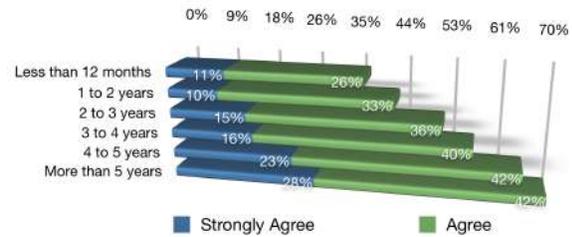
Some questions that naturally emerge from the above chart might include, "Can I achieve more benefits by investing more time in social media?", "Are marketers who've been using social media for years gaining even better results?" and "Is there a difference between B2B and B2C?" The following charts address these questions.

Improved sales

It takes time to develop relationships that lead to sales. However, a large percentage of marketers who take the time find great results.

For example, more than half of marketers who've been using social media for at least 2 years report it helped them improve sales. More than half who spend 6 or more hours per week find the same results and 73% of those who spend 40+ hours per week earn new business through their efforts.

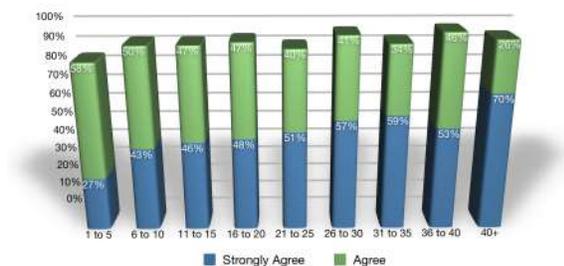
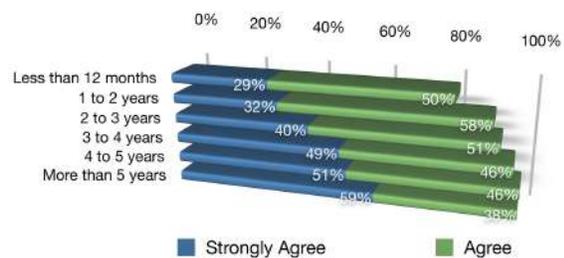
Conversely, 49% of all marketers taking this survey report that social media has *not* helped them improve sales (see page 17). This may be because they lack the needed tools to track sales.



Increased exposure

With as little as 6 hours per week, the vast majority of marketers (91%+) indicated their social media efforts increased exposure for their businesses.

Nearly all marketers (91%+) who've been employing social media marketing for one year or longer report it generates exposure for their businesses.

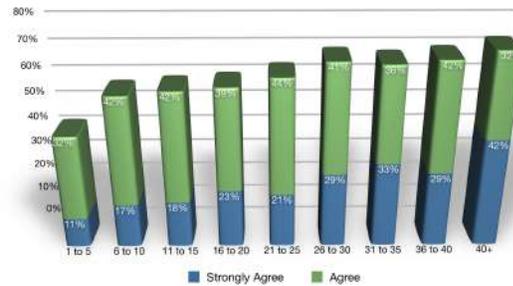
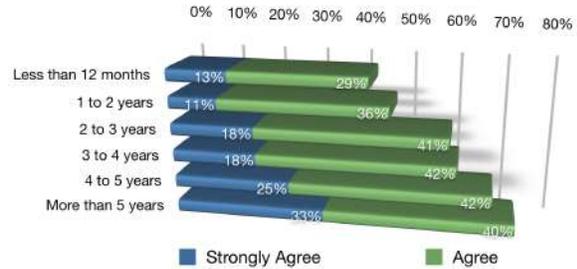


Grew business partnerships

The more time marketers invest in social media, the more they gain business partnerships. More than half of marketers who've invested at least 2 years in social media marketing report that new partnerships were gained.

More than half of those investing as little as 6 hours per week in social media were able to build new partnerships.

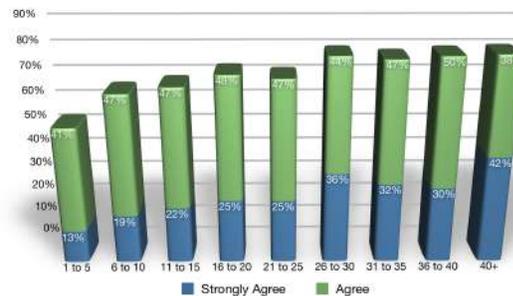
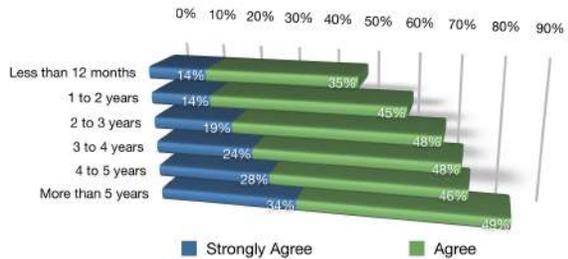
Marketers selling to other businesses were more likely to achieve this benefit (61%) than those selling to consumers (52%).



Generated leads

By spending as little as 6 hours per week, 66%+ of marketers see lead generation benefits with social media.

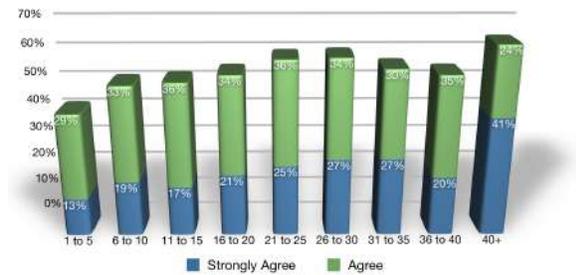
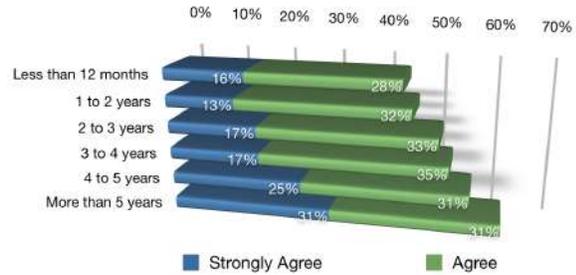
More than half of marketers with at least one year of social media experience were generating leads with social platforms.



Reduced marketing expenses

More than half of those who spend at least 6 hours per week on social media efforts saw a benefit of reduced marketing expenses.

At least 52% of businesses with 10 or fewer employees agreed social media reduced marketing expenses, while only 41% of businesses with 1000 or more employees agreed.



Improved search rankings

Improved search engine rankings were most prevalent among those who've been using social media for one year or longer, with 54%+ reporting a rise.

At least 61% of those investing a minimum of 6 hours per week in social media marketing saw improvements in search engine rankings.

