



# Social Media Trends 2015

## Primary Market Research

February 2015



Digital Marketing Analytics with a *Competitive Edge*

# Research Highlights & Analysis



# About this Research

Designed to gather social media trends as well as marketers' experiences, benefits and challenges with social media and related marketing disciplines.

- Online survey: In the field for six weeks, from mid December 2014 through January 31, 2015
- 452 valid responses from marketers
- Over 50% of respondents director-level marketers or above
- 66% of respondents based in North America, but 49 countries represented
- Healthy split between B2C and B2B marketing
- Two-thirds of respondents represent brands, versus one-third agencies
- Majority of respondents work for organizations with 500 employees or less



# Covered in the Survey

Can filter and compare responses by Enterprise versus SMB, Marketer Title, B2B versus B2C, Agency versus Brand, and Geography.

- Marketing Challenges
- Marketing Metrics
- Social Media Presence and Activity
- Social Media Budget & Resources
- Social Media Tools



# Key Findings

1. Content Marketing is the top challenge for marketers of all levels, organizational size and industry, followed by Staffing Issues.
2. Conversion to Revenue and Social Media Engagement are the top metrics marketers are measuring and reporting.
3. Majority of companies have a presence on 4 or more social media networks, but are active on only 2 or 3 channels.
4. Facebook and Twitter are by far the most important social media networks for all marketers, with LinkedIn also vital for B2B marketers.
5. Social media investment is increasing, from less than 10% for most in 2014 to 10 to 20% for a growing number in 2015.
6. Google Analytics, Facebook Insights, and Twitter Analytics most used social media tools.



# Biggest Surprises

- Facebook and Twitter remain the most business critical social channels, in spite of many newcomers and a lot of noise about other networks.
- Marketers really struggle with building a content machine, and perhaps feeling understaffed and needing to be too many places appears to be part of the challenge.
- Marketing metrics are multiple and broad – no one marketing metric of success stands out.
- Marketers are using a ton of different tools to try to help them do their jobs and all depend heavily on Google Analytics.



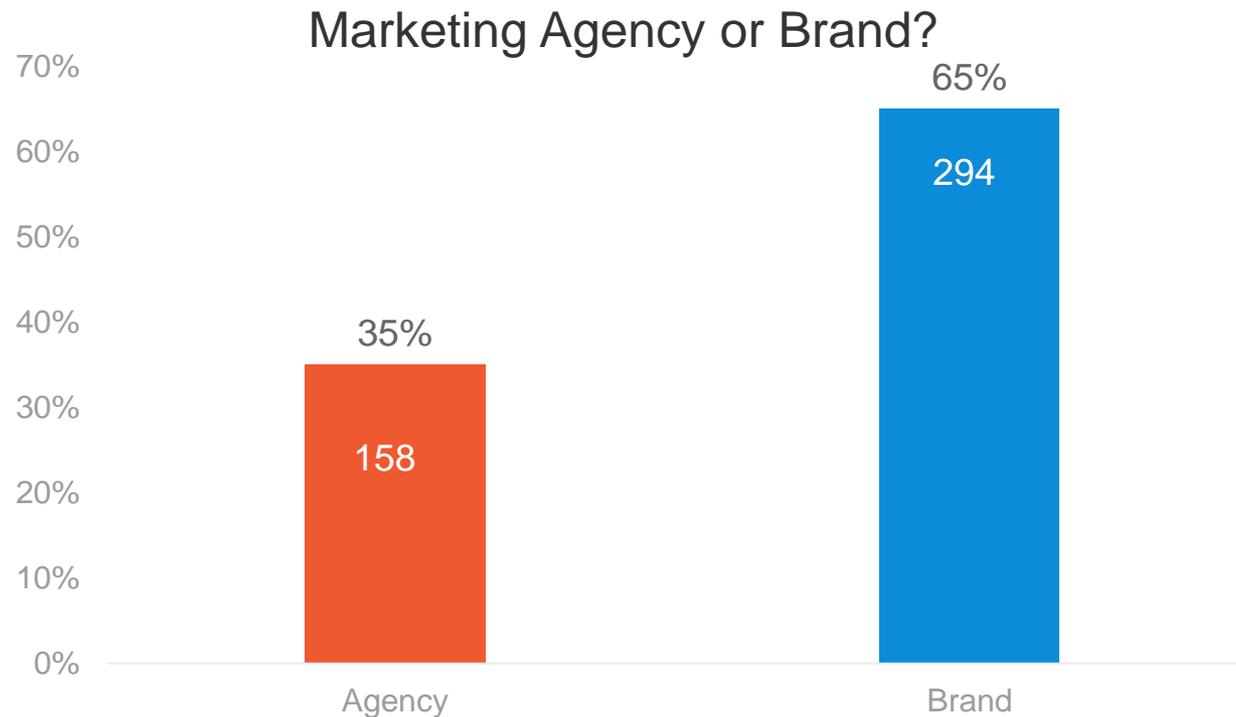
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# Participant Background & Demographics



# About the Respondents: Company Type

452 Valid Responses across agency and brand

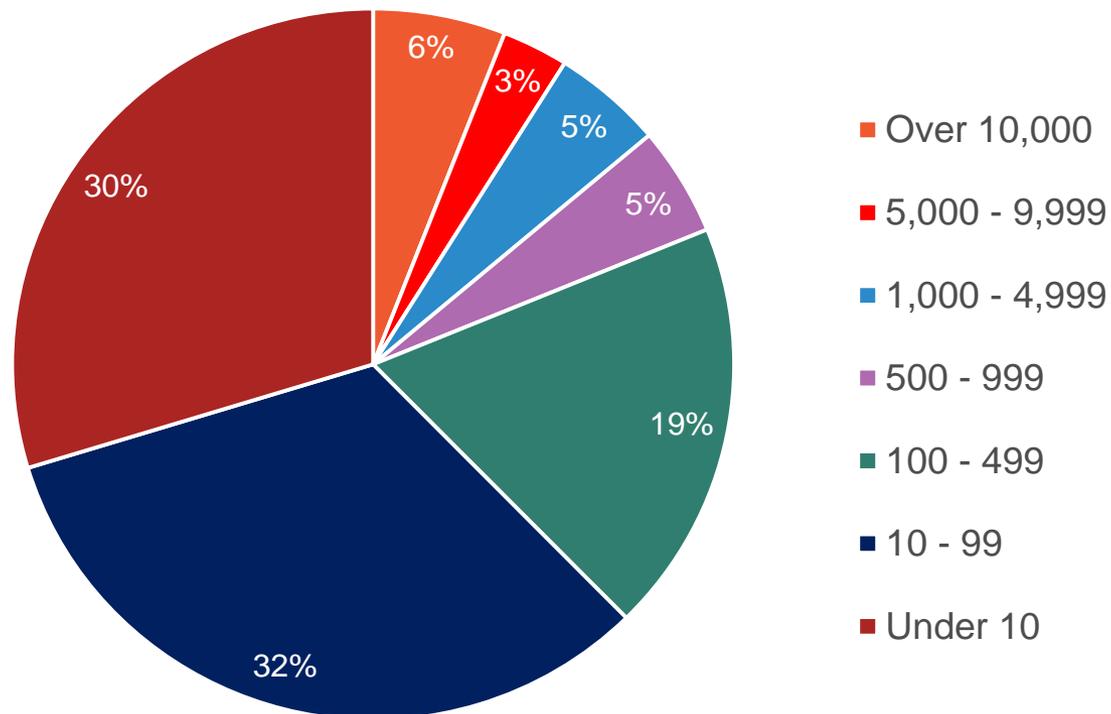


Source: Social Media Trends 2015 Research, Rival IQ



# About the Respondents: Company Size

80% of organizations have 500 employees and less (SME)



Source: Social Media Trends 2015 Research, Rival IQ



# About the Respondents: Titles

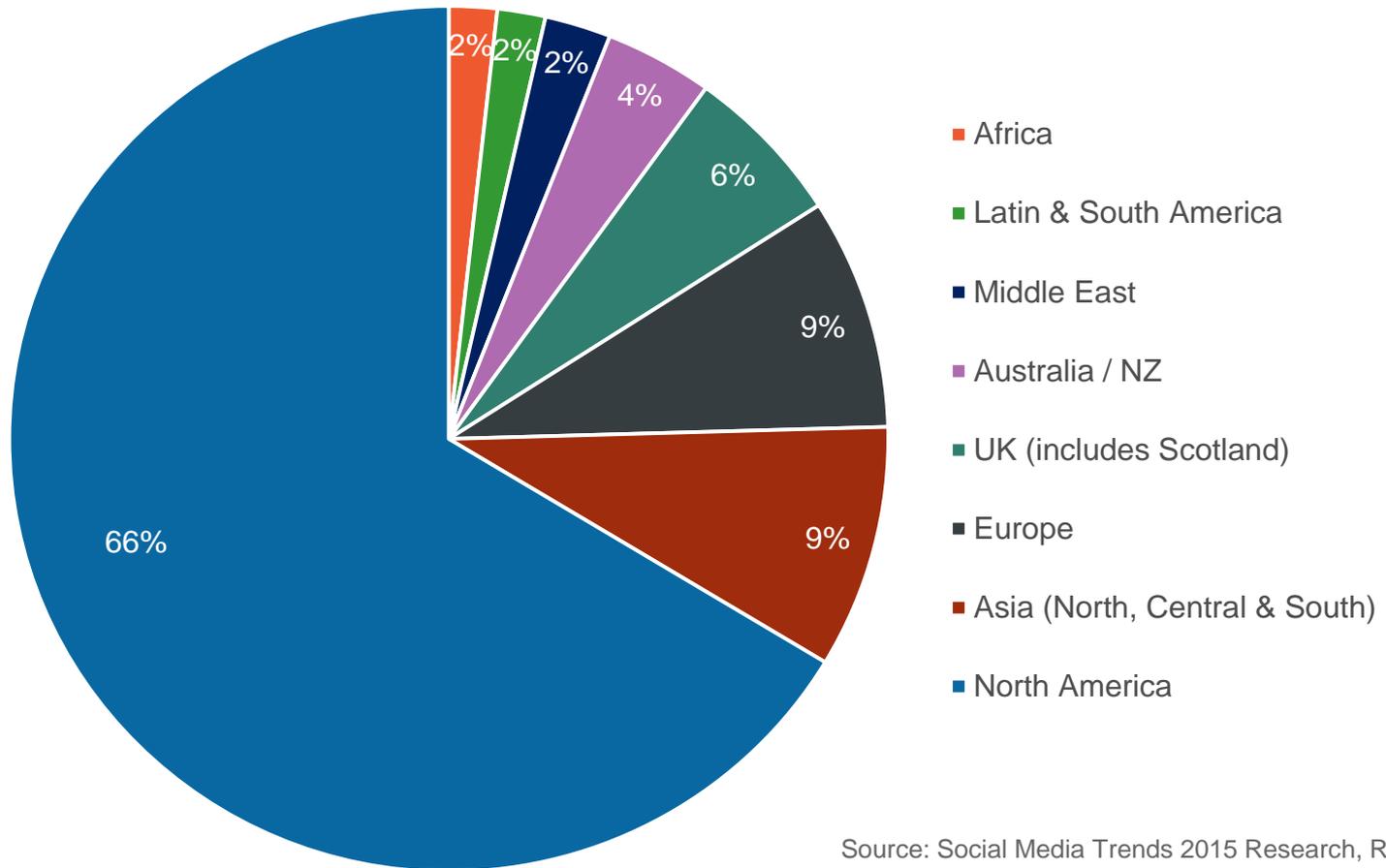
## Senior-level respondents with over 50% director or above



Source: Social Media Trends 2015 Research, Rival IQ

# About the Respondents: Regions

Two-thirds from North America with 49 countries represented



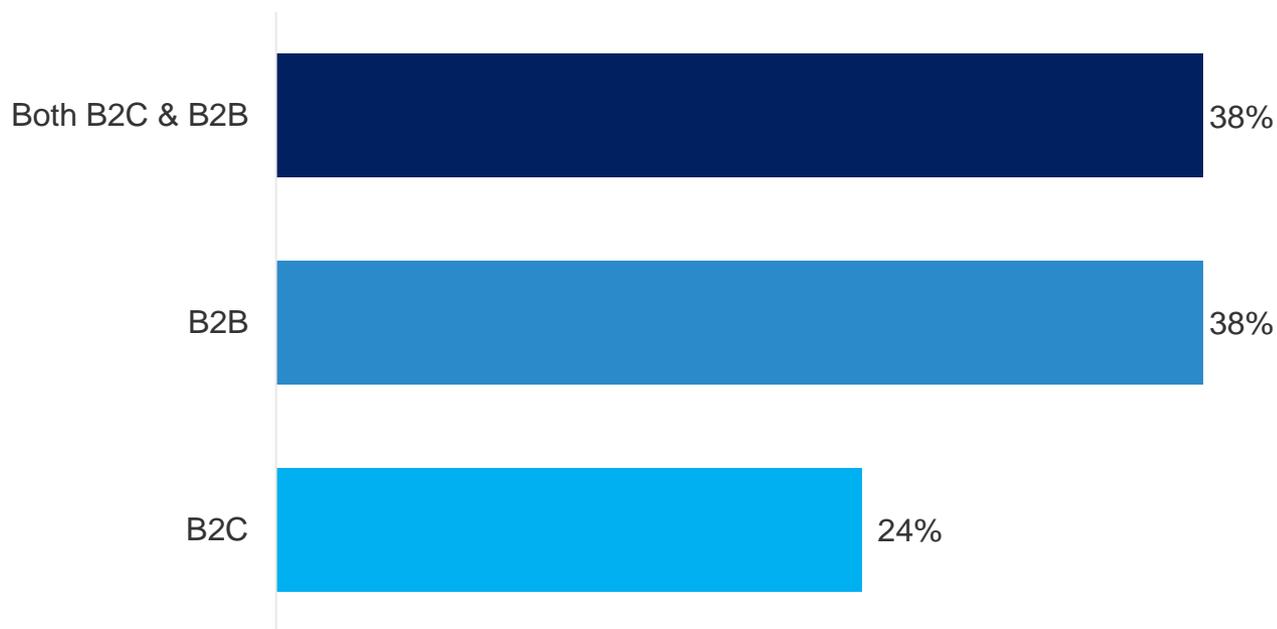
Source: Social Media Trends 2015 Research, Rival IQ



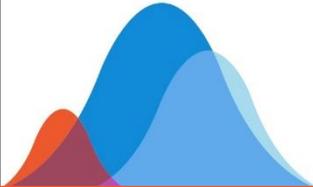
# About the Respondents: Target Market

## Healthy split between B2C and B2B

Is Your Primary Target Market Consumers or Businesses?



Source: Social Media Trends 2015 Research, Rival IQ



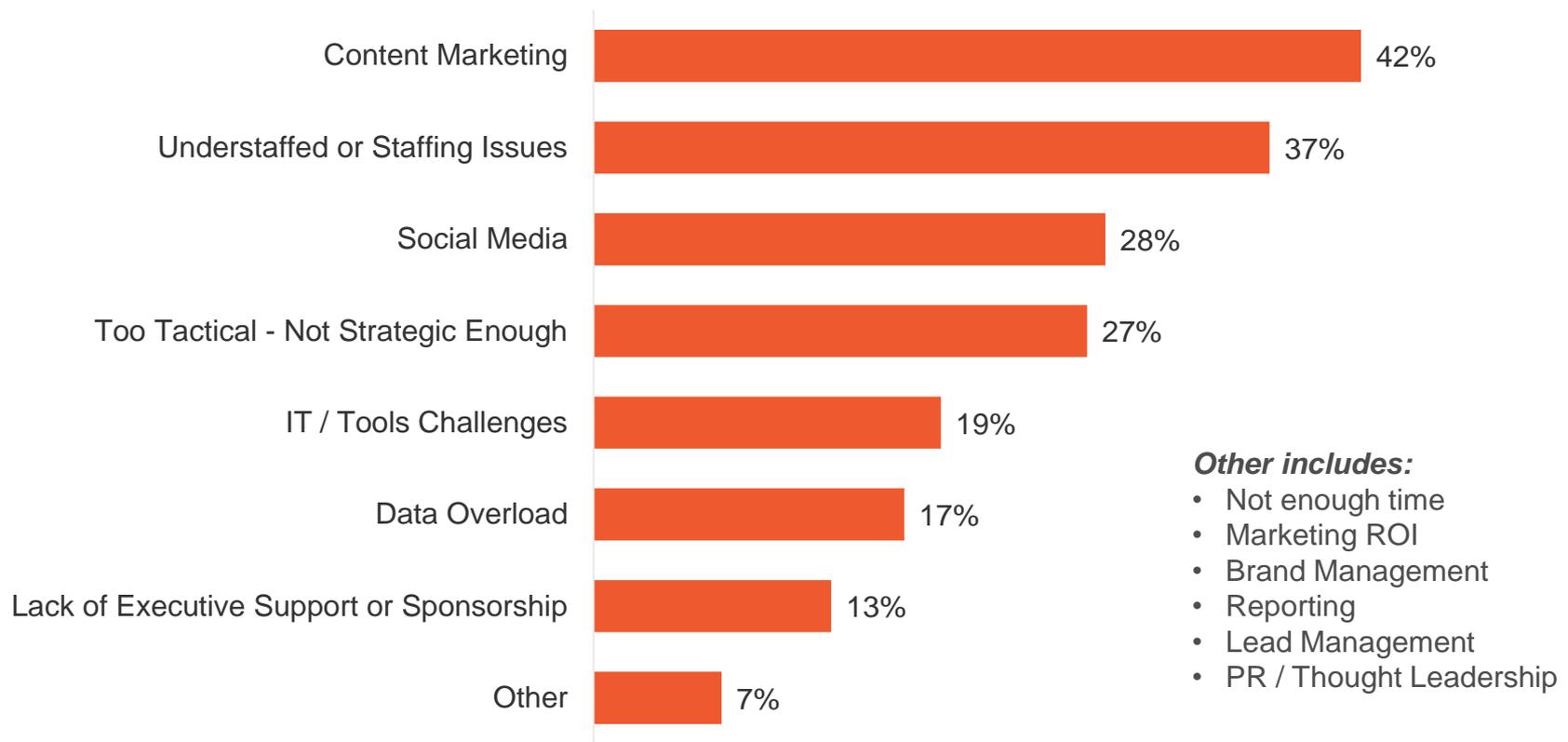
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# Marketing Challenges & Metrics



# Content Marketing & Staffing are the Greatest Challenges for Marketers in 2015

What are your greatest marketing challenges for 2015?  
(pick the top 3)

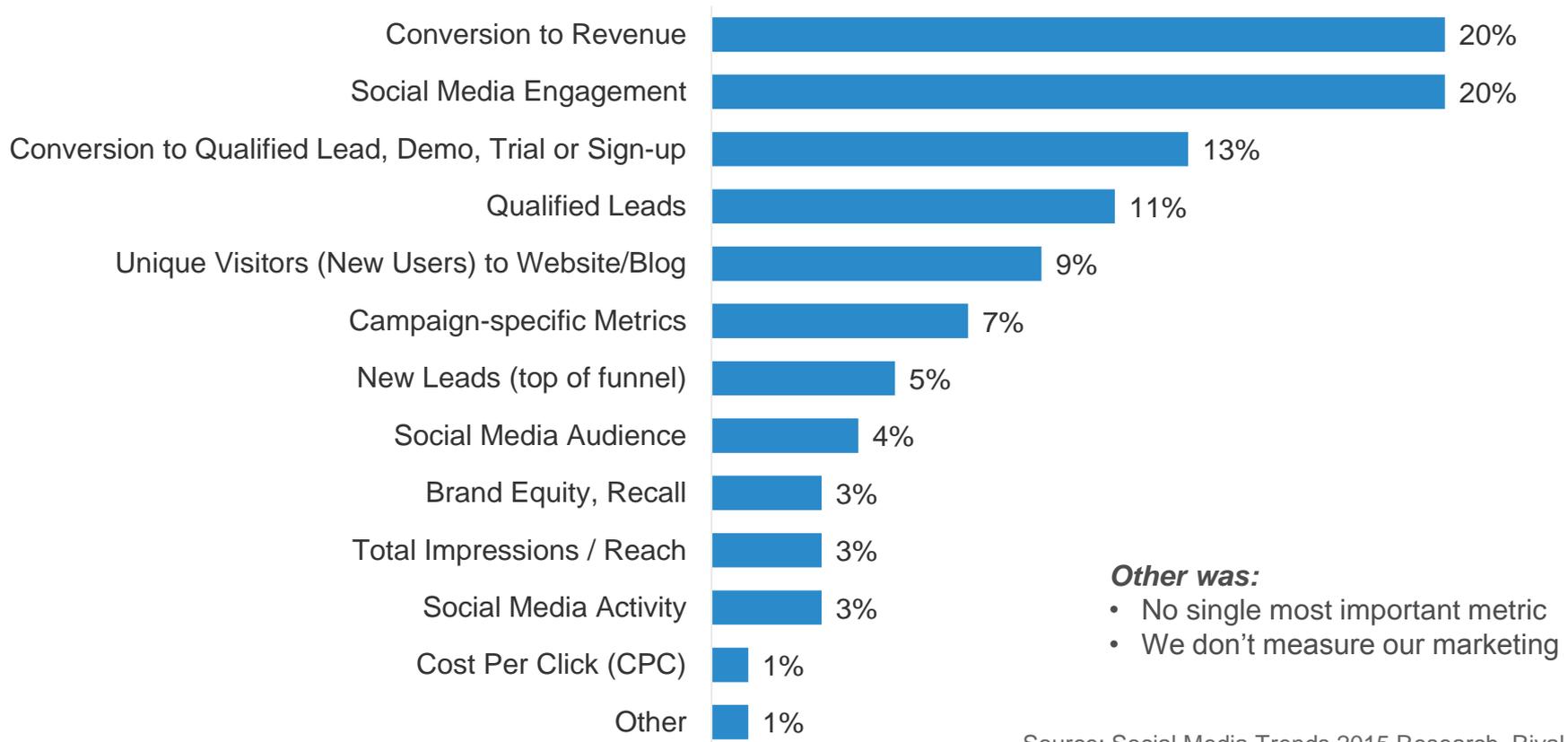


Source: Social Media Trends 2015 Research, Rival IQ



# Conversion to Revenue and Social Media Engagement Most Important Metrics

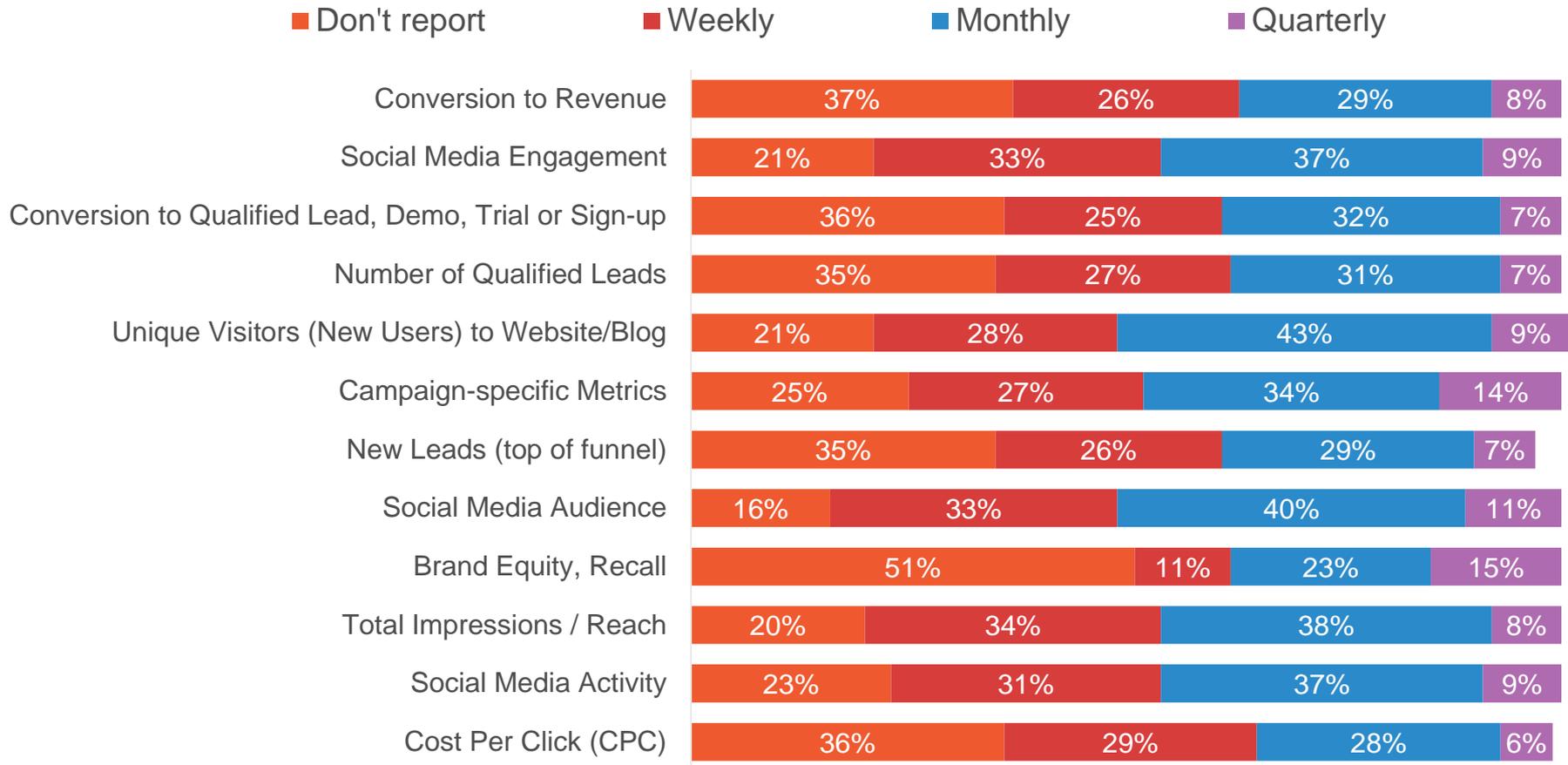
What is the **MOST** important marketing metric your team measures and reports? (pick only one)



Source: Social Media Trends 2015 Research, Rival IQ

# Marketing metrics typically reported Weekly and Monthly but many not at all

## How often do you report these metrics?



Source: Social Media Trends 2015 Research, Rival IQ

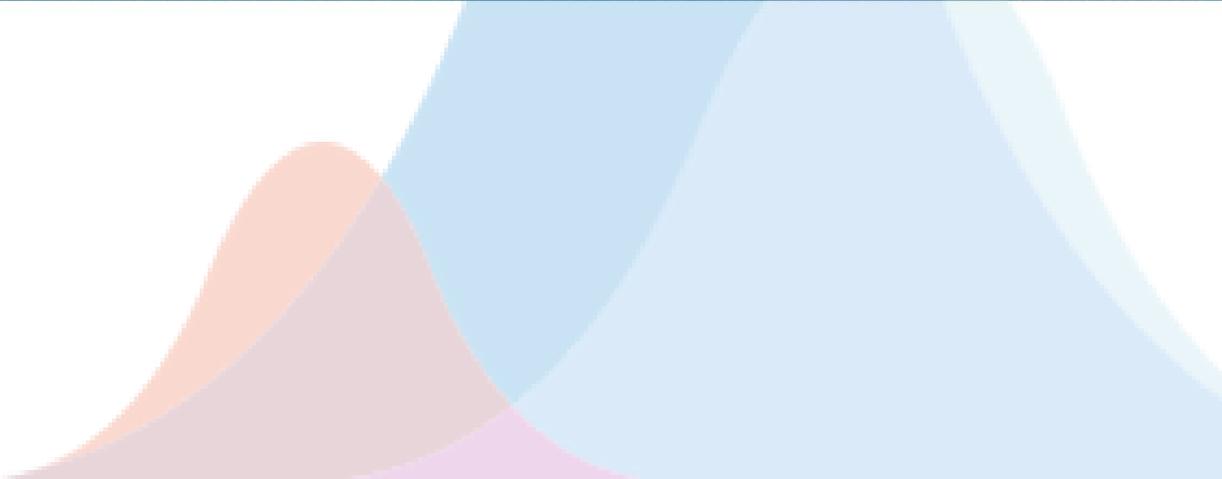
The logo for Rival IQ, featuring the words "Rival" and "IQ" stacked vertically in a white, sans-serif font on a black square background.

Rival  
IQ

A decorative graphic consisting of several overlapping bell curves in various shades of blue, orange, and purple, positioned to the right of the Rival IQ logo.

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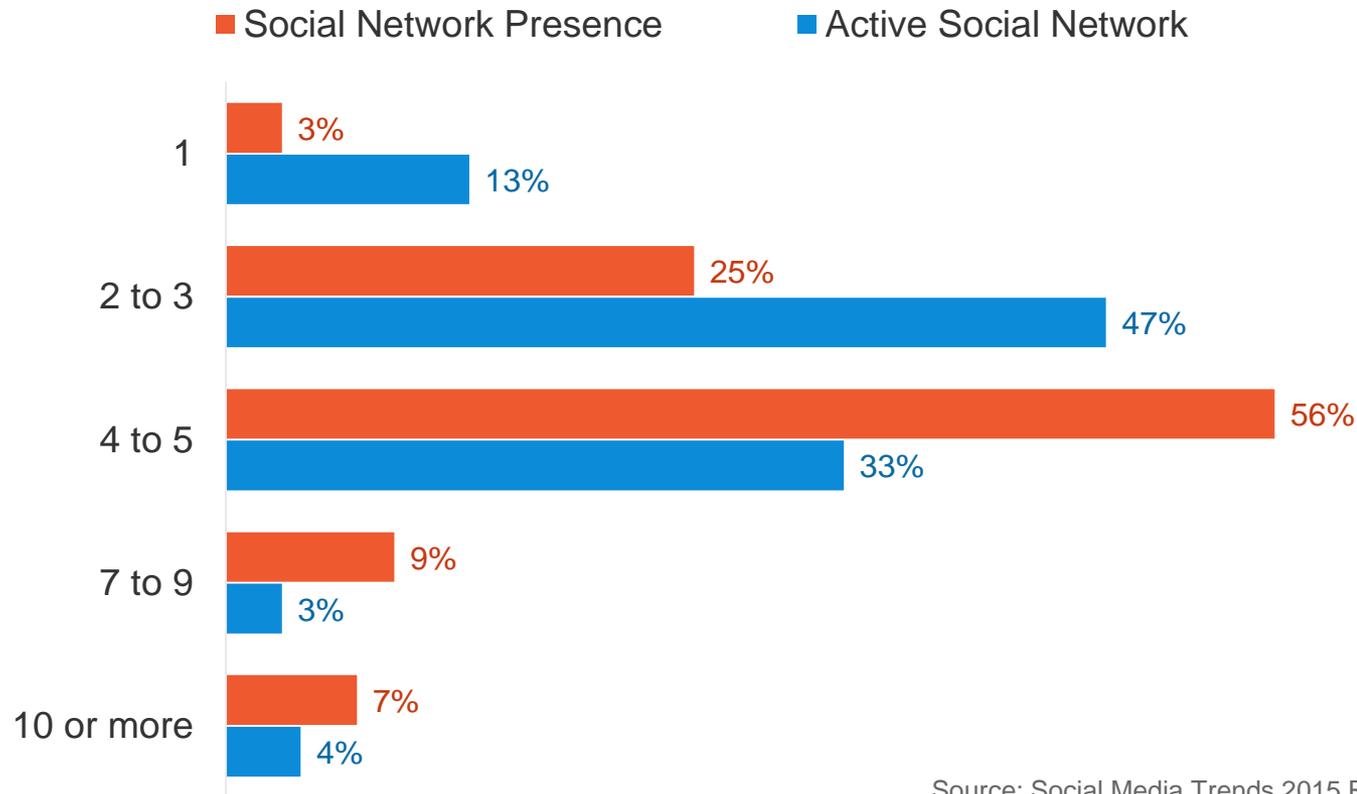
# Social Media Networks & Content

A decorative graphic consisting of several overlapping bell curves in various shades of blue, orange, and purple, positioned at the bottom of the slide.

# Companies are present on many social media networks but active on only a few

How many social networks does your organization have a presence on today?

How many of those social networks are you actually active? (posting at least twice a week, building audience, etc.)

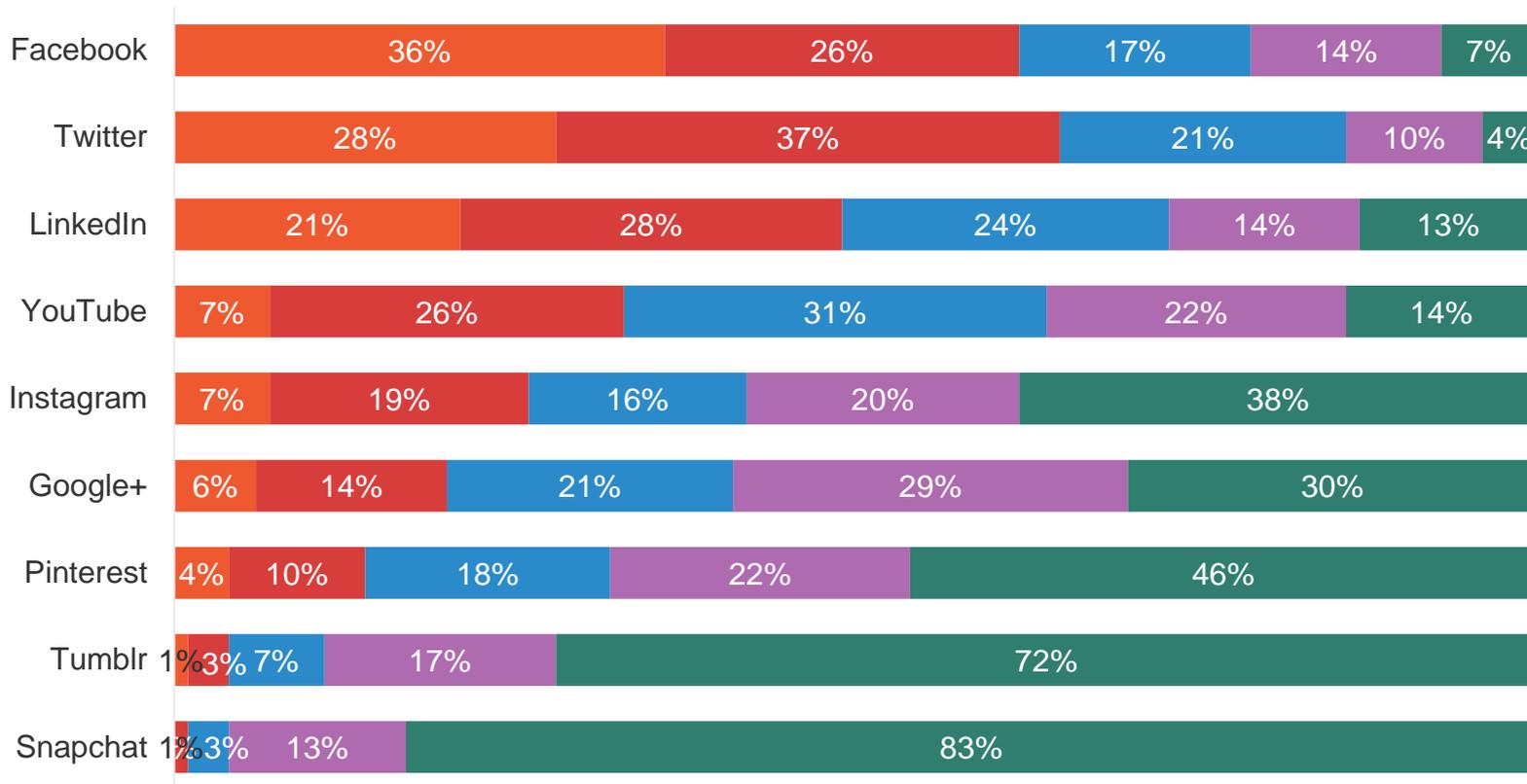


Source: Social Media Trends 2015 Research, Rival IQ

# Facebook and Twitter are easily the most important social networks for marketers

## How Important are these social media networks?

■ Critical - Our Top Channel 
 ■ Very Important 
 ■ Important 
 ■ Somewhat Important 
 ■ Not Important

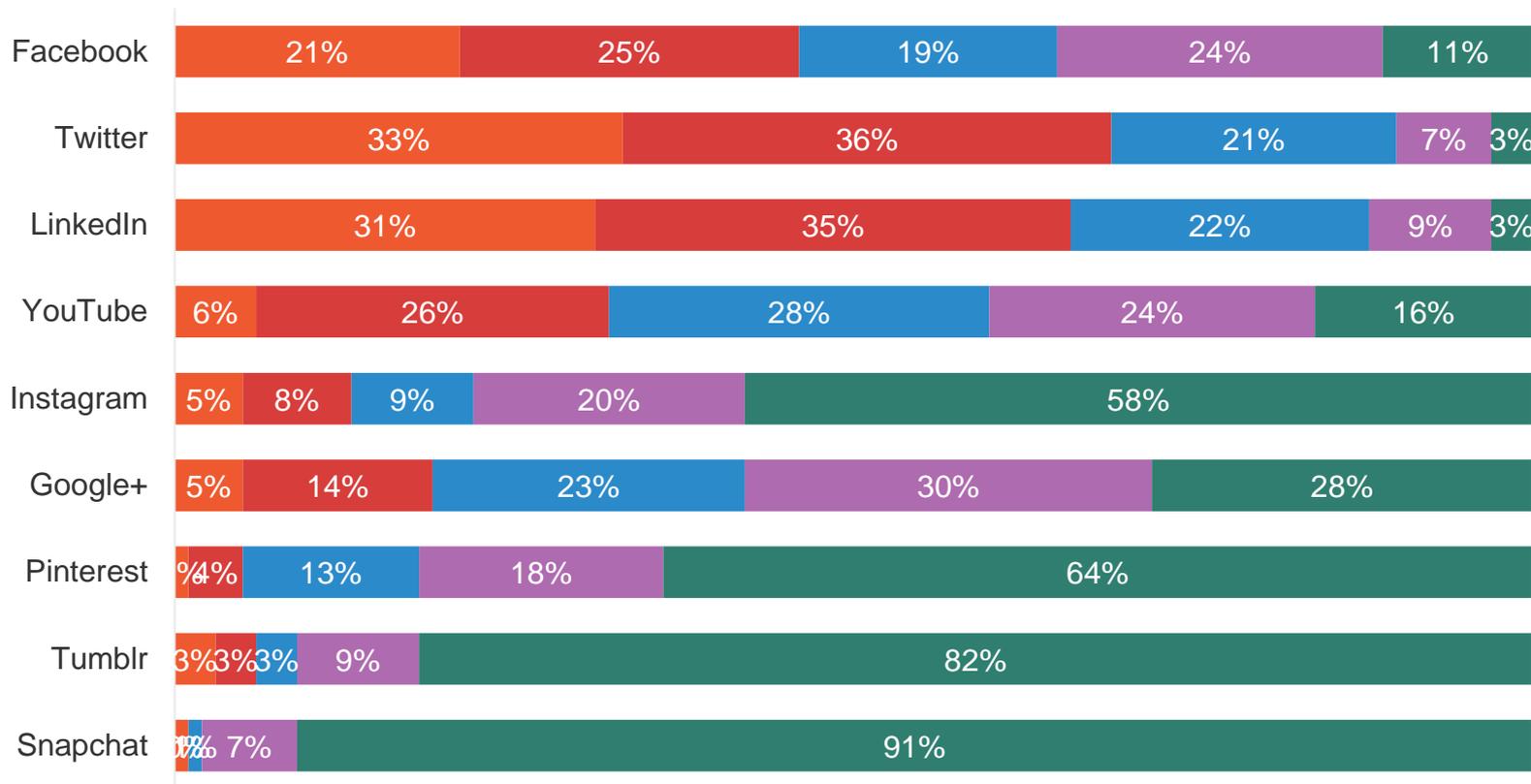


Source: Social Media Trends 2015 Research, Rival IQ

# Critical Social Networks for B2B: LinkedIn and Twitter take the lead!

## How Important are these social media networks? (filtered by B2B marketers only)

■ Critical - Our Top Channel 
 ■ Very Important 
 ■ Important 
 ■ Somewhat Important 
 ■ Not Important

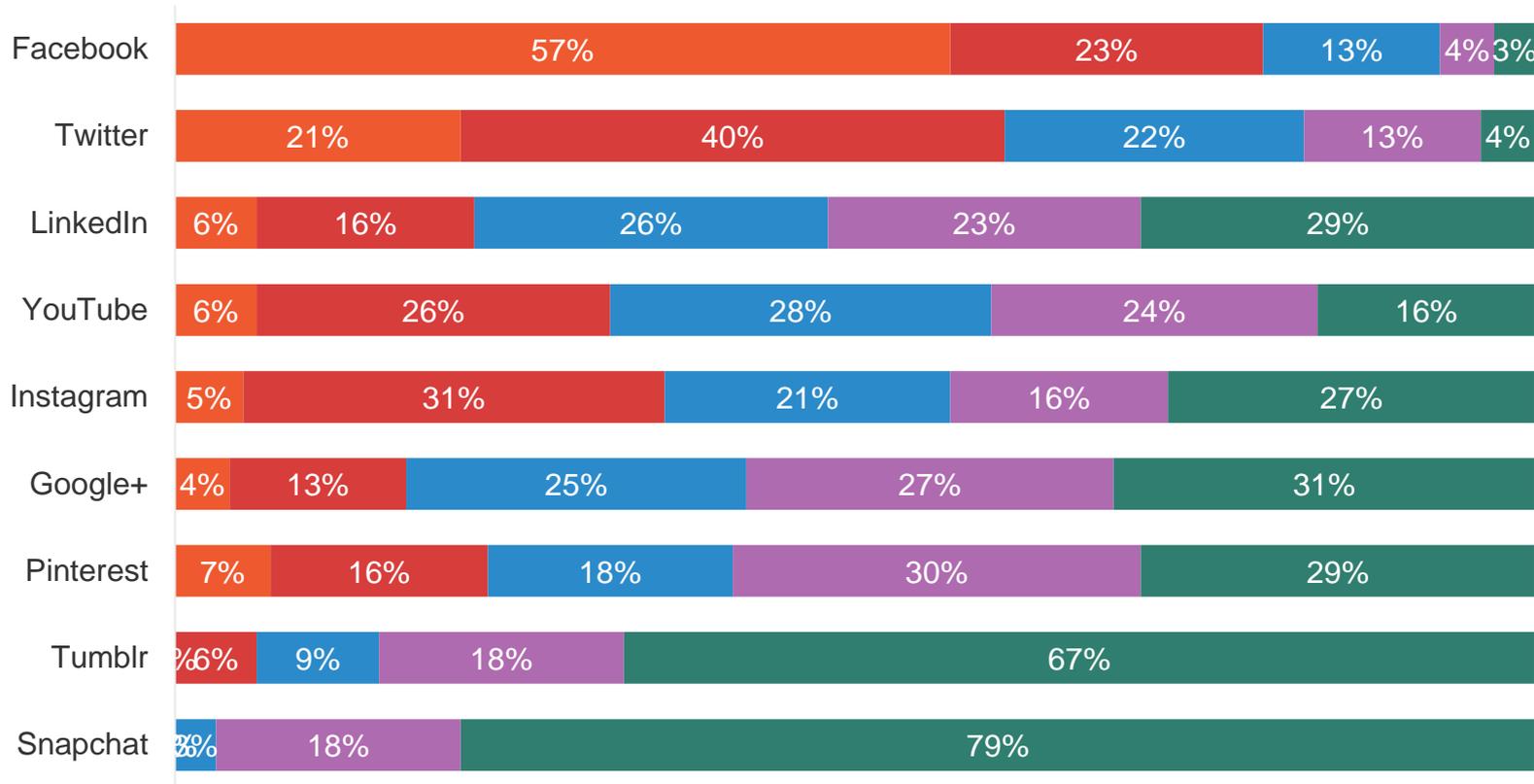


Source: Social Media Trends 2015 Research, Rival IQ

# Critical Social Networks for B2C: Facebook RULES all for consumer marketing

## How Important are these social media networks? *(filtered by B2C marketers only)*

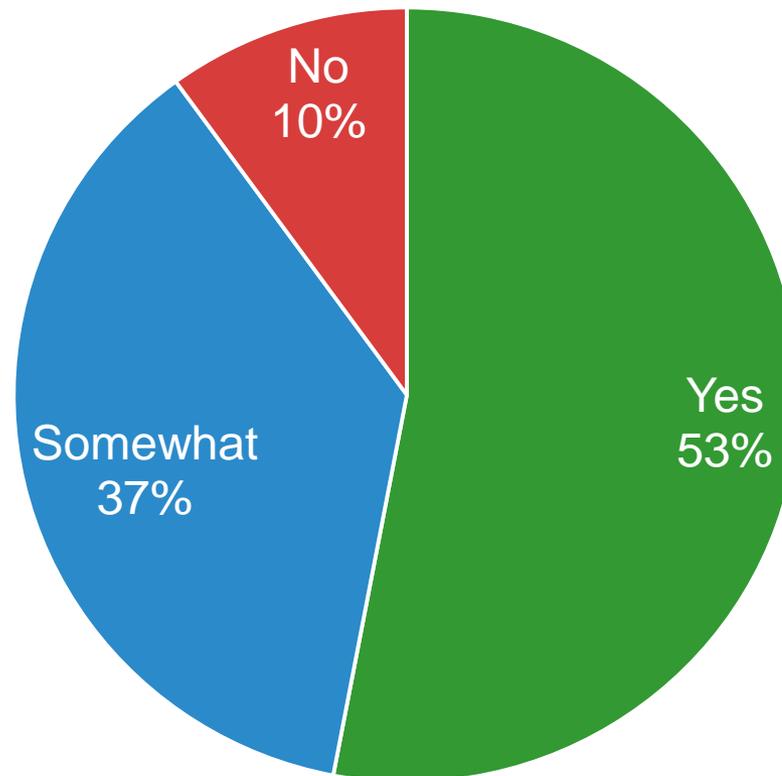
■ Critical - Our Top Channel 
 ■ Very Important 
 ■ Important 
 ■ Somewhat Important 
 ■ Not Important



Source: Social Media Trends 2015 Research, Rival IQ

# Social media is increasingly seen as an integrated part of content marketing!

Is your social media content integrated with your overall content marketing strategy?



Source: Social Media Trends 2015 Research, Rival IQ



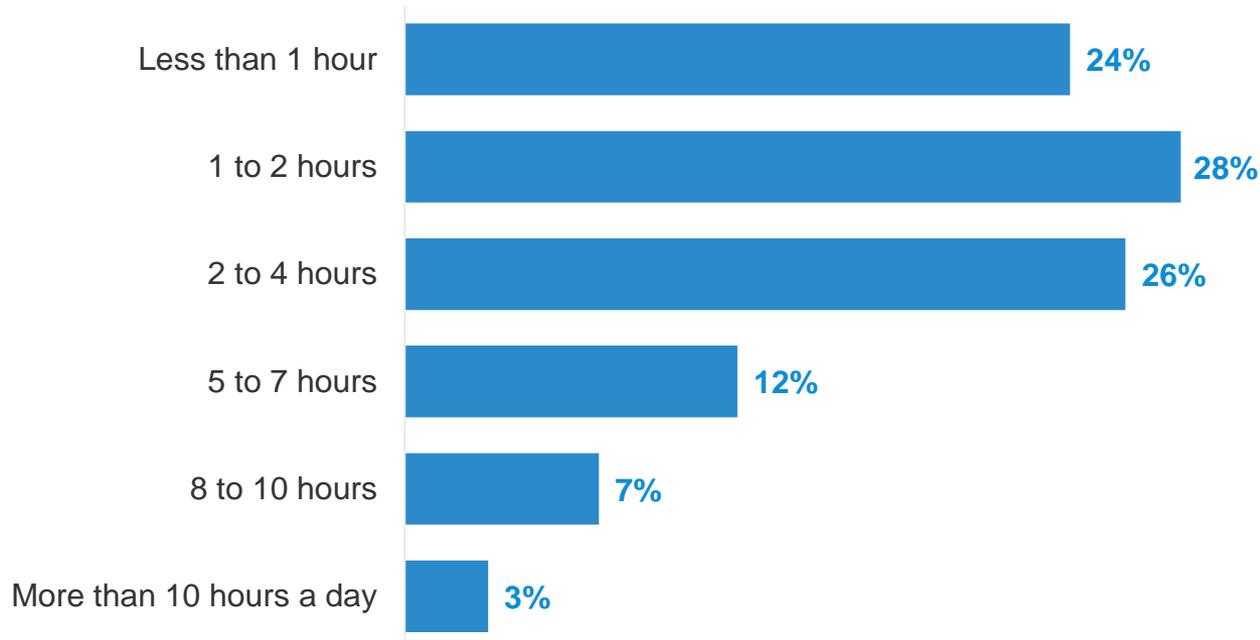
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# Social Media Resources

# Majority of companies are spending 1 to 4 hours per day on social media management

How many hours a day does your team spend managing your social media program?

## Hours per day on social media management

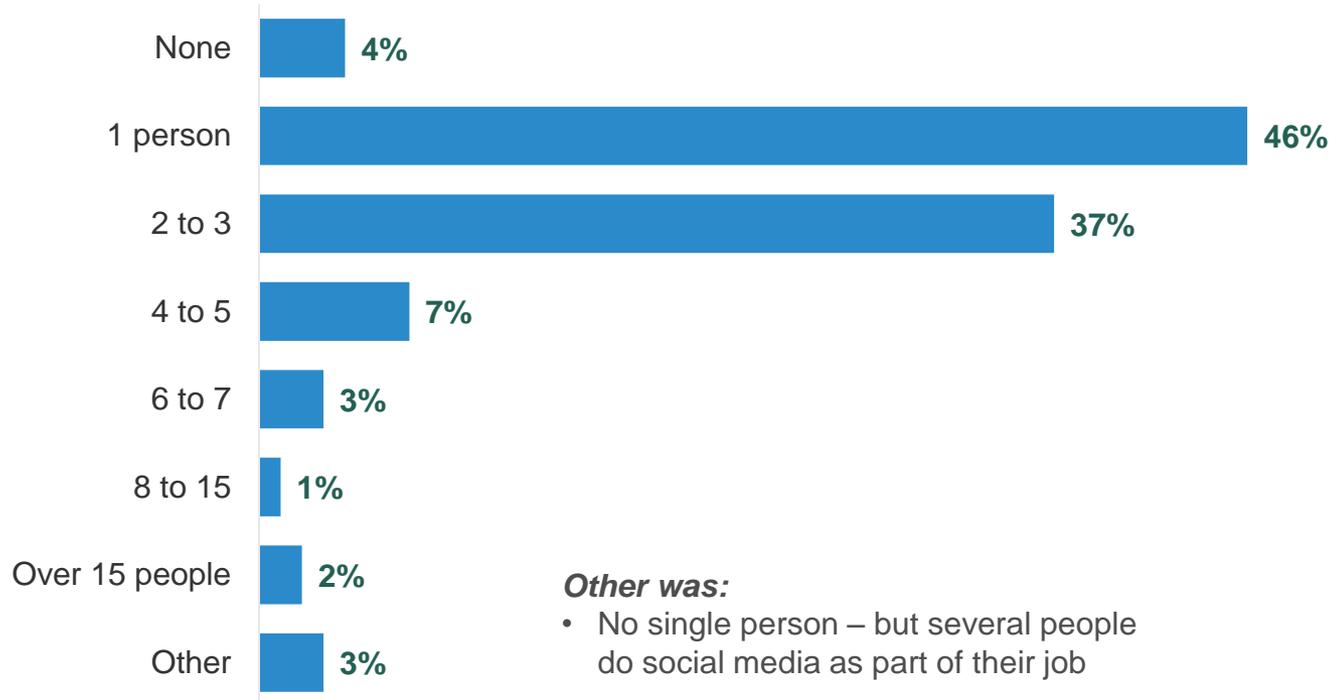


Source: Social Media Trends 2015 Research, Rival IQ

# Most companies have 1 – 3 people managing social media initiatives

How many people are managing social media for your organization / division?

## Number of People Managing Social Media

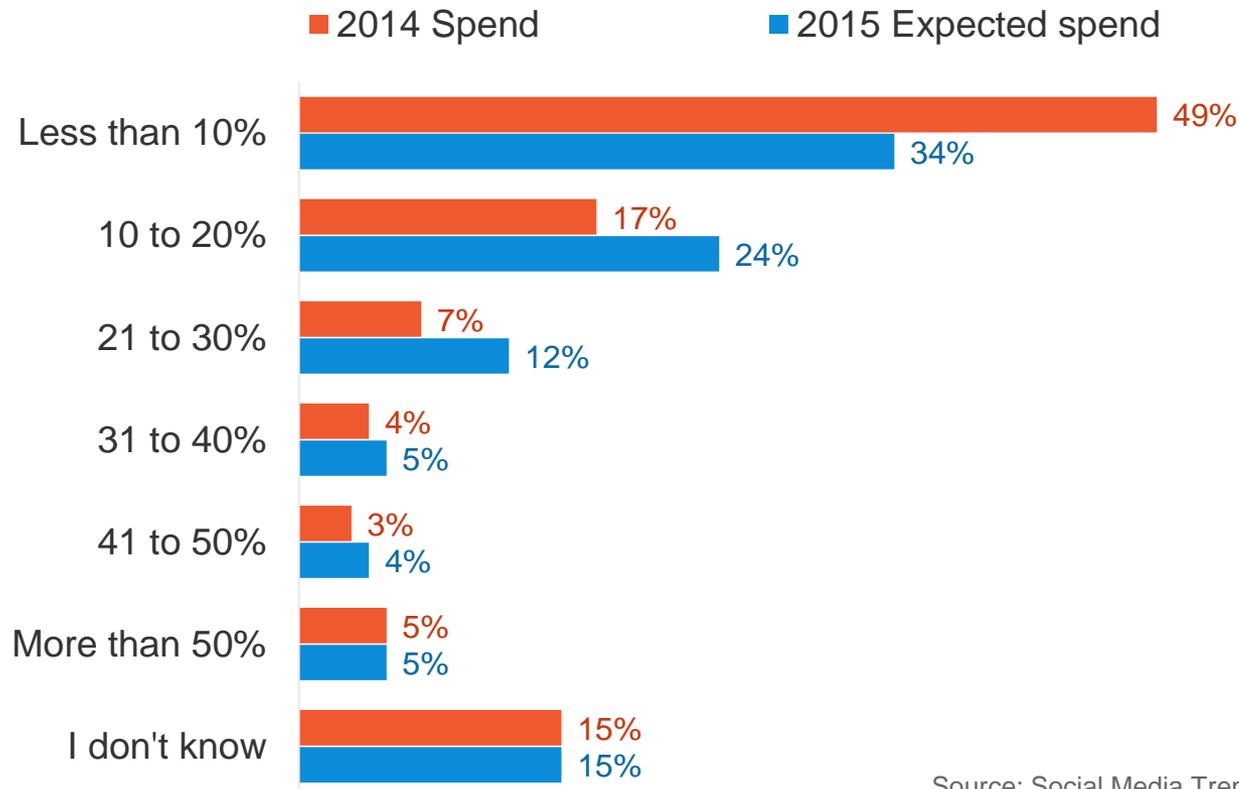


Source: Social Media Trends 2015 Research, Rival IQ

# Companies are investing more in social media in 2015 over last year

What percentage of your marketing budget went to social media in 2014?

What percentage of your marketing budget do you expect to spend on social media in 2015?

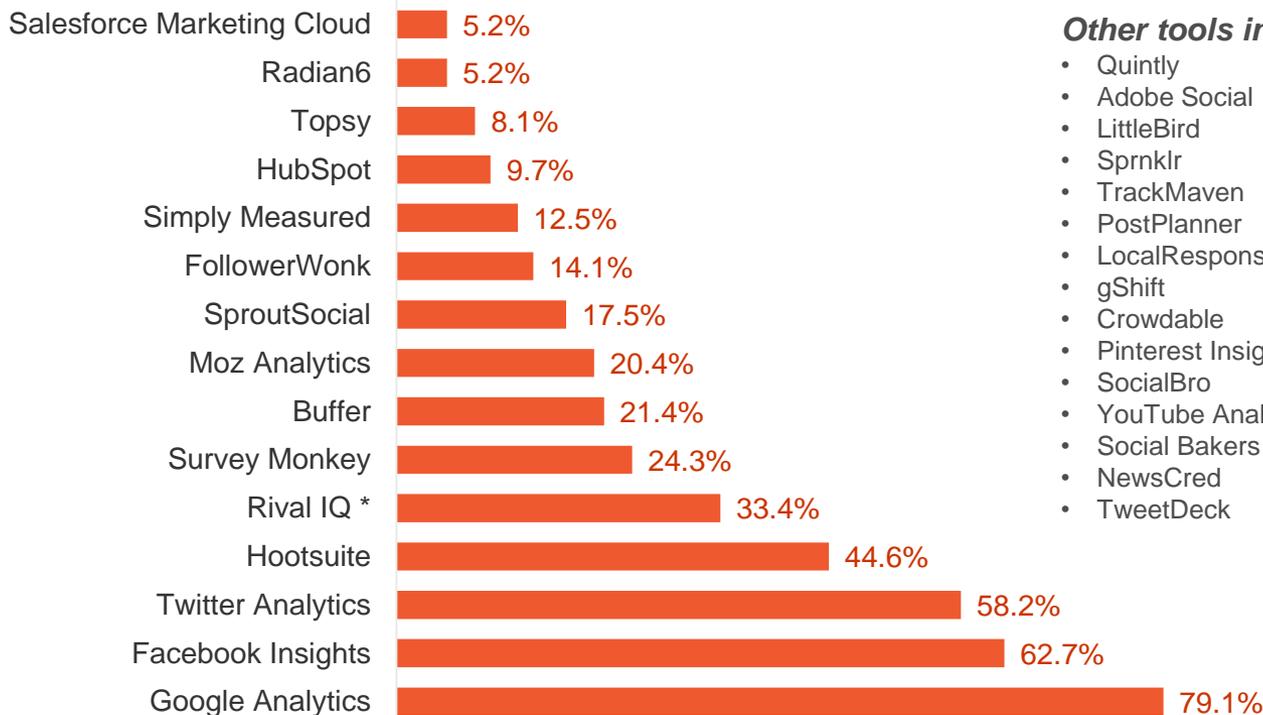


Source: Social Media Trends 2015 Research, Rival IQ

# Google Analytics, Facebook Insights & Twitter Analytics are MUST HAVES for marketers

What tools do you use to help with social media content, analytics or publishing? (check all that apply)

## Top Tools (Received over 5%)



### Other tools included:

- Quintly
- Adobe Social
- LittleBird
- Sprnklr
- TrackMaven
- PostPlanner
- LocalResponse
- gShift
- Crowdable
- Pinterest Insights
- SocialBro
- YouTube Analytics
- Social Bakers
- NewsCred
- TweetDeck
- BuzzSumo
- Sysomos
- Affinio
- Cyfe
- Act-On
- Iconosquare
- Oktopost
- Sysomos
- Netbase
- TrueSocialMetrics
- RavenTools
- LinkedIn Analytics
- We use no tools

\* Rival IQ sponsored this research and its customers were invited to participate

Source: Social Media Trends 2015 Research, Rival IQ



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Thank You