

How do small to medium businesses use social media?

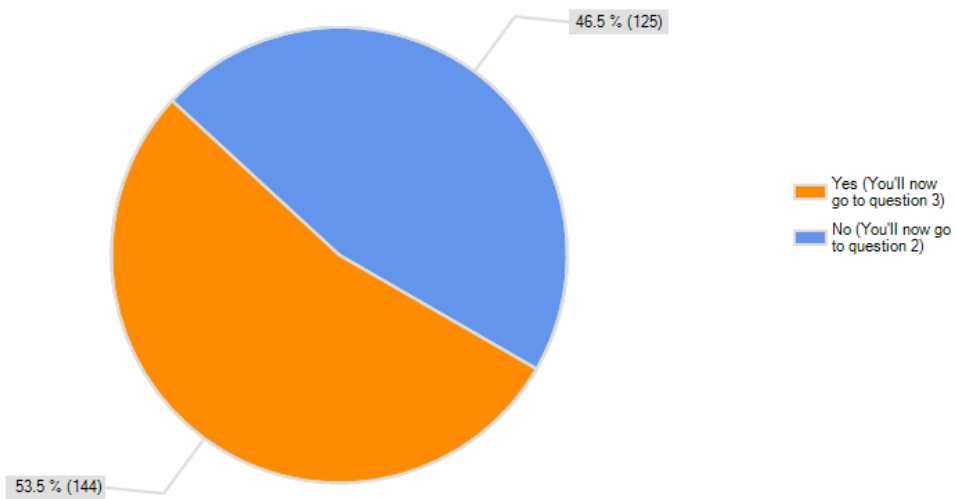
September 2010

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269 companies, each with between 1 and 250 employees took part in our survey. It was carried out during August 2010.

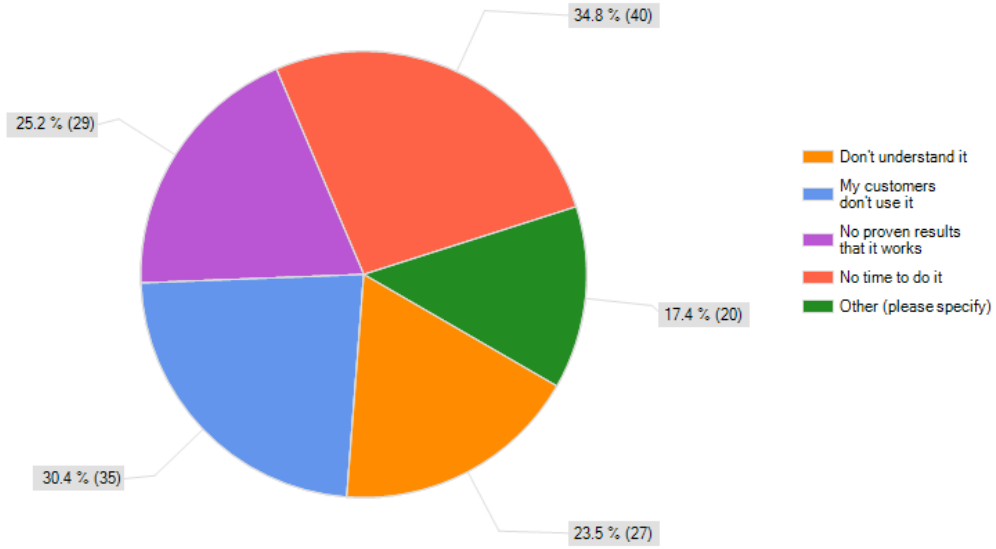
Q1

Do you use social media (blogs, Twitter, Facebook, LinkedIn, forums and online communities) to market your business?



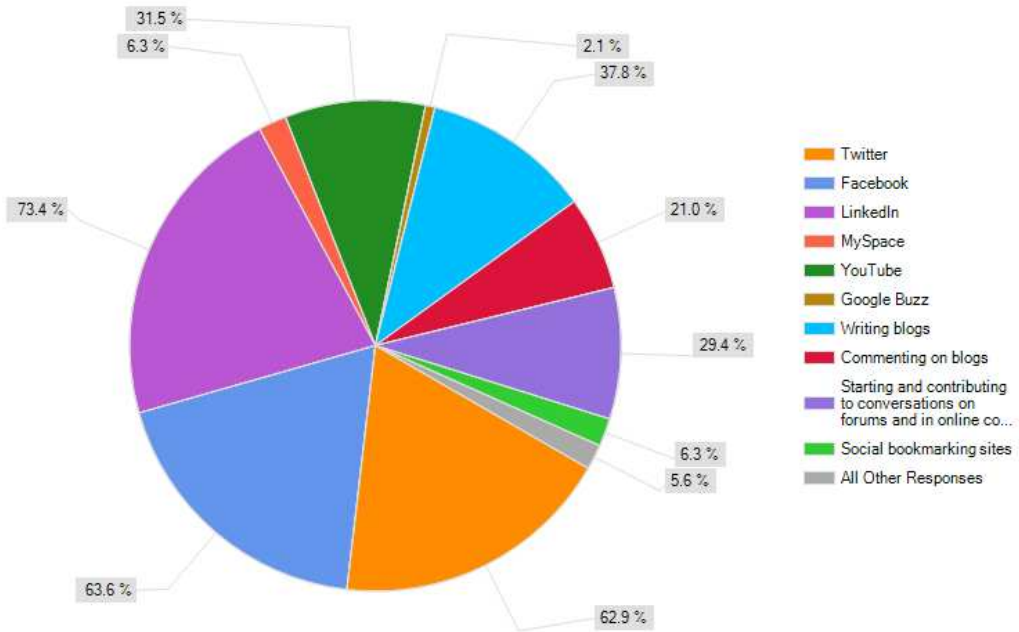
Q2

Why do you not use social media to market your business? (You'll go straight to question 12 after you answer this)



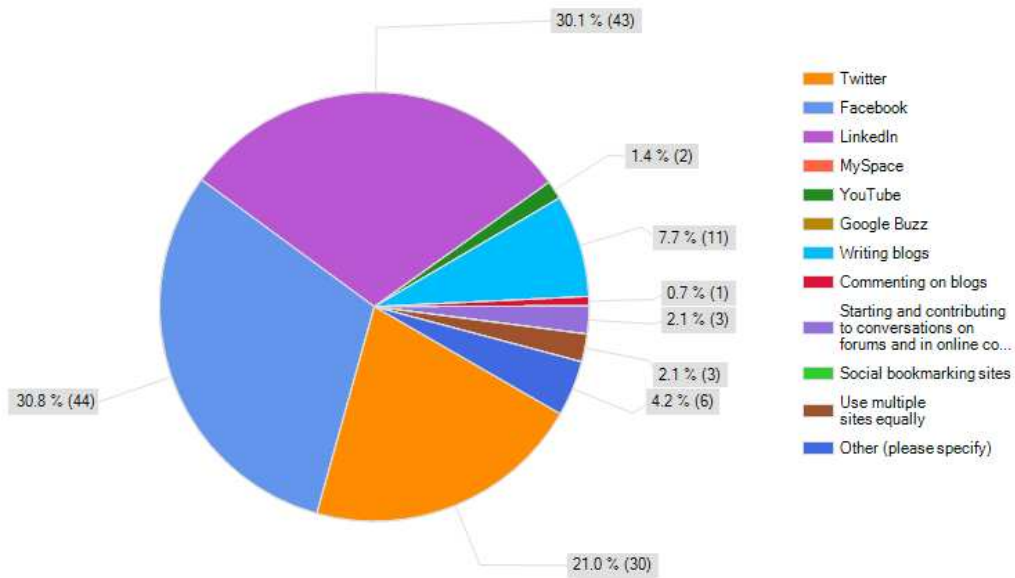
Q3

Which social media sites or techniques do you use?



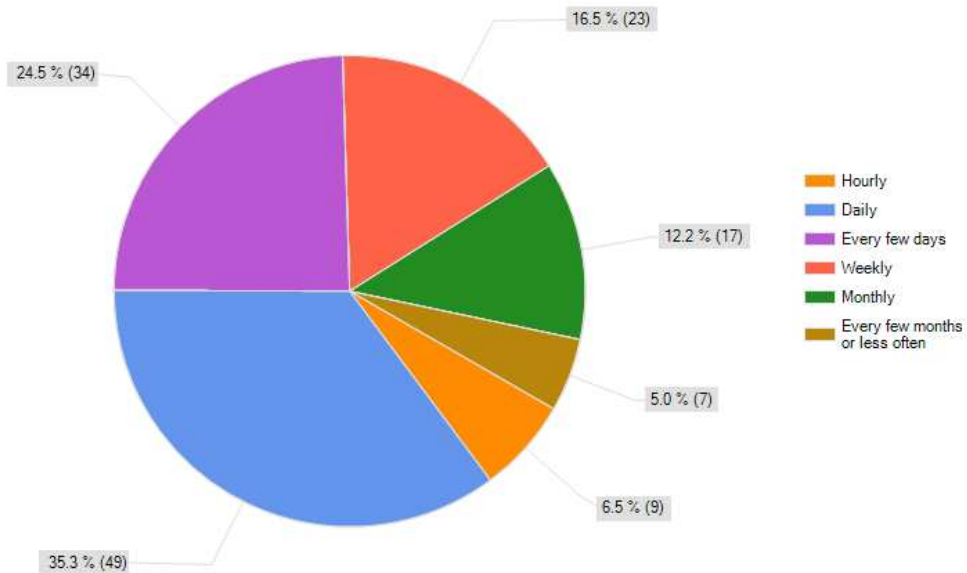
Q4

Which do you use MOST to promote your business? Please choose one.



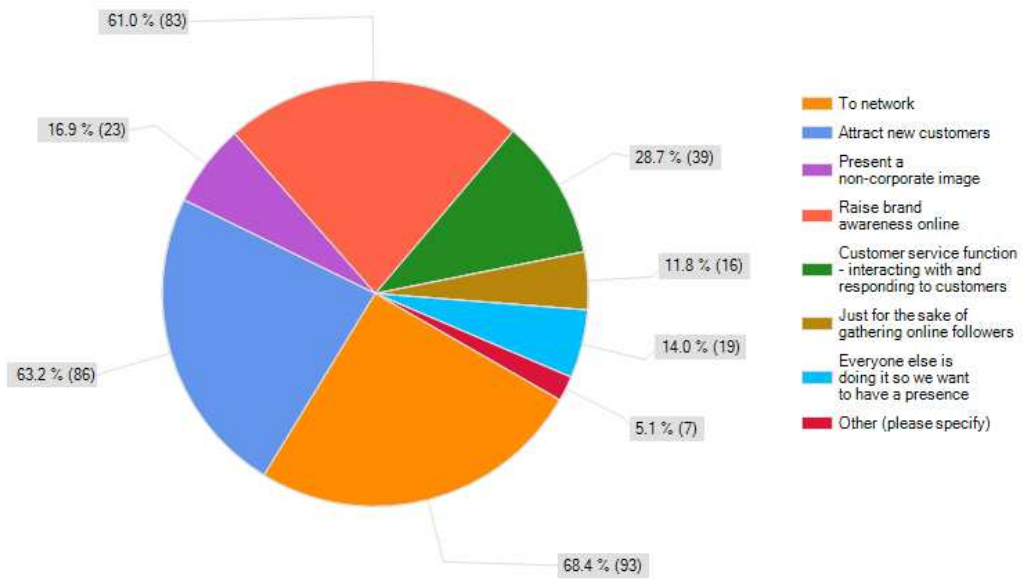
Q5

How often do you use social media to promote your business?



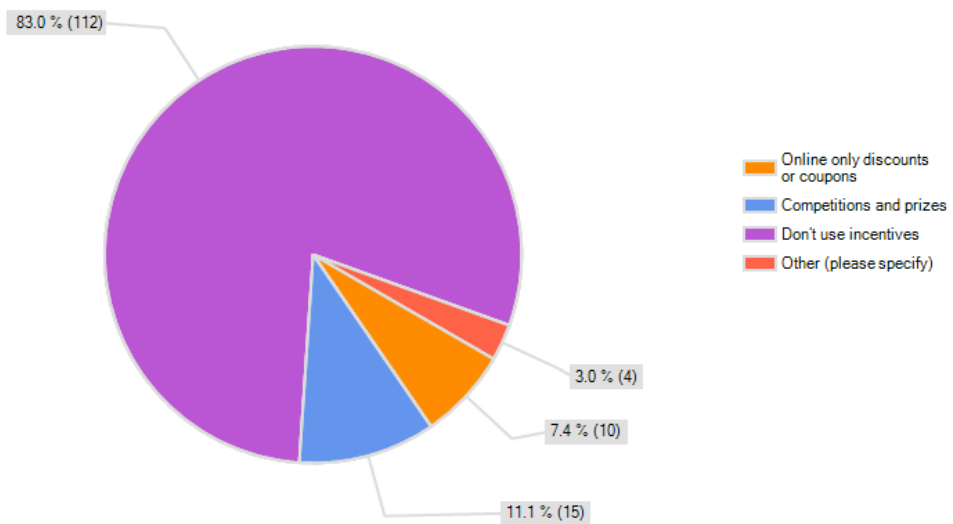
Q6

Why do you use social media?



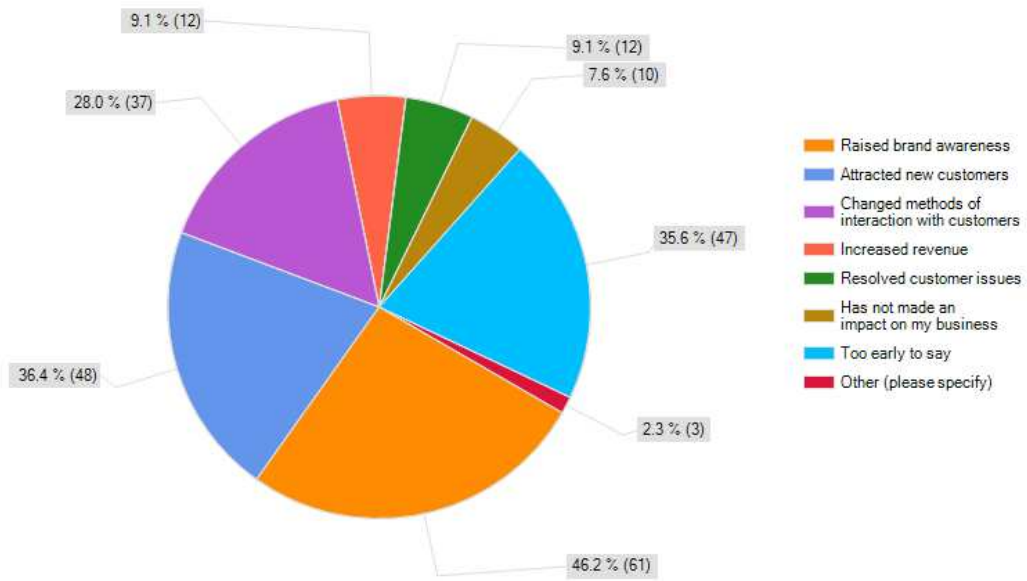
Q7

What incentives, if any, do you use to get customers to become fans, friends or followers?



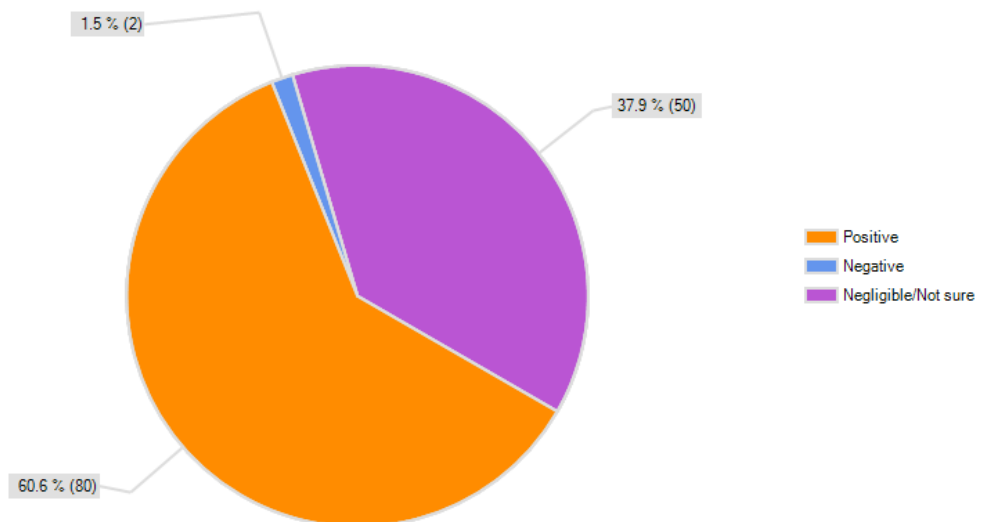
Q8

How has your use of social media had an impact on your business?



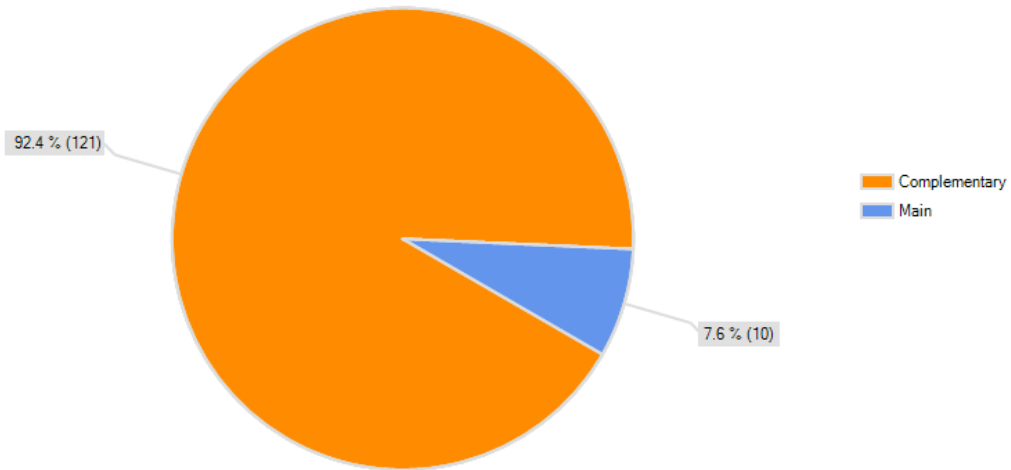
Q9

What type of overall impact has using social media had?



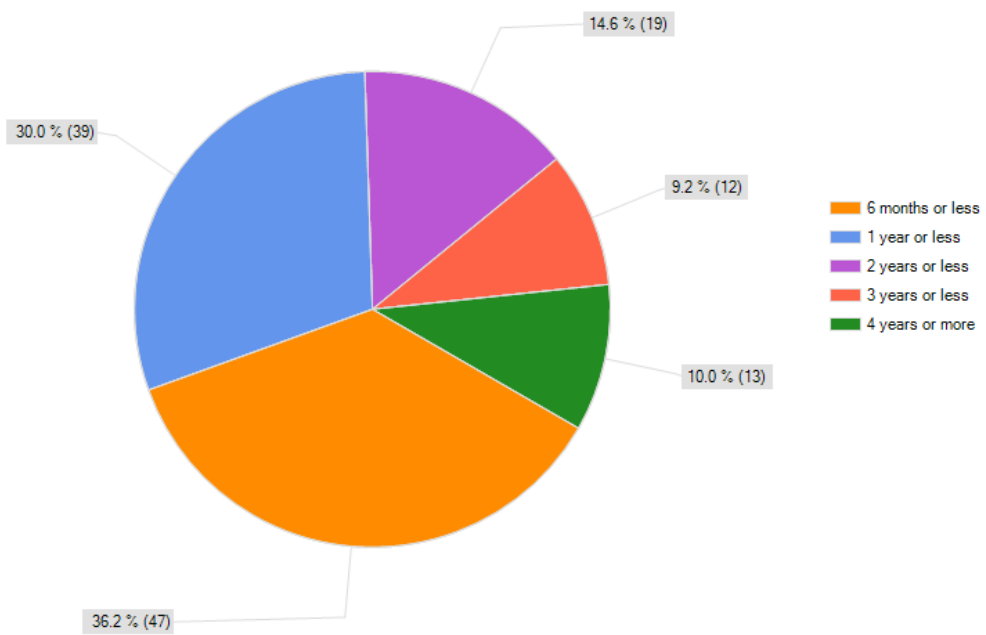
Q10

Do you consider social media to be a complementary or main marketing channel?



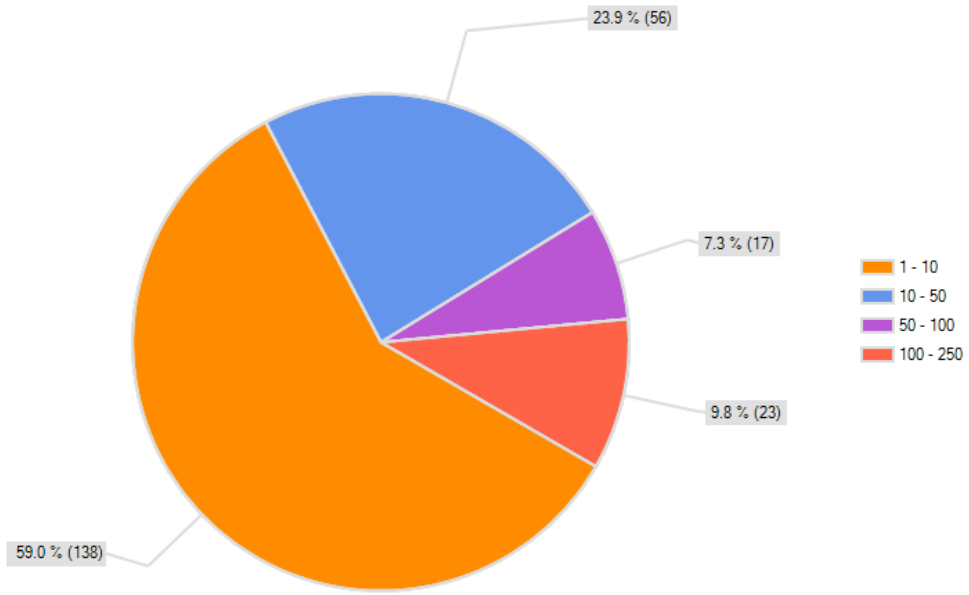
Q11

Roughly how long have you been using social media to promote your business?



Q12

How many people work within your company?



About Daryl Willcox Publishing

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