

Golin Harris
Marketers
 BUSINESS Sample

Total	Gender		Age					Region							Organisation size		
	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

SGM_q2. In general, thinking about the marketing campaigns your organisation has put on social media (e.g. Facebook, Twitter etc)...Approximately how long would you tend to leave a social media marketing campaign live for?

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
1 month or less	34%	30%	44%	33%	38%	35%	37%	30%	39%	22%	25%	50%	38%	29%	-	36%	30%	32%
More than 1 up to 3 months	37%	39%	30%	67%	31%	25%	40%	41%	22%	44%	35%	38%	41%	29%	75%	36%	30%	44%
More than 3 up to 6 months	10%	11%	7%	-	8%	20%	7%	8%	22%	-	15%	-	3%	14%	25%	9%	13%	8%
More than 6 up to 12 months	1%	1%	-	-	-	-	-	3%	-	-	-	-	3%	-	-	-	-	4%
More than 12 months	13%	13%	11%	-	15%	5%	17%	14%	11%	11%	25%	6%	7%	29%	-	13%	17%	8%
Don't know	6%	5%	7%	-	8%	15%	5%	5%	6%	22%	-	6%	7%	-	-	5%	4%	8%

SGM_q3a. Approximately at what point during a social media marketing campaign from when it goes up would you expect to see each of the following begin take place? (Please tick one option on each row)

Casual Engagement (e.g. Re-tweet, favourite on twitter, download content from an online property)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
Within 1 week	68%	64%	78%	67%	62%	85%	73%	57%	83%	33%	55%	88%	69%	57%	75%	69%	61%	72%
Within 1 to 2 weeks	13%	14%	7%	-	15%	-	10%	22%	11%	-	20%	6%	14%	29%	-	13%	9%	16%
Within 2 weeks to a month	7%	7%	7%	33%	8%	5%	-	11%	6%	11%	15%	-	7%	-	-	4%	13%	8%
Within a month to 2 months	1%	-	4%	-	-	-	3%	-	-	-	-	-	3%	-	-	2%	-	-
Within 2 to 3 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 3 to 4 months	1%	1%	-	-	-	-	3%	-	-	-	5%	-	-	-	-	2%	-	-
Within 4 to 5 months	1%	1%	-	-	-	5%	-	-	-	-	-	-	-	25%	-	4%	-	-
Within 5 to 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
After 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4%	5%	-	-	8%	5%	3%	3%	-	33%	-	6%	-	-	-	5%	4%	-
Not applicable – I wouldn't expect to see this take place	6%	7%	4%	-	8%	-	7%	8%	-	22%	5%	-	7%	14%	-	5%	9%	4%

SGM_q3b. 'Mid-level engagement (e.g. Followers, favourite on twitter, intermittent, shared conversations on twitter etc.)'

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
Within 1 week	39%	32%	59%	33%	62%	60%	33%	24%	39%	22%	40%	75%	31%	14%	25%	36%	26%	56%
Within 1 to 2 weeks	30%	33%	22%	33%	8%	20%	40%	35%	44%	-	25%	6%	41%	57%	25%	31%	35%	24%
Within 2 weeks to a month	13%	16%	4%	-	15%	20%	-	19%	11%	33%	20%	-	7%	-	50%	13%	22%	4%
Within a month to 2 months	8%	9%	4%	33%	8%	-	10%	8%	6%	11%	5%	13%	7%	14%	-	5%	9%	12%
Within 2 to 3 months	1%	-	4%	-	-	-	3%	-	-	-	-	-	3%	-	-	2%	-	-
Within 3 to 4 months	1%	-	4%	-	-	-	3%	-	-	-	-	-	3%	-	-	2%	-	-
Within 4 to 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 5 to 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
After 6 months	1%	1%	-	-	-	-	3%	-	-	-	5%	-	-	-	-	2%	-	-
Don't know	4%	4%	4%	-	8%	-	3%	5%	-	22%	5%	6%	-	-	-	5%	4%	-
Not applicable – I wouldn't expect to see this take place	4%	5%	-	-	-	7%	5%	5%	-	11%	-	-	7%	14%	-	4%	4%	4%

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Marketers
BUSINESS Sample

Work industry (short list)												
Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

SGM_q2. In general, thinking about the marketing campaigns your organisation has put on social media (e.g. Facebook, Twitter etc)...Approximately how long would you tend to leave a social media marketing campaign live for?

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
1 month or less	17%	-	36%	45%	44%	-	36%	33%	67%	33%	-	20%	47%
More than 1 up to 3 months	33%	60%	36%	45%	-	25%	45%	53%	-	17%	50%	60%	33%
More than 3 up to 6 months	17%	20%	18%	-	11%	25%	-	-	33%	17%	-	-	13%
More than 6 up to 12 months	-	-	-	-	-	-	-	-	-	-	-	20%	-
More than 12 months	33%	-	9%	9%	33%	50%	9%	-	-	17%	50%	-	7%
Don't know	-	20%	-	-	11%	-	9%	13%	-	17%	-	-	-

SGM_q3a. Approximately at what point during a social media marketing campaign from when it goes up would you expect to see each of the following begin take place? (Please tick one option on each row)

Casual Engagement (e.g. Re-tweet, favourite on twitter, download content from an online property)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
Within 1 week	67%	40%	73%	73%	78%	50%	45%	67%	67%	67%	100%	80%	80%
Within 1 to 2 weeks	-	40%	9%	18%	22%	-	9%	13%	-	-	-	20%	13%
Within 2 weeks to a month	17%	-	18%	9%	-	-	-	-	33%	33%	-	-	-
Within a month to 2 months	-	20%	-	-	-	-	-	-	-	-	-	-	-
Within 2 to 3 months	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 3 to 4 months	-	-	-	-	-	-	9%	-	-	-	-	-	-
Within 4 to 5 months	17%	-	-	-	-	-	-	-	-	-	-	-	-
Within 5 to 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-
After 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	25%	9%	13%	-	-	-	-	-
Not applicable – I wouldn't expect to see this take place	-	-	-	-	-	25%	27%	7%	-	-	-	-	7%

SGM_q3b. 'Mid-level engagement (e.g. Followers, favourite on twitter, intermittent, shared conversations on twitter etc.)'

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
Within 1 week	17%	40%	36%	36%	56%	-	36%	53%	67%	33%	-	20%	47%
Within 1 to 2 weeks	50%	-	36%	45%	33%	50%	-	13%	-	17%	100%	60%	40%
Within 2 weeks to a month	17%	40%	9%	11%	11%	25%	18%	-	33%	33%	-	20%	7%
Within a month to 2 months	-	-	18%	18%	-	-	9%	13%	-	17%	-	-	-
Within 2 to 3 months	-	20%	-	-	-	-	-	-	-	-	-	-	-
Within 3 to 4 months	17%	-	-	-	-	-	-	-	-	-	-	-	-
Within 4 to 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 5 to 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-
After 6 months	-	-	-	-	-	-	9%	-	-	-	-	-	-
Don't know	-	-	-	-	-	25%	-	13%	-	-	-	-	7%
Not applicable – I wouldn't expect to see this take place	-	-	-	-	-	-	27%	7%	-	-	-	-	-

Golin Harris
Marketers
BUSINESS Sample

Company annual turnover						
First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Not applicable	Prefer not to answer

SGM_q2. In general, thinking about the marketing campaigns your organisation has put on social media (e.g. Facebook, Twitter etc.)...Approximately how long would you tend to leave a social media marketing campaign live for?

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
1 month or less	80%	33%	37%	20%	20%	-	50%
More than 1 up to 3 months	20%	33%	33%	52%	60%	-	13%
More than 3 up to 6 months	-	9%	15%	4%	20%	-	13%
More than 6 up to 12 months	-	-	4%	-	-	-	-
More than 12 months	-	18%	11%	12%	-	-	13%
Don't know	-	6%	-	12%	-	-	13%

SGM_q3a. Approximately at what point during a social media marketing campaign from when it goes up would you expect to see each of the following begin take place? (Please tick one option on each row)

Casual Engagement (e.g. Re-tweet, favourite on twitter, download content from an online property)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
Within 1 week	80%	67%	63%	80%	40%	-	63%
Within 1 to 2 weeks	-	12%	19%	12%	20%	-	-
Within 2 weeks to a month	-	6%	11%	-	20%	-	13%
Within a month to 2 months	20%	-	-	-	-	-	-
Within 2 to 3 months	-	-	-	-	-	-	-
Within 3 to 4 months	-	3%	-	-	-	-	-
Within 4 to 5 months	-	-	-	-	20%	-	-
Within 5 to 6 months	-	-	-	-	-	-	-
After 6 months	-	-	-	-	-	-	-
Don't know	-	3%	4%	4%	-	-	13%
Not applicable – I wouldn't expect to see this take place	-	9%	4%	4%	-	-	13%

SGM_q3b. 'Mid-level engagement (e.g. Followers, favourite on twitter, intermittent, shared conversations on twitter etc.)'

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
Within 1 week	60%	33%	30%	52%	20%	-	50%
Within 1 to 2 weeks	20%	30%	37%	32%	40%	-	-
Within 2 weeks to a month	-	12%	22%	4%	20%	-	13%
Within a month to 2 months	-	9%	7%	4%	20%	-	13%
Within 2 to 3 months	20%	-	-	-	-	-	-
Within 3 to 4 months	-	3%	-	-	-	-	-
Within 4 to 5 months	-	-	-	-	-	-	-
Within 5 to 6 months	-	-	-	-	-	-	-
After 6 months	-	3%	-	-	-	-	-
Don't know	-	3%	4%	4%	-	-	13%
Not applicable – I wouldn't expect to see this take place	-	6%	-	4%	-	-	13%

Golin Harris
Marketers
BUSINESS Sample

Total	Gender		Age					Region						Organisation size		
	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium

SGM_q3c. 'Concentrated engagement (e.g. Enrol in LI group, Active LI group participant, Regular shared conversations / knowledge-sharing etc.)'

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
Within 1 week	22%	18%	33%	33%	31%	35%	23%	11%	22%	11%	15%	44%	21%	14%	25%	22%	13%	32%
Within 1 to 2 weeks	21%	21%	22%	33%	23%	25%	23%	16%	28%	11%	30%	19%	17%	29%	-	15%	26%	32%
Within 2 weeks to a month	19%	21%	15%	-	15%	15%	17%	27%	11%	11%	10%	13%	34%	14%	50%	18%	22%	20%
Within a month to 2 months	14%	16%	7%	33%	15%	10%	7%	19%	17%	11%	15%	6%	14%	14%	25%	11%	26%	8%
Within 2 to 3 months	1%	1%	-	-	-	-	-	3%	-	-	5%	-	-	-	-	-	-	4%
Within 3 to 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 4 to 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 5 to 6 months	1%	1%	-	-	-	3%	-	-	-	-	-	6%	-	-	-	-	4%	-
After 6 months	1%	1%	-	-	-	3%	-	-	-	-	5%	-	-	-	-	2%	-	-
Don't know	8%	7%	11%	-	15%	3%	5%	17%	22%	10%	6%	-	-	-	13%	4%	-	
Not applicable – I wouldn't expect to see this take place	13%	13%	11%	-	-	20%	19%	6%	33%	10%	6%	14%	29%	-	20%	4%	4%	

SGM_q4. Which of the following are reasons why you would generally stop a social media marketing campaign? (Please tick all that apply)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
Lower than expected overall campaign engagement	51%	54%	44%	-	38%	55%	60%	51%	56%	44%	45%	44%	66%	29%	50%	53%	48%	52%
Lower than expected engagement with a specific audience	57%	58%	56%	67%	38%	60%	43%	73%	50%	56%	55%	50%	69%	43%	75%	56%	61%	56%
Low engagement on a specific platform (e.g. lack of video views, whitepaper downloads, or enrolment on a LI group, etc.)	38%	41%	30%	67%	31%	35%	33%	43%	28%	22%	35%	44%	48%	29%	50%	27%	48%	52%
Lack of proven ROI (Return on Investment)	46%	45%	48%	-	31%	40%	47%	57%	61%	33%	45%	50%	31%	71%	50%	40%	48%	56%
Pressures from internal stakeholders	5%	4%	7%	-	8%	15%	-	3%	6%	11%	10%	-	-	-	25%	-	9%	12%
Other (See SGM_q4other, OE)	9%	8%	11%	-	-	5%	17%	8%	11%	11%	15%	6%	7%	-	-	15%	-	4%

SGM_q5. In general, what return on investment do you look for/hope to achieve on a social media marketing campaign? (Please write your answer in the box below, giving as much detail as possible)

See SGM_q5

SGM_q6. Real-time marketing is the rapid creation of written or visual content in response to breaking news, that is shared on social channels within minutes of said event. How important, if at all, is Real-time marketing as part of your strategy on social media marketing campaigns? (Please tick the option that best applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
Very important – our social marketing team actively engages with the news agenda on a daily basis	16%	12%	26%	33%	31%	15%	20%	5%	17%	-	30%	25%	3%	14%	25%	9%	17%	28%
Fairly important – we develop something when it's relevant to our industry	32%	38%	15%	33%	38%	30%	23%	38%	17%	44%	45%	19%	34%	14%	75%	24%	52%	32%
Not very important – we create content on an ad hoc basis	24%	24%	26%	-	15%	25%	27%	27%	22%	11%	10%	25%	38%	43%	-	35%	13%	12%
Not at all important – we do not engage in real-time marketing	25%	25%	26%	-	15%	25%	30%	27%	44%	22%	10%	31%	24%	29%	-	29%	17%	24%
Don't know	3%	1%	7%	33%	-	5%	-	3%	-	22%	5%	-	-	-	-	4%	-	4%

Golin Harris
Marketers
BUSINESS Sample

Work industry (short list)												
Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

SGM_q3c. 'Concentrated engagement (e.g. Enrol in LI group, Active LI group participant, Regular shared conversations / knowledge-sharing etc.)'

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
Within 1 week	17%	-	27%	18%	22%	-	27%	40%	67%	17%	-	20%	13%
Within 1 to 2 weeks	-	40%	18%	36%	33%	-	-	33%	-	-	-	-	40%
Within 2 weeks to a month	17%	-	18%	18%	33%	50%	9%	-	-	33%	50%	60%	20%
Within a month to 2 months	33%	20%	18%	9%	-	25%	9%	-	33%	17%	50%	20%	13%
Within 2 to 3 months	-	-	-	-	-	-	-	-	-	17%	-	-	-
Within 3 to 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 4 to 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-
Within 5 to 6 months	-	-	-	-	-	-	-	7%	-	-	-	-	-
After 6 months	-	-	-	-	-	-	9%	-	-	-	-	-	-
Don't know	17%	20%	9%	-	-	-	18%	7%	-	17%	-	-	7%
Not applicable – I wouldn't expect to see this take place	17%	20%	9%	18%	11%	25%	27%	13%	-	-	-	-	7%

SGM_q4. Which of the following are reasons why you would generally stop a social media marketing campaign? (Please tick all that apply)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
Lower than expected overall campaign engagement	33%	80%	36%	55%	44%	50%	55%	67%	33%	33%	50%	100%	40%
Lower than expected engagement with a specific audience	67%	80%	45%	64%	56%	50%	45%	47%	100%	67%	50%	60%	60%
Low engagement on a specific platform (e.g. lack of video views, whitepaper downloads, or enrolment on a LI group, etc.)	-	20%	36%	64%	33%	50%	45%	47%	33%	-	-	40%	47%
Lack of proven ROI (Return on Investment)	50%	60%	45%	55%	56%	50%	45%	47%	-	33%	50%	40%	40%
Pressures from internal stakeholders	-	-	-	9%	11%	-	-	-	33%	-	50%	-	7%
Other (See SGM_q4other_OE)	-	-	-	9%	11%	-	18%	7%	-	17%	-	-	20%

SGM_q5. In general, what return on investment do you look for/ hope to achieve on a social media marketing campaign? (Please write your answer in the box below, giving as much detail as possible)

SGM_q6. Real-time marketing is the rapid creation of written or visual content in response to breaking news, that is shared on social channels within minutes of said event. How important, if at all, is Real-time marketing as part of your strategy on social media marketing campaigns? (Please tick the option that best applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
Very important – our social marketing team actively engages with the news agenda on a daily basis	17%	-	-	27%	44%	-	9%	27%	-	17%	-	-	13%
Fairly important – we develop something when it's relevant to our industry	33%	60%	36%	27%	-	50%	18%	20%	67%	50%	50%	60%	33%
Not very important – we create content on an ad hoc basis	-	-	18%	18%	22%	25%	45%	33%	33%	17%	50%	-	33%
Not at all important – we do not engage in real-time marketing	50%	40%	45%	18%	33%	25%	27%	20%	-	-	-	40%	13%
Don't know	-	-	-	9%	-	-	-	-	-	17%	-	-	7%

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Marketers
BUSINESS Sample

Company annual turnover						
First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Not applicable	Prefer not to answer

SGM_q3c. 'Concentrated engagement (e.g. Enrol in LI group, Active LI group participant, Regular shared conversations / knowledge-sharing etc.)'

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
Within 1 week	40%	21%	15%	32%	-	-	25%
Within 1 to 2 weeks	20%	18%	11%	40%	20%	-	13%
Within 2 weeks to a month	20%	6%	41%	20%	-	-	13%
Within a month to 2 months	-	15%	19%	-	60%	-	13%
Within 2 to 3 months	-	-	-	-	20%	-	-
Within 3 to 4 months	-	-	-	-	-	-	-
Within 4 to 5 months	-	-	-	-	-	-	-
Within 5 to 6 months	-	3%	-	-	-	-	-
After 6 months	-	3%	-	-	-	-	-
Don't know	-	12%	4%	8%	-	-	13%
Not applicable – I wouldn't expect to see this take place	20%	21%	11%	-	-	-	25%

SGM_q4. Which of the following are reasons why you would generally stop a social media marketing campaign? (Please tick all that apply)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
Lower than expected overall campaign engagement	60%	48%	48%	60%	60%	-	38%
Lower than expected engagement with a specific audience	40%	55%	70%	60%	40%	-	38%
Low engagement on a specific platform (e.g. lack of video views, whitepaper downloads, or enrolment on a LI group, etc.)	60%	27%	41%	48%	-	-	50%
Lack of proven ROI (Return on Investment)	20%	45%	33%	64%	40%	-	50%
Pressures from internal stakeholders	-	-	4%	8%	20%	-	13%
Other (See SGM_q4other_OE)	-	18%	-	8%	-	-	13%

SGM_q5. In general, what return on investment do you look for/ hope to achieve on a social media marketing campaign? (Please write your answer in the box below, giving as much detail as possible)

SGM_q6. Real-time marketing is the rapid creation of written or visual content in response to breaking news, that is shared on social channels within minutes of said event. How important, if at all, is Real-time marketing as part of your strategy on social media marketing campaigns? (Please tick the option that best applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
Very important – our social marketing team actively engages with the news agenda on a daily basis	20%	15%	15%	20%	-	-	13%
Fairly important – we develop something when it's relevant to our industry	20%	21%	48%	32%	40%	-	25%
Not very important – we create content on an ad hoc basis	60%	27%	19%	24%	20%	-	13%
Not at all important – we do not engage in real-time marketing	-	30%	19%	24%	40%	-	38%
Don't know	-	6%	-	-	-	-	13%

Golin Harris
Marketers
 BUSINESS Sample

Total	Gender		Age					Region						Organisation size		
	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium

SGM_q7. And how important, if at all, is localised content to your strategy on social media marketing campaigns? (Please tick the option that best applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
Very important – all our content is localised	23%	25%	19%	-	38%	15%	23%	24%	17%	33%	30%	19%	10%	71%	25%	27%	26%	12%
Fairly important – some of our content is localised	36%	37%	33%	-	38%	55%	37%	27%	44%	11%	30%	38%	41%	14%	75%	29%	43%	44%
Not very important – some of our content might be localised but we don't plan for it	21%	20%	26%	67%	8%	10%	27%	24%	17%	22%	30%	19%	28%	-	-	25%	13%	20%
Not at all – none of our content is local, we run it from our global HQ	14%	14%	11%	33%	8%	10%	13%	16%	17%	11%	5%	19%	17%	14%	-	9%	13%	24%
Don't know	6%	4%	11%	-	8%	10%	-	8%	6%	22%	5%	6%	3%	-	-	9%	4%	-

SGM_q8. To what extent would you say your social media marketing campaigns content are branded? (Please tick the option that BEST applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
All of them – we have strict branding guidelines that we carefully adhere to	46%	51%	30%	-	62%	35%	53%	43%	44%	44%	50%	38%	52%	43%	25%	42%	43%	56%
Some of them – when it's appropriate, but we adapt on a case by case basis	43%	43%	41%	67%	38%	45%	43%	41%	39%	33%	45%	56%	34%	43%	75%	42%	48%	40%
None of them – we don't want to be overly branded, it annoys our customers	5%	3%	11%	33%	-	5%	-	8%	6%	-	5%	6%	3%	14%	-	5%	9%	-
Don't know	7%	3%	19%	-	-	15%	3%	8%	11%	22%	-	-	10%	-	-	11%	-	4%

SGM_q9. From the following, which one do you think is the MOST appropriate role for a B2B (Business-to-Business) company to provide to its online audience?

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
As a curator of industry news, to provide a one-stop destination for our customers	30%	33%	22%	33%	23%	35%	33%	27%	39%	33%	40%	31%	17%	29%	25%	33%	26%	28%
As an adviser, with a focus on providing opinion, analysis and insight	41%	42%	37%	-	31%	35%	43%	49%	33%	22%	40%	25%	55%	43%	75%	36%	52%	40%
As a contrarian, offering an alternative perspective	13%	13%	11%	33%	23%	10%	13%	8%	17%	-	5%	25%	17%	-	-	9%	17%	16%
Don't know	17%	12%	30%	33%	23%	20%	10%	16%	11%	44%	15%	19%	10%	29%	-	22%	4%	16%

SGM_q10. And what tone of voice is your organisation MOST likely to adopt with its social marketing campaigns? (Please tick the option that BEST applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	103	76	27	3	13	20	30	37	18	9	20	16	29	7	4	55	23	25
As an advisor to turn to, focussing on information and knowledge	52%	50%	59%	67%	54%	50%	53%	51%	50%	56%	45%	50%	66%	43%	25%	49%	57%	56%
As a partner, showing empathy and that we're all in this together	34%	39%	19%	33%	31%	35%	37%	32%	28%	44%	45%	31%	21%	57%	50%	36%	35%	28%
As a humourist, showing nobody's more switched onto the zeitgeist	11%	9%	15%	-	15%	10%	10%	11%	17%	-	10%	19%	7%	-	25%	11%	9%	12%
None of these	3%	1%	7%	-	-	5%	-	5%	6%	-	-	-	7%	-	-	4%	-	4%

Cell Contents (Column Percentage)

Golin Harris
Marketers
BUSINESS Sample

Work industry (short list)												
Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

SGM_q7. And how important, if at all, is localised content to your strategy on social media marketing campaigns? (Please tick the option that best applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
Very important – all our content is localised	17%	20%	18%	9%	56%	25%	18%	20%	33%	-	50%	40%	27%
Fairly important – some of our content is localised	50%	-	36%	36%	11%	50%	36%	33%	67%	67%	50%	60%	27%
Not very important – some of our content might be localised but we don't plan for it	17%	80%	27%	18%	11%	25%	27%	13%	-	17%	-	-	27%
Not at all – none of our content is local, we run it from our global HQ	17%	-	18%	36%	-	-	18%	20%	-	-	-	-	13%
Don't know	-	-	-	-	22%	-	-	13%	-	17%	-	-	7%

SGM_q8. To what extent would you say your social media marketing campaigns content are branded? (Please tick the option that BEST applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
All of them – we have strict branding guidelines that we carefully adhere to	50%	-	36%	45%	56%	75%	55%	40%	67%	50%	50%	80%	33%
Some of them – when it's appropriate, but we adapt on a case by case basis	33%	60%	55%	55%	11%	25%	45%	53%	33%	33%	50%	20%	47%
None of them – we don't want to be overly branded, it annoys our customers	-	-	9%	-	11%	-	-	-	-	-	-	-	20%
Don't know	17%	40%	-	-	22%	-	-	7%	-	17%	-	-	-

SGM_q9. From the following, which one do you think is the MOST appropriate role for a B2B (Business-to-Business) company to provide to its online audience?

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
As a curator of industry news, to provide a one-stop destination for our customers	-	20%	27%	27%	33%	50%	18%	27%	67%	33%	50%	20%	47%
As an adviser, with a focus on providing opinion, analysis and insight	50%	60%	45%	36%	22%	50%	55%	47%	33%	50%	50%	40%	20%
As a contrarian, offering an alternative perspective	17%	20%	9%	27%	-	-	9%	7%	-	-	-	20%	27%
Don't know	33%	-	18%	9%	44%	-	18%	20%	-	17%	-	20%	7%

SGM_q10. And what tone of voice is your organisation MOST likely to adopt with its social marketing campaigns? (Please tick the option that BEST applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	6	5	11	11	9	4	11	15	3	6	2	5	15
As an advisor to turn to, focussing on information and knowledge	83%	60%	45%	55%	22%	100%	45%	40%	67%	67%	50%	100%	40%
As a partner, showing empathy and that we're all in this together	17%	40%	27%	27%	44%	-	55%	33%	33%	33%	50%	-	47%
As a humourist, showing nobody's more switched onto the zeitgeist	-	-	18%	18%	22%	-	-	20%	-	-	-	-	13%
None of these	-	-	9%	-	11%	-	-	7%	-	-	-	-	-

Golin Harris
Marketers
BUSINESS Sample

Company annual turnover						
First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Not applicable	Prefer not to answer

SGM_q7. And how important, if at all, is localised content to your strategy on social media marketing campaigns? (Please tick the option that best applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
Very important – all our content is localised	20%	33%	30%	12%	-	-	13%
Fairly important – some of our content is localised	20%	24%	37%	56%	60%	-	13%
Not very important – some of our content might be localised but we don't plan for it	60%	18%	22%	12%	20%	-	38%
Not at all – none of our content is local, we run it from our global HQ	-	15%	11%	16%	20%	-	13%
Don't know	-	9%	-	4%	-	-	25%

SGM_q8. To what extent would you say your social media marketing campaigns content are branded? (Please tick the option that BEST applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
All of them – we have strict branding guidelines that we carefully adhere to	40%	42%	48%	48%	80%	-	25%
Some of them – when it's appropriate, but we adapt on a case by case basis	20%	39%	52%	44%	20%	-	50%
None of them – we don't want to be overly branded, it annoys our customers	20%	9%	-	4%	-	-	-
Don't know	20%	9%	-	4%	-	-	25%

SGM_q9. From the following, which one do you think is the MOST appropriate role for a B2B (Business-to-Business) company to provide to its online audience?

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
As a curator of industry news, to provide a one-stop destination for our customers	40%	33%	33%	28%	20%	-	13%
As an adviser, with a focus on providing opinion, analysis and insight	60%	24%	44%	52%	40%	-	50%
As a contrarian, offering an alternative perspective	-	12%	22%	8%	20%	-	-
Don't know	-	30%	-	12%	20%	-	38%

SGM_q10. And what tone of voice is your organisation MOST likely to adopt with its social marketing campaigns? (Please tick the option that BEST applies)

All B2B MARKETERS whose company have implemented marketing campaigns on social media	5	33	27	25	5	-	8
As an advisor to turn to, focussing on information and knowledge	40%	45%	70%	44%	80%	-	38%
As a partner, showing empathy and that we're all in this together	20%	36%	26%	40%	20%	-	50%
As a humourist, showing nobody's more switched onto the zeitgeist	40%	12%	4%	12%	-	-	13%
None of these	-	6%	-	4%	-	-	-