

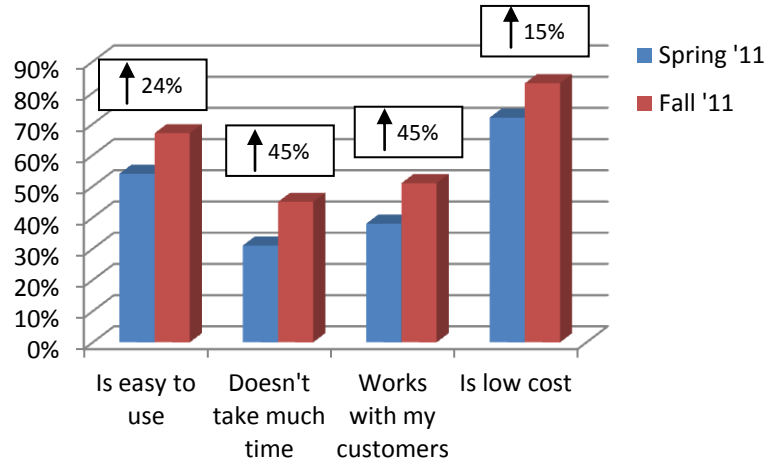
Constant Contact Fall 2011 Attitudes and Outlooks Survey

Key Findings

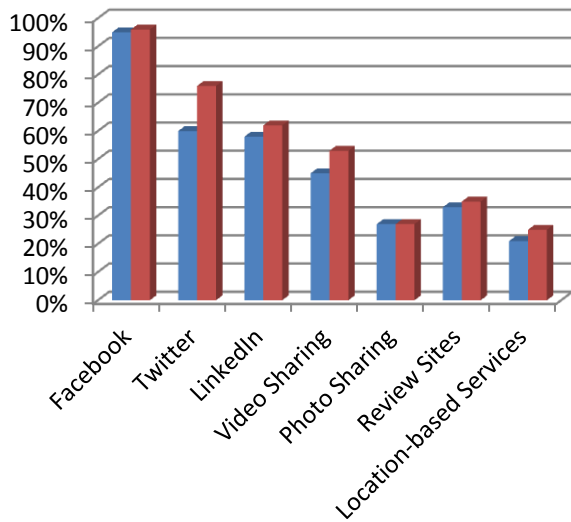
Survey Reveals Significant Shift in Small Businesses' Willingness to Use Social Media Marketing

- In just six months, **barriers to social media adoption have decreased** dramatically; small businesses report increased awareness that it need not be time-consuming or difficult.
- The result? **Small businesses are using social media marketing more** than ever before; of those surveyed, 81% report using social media marketing, up from 73% in Spring 2011.
- While Facebook continues to be the tool of choice for small businesses, **Twitter is quickly gaining ground.**

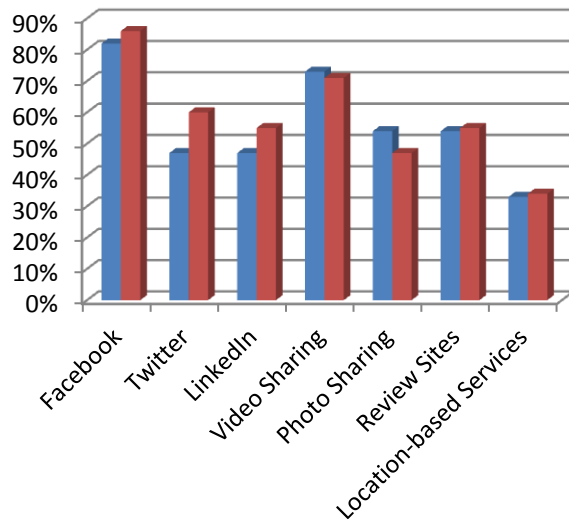
Small Businesses Say Social Media Marketing...



Use of Social Media Marketing



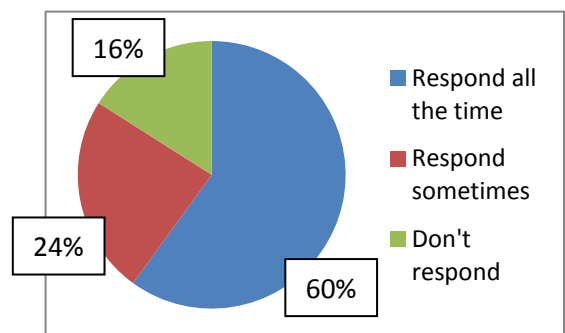
Effectiveness of Social Media Marketing



*Note: Data collected from those who report using social media.

Small Businesses Report Strong Engagement with Customers Via Social Media Platforms

- Roughly 60% of participants report that they respond to all comments on social media platforms – whether those comments are positive or negative.
- The remaining 40% respond occasionally or not at all for three main reasons:
 - They don't have time
 - They don't think it's necessary
 - They don't know what to say



Social Media Complementary to, Rather than Instead of, Other Marketing Tools

- 65% report that social media marketing works well with other forms of marketing.
 - Top online tools include: websites (98%), email marketing (95%), online advertising (66%), and event marketing (55%).
 - Face-to-face interactions remain critical to small business success and 62% expect to host events to create opportunities for effective face-to-face interactions.
 - Of those planning to host an event, 69% will do so to introduce customers to products and services and 68% will do so to find new customers.
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About the Survey

This Constant Contact-sponsored survey was administered during October 2011 to small business owners and employees. Results include responses from 1,972 organizations across a range of business-to-business and business-to-consumer industries. Ninety-five percent are Constant Contact customers, 87% are located in the US, and 81% have 25 or less employees.

Additional Resources

- See results from the Spring 2011 survey: <http://conta.cc/jlMkaF>
- Check out how small businesses can use email and social media marketing: <http://conta.cc/dkEX5r>
- Learn more about how Constant Contact helps small businesses with their marketing efforts: <http://www.constantcontact.com>
- Check out the Social Media Quickstarter, a free, online resource to help small businesses get started and successful with social media: <http://www.socialquickstarter.com/>

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