

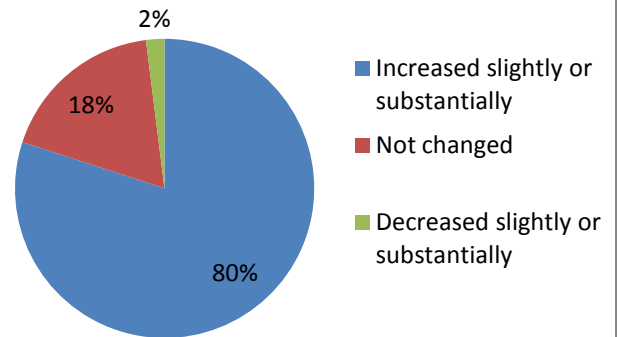
Constant Contact Spring 2011 Attitudes and Outlooks Survey

Key Findings

Small Businesses Continue to Add Social Media to their Marketing “Toolkit;” Could Still Use Help Realizing the Full Benefits

- Use of social media marketing among small businesses has surged in recent months. Today, 73% report using social media marketing. Of those doing social media marketing, 80% reported increasing their use in the last 12 months.
- The **trend in growth appears to be continuing**: 81% of those currently using social media marketing expect to increase their efforts in the coming year, and 62% of those not currently using social media marketing expect to begin using it.
- Small businesses have found **varying degrees of success with social media marketing**, suggesting more education may be needed.

In the past 12 months, how has your use of social media to market your organization changed?



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

Small Business Use of Social Media Marketing Tools

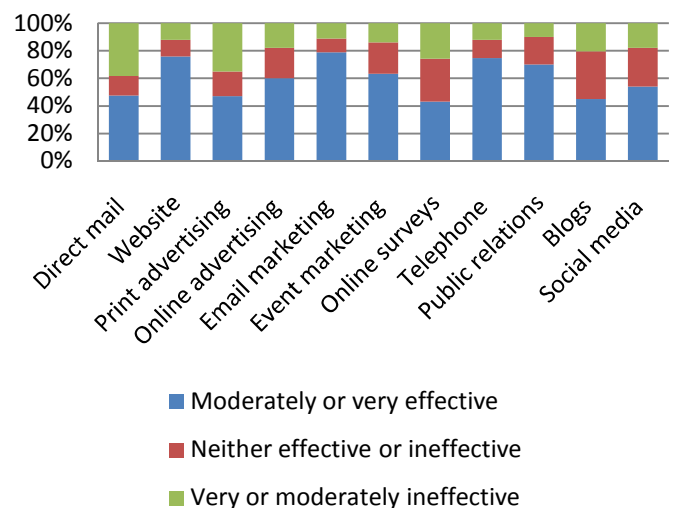
Social Media Tool	Using this Tool	Find it Effective
Facebook	95%	82%
Twitter	60%	47%
LinkedIn	58%	47%
Video Sharing	45%	73%
Daily/Local Deals	23%	55%

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

Social Media Complementary, Rather Than “Silver Bullet”

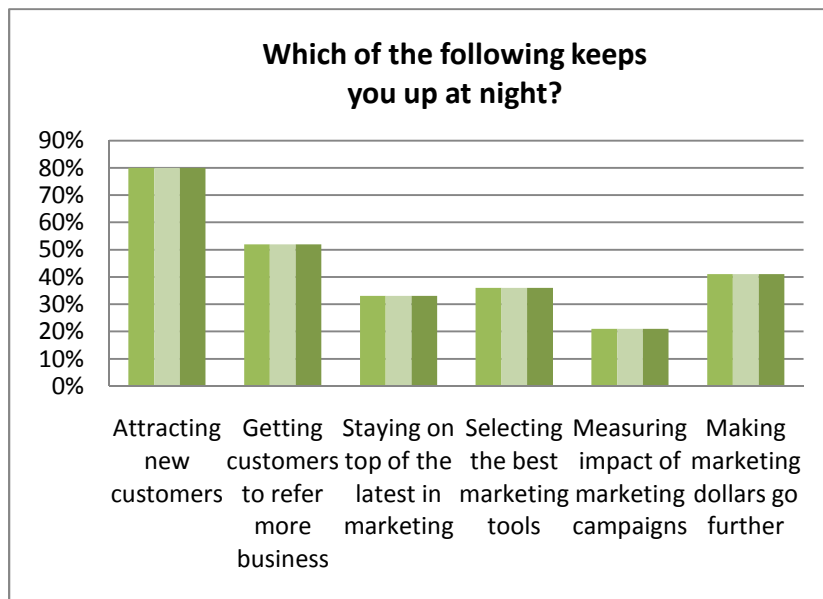
- Social media usage has been in addition to, rather than instead of, other marketing efforts; small businesses still **rely heavily on email, website, and event marketing, as well as advertising**, to drive business.
- Email remains a “go-to” marketing tool:
 - **91% are using email marketing**, and almost 80% find it to be effective for marketing.
 - 83% of small businesses **check email first** when they go online for their business, compared to 6% for news sites and 5% for Facebook.
 - 72% of small businesses **check their email six or more times a day**, compared to Facebook (13%), news sites (6%), and Twitter (4%).

Which of the following have you found to be effective for marketing your organization?



Economic Outlook Generally Positive, but Challenges Persist

- Only 23% of small businesses saw a decrease in revenues in 2010, and **82% expect to see an increase in revenues in the next 12 months.**
- Despite these positive indicators, small businesses report some challenges on the horizon:
 - 80% report that **attracting new customers “keeps them up at night.”**
 - **48% say that they do not have adequate cash flow** to run their business effectively. Only 23% tried to secure funding in the past 12 months.



About the Survey

This Constant Contact-sponsored survey was administered during March and April 2011 to small business owners and employees. Results include responses from 1,572 organizations across a range of business-to-business and business-to-consumer industries. Of note, 87% of these organizations have 25 or less employees.

Additional Resources

- See results from the Fall 2010 survey: <http://conta.cc/bunme8>
- Check out how one small business is using 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>

Media Contact

Erika Dornaus
Constant Contact
(781) 482-7039
edornaus@constantcontact.com