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.

Small Business Use of Social Media Marketing Tools

<table>
<thead>
<tr>
<th>Social Media Tool</th>
<th>Using this Tool</th>
<th>Find it Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>95%</td>
<td>82%</td>
</tr>
<tr>
<td>Twitter</td>
<td>60%</td>
<td>47%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>58%</td>
<td>47%</td>
</tr>
<tr>
<td>Video Sharing</td>
<td>45%</td>
<td>73%</td>
</tr>
<tr>
<td>Daily/Local Deals</td>
<td>23%</td>
<td>55%</td>
</tr>
</tbody>
</table>

*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%).
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

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