

Like & Share 2017

Study on the state of social media marketing
in the companies from Romania





VALORIA

TOP FIVE
CONCLUSIONS



The main conclusions of the study

This study explores the perceptions of marketing directors and leaders from the management of Romanian companies about the role of social media marketing within the marketing mix. The questionnaire, which received 339 responses, was applied between 9 February and 11 April 2017. The report also presents comparative data with the results of the similar global study conducted by Social Media Examiner.

Top 5 conclusions

Adherence



87%

of companies use social media marketing and will continue to do so

Efficiency



63%

of companies consider effective the creation of social media sales opportunities

Time



59%

of companies say they dedicate between 1-5 hours a week for social media marketing

Budget



37%

say they have a maximum budget of 1,000 euro per year for social media marketing

Benefits



84%

consider the brand's reputation as the main benefit, and 50% lead generation



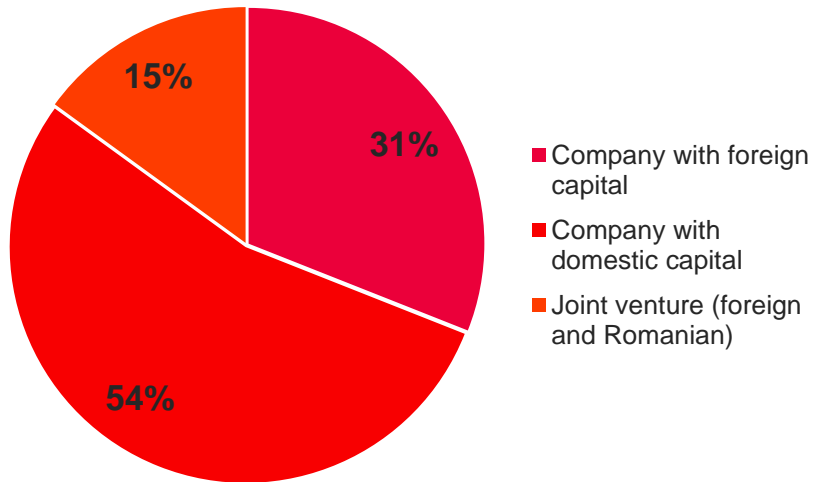
VALORIA

DEMOGRAPHICS



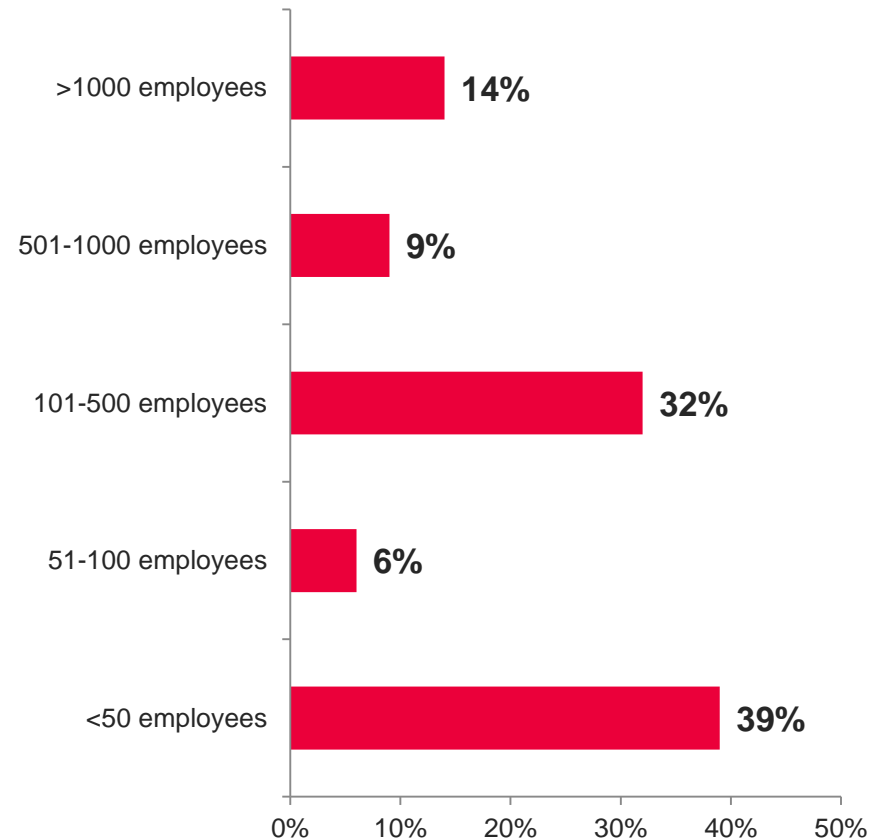
1. Demographics

Type of company



Total answers: 339
Skipped this question: 0

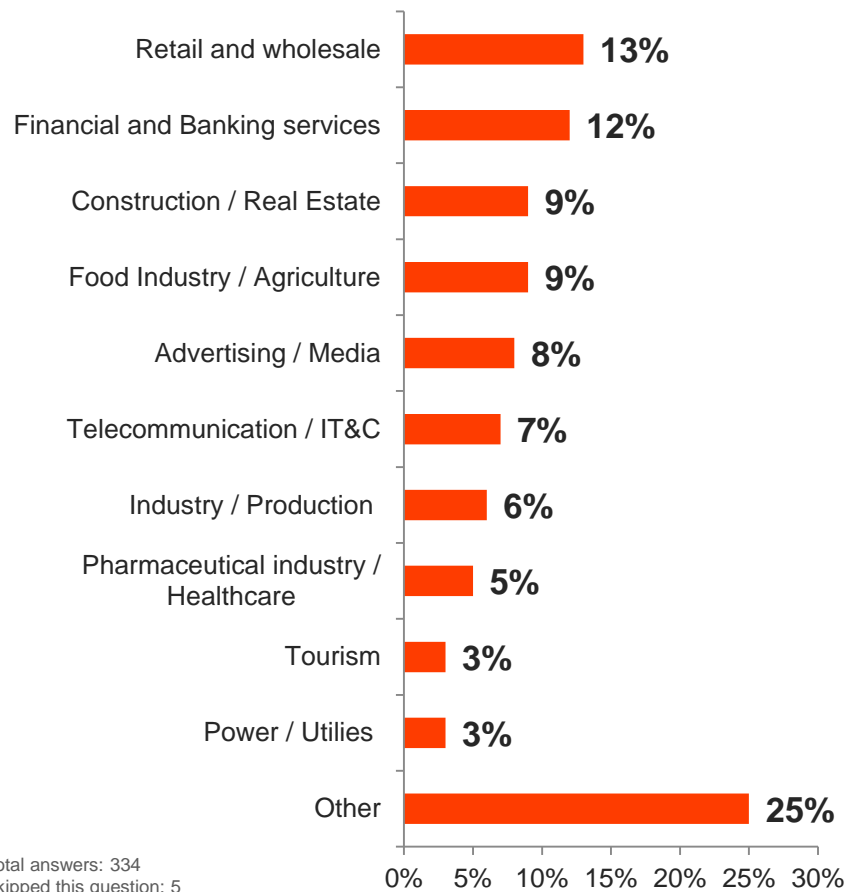
Number of employees



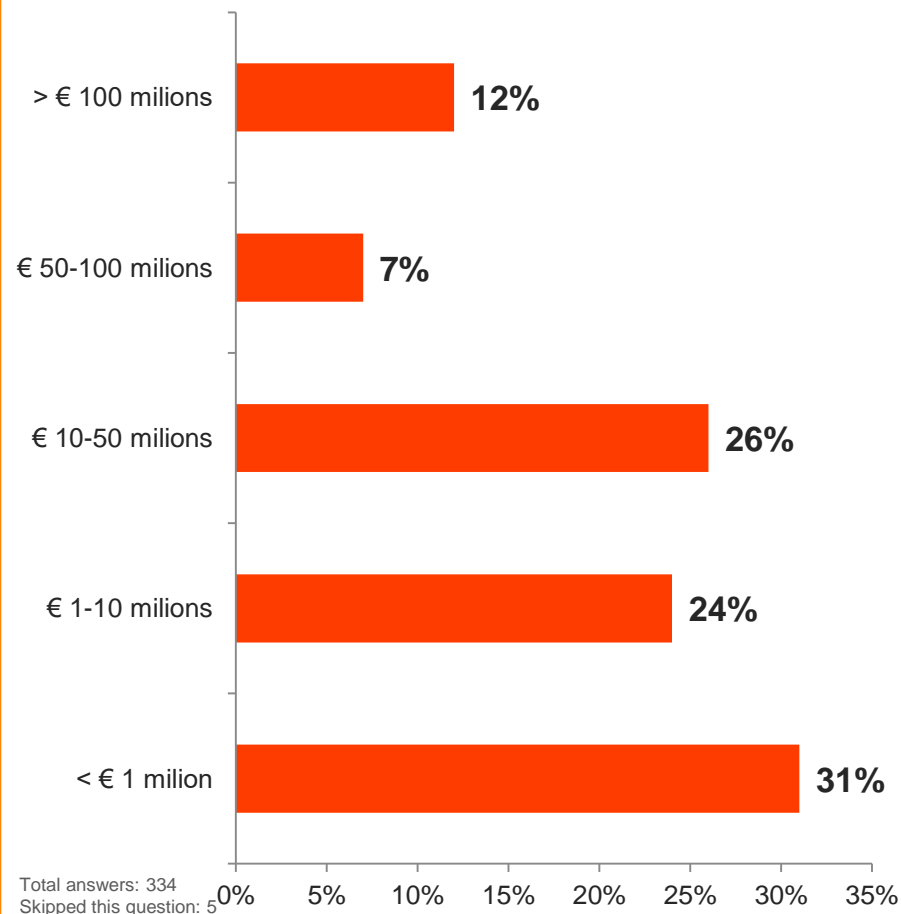
Total answers: 339
Skipped this question: 0

2. Demographics

Industry/sector

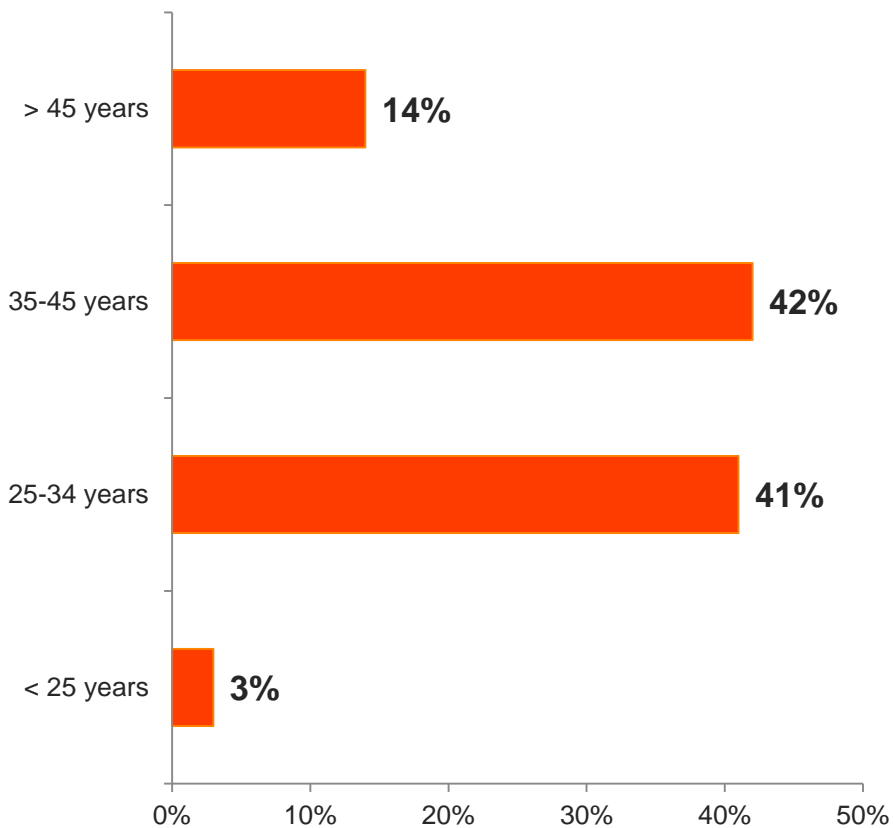


Total revenues (2016)



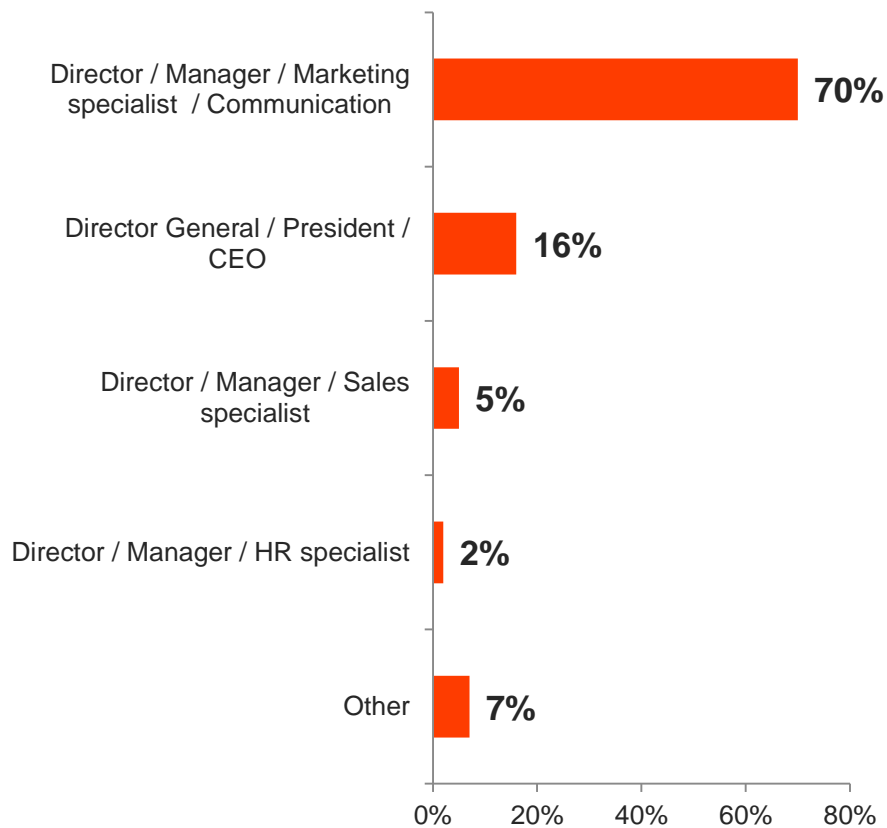
3. Demographics

The age of respondent



Total answers: 334
Skipped this question: 5

Title of respondent



Total answers: 334
Skipped this question: 5

STUDY'S
RESULTS



What does it count for Marketing Directors?

Source: 2016 State of Marketing Report, Salesforce

Measuring success

The relevant indicators for Marketing Directors in measuring the success of their business are:



35%

Clients satisfaction



33%

Increasing revenues



24%

Expanding clients base

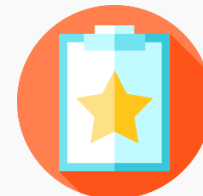
Main objectives

On the priority list of Marketing Directors are the following objectives:



37%

Brand awareness



34%

Enhancing clients' engagement

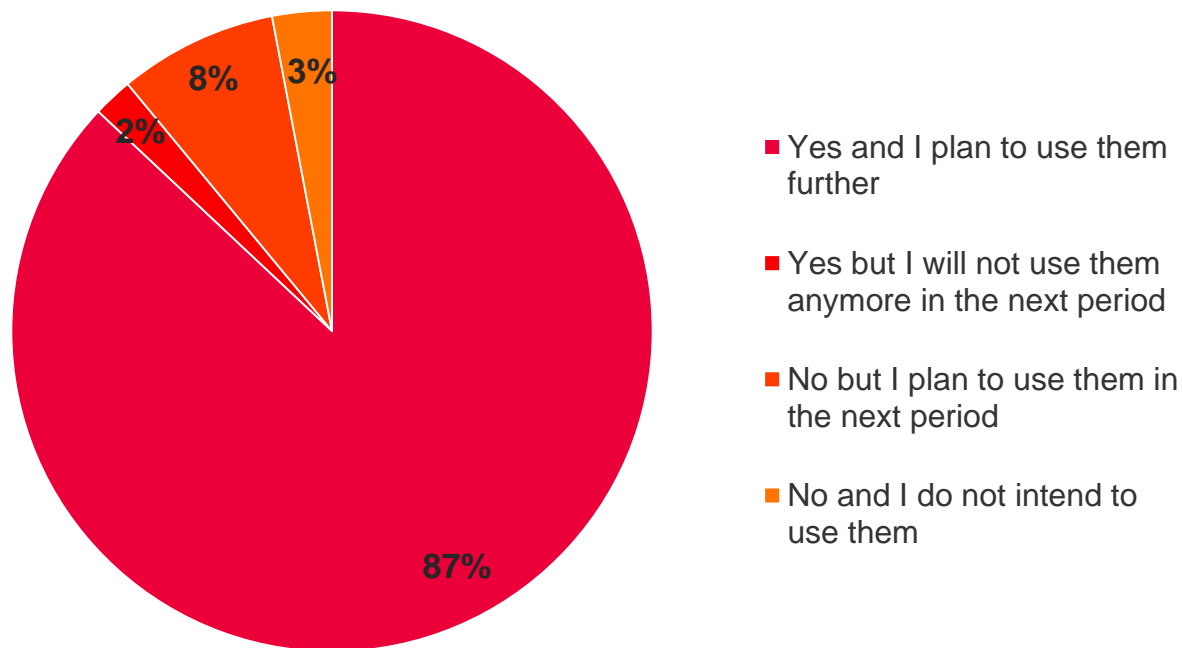


24%

Enhancing engagement on social media

1. Utilisation of social networks. 87% of companies use social networks in marketing.

Do you use social networks to promote your company? (single answer)



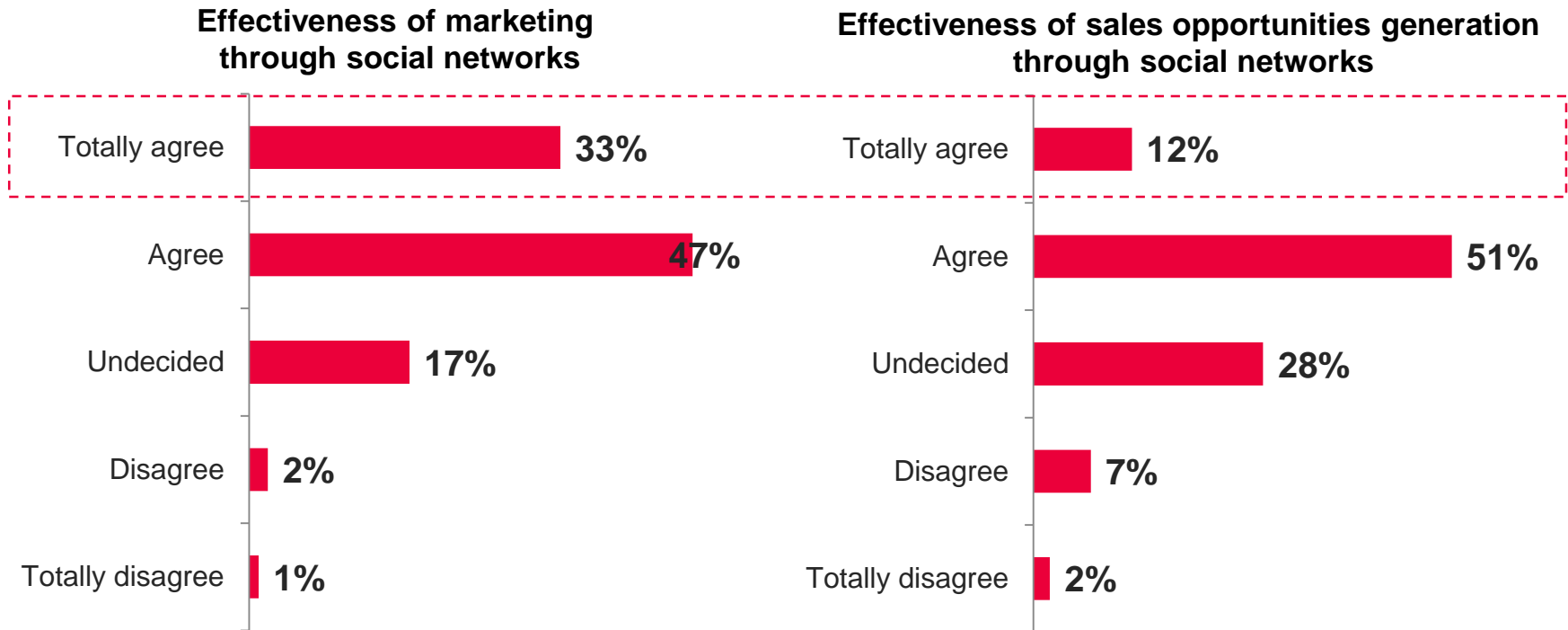
Total answers: 339
Skipped this question: 0

■ Social media is already part of the marketing mix standard. If four years ago, 22% of the companies were asking themselves to include social media in their marketing plan, now only 5% still have a certain amount of resistance to this approach. Specifically, 87% of Romanian companies say they use social networks in marketing, and 8% say they will start using them in the coming period.

2.

Effectiveness of social media marketing. If 8 out of 10 companies say social media is effective for marketing, only 6 out of 10 say the same about sales.

Do you think marketing via social networks is effective? But sales opportunities generation? (single answer)



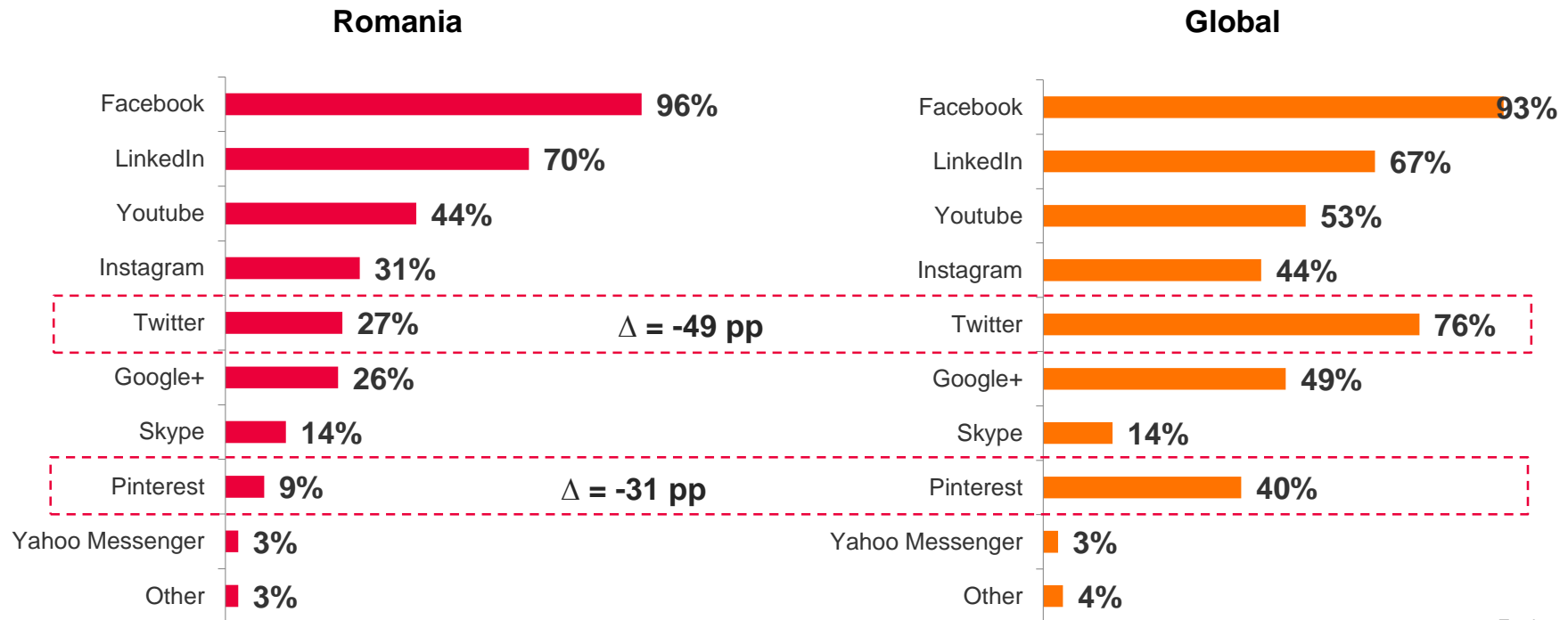
Total answers: 330
Skipped this question: 9

The marketing efficiency of social networks is recognized by 80% of companies. Also, 63% say that social media is an effective channel for creating sales opportunities. Considering the changes made by Facebook to better support the s-commerce side, we expect the 63% to grow significantly in the coming years.

3.

The most used platforms in social media marketing. Facebook, LinkedIn and Youtube in Romania. Facebook, Twitter și LinkedIn at global level.

If you do use social media, which of the following platforms? (multiple answers)



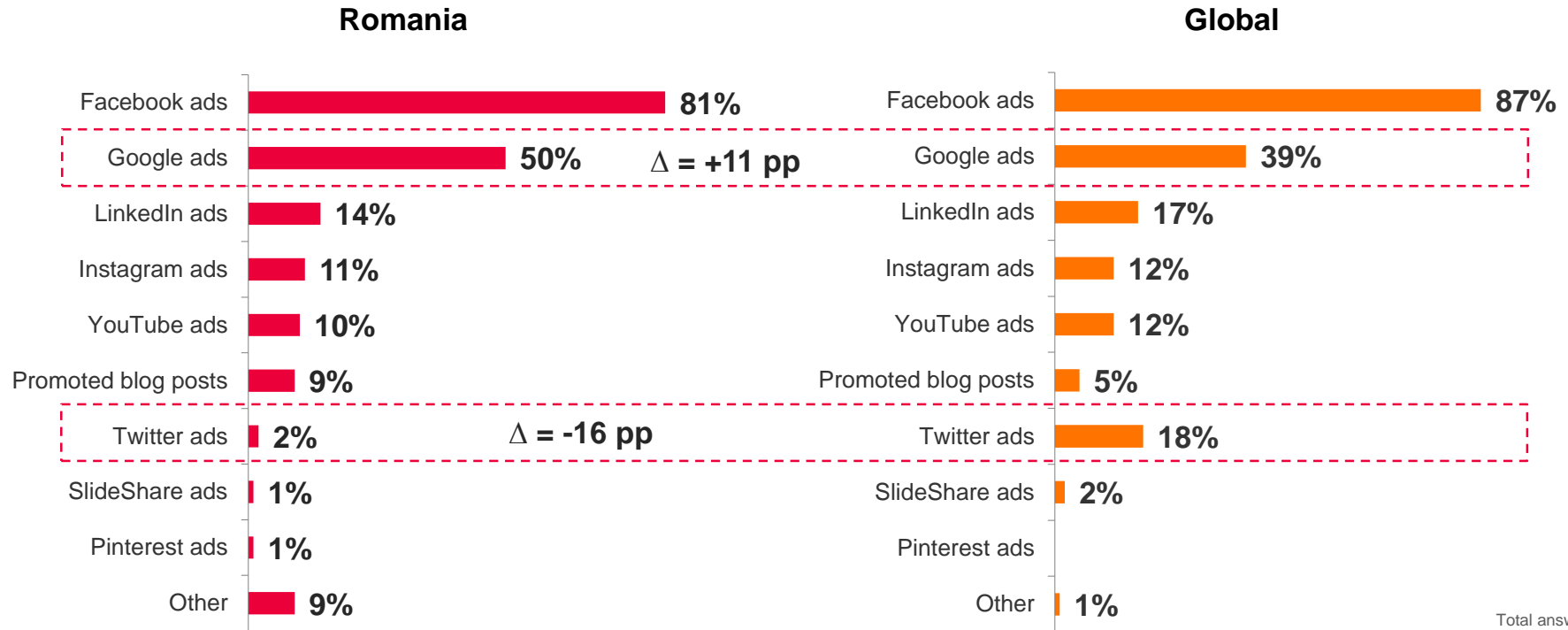
Total answers: 320
Skipped this question: 19

The most used social media marketing platforms in Romania are: Facebook - 96%, LinkedIn - 70%, Youtube - 44%. The top three places worldwide are: Facebook - 93%, Twitter - 76% and LinkedIn - 67%. It is worth noting that both Facebook and LinkedIn have higher percentages of use in Romanian companies than globally.

4.

Social media platforms used for sponsored adds. In Romania, 81% of the companies use Facebook ads, but only 50% Google ads.

What social media channels do you use regularly for placing sponsored ads to increase the awareness of your company?
(multiple answers)



Total answers: 320
Skipped this question: 19

The most used platforms of Romanian companies for sponsored ads are: Facebook - 81%, Google - 50% and LinkedIn - 14%. Globally, the top three places are occupied by: Facebook - 87%, Google - 39% and Twitter - 18%, followed by LinkedIn by 17%.

5.

The strategic use of social networks to promote the company. **About 8 out of 10 companies say they have such a strategy in place.**

Does your organization have a strategy regarding social networks? (single answer)

Romania



51%

Yes, we have a strategy across the marketing team



25%

Yes, we have a strategy across the company



4%

Yes, we have a strategy across the commercial team



20%

We do not have yet a strategy regarding the social networks

Total answers: 320
Skipped this question: 19

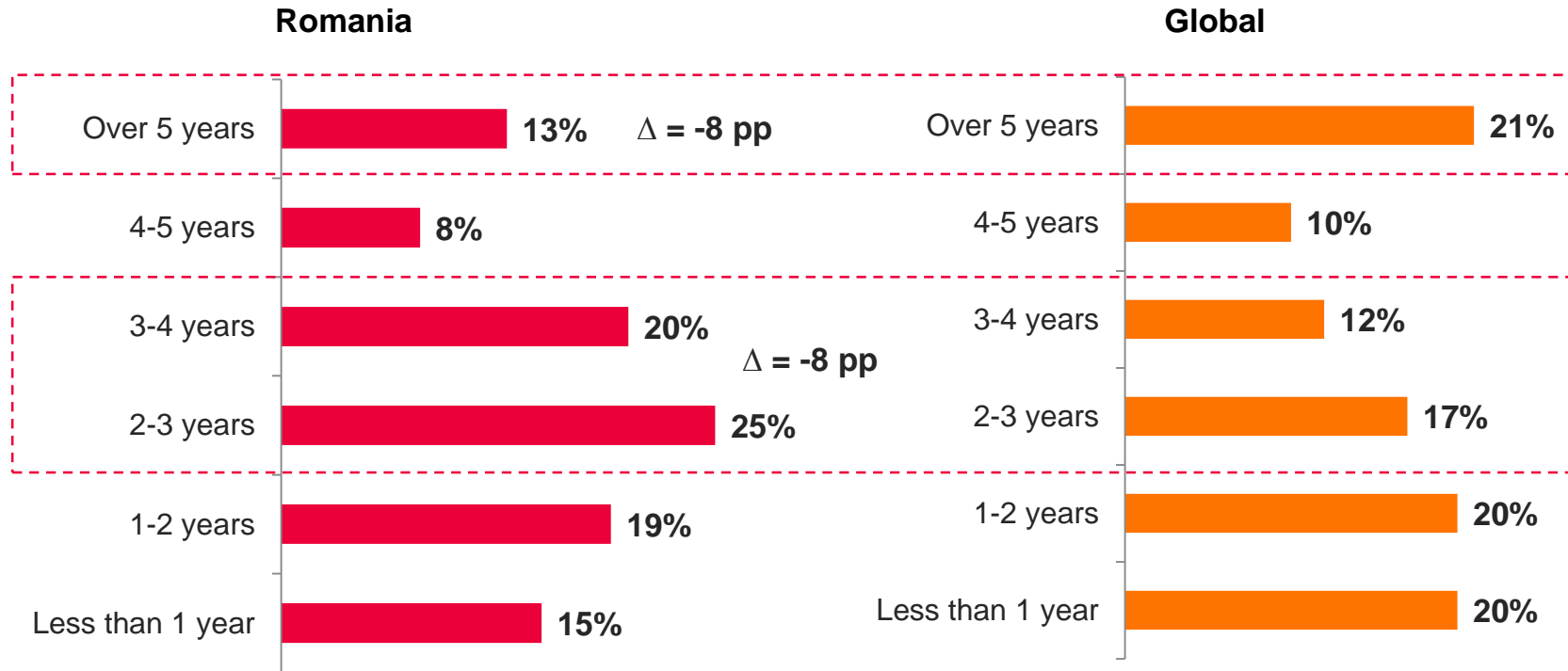
Only 25% of respondents say they have a social media marketing strategy across the entire company 51% say they have such a strategy at the level of the marketing team and 4% have a social media marketing strategy only at the level of the commercial team. Additionally, two out of 10 companies have no strategy for social media marketing.

6.

The period of time since social networks are used to promote the company. **59% of companies use social media for less than 3 years in Romania.**

For how long have you been using social networks to promote your company? (single answer)

Total answers: 310
Skipped this question: 29



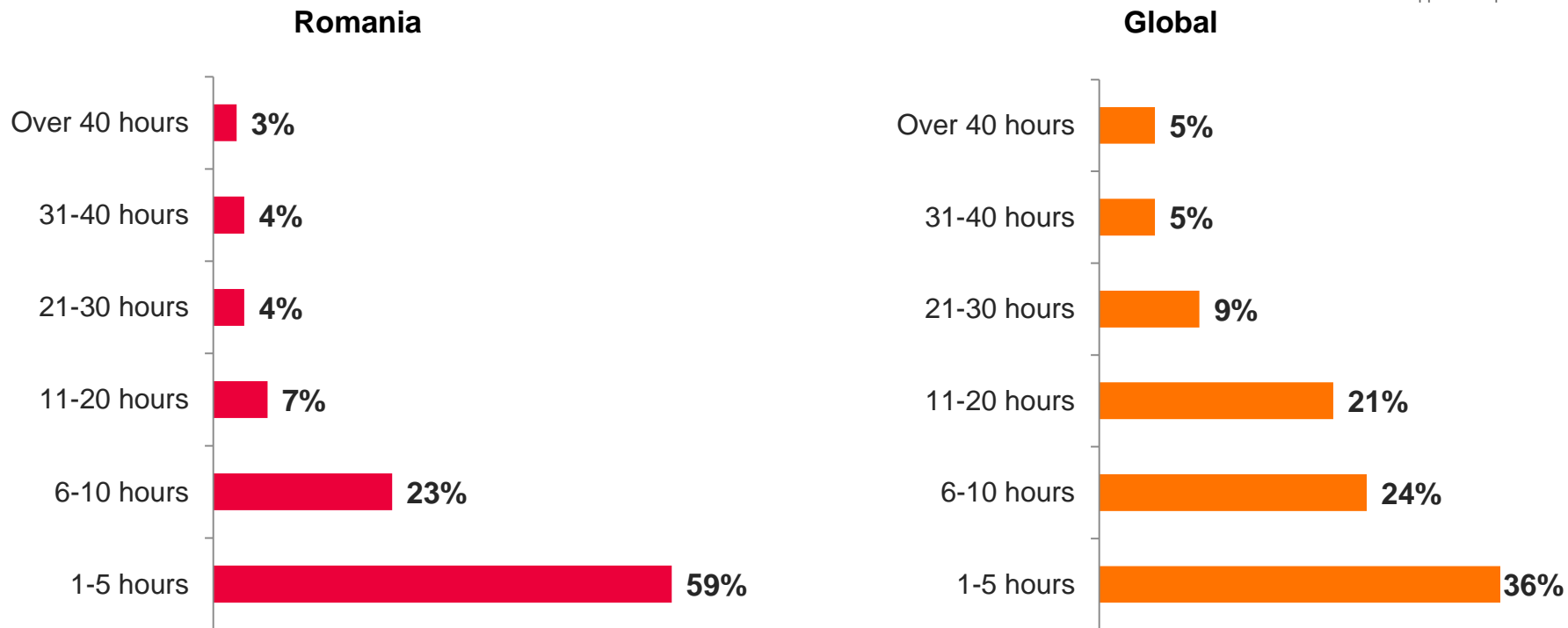
According to the research results, most companies have been using social media marketing in Romania for 2-3 years (25%), but at the global level, the highest percentage is that of companies that have been using social media marketing for over 5 years (21%). Companies that use social media marketing for less than a year are 15% in Romania and 20% globally.

7.

Weekly time spent on promoting the company in social media. **59% of firms say they dedicate up to 5 hours a week to social media marketing.**

What is the weekly amount of time you assign for promoting your company within social networks? (single answer)

Total answers: 310
Skipped this question: 29

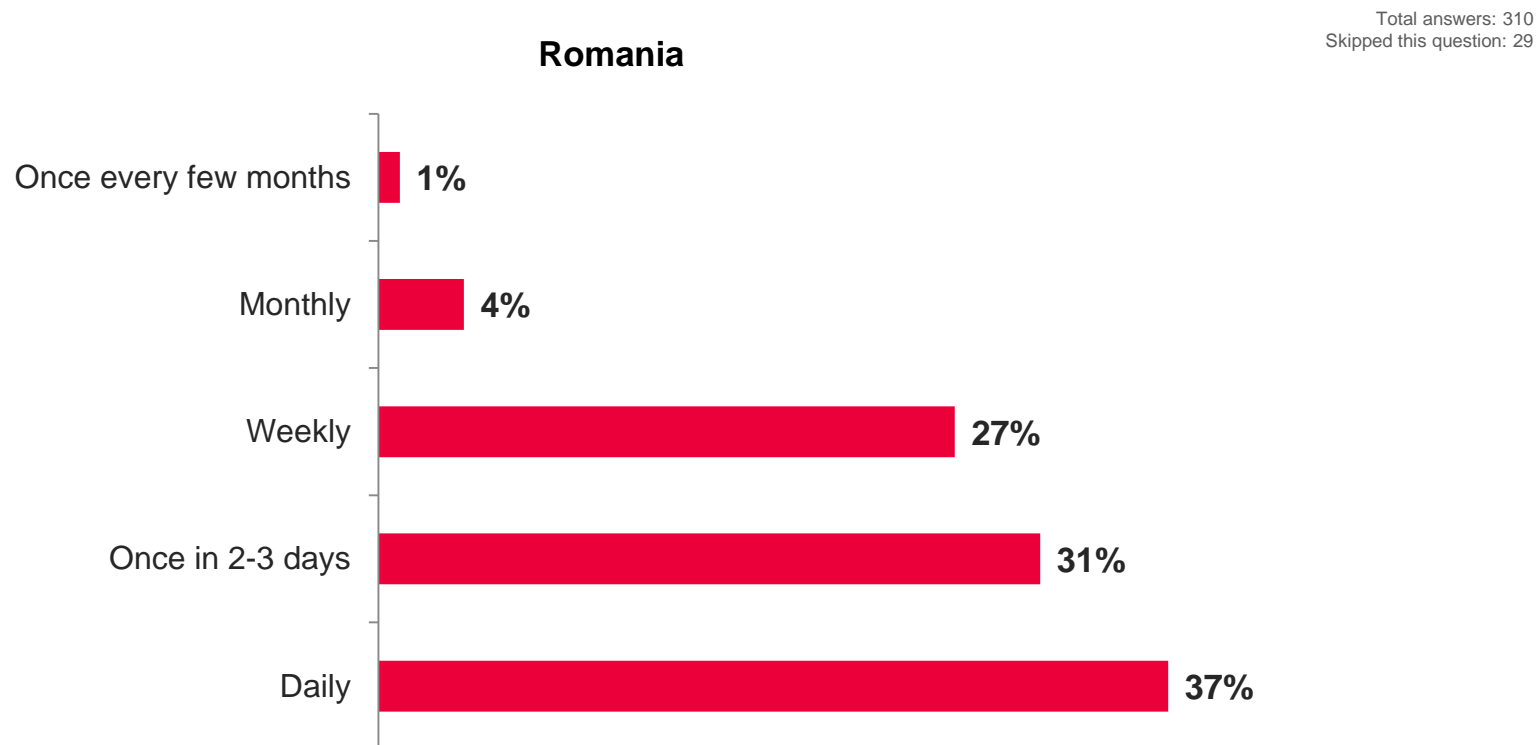


Regarding weekly social media promoting time of the company, we have found that both in Romania (59%) and globally (36%), most companies say they allocate maximum 1-5 hours for this activity. However, 21% of companies worldwide allocate 11-20 hours, while in Romania only 7% allocate this time budget, this being the second most important difference between the two charts.

8.

Frequency of posts on social networks. **37% of Romanian companies say they have daily posts on social media platforms.**

How often do you post information on social networks?(single answer)

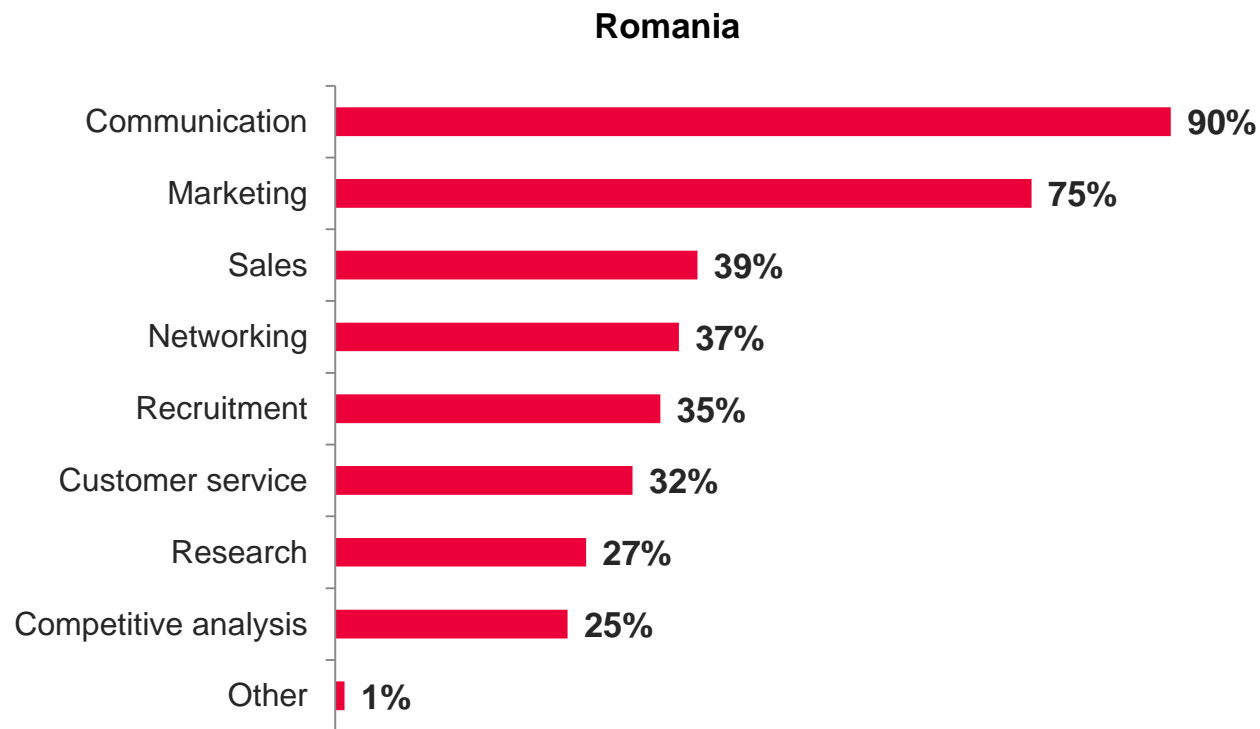


Research results show that 37% of Romanian companies have daily posts on social media channels, 31% every 2-3 days, and 27% have a weekly posting. Correlated with these results, we know that there is still a major challenge in companies referring the ability to generate content for social media, which has led to a 12% drop in the percentage of companies with daily posts over the past three years.

9.

Activities for which social networks are used. Communication - 90%. Marketing - 75%. Sales - 29%.

For which of the following areas do you use social networks within the company you work for? (multiple answers)



Total answers: 310
Skipped this question: 29

■ Social networks are used by Romanian companies mainly for communication (90%), marketing (75%), sales (39%). Although at some distance, 35% of companies use social networking for recruitment, 32% for customer relations, 27% for research, and 25% for competitive analysis.

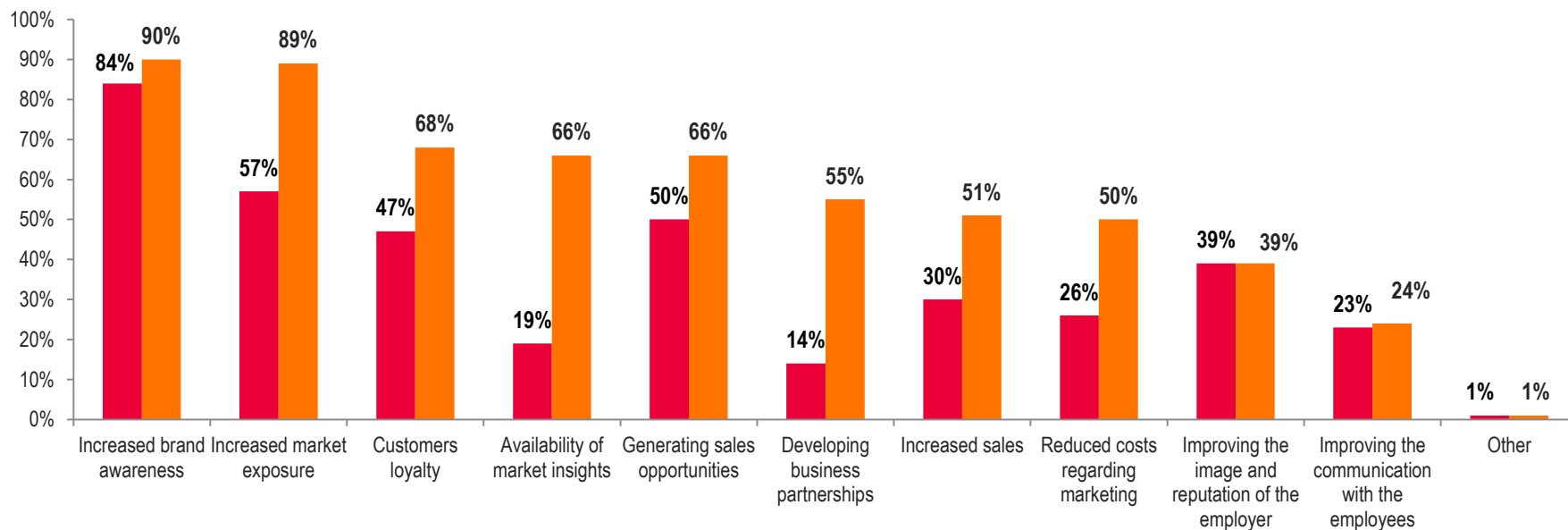
10.

Benefits from using social networks. In Romania, 8 out of 10 companies say the main benefit is increasing brand awareness.

What benefits does the use of social networks bring you? (multiple answers)

Total answers: 330
Skipped this question: 9

Romania vs Global



If at the global level the main three social marketing benefits are: increasing the company's brand awareness - 90%, increasing market exposure - 89% and customer loyalty, in Romania the first two places are held with 84% and 57% respectively, but on third place we find 50% selling opportunities. The biggest discrepancy is the fact that globally 66% of companies have the benefit of generating a market outlook with social media but in Romania only 19% of companies have this capacity.

11.

The department that manages company's presence in social media. Marketing – 75%.

What department in your company is in charge with social networks? (single answer)

Romania



75%

Marketing
departament



8%

A specially dedicated
department for
communication
through social
networks



2%

Human
Resources
department



10%

We do not have a
department that is in
charge with social
networks



5%

Another department
is in charge with
marketing through
social networks

Total answers: 330
Skipped this question: 9

In 75% of the companies in Romania the department of the company that manages the company's presence within the social networks is Marketing. Unfortunately, in 10% of companies there is no dedicated department to be in charge with social media.

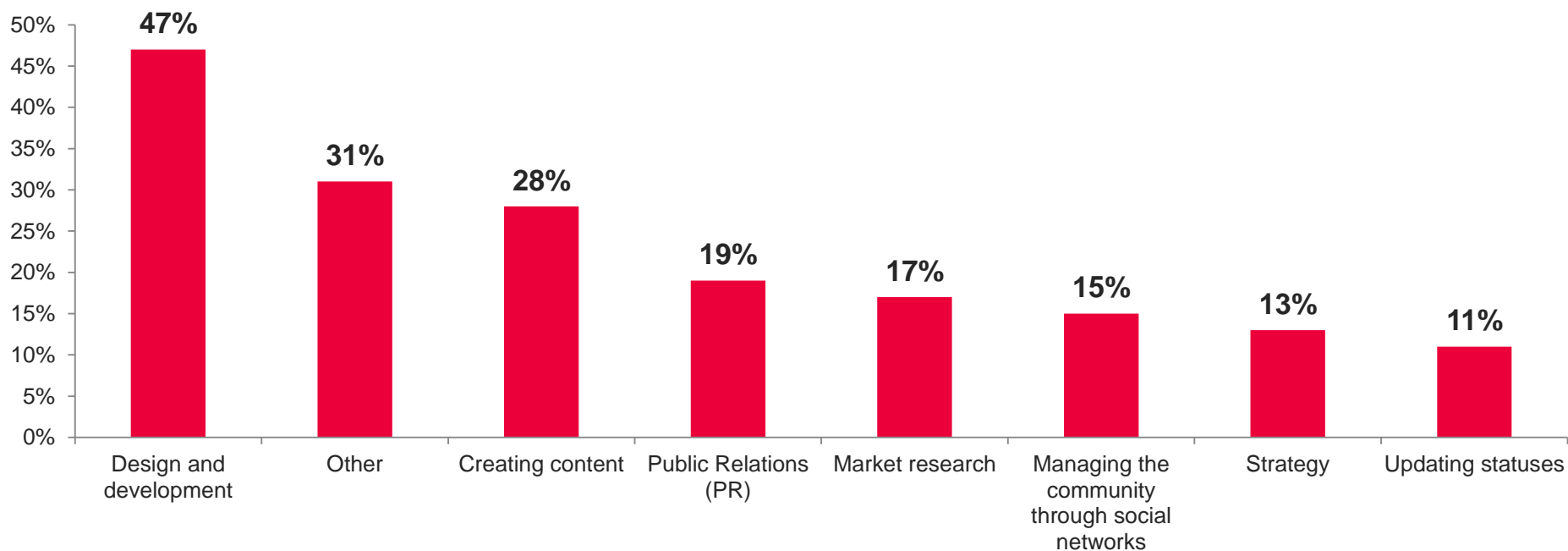
12.

Activities on social media networks that are outsourced. In Romania, 47% of companies do not deal with design and development.

What type of activities performed on social media do you externalize? (multiple answers)

Total answers: 325
Skipped this question: 14

Romania



The most important activities carried out by Romanian companies on social networks and which are outsourced include: design and development of campaigns (47%), content creation (28%) and public relations through social media (19%). The strategy side is outsourced by only 13% of companies, indicating the preference to do it in house the strategy side when it is not directly formulated by the parent company globally.

13.

The stage in the sales process that can be influenced by social media. **Prospecting sales opportunities - 52%.**

What stage of the sales process do you influence through social networks? (multiple answers)

Romania

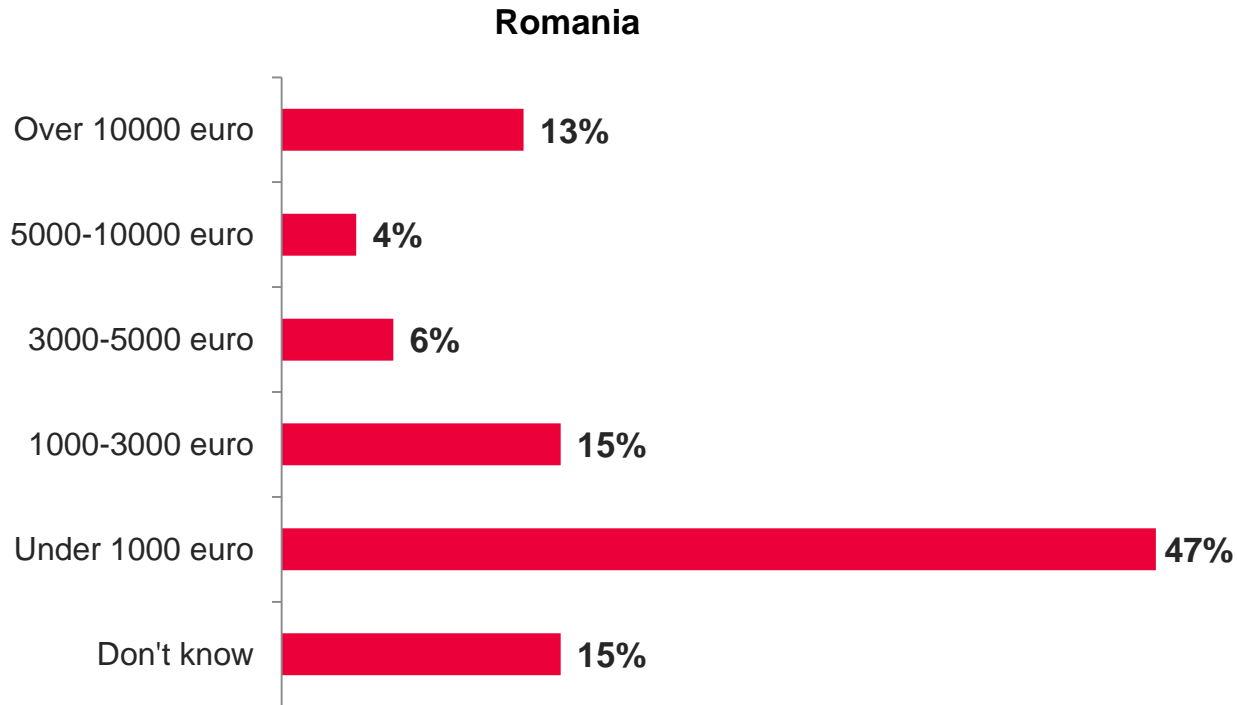


Total answers: 325
Skipped this question: 14

No less than 5 out of 10 companies say that the stage in the sales process that can be most influenced by social media is prospecting, that is, identifying sales opportunities. Only 18% of companies use social networks to take over the order and have discussions on it, and another 18% say they do not use social media at all in the sales process.

14. The budget invested in promoting the company through social media in the last year. **In Romania, 4 out of 10 companies say they have a budget of less than 1,000 euro per year.**

What is the budget you invested in the promotion through social networks in the past year? (single answer)

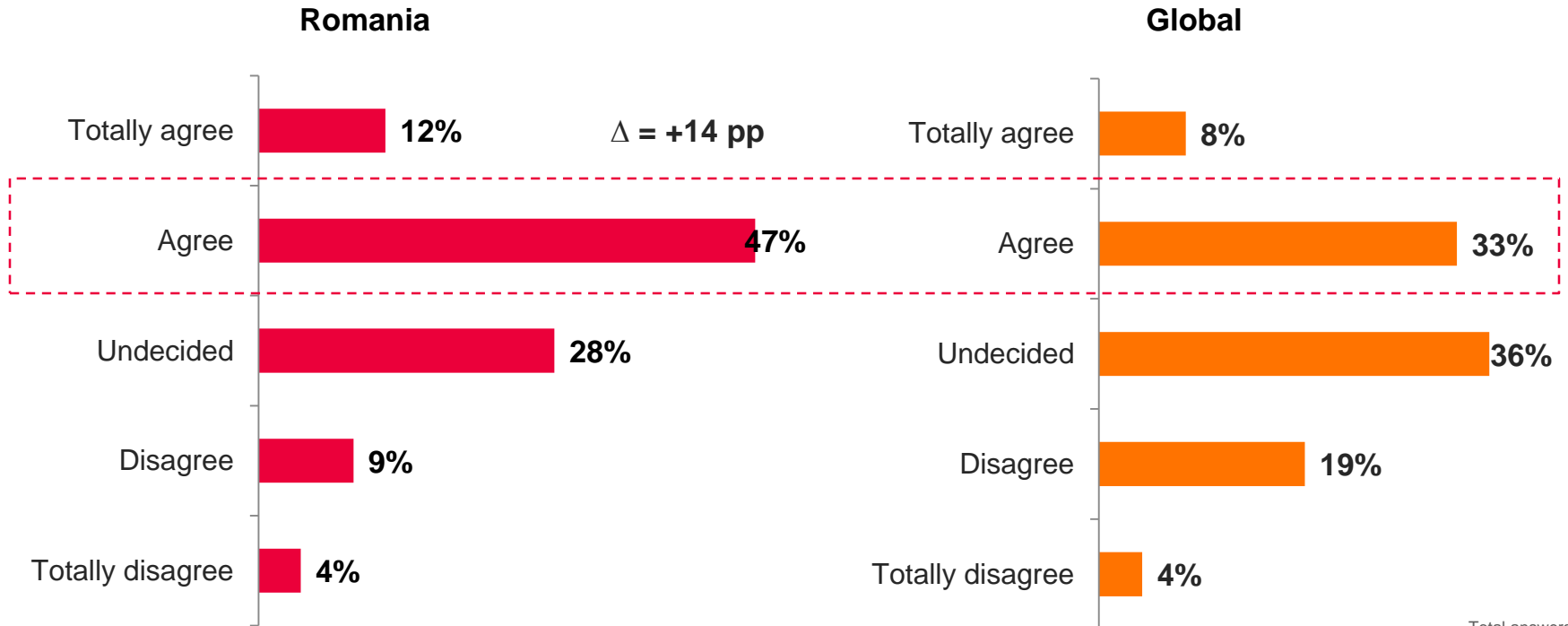


Total answers: 325
Skipped this question: 14


37% of Romanian companies invested less than 1000 euro in social networking in the last year, 25% invested between 1000 and 3000 euro, 11% invested between 3,000 and 5,000 euro, while 9% Invested between 5000 and 10000 euro for the same approach. Only 13% of respondents said they have invested more than 10,000 euro in promoting their companies on social media over the past year.

15. Measuring return on social media investment. Just 6 out of 10 companies say they measure the return on social media investment in Romania.

Can your company measure the return on investment (ROI) of social media activities? (single answer)



Total answers: 324
Skipped this question: 15

 Globally, 41% of companies measure return on social media investment, compared with 59% in Romania.

16.

Content types offered to followers. Only 6 out of 10 companies provide information about campaigns, promotions, direct or indirect sale.

What type of content do you offer to followers? (multiple answers)

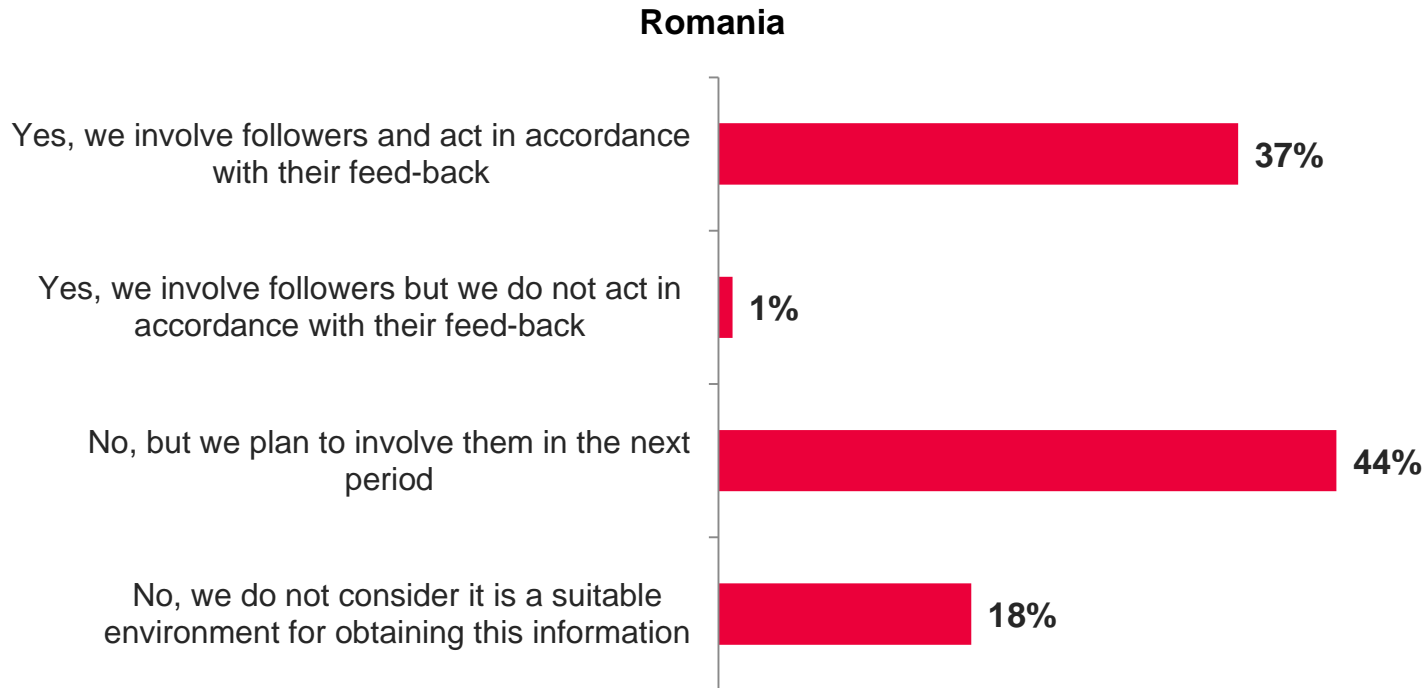


Total answers: 324
Skipped this question: 15

Most companies, 82%, provide followers with the content of the company's products and services, 66% give information about the company, and 58% have content about campaigns, promotions, direct or indirect sale. Job offers appear on social media to just 41% of companies.

17. Feedback from followers on social networks. Only 4 out of 10 companies require feedback and act on it accordingly.

Do you ask followers on social networks about what they expect from your products/services? (single answer)



Total answers: 324
Skipped this question: 15

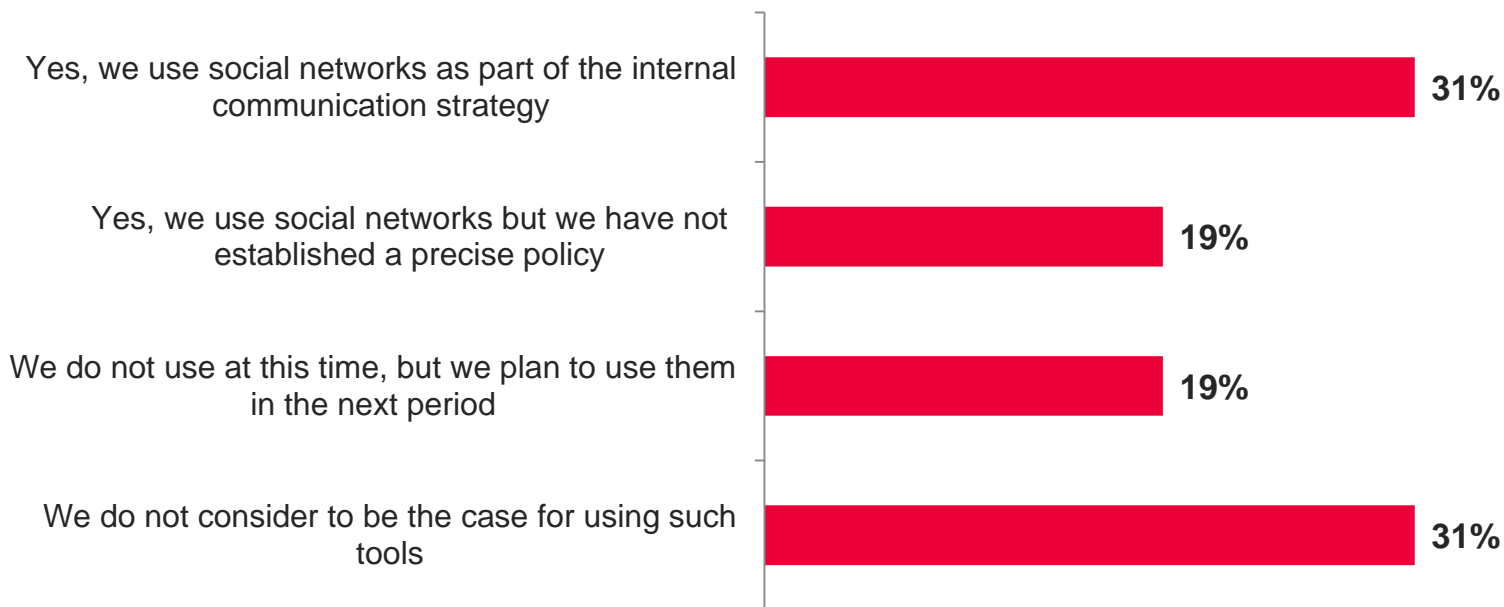
Research results show that 18% of companies do not see social networks as a suitable environment for feedback, but 44% plan to request feedback from social networking followers about the company's products / services over the coming period. However, 37% of companies require feedback from followers and then act accordingly.

18.


Social Media used to interact with employees. 5 out of 10 companies use social media, but 3 out of 10 do not consider this channel relevant.

Do you use the communication through social networks to interact with your employees? (single answer)

Romania



Total answers: 325
Skipped this question: 14

 Social networks are used as part of the internal communication strategy of 50% of companies, but 19% of them do not have a structured policy in this regard. If 31% of companies say they do not think it is appropriate to use such tools in internal communication, 19% plan to start using them in the coming period.

19. Social media marketing as a competitive advantage in dealing with current and potential clients. **93% of companies have this perception in Romania.**

Do you think that companies which use social networks have a competitive advantage? (single answer)

Romania



47%

Totally agree



46%

Agree



7%

Undecided



0%

Disagree



0%

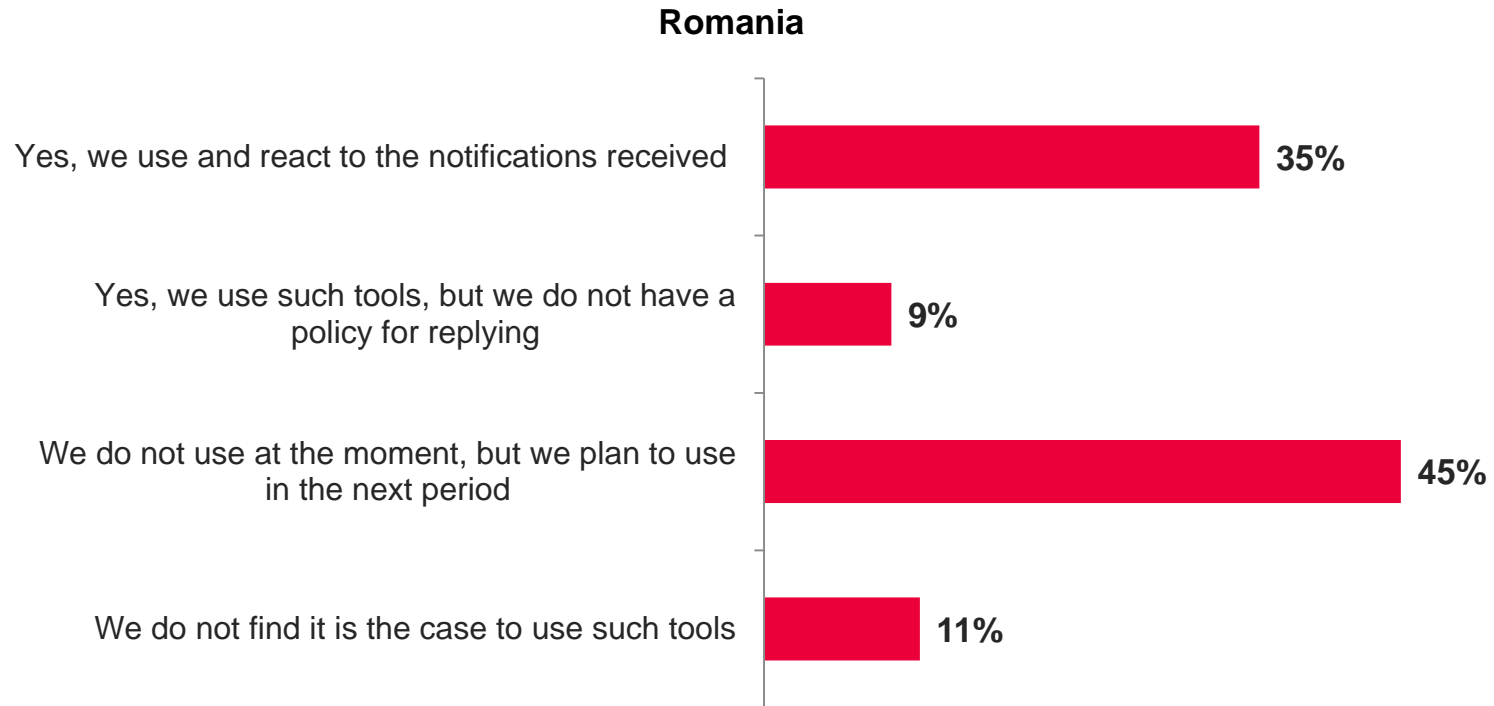
Totally disagree


Total answers: 325
Skipped this question: 14

In Romania, 93% of companies consider marketing on social networks as a competitive advantage in interacting with current and potential customers. Note that no company disagrees with this statement, the 7% difference being given by undecided respondents.

20. Listening to social networks. In Romania approx. 6 out of 10 companies do not listen to what one say about their brand and products in social media.

Do you use monitoring / "listening" tools for social networks to find out what is being said about your company/products? (single answer)



 In Romania approx. 6 out of 10 companies do not listen to what they say about their brand and products in social media, but four of them say they are preparing to do so in the future.

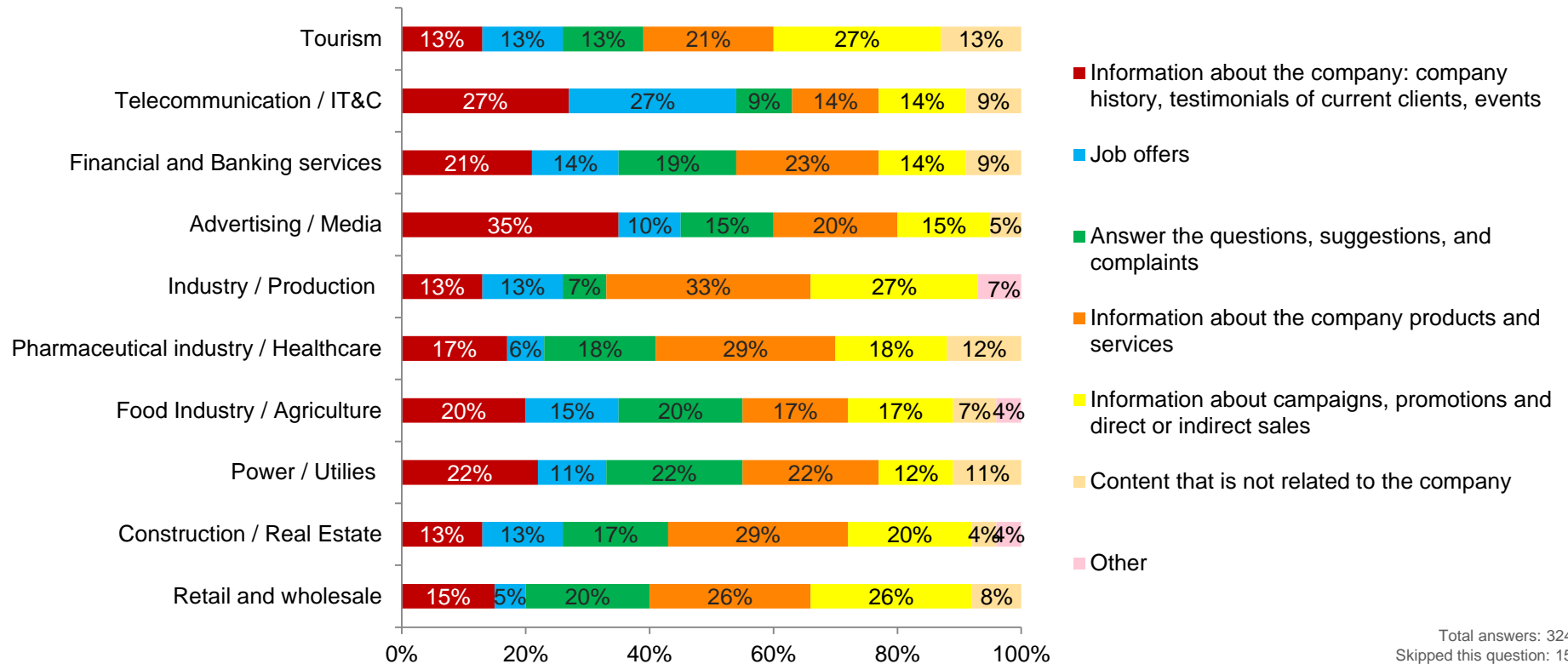
INDUSTRY ANALYSIS



a.

Content types offered to followers. Industry-based analysis. Information about the company's products and services is at the forefront.

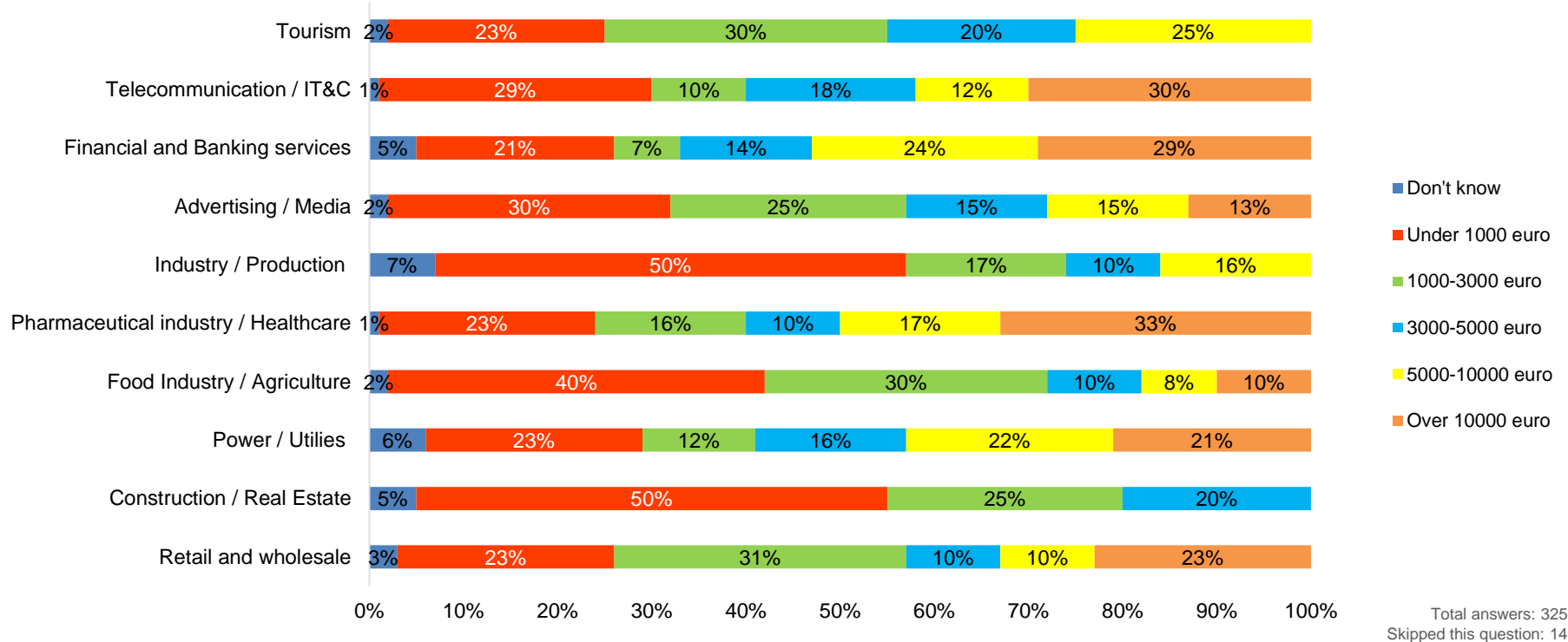
What type of content do you offer to followers? (multiple answers)



The content most often is offered by tourism companies to their followers is that of campaigns and promotions. Telecommunications companies post information about available jobs. Those in the financial and banking industry mainly provide information about their products and services, as well as those in the pharmaceutical, construction and industrial manufacturing sectors.

b. Budget allocated for social media marketing. **Industry-based analysis.**
Distributions differ significantly from industry to industry.

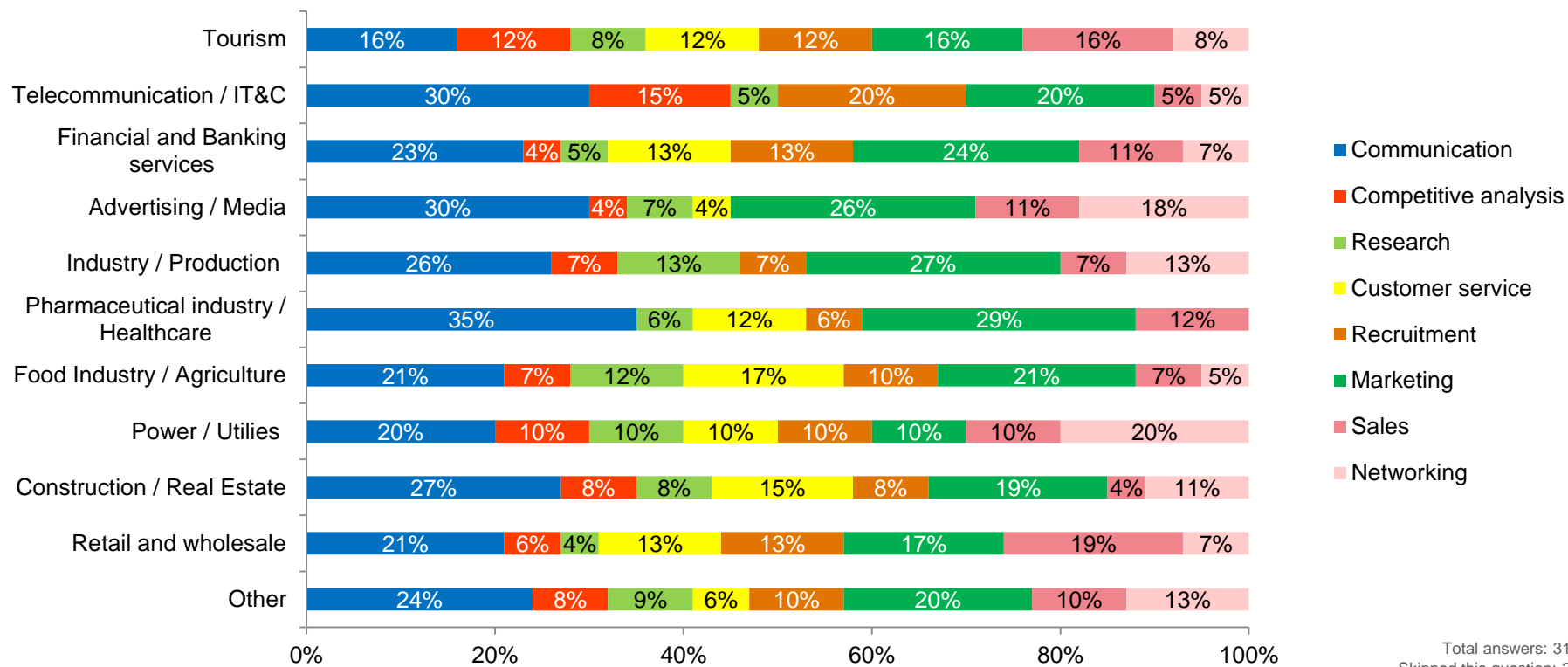
What is the budget you invested in the promotion through social networks in the past year? (single answer)



Most companies in the retail and wholesale have budgets of 1000-3000 euros for social media, as do tourism companies. The largest social media marketing budgets (over 10000 euros) are from pharmaceutical companies (33%), telecommunications and IT (30%) and financial-banking services (29%).

C. Activities for which social networks are used. Industry-based analysis. Communication ranks on the first place.

For which of the following areas do you use social networks within the company you work for? (multiple answers)

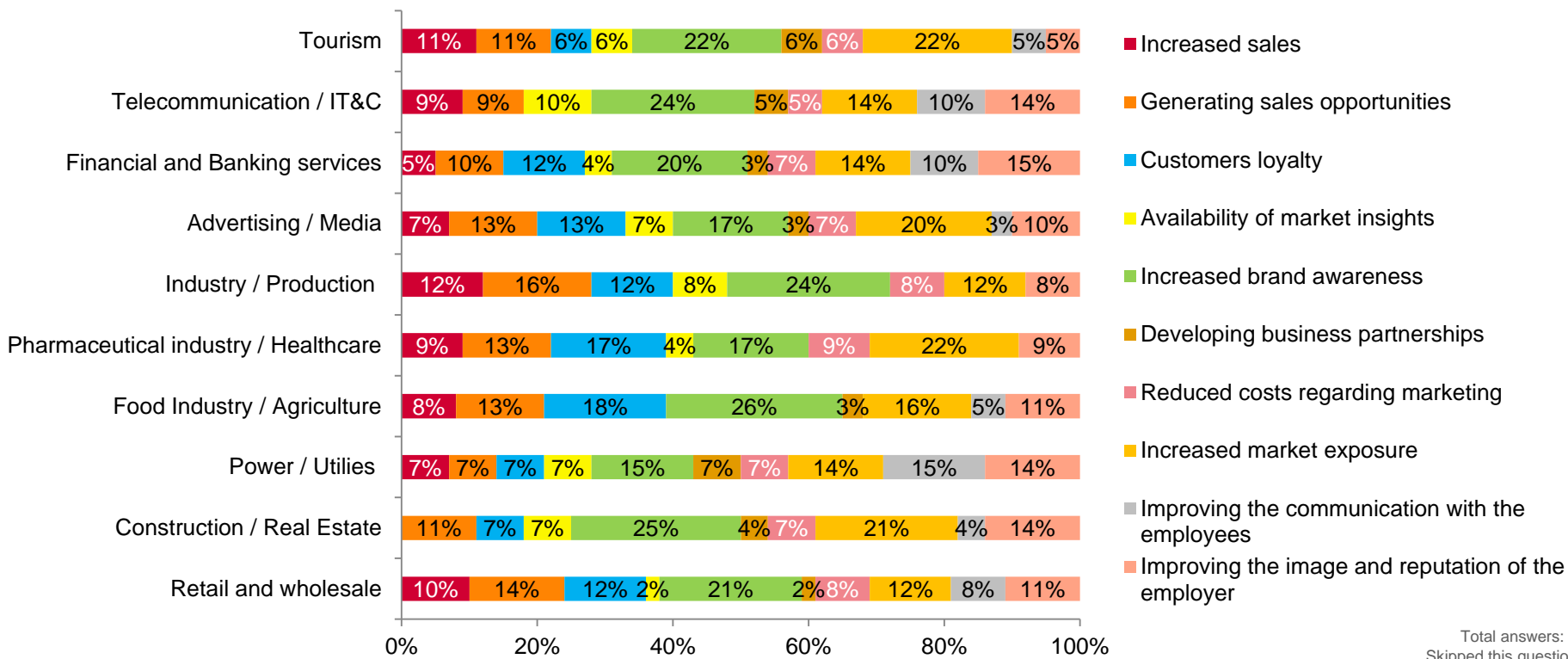


In seven of the nine industries surveyed, communication ranks first in the top of business activities for which companies use social media. Marketing is best represented in the following industries: telecommunications / IT (20%), financial-banking (24%), industrial (27%), medical / healthcare (29%). The sales side is best represented in the industries: trade (19%), tourism (16%) and health (12%).

d.

Benefits from using social networks. Industry-based analysis. Employer image counts for all industries.

What benefits does the use of social networks bring you? (multiple answers)

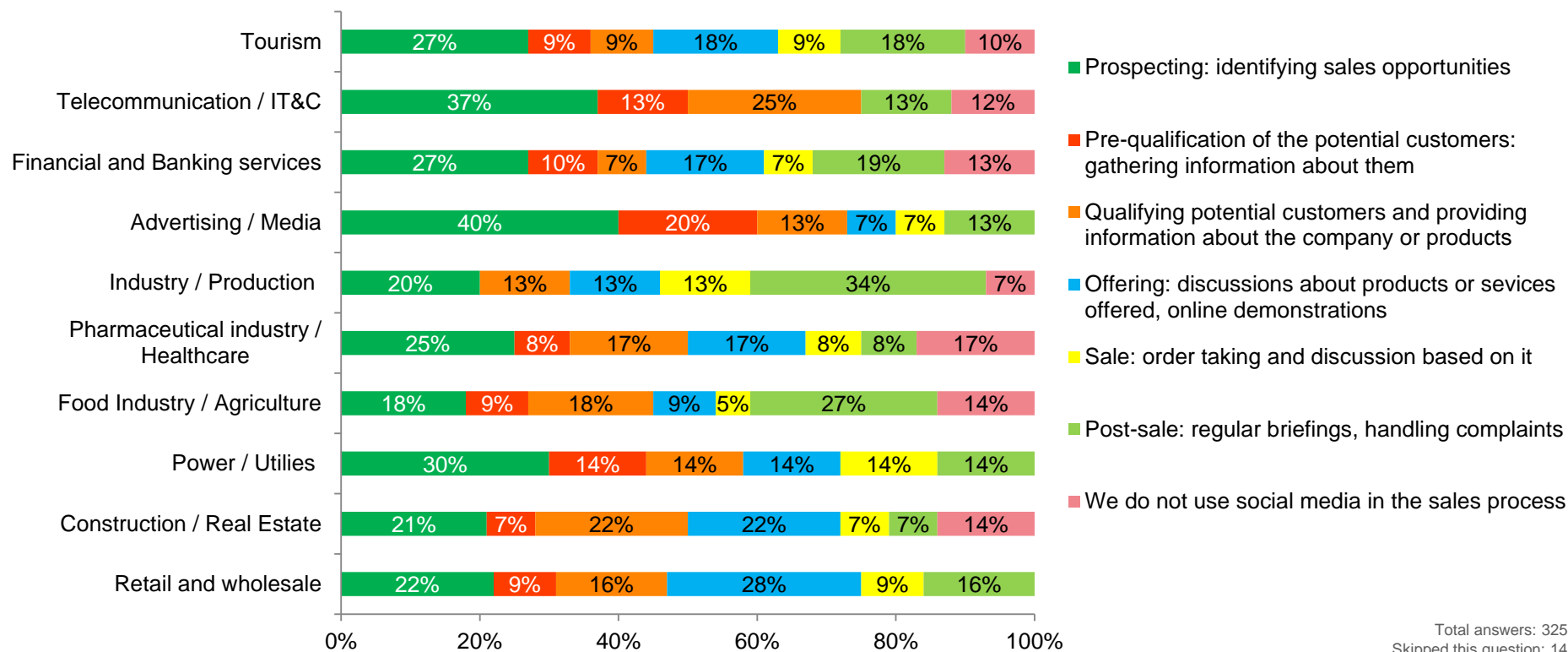


Each industry of analysis has a different mix of benefits that companies extract from social media marketing. In energy / utilities in the first place, increasing the company's brand awareness and improving communication with employees are at the par. The increase in sales is best represented in the industrial production sector, and the reduction of the marketing expenses in health.

e.

The stage in the sales process that can be influenced by "social media". Industry-based analysis.

What stage of the sales process do you influence through social networks? (multiple answers)

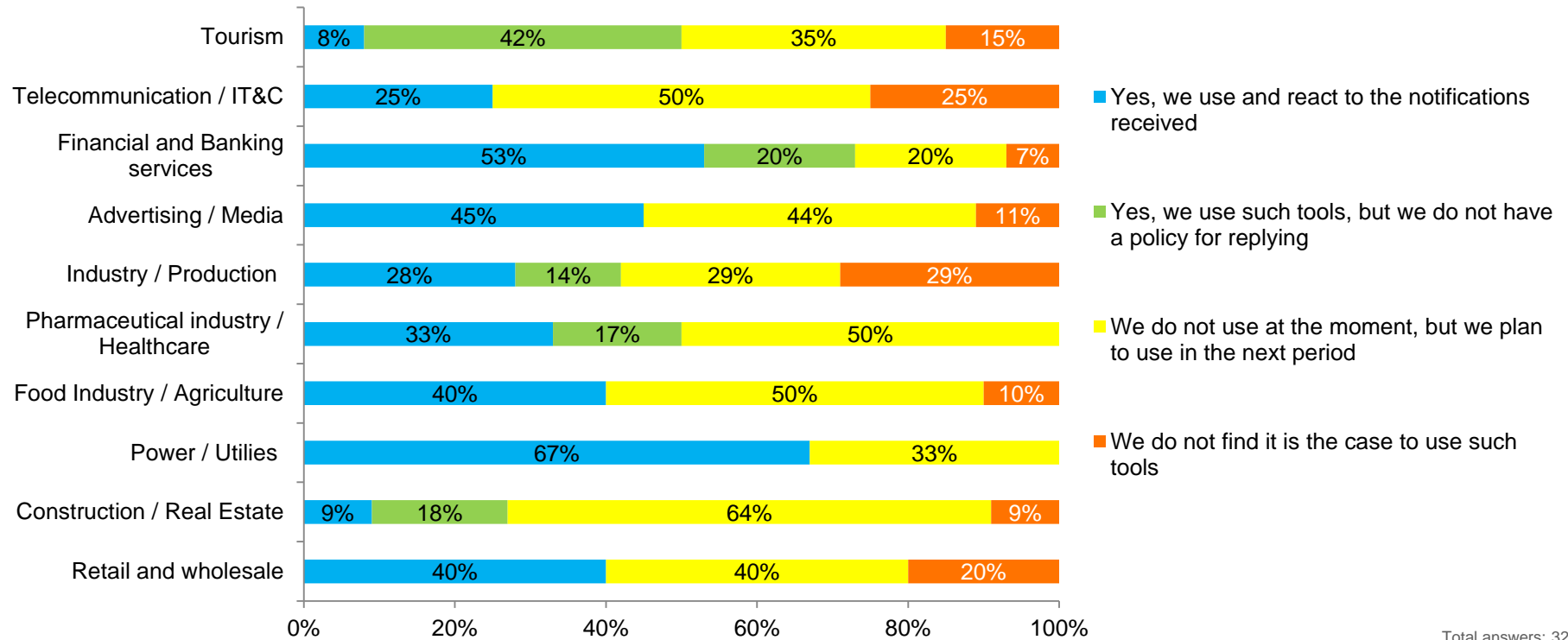


In the industrial production sector, companies use the most post-sale social media to send periodic news and prospecting - identifying sales opportunities. The same is true for food and agriculture. For retail and wholesale, construction and real estate companies, the most important stage in the sales process that can be influenced by social media is offering.

f.

Listening to social networks. Industry-based analysis. "Energy / utilities companies use these techniques most."

Do you use monitoring / "listening" tools for social networks to find out what is being said about your company/products? (single answer)



Total answers: 320
Skipped this question: 19

Most companies in energy and utilities use listening tools in social media and react to what ones say about them in this environment. Second place are financial-banking services companies, and third place in advertising / media.



VALORIA

AUTHORS'
CONCLUSIONS



Authors' conclusions



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With social media becoming the most important source of information, this research shows how companies are addressing marketing in this environment and with what results. Company information has evolved from simple images with the company logo and text messages to what we currently see as a 360° video messages, live streams, and a more dynamic visual content (augmented reality). As information is consumed more and more through news feeds in social media, it is important to look at how company marketing and communication evolve in this environment. The Like & Share study provides the snapshot that we need to know where we are going



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*The **Like & Share** survey is part of the series of researches I have carried out in the recent years on this topic. It is a perception survey on the role of social media marketing in Romanian companies. Even though the analysis angles have diversified over time, correlated with social media dynamics, the key questions remain. From this study, one can find out information about the most used platforms, the proportion of companies that have a social media marketing strategy, for how long companies have been using social media, how often, what are the benefits and budgets of this specific type of marketing, or the role the social media in the sales process*

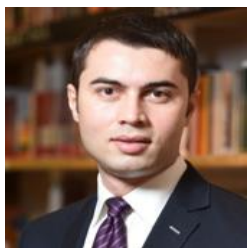


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We would like to thank all the respondents for their support in conducting this survey. We are delighted to see such a high interest in this topic and the prompt responses. The present study was carried out with the support of Doingbusiness.ro team.

About Valoria

Valoria Business Solutions is a company providing training, consulting and executive coaching services. The company's mission is to transform the potential of teams and organizations into value. Competence, confidence, innovation and passion are the values that sustain us in everything we do. We believe in people, in their aspiration for personal and professional fulfillment, and their willingness to accelerate their potential. Learn more about us at: www.valoria.ro.

The present slide-deck is a study/quantitative analysis which aims to highlight trends related to the topic and advance working hypotheses to be validated by further extended market research, on representative samples. This material is accurate to the best of our knowledge at the time of writing. It has an informative purpose and therefore we recommend professional advice before taking any action.



VALORIA

ABOUT
VALORIA



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- Communication
- Functional



2. Consulting

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- Management
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3. Coaching

- for Efficiency
- for Transformation
- For Alignment of Team Values

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