

Marketers Follow Users To More Social Sites

Contributed by eMarketer
Tuesday, 24 January 2012
Last Updated Tuesday, 24 January 2012

Marketing efforts spreading beyond Facebook, Twitter and LinkedIn

Social media sites beyond Facebook, Twitter and LinkedIn are seeing significant boosts in usage, both in the US and elsewhere in the world. And where users go, marketers will follow.

Research from social marketing software firm Awareness Inc. indicates US marketers plan to do just that this year.

The December 2011 survey found that the leading area for new social media marketing investments in 2012 would be increasing marketer presence across platforms, cited by 70% of respondents.

For some marketers, that will mean a new presence on Facebook, Twitter or LinkedIn. While the vast majority of US marketers already use these sites for marketing, some laggards plan to join them there this year.

But smaller social sites with less current marketer usage will benefit even more. Nearly one in five respondents said they would begin marketing on YouTube in 2012. And though just 10% of marketers said they would have a new presence on Tumblr, that is on top of only 15% already using it, for an increase of more than 66%. Proportionally, usage of SlideShare and online forums would increase even more than that.

By number of marketers, blogs will be the greatest beneficiary of new efforts, with 28% of respondents saying they were not currently using them but would this year. Among the most experienced social media marketers surveyed, 91% said they planned to increase their use of blogs.

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