Social Media Usage Plateaus Among Marketers

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Mobile and location-based marketing are newer growth areas

Thereâ€™s no denying social media is still a hot topic among marketers, but itâ€™s no longer the new kid on the block.

eMarketer estimates advertisers will spend $3.63 billion in the US and over $4 billion more in the rest of the world on social networking sites this year. And thatâ€™s just paid ad spending.

When the Association of National Advertisers (ANA) surveyed US marketers this year, 90% said they were using social networks for their effortsâ€”about even with last year, at 89%. While this percentage has risen dramatically since 2007, when just 20% of marketers used social media, growth has plateauedâ€”and shifted to other new digital media platforms instead.

Mobile is one such growth area. Usage held steady at around three-quarters of marketers between 2011 and 2012, but 17% of respondents to the ANA survey reported that this was their first year using mobile, and another 17% planned to start using it in the next year.

Location-based apps, specifically, were expected to be taken up by 19% of marketers in the next year. By comparison, just 7% said they would start using social networks or other social media for the first time this year.

Video is also growing quickly, with 64% of marketers using it in 2011, compared to 80% by 2012. This leaves video less room to grow than mobile or location-based services, but 10% of respondents still said they planned to begin using it in the next year.

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18 July 2012