



# The State of Social Media Monitoring

June 2008

## Most Companies are at the Experimentation

Which of the following statements best describes the stage of development of social media efforts at your company?

Learning: We are studying the options and evaluating alternatives, but have not implemented any programs yet

18.3%

Experimentation: We have piloted at least one social media initiative

39.4%

Expansion: We are taking the results of pilot test(s) and applying them across many different business units/divisions/areas of the company

18.3%

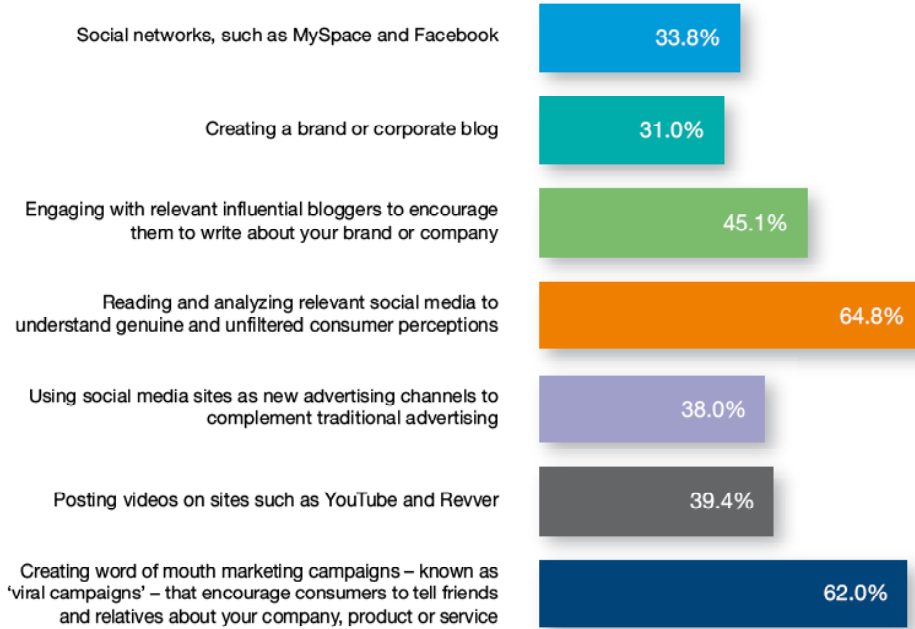
Integration: We regularly include social media in our marketing and/or public relations campaigns

23.9%

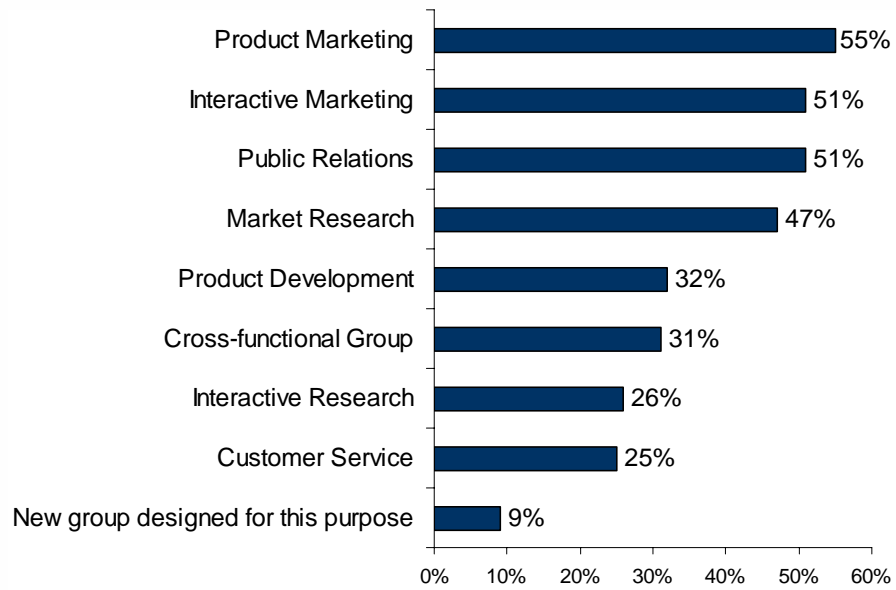
Don't know 0%

## Future Impact is with Gaining Insights and Viral Marketing

Please rate each of the following social media resources or opportunities on their future potential to impact your business.

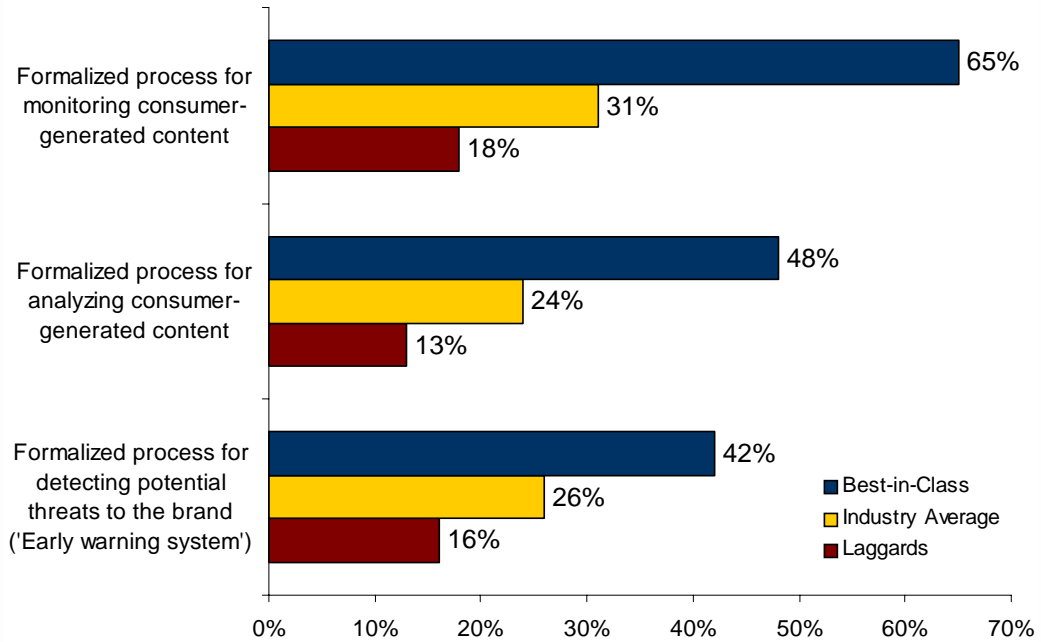


## Who Uses Social Media Insights



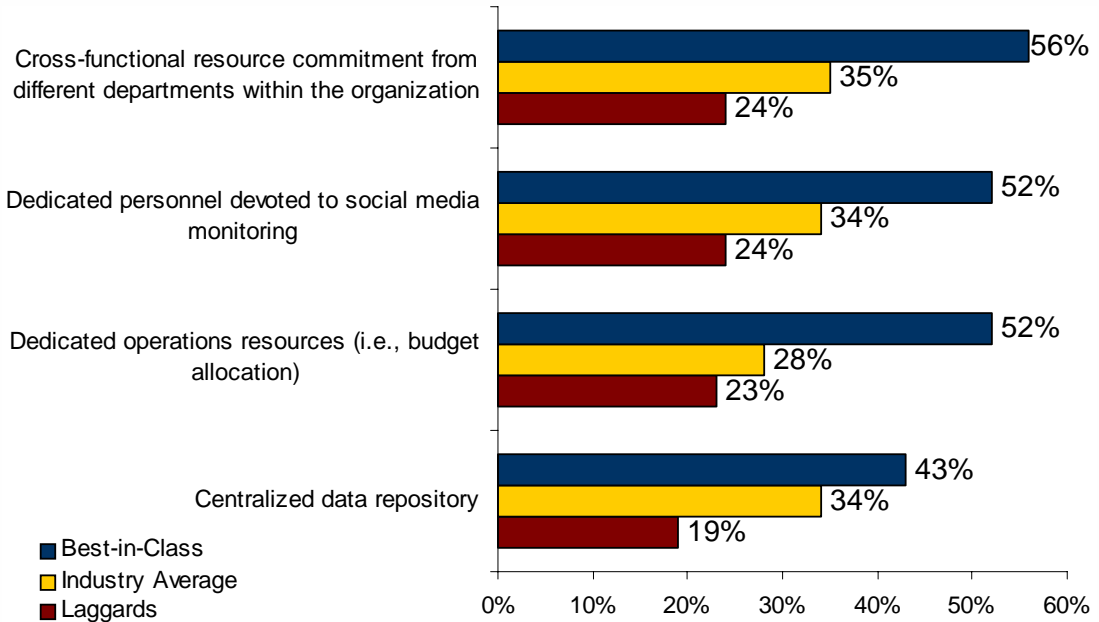
Source: Aberdeen Group, January 2008

## “Best in Class” Have Formalized Processes...



Source: Aberdeen Group, January 2008

## ...And Dedicated Resources



Source: Aberdeen Group, January 2008

# Thank You

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