



SaleSpider Conducts Survey on SMBs and Social Networking

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SaleSpider surveys SMB on their social networking strategy.

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Business social networking service, [SaleSpider](#), recently conducted a survey of small-to medium businesses and the use of social networking. The survey provides new insight

into how SMBs plan to use social networking in 2011 and to what degree social networking already has contributed to the growth of their businesses.

75 percent plan to make social networking a bigger part of their marketing mix in 2011 with two thirds of all respondents noting that social networking has helped drive sales and bottom line revenue. With an eye towards 2011, SMBs also expressed a desire to tap into mobile tools that will grant them to access social media networks.

Key trends and data from the SaleSpider Social Media Survey include the following:

- 63 percent believe that social networking sites are helping to drive sales and increase revenue.
- Nearly half (49 percent) of the respondents noted that they were using social networking in multiple business development and sales capacities from identifying open RFPs, to networking both with new and existing prospects, to promoting their own products and services.
- 74 percent of small business owners who had been using social media for years found that it helped them to close business.
- 14% will spend more than 50% of their marketing efforts (in terms of time or budget spent - against social marketing in 2011).
- 83 percent will devote at least 11% of their marketing resources against social networking practices.
- 53 percent are currently using or plan to utilize social networking sites from their mobile device via a mobile app.

Source: <http://www.pcmag.com/business/article/salespider-conducts-survey-on>