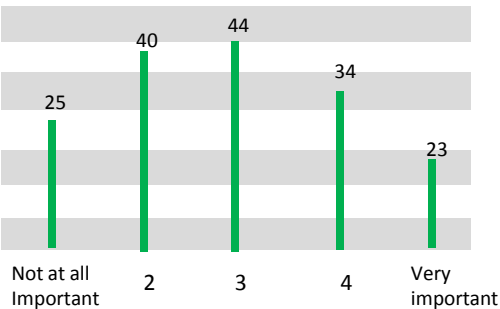


A Snapshot of Attitudes & Beliefs about Social Media Amongst NZ Business

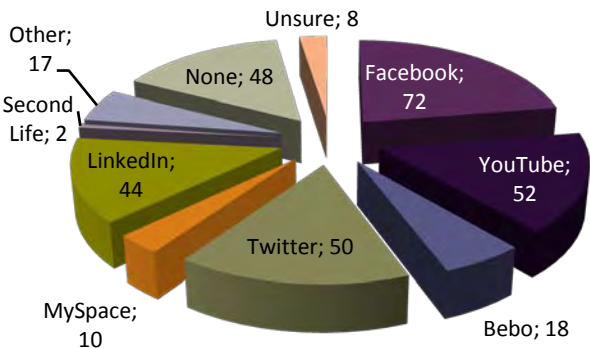
“How important is social media marketing to your organisation?”



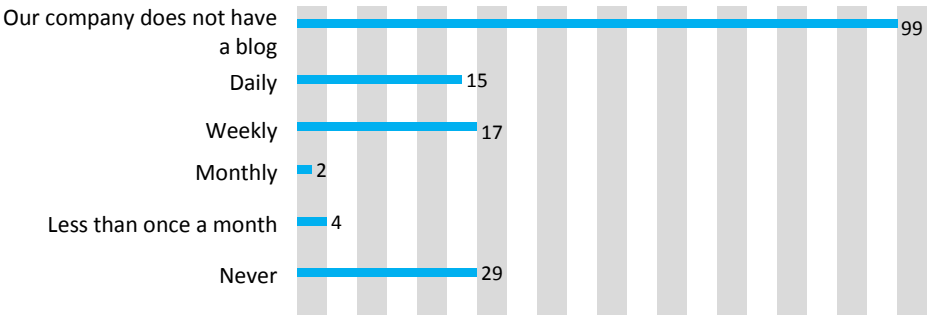
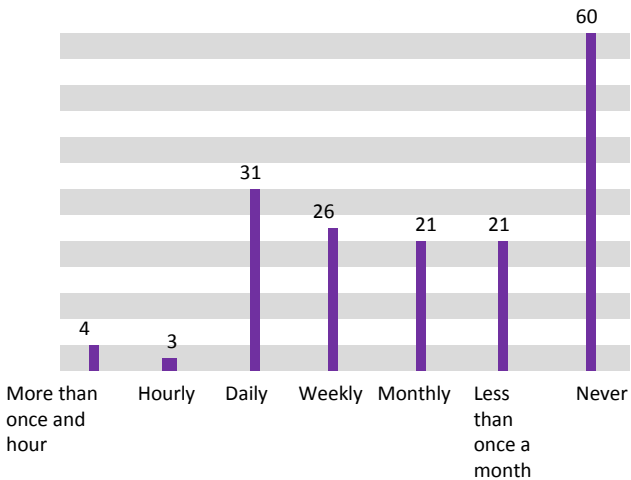
“What would you expect the benefits of social media marketing to be for your business?”



“What social media sites does your company currently have a presence on?”

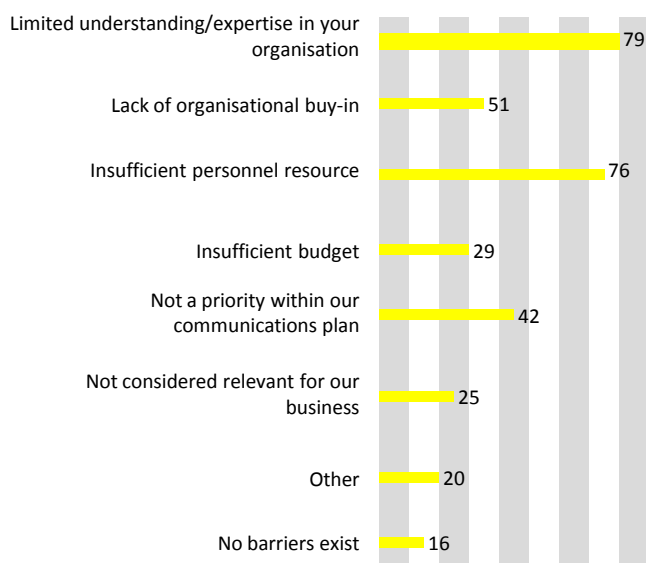


“How often does your organisation update the social media sites they are on?”

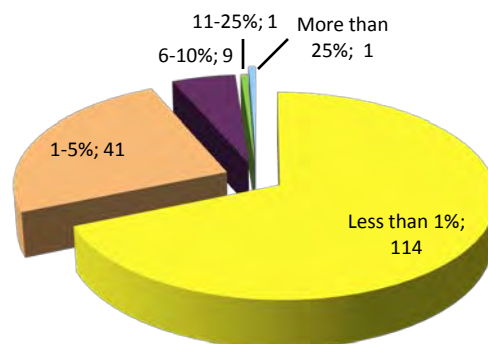


“Does your company have a blog? If so how often is it updated?”

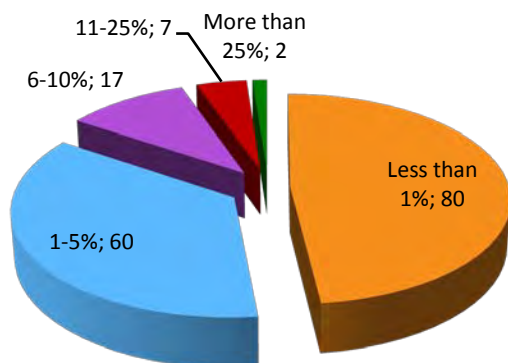
“What are the barriers to doing more social media marketing in your organisation?”



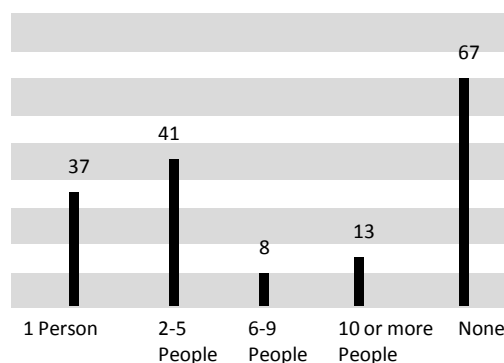
“What percentage of your organisation's total marketing budget is currently used for social media marketing?”



“What percentage of your organisation's total marketing budget do you plan to use for social media marketing in 2010?”



“How many people in your organisation regularly manage social media marketing as a part of their job?”



Commissioned by the CAANZ Digital Leadership Group, this survey was conducted across a wide range of industries by The Nielsen Company in December 2009. The overall sample of 166 marketing professionals reveals attitudes and plans amongst New Zealand business to Social Media.

If you work in a business in New Zealand and would like to take part in the next Social Media survey in this series please email dean@caanz.co.nz We will hold your email address and use it to send you a link to that survey.