

Survey of Top Agencies What Other Companies Like Yours Are Doing In Social Media

In a recent survey of agencies, we learned that they are as diverse as the clients that they serve. But when it comes to social media management—and the challenges involved—certain trends and commonalities became clear in our data. Here are some findings from our most recent review of agencies grappling with social media management.

35%

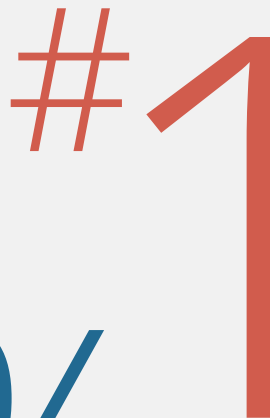
Juggling clients

There's no typical number of clients for agencies, but nearly all of them are juggling a sizeable load. Almost half of all agencies have up to 25 clients, and with 35% of them managing more than 50.

50%

Coverage

Agencies struggle to provide consistent or around-the-clock social media coverage with 50% providing coverage on an "office hours" (weekdays, 9–5pm) basis.



What Do They Want?

Most agencies reported wanting to extend their social media capabilities, so they could do more for the clients. One of the top desires was to find a provider who has significant experience in analyzing social media data.

30%

Big Concern

Despite the high volume of clients, losing them is a significant concern for agencies we surveyed. Just under 30% of agencies reported "A client threatening to fire us" as a strong motivator to find a permanent solution to their social media resource issues.

43%

Budgets

Clients budgets vary. One fifth of agencies reported that their clients have budgets lower than \$200K per year, and 23% have clients with budgets between \$200–\$500K.