

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

Retail companies are as varied as the products they sell, so it's no surprise to see a variety of approaches to social media marketing in this vertical. But certain facts unite these firms in their challenge to reach new audiences, and re-engage existing ones. Here are some fresh findings from a recent survey of marketing teams in the retail segment—and their approach to social media marketing.

#1 Biggest fear

Retail companies of every size share the same number one fear of being stricken with a social media crisis.

80%

Minivan-sized teams

80% of retail brands have small social media teams between 1 and 5 people—regardless of revenue or company size

37%

Minivan-priced budgets

37% of retail brands dedicate less than \$50K on social media marketing expenditures.

47%

What do they want?

47% of marketing teams in retail named “social media competition reports” as their most desired feature.

66%

A mountain of UGC

66% of retail companies encounter up to 10,000 pieces of user generated content about their brand—every month.

#1

Biggest Goal

The top goal for all retailers is to maximize their social media budget and show an ROI by using best practices.