



## Six out of ten British companies are present on Facebook

### Key conclusions:

- High social media usage in British companies.
- Even in cases of high usage, the social media approach is too often still disconnected from general company management.
- Half the British companies listen to consumer conversations on social media.
- Seven out of ten British companies answer client questions and complaints via social media.
- A digital gap is growing in the corporate world. Companies which are currently not yet investing in digital media are not planning to do so. Companies which are already investing a lot will do so even more in future.

### Six out of ten British companies are present on Facebook, 44% on Twitter

Not only consumers find their way onto the popular social network sites, an increasing number of companies also use it. 61% of the British companies use Facebook, 44% have a Twitter account, 30% are present on LinkedIn and 23% use YouTube. These numbers are rather comparable to those of the neighbouring countries. American companies have evolved even further in their social media usage.

### High usage but low integration of social media

The survey showed that companies find it very important to be present on social network sites. However, this does not always mean their method is well thought-out. A mere 10% of the companies are integrating their social media approach into their overall corporate strategy. 45% are currently experimenting or taking their first steps on the social web. 31% of the British companies are not even doing anything on social media. “A huge number of companies feel the external pressure to be present on social media. Unfortunately this only too frequently results in corporate pages where nothing is really happening. So they create enthusiasm in their customers which in the end turns into disappointment,” states Prof Steven Van Belleghem, partner at the research agency InSites Consulting.

### 50% listen to conversations between consumers on social media

Half the British companies listen to what consumers say about them on social network sites. “Social media make conversations between consumers very transparent. It is the first time that a company can quite easily discover what people are saying about its products and services. An increasingly growing group is strongly interested (with good reason) in this real-time feedback from the market,” declares Van Belleghem.

Answering questions via social media is very successful. 71% of companies indicate always dealing with questions or complaints sent to them via social media. Only 43% of the companies in this survey also talk to consumers.



## A digital gap is emerging in the corporate world

Chances are that there will soon be a digital gap in the corporate world. This survey has shown that companies which are already investing a lot in new media will do so even more in the future. Companies which are not investing much yet are not intending to do so. "Even though there is a clear digital evolution among clients, there are still companies that are not convinced that they too have to go with the evolution. The risk for these companies is that, in a rather short term, they will miss out on an important target group," concludes Van Belleghem.

### About the survey:

These conclusions come from a survey organised by InSites Consulting, together with sample and data collection partner SSI and the translation agency No Problem!. A total of 1,222 top managers were interviewed from companies (+20fte) in the US, Great Britain, the Netherlands, Belgium, Germany and France. <http://www.slideshare.net/stevenvanbellegghem/the-4cs-of-the-conversation-company>

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### InSites Consulting:

InSites Consulting was founded in 1997, and although a market research agency its founders never really had the ambition of being market researchers. InSites Consulting is in fact a crazy mixture of academic visionaries, passionate marketers and innovating researchers, all determined to tackle the status-quo van of market research.

In the past 10 years the company has grown an amazing 35% every year. Today they are more than 130 collaborators in 5 offices (Belgium, the Netherlands, the UK, Romania and the US). Their energy is generated by assisting world brands in the improvement of their marketing and in reaching consumers all over the world. The InSites Consulting work has already been rewarded with no less than 15 international awards.

The recipe to success: constant enthusiasm, a lot of hard work, a sharing culture, and permanently innovating research methods and leading marketing ideas. And last but not least: positively surprising customers on a daily basis.

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