

New Zealand Business Social Media Survey Report 2016

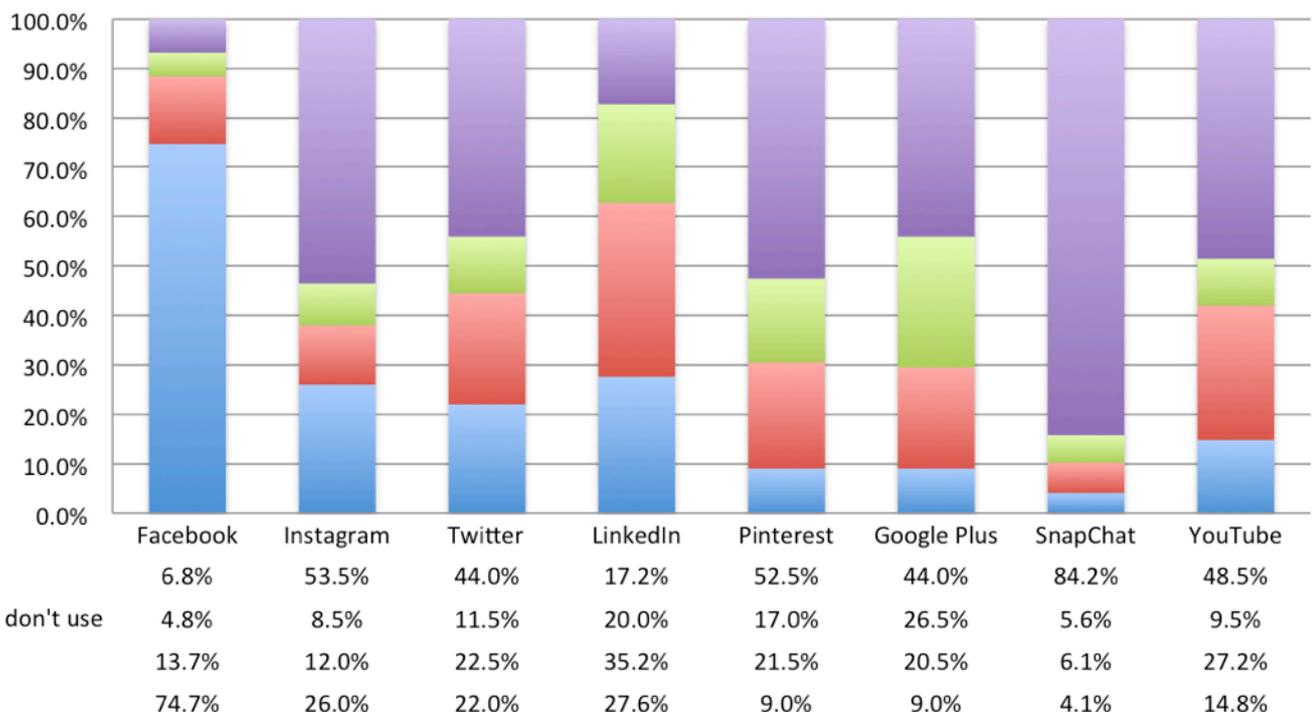
In late 2015 New Zealand businesses were invited to participate in a social media survey. The results prove of interest as we begin to delve deeper into the world of social media and how effective it is for business use in New Zealand. This report highlights the key questions and answers provided by participants in the survey.

SURVEY HIGHLIGHTS

- 1 217 New Zealand businesses participated in the survey.
- 2 93.6% use social media for business.
- 3 98% plan on using social media for business in the future.
- 4 74.7% of participants use Facebook for business.
- 5 54% of participants pay for advertising and 41% find it beneficial for business.

SOCIAL MEDIA PLATFORMS USED BY BUSINESS

Facebook is the platform most actively used by participants, at 74.7%, followed by LinkedIn at 27.6%. Those using social media occasionally for business prefer LinkedIn (35.2%) and then YouTube (27.2%). For most businesses they will either have an account or not, they do not tend to have accounts that they do not use. Snapchat is the least used platform at 84.2% followed by Instagram and Pinterest.

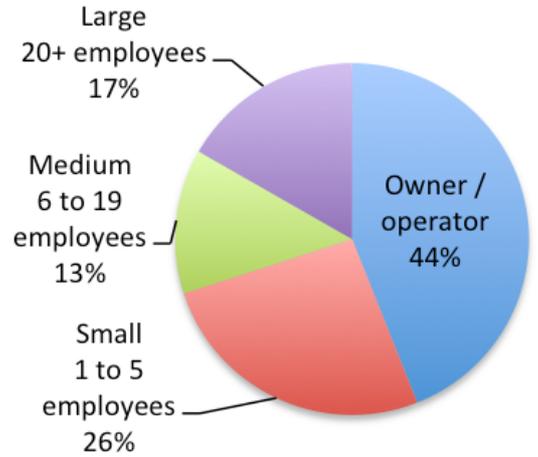


BUSINESS SIZE AND TYPE

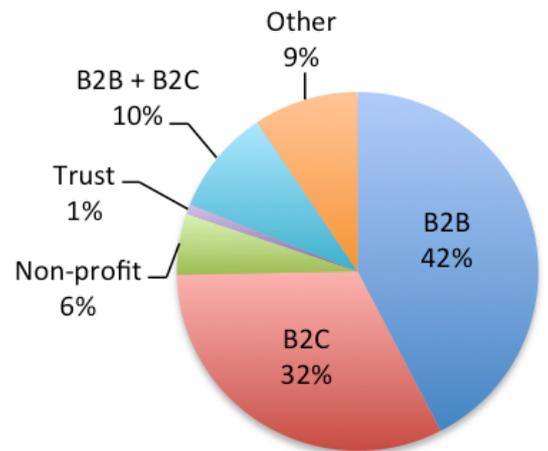
When looking at business size, the majority of participants were owner / operators (44%), which coincides with them taking care of their own social media / online advertising requirements. This was followed by small to medium sized businesses (39%) that were also more likely to take care of their online presence themselves. Larger corporates, state owned enterprises and government participants (17%) were more likely to outsource their social media management.

B2B (businesses that sell their products or services to other businesses) were represented more than B2C (businesses that sell their products direct to consumers), and Other was made up of government or SOEs.

Business size



Business type

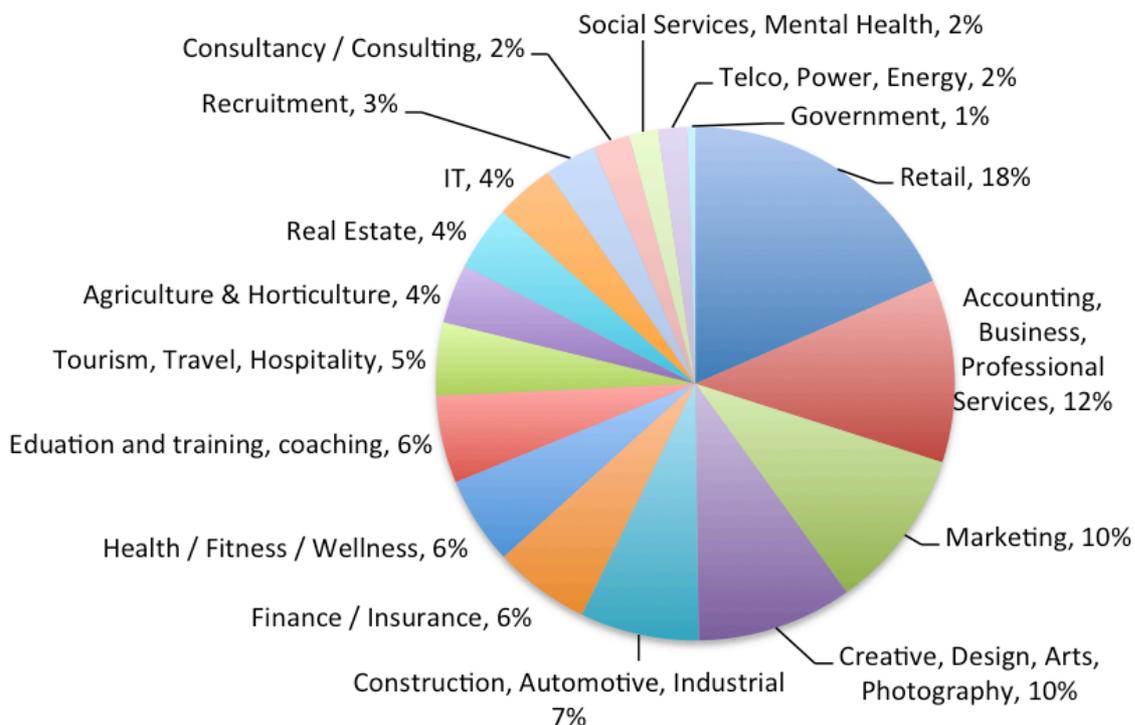


HOURS SPENT WEEKLY

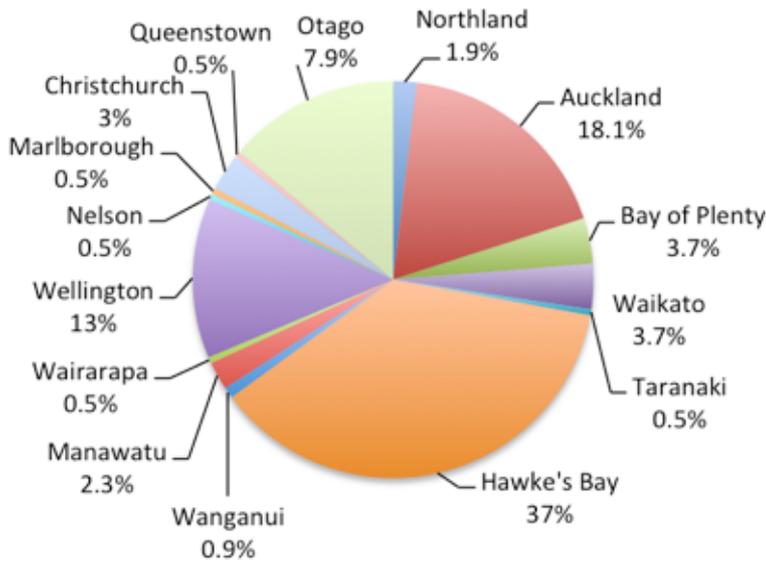
On average each week most business spend between 1-2 hours on social media (34%). 26% spend 3-5 hours and 15% spend 6-10 hours. Those spending from 21-40+ hours make up 9% of participants.

INDUSTRY / SECTOR

There were a variety of business industries and sectors represented. The largest was retail (18%), this included both online and traditional retail. Accounting, business and professional services made up 12%, followed by marketing (10%), which included media. The creative sector including design, arts, and photography was the next largest sector at 10%.



PARTICIPANT LOCATION



Of the 217 businesses that participated, the North Island represented 81% of these and the South Island 19%.

Key locations represented by participants in the North Island were Hawke's Bay (37%), Auckland (18%), Wellington (13%). From the South Island, Otago made up 13.9% of participants.

SOCIAL MEDIA USE

93.6% of participants use social media for business.

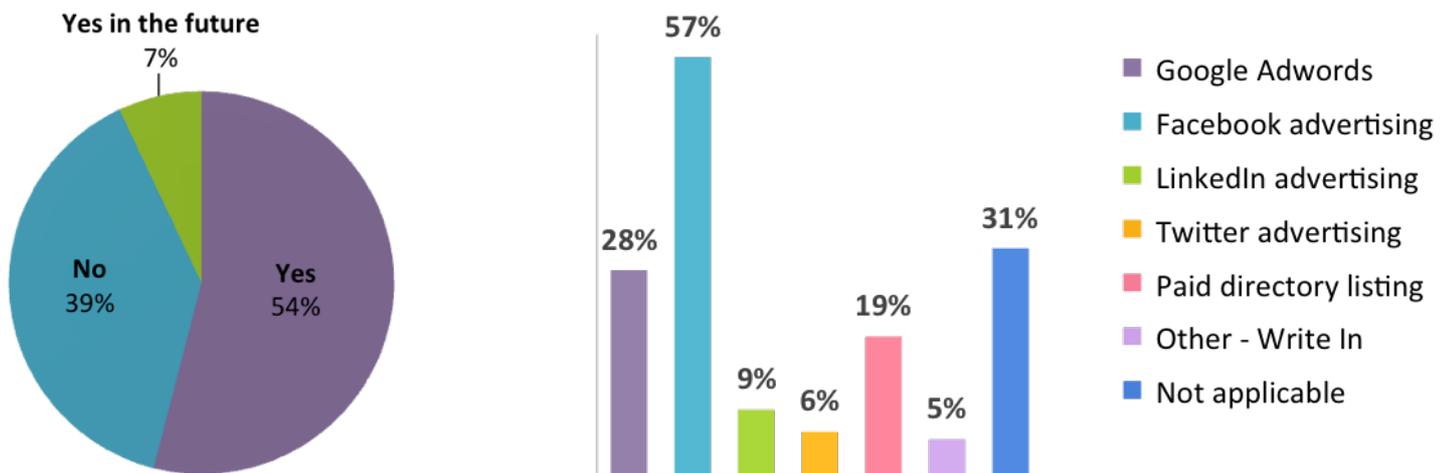
98.2% intend on using social media in the future.

PAID ADVERTISING ONLINE

Over half the participants used some form of paid advertising for their business online (54%).

Facebook advertising is the most popular at 57%, followed by the online advertising platform Google Adwords at 28% and then a paid directory listing. LinkedIn was the fourth favourite for social media advertising followed by Twitter. Participants who listed other as an online advertising option use job vacancy sites, booking agents, booking sites, and display advertising.

Since the conclusion of this survey it is now possible to advertise on Instagram.

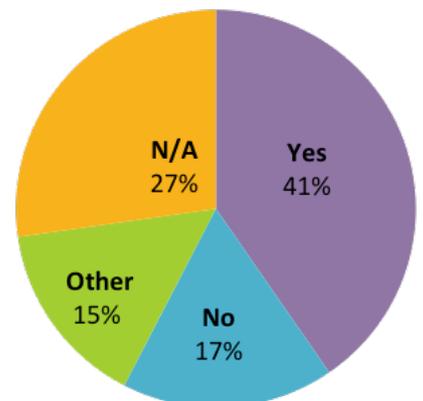


SUCCESS OF PAID ADVERTISING

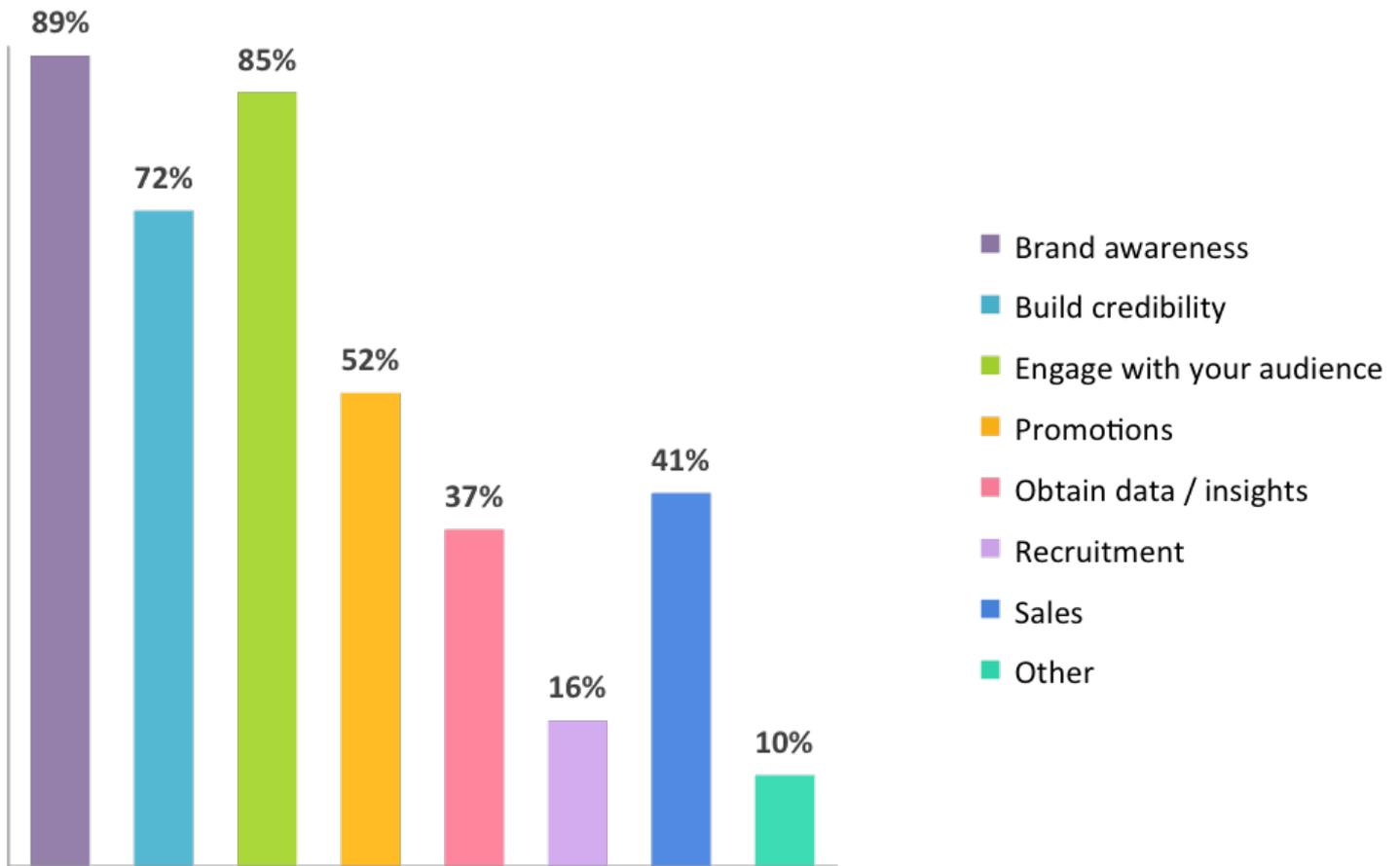
Only 41% of participants who advertise online find success, and 17% reported advertising online was not successful for their business.

The reasons given from those who answered other were:

- It can be hard to measure accurately
- It is something new and there is not enough data for comparison
- Still learning how to use effectively
- Different campaigns give different results.



BUSINESSES OBJECTIVES FOR SOCIAL MEDIA USE



SUCCESS OF BUSINESS OBJECTIVES

For most businesses, using social media and paying for advertising online was a new area.

Many participants were aware of the importance of being online, and a lot were also feeling their way and experimenting with the media, as referenced in the main objective of brand awareness (89%). This was also evident in the success level given of 3.5/5 for brand awareness. The top three objectives all rate similarly for success.

Many businesses saw value in being online and using the various social media platforms, however there was also a variance in the level of success achieved.

	1 star unsuccessful 5 stars very successful
Brand awareness	★★★★☆
Build credibility	★★★★☆
Engage with your audience	★★★★☆
Promotions	★★★★☆
Obtain data / insights into your audience	★★★★☆
Recruitment	★★★☆☆
Sales	★★★★☆
Other (as above)	★★★★☆

Standard deviation 1.28