

## Social Media Benchmark Study



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### THE CHALLENGE

While the abundance of interactions that take place in social media provide a unique opportunity for companies to engage with consumers, many are struggling to keep up. Companies that utilize social media are challenged in many areas:

- Measuring social media efforts and comparing them to those of competitors
- Identifying whether the right amount and type of social content is being shared with consumers
- Learning the best practices used by the highest performers and identifying how to adapt them
- Tracking social media performance efforts over time
- Demonstrating the value of social media to internal stakeholders

### THE SOLUTION

The *J.D. Power and Associates 2012 Social Media Benchmark Study*,<sup>SM</sup> scheduled for release in early December of 2012, will measure the consumer experience in engaging with companies via social media. The study explores experiences for both marketing and service at the brand level and includes more than 100 US brands in a number of industries. In addition, the study includes qualitative data from companies identified as the highest social media performers, and identifies benchmarks that may assist in developing and integrating effective social media best practices.

### BENEFITS

Subscribers may utilize the study to:

- Understand how their social media efforts compare to others in their industry
- Determine where to focus initial social media efforts
- Identify best practices from other industries and adapt them
- Understand which metrics are most important when using social media as a service channel
- Determine areas of current social media efforts that need to be improved
- Identify new social media tactics to incorporate into existing efforts
- Develop data to help support a business case for more internal support for using social media

Subscribers to the study will have access to:

- The survey data set
- A comprehensive report detailing key findings from the study, including best practices within and across industries
- A detailed report of how your brand performs in using social media for marketing and for service

The study allows subscribers to understand how consumers want to engage with companies via social media, as well as compare their social media performance to that of other companies. The data provides an unbiased, cross-industry perspective on what effective social media usage includes and enables companies to maximize their social efforts, as well as create a strategy that resonates with their consumers.

Interested in learning more about J.D. Power and social media?

- **Purchase the Social Media Benchmark Study.** Don't miss the chance to understand what other brands are doing well to advance their business in social media, and how your company can adapt the best practices
- **Contact your J.D. Power Account Executive to learn more about other social media offerings.** J.D. Power currently offers extensive social media research capabilities to help your company utilize social media data to address a wide range of business issues.
- **Contact J.D. Power's social media team directly:** Not sure who manages your account? Feel free to contact the social media team directly to show you how the program can help address needs specific to your company

If your company needs help with the following, the *Social Media Benchmark Study* could be your solution.

- How to measure your social media efforts?
- Whether you're sharing the right amount and type of social content with your consumers?
- How your social media efforts compare to those of your competitors?
- What the most impactful social media looks like and how you can translate the best practices to your company?
- How to demonstrate the value of social media to internal stakeholders?
- How to track the performance of your social media efforts over time?

For more information about the Social Media Benchmark Study or other J.D. Power Social Media Insight programs, contact:

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