

Corporate Blogging & Social Media Trends Survey

A survey conducted by Compendium with help from industry experts, finds that two-thirds of respondents reported over 80% of all blog traffic comes from first-time visitors. This conclusion is in opposition with some industry opinion which suggests corporate blogging success be measured by metrics such as repeat visitors and RSS subscriptions.

The Importance of First Time Visitors:

Compendium's research proves that while industry success has been placed on repeat visits and RSS subscriptions, these metrics are completely out of touch with reality. And, for marketers focused on online demand generation, this news comes with opportunity.

There are two ways to generate demand (defined as leads or new customers) via search: Pay Per Click (PPC) or Search Engine Optimization (SEO). A struggle for marketers, up to this point, has been to find a tool that can be as effective as PPC in the organic section of a Search Engine Results Page.

Blogs are the tools that are helping marketers to get found in organic search through lots and lots of different keywords their prospects are searching for. With over 80% of all blog visitors being brand new to the page, the opportunity for converting these visitors into new customers is ground breaking. Companies must take into account first time visitors when writing content and when organizing and designing their blog template.

Twitter: Not Universal Yet

In addition to examining business blogging trends, the survey also researched respondents' use of Twitter. Overall, less than half (approximately 43 percent) of the companies surveyed had established a Twitter account. Twitter usage was highest among B-to-B companies with 87 percent maintaining an account.

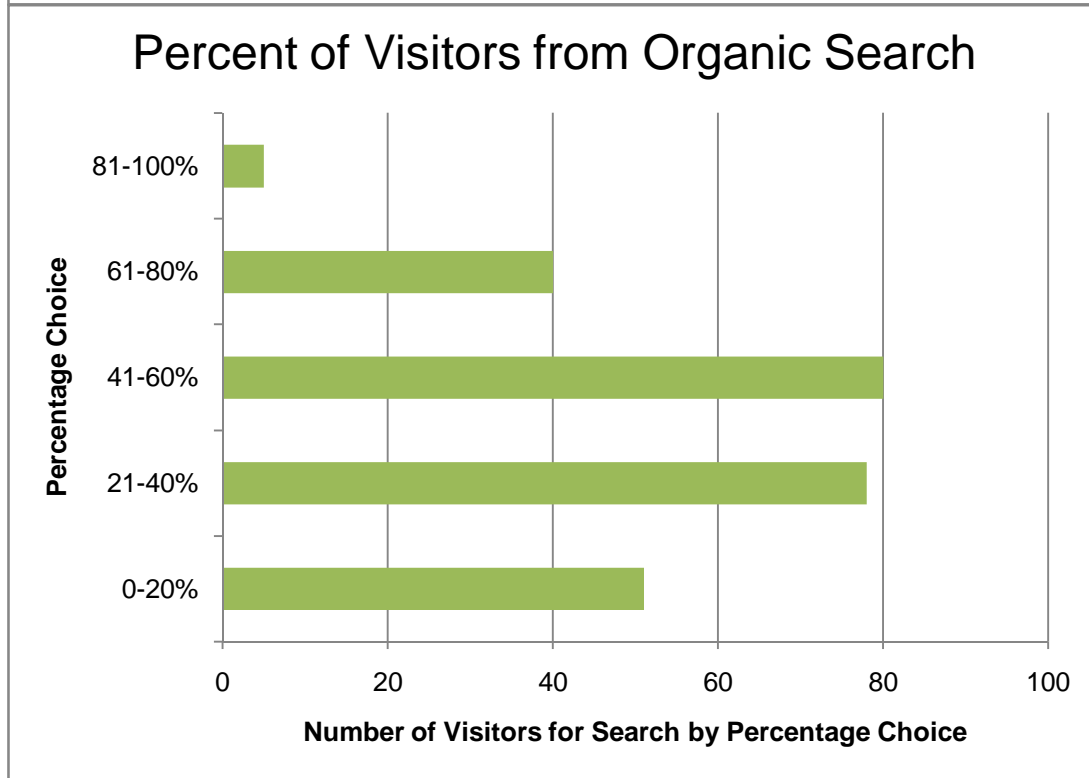
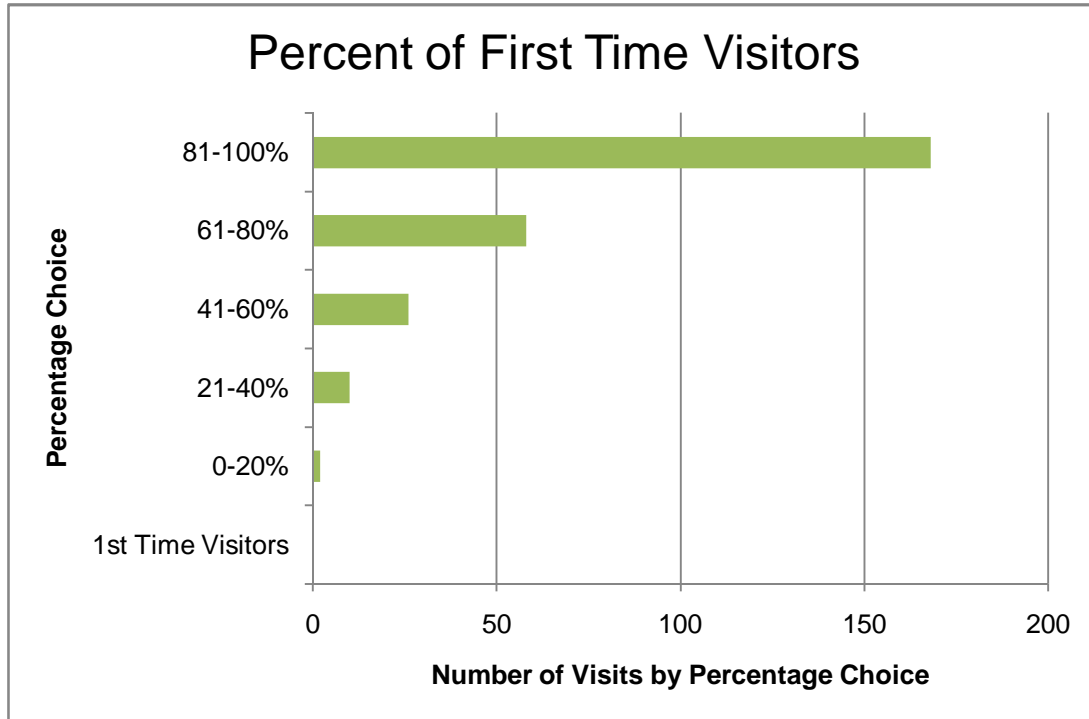
Data Sample:

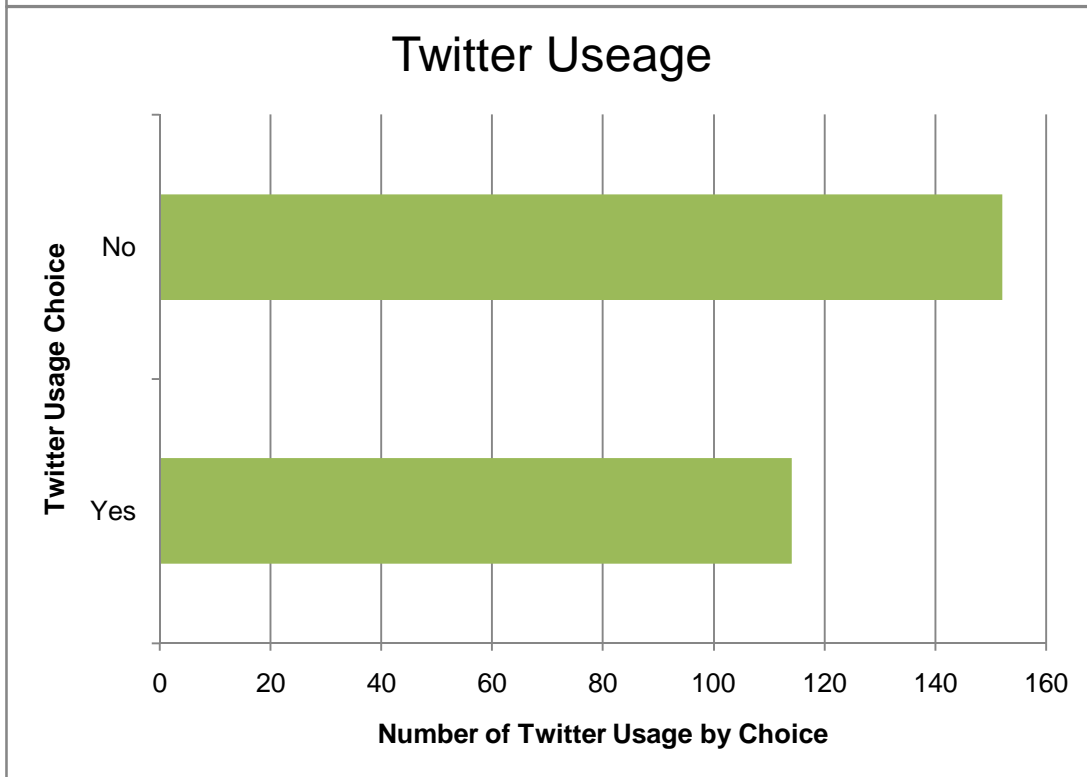
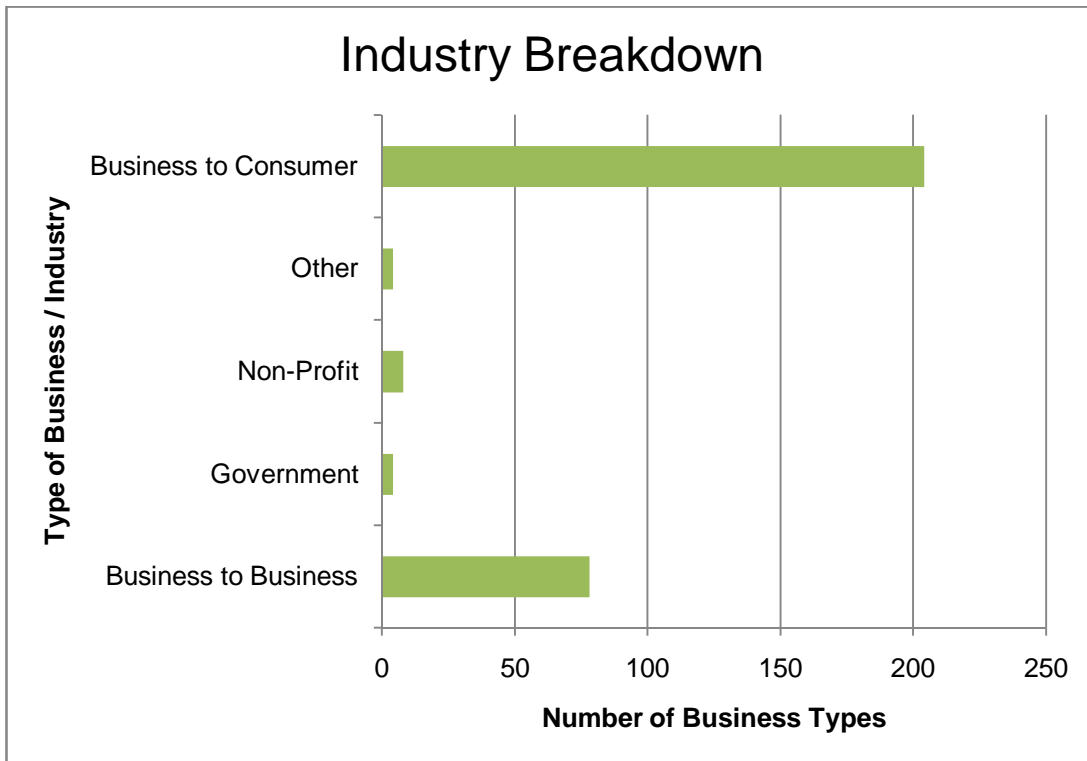
A total of 266 companies completed the Corporate Blogging and Social Media Trends Survey.

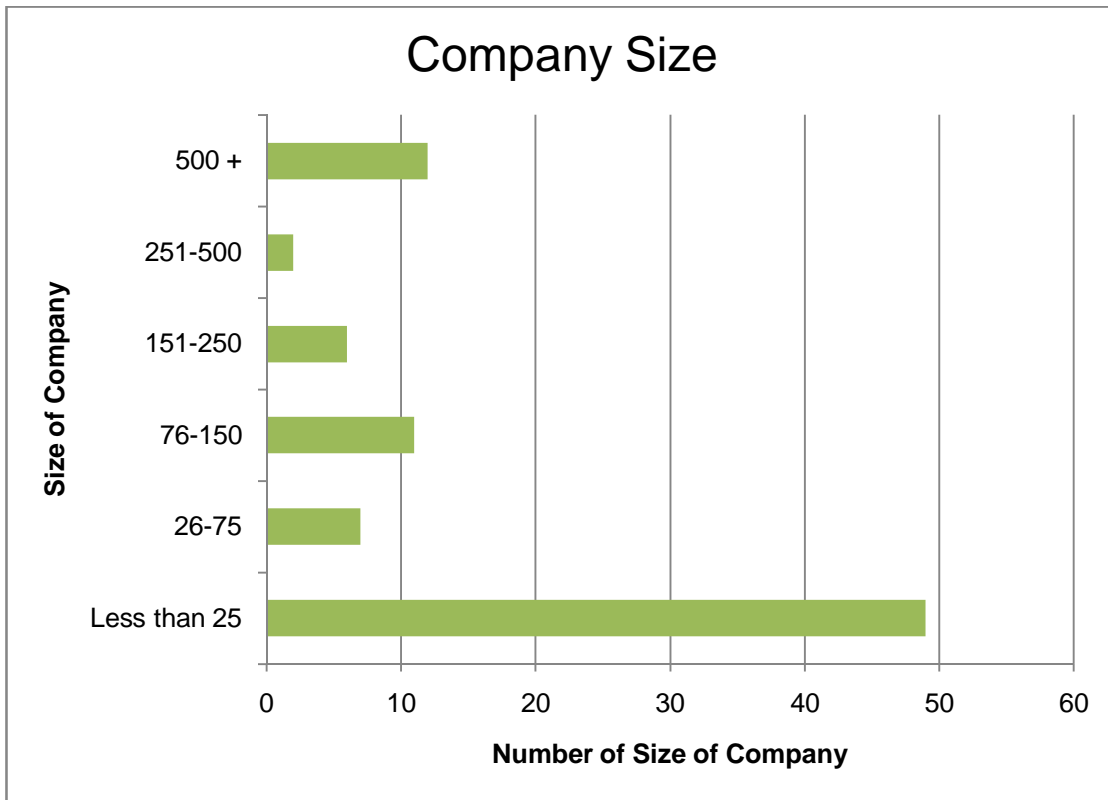
Demographics of the respondents include, BtoB and BtoC companies which range in size from fewer than 25 employees to Enterprise (250 and higher).

A complete breakdown of industry and size data follows.

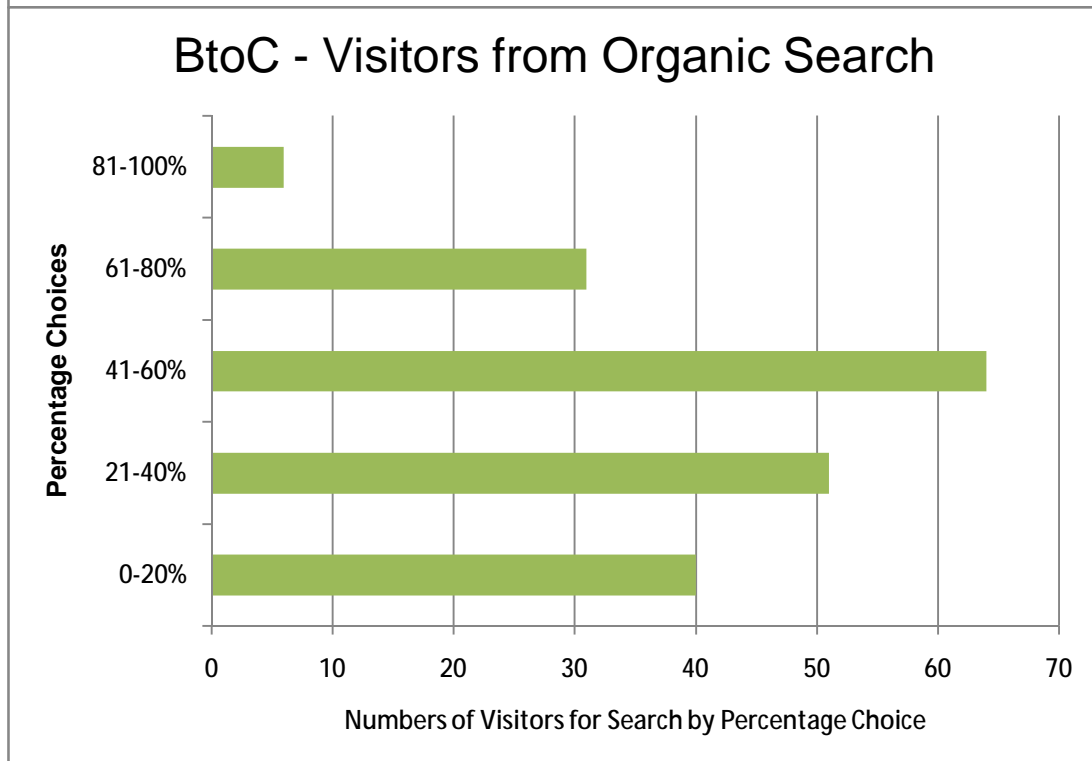
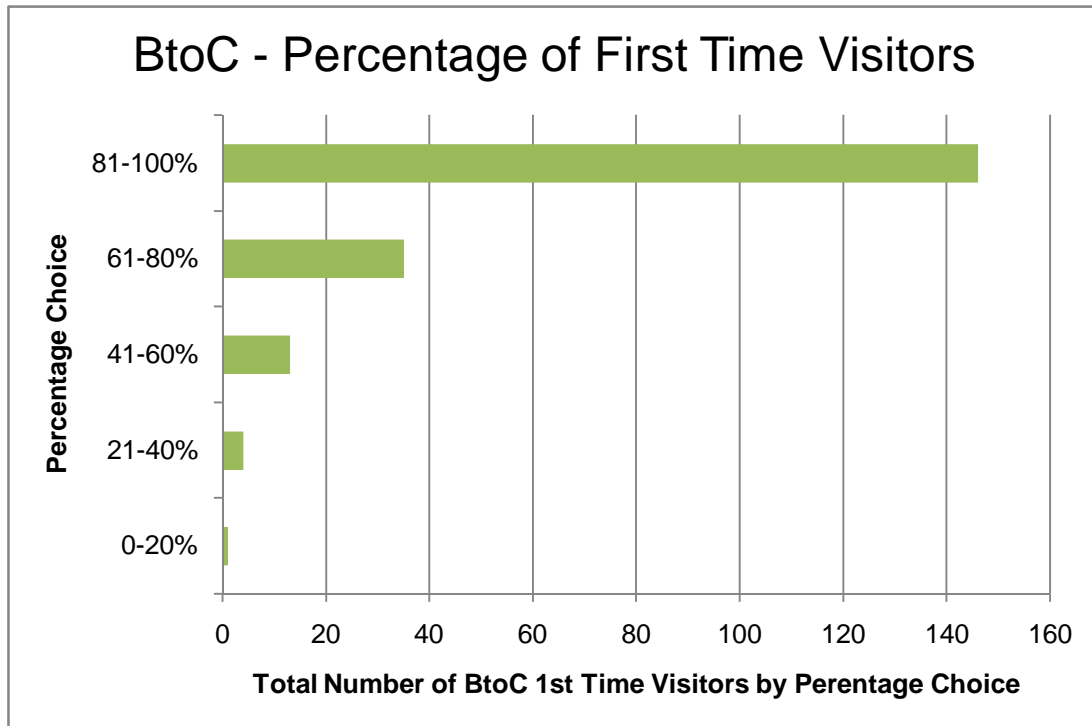
TOTAL RESPONDENTS

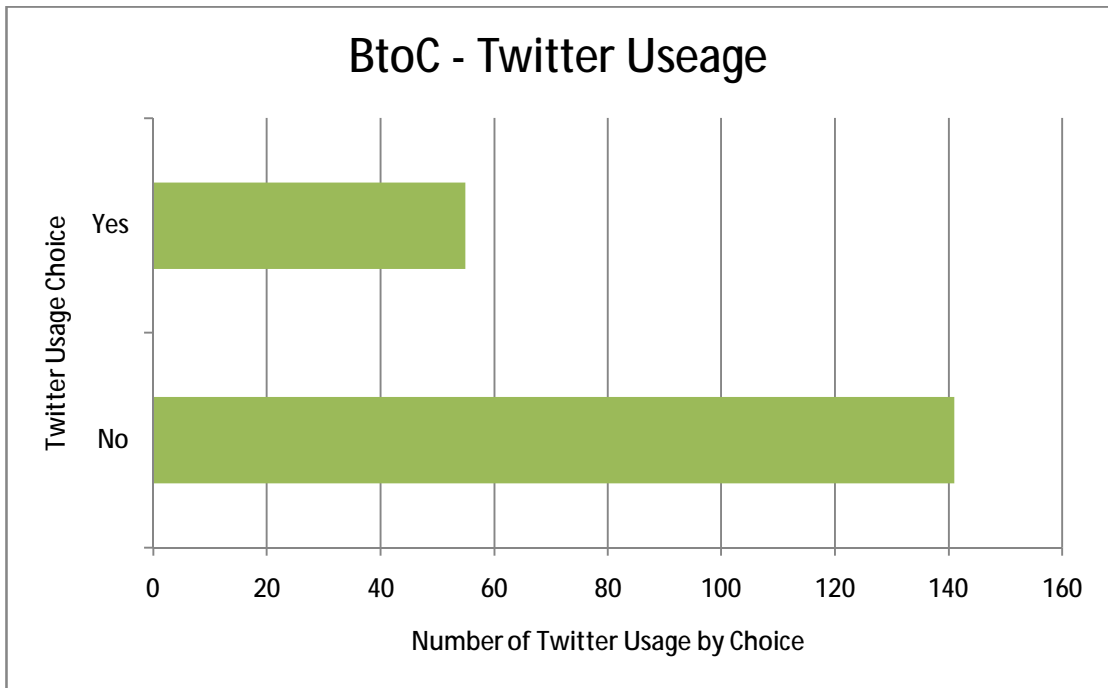




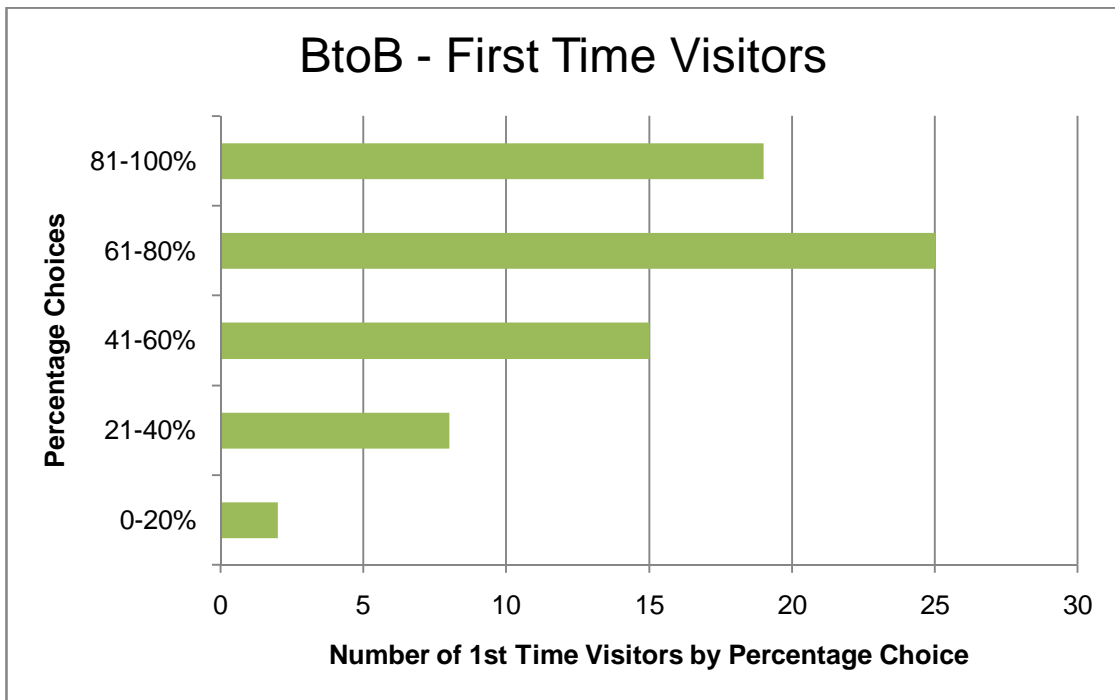


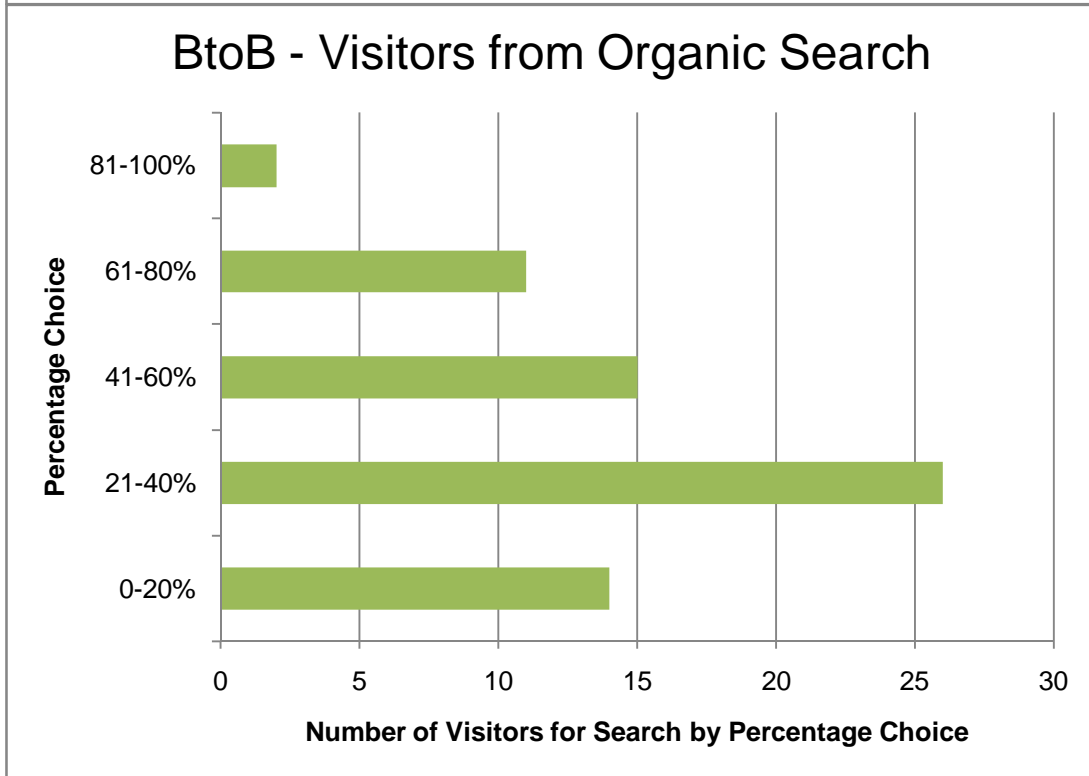
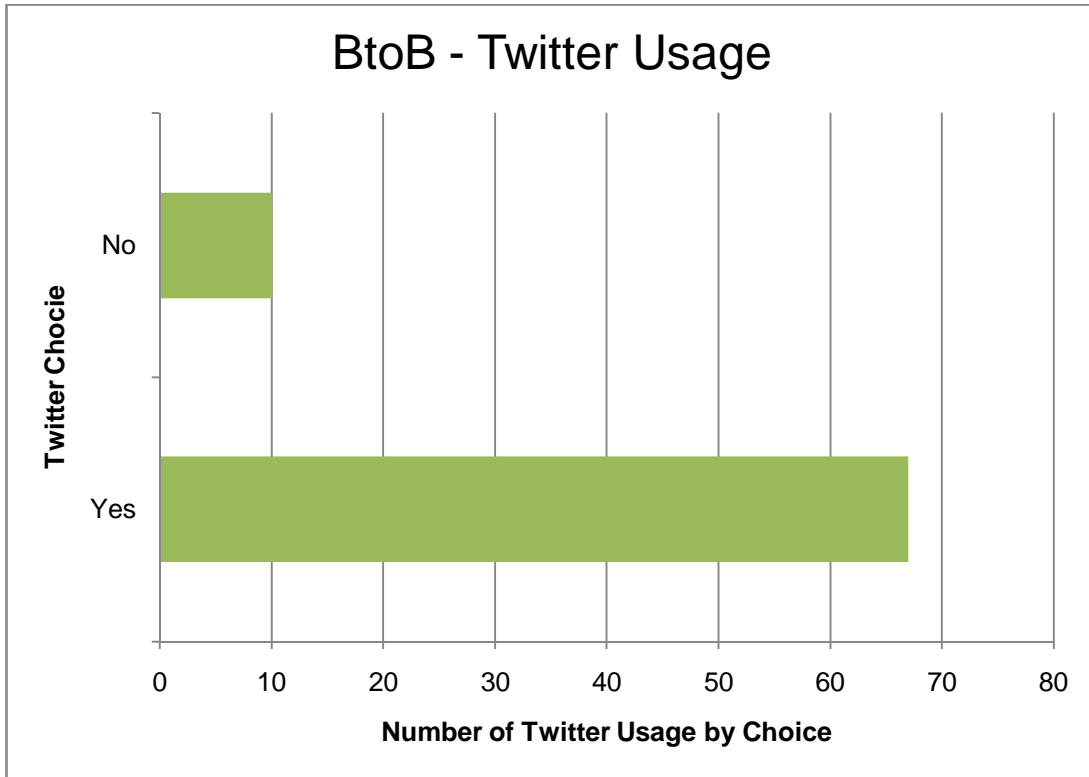
BtoC RESPONDENTS:



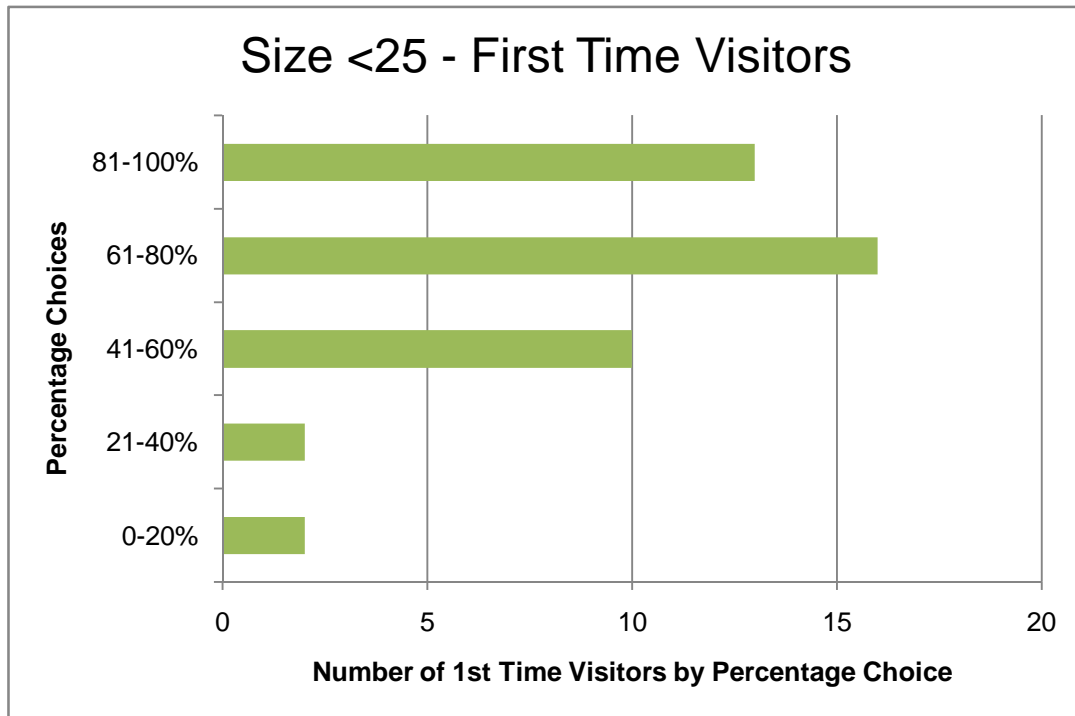


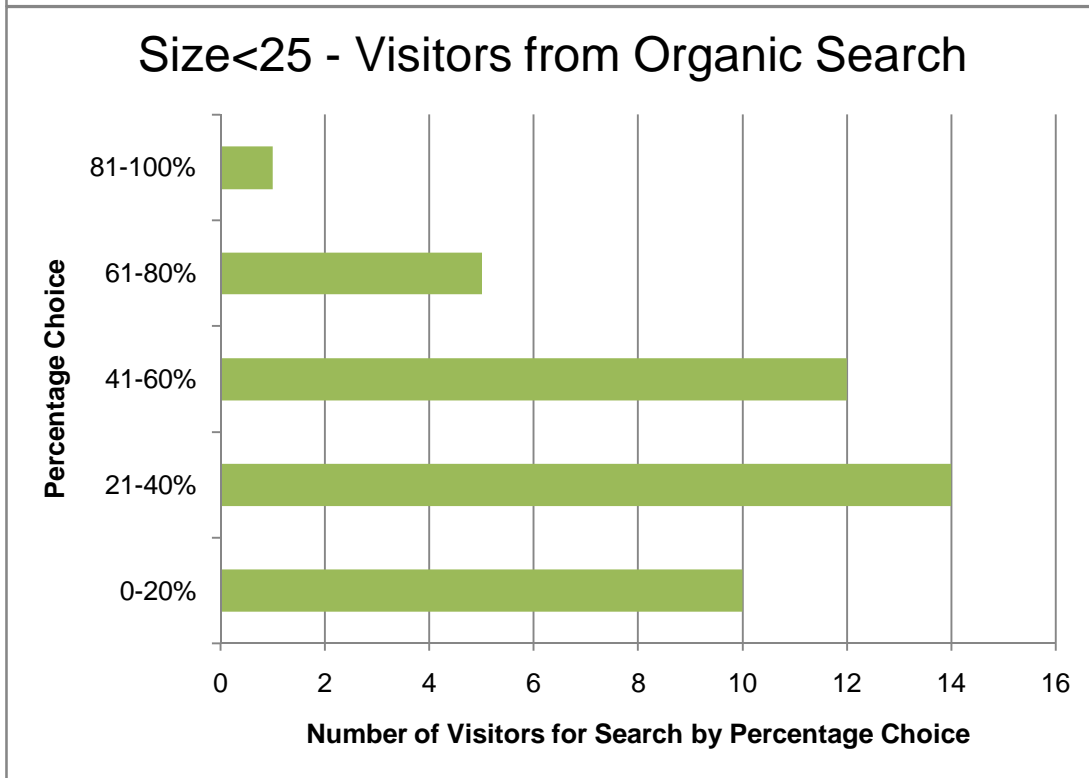
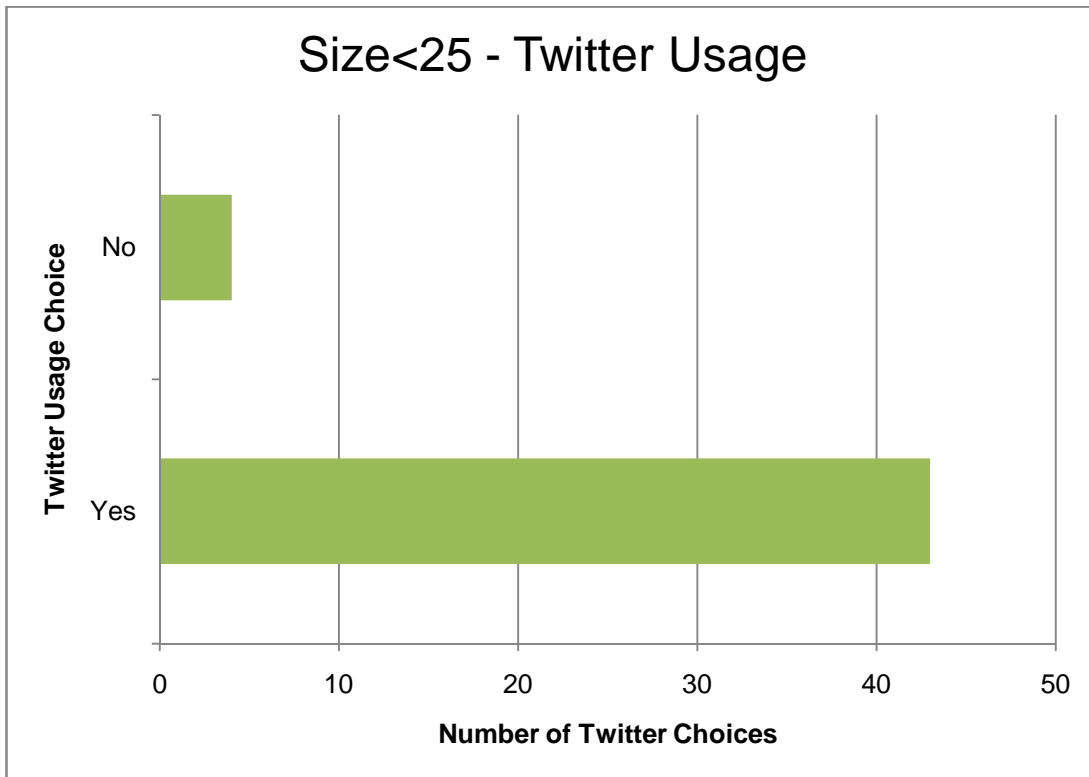
BtoB RESPONDENTS:



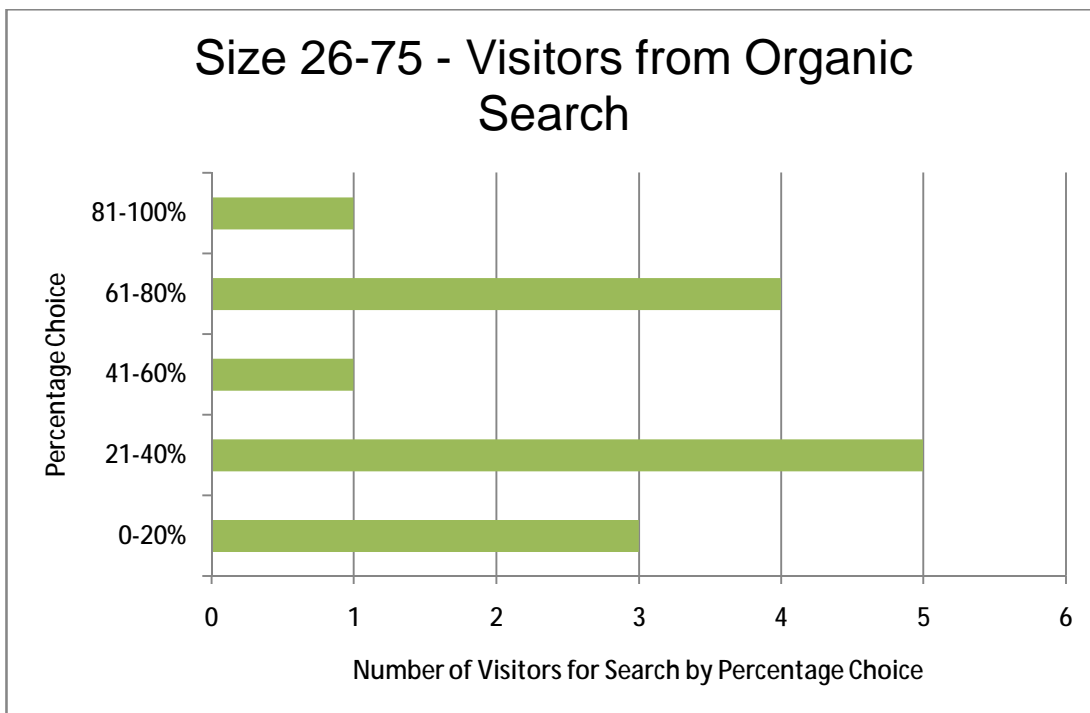
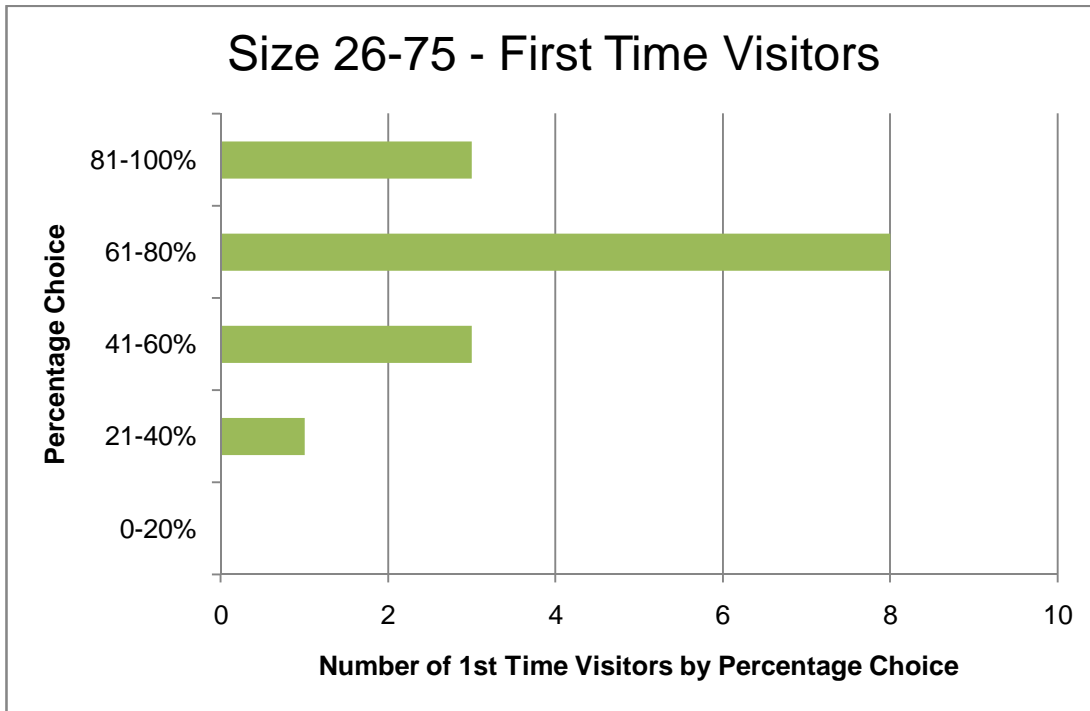


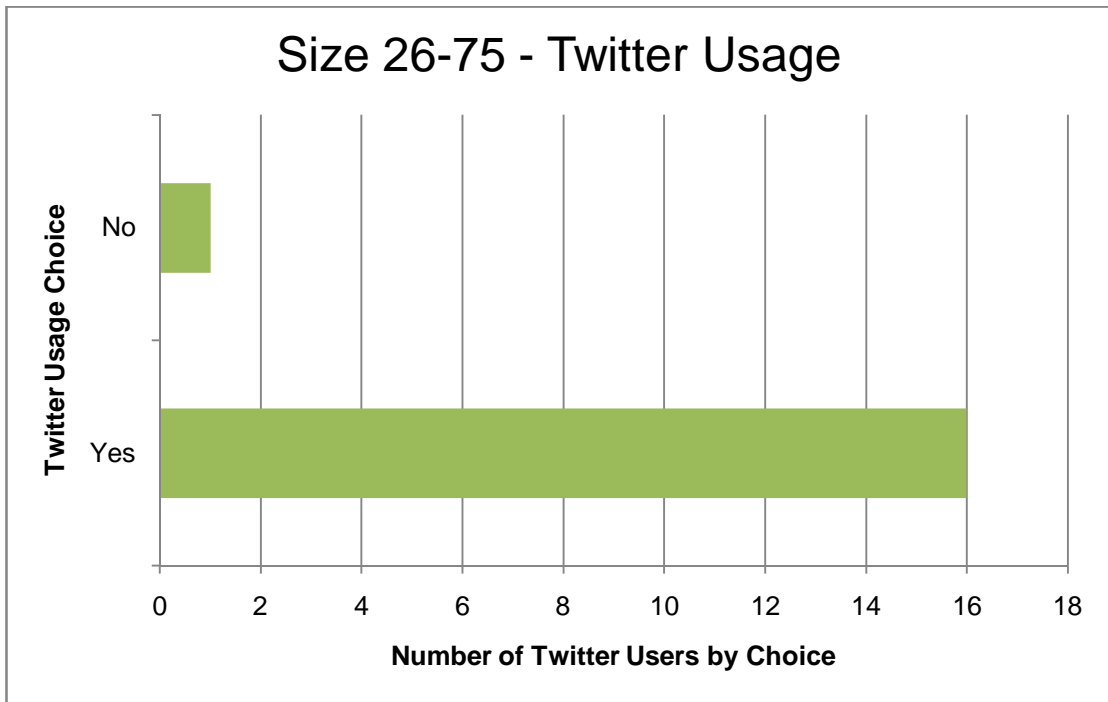
COMPANY SIZE: LESS THAN 25



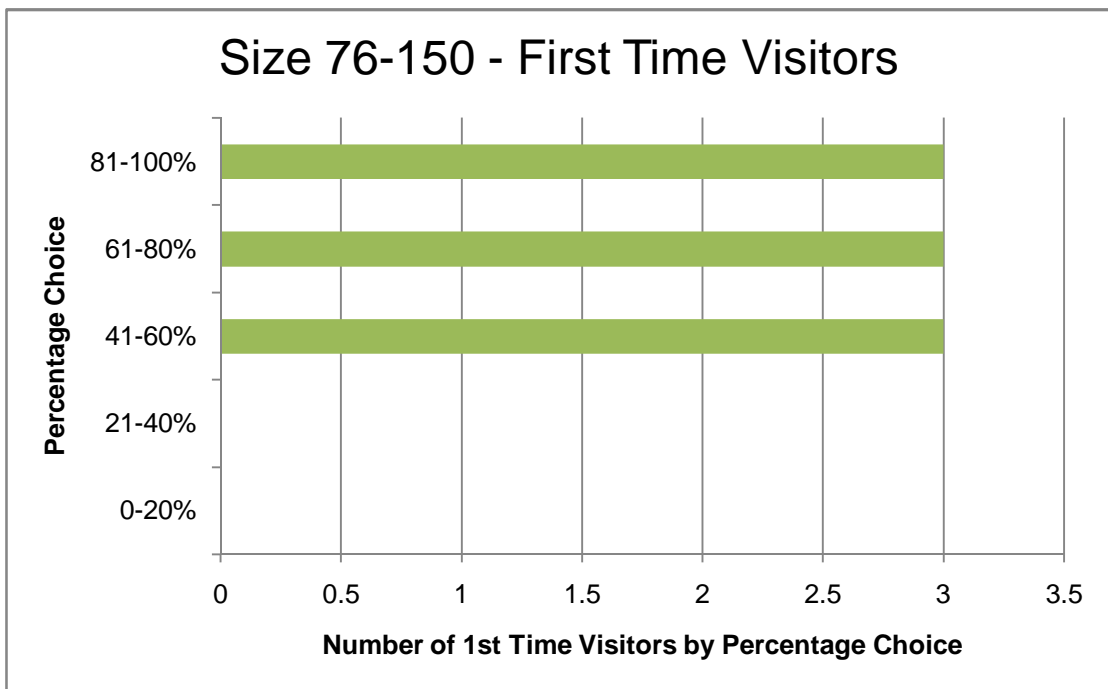


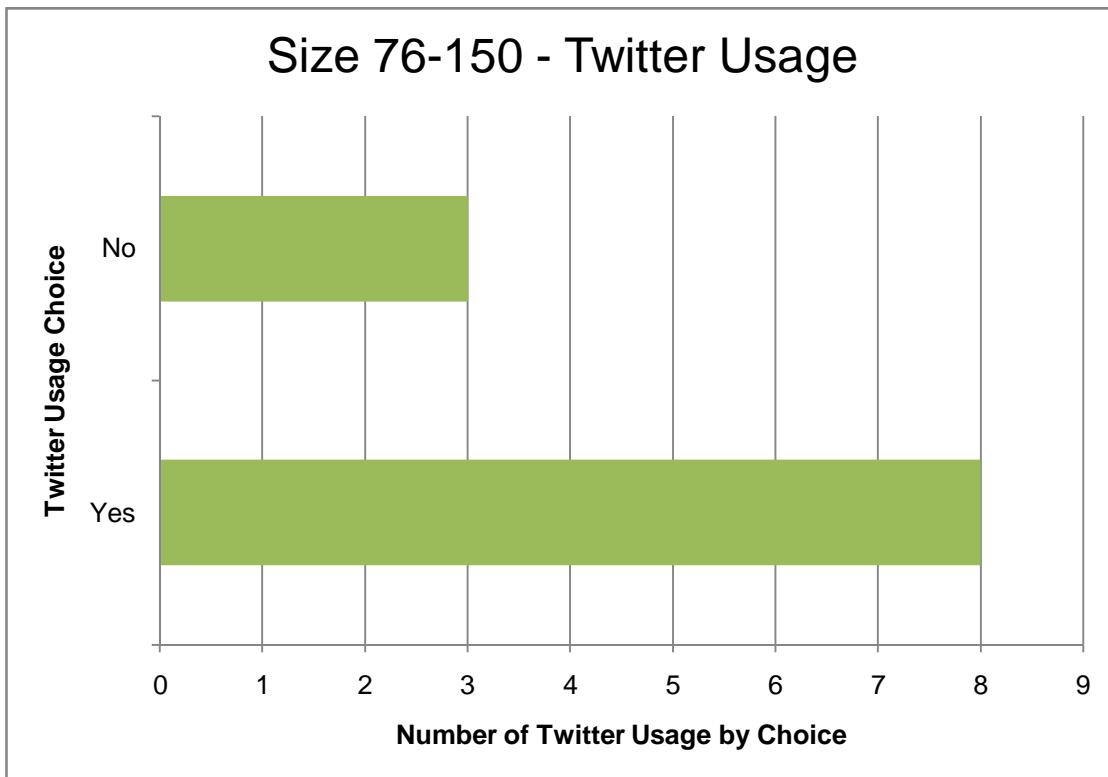
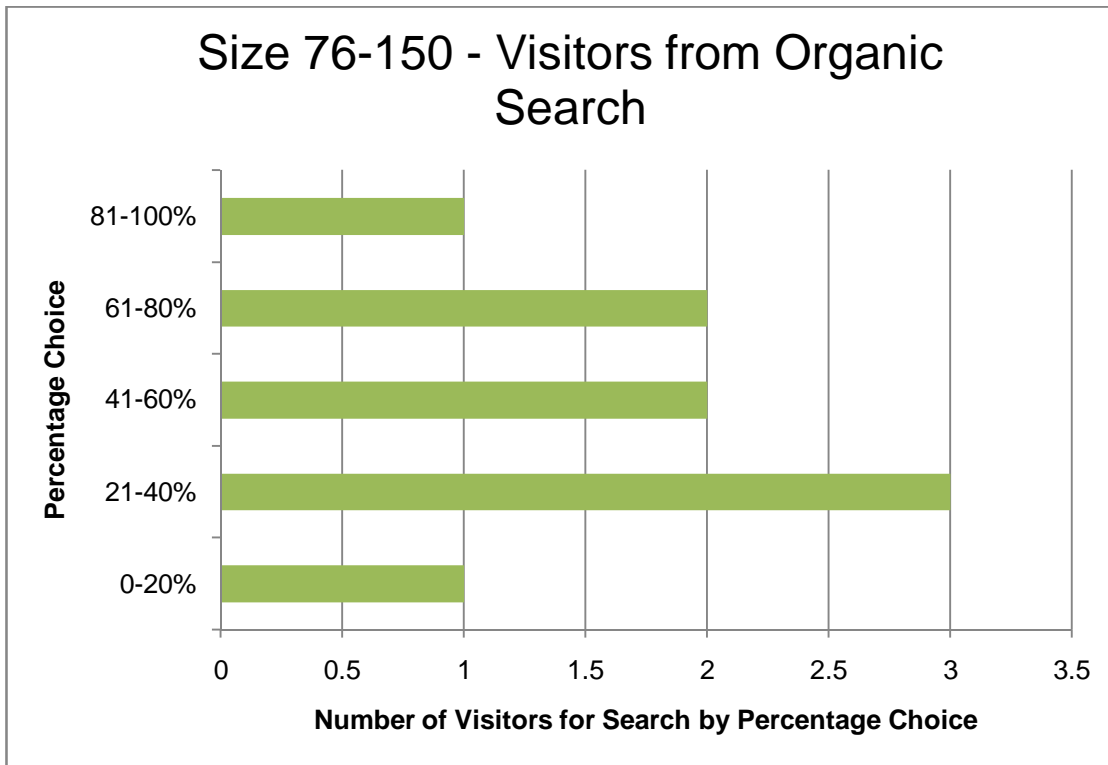
COMPANY SIZE: 26-75



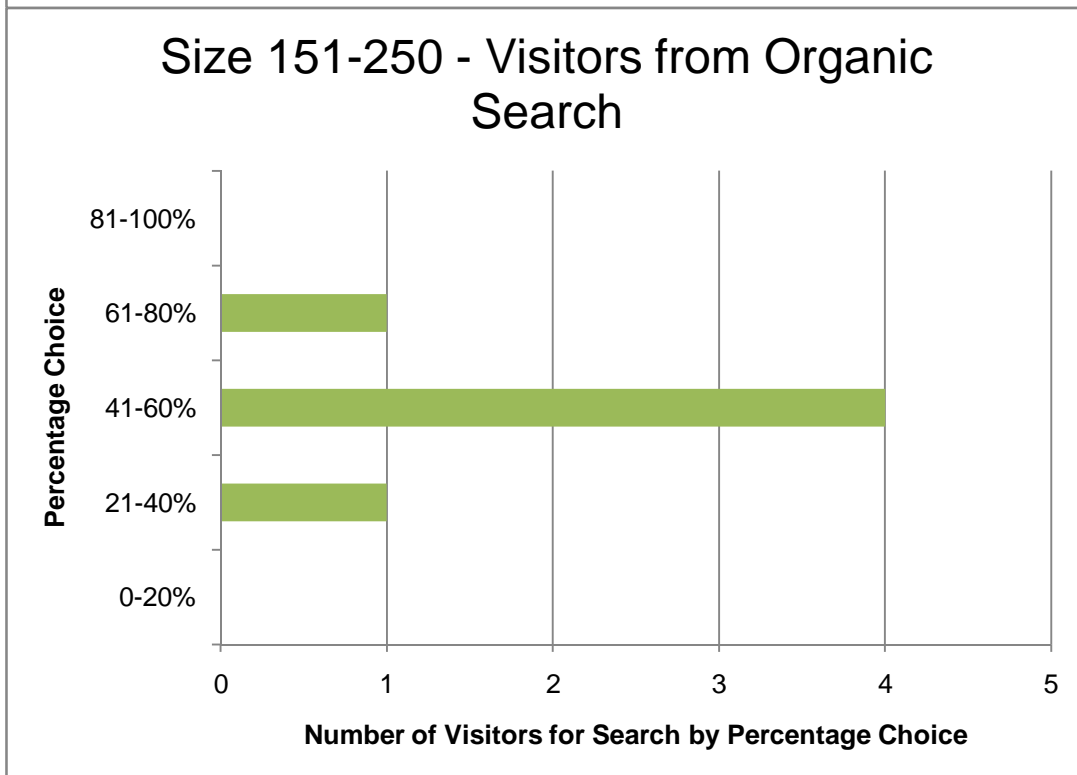
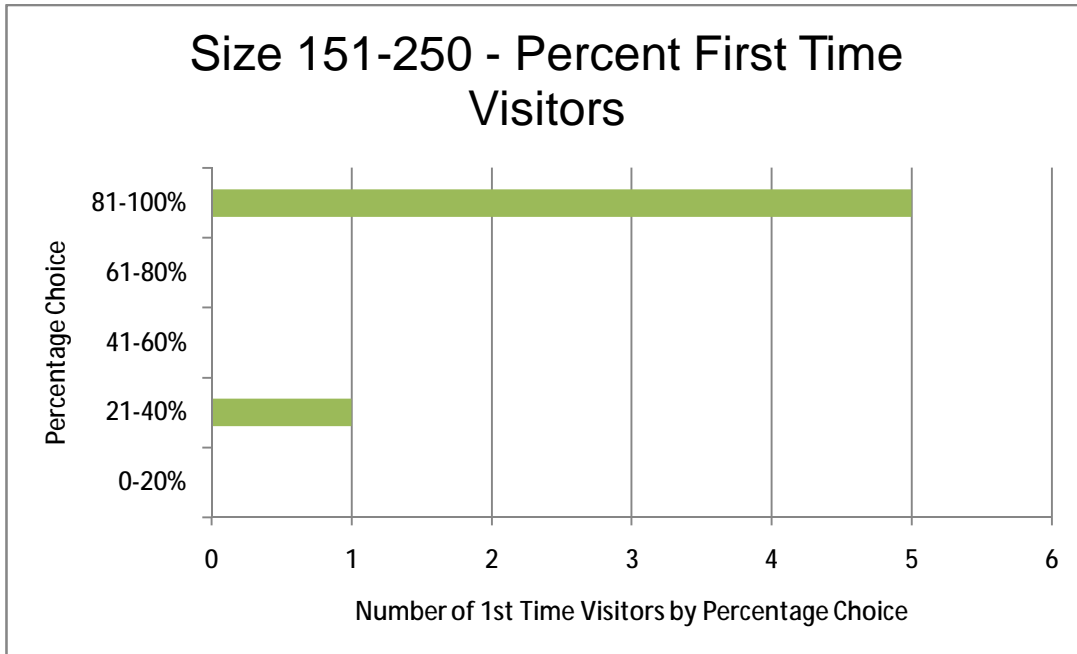


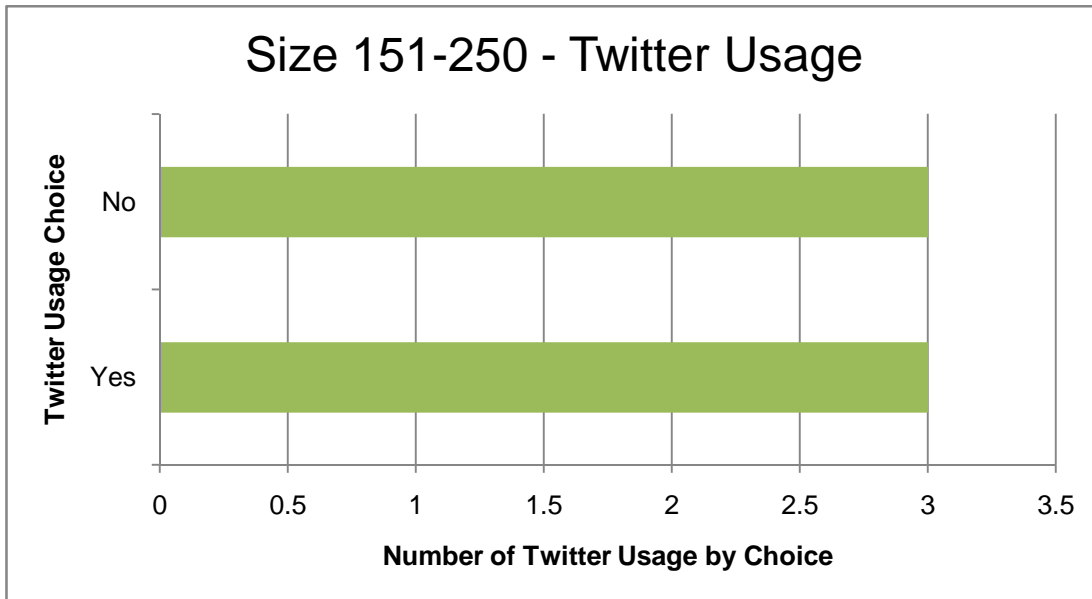
COMPANY SIZE: 76-150



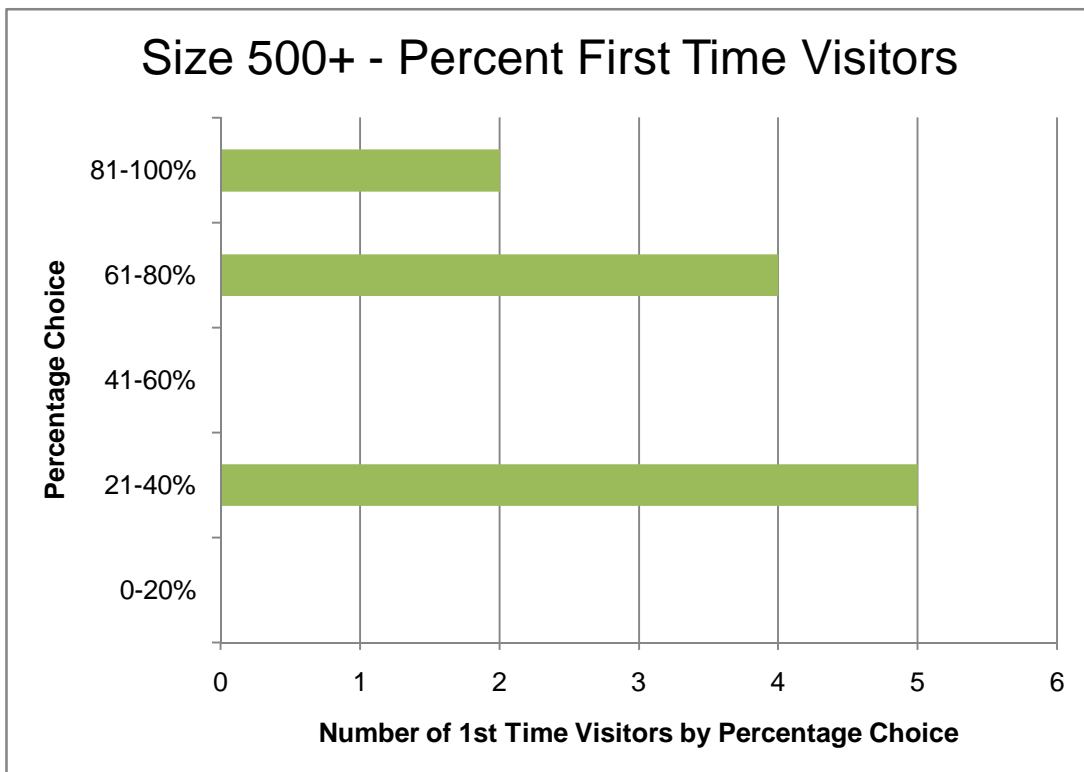


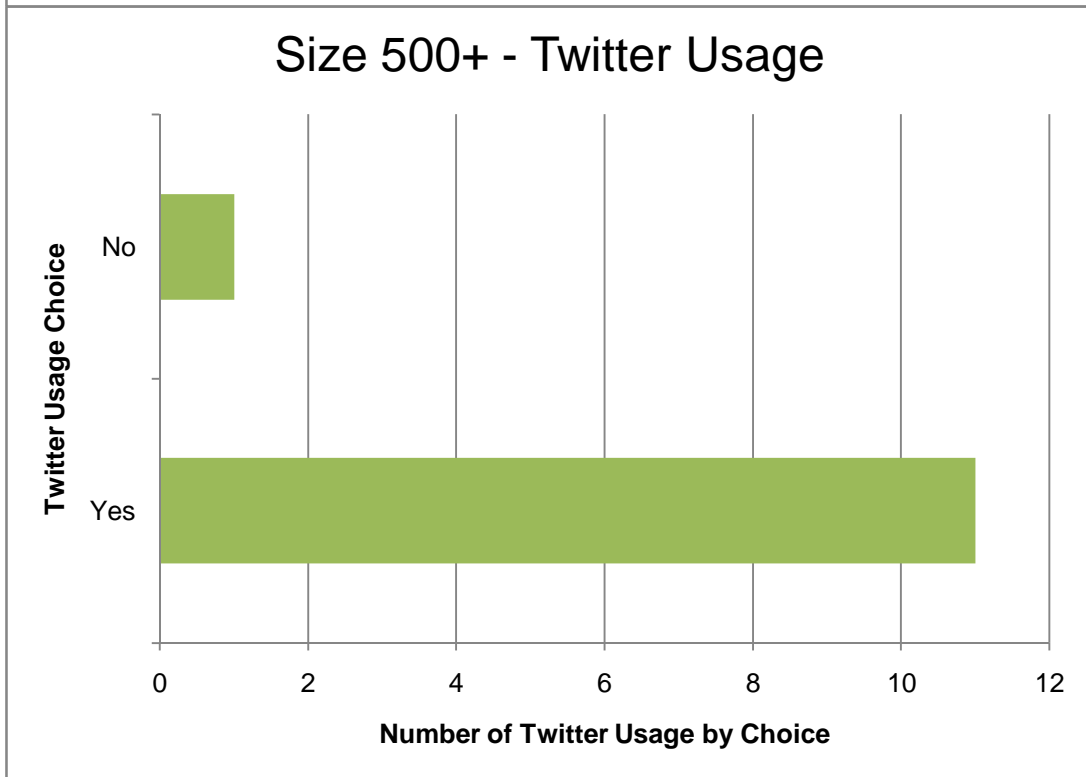
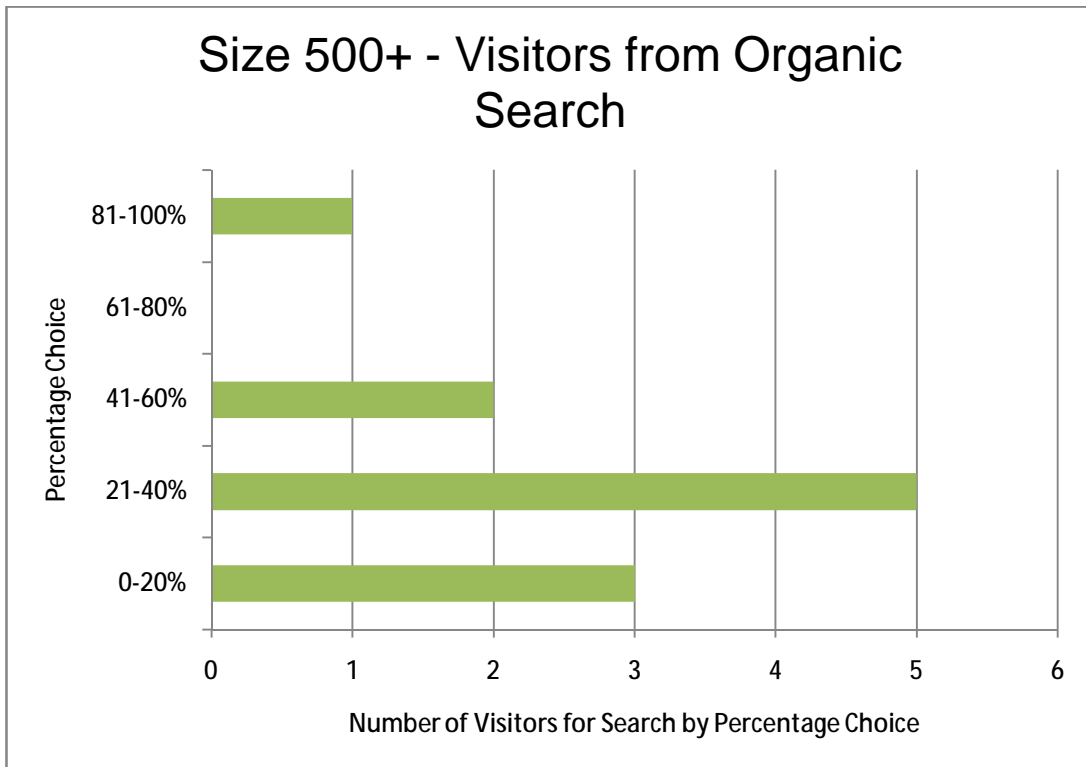
COMPANY SIZE: 151-250





COMPANY SIZE: ENTERPRISE





Conclusion:

With search marketing spend expected to triple from \$9 Billion in 2009 to nearly \$30Billion by 2014 ([WordStream](#)), it's no surprise that corporate blogging will be part of this tremendous spend. But, in order to get the utmost return from this tactic it's important to understand three things:

1. Inherently blogs are great organic search tools.
2. New visitors will account for the majority of your blog traffic.
3. Acquisition of these new visitors should be utmost priority and measurement.

This study completely changes direction for many marketers. Armed with the knowledge that new visitors are the largest majority of blog traffic, marketers must adapt strategies to fit the audience. For instance, keyword research, template design and conversion points are all tactics marketers need to be laser focused on in order to capitalize on this new found traffic from blogs and organic search.

Compendium Social Search Advisory Board

To explore the topic of blogging and social media for the enterprise through resources such as *The Corporate Blogging and Social Media Trends survey*, Compendium has created an Advisory Board of both social media and blogging experts. The members include Debbie Weil, Corporate Social Media Strategist and author of *The Corporate Blogging Book*; Jay Baer, author of the Convince & Convert blog and Jason Falls, social media guru and author of the Social Media Explorer blog.

For more information, please visit www.compendium.com