

Social media and the Romanian business environment

**The impact of marketing through social
networks (social media) on the local
business environment**

2015 edition



About the study “Social media and the Romanian business environment”

This study, which has reached the third annual edition, analyzes the responses of 270 representatives of companies from various industries in Romania regarding their marketing approach through social networks and the impact this type of marketing currently has upon their performance and business operations.

The present study is based on a questionnaire conducted between 3 – 20 November 2015. The report analyzes the responses of the 270 respondents from the local business environment. The report used for global comparative data is the “2015 Social Media Marketing Industry Report – How Marketers Are Using Social Media to Grow Their Businesses”.

Top 5 key findings

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In 2015, 74% of respondents say they use social networks to promote their company and plan to use them further. 21% of respondents say that the utilization of social networks is part of their communication strategy, rising by two percent compared to 2014.

The “star” platform this year in Romania remains Facebook with 92% of responses (93% globally), followed by LinkedIn with 75% (71% globally) and YouTube with 37% (55% globally). In Romania, a noteworthy growth shows the utilization of LinkedIn (+14% compared to 2014), YouTube (+8% compared to 2014), and Twitter (+8% compared to 2014).

In 2015, 91% of respondents say that the utilization of social networks provides them a competitive advantage compared to the companies which do not use social media. In the top of the pursued benefits remain marketing, sales, and recruitment. Significant growth is recorded for networking (48% of respondents, +13% compared to 2014) and competitive analysis (21% of respondents, +6% compared to 2014).

The utilization of social networks for recruitment remains a priority for companies. In the driving seat of the ranking is the banking and financial industry with 20% of respondents. The financial and banking institutions also highlight the utilization of social networks for employer branding improvement. 18% of respondents from pharma and 15% of respondents from retail/distribution sectors say they use social networks for increased customer loyalty.

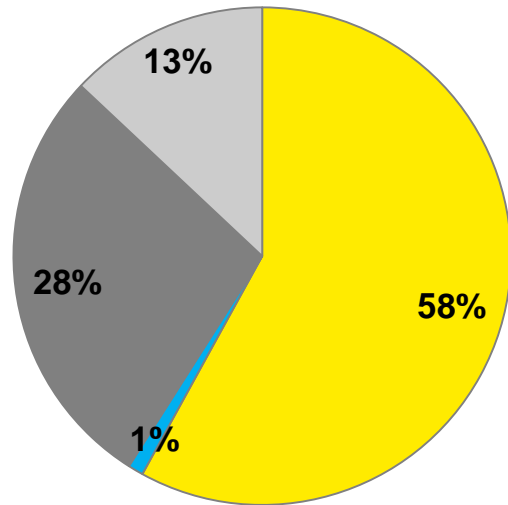
25% of respondents (+7% compared to 2014) use listening tools for social networks and react to the customer opinions. 40% of respondents say they have not used listening tools yet, but they plan to implement such tools in the following period. The investments will be carried out in the IT&C industry (56% of respondents), retail (50% of respondents), advertising/media services (43%), pharmaceuticals and healthcare (42% of respondents).

Section 1

The platforms used for social media marketing in the Romanian business environment

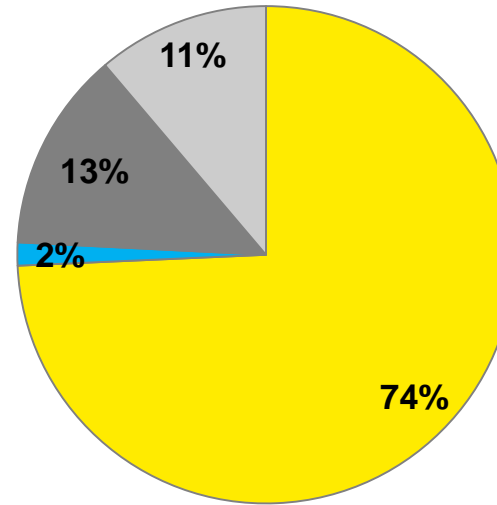
Do you use social networks to promote your company? (single answer)

2014



- Yes and I plan to use them further
- Yes but I will not use them anymore in the next period
- No but I plan to use them in the next period
- No and I do not intend to use them

2015

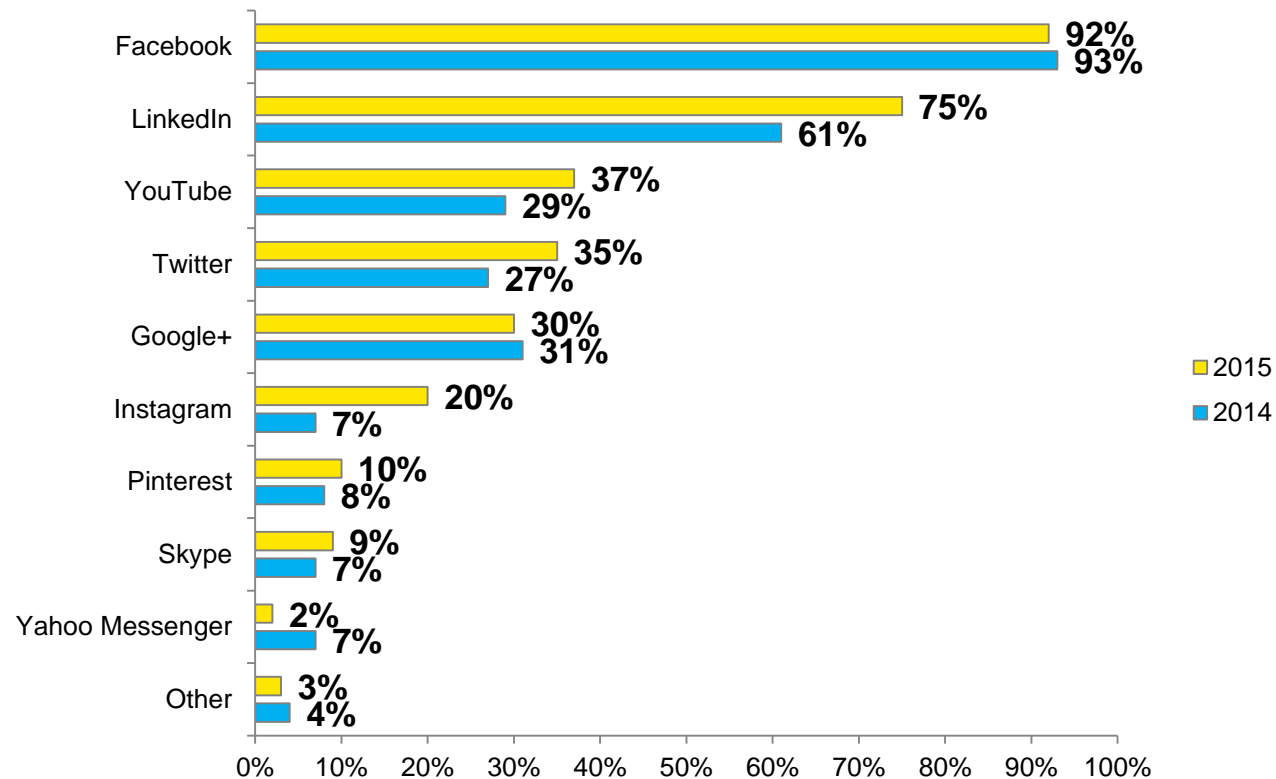


- Yes and I plan to use them further
- Yes but I will not use them anymore in the next period
- No but I plan to use them in the next period
- No and I do not intend to use them

Total answers: 269
Skipped this question: 0

In 2015, 74% of respondents use social networks to promote their company and intend to use them further (on increase from 58% in 2014), while 13% of respondents say they do not use social networks, but plan to use them in the next period (on increase from 28% in 2014). The percentage of those who do not use social networks and do not intend to use them to promote their company is on decrease from 13% in 2014 to 11% in 2015.

If you do use social media, which of the following platforms? (multiple answers)



Total answers: 172
Skipped this question: 97

The “star” platform in Romania this year remains Facebook with 92%, on decrease by 1% compared to the previous year. At global level, Facebook is the most used platform as well with 93%. In Romania, LinkedIn has recorded a significant growth (+14% y-o-y). LinkedIn is the third ranked platform globally with 71%, overpassed by Twitter on the second place with 79%. On the local level, YouTube shows a +8% growth y-o-y up to 37% (55% globally). In Romania, the second highest growth rate has been recorded by Instagram: +13%, from 7% in 2014 to 20% in 2015 (36% globally).

Section 2

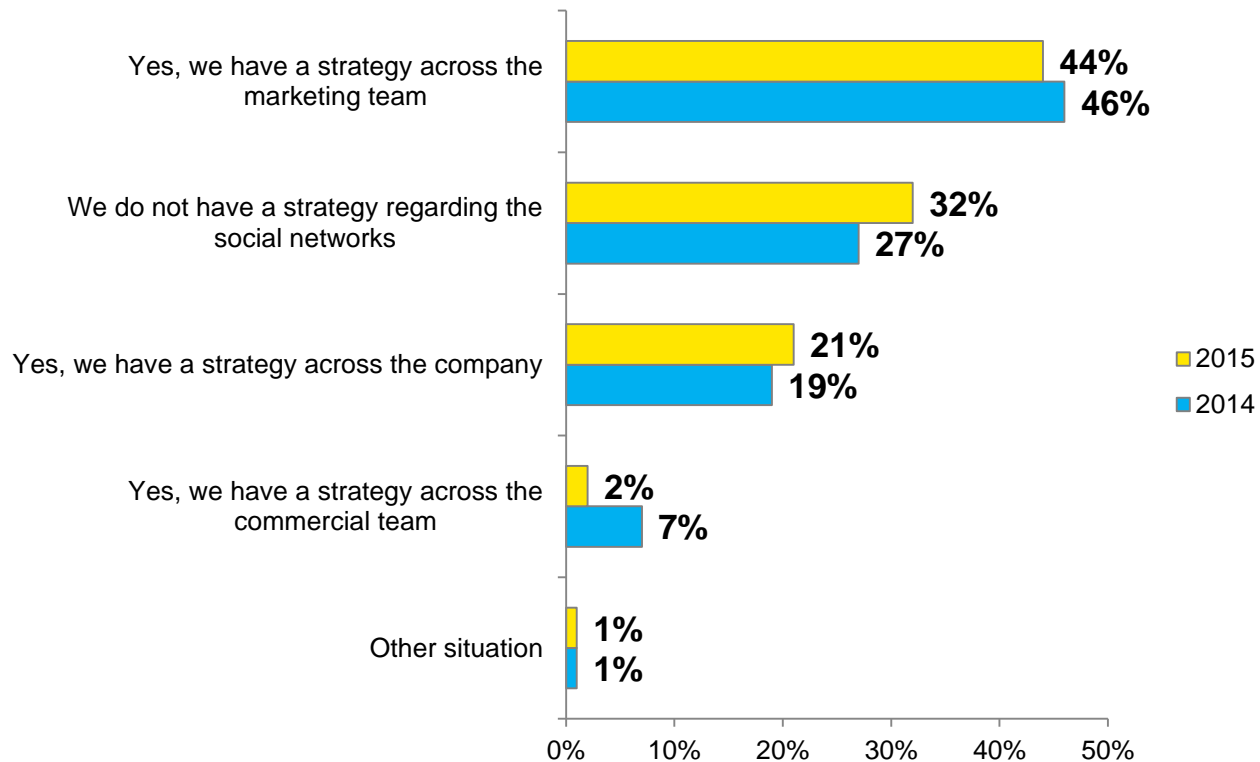
The strategy, timing and frequency of use of social networks in the Romanian business environment

EY

Building a better
working world



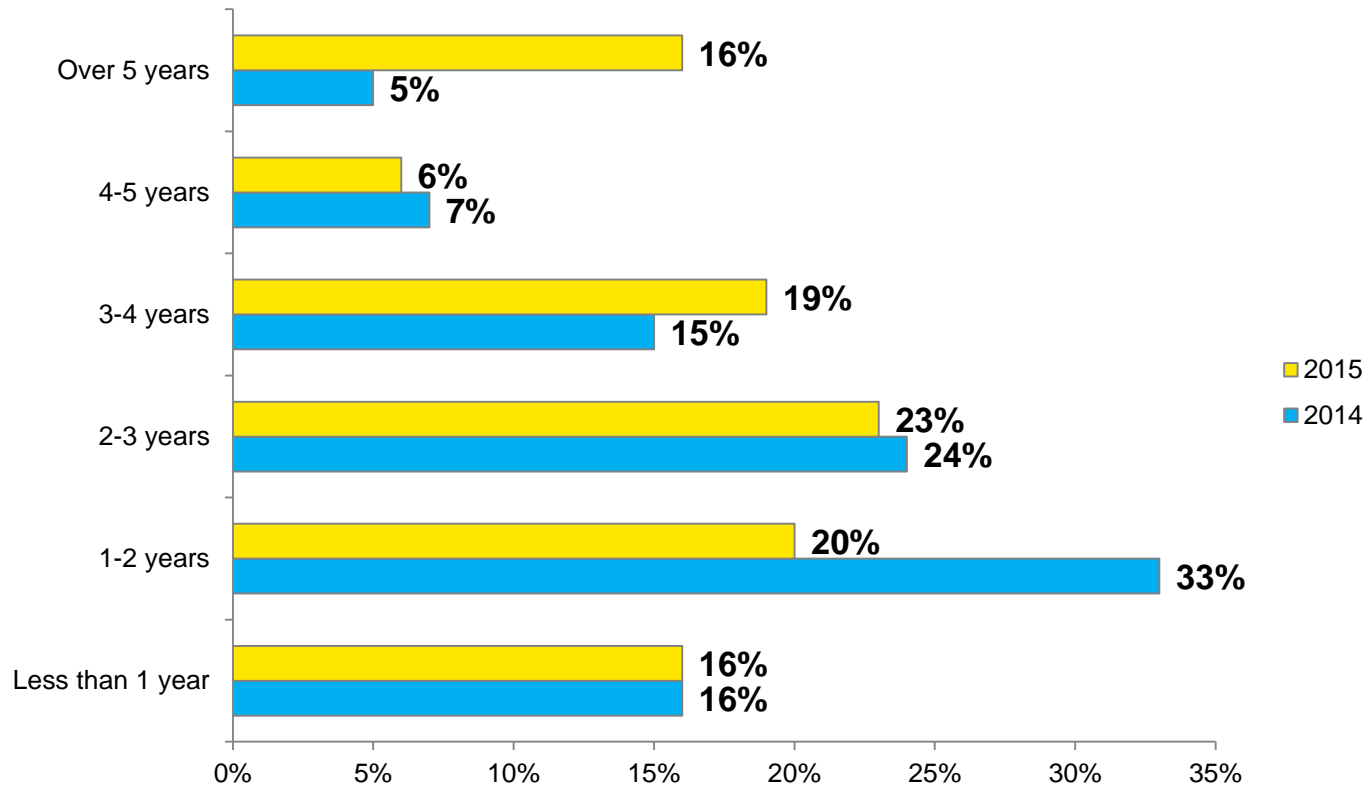
Does your organization have a strategy regarding social networks? (single answer)



Total answers: 172
Skipped this question: 97

While in 2015, 44% of respondents said they had a strategy regarding social networks within the marketing team (vs 46% in 2014), and 21% had integrated the strategy at the company level (vs 19% in 2014), only 2% said they had a social media strategy within the commercial team (on decrease from 7% in 2014). On the other hand, the percentage of those who acknowledged that they did not yet have a strategy on social network marketing is on increase from 27% in 2014 to 32% in 2015.

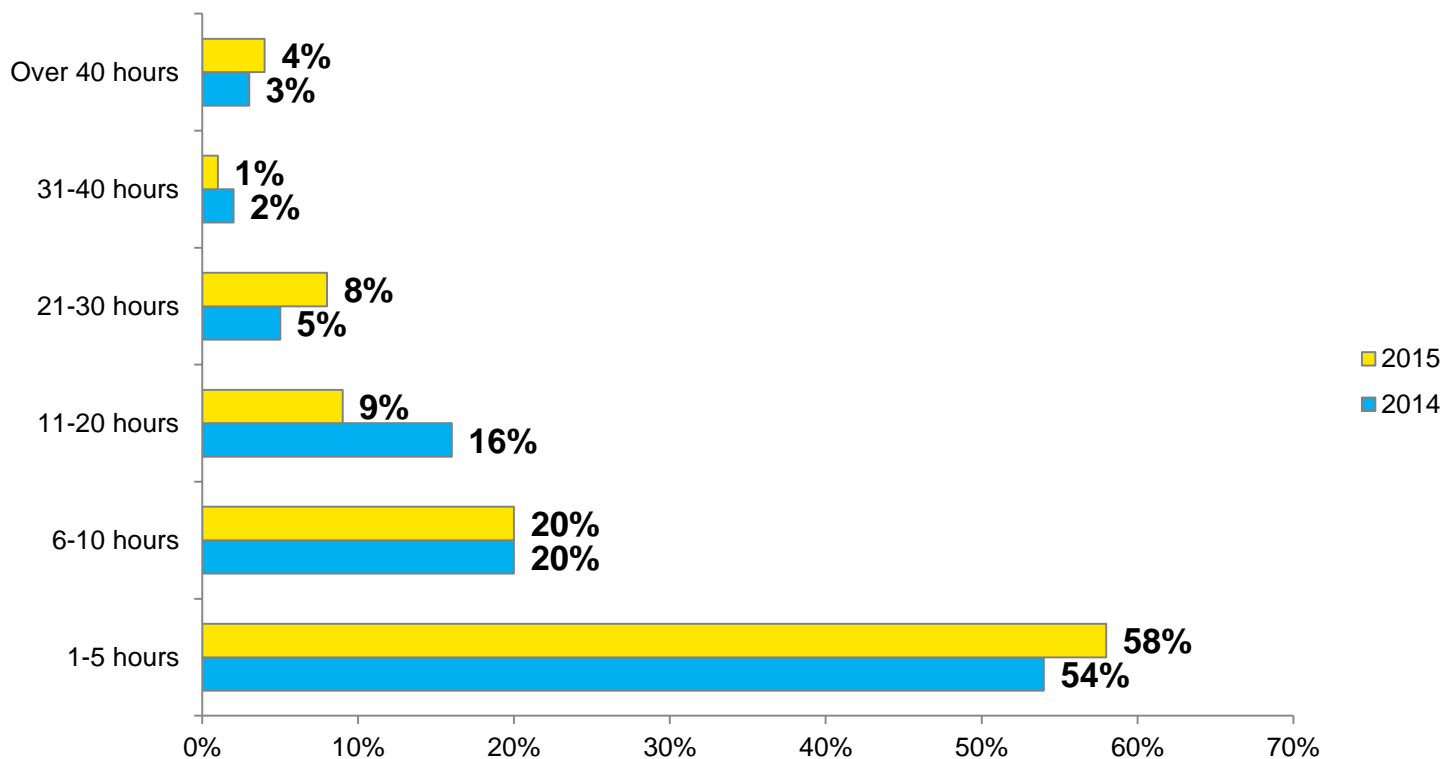
For how long have you been using social networks in your company? (single answer)



Total answers: 172
Skipped this question: 97

23% of the Romanian companies use social networks on average for 2-3 years, followed by 20% which have been using social media for 1-2 years. No less than 16%, though, are companies who have been using social media as part of the marketing mix under 1 year. At the other end of the ranking scale there are 22% of the companies which have been using social media for more than 4 years.

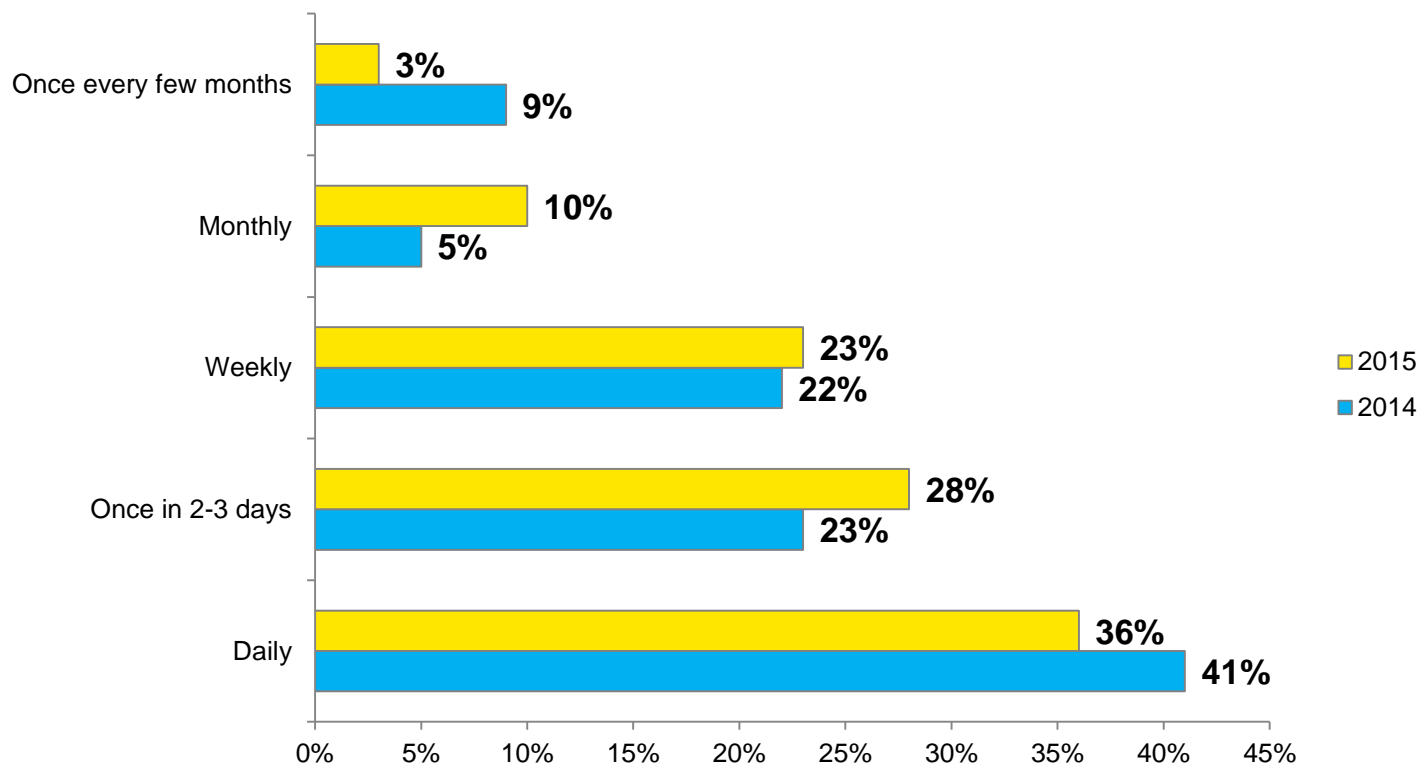
What is the weekly amount of time you assign for promoting your company within social networks? (single answer)



Total answers: 172
Skipped this question: 97

For 58% of the companies, the communication through social media occupies 1-5 hours weekly (on increase from 54% in 2014). On the 6-10 hours bracket the percentage of responses remains the same (20%), while the responses for interval 11-20 hours weekly has decreased from 16% in 2014 to 9% in 2015. However, the higher levels have increased between 1% and 3%. Globally, 33% of companies communicate via social networks on average 1-5 hours per week, 25% between 6-10 hours per week, while 12% communicate through social media between 11-20 hours weekly.

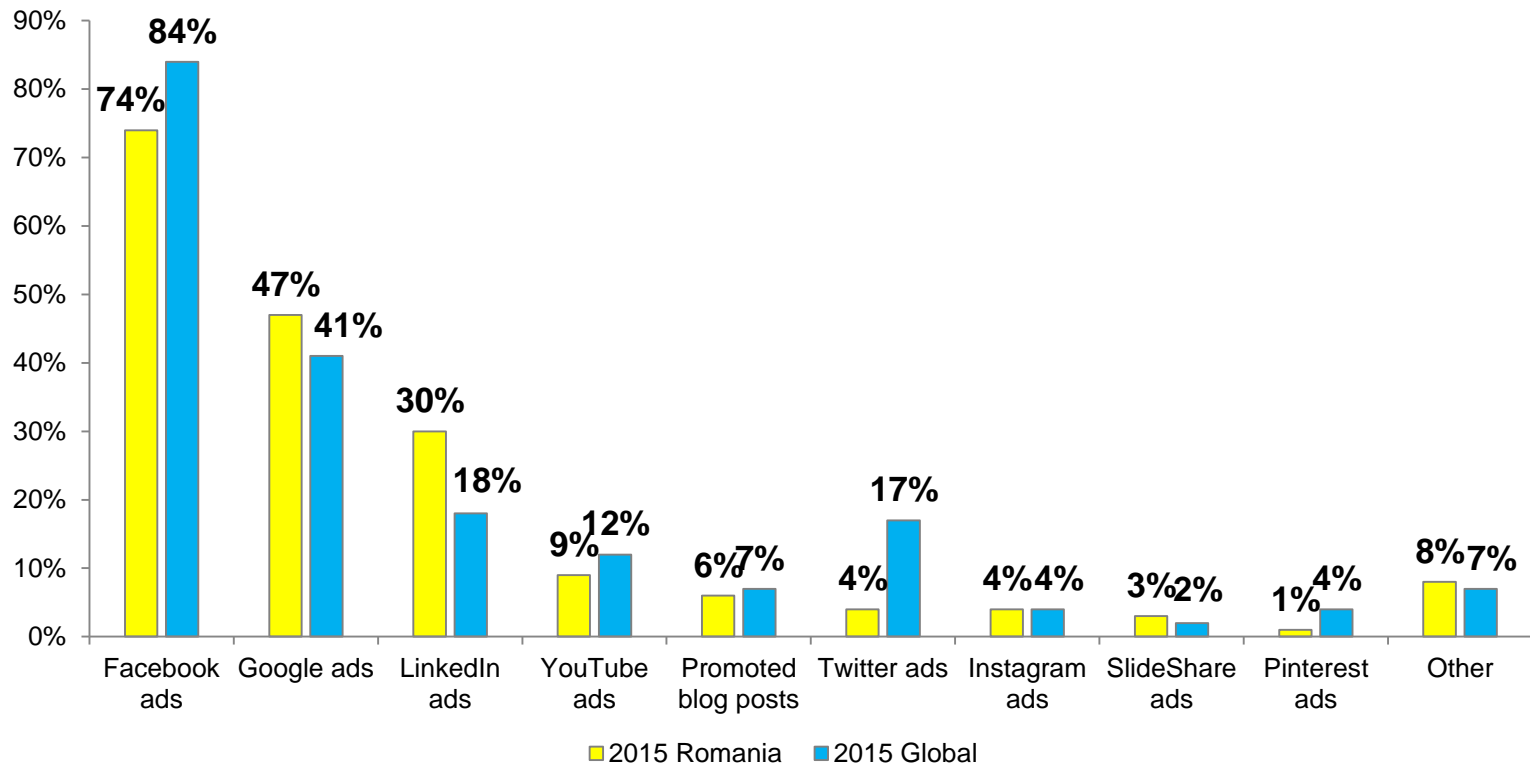
How often do you post information on social networks? (single answer)



Total answers: 163
Skipped this question: 106

The frequency of social networks use has decreased significantly. In 2015 only 36% of respondents say they use social media daily, 5% less than in 2014 and 13% less than in 2013. However, the percentages have grown for those using social media every 2-3 days, from 15% in 2013 and 23% in 2014 to 28% in 2015. The frequency of use of weekly communication through social media also had increased from 22% to 23%. The resistance area of those who use social media once every few months has decreased from 9% to only 3%.

What social media channels do you use regularly for placing sponsored ads to increase the awareness of your company? (multiple answers)



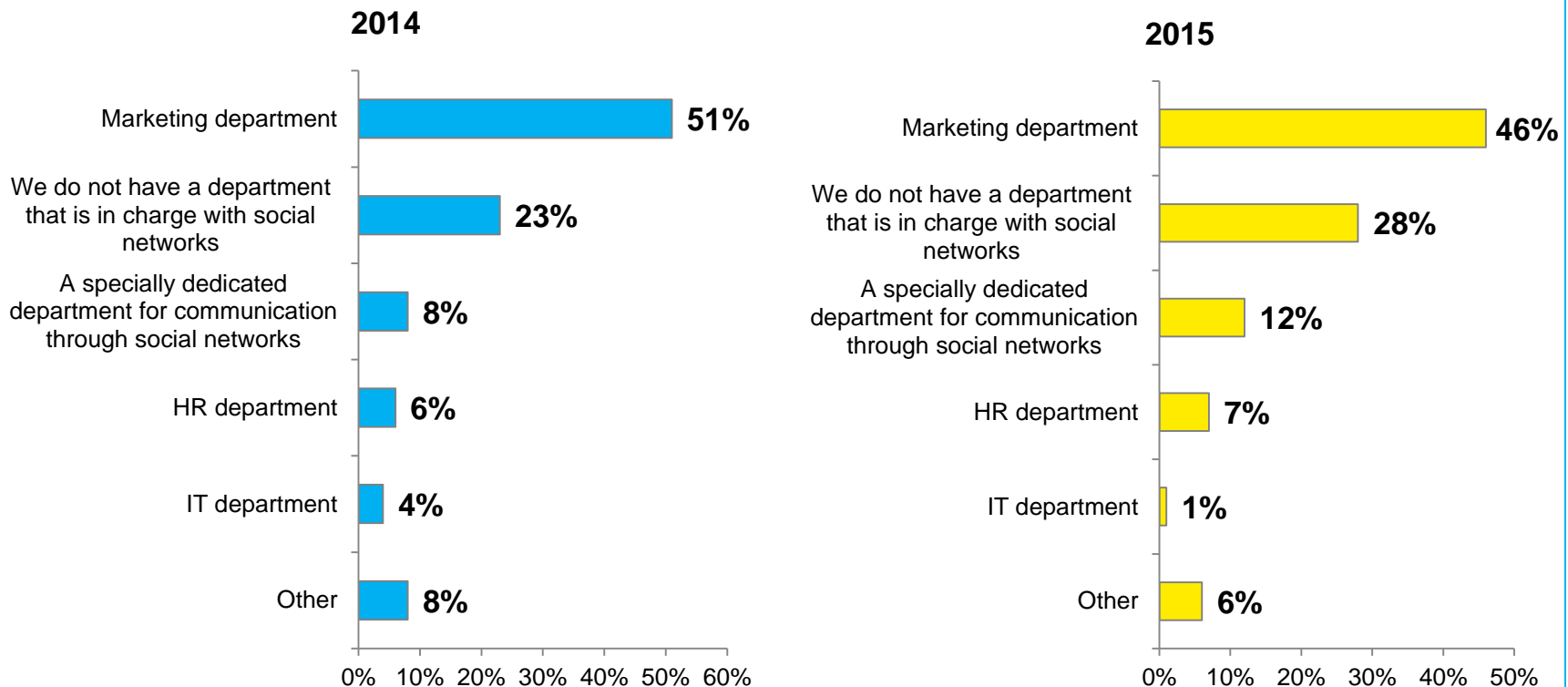
Total answers: 172
Skipped this question: 97

The most used social media channels for increasing the corporate awareness through “sponsored ads” are: Facebook ads (74%), Google ads (47%), and LinkedIn ads (30%). It is easy to note that for many channels used for “sponsored ads” in Romania the percentages are similar to those identified in the global study “2015 Social Media Marketing Industry Report – How Marketers Are Using Social Media to Grow Their Businesses”.

Section 3

Managing campaigns and activities through social networks

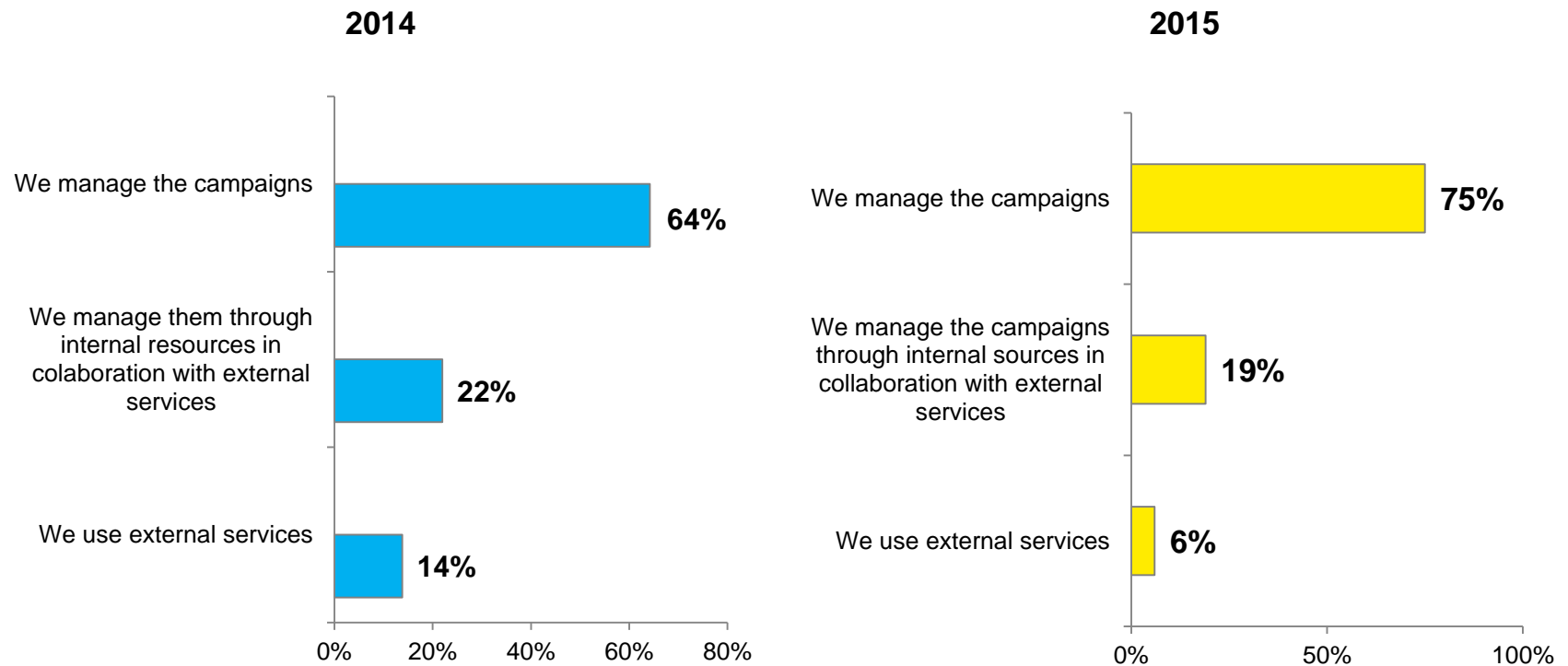
Which department in your company is in charge with social networks? (single answer)



Total answers: 163
Skipped this question: 106

Although on decrease (from 51% to 46%), the marketing department remains number one in the top of departments in charge with social networks. However, a significant percentage of companies (28%) say they do not have a department dealing with the communication on social networks. There are companies in which this activity belongs to a special department dedicated to the communication on social networks (12%), to HR (7%) or to IT (1%). But the most important aspect is that only 12% of companies have a department dedicated to communication on social media.

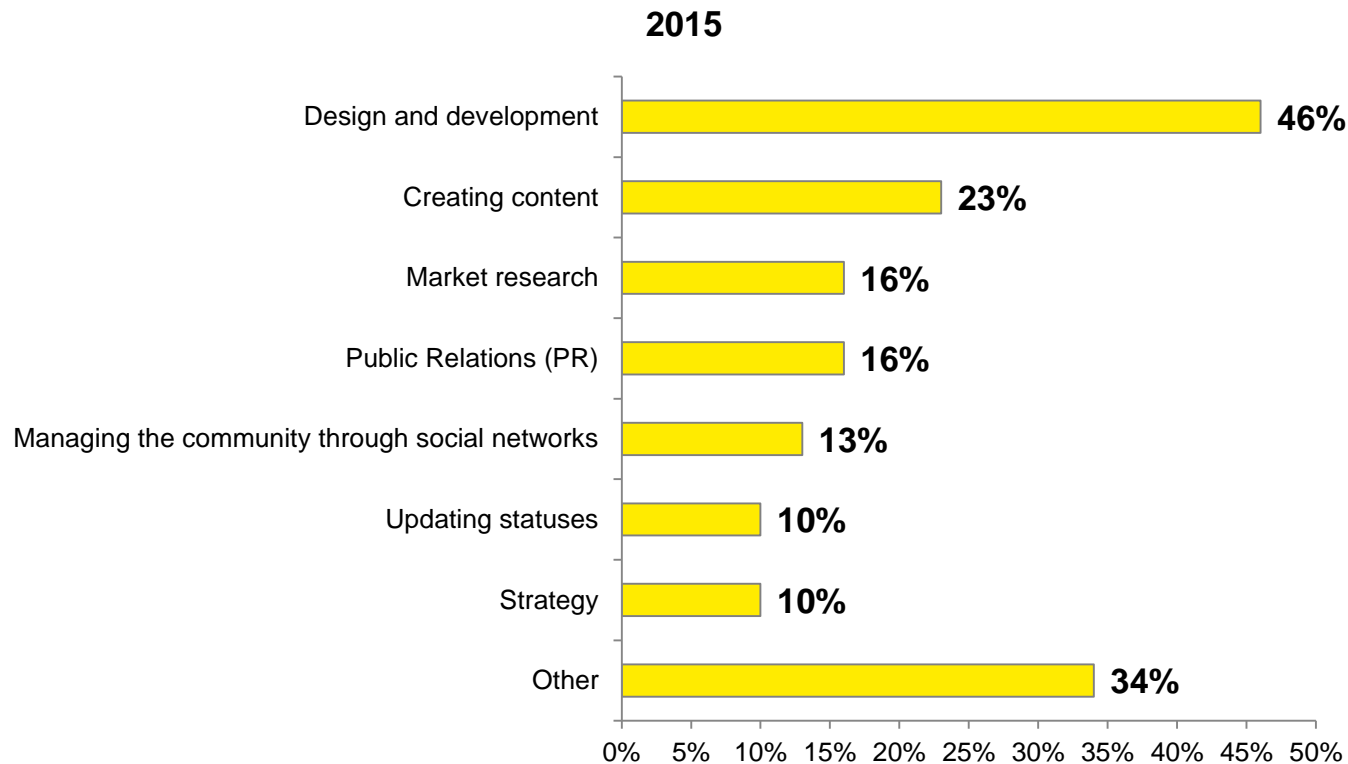
Do you manage the campaigns on social networks by yourself or externalize them (specialized agency)? (single answer)



Total answers: 163
Skipped this question: 106

More and more respondents (on increase from 64% in 2014 to 75% in 2015) say they manage their own campaigns on social media. Increasingly less externalized these services (14% in 2014 vs 6% in 2015).

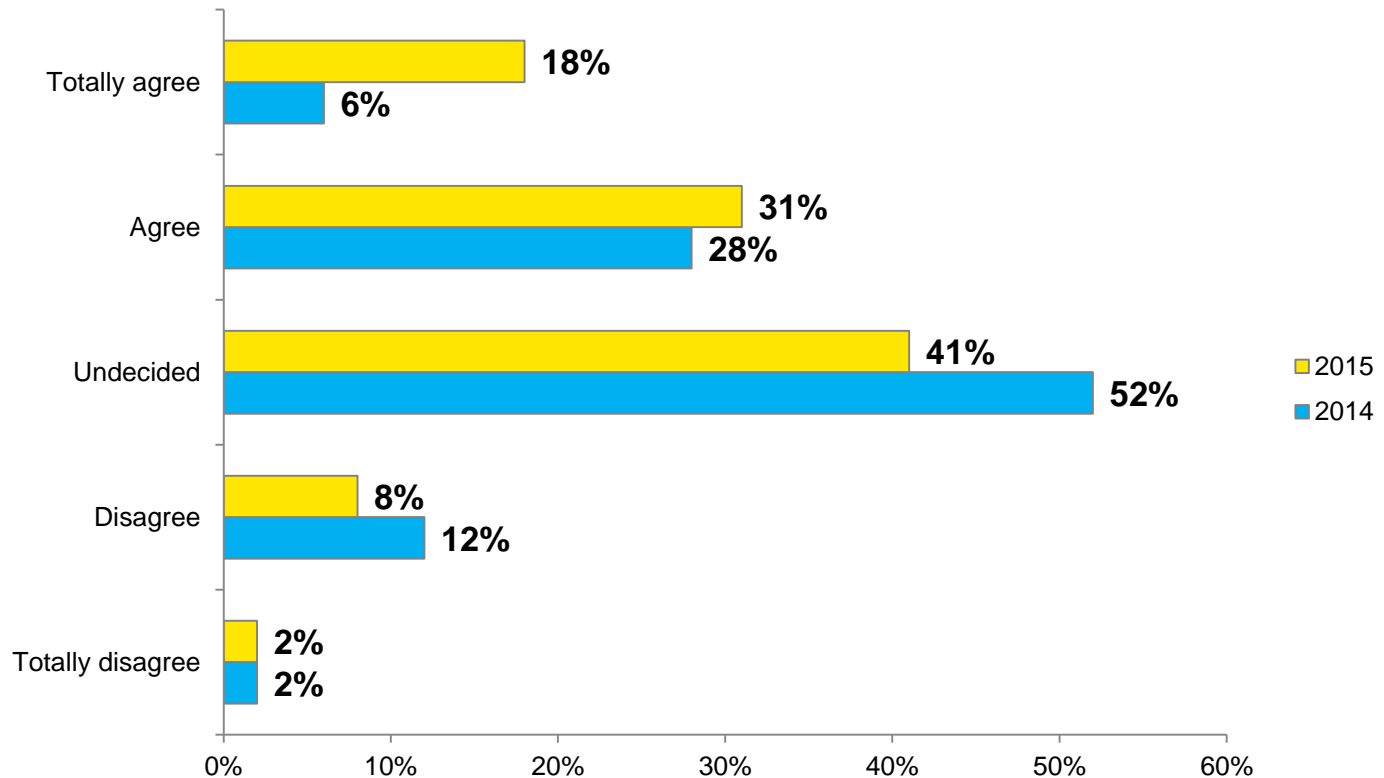
What kind of activities performed on social media do you externalize? (multiple answers)



Total answers: 147
Skipped this question: 122

Regarding the activities on social networks, 46% of companies say they outsource the design and development, 23% outsource the content creation, and 16% each outsource market research and public relations (PR). The strategy is outsourced only by 10% of companies, while updating statuses is kept in house by no less than 90% of companies.

Can your company measure the return on investment (ROI) of social media activities? (single answer)



Total answers: 147
Skipped this question: 122

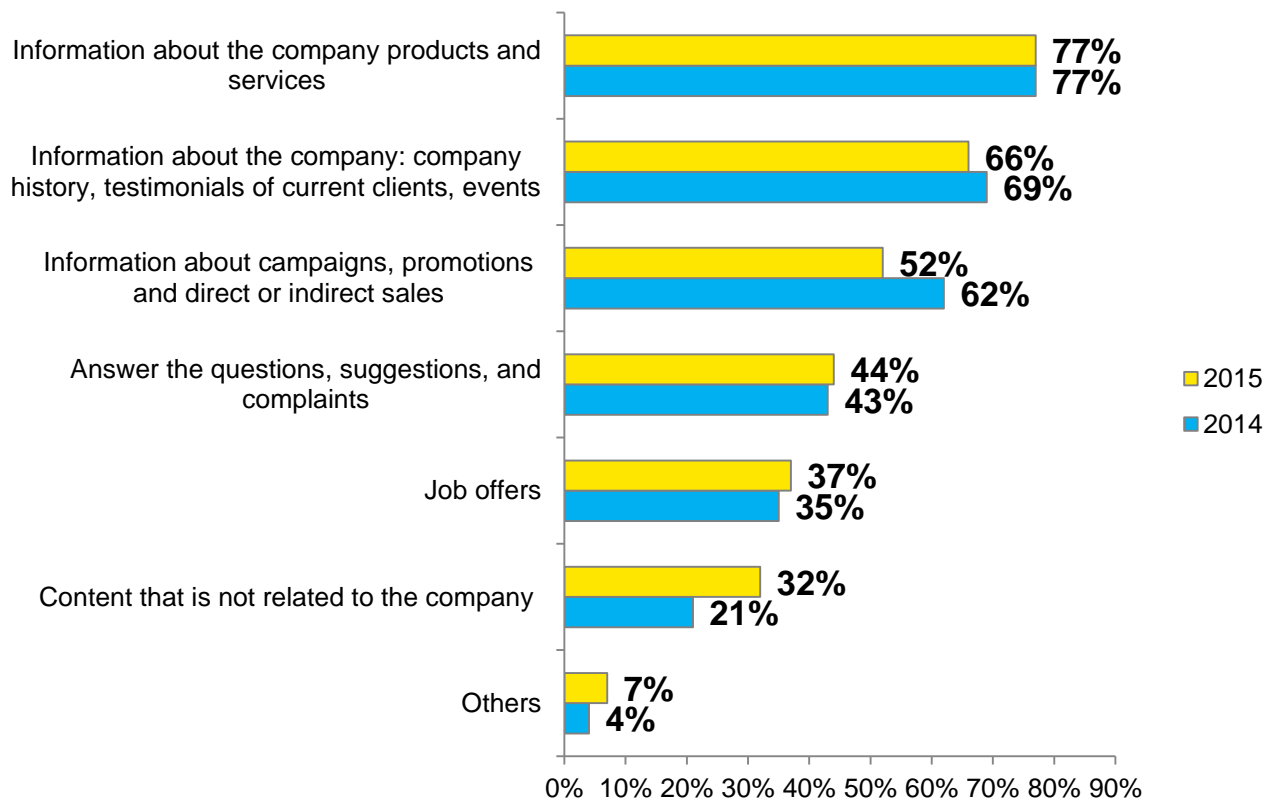
In 2015, the percentage of those “*undecided*” about measuring the of return on investment in social media activities has decreased (from 52% in 2014 to 41% in 2015) in favor of those who “*totally agree*” (on increase from 6% to 18% in 2015), and “*agree*” (on increase from 28% in 2014 to 31% in 2015). In 2015, only 10% respondents “*disagree*” or “*totally disagree*” regarding the company’s possibility to measure the return on investment of activities on social networks compared to 14% in 2014.

Section 4

The interaction with followers on social networks



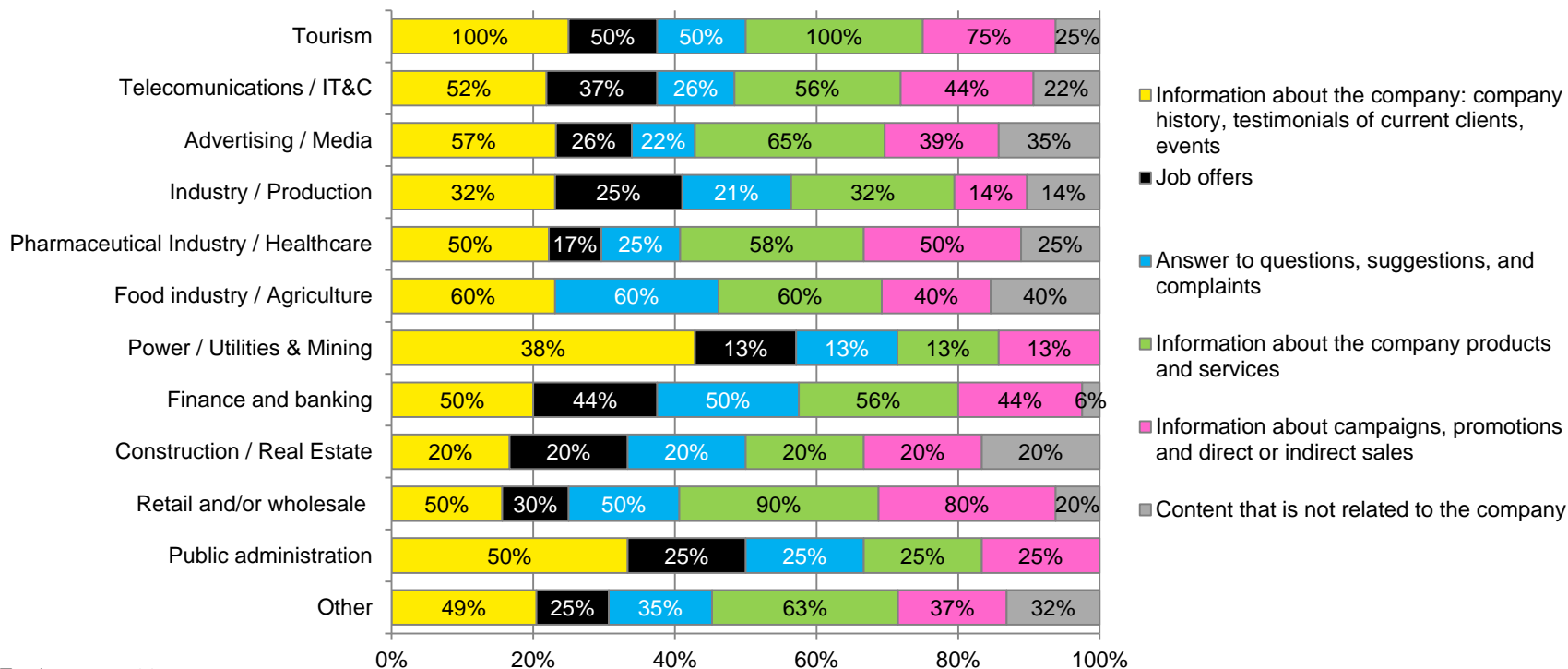
What kind of content do you offer to followers? (multiple answers)



Total answers: 145
 Skipped this question: 124

In top 3 types of content offered to the followers on social media are the following: information about the company’s product and services (77%), information about the company (66%), and information on campaigns, promotions, direct and indirect sales (52%). Social media is also increasingly used for recruitment (37% in 2015 compared to 35% of respondents in 2014).

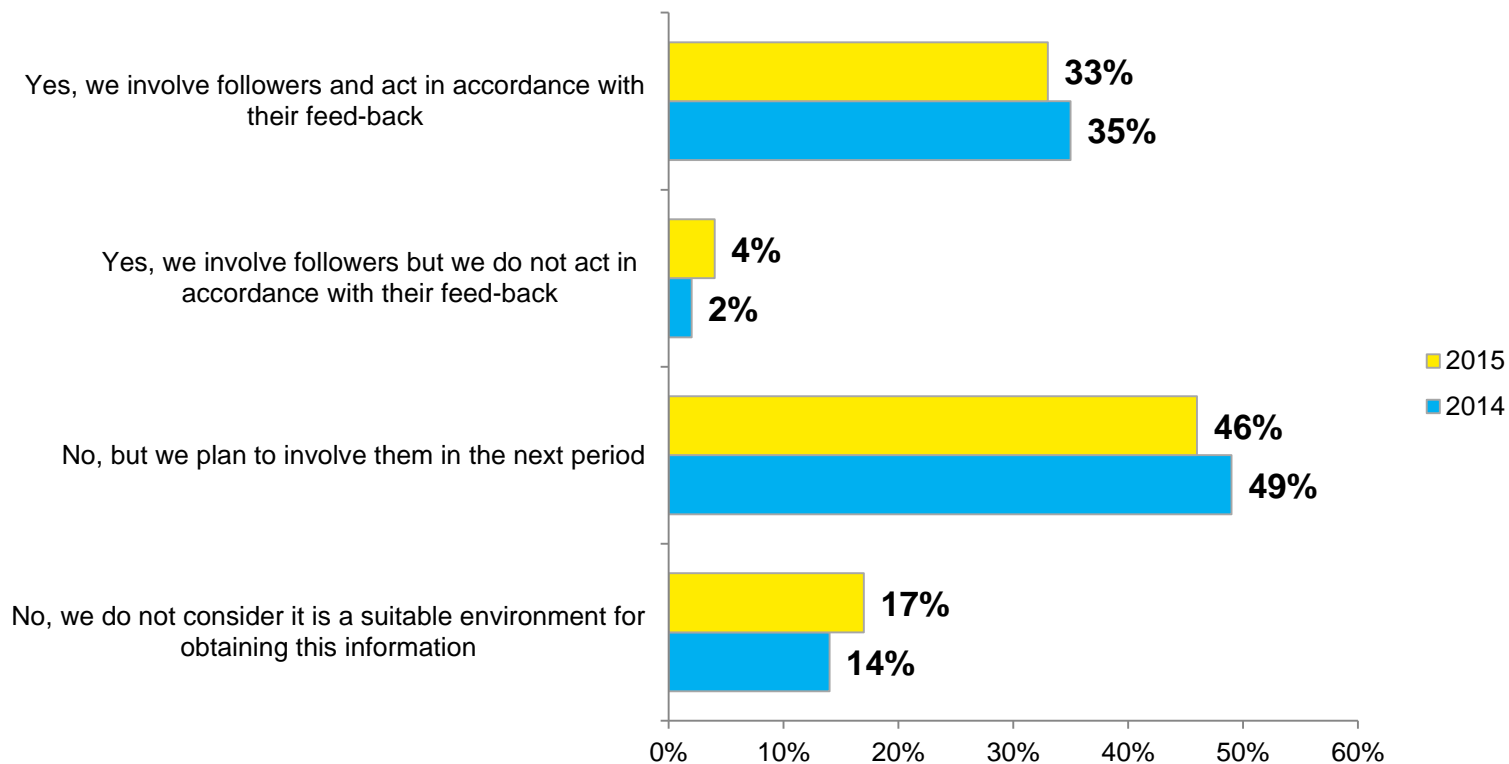
By industry sector of the respondent companies



Total answers: 145
 Skipped this question:124

The industries that use social networks the most for communicating information about the products and services are the following: tourism (100% of respondents), retail & wholesale (90%), and companies from advertising and media services industry (65%). Tourism industry scores the highest regarding recruitment on social networks (50%), followed by finance and banking sector (44%) and IT&C (37%).

Do you ask followers on social networks about what they expect from your products/services? (single answer)

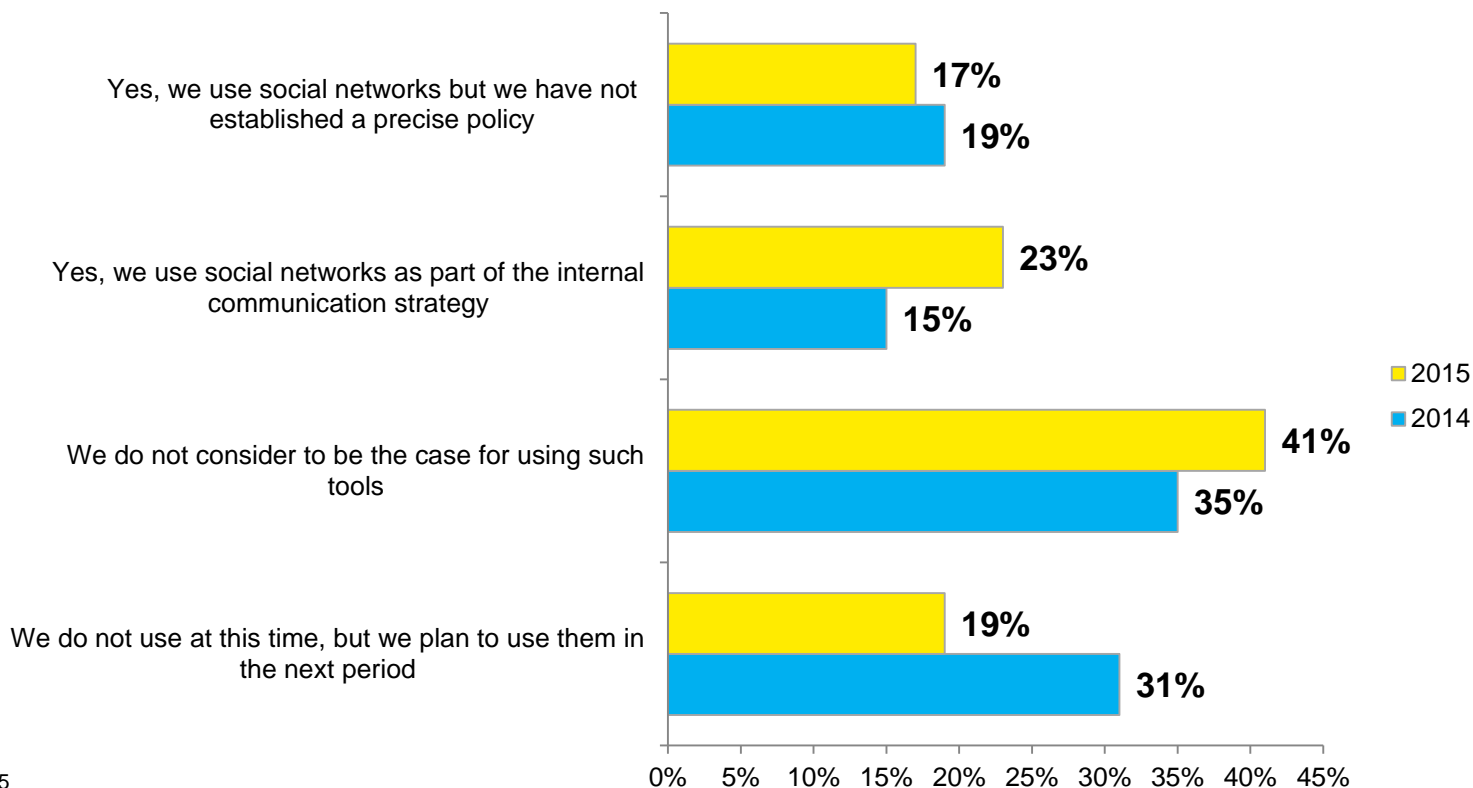


Total answers: 145
Skipped this question: 124

Although 17% of companies say they do not ask followers on social networks regarding their requirements for the products and services offered (+3% compared to the previous year), 33% say they involve their followers and act upon their feedback. The majority of the respondents intend to consider the opinion of customers on social networks in the future, thus confirming the trend whereby companies wish to normalize their relationship with social consumers who form their buying decisions in the online environment.

Q14

Do you use the communication through social networks to interact with your employees? (tools such as portals, forums, blogs) (single answer)

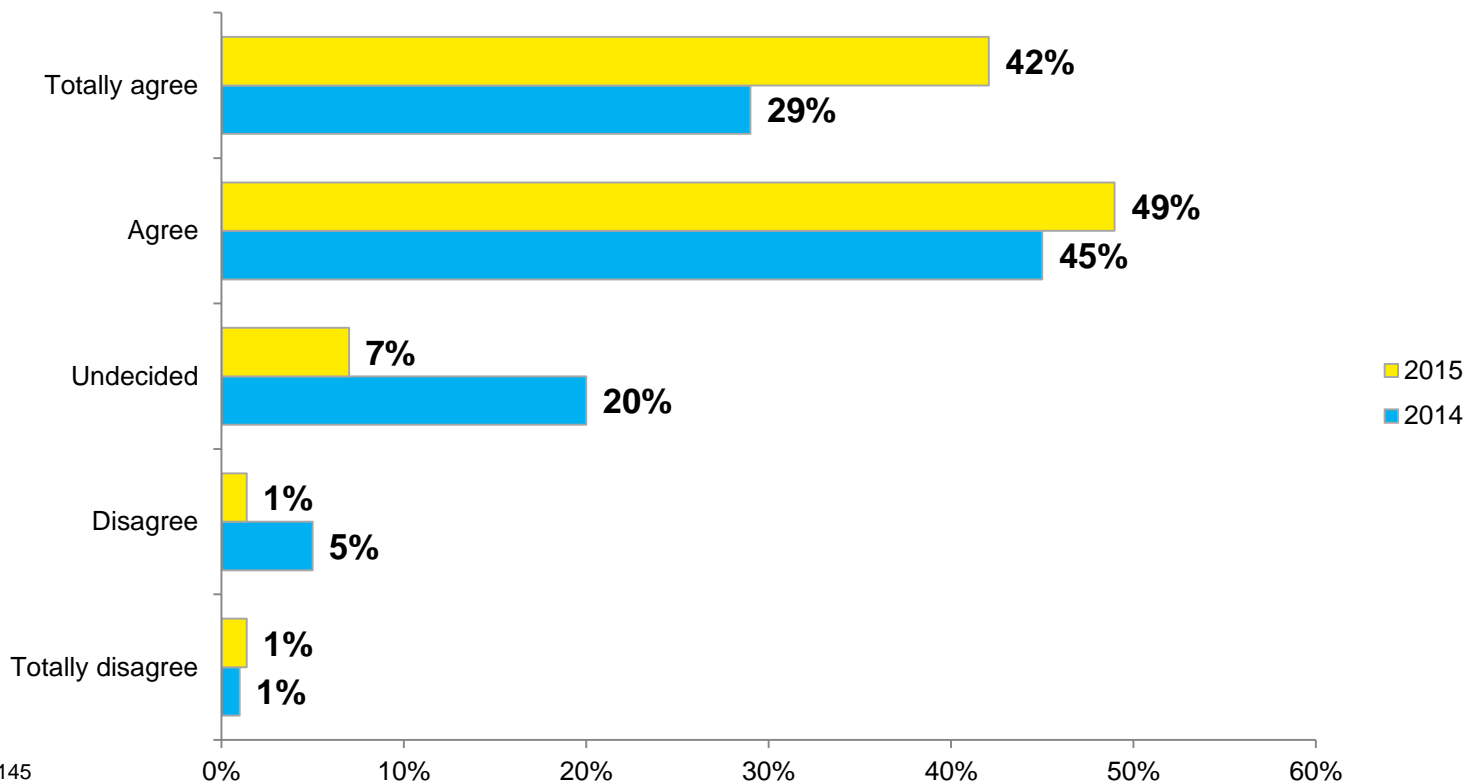


Total answers: 145
Skipped this question: 124

Using social media for interaction with employees shows polarized results. On the one hand, 23% of respondents say they use communication through social networks to interact with the employees, on increase by 8% compared to 2014. On the other hand, 41% of respondents say they do not consider it is the case to use social media platforms for this purpose, representing an increase by 6% compared to 2014.

Q15

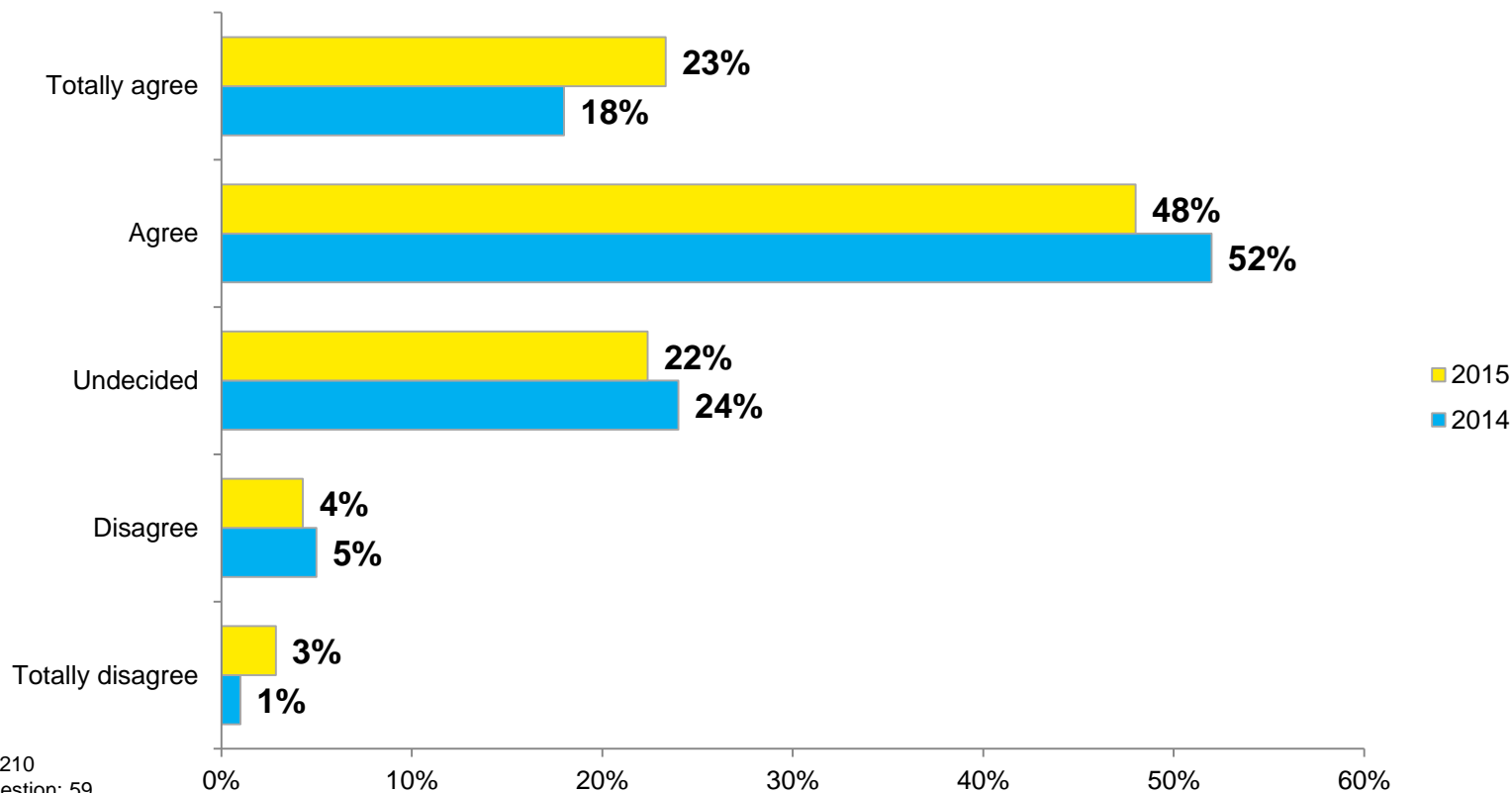
Do you think that companies which use social networks have a competitive advantage in comparison to the companies who don't? (single answer)



Total answers: 145
 Skipped this questions: 124

The results of 2015 edition show a major increase, from 29% in 2014 to 42% in 2015, of those who *“totally agree”* that the using social networks to interact with the clients brings a competitive advantage. In total, 91% responded positively to this question, and the rate of disagreement dropped to only 2% in 2015 compared to 6% in 2014. This result confirms the need to consider the online environment in a planned and strategic manner, coordinated at the company level.

Do you think marketing via social networks is effective? (single answer)



71% of the companies in Romania “*totally agree*” and “*agree*” that the marketing on social networks is efficient. The rate of respondents who “*totally agree*” has increased from 18% in 2014 to 23% in 2015. The results reveal a better calibration of online marketing projects towards achieving business objectives and also a more accurate adjustment of management expectations regarding the use of the online channels.

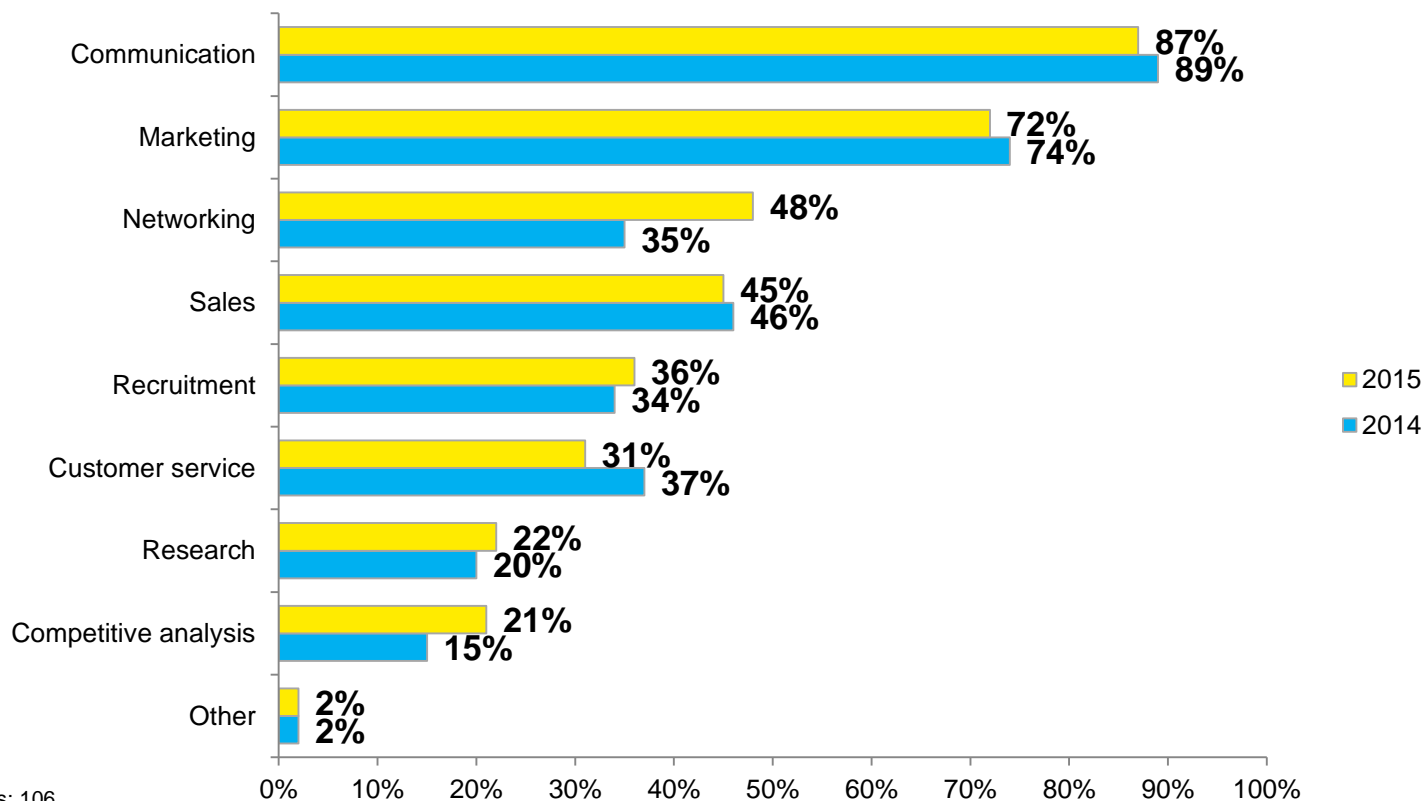
Section 5

Areas where social networks are used in the Romanian business environment, allocated budgets and benefits obtained by companies



Q17.1

For which of the following areas do you use social networks within the company you work for? (multiple answers)

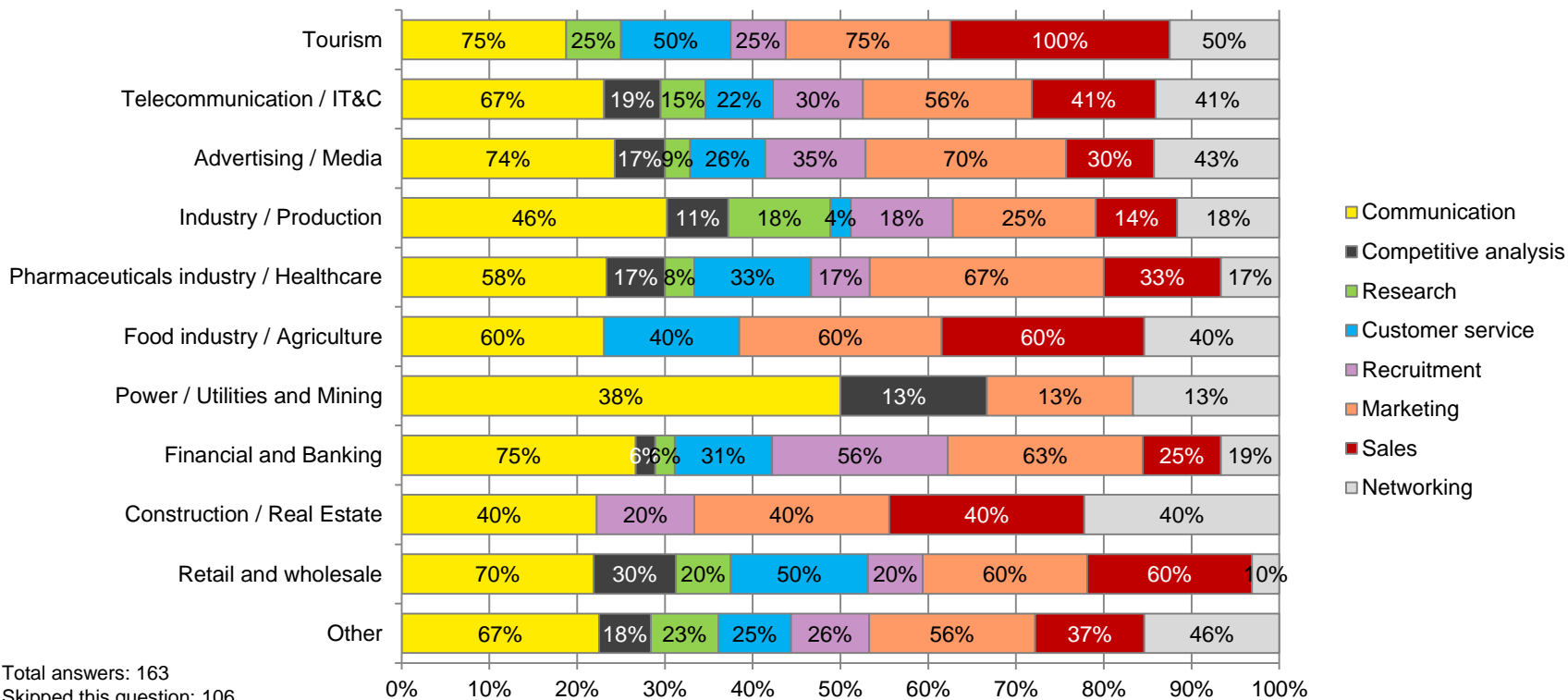


In general, the areas where companies use the social networks remain the same. The predominant use is in marketing and communication. Significant increases come from respondents who use social media for networking purposes (+13% in 2015 vs +6% in 2014). There is an increased number of companies using social media for recruitment (36% in 2015 compared to 34% in 2014). Some declines are in sales (-1%) and client service (-6%) areas.

Q17.2

For which of the following areas do you use social networks within the company you work for? (multiple answers)

By industry sector of the respondent companies

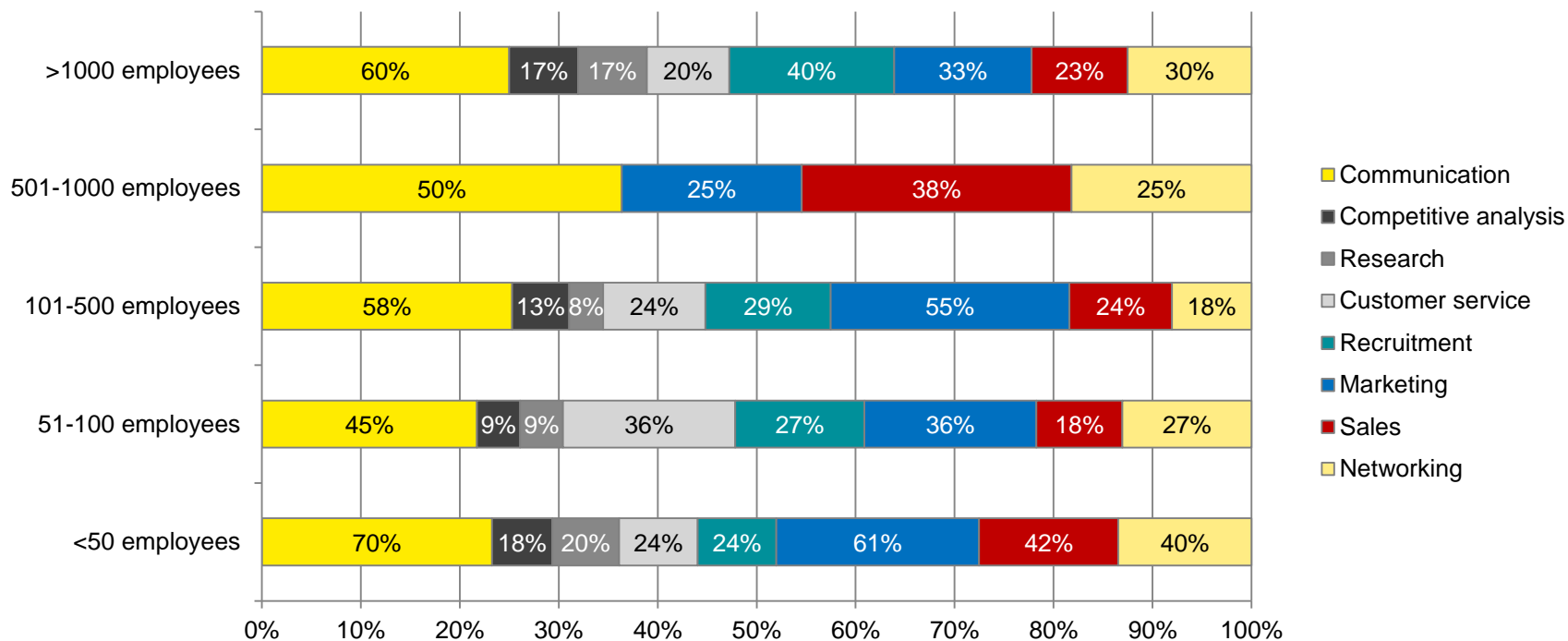


Although communication is the main area of social networks use regardless of industry, the aim of selling through social media appears especially for the companies in tourism (100% of respondents), followed by companies in retail & wholesale industry and food industry/agriculture (60% of respondents each). 56% of respondents in banking and financial industry use social networks for recruitment, followed by companies in advertising/media (35% of respondents) and IT&C industry (30% of respondents).

Q17.3

For which of the following areas do you use social networks within the company you work for? (multiple answers)

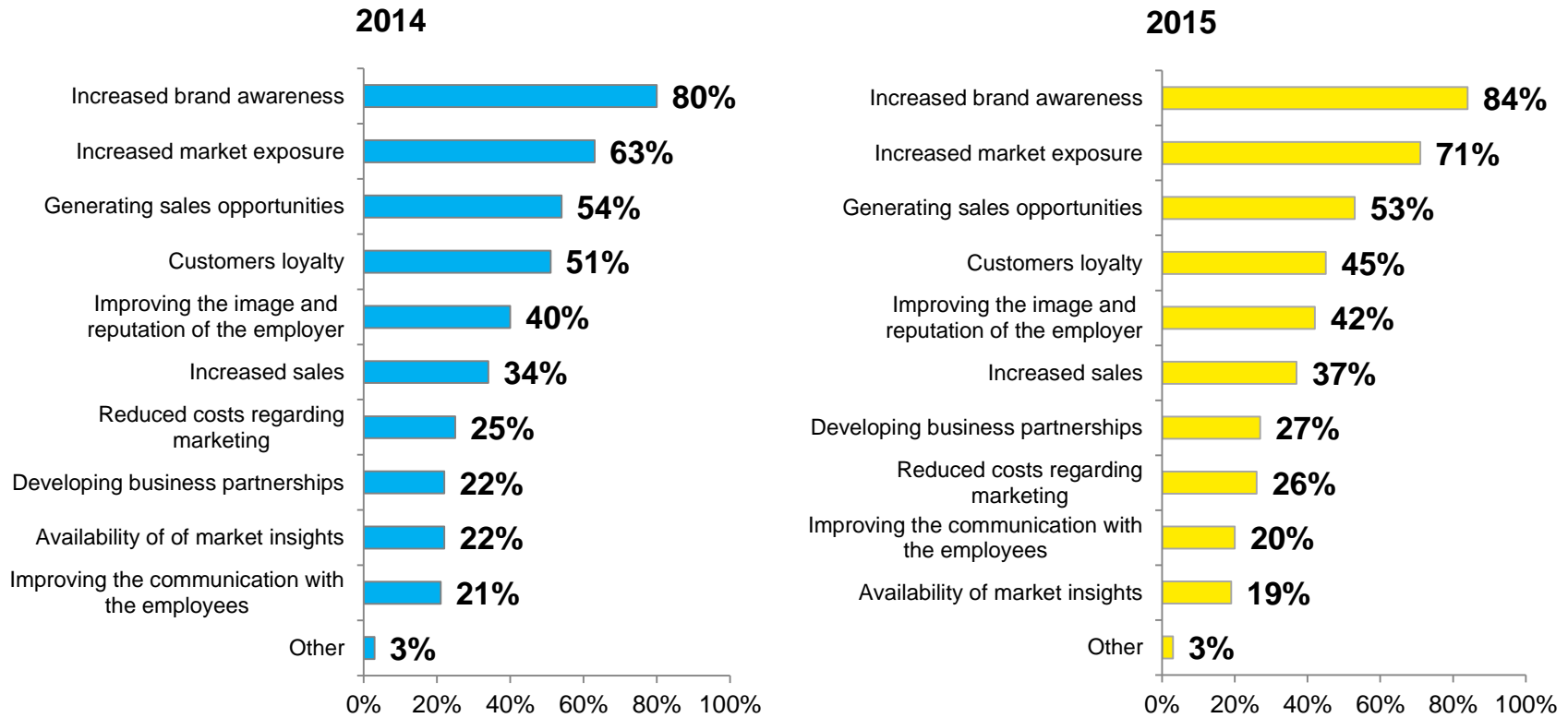
By the number of employees of the respondent companies



Total answers: 163
 Skipped this question: 106

The use of social networks for selling purpose is encountered primarily in small companies, under 50 employees (42% of respondents) and in companies with 501-1000 employees (38% of respondents). The companies with more than 1000 employees report the largest number of respondents using social networks for recruitment purposes. Regardless of company size, social networks are used specifically for communication and marketing.

What benefits does the use of social networks bring you? (multiple answers)

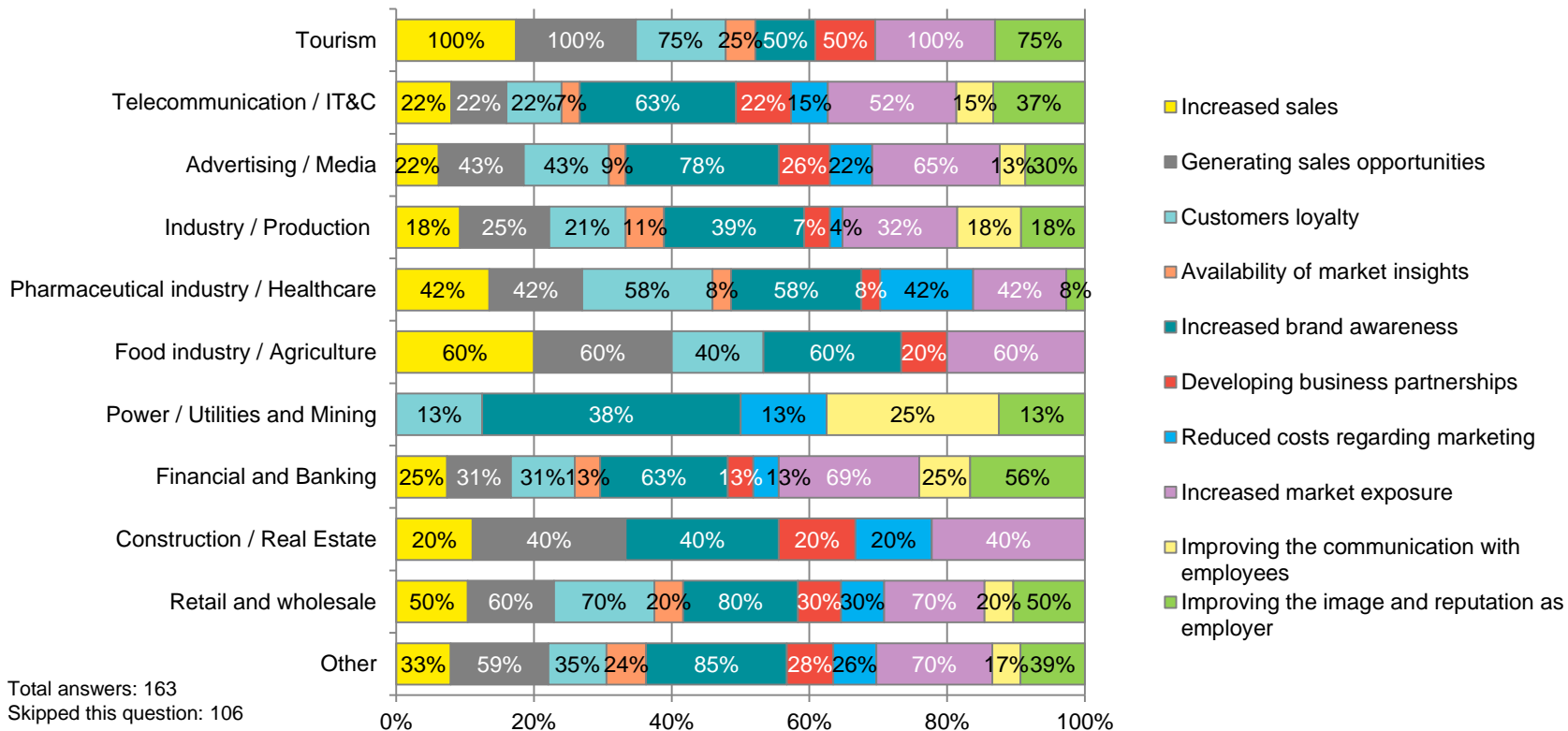


Total answers: 163
Skipped this question: 106

Increasing awareness and exposure to the market are the most important benefits of social networks; 53% of respondents say that using social media generated sales opportunities and 37% of respondents had an actual increase in sales (+3% compared to 2014). Although on decrease compared to previous year, nearly half of respondents indicate customer loyalty as a benefit obtained by using social networks.

What benefits does the use of social networks bring you? (multiple answers)

By industry sector of the respondent companies

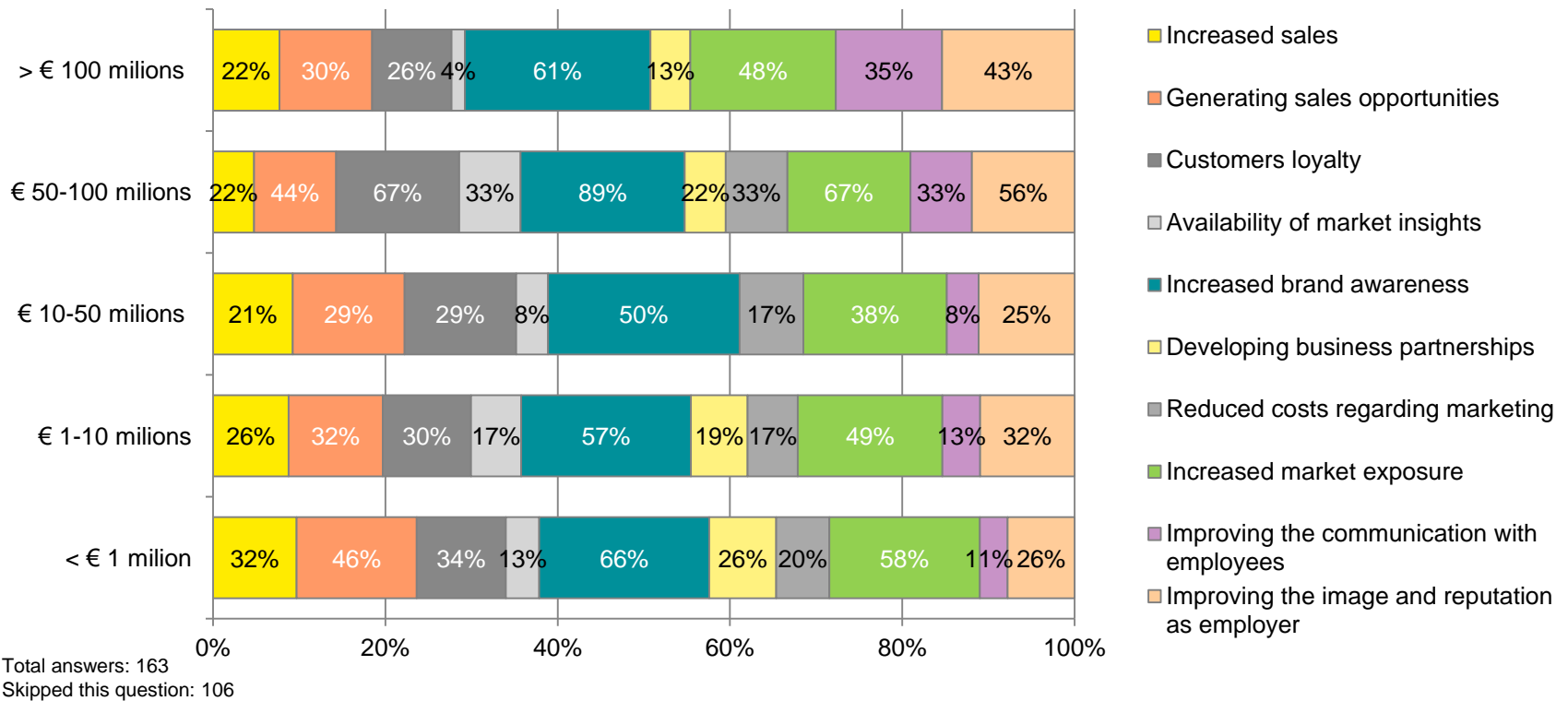


The top three industries that report increased sales through social networks are tourism (100%), food (60%) and retail & wholesale trade (50% of respondents). The respondents from tourism industry are reporting customer loyalty as a benefit, which is also reported by companies in retail and wholesale (70%), as well as in pharmaceutical industry (58%). 75% of respondents from tourism appreciate as positive the impact of social media on employer branding, followed by banking and financial industry (56%) and retail & wholesale industry (50%).

Q18.3

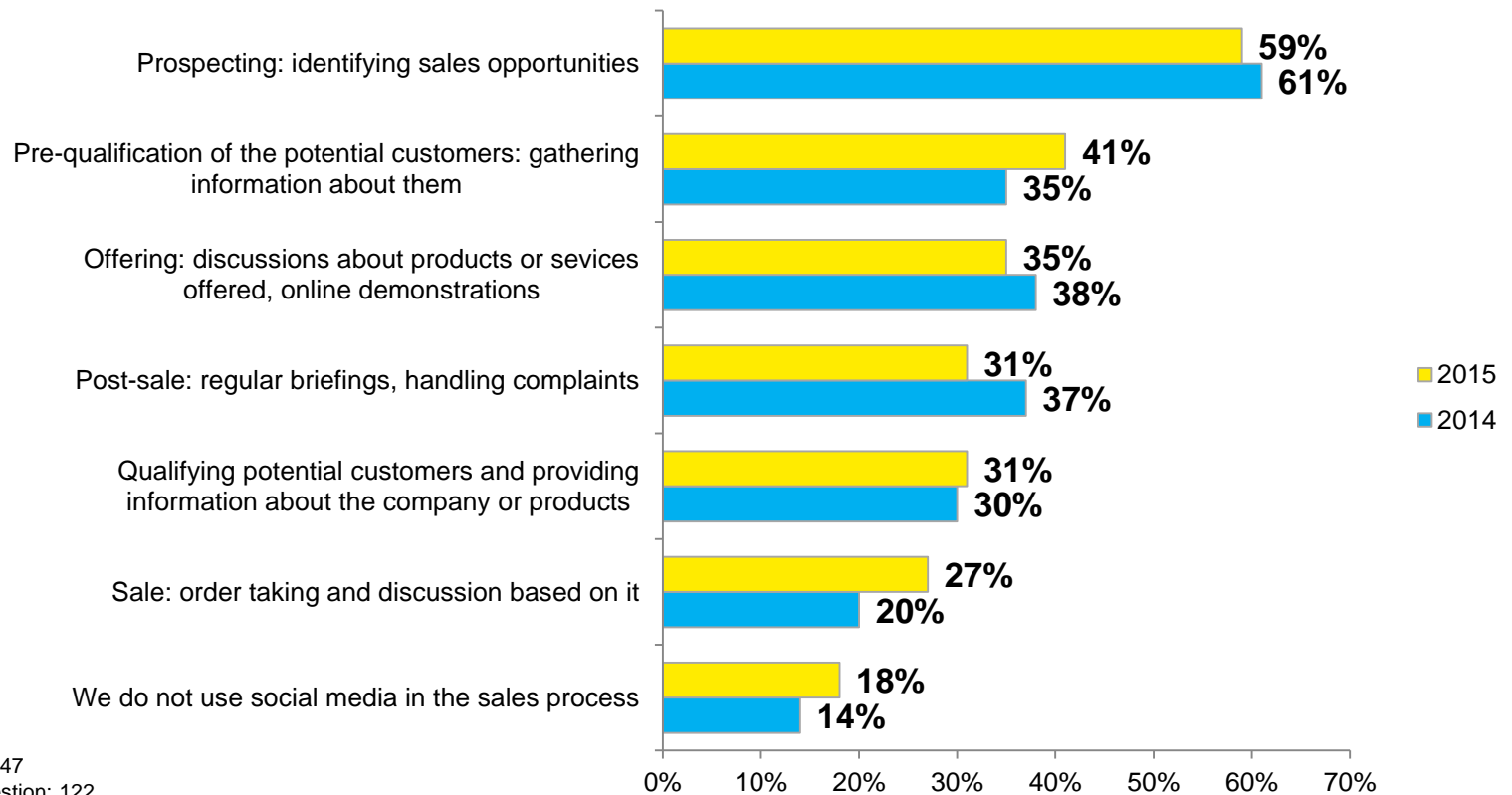
What benefits does the use of social networks bring you? (multiple answers)

By the turnover of the respondent companies



Social networks are perceived by all companies, regardless of size, as an alternative environment for increasing awareness and market exposure. Small size companies appreciate more the positive impact on sales, reporting that social networks are more effective than any other traditional marketing channels. As companies grow larger, they appreciate more the impact of social media in building employer branding. The same correlation is noted in using social media for internal communication improvement (43% of respondents in large companies, compared to only 26% of respondents in small size companies).

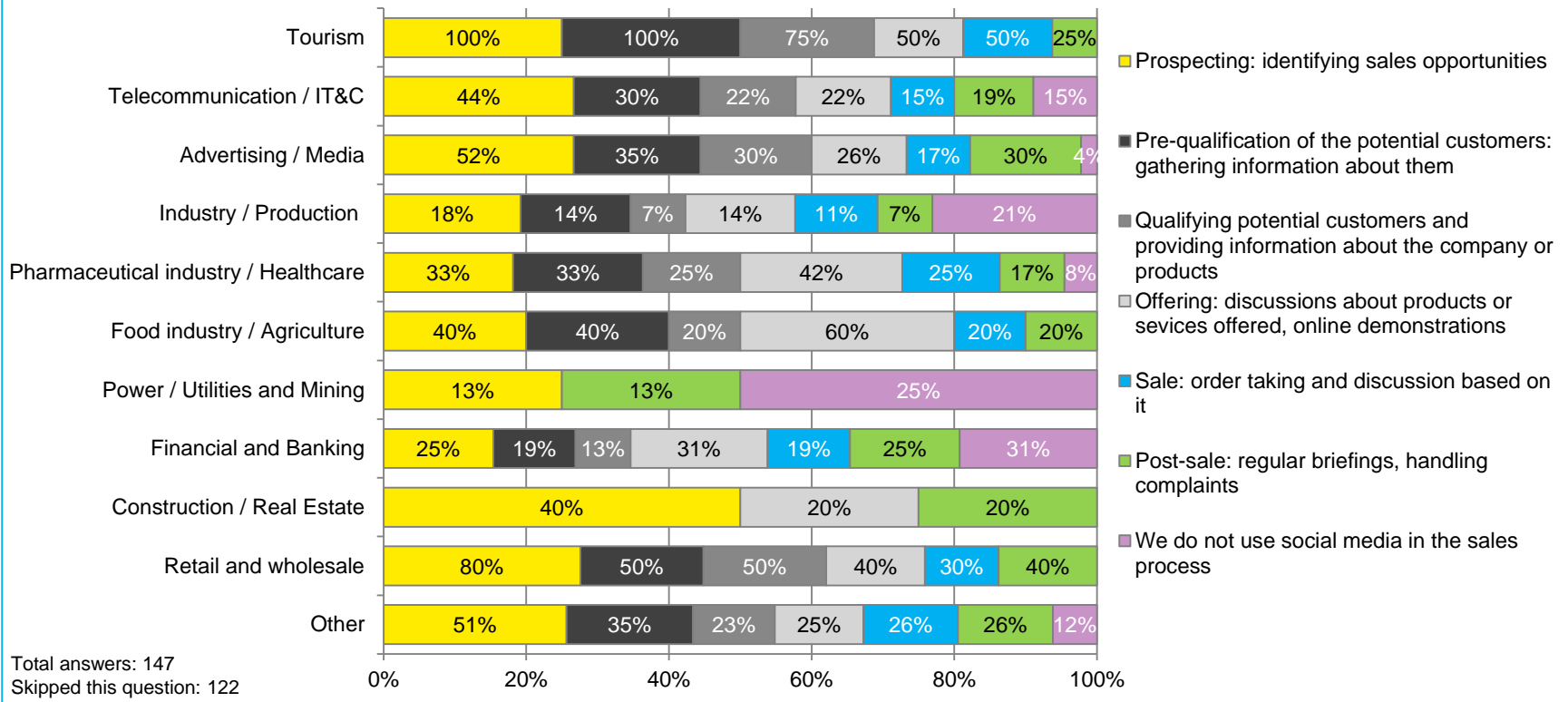
What stage of the sales process do you influence through social networks? (multiple answers)



59% of respondents say they influence prospecting and identifying sales opportunities through social networks, 41% say they can pre-qualify the opportunities by collecting information and 35% can support online offering through online chats/discussions and demonstrations about products or services offered. In contrast, 18% of the companies say they do not use social networks in the process of selling, a higher percentage compared to 2014.

What stage of the sales process do you consider to influence through social networks? (multiple answers)

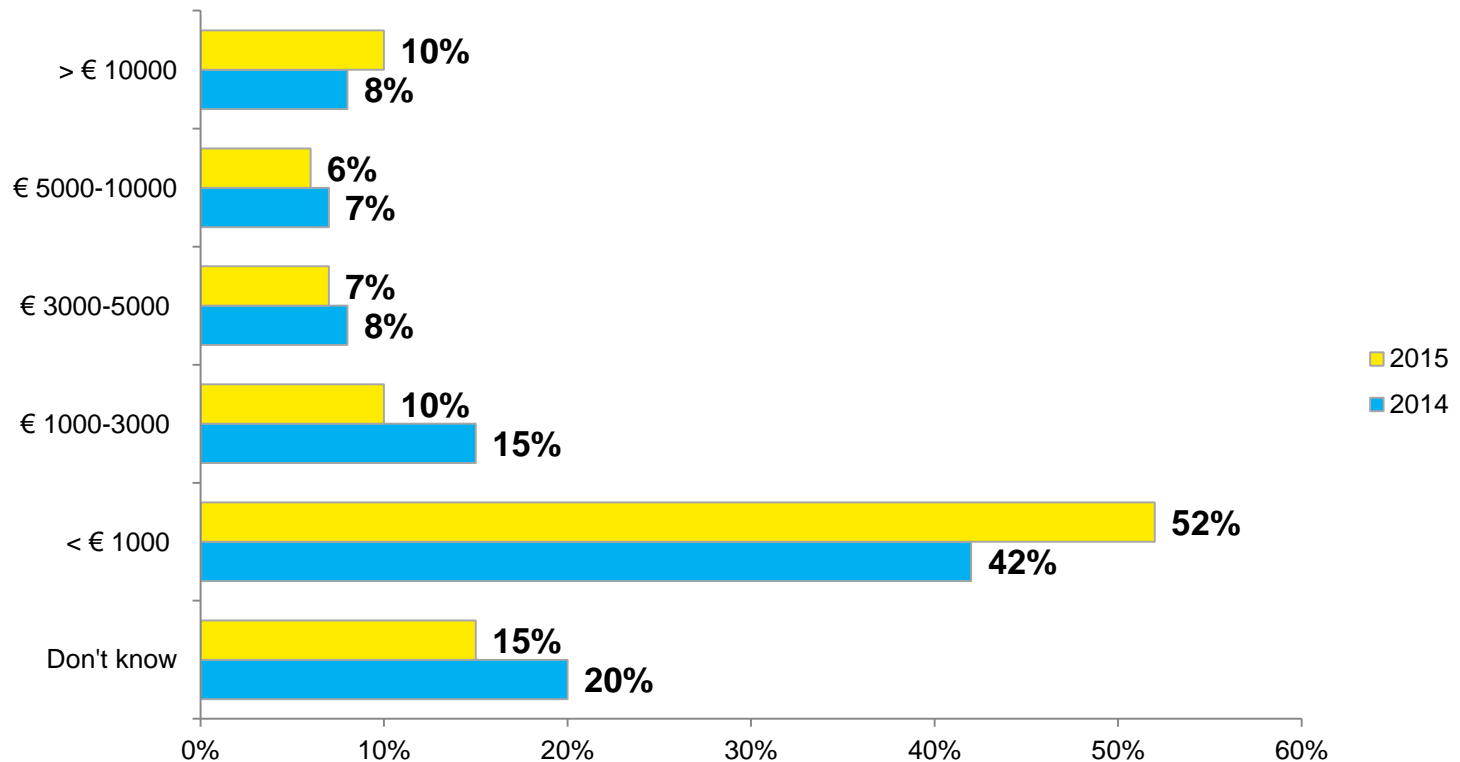
By industry sector of the respondent companies



Collecting information through social networks is carried out especially in tourism (100% of respondents), retail & wholesale (50%), and food industry (40%). Offering and selling online are completely missing from energy companies, utilities and mining. Industries that use social media for the sale purpose are: tourism (100%), retail & wholesale trade (30%), and pharmaceutical industry (25%).

Q20.1

What is the budget you invested in the promotion through social networks in the past year? (single answer)

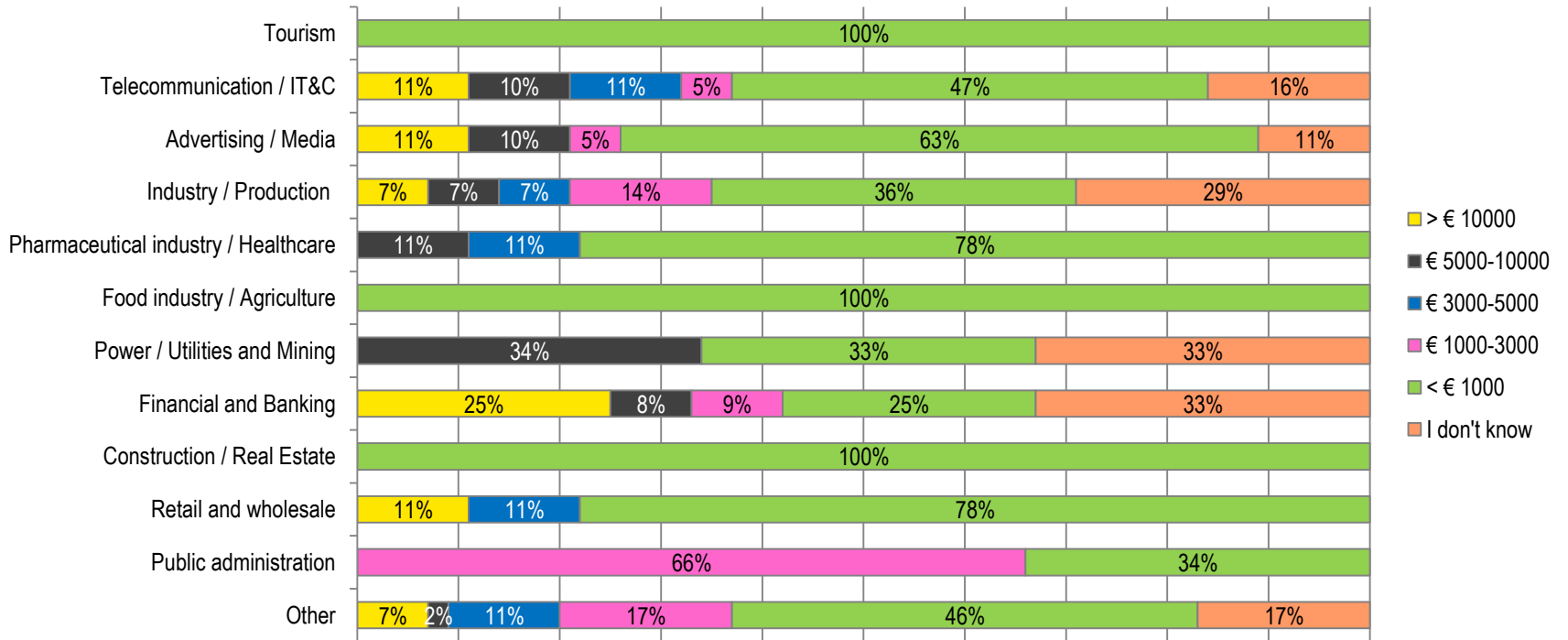


Total answers: 147
 Skipped this question: 122

52% of respondents invested less than EUR 1000 in promotion through social networks in the past year, 10% invested between EUR 1000 and EUR 3000, while 23% invested more than EUR 3000. A significant percentage (15%) of respondents say they do not know whether their companies invested in promoting their company through social media in the past year.

What is the budget you invested in the promotion through social networks in the past year? (single answer)

By industry sector of the respondent companies

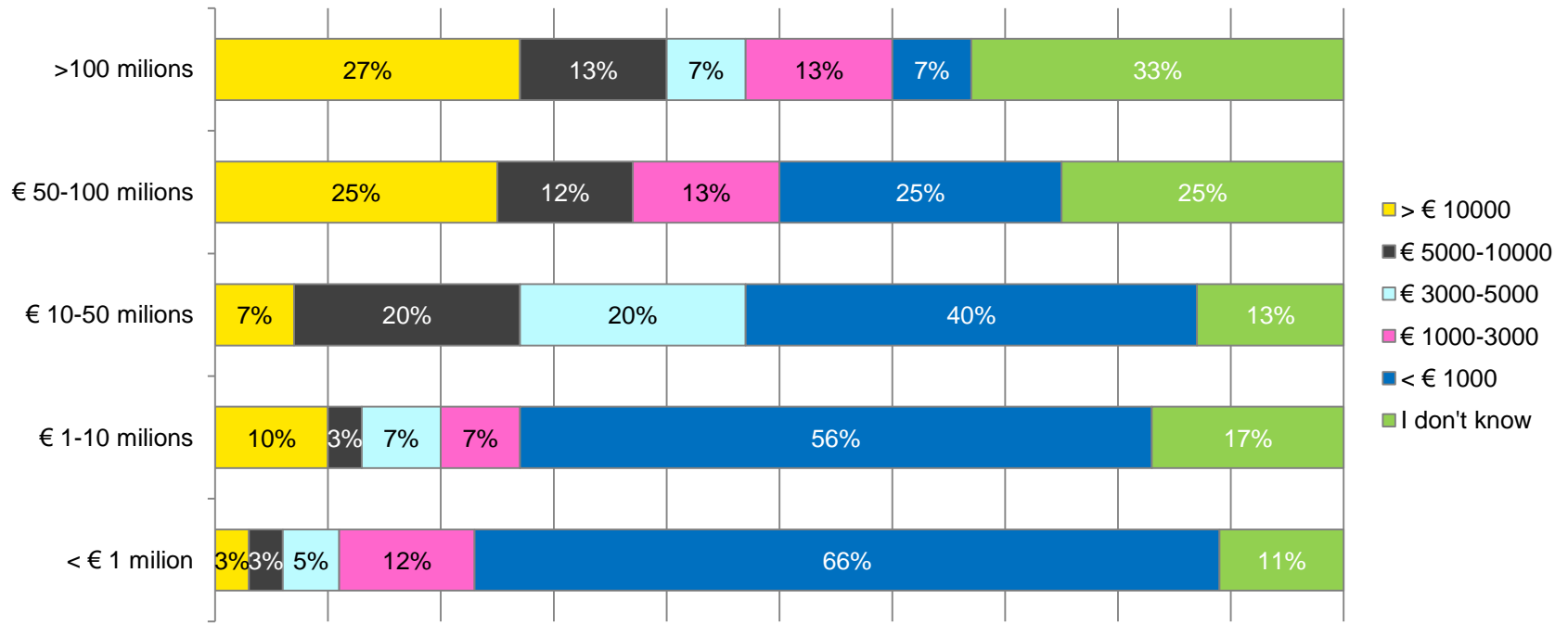


Total answers: 147
Skipped this question: 122

The largest budgets, of over EUR 10,000 per year, are allocated by the banking and financial services industry (25% of respondents), retail & wholesale, IT&C, and advertising/media sectors (11% each), as well as by companies in production sector (7% of respondents). At the same time, 33% of respondents from banking and financial services and energy/utilities industry say they do not know what was the budget invested in the promotion on social networks, which supports the idea of budgets being shared across multiple departments..

What is the budget you invested in the promotion through social networks in the past year? (single answer)

By the turnover of the respondent companies

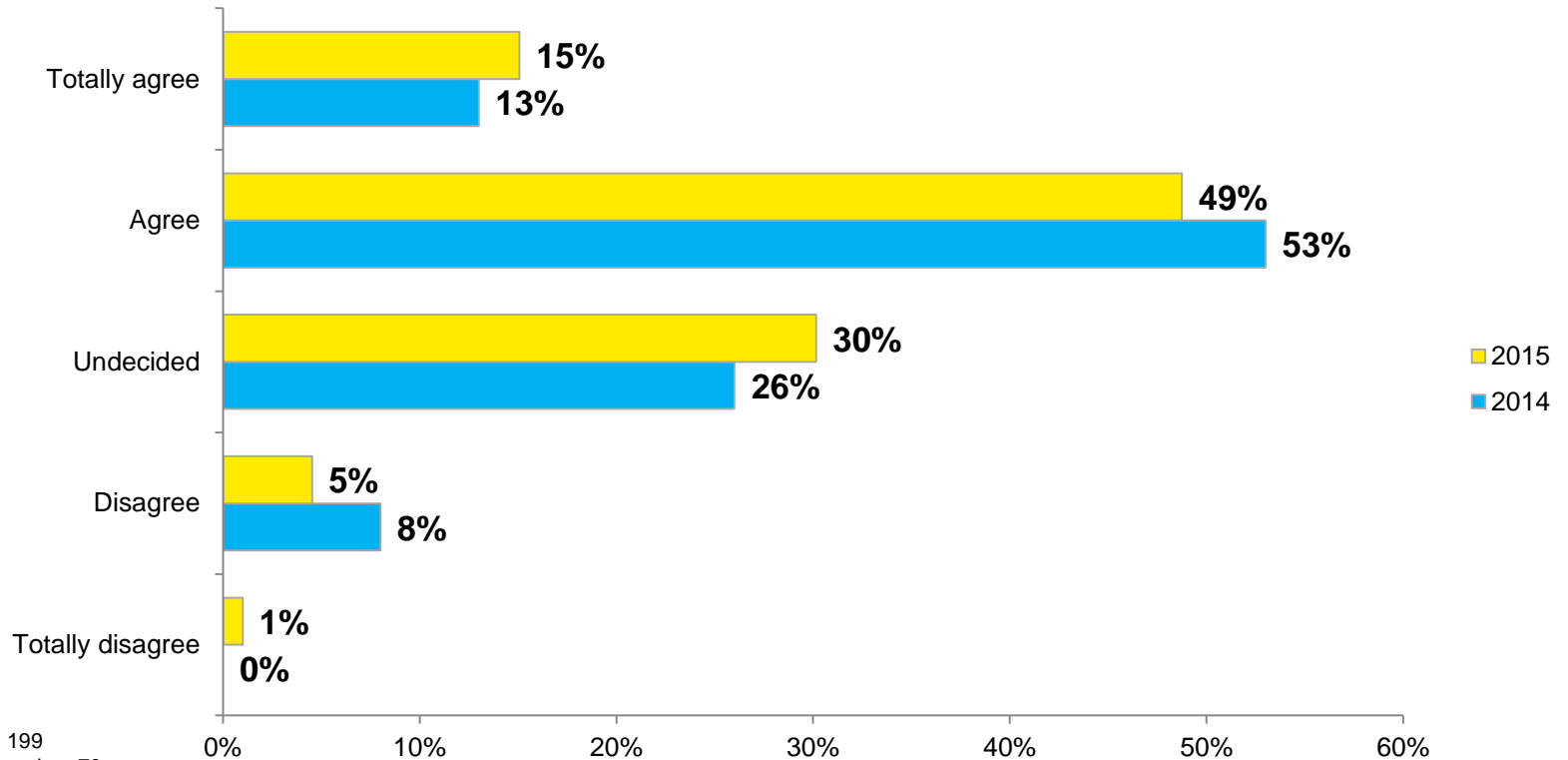


Total answers: 147
 Skipped this question: 122

The number of respondents who can not estimate the size of the invested budget in the promotion on social media increases as the size of the companies gets larger. This result emphasizes the idea that in the large companies, promotion through social networks is an organization-wide strategy, and budgets are shared across multiple departments. Large budgets, of over EUR 10,000 per year, are invested by organizations with over EUR 50 million turnover and hundreds of employees.

Q21.1

Do you think that generating sales opportunities through social media is effective? (single answer)

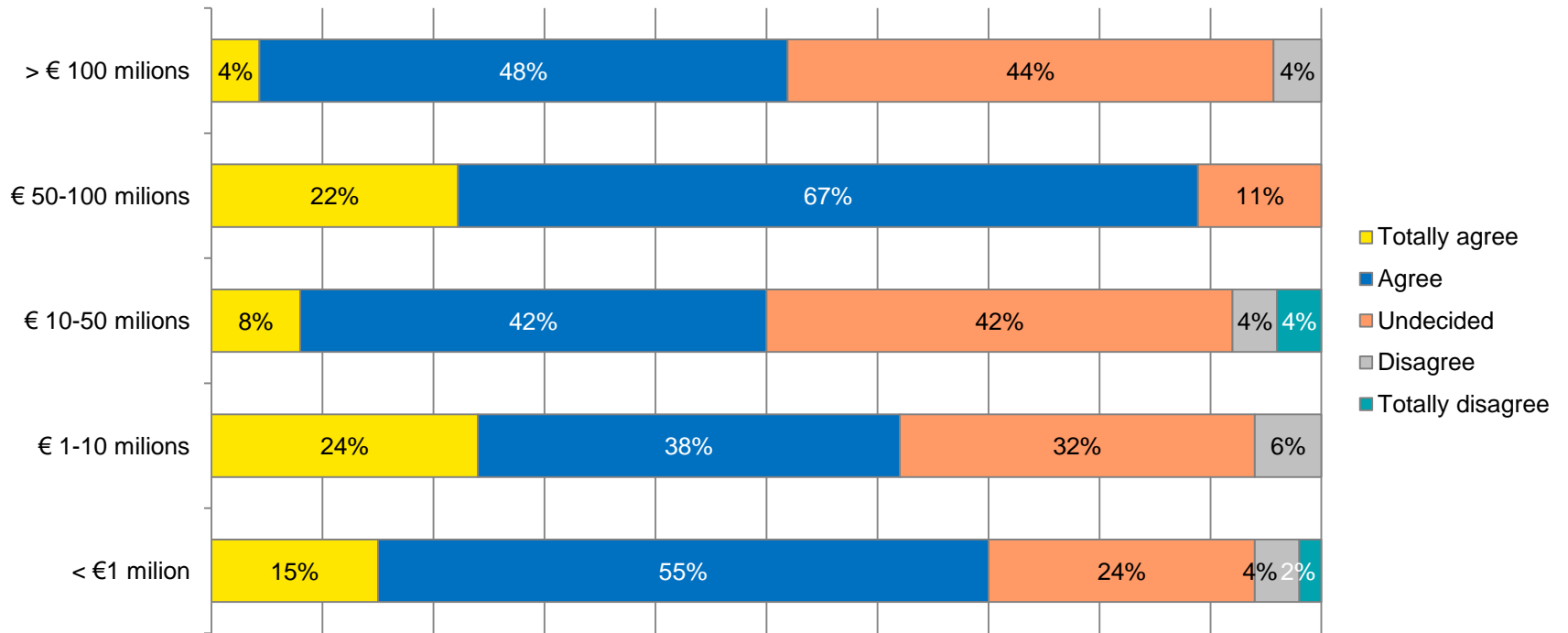


Total answers: 199
 Skipped this question: 70

64% of respondents *agree* with the statement that generating sales opportunities on social networks is an effective approach, but 30% are undecided on this. Significant lower percentages are recorded for those who disagree that generating sales opportunities is effective on social networks.

Do you think that generating sales opportunities through social media is effective? (single answer)

By the turnover of the respondent companies

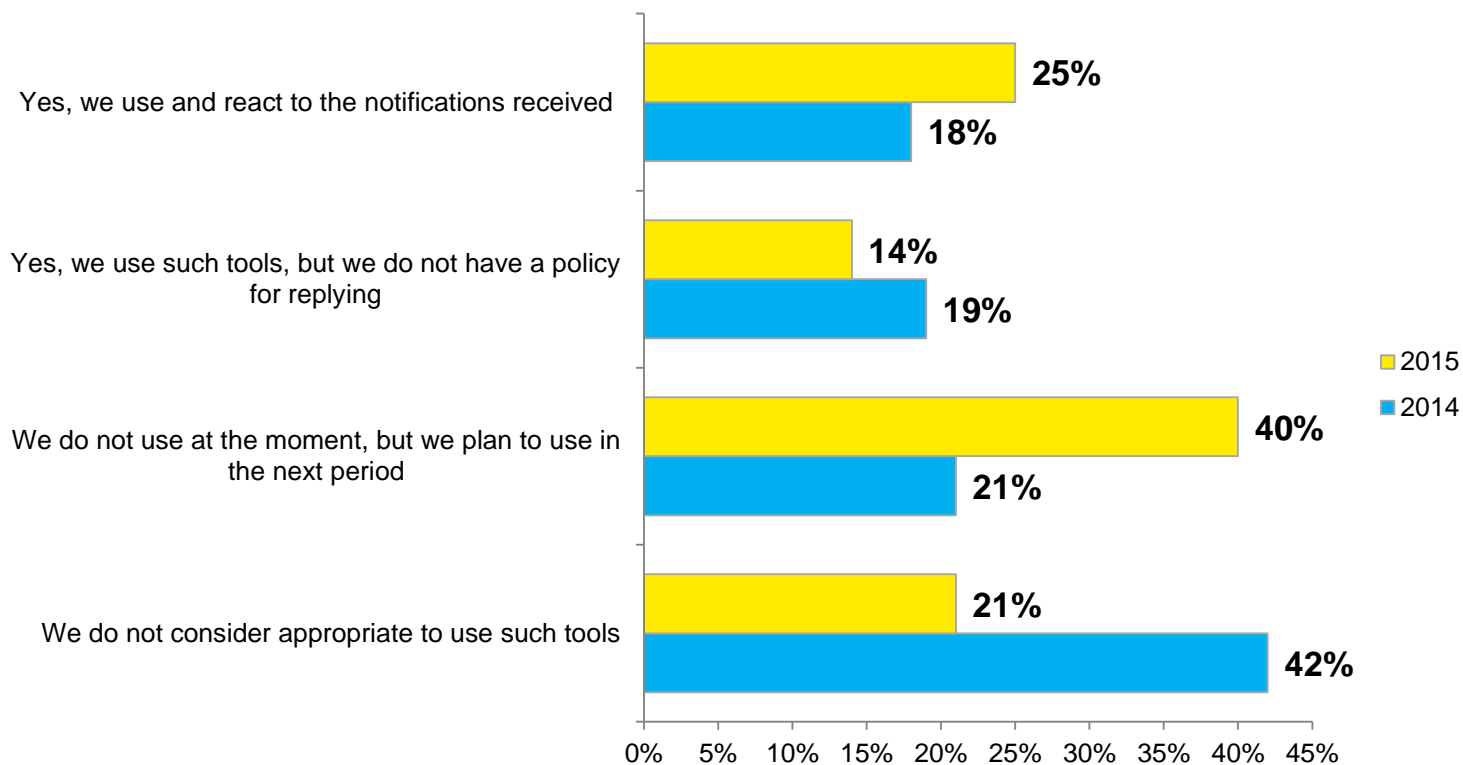


Total answers: 199
 Skipped this question: 70

Companies with turnover between EUR 50-100 million indicate the highest efficiency in generating sales opportunities. High efficiency in sales is reported by small size companies, with turnover of up to EUR 10 million, for which social channels are the most effective method of attracting potential clients.

Q22.1

Do you use monitoring / "listening" tools for social networks to find out what is being said about your company/products? (single answer)

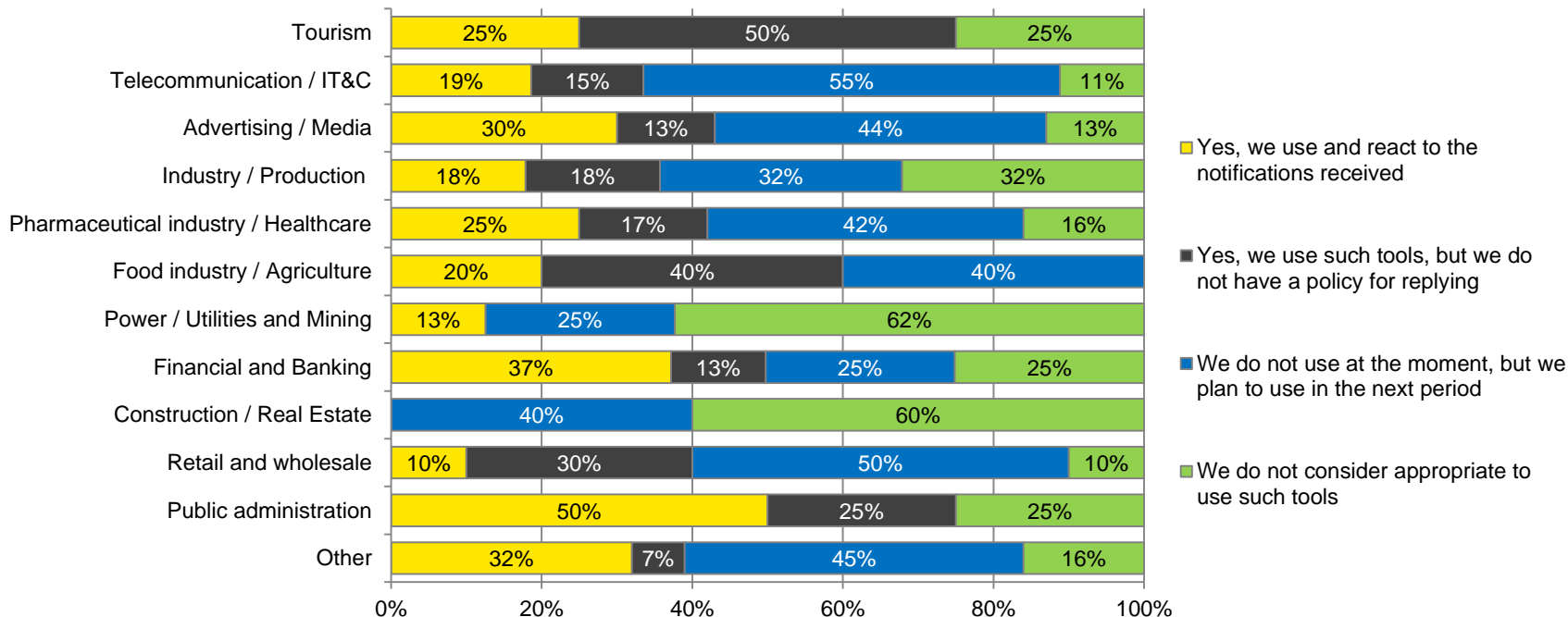


Total answers: 199
Skipped this question: 70

Of those 39% respondents who say that use monitoring tools for social networks to find out what is being said about their company or the company's products, 25% react to the notifications received, and 14% say that do not have a response policy in this regard. It is noteworthy the increase from 21% in 2014 to 40% in 2015 of those who are eager to implement such tools, but also the sharp decline with 21% compared to 2014, of those who say that do not consider it appropriate to use social listening tools.

Do you use monitoring / "listening" tools for social networks to find out what is being said about your company/products? (single answer)

By industry sector of the respondent companies



Total answers: 199
 Skipped this question: 70

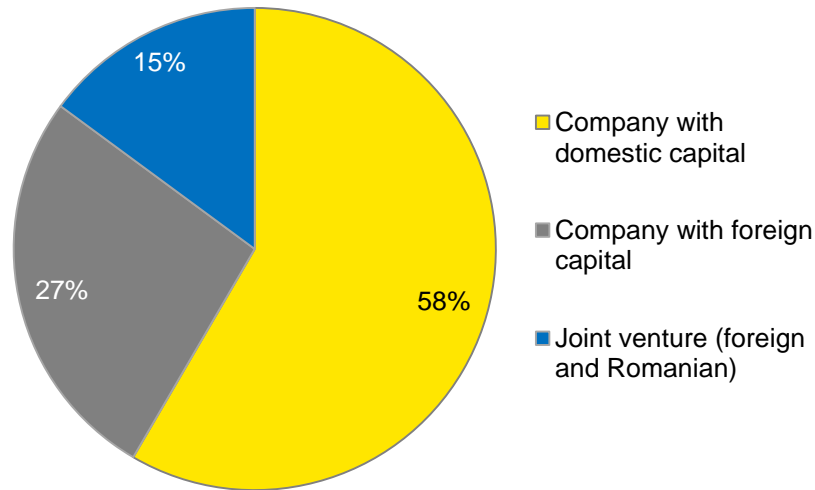
From the perspective of the sectorial analysis of the respondent companies it is easy to notice that the companies most connected to consumers' opinion expressed in social media are those in tourism. In the next period of time, the investments in implementing social listening tools will come from IT&C (55% of respondents), retail & wholesale (50%), advertising/media (44%), and pharmaceutical industry (42% of respondents).

Demographics

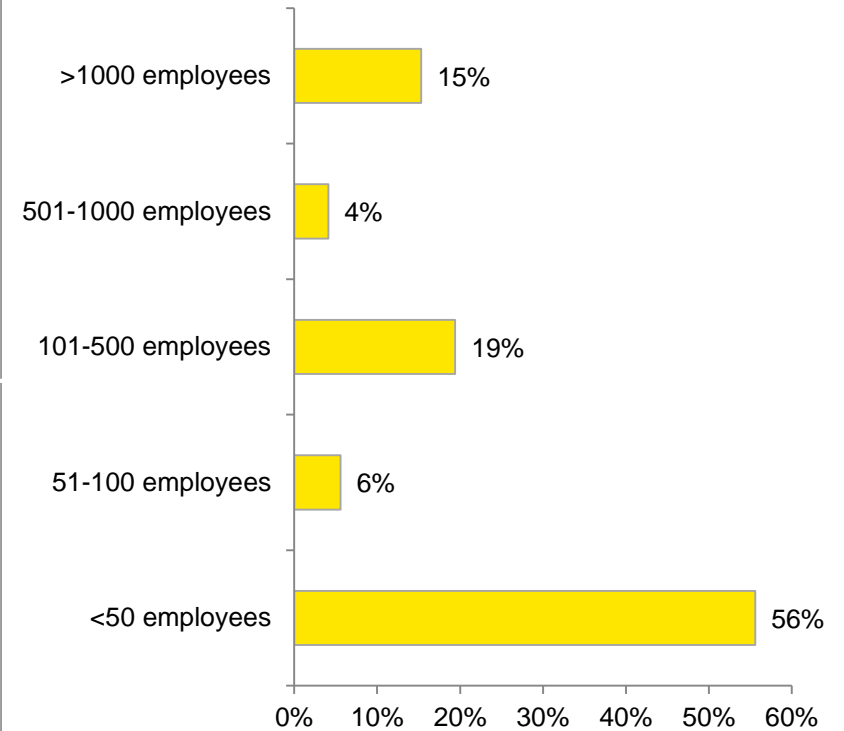
This report is based on a survey undertaken between 3 – 20 November 2015. The report analyses the answers of 270 respondents from the local de business environment.

Demographics

Romanian company (yes/no)

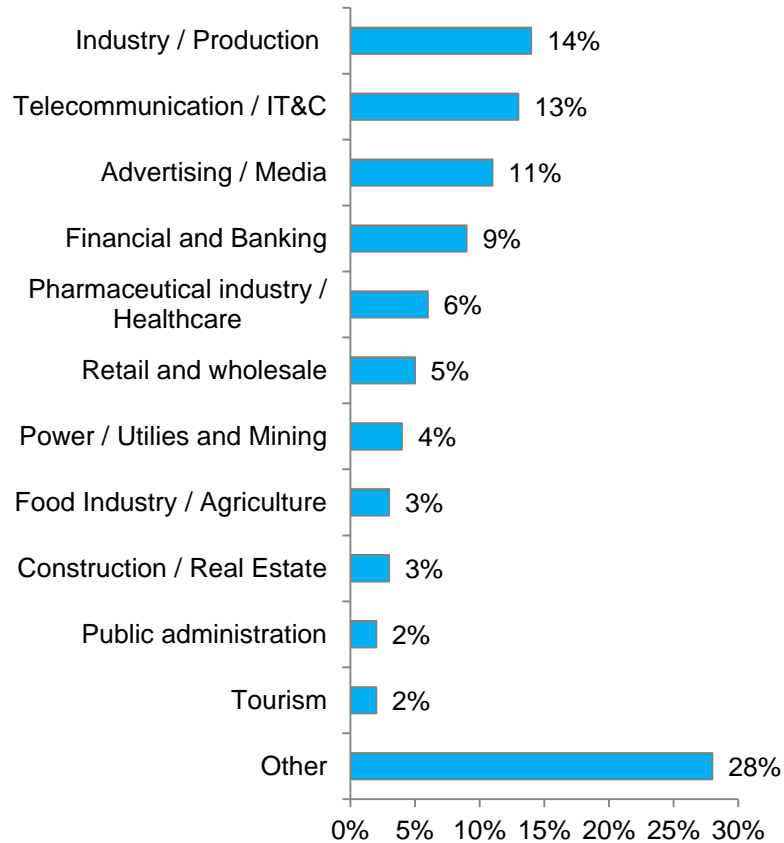


Number of employees for 2015

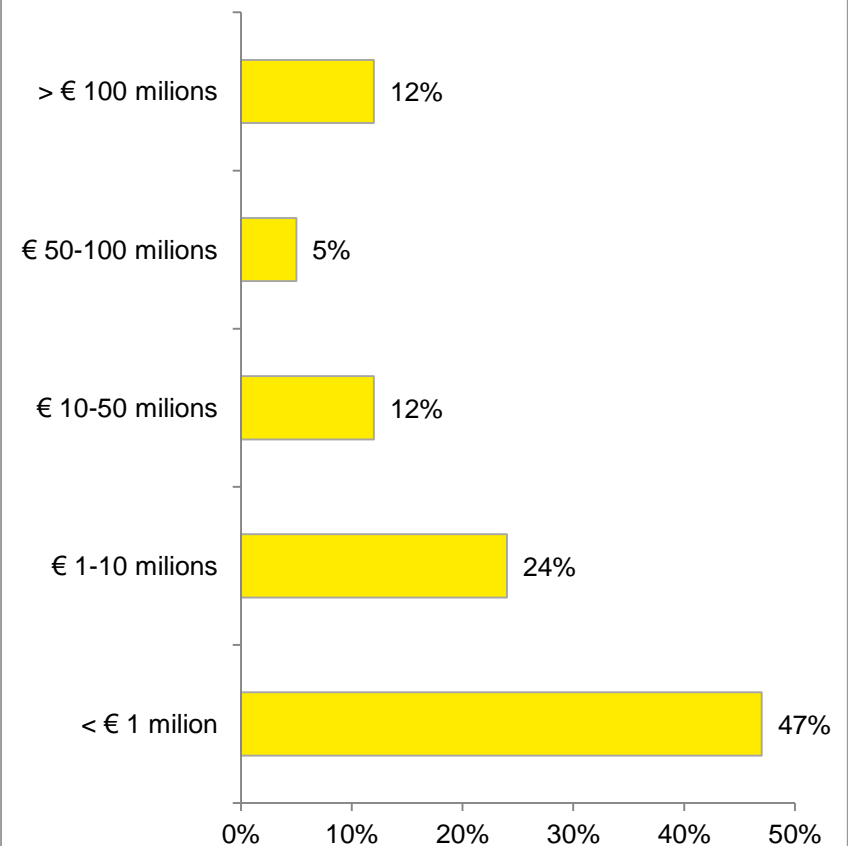


Demographics

Industry sector

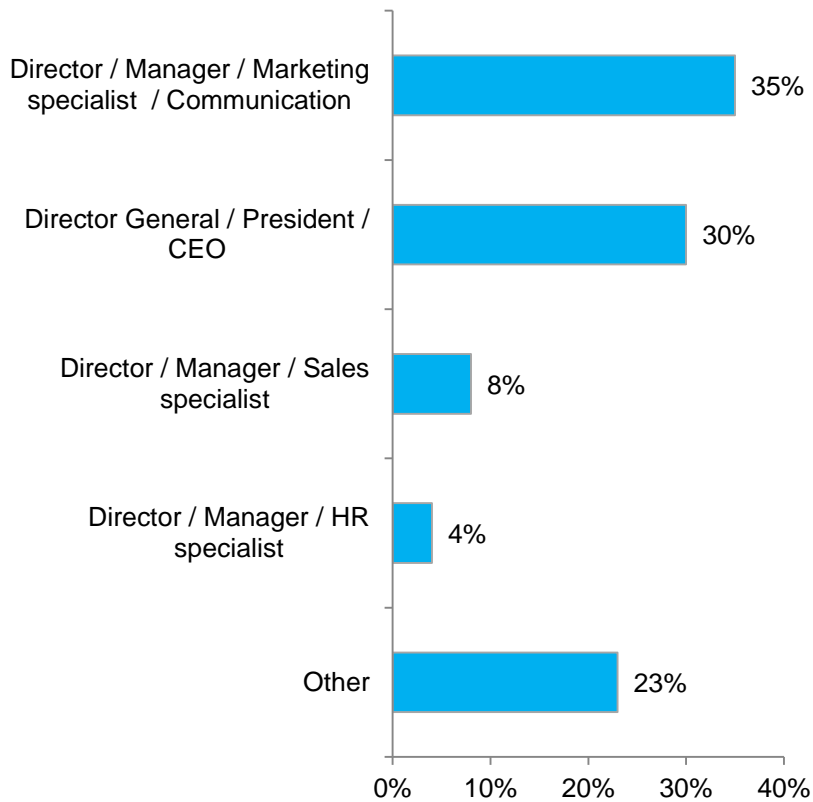


Turnover for 2015

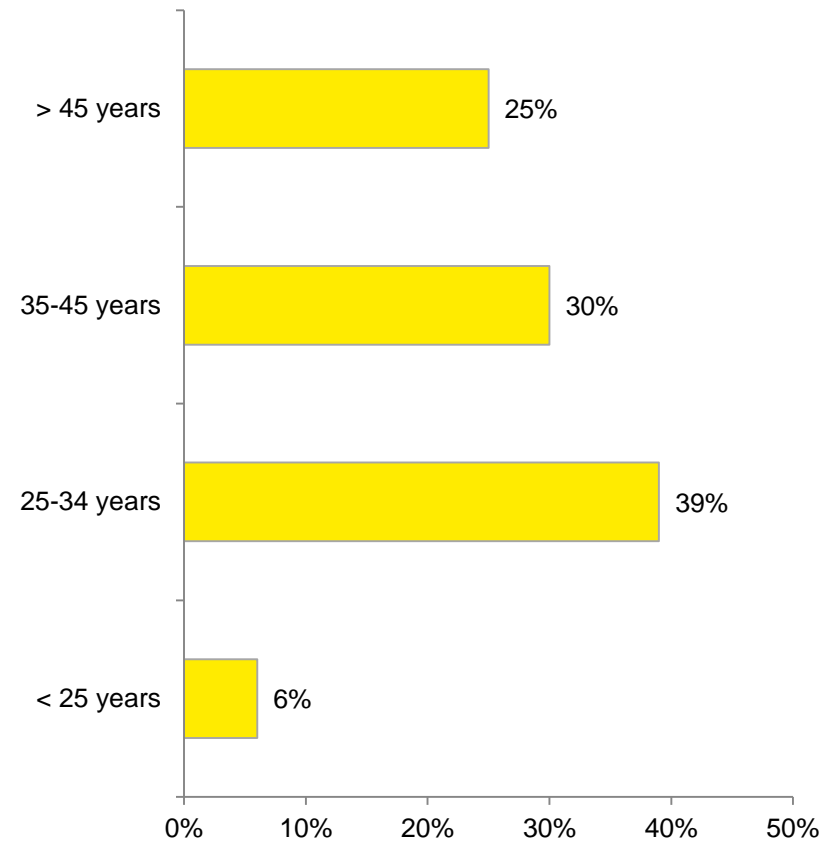


Demographics

Respondent business title



Respondent age



Authors' testimonials



Daniel Ionescu

Marketing Strategist

Modern marketing strategies have a strong brand-consumer relationship in digital. The impact of social networks crossed the limit of identification new selling opportunities long time ago. Social consumers have become the source of new ideas for product or service development, perfectly adapted to their needs. Using listening tools for social consumers in creating processes, promoting and delivering secures major competitive advantages that will quickly sideline introverted company anchored in “tradition”.



Constantin Măgdalina

Senior, Knowledge Management
EY Romania

Social media changes the consumer's relationship with the product and supplier. Nowadays the consumer claims the role of a partner in generating products/services models due to the experience they had if he/she cares about brand. Most easily accessible environment for consumer input, social media becomes an incubator of ideas for product development function of the companies. Beyond idea co-generation social media can also convert marketing activities into sales. The conversion rates of marketing and the relevance of sale vary by industry, but always strengthens the company's soft power.



Elena Badea

Director of Marketing
EY Romania

At its third edition, our study aims at identify the social media trends that are relevant to the Romanian business environment. We want to make available to marketing directors, as well as to the top executives, a relevant set of information that will facilitate their understanding of how companies in different industries from Romania evolve year on year in the use of social networks, both for corporate communication and building relationships, as well as for generating sales.

Project team



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We would like to thank all the respondents for their support in conducting this survey. We are delighted to see such a high interest in this topic and the prompt responses.

The present slide-deck is a study/quantitative analysis which aims to highlight trends related to the topic and advance working hypotheses to be validated by further extended market research, on representative samples. This material is accurate to the best of our knowledge at the time of writing. It has an informative purpose and therefore we recommend professional advice before taking any action.



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Annexes

Data under tabular form by industry sector
of the respondent company



What type of content do you offer to your followers? (multiple answers)

By the sector of the respondent companies

Industry	Information about the company: company history, testimonials of current clients, events	Job offers	Answer questions, suggestions, and complaints	Information about the company products and services	Information about campaigns, promotions and direct or indirect sales	Content that is not related to the company
Public administration	50%	25%	25%	25%	25%	0%
Retail and wholesale	50%	30%	50%	90%	80%	20%
Construction / Real Estate	20%	20%	20%	20%	20%	20%
Financial and Banking	50%	44%	50%	56%	44%	6%
Power / Utilities & Mining	38%	13%	13%	13%	13%	0%
Food industry / Agriculture	60%	0%	60%	60%	40%	40%
Pharmaceuticals / Healthcare	50%	17%	25%	58%	50%	25%
Industry / Production	32%	25%	21%	32%	14%	14%
Advertising / Media	57%	26%	22%	65%	39%	35%
Telecommunication/ IT&C	52%	37%	26%	56%	44%	22%
Tourism	100%	50%	50%	100%	75%	25%

Total answers 145
Skipped this question:124

The industries that use social networks the most for communicating information about the products and services are the following: tourism (100% of respondents), retail & wholesale (90%), and companies from advertising and media services industry (65%). Tourism industry scores the highest regarding recruitment on social networks (50%), followed by finance and banking sector (44%) and IT&C (37%).

For which of the following areas do you use social networks within the company you work for? (multiple answers)

By the sector of the respondent companies

Industry	Communication	Competitive analysis	Market research	Customer service	Recruitment	Marketing	Sales	Networking
Retail and wholesale	70%	30%	20%	50%	20%	60%	60%	10%
Construction / Real Estate	40%	0%	0%	0%	20%	40%	40%	40%
Financial and Banking	75%	6%	6%	31%	56%	63%	25%	19%
Power / Utilities & Mining	38%	13%	0%	0%	0%	13%	0%	13%
Food industry / Agriculture	60%	0%	0%	40%	0%	60%	60%	40%
Pharmaceuticals / Healthcare	58%	17%	8%	33%	17%	67%	33%	17%
Industry / Production	46%	11%	18%	4%	18%	25%	14%	18%
Advertising / Media	74%	17%	9%	26%	35%	70%	30%	43%
Telecommunication/ IT&C	67%	19%	15%	22%	30%	56%	41%	41%
Tourism	75%	0%	25%	50%	25%	75%	100%	50%

Total answers: 163
Skipped this question: 106

Although communication is the main area of social networks use regardless of industry, the aim of selling through social media appears especially for the companies in tourism (100% of respondents), followed by companies in retail & wholesale industry and food industry/agriculture (60% of respondents each). 56% of respondents in banking and financial industry use social networks for recruitment, followed by companies in advertising/media (35% of respondents) and IT&C industry (30% of respondents).

What benefits does the use of social networks bring you? (multiple answers)

By the sector of the respondent companies

Industry	Increased sales	Generating sales opportunities	Customers loyalty	Availability of market insights	Increased brand awareness	Developing business partnerships	Reduced costs regarding marketing	Increased market exposure	Improving the communication with employees	Improving the image and reputation as employer
Retail and wholesale	50%	60%	70%	20%	80%	30%	30%	70%	20%	50%
Construction / Real Estate	20%	40%	0%	0%	40%	20%	20%	40%	0%	0%
Financial and Banking	25%	31%	31%	13%	63%	13%	13%	69%	25%	56%
Power / Utilities & Mining	0%	0%	13%	0%	38%	0%	13%	0%	25%	13%
Food industry / Agriculture	60%	60%	40%	0%	60%	20%	0%	60%	0%	0%
Pharmaceuticals / Healthcare	42%	42%	58%	8%	58%	8%	42%	42%	0%	8%
Industry / Production	18%	25%	21%	11%	39%	7%	4%	32%	18%	18%
Advertising / Media	22%	43%	43%	9%	78%	26%	22%	65%	13%	30%
Telecommunication/ IT&C	22%	22%	22%	7%	63%	22%	15%	52%	15%	37%
Tourism	100%	100%	75%	25%	50%	50%	0%	100%	0%	75%

Total answers: 163
Skipped this question: 106

The top three industries that report increased sales through social networks are tourism (100%), food (60%) and retail & wholesale trade (50% of respondents). The respondents from tourism industry are reporting customer loyalty as a benefit, which is also reported by companies in retail and wholesale (70%), as well as in pharmaceutical industry (58%). 75% of respondents from tourism appreciate as positive the impact of social media on employer branding, followed by banking and financial industry (56%) and retail & wholesale industry (50%).

What stage of the sales process do you consider to influence through social networks? (multiple answers)

By the sector of the respondent companies

Industry	Prospecting: identifying sales opportunities	Pre-qualification of the potential customers: gathering information about them	Qualifying potential customers and providing information about the company or products	Offering: discussions about products or services offered, online demonstrations	Sale: order taking and discussion based on it	Post-sale: regular briefings, handling complaints	We do not use social media in the sales process
Retail and wholesale	80%	50%	50%	40%	30%	40%	0%
Construction / Real Estate	40%	0%	0%	20%	0%	20%	0%
Financial and Banking	25%	19%	13%	31%	19%	25%	31%
Power / Utilities & Mining	13%	0%	0%	0%	0%	13%	25%
Food industry / Agriculture	40%	40%	20%	60%	20%	20%	0%
Pharmaceuticals / Healthcare	33%	33%	25%	42%	25%	17%	8%
Industry / Production	18%	14%	7%	14%	11%	7%	21%
Advertising / Media	52%	35%	30%	26%	17%	30%	4%
Telecommunication/ IT&C	44%	30%	22%	22%	15%	19%	15%
Tourism	100%	100%	75%	50%	50%	25%	0%

Total answers: 147
Skipped this question: 122

Collecting information through social networks is carried out especially in tourism (100% of respondents), retail & wholesale (50%), and food industry (40%). Offering and selling online are completely missing from energy companies, utilities and mining. Industries that use social media for the sale purpose are: tourism (100%), retail & wholesale trade (30%), and pharmaceutical industry (25%).

Thank you!

The survey will be repeated in the same period in 2016, and the new edition will include comparative data with 2015.

The EY logo consists of the letters 'EY' in a bold, white, sans-serif font. A yellow triangle is positioned above the 'Y', pointing towards the top right corner of the page.

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