

For Immediate Release
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Re:NEW Michigan® Survey Affirms Use Of Social Media for Business Marketing

Many Still “Trying and Learning” SMM

Our new survey of social media clearly demonstrates expansion of two significant trends:

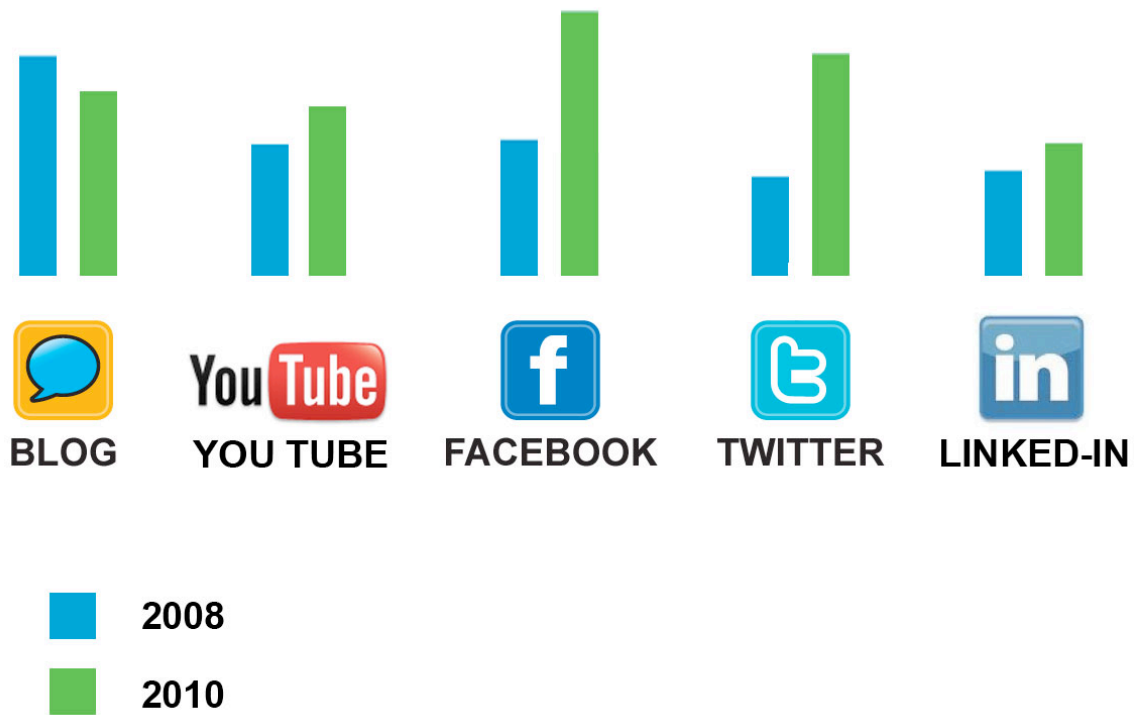
1. A decided upturn in continuing growth in use of social media for business marketing, even though a high percent of people say they are “trying and learning” social media marketing (SMM) techniques.
2. New and social media are being used by people all across the spectrum to get information from Internet sites rather than traditional information sites.

The Re:NEW Michigan® survey taken between April 15 and 28 compares to the older survey taken in December 2008. The next Re:NEW:Michigan survey of social media will take place in October.

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74.6 percent of respondents to the April survey say that social media is either “very important” or that they are “trying and learning” about these forms of [marketing](#) for their businesses.

- Five specific social media have separated from the pack in terms of their use by companies. They are Facebook, Twitter, Blogs, YouTube and LinkedIn.



Four of them grew in usage in the period between surveys. Blogs dropped to 49 from 59.3% in the 2008 study.

Sixty-six percent of respondents noted Facebook, up from 37.5% in the December 2008 study.

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58.4 Twitter vs. 28.1 in '08.

49 blog, down from 59.3 in '08.

43.3 YouTube vs. 37.5 in '08.

LinkedIn rose from 34.1% in 2008 to 38.4% in April.

- Social media has replaced or augmented other forms of marketing in more businesses (50.5 %) than the number that have continued traditional marketing without any social media (47.4%). Of those businesses that have not employed social media, more than 80 percent recognize social media is important and they are “trying and learning.”
- In increasing growth rates, people get their information electronically through Internet news sources such as CNN, The New York Times Online and MSNBC.

“Re:NEW Michigan®” is a trademark of Eiler Communications (www.eilerpr.com), which periodically surveys a sample of businesses, healthcare and educational institutions, governmental and non-profit leaders on various topics of broad interest especially related to marketing.

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