

# Benchmark study reveals social moves centre stage in the marketing mix

Submitted by: Immediate Future

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69% of brands say social is important and integrated into plans

Over 230 brands took part in the immediate future benchmark study: The Business Value of Social (<http://bit.ly/SocialValueBenchmark>).

Comparing performance and business value of social media, results reveals that social is becoming a more serious business. More than two-thirds of respondents say that social is now important to and integrated in the marketing mix. Over half of brands are tailoring content to behaviours and interests and 55% are tailoring some of their content by social media platform.

Katy Howell, CEO at immediate future, says: “We are seeing brands get more serious about managing the sophistication of social marketing. For instance, we’ve talked for years about vanity metrics being a poor measure of performance. This new benchmark report shows that only 5% think that measuring followers and fans is a good metric in delivering value.”

The report is not wholly positive though. 88% of brands say they are unable to demonstrate ROI with only a third of brands linking social goals to those of the business. It’s clear this is a cause for concern, with 1 in 3 marketers stating they have a lack of confidence in achieving their objectives.

“There is some way to go”, continues Katy, “resourcing is the biggest challenge with a greater need for expertise ranging from analytical and copywriting through to design and paid. Rarely found in just one individual, companies are still yet to make the investment in better skills and more support.”

Given that 54.5% of marketers say their leading objective is brand awareness, it comes as a surprise that so few are investing budgets in paid social either. 43% of brands spend under 10% of their marketing budget on paid. With over half the world’s population now on social and activity up almost 40% since the pandemic, cut through to gain attention is a big challenge.

The report goes into further detail on the challenges that create barriers to business value. It details the obstacles to creating content, metrics considered most important and the leading objective for social.

The Benchmark study can be downloaded for free at <http://bit.ly/SocialValueBenchmark> (<http://bit.ly/SocialValueBenchmark>)

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Want juicy insights, news and more info

Give Katy Howell a call on 07803 898511 or [katy.howell@immediatefuture.co.uk](mailto:katy.howell@immediatefuture.co.uk) – oh! And of course, on Twitter @katyhowell

Who the bloomin' hell are we?

With 16 years' doing the social media marketing thing, we know our LinkedIn from our Pinterest!

We're the peeps that define social marketing! We're loved by the press (yes really), appear on TV and radio news as 'experts' (BBC, Reuters etc) and speak at a shed load of events. Why because we work with big brands, know our stuff and love to share knowledge with everyone. Just look @IF Tweeter!

And yes, we are award-winning, respected, leading .... Yada yada yada

Nitty gritty: The clients that love to work with us

Mission Foods, AHDB, Google EMEA, BRITA, lastminute.com HSBC NOW, Cats Protection, Marston's Plc, Interflora, Fujitsu, Princess Cruises, BBC, Diageo Global, Sony Music, Ubisoft, Selfridges, Indesit, Post Office, Hotpoint, JD Williams, General Medical Council (GMC), HoMedics, IBM, HSBC, BT, Royal Collection Trust, ASOS, NSPCC, EMI, Thomson Reuters, Baileys, Motorola Solutions, Orange Business, Silverpop, Sony Europe, Staples Europe, EC Harris, Ideal Shopping Direct, Basware. And bloody loads more, but we don't want to bore you

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