

Who's using social media in Des Moines? *Survey reveals strong use among central Iowa businesses*

In January 2010, Hanser & Associates partnered with *Des Moines Business Record*, a central Iowa business publication, to create a baseline understanding of social media practices among central Iowa organizations. The online survey of *Business Record* readers yielded 905 responses and asked questions about the goals, resources and outcomes for their social media programs.

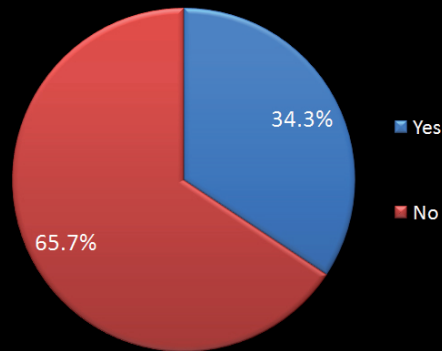
Hanser & Associates conducted this research in response to the explosive adoption of social media by organizations.

Businesses are hungry for 'best practices' and ways to get started, and no data existed to show the state of practice in central Iowa.

Key findings of our survey include:

- Nearly 3 in 4 organizations are using social media, about half started in the last twelve months.
- Creating awareness is the leading goal of social media participation; lead generation and customer service are also a majority activity.
- Strategy and measurement are lacking – 54% have no defined strategy and 67% have no established way to measure social media success.
- Social networks are most popular tools, used by 85% of responding organizations. Blogging, microblogging and online video are also popular tools. Just 8% are using monitoring tools.

Has your organization established ways to measure social media success?



Sample size = 905. To see the complete report visit www.hanser.com or call Ryan Hanser at 800-340-6434 to discuss your social media needs and questions.

- Organizations are not committing many resources to social media – most have fewer than 5 part-time employees with social media responsibilities and spent less than \$10,000 in 2009. Nearly 80% do not plan to increase their budget in 2010.

- Just 37% say their social media activity meets their expectations and more than 40% say they don't know if their activity meets expectations. Yet, 82% say social media is worth the investment.

We've provided social media services to clients since 2005 - developing and executing strategy that provides measured, powerful results.

clientnews

New clients

Hanser & Associates is pleased to announce new client relationships:

Sequel Youth and Family Services

The company develops and operates programs for at-risk and delinquent youths in residential academies and community-based services in Iowa and other states.

The Strawhecker Group

Omaha, Neb.-based TSG is a management consulting company serving the payments industry. TSG has provided services to 30 of the top 40 acquirers in the United States.

hanserhappenings

Hanser published

Ryan Hanser is included among "300 of the world's leading marketers, writers, thinkers and creative innovators" in the "Age of Conversation" project. The third book in the series continues the collaborative work "investigating the roles that community, conversation, experimentation, engagement, and collaboration play in shaping the 21st century's economy of ideas."

Two promoted

Amanda Mullin and Erica Turner have been promoted to Account Managers. Both previously were Account Executives at the firm.

Visit our PRerspective blog, client newsrooms and PR case studies at Hanser.com

casestudy

Home & Garden Show strong with PR

Situation: Marketplace Events annually produces 27 market-leading, consumer trade shows across North America. Hanser & Associates was retained for public relations services in support of the 2003 Des Moines Home & Garden Show and every show since. The 2010 show helped Central Iowa homeowners find money-saving ideas on home and garden improvement products and services.

PR Action: We implemented a media relations program to place news coverage in advance of and during the show to increase awareness and build show attendance. We developed a media kit to illustrate how the annual

event showcases the latest trends and also increased awareness through social media, including Facebook and Twitter.

Results: Despite the economic decline in America's housing industry, show attendance remained strong in 2010. We built traffic to the show's Web site and secured news coverage that helped increase ticket sales and drive show attendance. TV, radio, print and online coverage featured designers, exhibitors, landscapers, national speakers and show management. The firm secured 156 total news placements, including the front page of the Iowa Life section of *The Des Moines Register*, which featured national talent Summer Baltzer of HGTV's *Design on*



Hanser & Associates builds attendance at Des Moines Home & Garden Show

a Dime and TLC's *Unhinged*. The placements generated more than 9.5 million impressions, and produced a 17:1 ROI if the news coverage had been purchased as advertising.