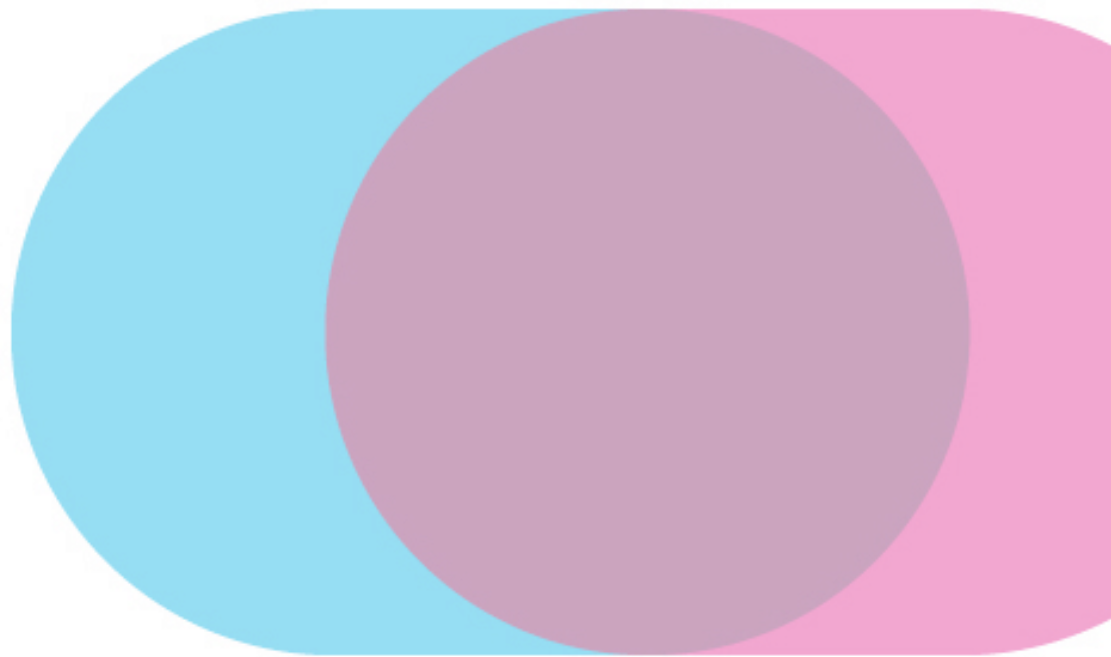




CAN YOU REACH THE C-SUITE ONLINE?

WINTER 2011



Reaching the C-suite online

Much has been said about social media but is it really worth investing in if you want to engage with a C-suite audience? We wanted to find out if CEOs and senior directors used social networks and media.

Here's what we discovered:

- C-suite use online venues far more as an information source rather than actively take part in social media conversations (no big surprise given the pressures on their time).
 - Where they do actively engage, estimated to be between 10% and 15% of their time online, message boards & forums are the preferred channel of communication for the C-suite. Twitter is in second place with blogs a close third
 - With message boards & forums (see list), major talking points are around investments and finance (as might be predicted), secondly based on business news stories and finally on sector specialisms. These range from discussing urban design and architecture through to the oil business issues and Government policy.
 - With websites, it's business information sites that make up the biggest proportion of the sites used. It shows there is green thinking within the business community with business environmental issue sites high on the list.
- In second spot are news websites and third are sites for financial and investment information.
- On blogs they're engaging with, there's a strong interest in leadership and people management. Leadership and HR websites represent the largest single group of blogs used. What's happening in business news comes second (see list).
 - There are only four sites that are in more than one top twenty list for websites, blogs and forums used. They are:
 - iii.co.uk (financial investment & trading)
 - [proactive investors](http://proactiveinvestors.com) (news for investors)
 - reuters.com
 - guardian.co.uk

Five reasons social media is relevant to B2B companies (from Gorkana Group)

- They generate 67% more leads per month than those with no blog
- 69% of B2B marketers are shifting budgets to social media
- 41% of B2B companies are acquiring customers on Facebook
- 86% of B2B companies & 82% of B2C companies are using social media
- Social media helps improve search results

“69% of B2B marketers are shifting budgets to social media”

How could you use social media to support your business?

- Directors and CEOs may not be checking in on Twitter or FOURSQUARE every three minutes – but chances are they still have their Smartphone on them. Do you have an idea or new information that could form the basis of an App?
- Likewise are you sending out your content in the most accessible form? Research from the Wall Street Journal/Comscore shows that while computer usage drops off after 6pm, iPad usage peaks at about 10pm. It's a great way of getting at a captive audience.
- Are you maximising the opportunities you already have? Chances are your people are already speaking at events and conferences – but with a little planning you can broadcast what they say through a range of social channels. You get immediate feedback as well on what you've said.
- Don't forget Facebook. It might not be right for every brand, but CEOs have social lives too. Done well, your brand can reach them through Facebook without them switching off.
- Use social media smartly. It's the fastest way in the world to get people's insights into what you might do in the future. As a research tool, it can be second to none.
- Time it right. Your buyers may have complex needs. You need to engage them at the right time in their buying cycle.

Should you be tweeting? How big is the opportunity to reach C-suite in 140 characters?

Our research programme has shown that out of the top 20 twitter authors that C-suite follow, more than half are running or representing business consultancies. The topics they cover range from organisational development through to insights into customer behaviour and personal development.

If success can be measured in numbers of followers, Mike Morrison is certainly ahead of the pack. He now has more than 31,000 followers and has tweeted more than 30,000 times. It all

goes to build widescale exposure for his change, organisational development and leadership business.

“If you're a natural talker, twitter could well be for you. It gives you an instant outlet to express your ideas and thoughts on any chosen topic. If they're interesting and relevant, you will build up followers over a period of time. More awareness definitely leads to more business,” says Jim Horsley, ceo at CHA.

How the research was conducted

The research was carried out using the social media monitoring tool, SM2. We searched a three-month period using key words such as Boardroom, Business Leadership, Business Management, C-suite and Shareholder Engagement.

What are the C-suite using?

Most used venues	Are they in top 20 websites used?	Are they in top 20 blogs used?	Are they in top 20 message boards & forums?
automotive-technology.com (global automotive industry issues)			
moneyam.com (one stop financial website)	✓		
personneltoday.com (HR & people management)			
feedproxy.google.com (publishing blogs directly)			
mondaq.com (global coverage of legal analysis)	✓		
rscfriends.org.uk (Royal Shakespeare Company)			
iii.co.uk (financial investment & trading)	✓		✓
cambridgenetwork.co.uk (leading hi-tech community)			
nauticalcorp.com (global shipping news)			
managementtoday.co.uk (business & management news)	✓		
community.brandrepublic.com (advertising, marketing, media & PR)			
Independent.co.uk (national newspaper)			
proactiveinvestors.co.uk (news for investors)	✓		✓
trainingreference.co.uk (learning, training & development topics)			
Peoplemanagement.co.uk (HR & management)			
uk.reuters.com (news service)	✓	✓	
theregister.co.uk (IT industry news)			
guardian.co.uk (national newspaper)	✓	✓	

What are the websites they read?

For news:
uk.reuters.com
uk.yahoo.com
guardian.co.uk
bbc.co.uk

For business information:
managementtoday.co.uk
freshbusinessthinking.com
businessgreen.com
lse.co.uk
mondaq.com

For financial information:
Moneyam.com
Proactiveinvestors.com
Fineextra.com (financial technology)

For specialist information:
journalism.alltop.com (journalism news)
connectinginmdustry.com (engineering & manufacturing)

What are the blogs they're using?

About what's happening in the news and in business:
uk.reuters.com
guardian.co.uk
bbc.co.uk

About what's happening in leadership and people management:
Theleadershiphub.com
peoplemanagement.co.uk
hrzone.co.uk
cipd.co.uk

About what's happening in other specialist communities:
www.finextra.com (financial technology)
journalism.alltop.com (journalism news)
fco.gov.uk (foreign & commonwealth office for travel/global news)
computerworlduk.com (a daily digest of IT blogs)

What are the message boards and forums that they're using?

Talking about investments and finance:
iii.co.uk (financial trading & investment)
forums.moneysavingexpert.com
boards.fool.co.uk (investment guides)
proactiveinvestors.co.uk

Talking about what's happening in the news and business:
bbc.co.uk
ukbusinessforums.co.uk

Talking about what's happening in other specialist areas:
egovmonitor.com (a Government policy dialogue platform)
community.tes.co.uk (expert advice & forums for teachers)
liverpoolway.co.uk (for Liverpool football fans)
forums.macrumors.com (for everything to do with Apple)
skyscrapercity.com (discussing urban design, architecture, transportation & other topics)
powerswitch.org.uk (UK's Peak Oil forum & community)



PR that engages, not just informs

We are a PR consultancy that is obsessed with generating real interest from the people you want to reach. It's not enough just to get you in front of an audience; we want them to take notice of you and act. Everyone knows that people respond best when you're talking about what's their burning issue or passion.

It's how PR can make a real difference to your business.

We use this approach to help business consultancies build stronger relationships with the people they want to sell to. We use it with corporates to help them attract new people and to tell their story through their people.

Contact

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