

Gibbs & Soell Public Relations

Renewable Energy Industry Pulse Check:
Use of Digital and Social Media

Brian Hall, Managing Supervisor

Phone: (847) 519-9150 | E-mail: bhall@gibbs-soell.com

Web site: www.gibbs-soell.com | Blog: <http://spark.gibbs-soell.com>



Table of Contents

- Summary
- Survey Details
 - Question 1: What is your primary job function?
 - Question 2: Rate your comfort level with proposing digital and social media approaches to your management team.
 - Question 3: Which of the following represents the greatest challenge with proposing use of digital and social media approaches to your management team?
 - Question 4: What percentage of your total marketing budget is spent on digital/social media?
 - Question 5: Which digital and/or social media tools do you currently employ? (Multiple responses permitted)

Summary

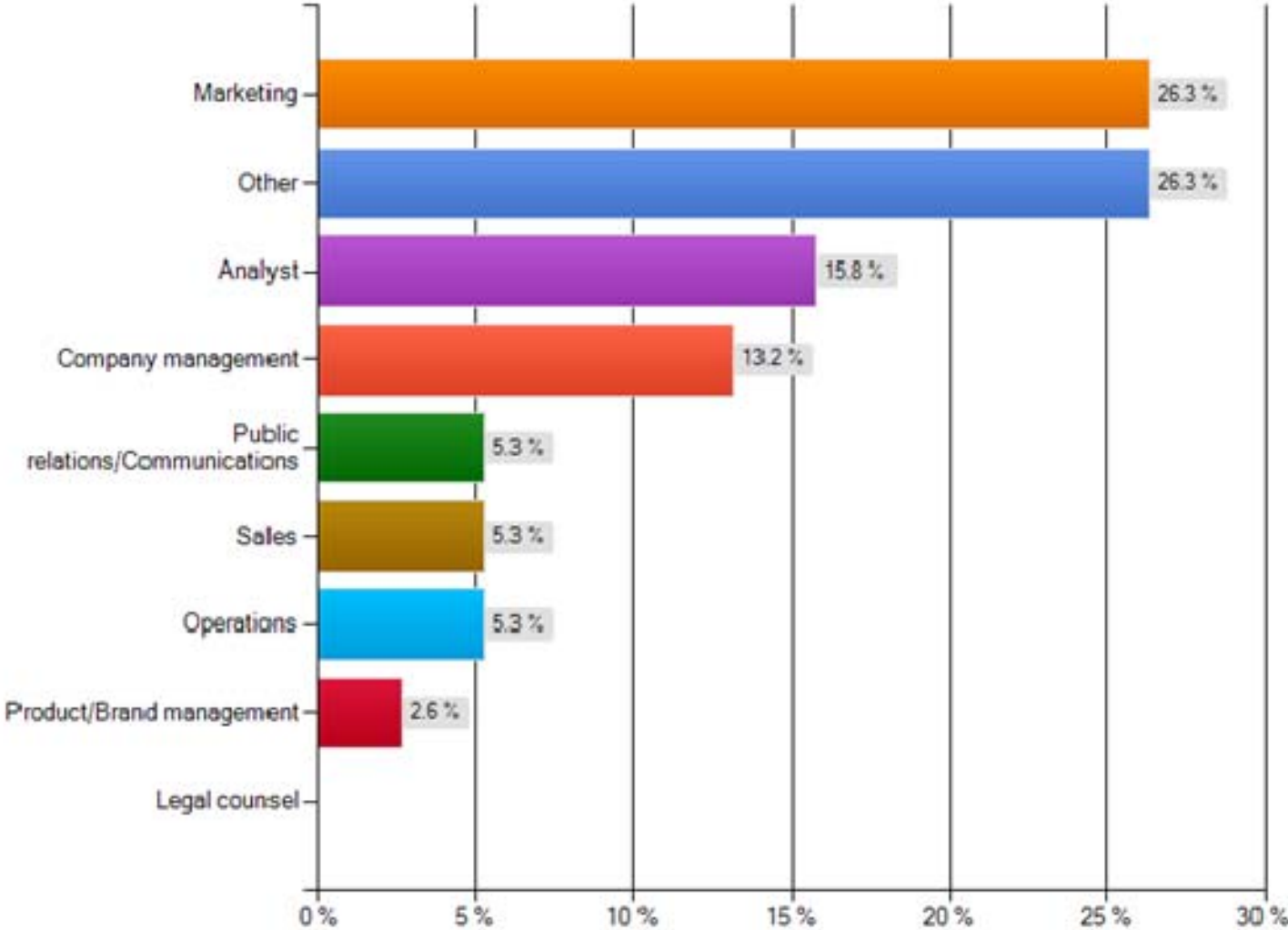
- 40 participants responded to the Gibbs & Soell Renewable Energy Industry Pulse Check survey on the use of digital and social media tools and technologies for public relations and marketing communications efforts.
- Respondents expressed high levels of confidence with proposing use of digital and social media.
 - 80% indicate they are “somewhat comfortable” or “very comfortable”
- However, the budget allocations for digital and social media did not necessarily reflect the group’s comfort level with use of these resources.
 - 61.1% identified their budgets for digital and social media communications as “10% or less” of their total marketing budgets

Summary (continued)

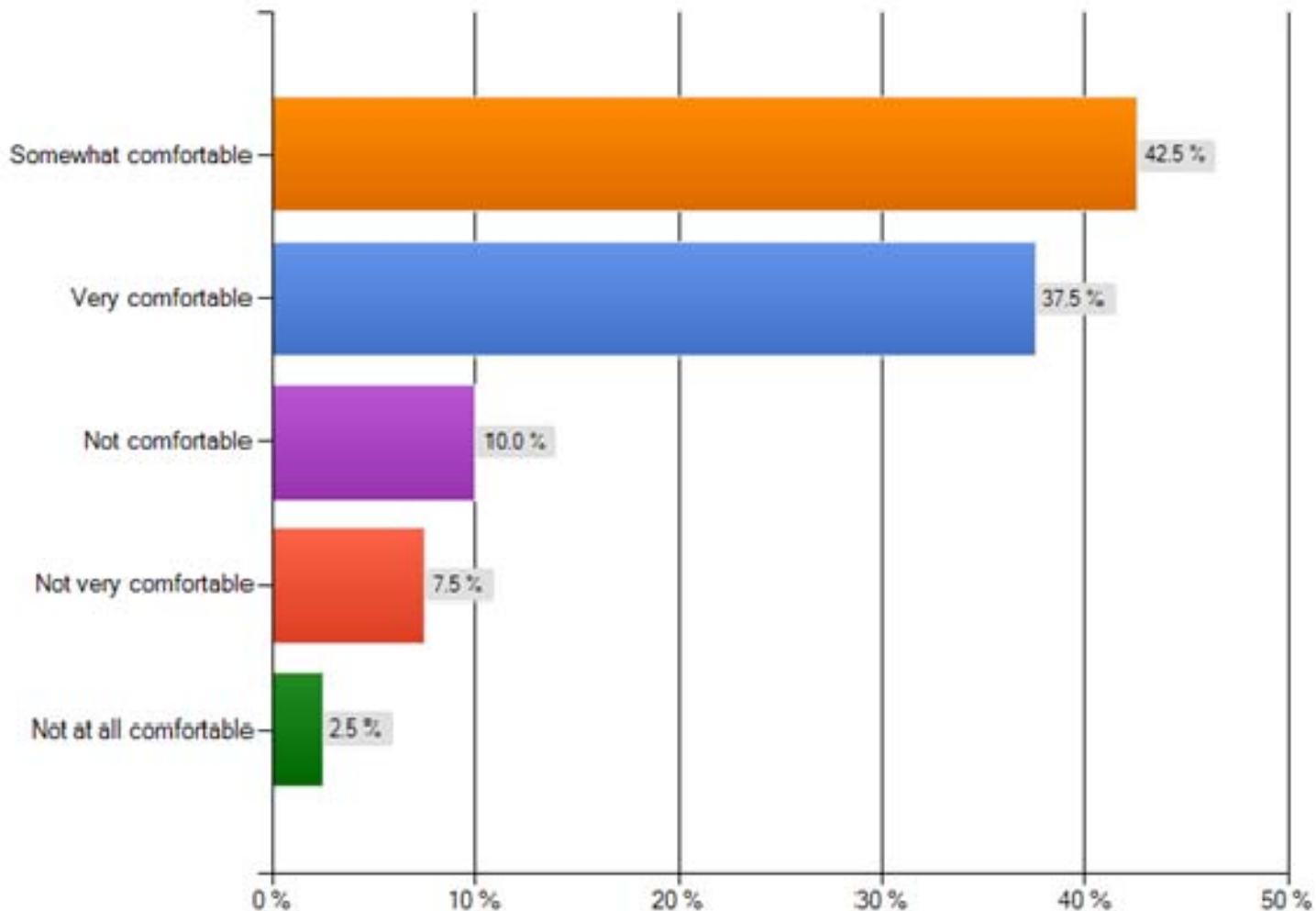
- Respondents' proposals to management for digital and social media approaches were most often hindered by a **lack of clarity on how to prove value**.
 - 38.5% pointed to “unclear ROI to justify efforts” as their top challenge
- **E-mail marketing, online advertising and webinars** were the most popular digital and social media tools or platforms among respondents. **Viral video, online newsrooms and other** were the least popular.
 - Podcasts and RSS feeds, widgets, mobile marketing, and chat rooms were included in “other”
- The respondents were **primarily marketers**. However, an **equal share** represented a **diverse group** of job functions, ranging from “**product development**” to “**regulatory affairs.**”
 - 26.3% identified their job function as “marketing”
 - 26.3% identified their responsibilities as “other”

Survey Details

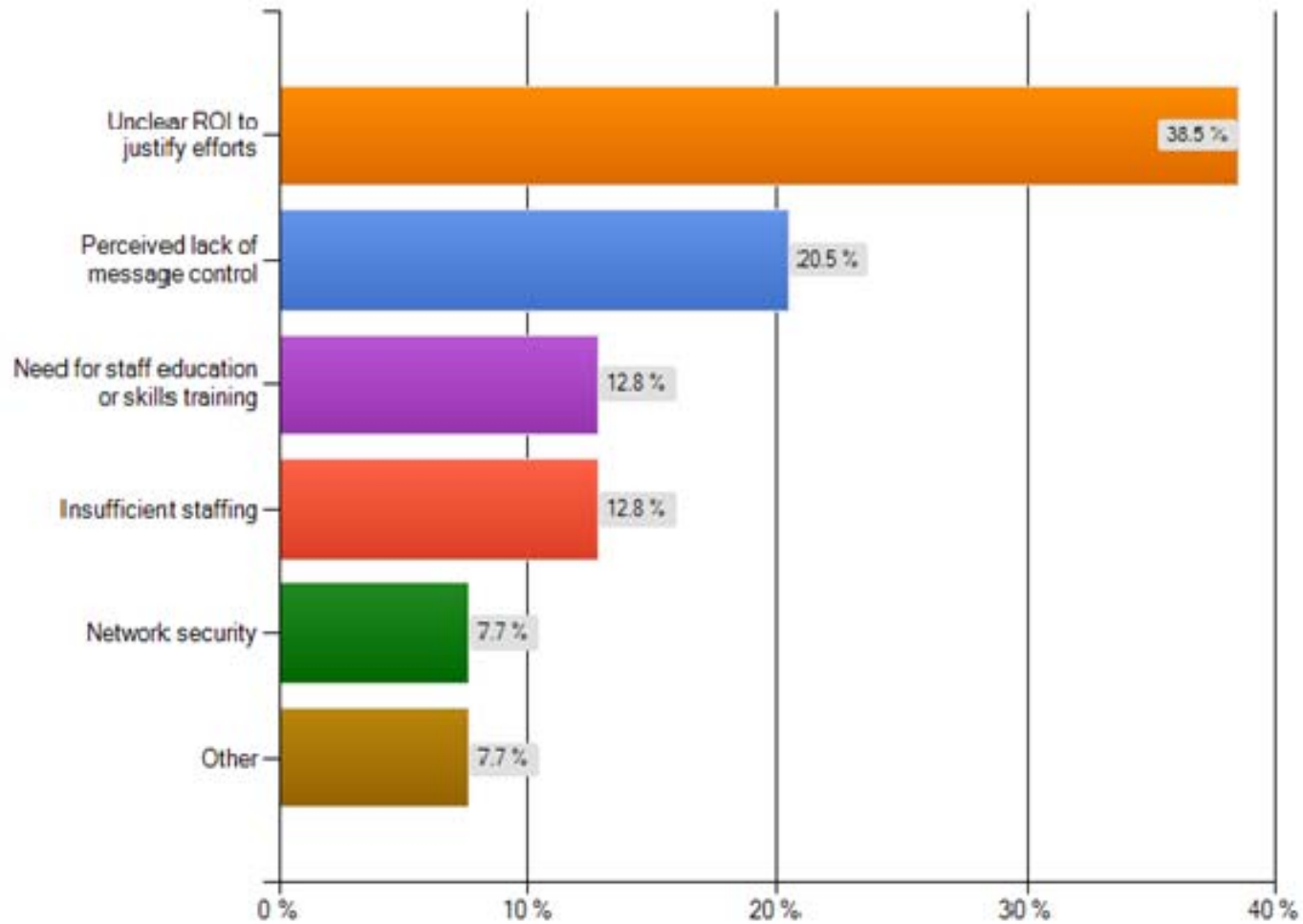
What is your primary job function?



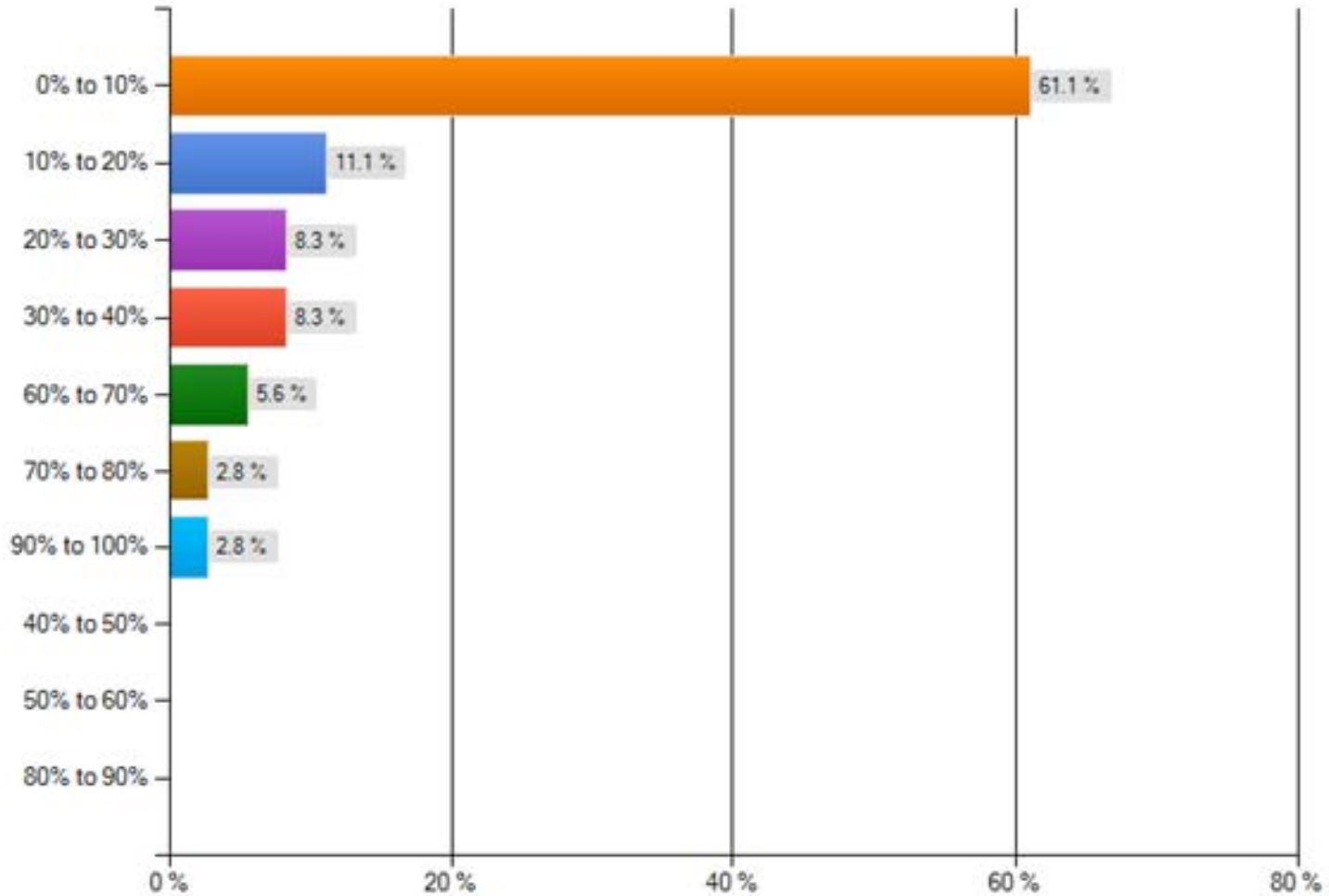
Rate your comfort level with proposing digital and social media approaches for your organization's public relations and marketing communications efforts?



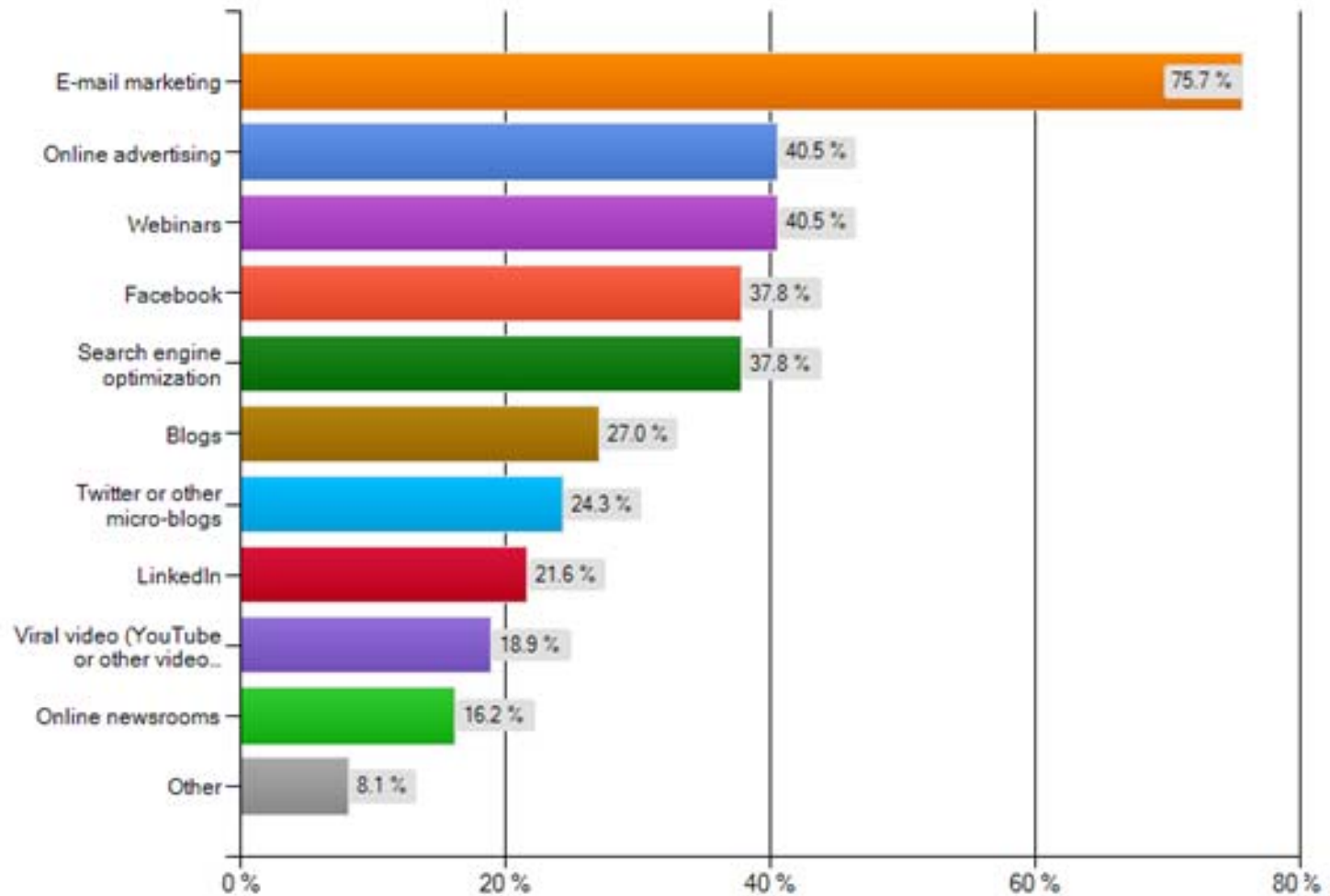
Which of the following represents the greatest challenge with proposing use of digital and social media for your organization's public relations and marketing communications efforts?



What percentage of your total public relations/marketing communications budget is spent on digital/social media?



Which digital and/or social media tools does your organization currently employ for public relations and marketing communications?



Gibbs & Soell Public Relations

Renewable Energy Industry Pulse Check:
Use of Digital and Social Media

Brian Hall, Managing Supervisor

Phone: (847) 519-9150 | E-mail: bhall@gibbs-soell.com

Web site: www.gibbs-soell.com | Blog: <http://spark.gibbs-soell.com>

