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Social media survey results,
conducted by FLN

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Latest tweets

Which social networks
does your organization
use in conjunction with
its primary website?



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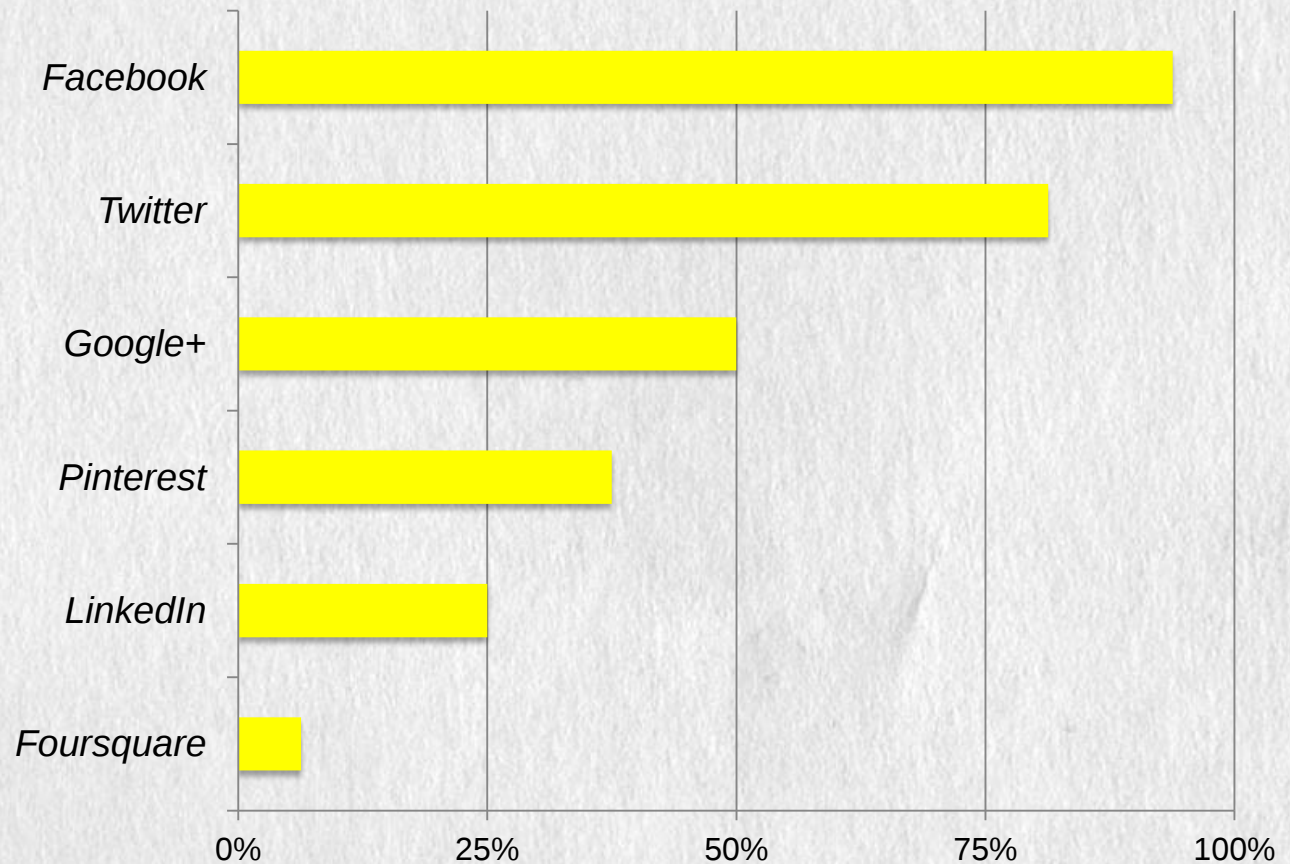
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Social network presence





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Latest tweets

How often does your
company manage its
'social presence'
online?

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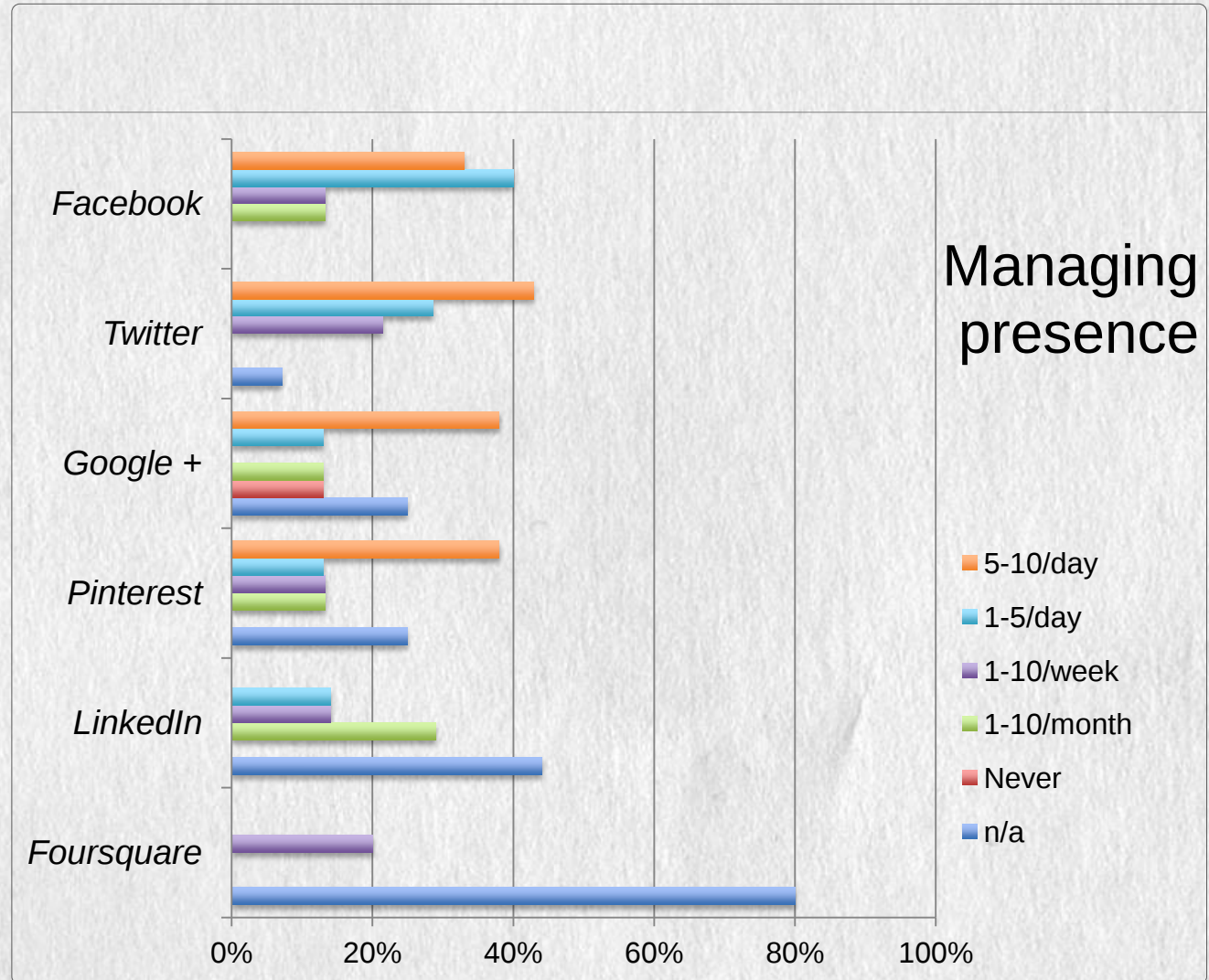
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Latest tweets

What % of your
organization's primary
site traffic comes from
social media?



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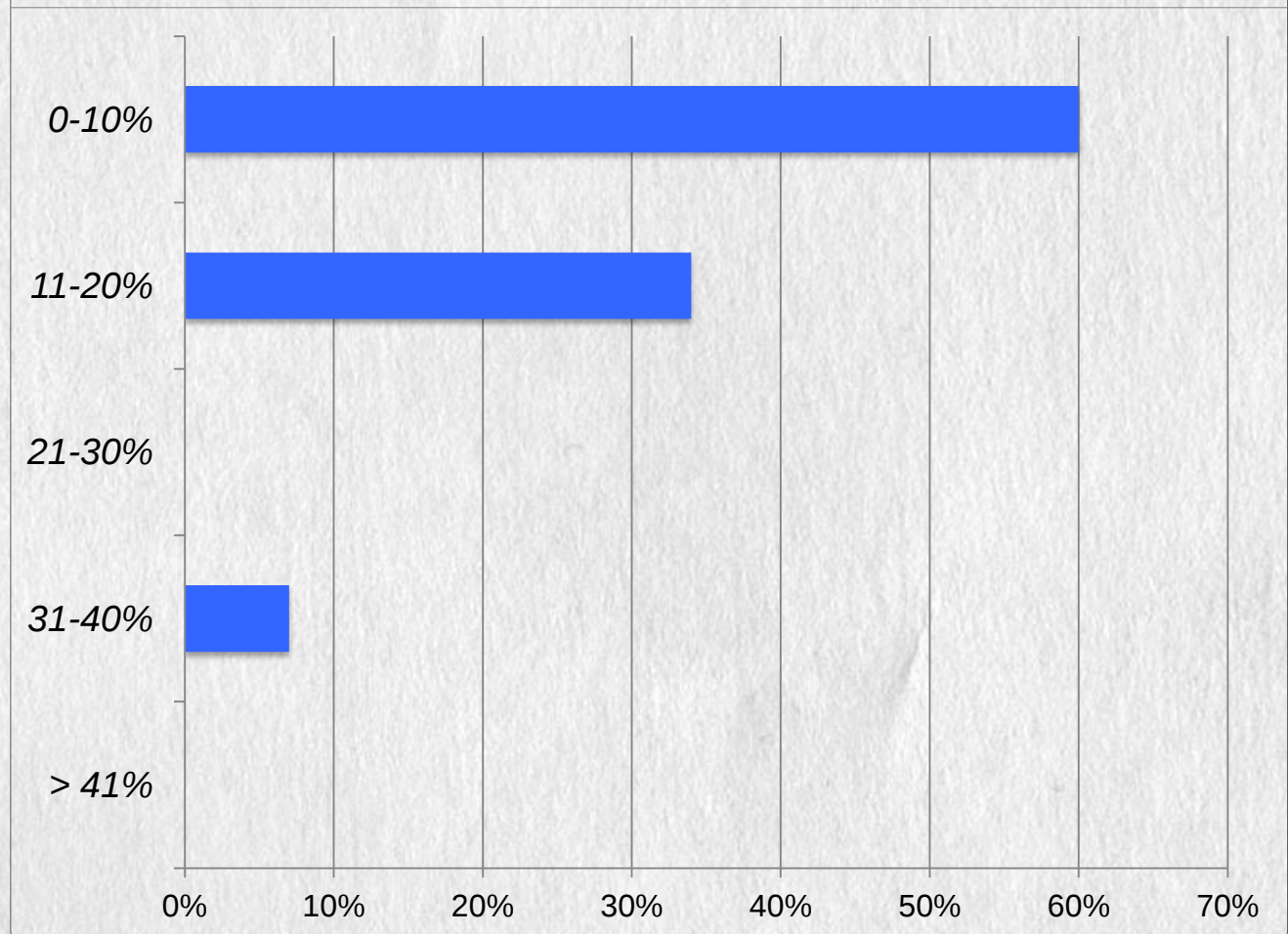
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Traffic from social media





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Latest tweets

What social network is
providing the most
traffic to your
company's website?

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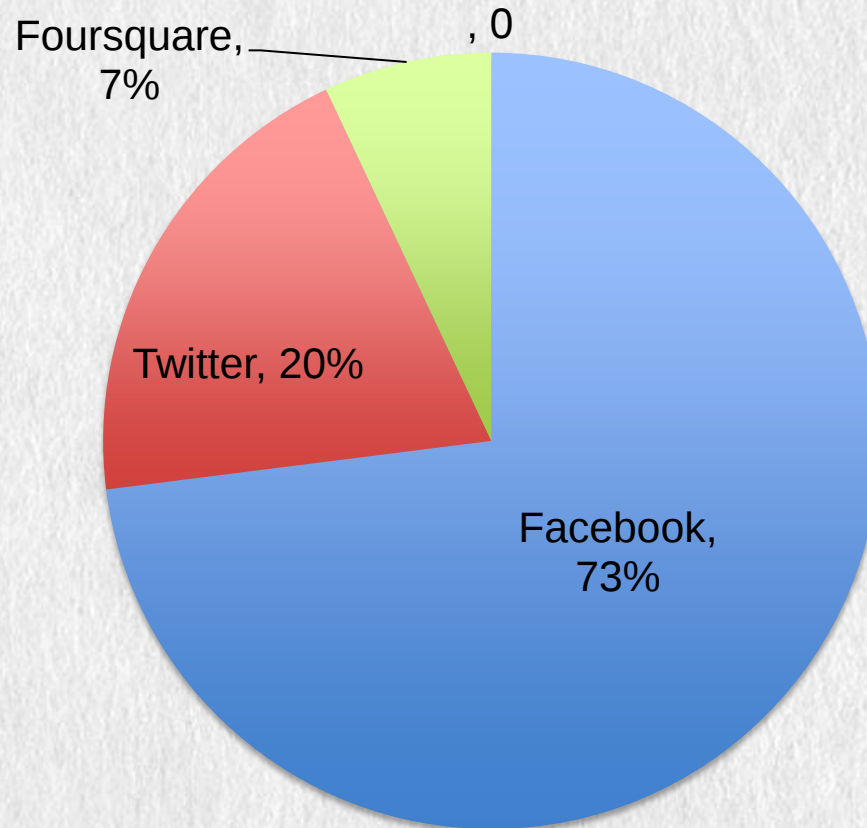
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What social network is providing the most traffic?





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Latest tweets

Does your organization
have a dedicated social
network curator?



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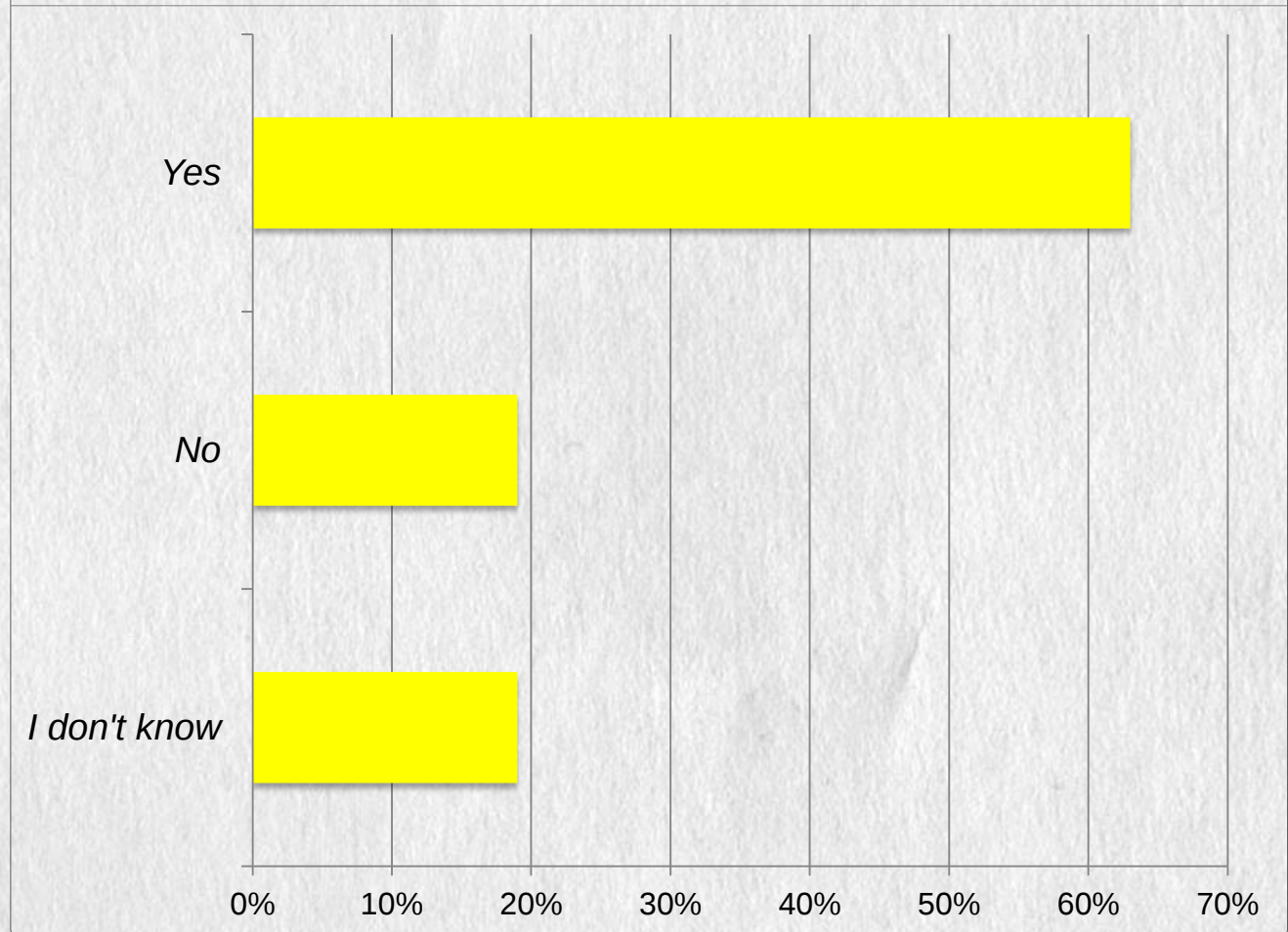
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Dedicated network curator?





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Tweets

Do you manage user's concerns regarding your company's website that they have voiced through social networks?



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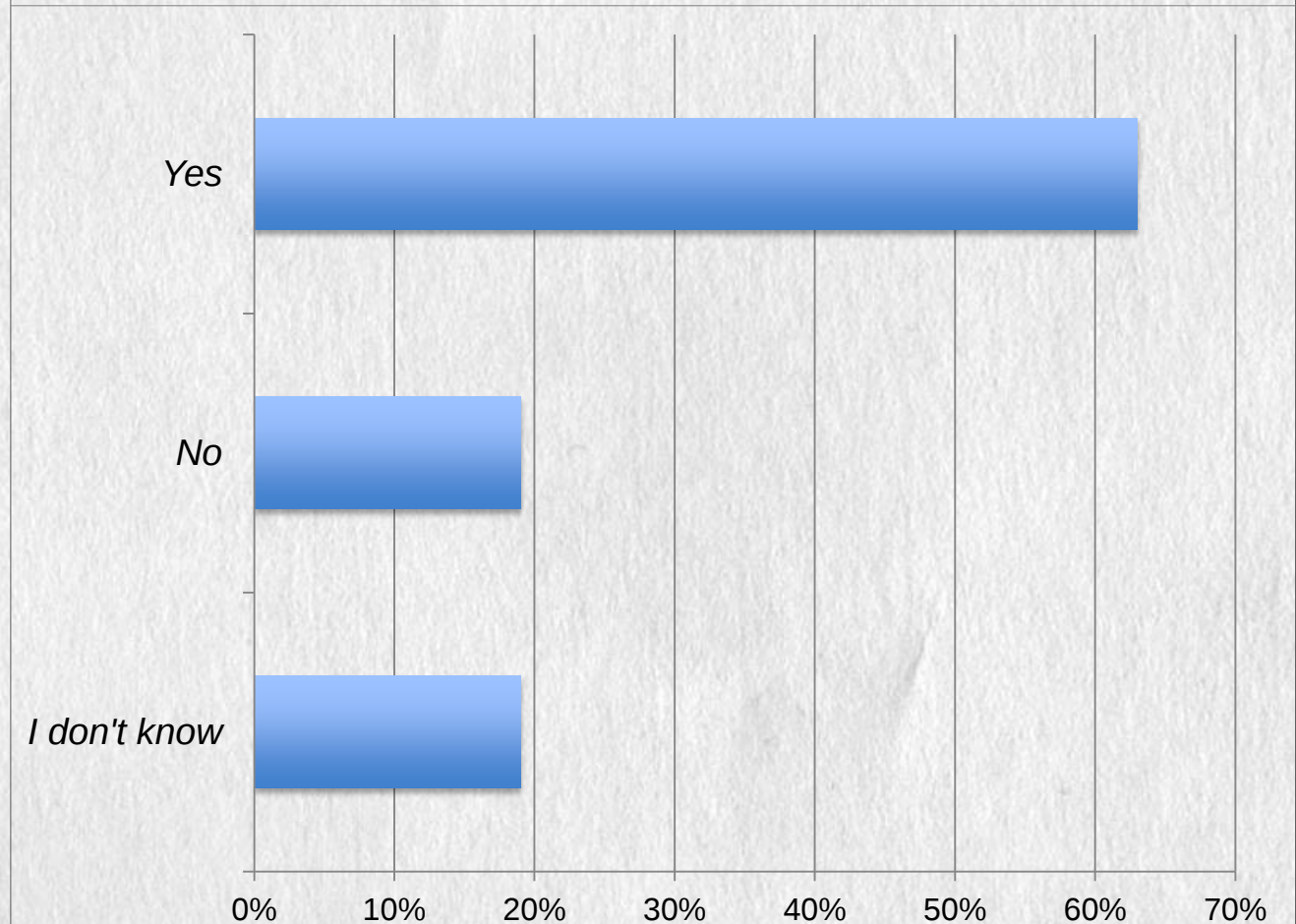
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Manage concerns?





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Tweets

Do you collect data on
your online classified
site listings?



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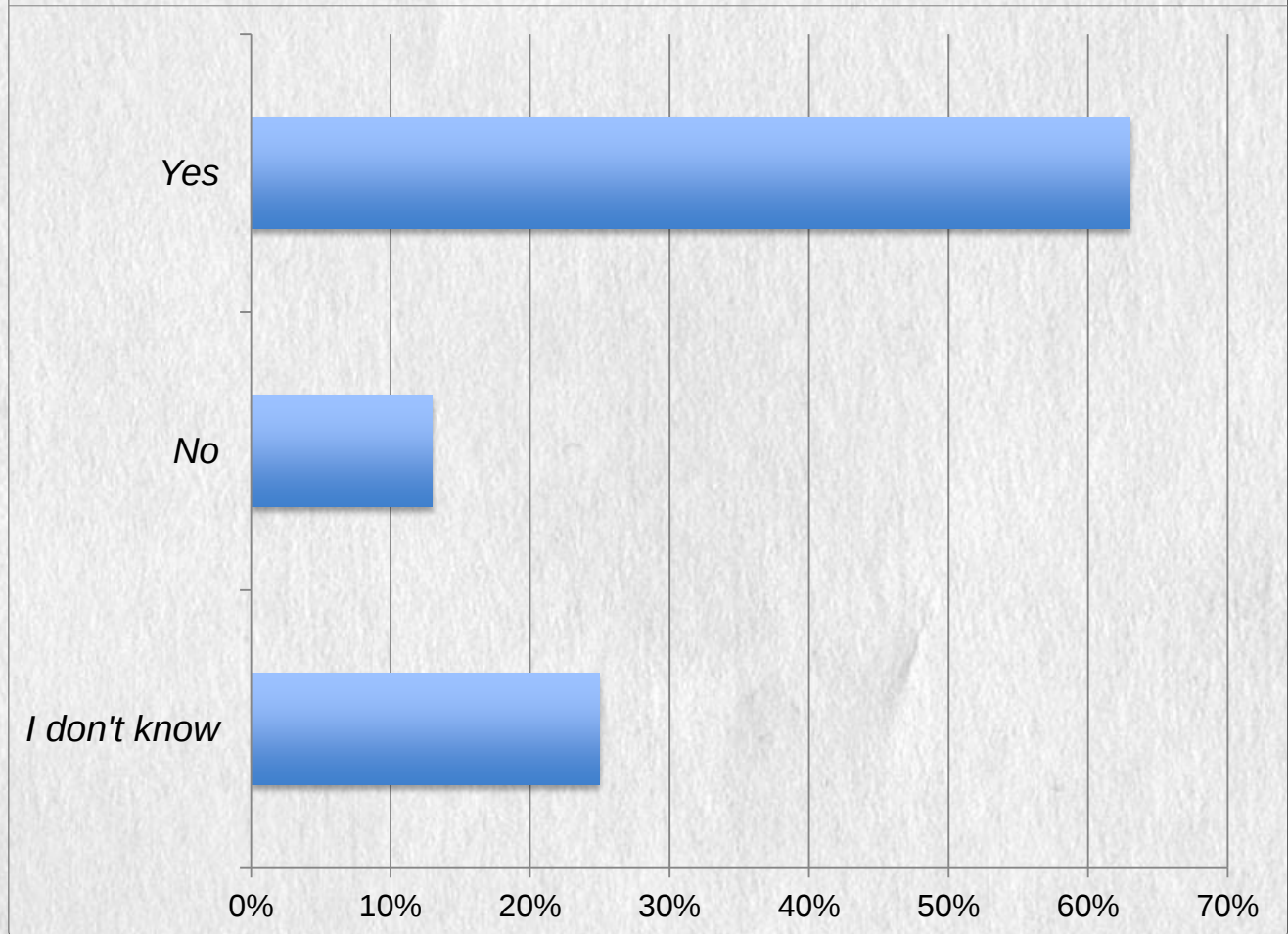
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Collect on your online classified listings?





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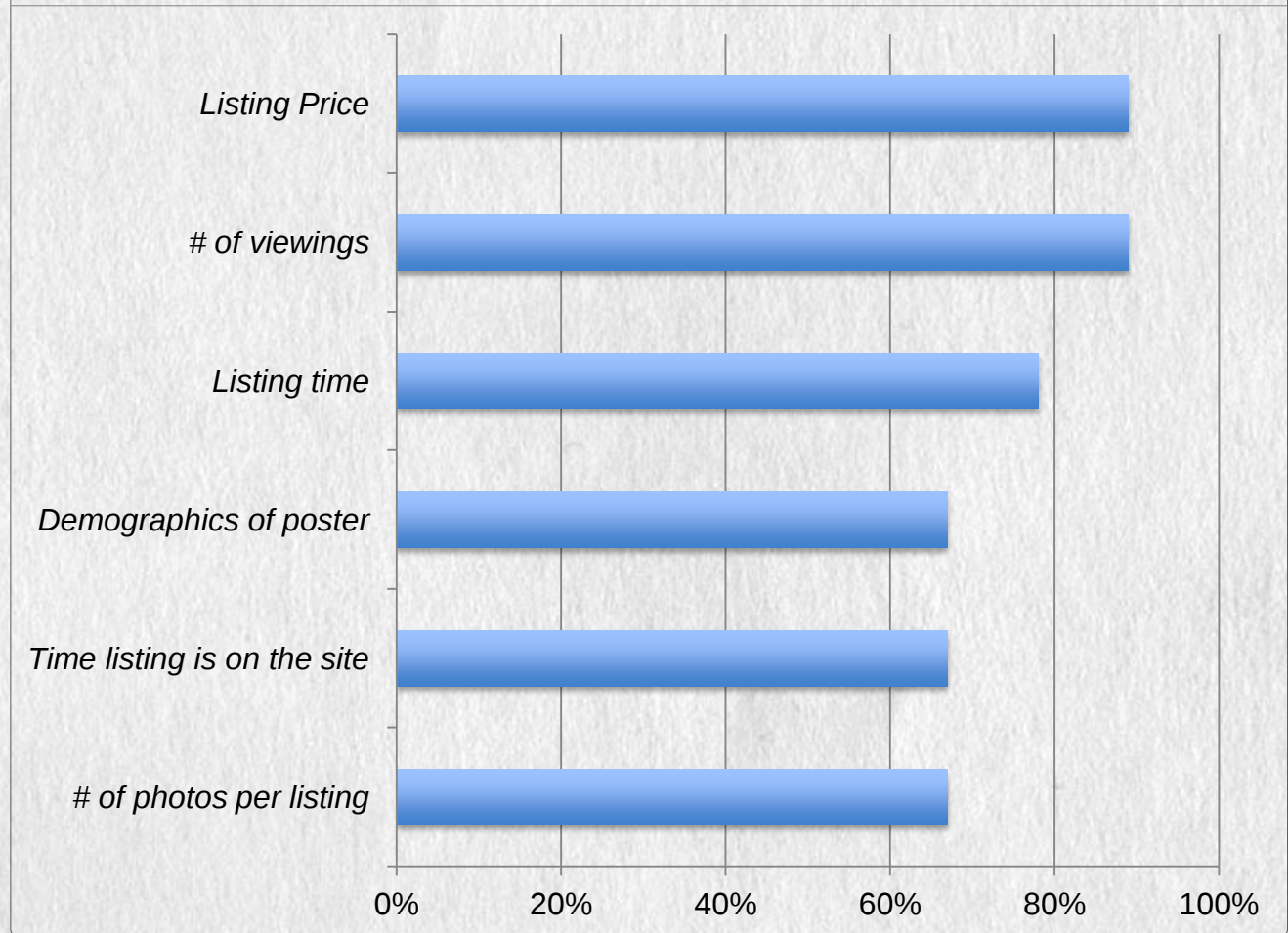
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What kind of data are you collecting?





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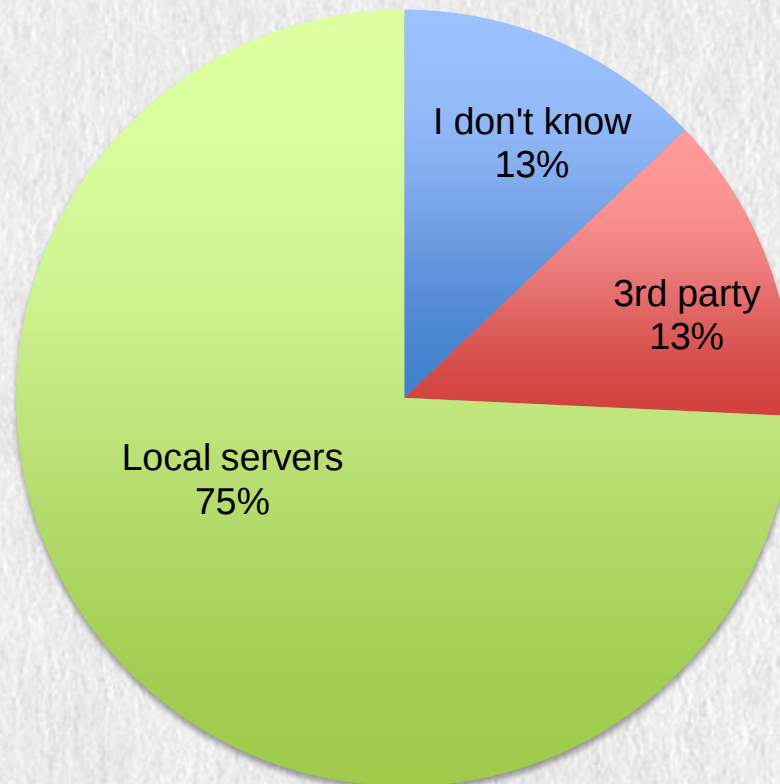
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Data COLLECTION





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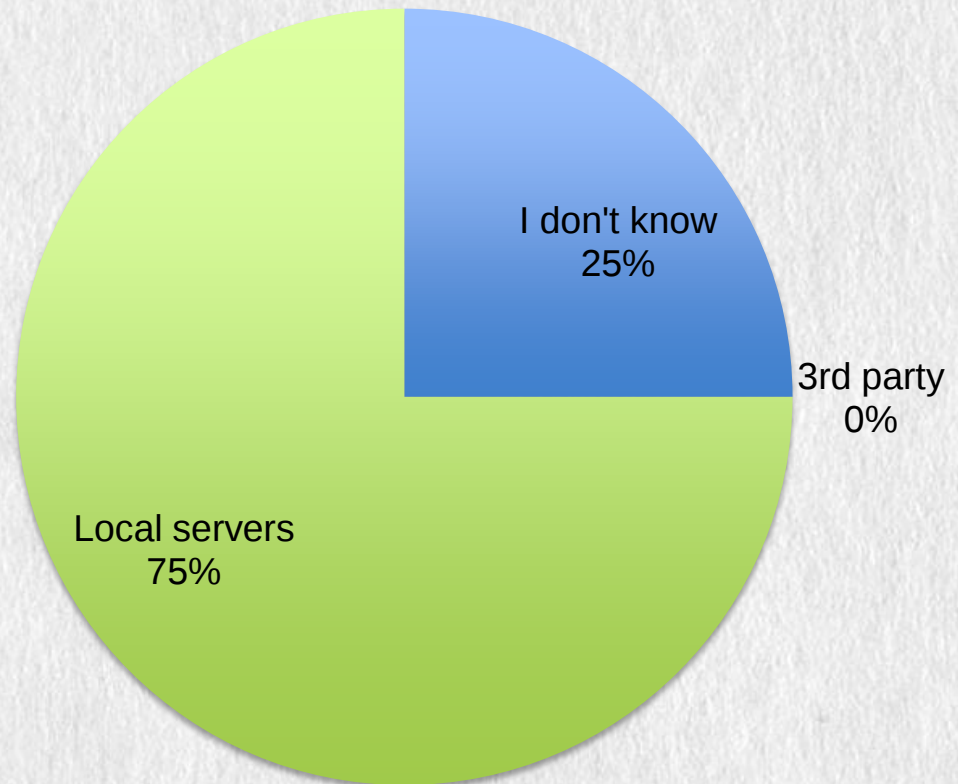
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Data STORAGE





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Does someone MANAGE your data?

100% yes



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WHO manages your data?

100% In-house



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Tweet

What analytic-driven features do you offer?



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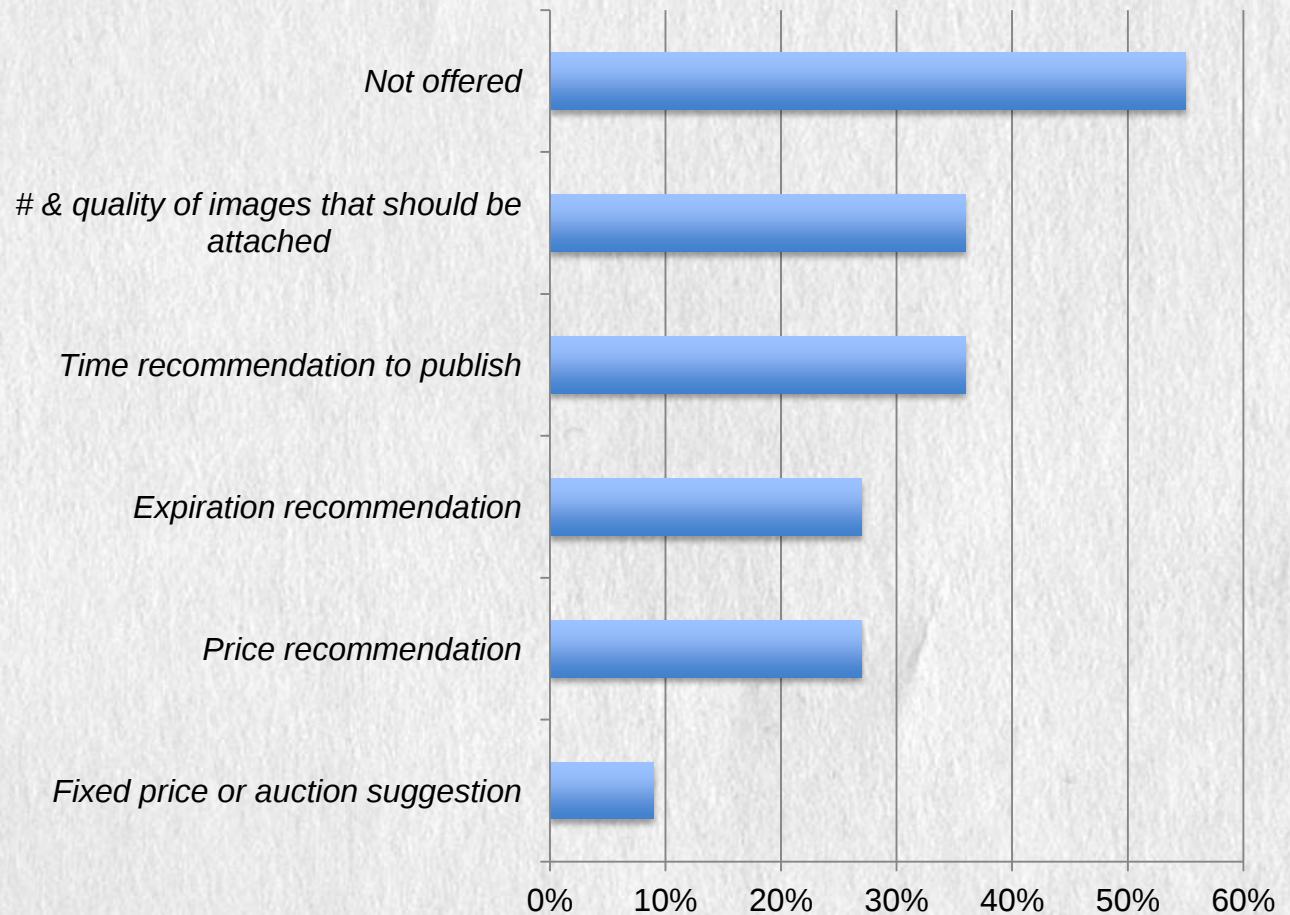
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Analytics-driven features for ADVERTISERS





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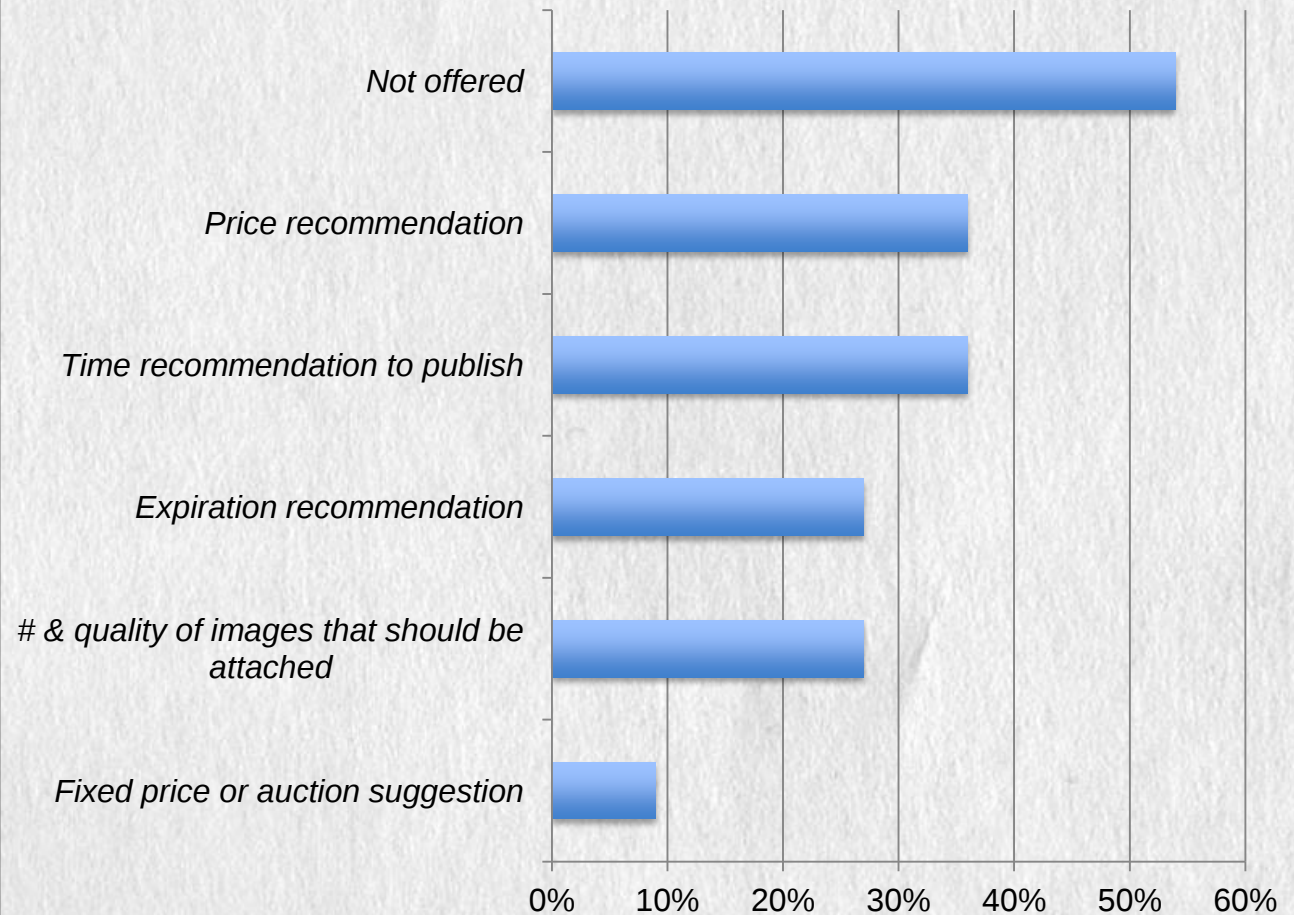
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Analytics-driven features for USERS





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Tweet

Was your site designed to
have analytics as a
fundamental product
offering?



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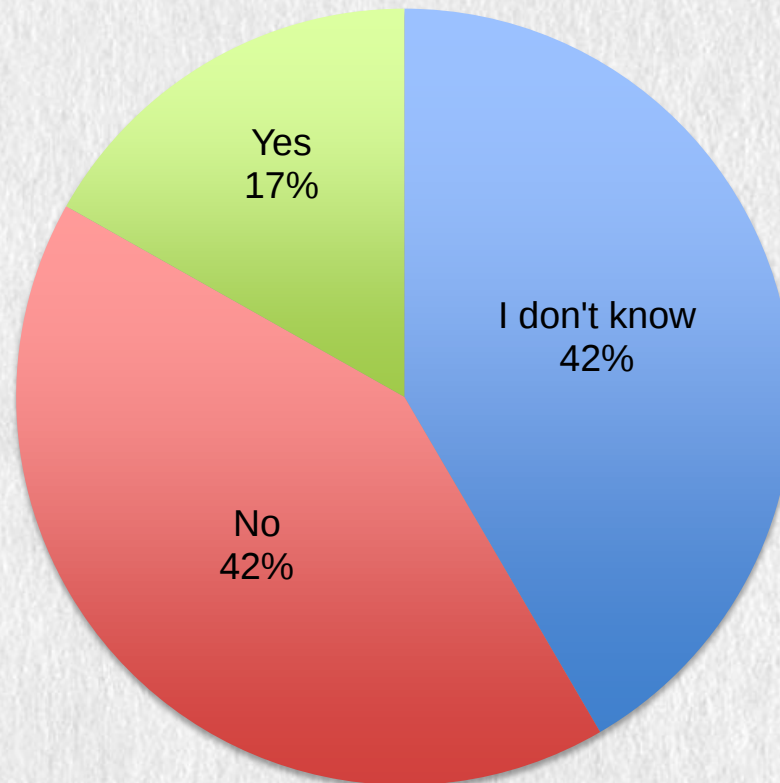
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Analytics as a product offering?





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Tweet

Do you charge your
customers for access to
analytics-based
suggestions/selling tips?



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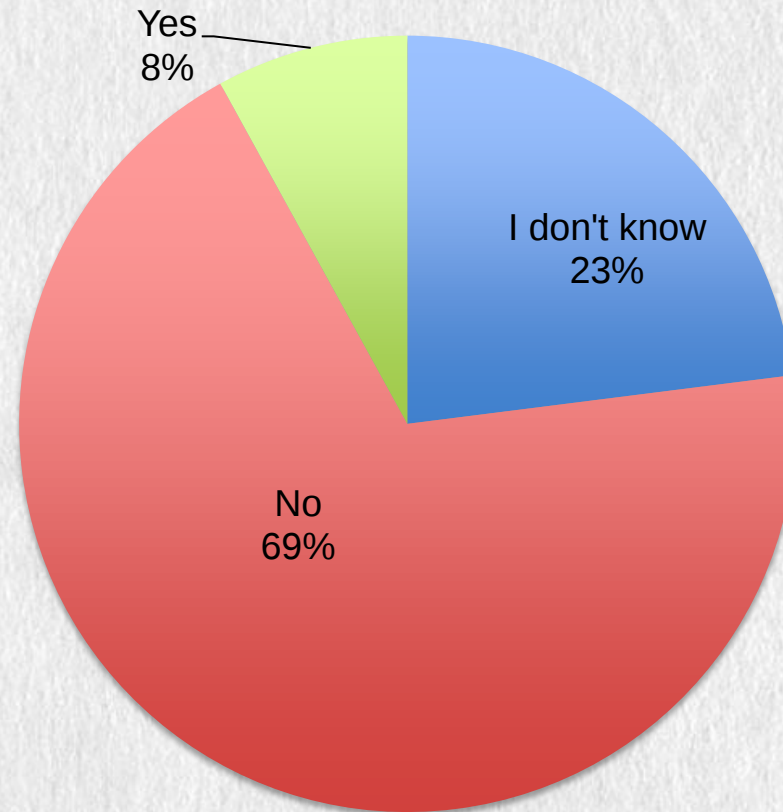
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Charge for analytics?





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Tweet

Do you plan on increasing
the offerings you provide
to users and advertisers?



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Offering expansion to USERS?





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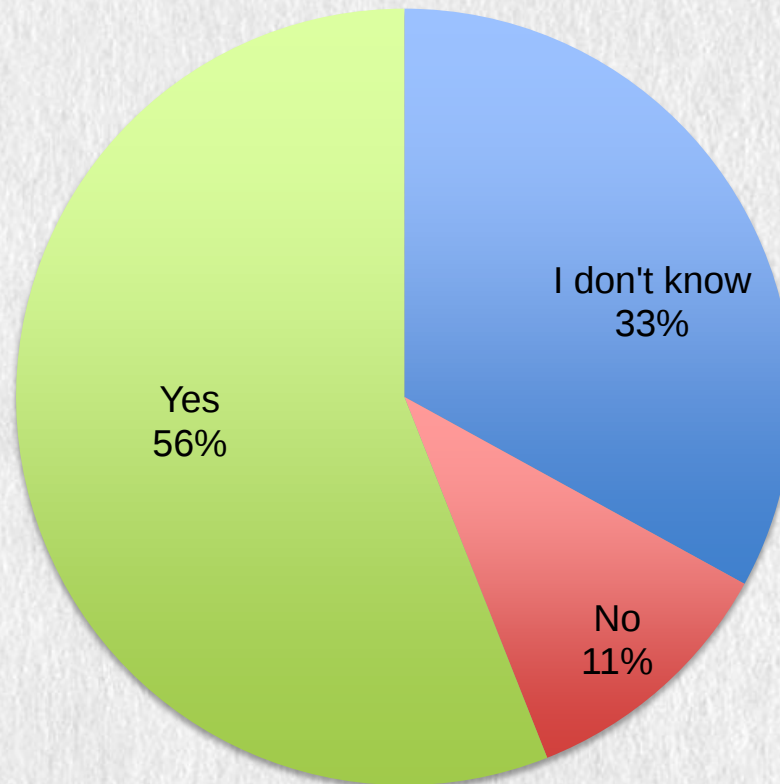
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Offering expansion to ADVERTISERS?





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What features do you plan on providing in the future?



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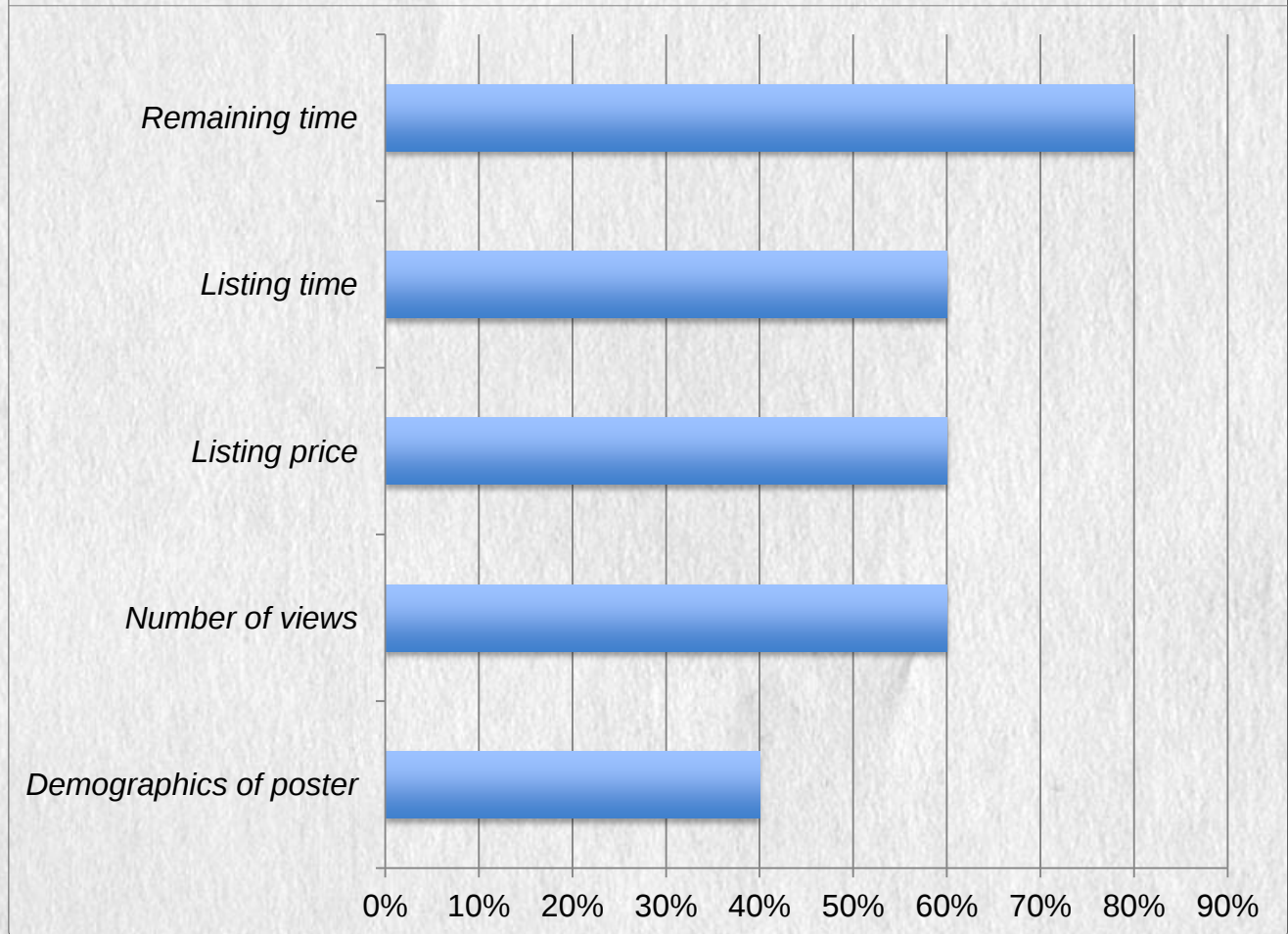
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Future features





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