



# HOW AND WHY IS SOCIAL MEDIA USED IN THE MEETINGS INDUSTRY

POWERED BY TOLERANCA MARKETING RESEARCH DEPARTMENT

Survey dates: **2 March 2021 - 31 March 2021**

The effectiveness of social media marketing has been rated as very high in previous Kongres Magazine surveys. At the initiative of readers and partners, we decided to further analyse the use of social media in the meetings industry and kindly invite you to take part in our survey.

The survey consisted of 32 questions and took respondents an average of 18,9 minutes to complete. We would like to thank all respondents for submitting their answers.

## NUMBER OF RESPONDENTS: 473

- 32.7 % - Agency (PCO, DMC)
- 31.3 % - Destination Management Organisation
- 9.7 % - Event agency
- 8.0 % - Independent meeting planner
- 6.5 % - Other
- 5.3 % - Conference hotel
- 2.7 % - Convention / exhibition centre
- 2.5 % - Other
- 1.3 % - Digital event organiser (DCO)

## DEMOGRAPHIC OF RESPONDENTS:

- 42.7 % - Generation X (1966 - 1980)
- 29.3 % - Baby Boom Generation (1946 - 1965)
- 24.0 % - Generation Y (1981 - 1995)
- 2.7 % - Mature generation (before 1945)
- 1.3 % - Generation Z (1996 - 2018)

## How many social media sites do you have accounts with?

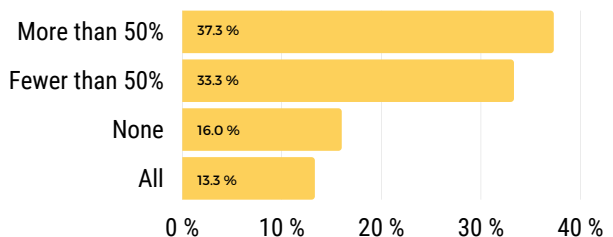


The average was:

**4.4**

## What percentage of the events you are now planning will be digital?

(for online audiences only, with no in-person component)?

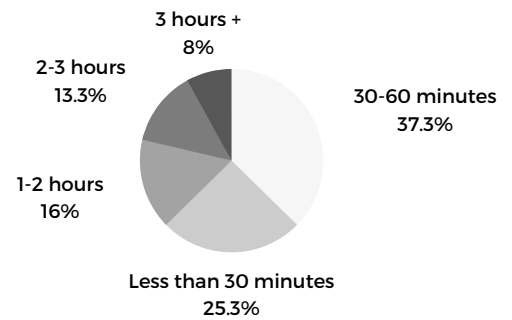


# SOCIAL MEDIA IN THE MEETINGS INDUSTRY

## How many times a day do you look at social media?

- 26.7 % - 2-5 times a day
- 26.7 % - 5-10 times a day
- 21.3 % - 10 + times
- 13.3 % - Once a day
- 12.0 % - Not everyday

## How much time do you spend on social media per day?



## How often do you post on social media?

- 37.3 % - Weekly
- 26.7 % - Daily
- 12.0 % - Every few months
- 12.0 % - Every few weeks
- 6.7 % - Multiple times a day
- 5.3 % - Never

## What do you use social media for?

- 23.0 % - Keeping in touch with friends and family
- 20.3 % - Inspiration
- 16.2 % - News
- 12.2 % - Event planning
- 10.8 % - Buying and selling
- 9.5 % - Other
- 6.8 % - To browse/ time waste
- 1.4 % - To meet new friends
- 0.0 % - To find employment
- 0.0 % - Dating

## Why do you follow famous MICE brands on social media?

- 46.7 % - To learn about new products
- 16.0 % - I do not follow any MICE brands
- 13.3 % - To connect with people different than me
- 12.0 % - To communicate with the brand
- 6.7 % - Other
- 4.0 % - To learn about promotions and discounts
- 1.3 % - To be entertained

### Other:

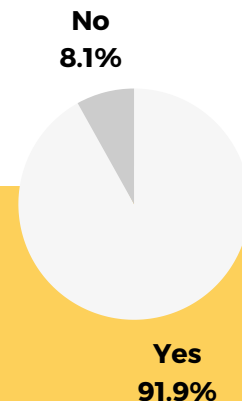
- To create best practices, what do they do and what can I learn from that?
- Monitor competitors and industry
- To learn and find new business
- To keep up to date on trends, issues, new launches and destination offers
- To learn about news

### Other:

- To promote the MICE industry in Prague, inform, persuade and sell MICE products and services
- A combination: inspiration, knowledge transfer, new connections, selling
- Brand awareness
- Promoting our brand and keeping our followers updated with our company's activities/events/etc.
- Most of the above
- More than one: Inspiration, Keeping in Touch, News, Meet up, time waste



## Do you use social media to market your business?



# SOCIAL MEDIA IN THE MEETINGS INDUSTRY

## MOST IMPORTANT MARKETING TACTIC FOR THE FUTURE

7.0 - Content marketing

5.5 - Direct marketing and sales

5.0 - Social media marketing

4.9 - Live events

4.8 - Influencer marketing

4.4 - SEO (Search Engine Optimization) marketing

3.5 - Media planning and buying

1.0 - Other (please specify)

### Will your use of social media for business increase in 2021?

42.7 % - Increase somewhat

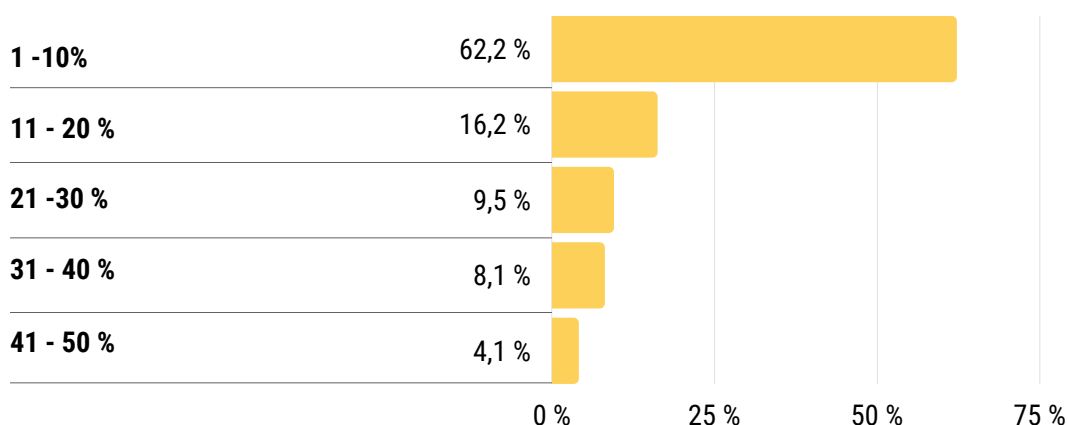
30.7 % - Stay about the same

24.0 % - Increase greatly

1.3 % - Decrease somewhat

1.3 % - Decrease greatly

## Approximately what percentage of your company's overall marketing budget was spent on social media marketing in 2019/2020?



## How will you split your social media marketing budget in 2021?

rang 0-1 = 0 - 10%

rang 1-2 = 10 - 20%

rang 2-3 = 20 - 30%

rang 3-4 = 30 - 40%

rang 4-5 = 40 - 50%

rang 5-6 = More than 50%

rang 2.8 - Own staff to manage social media

rang 2.6 - Costs connected to creating content

rang 2.2 - Training and education of staff

rang 2.1 - Paid advertisements on social media

rang 1.9 - Social media management platforms and analytics (e.g. Coschedule)

rang 1.8 - Social media community platforms

rang 1.7 - Social media CRM

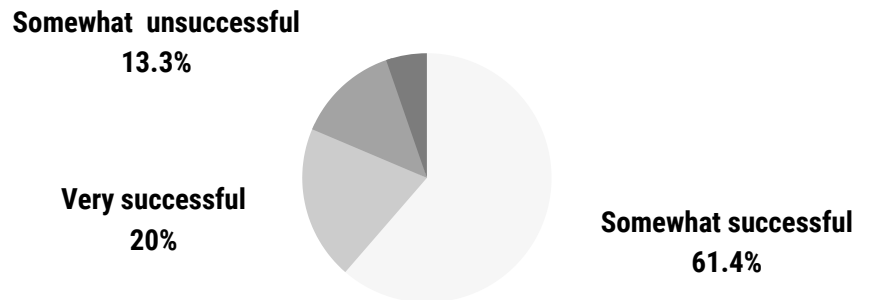
rang 1.6 - Social media agencies

# SOCIAL MEDIA IN THE MEETINGS INDUSTRY

## What are your key social media marketing goals?











- 74.3 % Brand awareness
- 67.6 % Connect with audience
- 41.9 % Increased traffic on landing page
- 35.1% Promote original content
- 32.4 % Drive leads
- 23.0 % Improve search rankings
- 20.3 % Drive sales
- 20.3 % Educate partners
- 16.2 % Market research and insight
- 12.2 % Provide customer service
- 9.5 % Reduce marketing expenses
- 2.7 % Other

## Has social media proven to be successful in achieving your marketing goals?












## MOST IMPORTANT SOCIAL MEDIA SITES FOR BUSINESS

Rate the following social media sites by their importance for your business

-  3.76 LinkedIn
-  3.24 Facebook
-  3.18 YouTube
-  3.01 Instagram
-  2.68 Twitter
-  1.63 Pinterest
-  1.56 TikTok
-  1.42 Tumblr
-  1.43 Twitch
-  1.35 Reddit

## MOST IMPORTANT SOCIAL MEDIA CHAT TOOLS FOR BUSINESS

Rate the following social media chat tools by their importance for your business

-  3.16 Whatsapp
-  2.51 Facebook Messenger
-  2.28 Instagram Direct Messages
-  2.17 Skype
-  2.08 Viber
-  1.58 Telegram
-  1.43 Slack
-  1.39 Line
-  1.38 Snapchat

### Are there any other social media sites you use?

- Clubhouse
- Vimeo
- German "version" of LinkedIn: XING,
- Weibo

### Are there any other social media chat tools you use ?

- LinkedIn Messages
- Discord
- Prospectin
- Kakao Talk

# SOCIAL MEDIA IN THE MEETINGS INDUSTRY

## What are the key challenges you face when it comes to conducting social media marketing?

- 58.1 % - Content quality
- 55.4 % - Engagement
- 35.1 % - Measuring ROI
- 29.7 % - Lack of resources (people, tools, skills)
- 29.7 % - Content quantity
- 14.9 % - No strategy
- 14.9 % - Social media automation
- 13.5 % - Covid-19
- 12.2 % - Lack of support from leadership
- 12.2 % - Securing budget for social media
- 6.8 % - Team bandwidth
- 2.7 % - Other

## When you engage with industry suppliers, which tone of communication do you appreciate?

- 70.7 % - Informative
- 68.0 % - Friendly
- 38.7 % - Educational
- 25.3 % - Serious
- 18.7 % - Humorous
- 4.0 % - Other
  - Professional
  - Consistent
  - Creating reflection

## What kind of content is the best for your social media?



65.3 % - Videos



62.3 % - Original content/articles



35.3 % - Influencer posts

33.3 % - Case studies

25.3 % - Infographics

17.3 % - Social ads

16.0 % - Research reports

15.3 % - White papers/e-books

13.3 % - Slides or presentations

13.3 % - Audio

9.3 % - Podcasts

8.0 % - Surveys

5.3 % - Other

## What are some characteristics of social media posts that perform the best?

65.3 % - Authenticity

51.4 % - Showing competence

37.5 % - Trustworthiness

36.1 % - Being smart

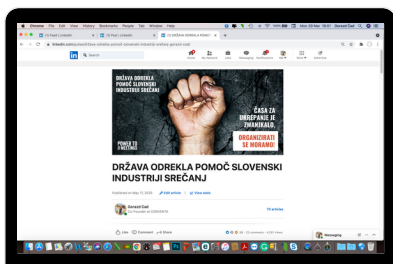
33.3 % - Showing confidence

33.3 % - Being likeable

19.4 % - Being funny/goofy

19.4 % - Showing influence

5.6 % - Other (please specify)



# SOCIAL MEDIA IN THE MEETINGS INDUSTRY

## How do you measure the effectiveness of your social media efforts in marketing?

**79.7 % - Basic (fans, followers, likes)**

**33.8 % - Conversions to leads/revenue**

**32.4 % - Unique visitors to landing page**

**24.3 % - CTR (click through rate)**

**20.3 % - Not measuring**

**14.9 % - Ranking on social media metrics site (e.g. Technorati)**

**12.2 % - Reputation Metrics**

**4.1 % - Other (please specify)**

- Social media listening tools and bit.ly
- Need to focus more on SM activity
- Reach

## What are the biggest challenges to generating NEW LEADS on social media?

**63.4 % - Finding qualified contacts**

**46.5 % - Finding those that convert**

**22.5 % - Engaging hot leads**

**15.5 % - Cost of new leads**

**7.0 % - Other (please specify)**

- When they are not looking for you, you are there, when they look for you, they will Google
- Making people decide, everybody loves the product, but they procrastinate the decision
- Creating content that is relevant for the user
- Lead time

## Do you use LinkedIn for lead generation?



## KEY CHALLENGES OF LEAD GENERATION ON LINKEDIN

**40.0 % - Don't know where efforts are best invested**

**30.0 % - Lacking good content for LinkedIn**

**27.5 % - Need more content**

**25.6 % - ROI measurement**

**22.5 % - Inadequate number of followers**

**15.0 % - Lack of actionable insight**

**12.5 % - Unsure about the value of LinkedIn**

**12.5 % - Inadequate budget**

**7.5 % - Other**

**3.7 % - Struggle to know what's worked**

## What is the most effective way to execute social media marketing?

**67.6 % - Combination of in-house and outsource**

**24.3 % - In-house resources**

**8.1 % - Outsource to a specialist**

## MOST EFFECTIVE SOCIAL MEDIA MARKETING TACTICS AND TOOLS

**4.16 - Creating original content**

**3.92 - "Posting on social media consistently"**

**3.10 - Discussion engagement**

**3.09 - Influencer marketing**

**3.07 - Going live (streaming)**

**3.03 - "SEO for social sites"**

**2.98 - Tagging others**

**2.93 - Contests and giveaway**

**2.87 - Optimizing special profiles**

**2.86 - Paid advertising on social media**

## What is the first thing that comes to mind when you hear social media?

- Keeping up with one's friends and business contacts
- Free advertising, connecting with people, and content promotion
- Trivial (unfortunately!)
- Find ways to valuable contacts for valuable news
- Social media is part of your long-term strategy, needs a lot of work and attention before it can grow and harvest. But if done well, consistently and professionally, you have a lot of potential
- Digital marketing
- Sharing value
- Staying connected
- Young People on their phones
- Several platforms that give you the possibility - for free and very easy - to present your product, destination and all the things you do in your daily business. (with additional possibilities if you have further budget).
- News
- Engagement
- Ever-changing
- Reliability
- A platform where people worldwide can interact
- I hate it, but need it!
- A lot of work, time-demanding
- Trolling, fake news
- FaceBook, the normal life, NOT the profession
- Sharing interests, ideas and experiences, also being connected with the communities and networks.
- Instagram for fun, LinkedIn for work
- You have to be in it and can't ignore them, but it takes a lot of time to do it properly
- Homework you don't like but needs to be done asap
- Confusion
- Inspiration

# SOCIAL MEDIA IN THE MEETINGS INDUSTRY

## What are your TOP social media marketing tips?

<ol style="list-style-type: none"> <li>1. Right content for the right social media channel</li> <li>2. Content marketing strategy with measurable goals</li> <li>3. React - be quick, answer questions, communicate</li> </ol>	<ol style="list-style-type: none"> <li>1. Stay relevant</li> <li>2. Be picky about who you interact with</li> <li>3. "Like" doesn't mean you've convinced anyone of anything</li> </ol>
<ol style="list-style-type: none"> <li>1. Limit the number of social media channels</li> <li>2. Choose a niche</li> <li>3. Better less content but good content</li> <li>4. Show your WHY</li> <li>5. Be professional, consistent and stick to your values</li> </ol>	<ol style="list-style-type: none"> <li>1. Share value</li> <li>2. Be authentic</li> <li>3. Do not sell too much, share knowledge instead</li> <li>4. Be visible, have a constant stream of content</li> <li>5. Use the right hashtags and be consequent</li> </ol>
<ol style="list-style-type: none"> <li>1. Deliver authentic content</li> <li>2. Create valuable contacts</li> <li>3. Create long-lasting and newsworthy communication</li> <li>4. Do not exaggerate</li> <li>5. Do not lie.</li> </ol>	<ol style="list-style-type: none"> <li>1. Be honest</li> <li>2. Try to have a schedule and follow it</li> <li>3. Never say bad about the others</li> <li>4. Never take personal opinions that may be controverse</li> <li>5. Always have content that gives something to your clients</li> </ol>
<ol style="list-style-type: none"> <li>1. Be consistent</li> <li>2. Be original</li> <li>3. Stay relatable</li> <li>4. Bring valuable information</li> <li>5. Be authentic</li> </ol>	<ol style="list-style-type: none"> <li>1. Don't get distracted by what others are doing, find your own way &amp; voice</li> <li>2. Look for ideas also outside your industry</li> <li>3. Have a good mix of business posts and personal touch</li> <li>4. Inspire employees to share your content on their accounts</li> <li>5. Don't be afraid to use humor in your posts - but have a good measure about it</li> </ol>
<ol style="list-style-type: none"> <li>1. Post regularly</li> <li>2. Post qualitatively</li> <li>3. Watch others</li> <li>4. Like, comment, share</li> <li>5. Grow your network</li> </ol>	<ol style="list-style-type: none"> <li>1. Show social engagement of your company, not only business</li> <li>2. Show the human side of your business, company</li> <li>3. Focus on people, stories</li> <li>4. Post less, but meaningful content</li> <li>5. Quality of audio/video material</li> </ol>
<ol style="list-style-type: none"> <li>1. Keep posting</li> <li>2. Publish stories every night</li> <li>3. Use Facebook ads for new reach</li> <li>4. Good content</li> <li>5. Reply to messages</li> </ol>	<ol style="list-style-type: none"> <li>1. For the B2B sector, a hard focus on the core target market</li> <li>2. Be engaged with the right Influencers</li> <li>3. Be open to new ideas</li> <li>4. Don't constantly repost old content</li> <li>5. Share content with a value and a purpose</li> </ol>



# Kongres Magazine's Surveys

## POWERED BY TOLERANCA MARKETING RESEARCH DEPARTMENT

Ever since the epidemic started, the editorial board of Kongres Magazine has been carrying out in-depth research on the impacts of COVID-19 for the meeting industry, studying the ever-changing needs and expectations of meeting planners. As the owner of Kongres Magazine, Toleranca Marketing agency was entrusted with the logistics of carrying out the research.

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## Need an in-depth market research?

Get in touch with our team of creative thinkers

### **TOLERANCA MARKETING d.o.o.**

Štihova 4, 1000 Ljubljana, Slovenia

T: +386 (0)1 430 51 03

E: [gorazd.cad@toleranca.eu](mailto:gorazd.cad@toleranca.eu)

[www.toleranca.eu](http://www.toleranca.eu)

**We would like to thank everyone, who has taken part in the research so far. With your contribution, we are one step closer to overcoming the new pandemic reality.**