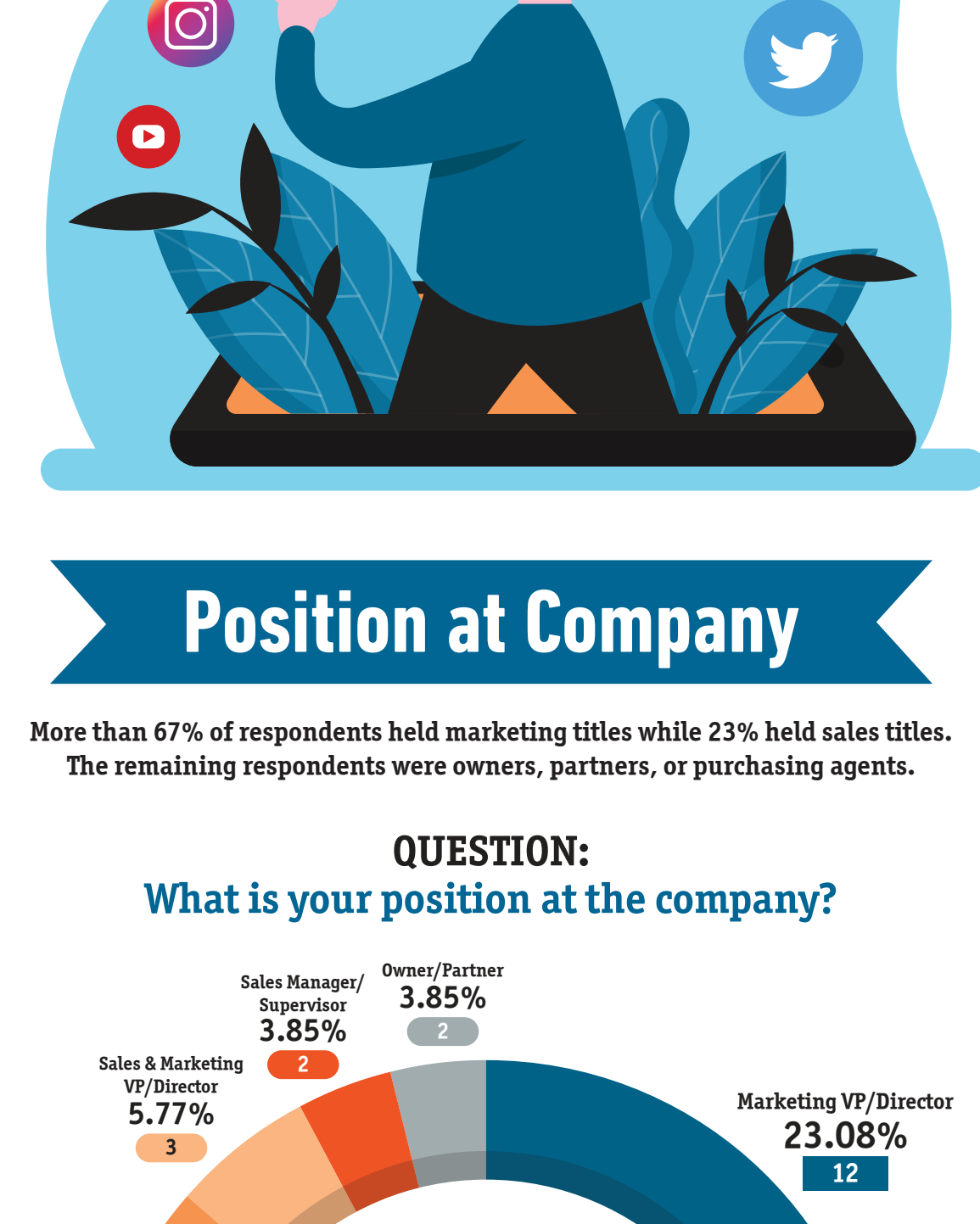


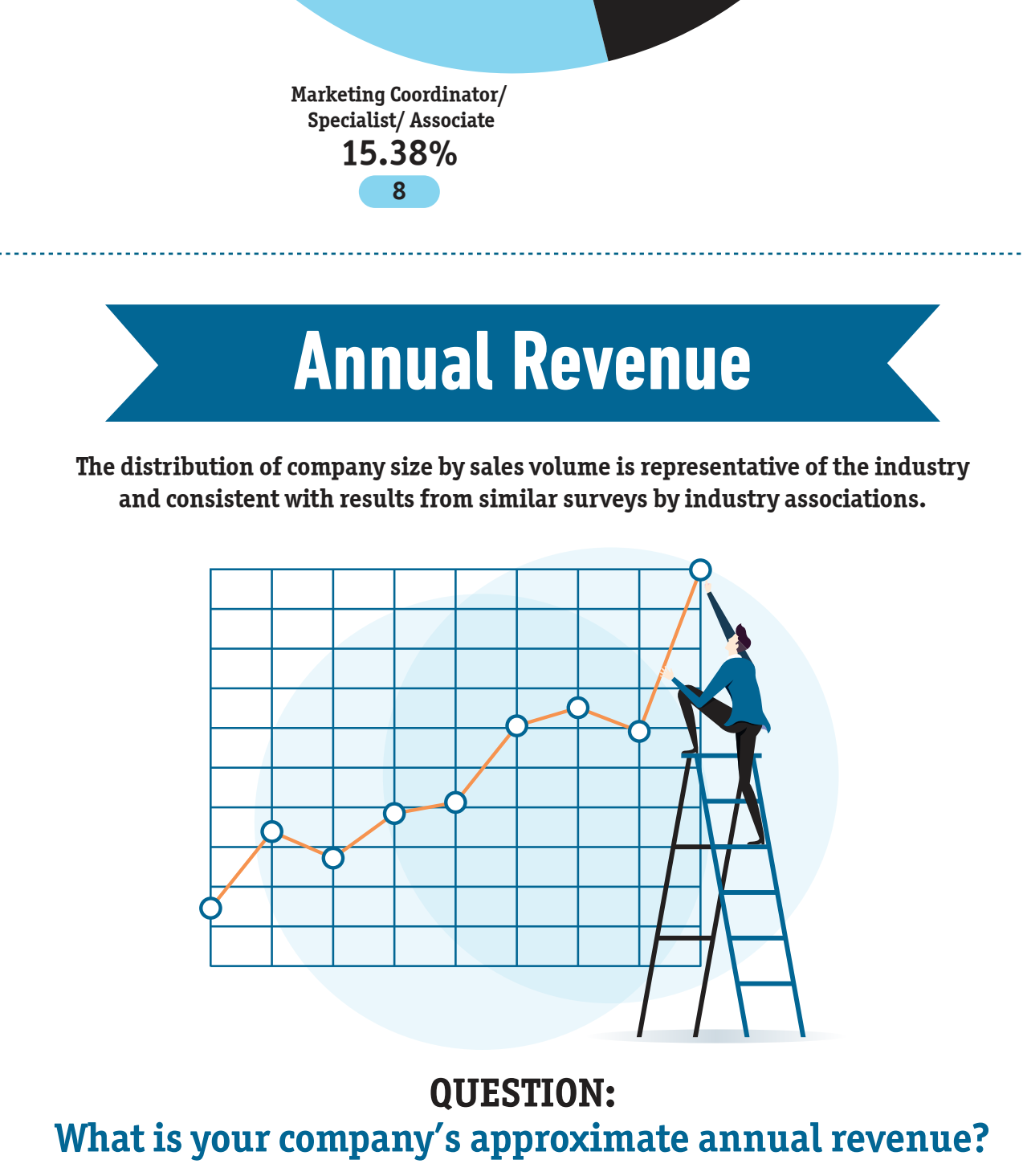
HOW ARE ELECTRICAL DISTRIBUTORS USING SOCIAL MEDIA?



Position at Company

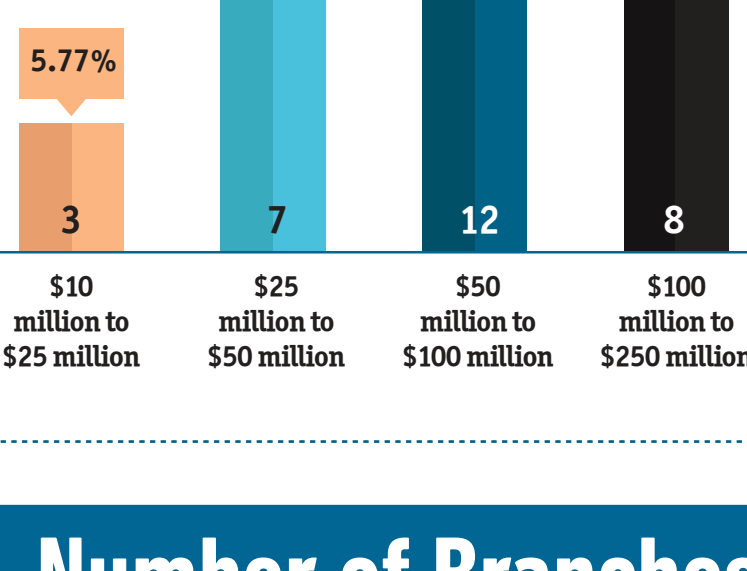
More than 67% of respondents held marketing titles while 23% held sales titles. The remaining respondents were owners, partners, or purchasing agents.

QUESTION:
What is your position at the company?

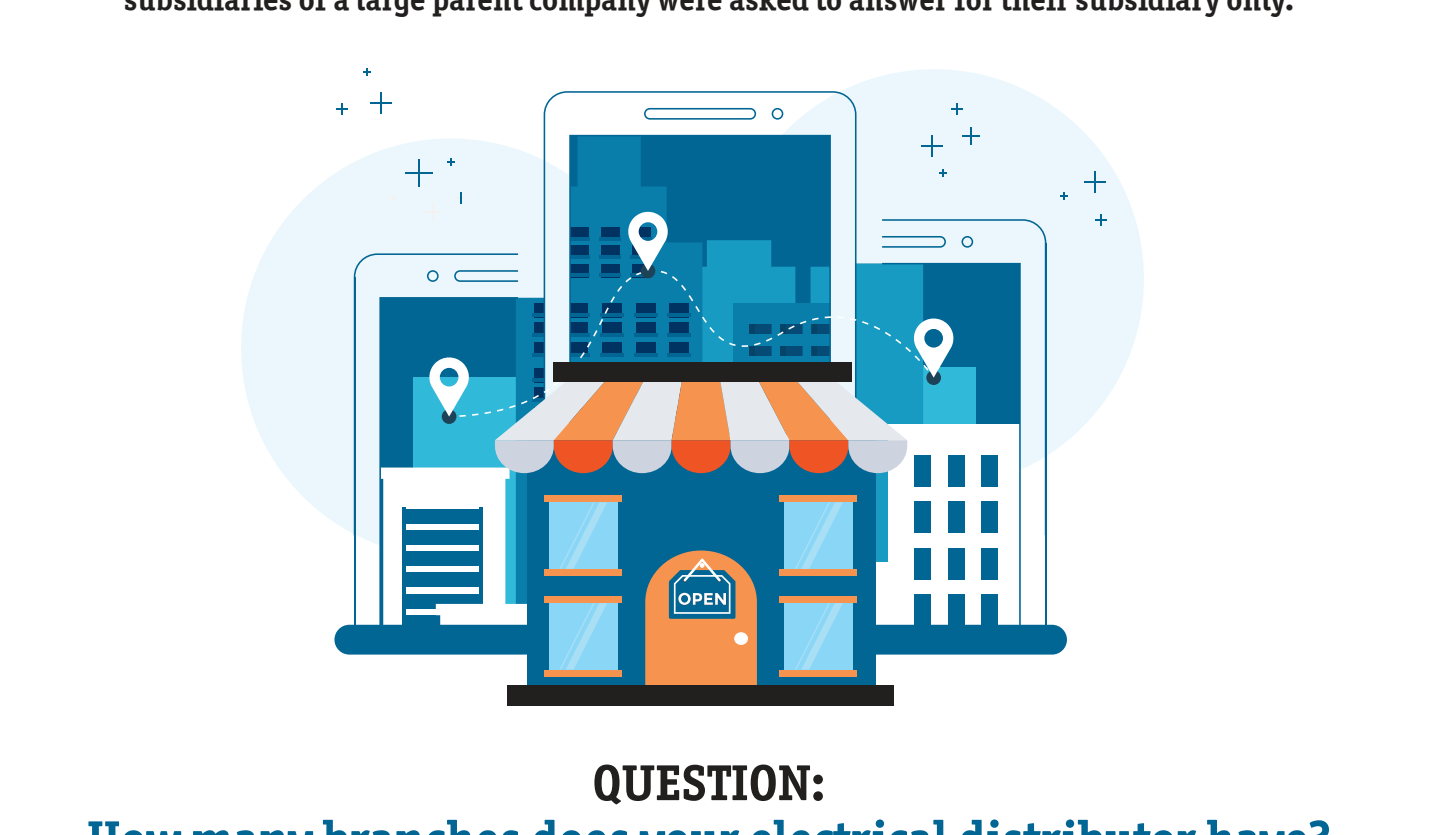


Annual Revenue

The distribution of company size by sales volume is representative of the industry and consistent with results from similar surveys by industry associations.

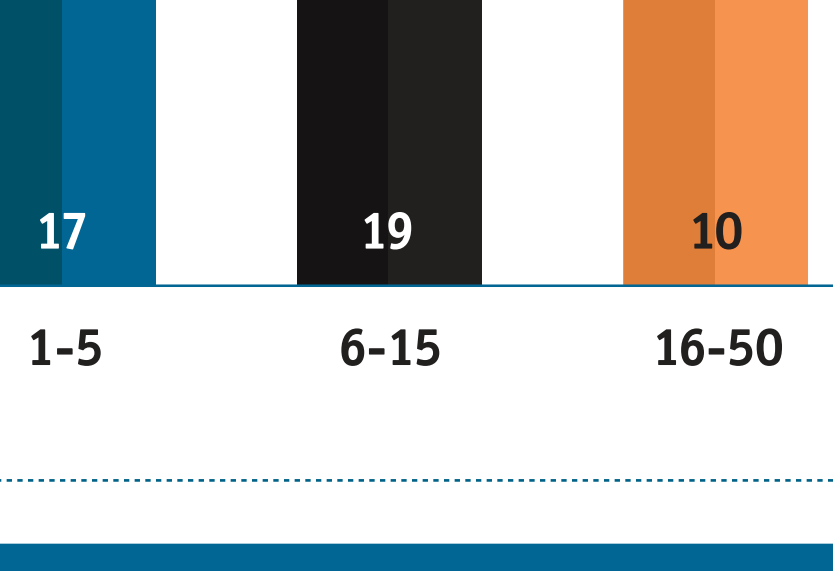


QUESTION:
What is your company's approximate annual revenue?



Number of Branches

Most respondents are small- to medium-sized distributors. Companies that were subsidiaries of a large parent company were asked to answer for their subsidiary only.

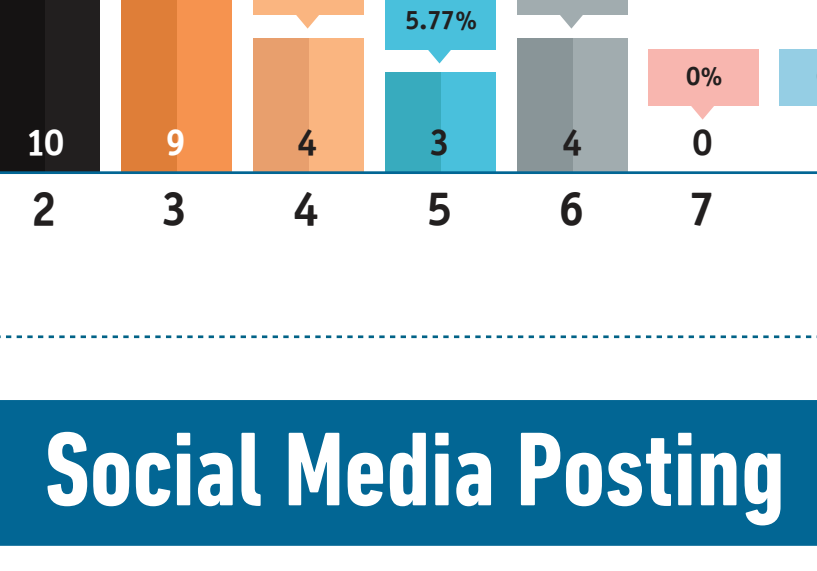


QUESTION:
How many branches does your electrical distributor have?



Marketing Department Size

Small marketing departments are commonplace. Together, marketing departments with 2 or fewer employees accounted for 46% of responding companies. About 64% of departments had 3 or fewer employees.



QUESTION:
How many full-time equivalent employees are in your marketing department?



Social Media Posting

Nearly 90% of distributors surveyed will use social media in 2019. Of course, that means 10% won't be using social media which is surprising considering the industry is currently undergoing a digital transformation.



QUESTION:
Does your company post on social media?

No, and we have no plans to. **9.62%**

No, but we plan to in the next year. **1.92%**

Yes **88.46%**



Level of Activity for 2019

Nearly 77% of respondents planned to increase social media activity while 15% planned to maintain the same level. Nearly 8% answered NA, suggesting they aren't using social media.



QUESTION:
In 2019, does your company plan to increase, decrease, or maintain the same level of activity of social media?

NA **7.69%** (4)

Maintain the same level **15.38%** (8)

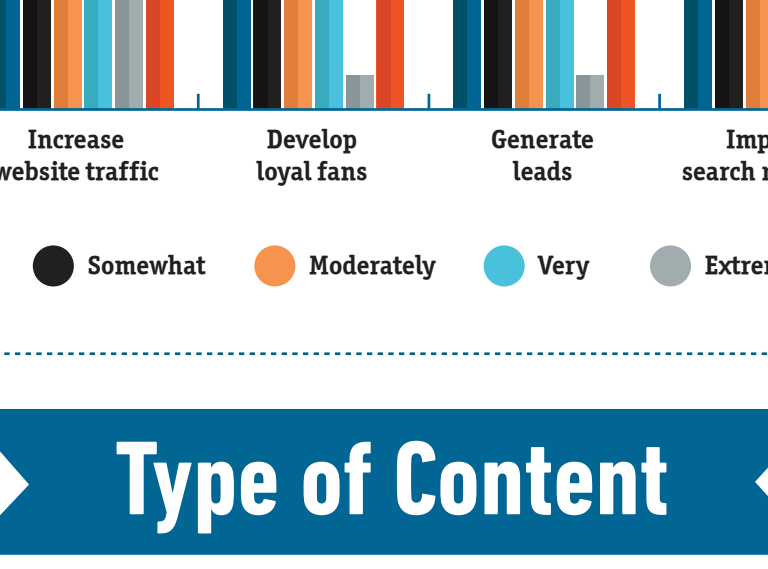
Decrease **0%** (0)

Increase **76.92%** (40)



Success by Goals

Overall, respondents felt their companies' social media efforts were "moderately" successful across all goals, but most often cited feeling "very" or "extremely" successful at the goals of "increase exposure" with a combined 38.46%, and "improve search rankings" at 30.77%. Respondents felt their social media efforts were least successful at generating leads or increasing sales.

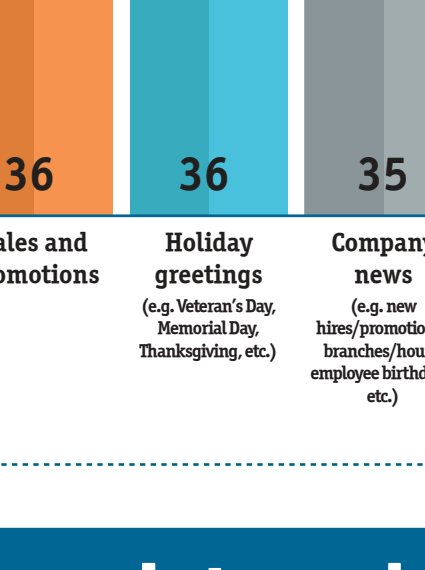


QUESTION:
How successful do you feel your social media efforts are at achieving the following goals or outcomes?



Type of Content

Social media content tended to be more promotional than educational. About three out of four distributors posted about company events and products and services, followed by sales and promotions and holiday greetings.

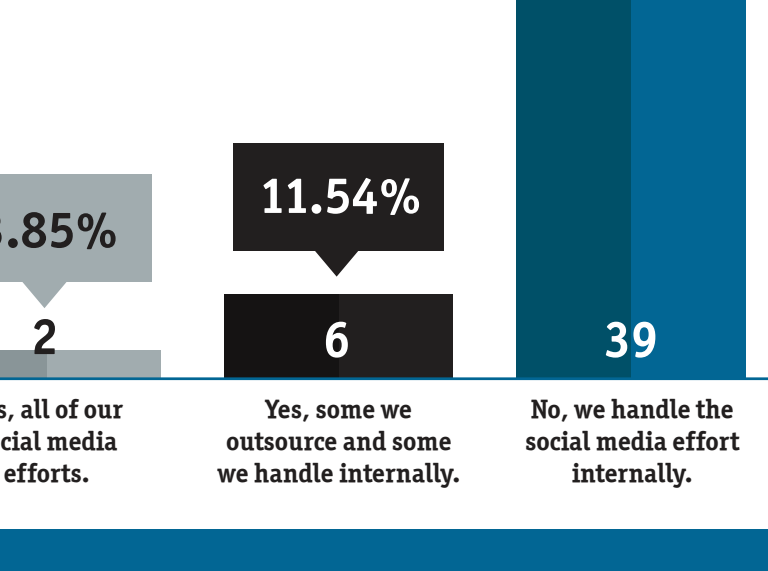


QUESTION:
What type of content does your company post on social media?



Outsourcing vs. Internal Management

Internal social media management is the norm as 75% of respondents handled all of their efforts internally while 11.5% combined internal and external management.



QUESTION:
Do you retain the services of an external resource (e.g., freelancer, agency) to help with your company's social media efforts?

