

Survey of Top
CPG Companies
What Other Companies Like Yours Are
Doing In Social Media

The consumer packaged goods industry is changing, because consumers are changing. You won't find them in stores anymore but you will find them online—and their discovery, selection, and shopping habits redefining the norms of this industry. Here are five key facts we uncovered from a recently survey about social media and CPG.

88%

Only "office hours" coverage

The vast majority (88.37%) of CPG companies said they respond to social media during business hours only. 11.6% said they "never" engage/monitor/respond on social media

#1

Biggest goal

The top goal for all retailers is to maximize their social media budget and show an ROI by using best practices

Top 3
Desired results from
social media

1. Increase sales
2. Increase brand mindshare
3. Cultivate specific audiences

#1

Top Social Media Report

The top report requested by CPG companies was the Social Media Competition Report

79%

Budgets are a constraint

79% of CPG companies reported a social media budget of \$50K or less