

SIX WINTRUST COMMUNITY BANKS ARE AMONG THE TOP 20 SMALL BUSINESS LENDERS IN ILLINOIS



Source: Small Business Administration (sba.gov)

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Survey: Small firms integrating social media and e-mail marketing

Posted by Ann D. at 6/23/2010 10:03 AM CDT

AWeber Communications today announced results from a survey of more than 2,500 small businesses regarding [e-mail marketing and social-media marketing efforts](#).

Survey highlights:

- More than 82% of respondents plan to increase their e-mail marketing efforts over the next year.
- Almost 70% of small-business marketers are employing some sort of social media tactics and a majority (77%) indicate that integrating e-mail marketing and social media is either "very important" or "moderately important."
- 54% of respondents indicate they intend to use Facebook as a tool to help build their e-mail lists.
- Nearly 20% of respondents indicate that integrating e-mail marketing and social media increased customer loyalty.

AWeber is a Pennsylvania-based e-mail marketing and communications consultancy.

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Daniel H. wrote:

This is a very telling poll. Even the most conservative businesses are realizing that social media has become a necessary tool to implement in order to connect with clients and customers.

The surprising part, though, is the tiny number who believe it builds loyalty. There is no doubt in my mind that one-to-one communication builds relationships.

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