

Bigmouthmedia And Econsultancy Unveil UK's First Social Media & Online PR Survey



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Edinburgh, UK, November 10, 2009, Bigmouthmedia and Econsultancy will reveal the results of the UK's first extensive survey into the use of Social Media and Online PR at a specially convened industry summit later this month.

The results of the research, which will provide the most detailed data yet available on the extent to which UK companies have embraced [social media](#), the methods of engagement currently employed and the value being derived from such activities, will be unveiled to an audience of invited delegates in London on November 25th. Organised by bigmouthmedia, the event will also see presentations from Facebook, Microsoft and Futurenet on the phenomenon's far-reaching impact upon the business world.

"The social media revolution has evolved from emerging trend to mainstream communications channel in a remarkably short space of time. Yet despite the increasing prominence of platforms like Twitter, until now there has been no solid data available on how companies are using it and the benefits they are deriving from the practice," said Leanne Rinning, Online PR Manager at bigmouthmedia.

"We are delighted to have partnered with Econsultancy on this research. The preliminary results are already in, and while some of the results may surprise the audience, I'm confident that our survey will cut through the hype and provide real insight into how to get the best out of this rapidly shifting channel."

Rinning, who will give a presentation on planning, executing and measuring online campaigns, will be joined on the day by Facebook's Josh Smith, who will speak on the impact of advertising on social networking platforms. Kate Box of Microsoft is scheduled to provide her take on how traditional digital and social media can work together, while Futurenet's Jessica Healy will also give an account of the publishing world's struggle to come to terms with the phenomenon.

"Social media is simply about listening and interacting with your customers, using channels that many staff will already be familiar with, such as Facebook, Twitter, Youtube and Digg. It is in many ways about common sense, yet there is a lot of

uncertainty in the business world about how to engage it," said Econsultancy Research Director Linus Gregoriadis.

"By engaging with customers you increase satisfaction, which is a proven way of generating repeat business and referrals. There are very few companies that wouldn't want to do that, and we believe that after attending this event, guests are going to leave with a much clearer view on how to go about it."

The event, which will take place at 76 Portland Place, London, will include lunch and networking drinks.

Notes to editors:
There are a few places available, but attendance will be strictly limited. Registration of interest can be done by contacting socialsummit@bigmouthmedia.com.

About [bigmouthmedia](#)

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: [Search Engine Optimisation](#), PPC, Online Media Planning, [affiliate marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news to ensure clients are fully informed and aware of all industry developments.

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