

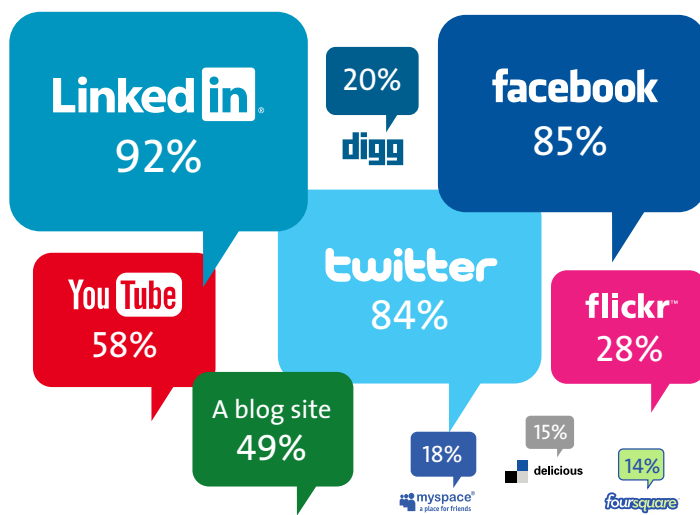
## 2011 Arketi Web Watch Media Survey:

# Inside BtoB media usage of social media

This survey seeks to understand the opinions of BtoB journalists and their use of technology. Seventy-five percent of respondents have been in the field of journalism for 10 or more years, with 49 percent reporting they have been a journalist for more than 20 years. Some of the industries covered by the journalists surveyed include business and professional services, computer hardware/software/Internet, enterprise/large business, finance/banking/insurance, healthcare/medical, manufacturing, media/printing/publishing and telecommunication.

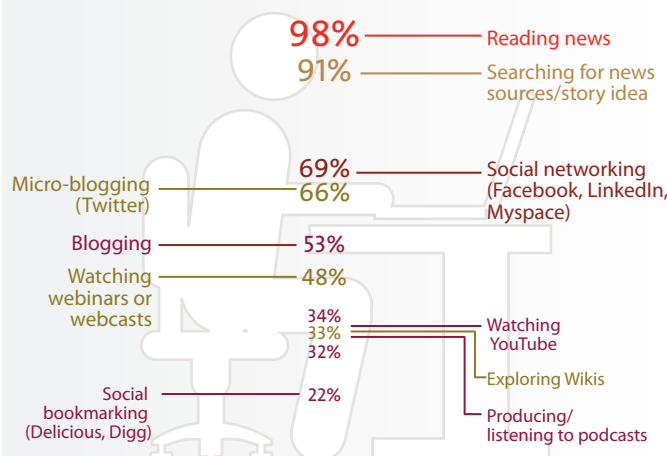
### Friends, fans and followers

Just like consumers, business journalists are subscribing to some of the most popularly-used social media tools. **When asked what accounts they have, journalists respond...**



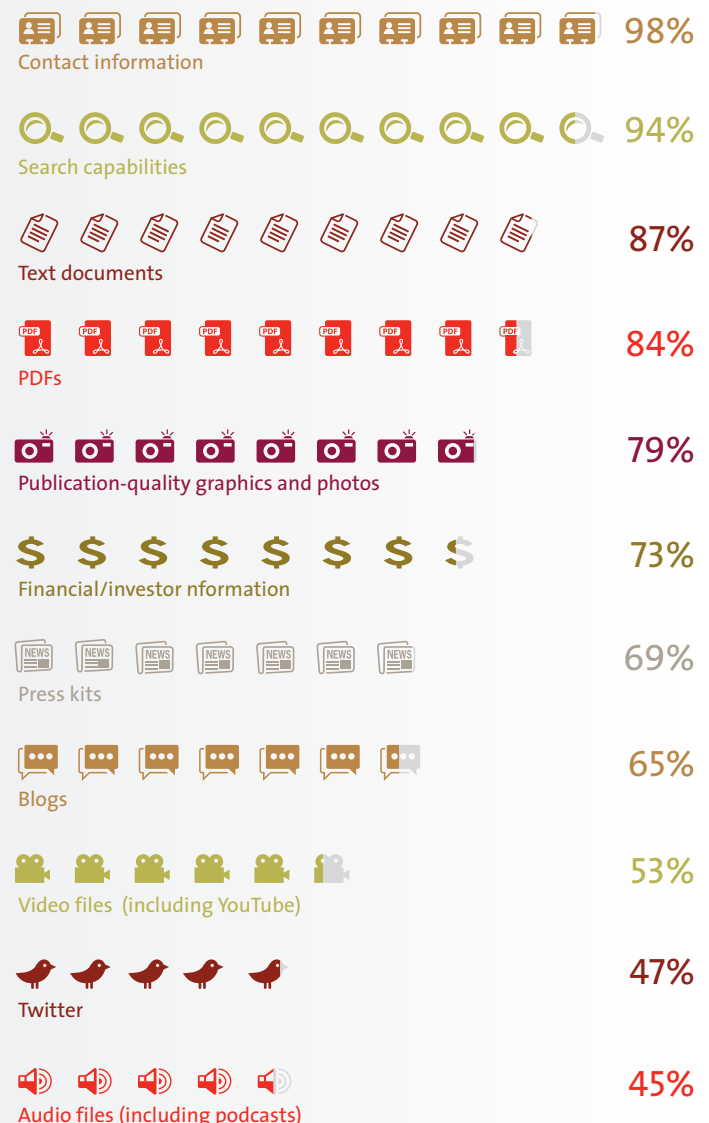
### How journalists use the Internet

Sixty-four percent of journalists say they spend more than 20 hours a week online, with 21 percent reporting more than 40 hours of online activity each week. **When asked how journalists use the Internet, they say...**



### Don't turn a blind eye to websites

Eighty-two percent of journalists say companies without a website are less credible. When unable to reach a company source, 81 percent of business journalists turn to an organization's website. **What makes a corporate website useful to them?**



## Sources that give the scoop

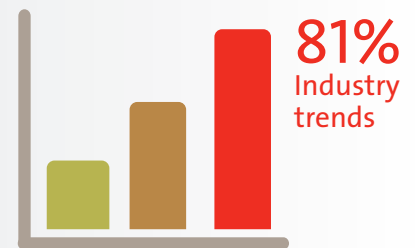
Thirty-six percent of journalists indicate more than 75 percent of their news outlet's website is original content that does not appear in the print publication.

**When asked to reveal where journalists get their story ideas, journalists report...**



## The way of the webinar

More than half of the journalists surveyed (51 percent) found company-sponsored webinars helpful. **What type of webinar do they find most helpful?**



71%  
Original research



60%  
Case studies



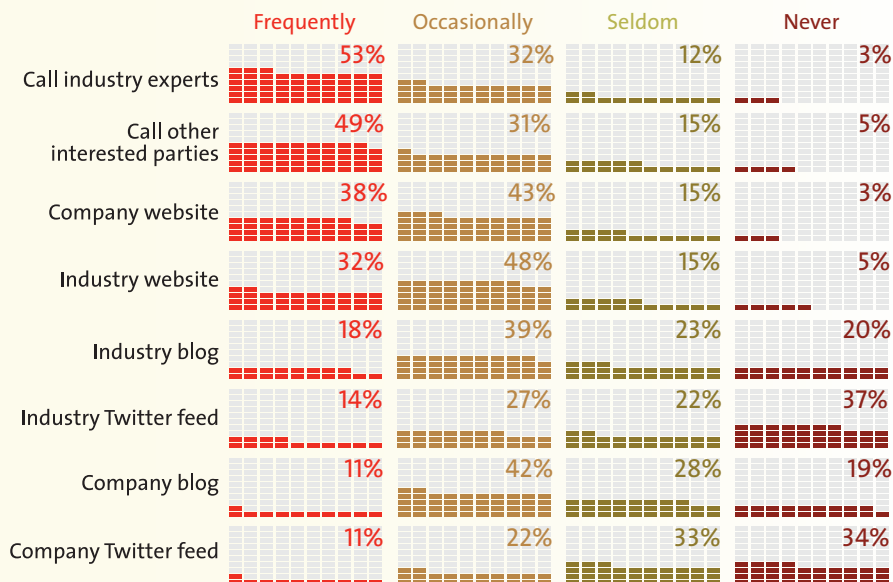
29%  
Product demos



28%  
Training

## Got breaking news?

Other than the primary sources, journalists seek out secondary sources for information regarding breaking news. **Journalists say they turn to the following...**



## About Arketi Group

Arketi Group is a public relations and digital marketing firm that helps business-to-business technology organizations accelerate growth through intelligent strategy, public relations, messaging, branding and demand generation. Constantly recognized by *BtoB* magazine as one of the nation's "Top BtoB Agencies," Arketi's core belief is that marketing generates revenue.

Visit [www.arketi.com/thinking](http://www.arketi.com/thinking) to explore some of Arketi's latest thinking, including podcasts, blogs, LinkedIn, Twitter, newsletters and white papers. From the odd to the ordinary, you can find it here.

For more information on Arketi's social media offering, contact Mike Neumeier, APR at 404.929.0091 x210 or [mneumeier@arketi.com](mailto:mneumeier@arketi.com).

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