



ABCI Releases 2015 Social Media Marketing Survey

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Marketing company ABCI will be releasing the results of their annual social media survey on July 15th, 2015. ABCI conducts this survey every year for aviation professionals regarding their use of social media. The results from the survey are evaluated and used to assist the company in revising marketing plans for existing clients.

Paula Williams, President of ABCI, states "We provide the most current and most specific data possible for our clients and members. And nobody else does a survey like this one: specifically about social media usage and social media marketing within the aviation industry. So, we do it ourselves."

ABCI uses their survey to provide businesses with accurate data regarding who uses which social media sites. This helps businesses allocate their marketing budgets toward areas that provide the best results.

Businesses can take the social media survey anonymously or provide contact information where they will in turn be provided a gift certificate for services from ABCI. Other prizes in exchange for taking the survey include gift cards to places like Tom Horton, Starbucks and Dunkin Donuts.

ABCI plans to release the results of the survey in an online marketing seminar scheduled for July 15, 2015.

The results of the 2014 survey showed that more than 40% of companies did not use the most popular social media platforms, such as Instagram, Facebook and Pinterest. Results did state that companies planned to incorporate these platforms in the coming year. Most businesses who took the survey last year also planned to incorporate more targeted advertising on popular social media sites, and increase their use employees' usage of social media for business purposes as well.

Those interested can read more about the 2015 social media survey, or just take it themselves. The 2014 results are freely available and give insights into how companies used social media last year, along with their plans for improving their interactions in the near future.

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ABCI

ABCI helps aviation companies sell more products and services. We help charters, brokers, MROs, component manufacturers, software creators, doctors, lawyers, insurance professionals and others.

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