

Building Industry Catching the Social Media Bug

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A new study found that building industry firms are using social media platforms for branding more often than any other uses, according to a study reported on in the Aug. 3rd edition of ENR from McGraw Hill. The Society for Marketing Professional Services (SMPS) conducted a survey of several hundred firms to determine how they used social media, asking the participants if they used it for Retention, Recruitment, Branding Individuals, or through a Marketing Firm. ENR reported that of the firms that participated 62% responded they used social media platforms for branding. Those that were not using these on-line venues said they lacked an understanding of social media. Because of the rapid adoption of social media for marketing, a representative of SMPS told ENR that the survey was already out of date. Full coverage of the study is at enr.com.

Social media, architectural marketing, LinkedIn, Facebook, Twitter