

# KWD Web Management Report 2012



The challenges, strategies and management  
issues for Web Managers in 2012



*A Division of* **KINGWORLDWIDE**

# Inside the mind of a Web Manager 2012

**KWD has mapped out** the challenges, strategies and management issues in online communication that Web Managers face today. More than 120 professionals from 100 listed companies in 17 countries have participated in KWD's survey. 62% of the companies that took part in the survey are included in Financial Times Europe 500.

Who we asked?

**17** countries  
**62%** of the companies are included in FT Europe 500

**122** respondents



What they do?

**Web Managers**  
Head of Online Communications and mainly responsible for:  
▶ Web content  
▶ Digital media  
▶ Overall Corporate Communication  
▶ Budget

Resources



Use of web analytics

**10%** Assess data every day

**68%** Assess data once a month or less often

Website investment



**24%** Will spend more money

**37%** Have an unchanged budget

Main areas for improvements

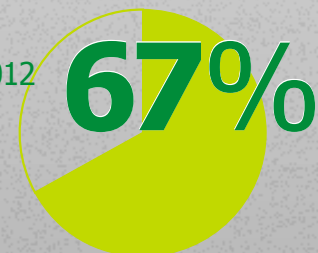
CSR section	41%
Social media integration	41%
Career section	37%
Press room	37%

Social Media presence

More than **60%** are dissatisfied or just satisfied to some extent with their **Social Media Strategy**

Largest proportion of discontent in social media is **Investor Relations** and **Corporate Governance**

Will prioritize working with Social Media in 2012



**21%** Will spend more money on social media in 2012

# More money to the corporate website

The corporate website is the company's central hub for external communication and gives information to key audiences. The response from Web Managers shows that in general, their corporate websites are performing well but they will invest more money in it during 2012. The main areas of improvement are the press and CSR sections as well as social media integration.

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# 24

percent, will spend more on the corporate website in 2012

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Over 90% of the respondents will prioritize the corporate website in 2012. 24% will spend more on the corporate website compared to the previous year, whereas 37% will continue with the same budget.

Quarter say that their senior management is highly or fully involved in determining the goals and vision for the corporate website.

Interestingly, the vision for the corporate website is divided. On the one hand it is seen as the central hub for the company's external communication

and on the other, it is to give relevant and significant information to key audiences. Two thirds of Web Managers say they're satisfied or very satisfied with the look and feel of the website as well as the its content, 9% are highly satisfied.

Press and CSR/Sustainability top the list of sections to be improved in 2012. Closely followed by the connection between the website and its social media channels and the Careers section.

# Social media, a communication priority

Social media has shown to be the main area of concern for Web Managers. 30% are dissatisfied with their social media strategy, integration, content, presence, distribution and response. 31% are only satisfied to some extent. It's a real issue that companies plan to work on in 2012.

2 out of 3 will prioritize working with social media in 2012. 24% will spend more money on social media compared to the previous year, only 3% will spend less.

Web Managers are most satisfied with their social media presence in Press, Careers and CSR related topics. These are also the corporate communication topics that they are primarily active in today. Investor relations and corporate governance have the largest proportion of discontent (75% are dissatisfied). Very few are active in social media with these topics.

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## 64%

are satisfied with the company's online corporate communication (strategy, presence, effectiveness) and 83% see it as a priority to work with in 2012.

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# Web Managers: Who they are and what they do

More than 120 professionals from 100 listed companies in 17 countries have participated in KWD's 2012 Web Management Survey. 62% of the companies that took part are included in the Financial Times Europe 500.

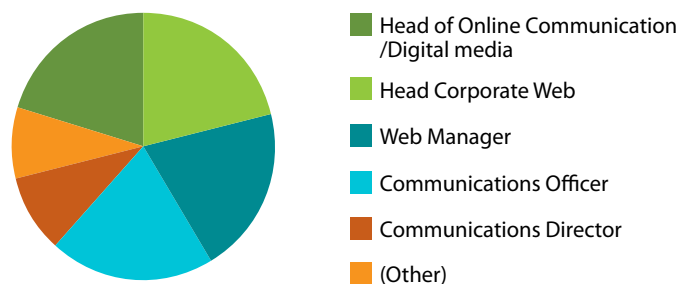
The majority of the respondents are Web Managers or Head of Online Communications working in a Corporate Communications department. They are mainly responsible for web content, digital media, corporate communications and budget.

Overall, the Head of Communications is in charge of the company's corporate website. 59% of the respondents have 1-3 people working on the corporate website more or less full time. 11% have 10 or more people.

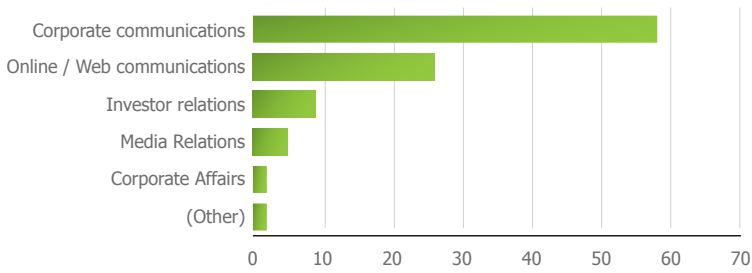
In most cases, one or more full time editor(s) publish content on the website or have content owners updating the website directly with information.

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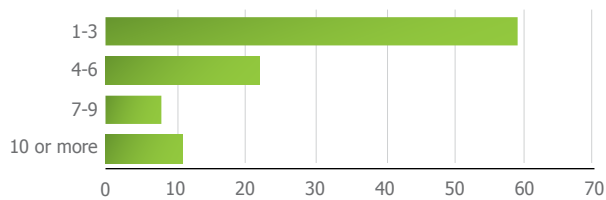
Your title



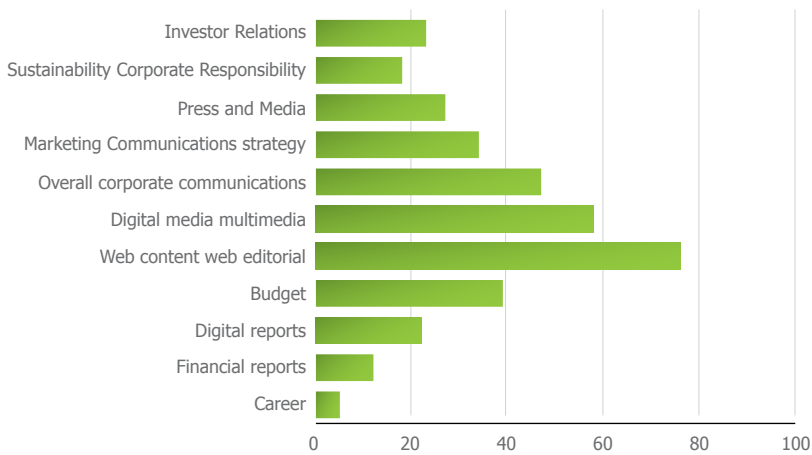
### Your department



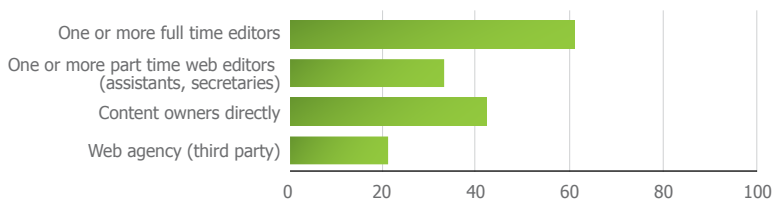
### How many people are working full time with the corporate website?



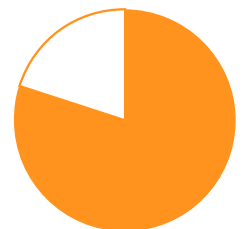
### Your area(s) of responsibility (multiple choice)



### Who publishes content on your website



Responsible for corporate website



**80**  
percent, Head of Communications

# The key priorities in 2012

KWD has asked Web Managers how satisfied they are with their online corporate communication, corporate website, and social media as well as how they intend to prioritize these areas in 2012.

The corporate website has the highest proportion of respondents being satisfied or highly satisfied (75%) followed by online corporate communication (69%) and social media (43%).

The corporate website is the number one priority in 2012 followed by issues relating to the strategy, presence, effectiveness of online corporate communication. Two thirds say they will focus on social media.

Interestingly, half of the respondents are dissatisfied with the company's corporate mobile or tablet apps with regard to strategy, content, distribution and response. However slightly more (63%) will prioritize this area in 2012.

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## 49%

dissatisfied or slightly dissatisfied with their corporate mobile / tablet apps in 2012

## 63%

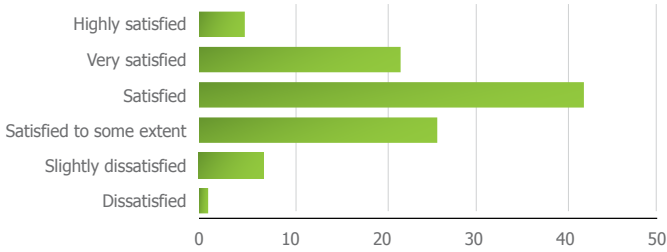
will prioritize their corporate mobile / tablet apps in 2012

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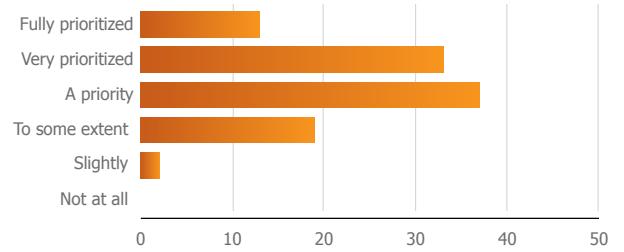
On a scale 1-6, how satisfied are you with your...

**Online corporate communication**  
(e.g. strategy, presence, effectiveness)



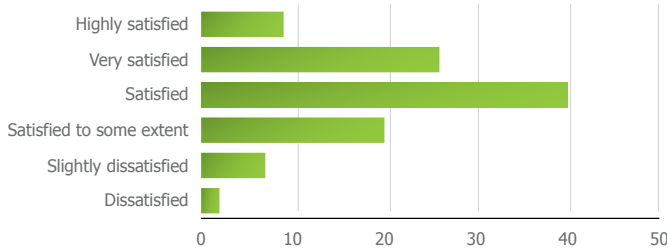
On a scale 1-6, how do you prioritize in 2012

**Online corporate communication**  
(e.g. strategy, presence, effectiveness)



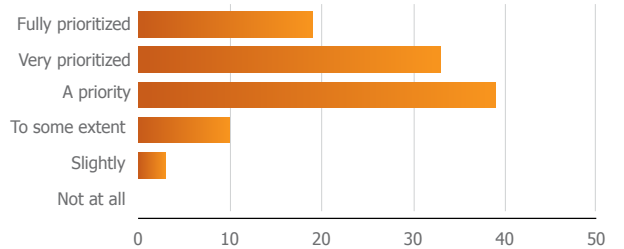
**Corporate website**

(strategy, content, look and feel, message, traffic, response)



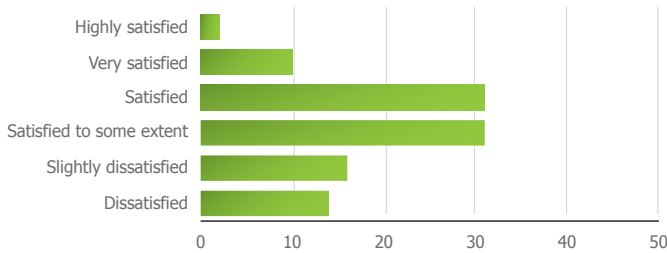
**Corporate website**

(strategy, content, look and feel, message, traffic, response)



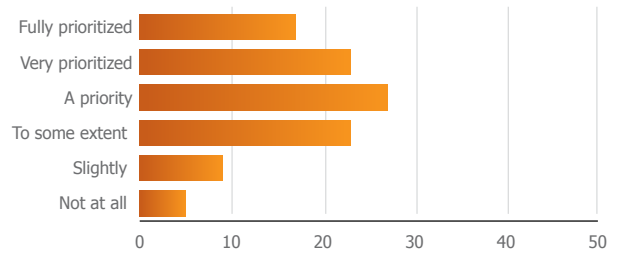
**Social media**

(strategy, integration, content, presence, distribution, response)



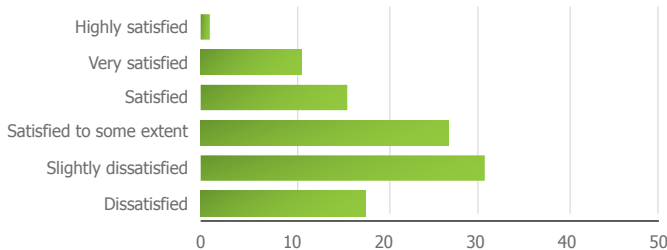
**Social media**

(strategy, integration, content, presence, distribution, response)



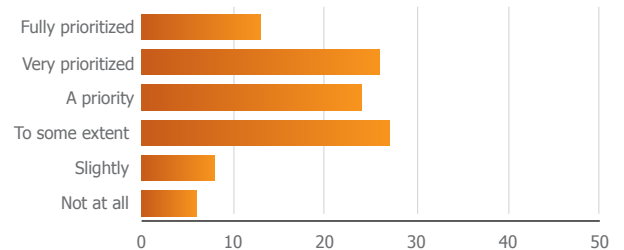
**Corporate mobile or tablet apps**

(strategy, content, distribution, response)



**Corporate mobile or tablet apps**

(strategy, content, distribution, response)



# Corporate website: priorities, challenges and budget

Unsurprisingly, the corporate website is the key area of focus for Web Managers at the largest listed companies in Europe. On the whole, Web Managers are pleased with the corporate website today. 2 out of 3 say they're satisfied or very satisfied with the look and feel as well as its' content. 5% are highly satisfied.

Over 90% of the respondents will prioritize the corporate website in 2012. 24% will spend more on it compared to previous year, whereas 37% will continue with the same budget.

Companies will primarily improve the Press room and CSR/Sustainability section of the corporate

website. Risk and debt related information is the least prioritized.

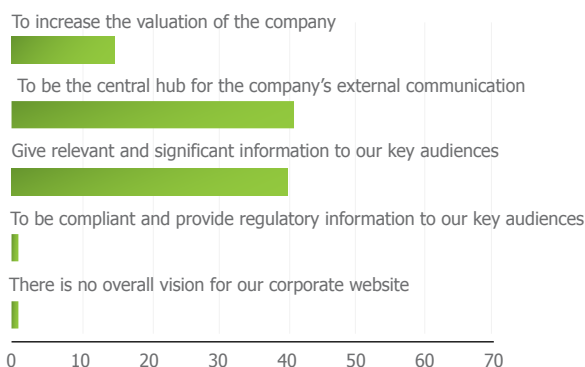
10% assess web analytics data every day, 70% every month or less often.

1 out of 4 say that their senior management is highly or fully involved in determining the goals and vision for the corporate website.

Interestingly, the vision for the corporate website is divided. On the one hand it is seen as the central hub for the company's external communication and on the other, it is to give relevant and significant information to key audiences.

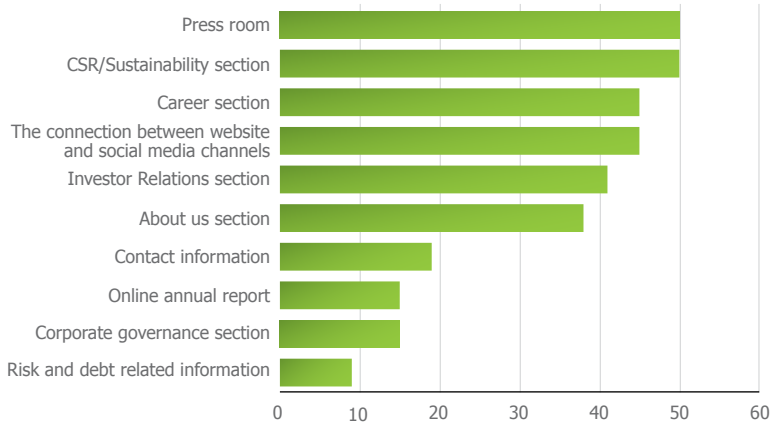
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## What best describes your vision for your corporate website?



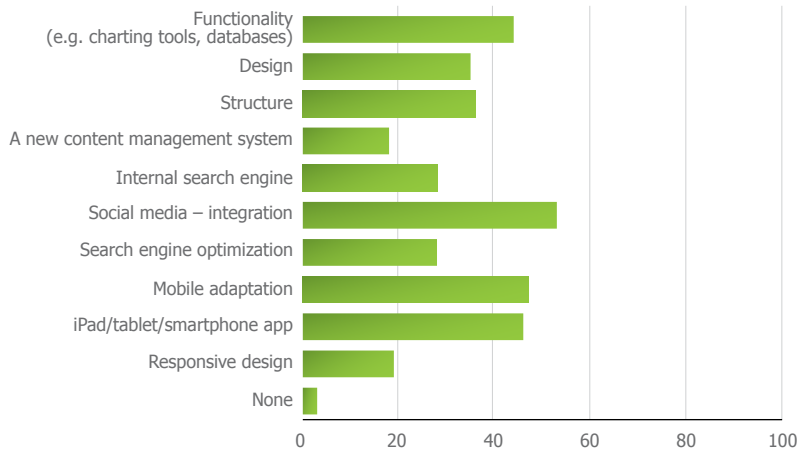
## Which sections of the corporate website do you plan to improve/emphasize in 2012?

(multiple choice)

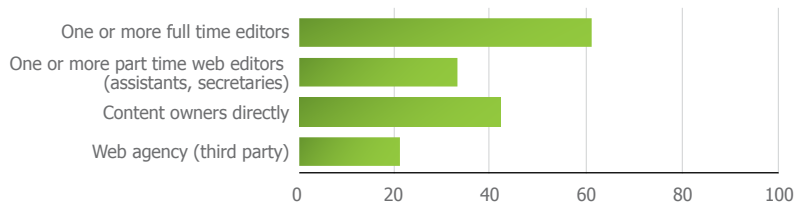


## Which technical solutions linked to your corporate website do you plan to improve/emphasize in 2012?

(multiple choice)



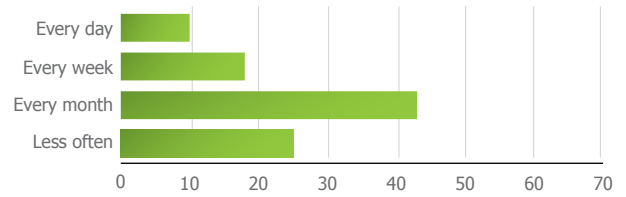
## Who publishes content on your website



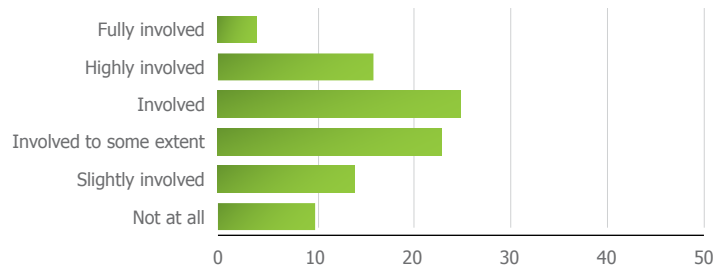
→ Corporate website:  
priorities, challenges  
and budget

**70**  
percent, assess  
web analytics  
data monthly  
or less often

How often do you assess the data from web analytics (such as Google Analytics)?



On a scale 1-6, to what extent is senior management involved in determining the goals and vision for the corporate website?



# Social media: focus areas, challenges and budget

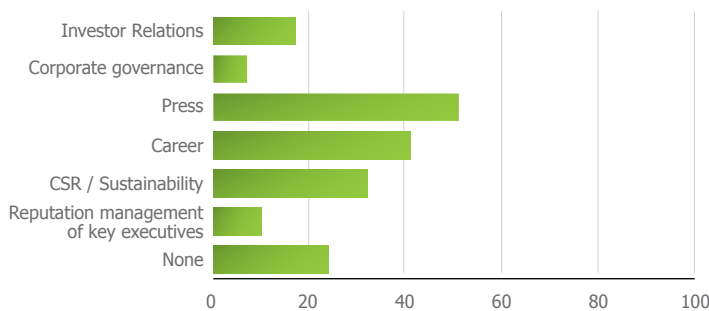
The company's social media presence is a letdown in the eyes of many Web Managers. 30% are dissatisfied with their social media strategy, integration, content, presence, distribution and response, while 31% are only satisfied to some extent.

2 out of 3 will prioritize social media this year. 24% will spend more money on social media compared to 2011, only 3% will spend less.

As of today, companies are mainly active and satisfied with their presence on social media channels relating to topics on Press, Careers and CSR/Sustainability. These are also the topics that companies will prioritize the most in 2012.

The least effort is placed on Corporate governance and Reputation management of key executives.

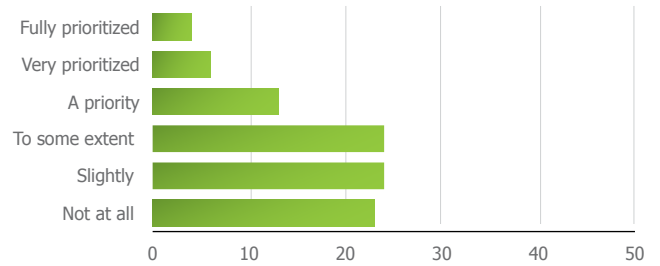
In which corporate communication topics are you active in social media channels today?



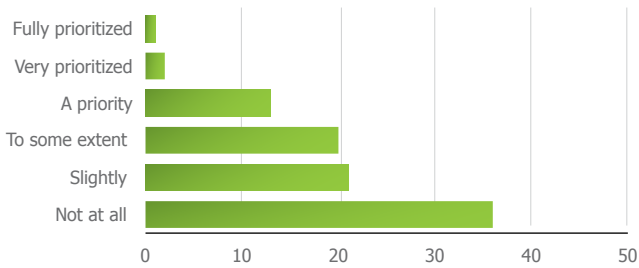
→ Social media: focus areas, challenges and budget

On a scale 1-6, how do you prioritize your presence in social media in the following topics in 2012

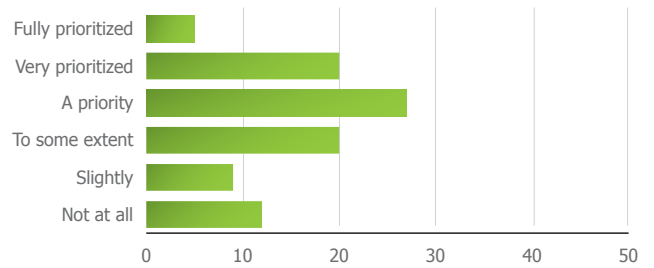
Investor Relations



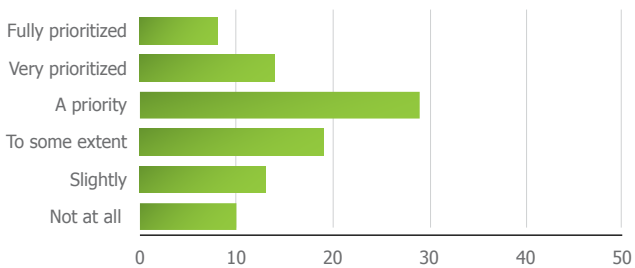
Corporate governance



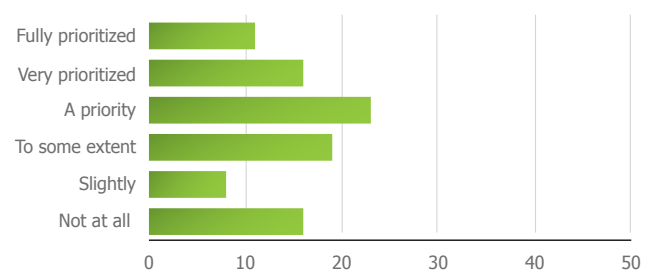
Press



Career



CSR/Sustainability



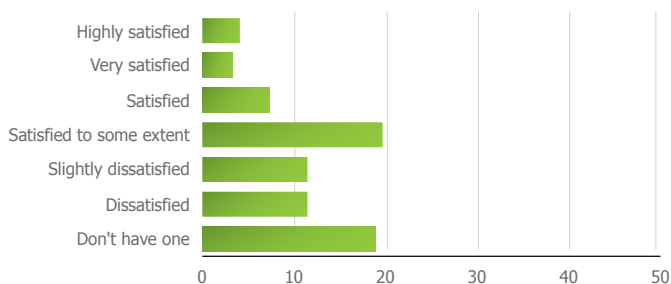
# The future of corporate apps

More than two thirds think corporate communication apps are important. Investor Relations is the corporate area in which most companies have created or will create a corporate app for iPad/tablets or smartphones. A Career app is the least frequent.

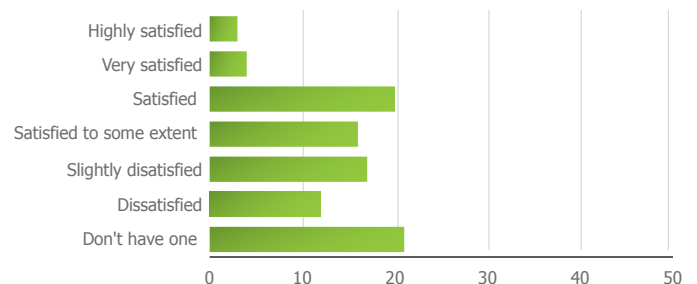
The majority of the respondents are either satisfied to some extent or even dissatisfied with their corporate communications app. Almost 20% do not have a corporate communication app at all.

On a scale 1-6, how satisfied are you with your...

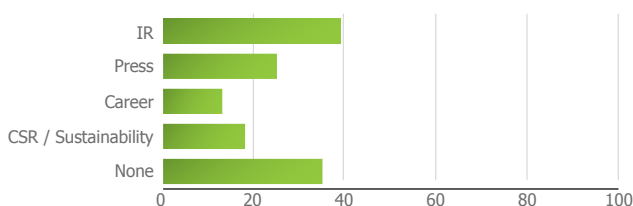
...Corporate communication apps for tablets or smartphones



...Social Media Newsroom



In which corporate area will you create/ have you created one or several corporate apps for iPads/tablets or smartphones?



## About KWD Web Management Report 2012

Every year KWD surveys the plans and challenges facing Web Managers at the largest listed companies in Europe. This year we received detailed answers from 122 Web Managers from 100 companies in 17 countries in many different sectors. 62% of the companies that took part in the survey are included in Financial Times Europe 500.

Our report discusses the responses to the KWD Web Management Survey 2012 which was sent out in March 2012. We asked 34 questions ranging from the size of the corporate website budget to the importance of social media in corporate communications. Our research gives a good insight into what companies will focus on over the next 12 months and, in this difficult economic period, what issues are important to them.

The KWD Web Management Report 2012 is published as open research under a Creative Commons license. As a gesture of appreciation to companies having participated in the survey, KWD sends them the full version of the KWD Web Management Report 2012 which also includes management and budget information. For more details about this report, please contact [katrin.kolare@kw-digital.com](mailto:katrin.kolare@kw-digital.com)

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## About KWD

KWD is a division of King Worldwide - the leading global financial communications and stakeholder management company employing over 900 staff and serving more than 1,000 clients from offices in New York, Chicago, London, Stockholm, Madrid, Moscow, Dubai, Hong Kong and Taipei.

For more information about KWD please visit our website: [www.kw-digital.com](http://www.kw-digital.com) or [www.king-worldwide.com](http://www.king-worldwide.com)

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