



# CANADIAN BUSINESS & the INTERNET

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July 2013

# CANADIAN BUSINESS & THE INTERNET SURVEY

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## BACKGROUND

This survey was undertaken as part of the research by Jordane Blasco for his Masters in International Business Management from [INSEEC](#). The thesis topic is “*E-Commerce and Canadian Companies – How To Make Them Work Together*”.

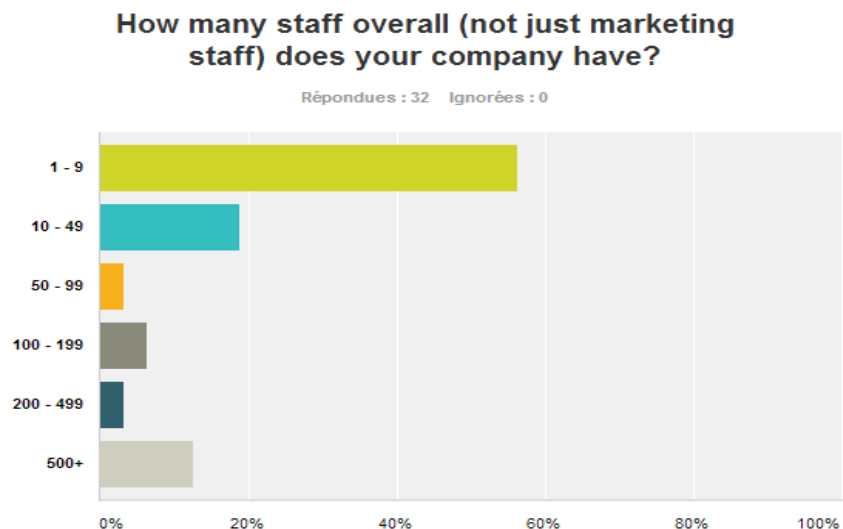
The goal of the survey was to get more insight into why online marketing is still not used effectively by many companies in Canada.

Canadian internet marketing strategy and market research firm, [Frank Online Marketing](#), helped distribute the survey to its network of contacts to broaden the reach for the survey, and provided advice on survey wording.

It should be noted that this survey data is not a purely random sample, as it was shared to the professional networks and social media contacts (LinkedIn, Twitter, and Facebook) of Frank Online Marketing and Mr. Blasco. Thus respondents are likely to be people with a greater than average interest in digital marketing.

There were 32 respondents, with 98% of them coming from Canada. One company was from the USA and another from Bangladesh.

Most were small and mid-sized enterprises (SMEs) but four have more than 500+ employees. 56% of the companies surveyed have 1 to 9 employees; 19% have 10 to 49 employees.



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## RESULTS

### SELL ONLINE?

Do you sell any products or services online? (This does NOT include using online to generate leads)

Répondus : 32 Ignorées : 0



- Almost **half the companies** surveyed (46.88%) do *not* sell online.
- Almost **half the companies** have a **mix of consumer and businesses** customers.

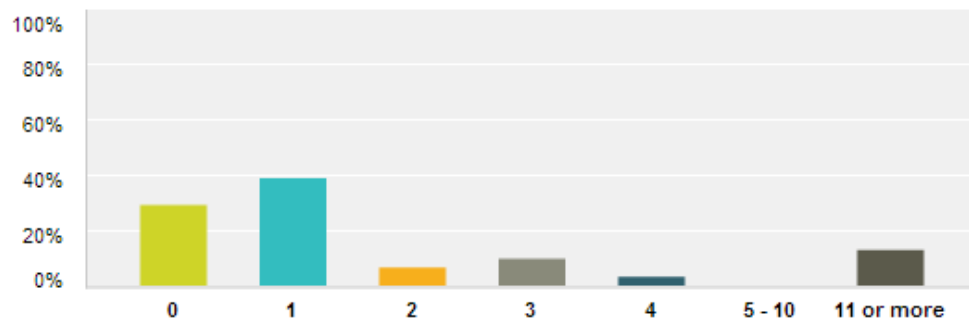
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## STAFFING

How many staff do you have who are devoted mainly or totally to **ONLINE** marketing?

Répondues : 31 Ignorées : 1



- 29% have *nobody* working on online marketing.
- For 39% of the companies, online marketing is part of the duties of *one* staff member.
- 25% of them have two to four employees dedicated mainly to online marketing and only 10% have more than 10 members focused on online marketing

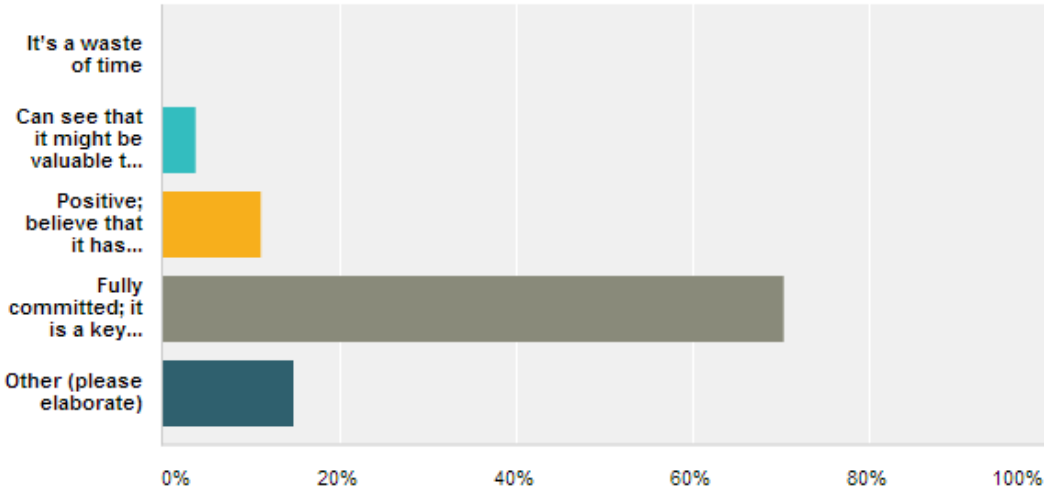
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## CEO SUPPORT FOR DIGITAL MARKETING

Which statement best reflects your CEO's attitude about using the Internet and/or mobile for marketing:

Répondues : 27 Ignorées : 5



- 70% of the companies surveyed state that their CEOs are fully committed to internet and/or mobile marketing. This seems to be at variance with the fact that 68% of these companies have either none or only one employee dedicated to online marketing.

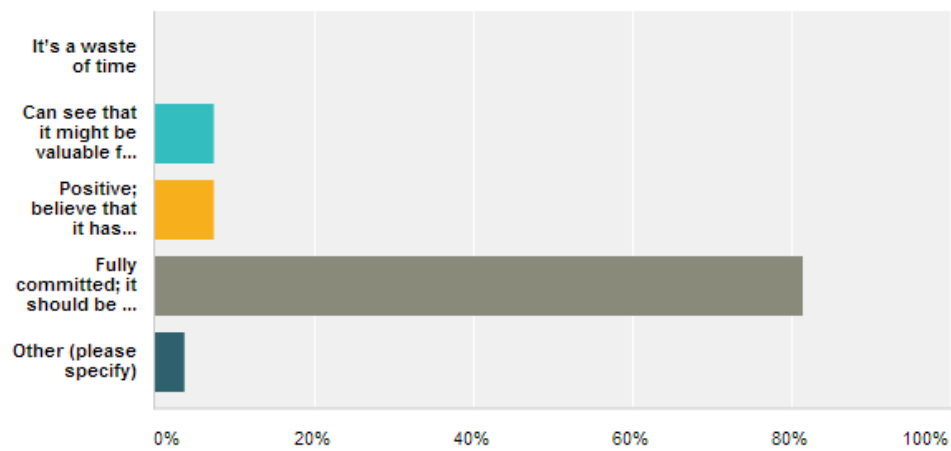
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## SURVEY RESPONDENT ATTITUDES ABOUT DIGITAL MARKETING

### Which statement best reflects YOUR attitude about using the Internet and/or mobile for marketing:

Répondues : 27 Ignorées : 5



- 82% of respondents stated that they personally are fully committed to the internet and/or mobile for marketing.
- It appears, however, that they may **not be getting much support from their organizations**. As seen in the Barriers table below, the following are **major barriers** to successful implementation of web marketing in their organizations:
  - 58% indicate that **lack of budget** is a significant barrier (which seems to indicate that perhaps there is less CEO buy-in than their responses to the CEO attitude question would indicate)
  - 42% cite **problems proving the ROI** as a significant barrier (another indication of limited CEO buy-in)
  - 42% are **unsure if Canadians will buy** their type of products or services online
  - 42% are **unsure how** to go about doing online marketing effectively (yet only 27% say they are unsure *what* they should be doing)
  - 38% cite **lack of time**

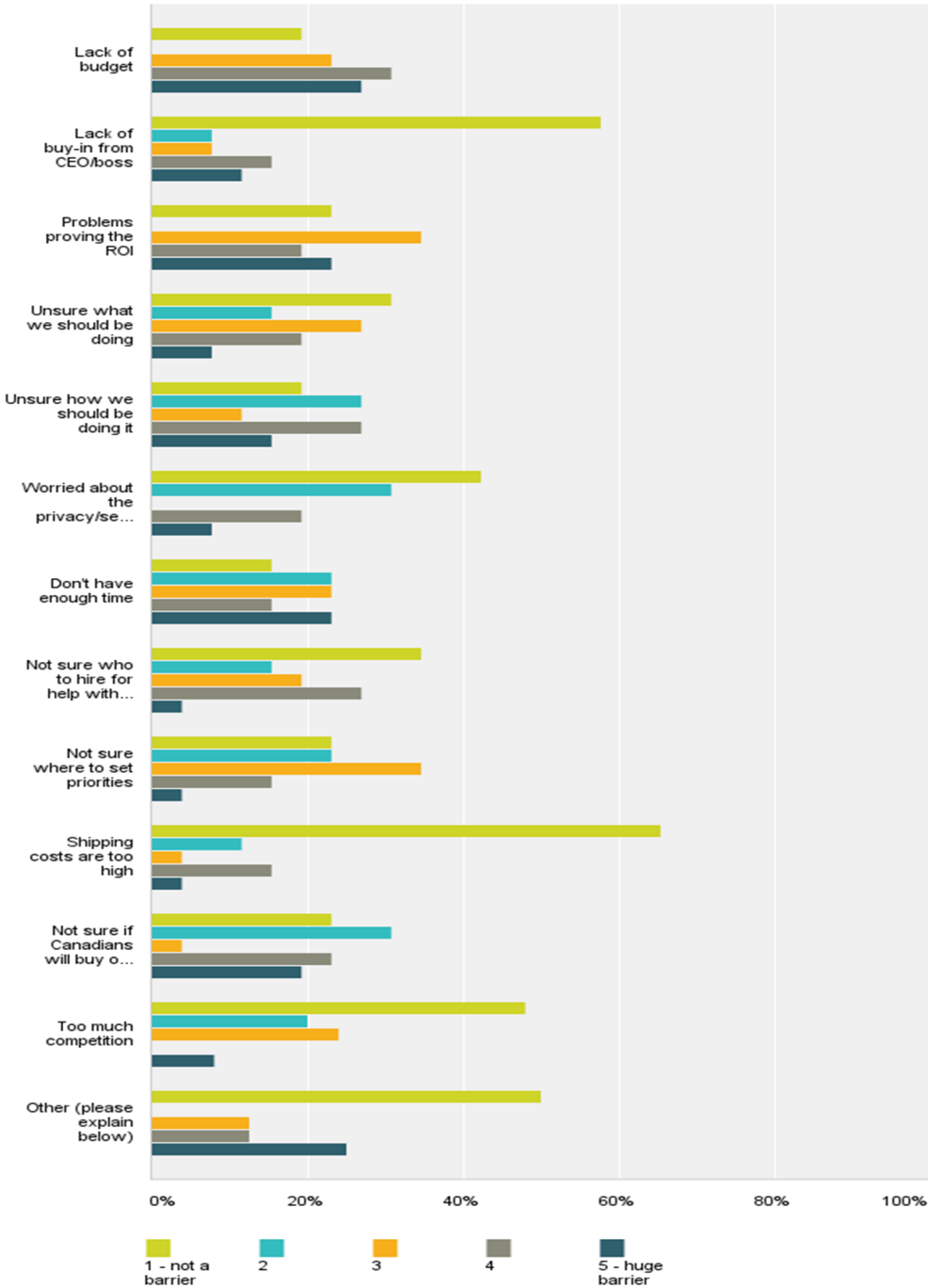
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## BARRIERS

**Q9 How significant are these possible barriers to your company being more successful in using the Web for marketing?**

Répondues : 26 Ignorées : 6





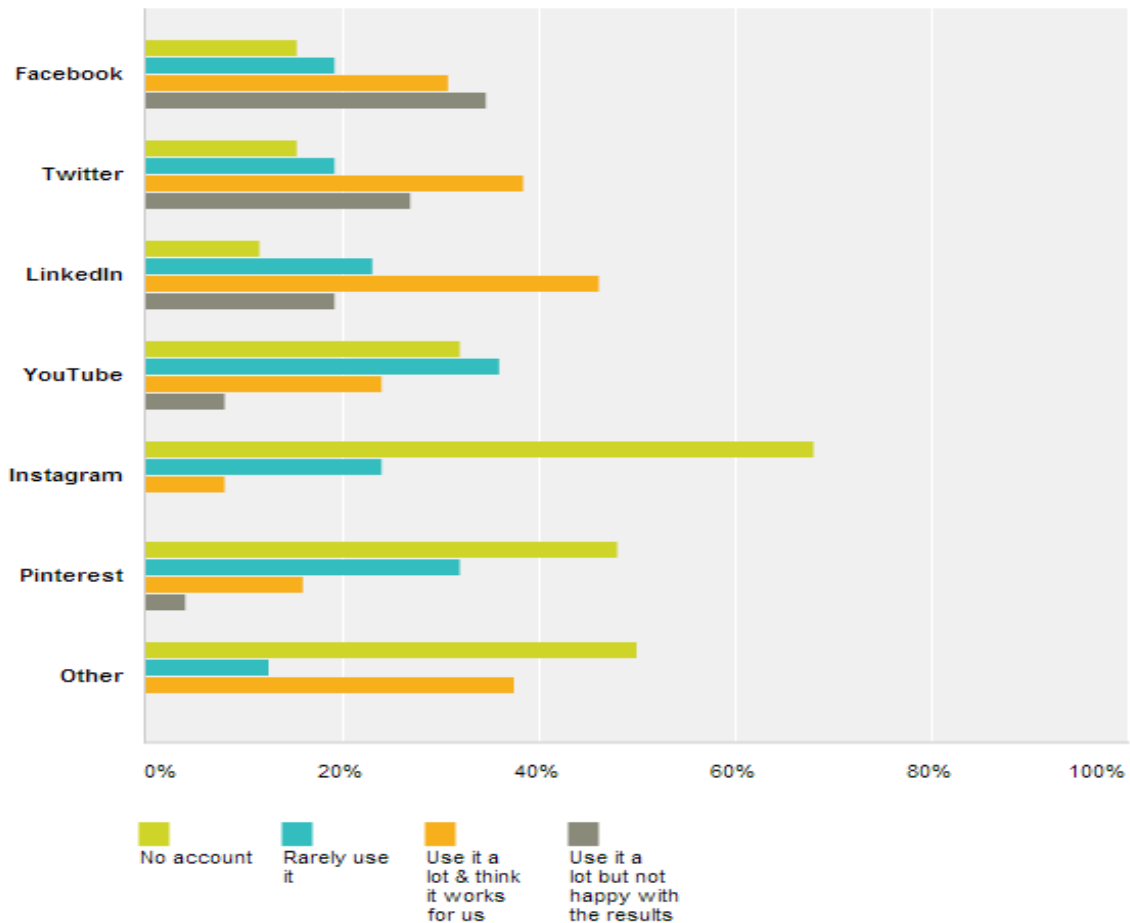
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## USE OF SOCIAL MEDIA

Does your company use any of the following social media:

Répondues : 26 Ignorées : 6



- Not surprisingly, the most used social media are Facebook, Twitter and LinkedIn. Google+ is also being used by many of the companies.
- Despite heavy use of **Facebook**, the majority of respondents were **unhappy with the results** it was providing.
- **LinkedIn** users were the **most satisfied** with the results it was providing
- **Twitter** users were also more satisfied than dissatisfied with the results

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## CONCLUSION

The survey respondents show a clear interest in online marketing and a desire to get better at it. They recognize the need for digital marketing and believe they have the support of their CEOs.

However, they are lacking the resources, knowledge and backing to implement effectively. They cite lack of time, inability to make the return on investment case, and uncertainty about how to market effectively online.

They believe they are having some positive results from social media, but it is not clear what metrics they are using to determine satisfaction with results.

It is clear that there is a need for more education and resources devoted to digital marketing within Canadian companies.

*For further information about this survey, contact  
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