



Executive Summary

Blogging in the Enterprise

A Guidewire Group Market Cycle Survey

October 2005

Survey Sponsor



The vast majority of companies (89%) are either blogging now or planning to blog soon.

Corporate Blogging Drives Next Wave of Social Media Adoption

The next wave of adoption of social media tools will be driven by corporations who are adopting blogs for both internal and external communications at an increasing rate. This is the primary finding of Guidewire Group's ***Blogging in the Enterprise Survey***.

Key Findings

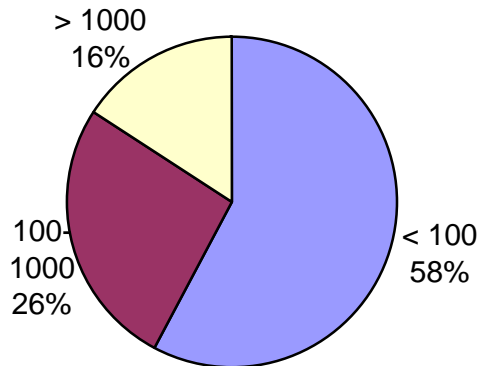
- Corporations of all sizes and across a wide array of industries are adopting blogging technologies and practices. 89% of respondents are either blogging now or are planning to blog.
- Corporate adoption of blogging is entering its hyper-growth phase. More than 50% of respondents have launched one or more blogs in the last year. Less than 10% have been using blogs for more than 3 years.
- Adoption is being driven by specific business benefits from both internal- (improved internal communications – 77.4%) and external- (improved brand recognition – 78%) facing deployments
- Barriers to adoption exist, but they are limited in scope compared to other emerging technologies, and are not significantly related to technology issues themselves. Of corporations that do not yet blog, 57% say they are unsure of the benefits, whereas 42% of those who do blog say that maintaining enthusiasm for the blog deployment is the largest barrier to success.

53% of companies are blogging.

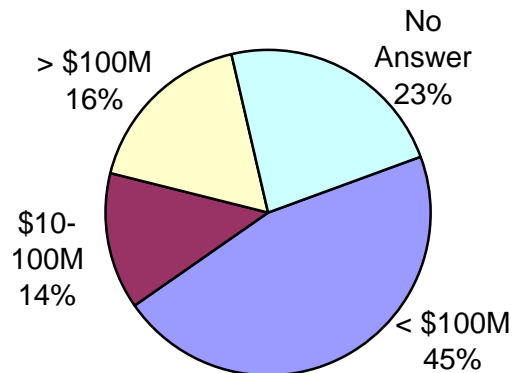
Blogging has penetrated virtually every industry.

Who Is Blogging?

Smaller companies have been quicker to adopt blogging as a part of their communications strategies, followed by mid-sized. Guidewire Group suspects that the challenges of regulatory issues and policy have slowed large company adoption to some degree.



Blogging Corporations by # of Employees



Blogging Corporations by Revenue

Respondents to the survey came from a cross-section of industries, including Advertising & Marketing (16%), Computers & Electronic Manufacturing (8%), and Professional Services (8%). Aerospace, Banking, Communications, Consumer Package Goods, Education, Energy Insurance, were among other industries represented.

More than half of all corporate blogs have started within the last year.

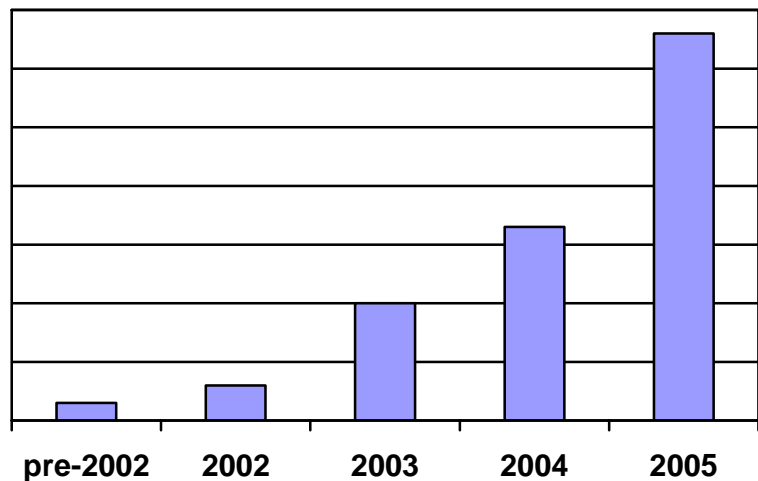
No respondent plans to scale back or stop activity.

70% of those not yet blogging plan to start.

Blog Adoption Is Recent and Accelerating

A recent surge in corporate blogging, significant plans for expanding current blogging activities, and a large community of potential customers suggest that corporate customers – more so than traditional and new media outlets – will drive the future growth of the social media market.

Less than 10% have used blogs for more than 3 years. More than half of the organizations surveyed had launched blogs only within the last year, and the majority of those have been started since June of this year.



Cumulative Corporate Respondents Blogging

The Market is poised for further rapid growth. Of those corporations currently blogging, 57% are planning to expand their activities,

Of those not currently blogging, the majority (70%) are positive they will add blogging to their corporate communications mix. In fact, 7% intend to start a blog immediately, and 13% intending to start a blog within a year. Half said they are studying the possibilities but did not state a time line for blog adoption.

55% of corporations have adopted blogs for both internal (91.4%) and external (96.6%) communications, and are finding significant benefit to both forms.

Solid Benefits Drive Adoption

The adoption rate of corporate blogging is clearly being driven by the benefits that have accrued to those who have embraced social media technology.

Internal Blogging Uses and Benefits

Internal blogs are used for communication within a company. Primary uses cited:

- Knowledge-sharing (63%)
- Internal communications (44%)
- Project management (30%)
- Personal knowledge management (23%)
- Event logging (23%)
- Team management (20%)

The key benefits that respondents enjoyed from internal blogging include improved internal communications (77%), replacement of other exiting work processes (41%), and replacement of email (39%).

External Blogging Uses and Benefits

External blogs are mainly used for PR/marketing (61%) and demonstration of thought leadership (61%). More than 40% reported they have a CEO blog and 35% use blogs for regular customer and partner communications.

The benefits of external blogs include improved brand recognition (78%) and external communications (78%), as well as a vehicle for customer feedback (66%). A few respondents are expecting blogs to generate income (20%), but many more are expecting this activity to improve search engine position (58%).

No respondent reported launching a blog initiative that was found to be unsuccessful.

Barriers To Entry Are Manageable

While survey respondents detailed a variety of barriers to successful deployment of blog communications strategies, surprisingly, corporate cultural and policy issues surpassed technology concerns.

The biggest challenges faced by business bloggers are maintaining enthusiasm for the blog project (42%) and encouraging adoption (36%) within the organization. Dealing with technological problems was a concern of only 30% of respondents

While corporate policy and culture are often mentioned in dialog with those exploring the adoption of blogs, these survey respondents did not rate these challenges as overwhelming. Establishing editorial policy (14%) and dealing with inappropriate comments or content (14%) are less challenging than enlisting management support (18%), respondents said.

The primary reason (cited by 57% of respondents) for not having launched a blogging initiative is poor understanding of the benefits blogging can deliver to the organization. They also expressed uncertainty about issues such as measuring effectiveness or results (24%), fear of losing control of the company message (22%), and concern about what employees may write (22%).

Technology was not cited as a barrier to adoption for these non-blogging respondents.

Methodology and Sample

The survey polled corporate marketing and communications professionals to gauge adoption patterns, explore barriers to adoption, and discover new applications as businesses tap the tools of social media to create new conversations with their customers, partners, and employees.

The BlogOn 2005 Social Media Adoption Survey was fielded for two weeks in September 2005. The online survey was open to public participation, encouraged by direct email to a random sample of 5000 CMO Magazine readers, a press release announcing the survey, and unsolicited postings in various blogs and blog search engines. 140 individuals responded to the survey.

Respondents represented a wide selection of job title, including C-level executives, President, Director, Marketing Manager, Student, Consultant, Professor and Systems Analyst. The vast majority of respondents are from the USA (77%), with Canada, Western Europe and Central/South America also represented.

Smaller companies were represented more than larger ones, with 53% having a revenue of \$10m, and 23% having a revenue of more than \$100m; and 54% having less than 100 employees and 19% having more than 1000.

About Guidewire Group

Guidewire Group is a global research firm focusing exclusively on emerging technology companies and markets. The company's online media, reports, and executive events bring the right people together at the right time with the right information to accelerate market development and business opportunity for entrepreneurs and those who support them.

Guidewire Group Research Services

For more information regarding Guidewire Group's research services, or to purchase a copy of the complete Blogging in the Enterprise Survey results, please contact Mike Sigal by telephone (415-503-4066) or email (research@guidewiregroup.com)

About iUpload

iUpload is a leading content management and corporate blogging software company whose solutions help organizations optimize the marketing potential of their content. Whether you're an individual, a corporation or a community, iUpload provides a powerful one-stop solution for creating, managing and distributing all of your content, while giving you a new social marketing platform that extends your corporate voice and strengthens your brand across multiple communities. Founded in 1998, iUpload's headquarters are in Burlington, Ontario, Canada. For more information, visit <http://www.iupload.com>.

Guidewire Group
600 Townsend Street
Suite 120e
San Francisco, CA 94103
www.guidewiregroup.com