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INTERSOCIAL: Unleashing the Power of Social
Networks for Regional SMEs

Deliverable 4.1.1-2

Requirement analysis report for the specific SMEs

Action 4.1: Requirement Analysis of Specific SMEs

WP 4: Deployment and Evaluation of Innovation Devices in Specific SMEs

Priority Axis 1: Strengthening competitiveness and innovation
Specific Objective 1.2: Promoting cross-border advanced new technologies

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Requirement analysis report for the specific SMEs

Deliverable D4.1.1-2 Action 4.1

Workpackage WP4: Deployment and Evaluation of Innovation Devices in Specific SMEs

Responsible Partner:	University of Ioannina (LP)		
Participating Partner(s):	Euro-mediterranean Cultural Heritage Agency (P4)		
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Purpose: Data collection, determine web and social media presence requirements of specific SMEs

Results: Statistics. Requirements.

Conclusion: Registering and analyzing the requirements of specific SMEs so as to take advantage of the full potential of the tools under development.

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Requirement analysis report for the specific SMEs

Introduction

This report is the product of a study based on a questionnaire given in Appendix A. This study was implemented to better understand the needs of small businesses in the region of Ioannina (Greece) and Lecce (Italy), with regards to learning and proper management of social networks to promote entrepreneurship.

Methodology

The study was conducted in two steps. In the first step we have recorded and made classification of all SMEs in the wider area of Ioannina, with data collected from the Chamber of Commerce of our region (Deliverable D3.1.2a).

In the second step, we have selected three companies based on the findings of the previous step, so as to study thoroughly and fully

understand their needs in relation to social media and promotion mechanisms.

Ioannina based SMEs

Results

Initially by choosing random companies from all emerged categories, we have enriched the data by adding information about their online presence, both through websites and through social networks, and generally their presence in the local media.

By processing these data revealed the following results: a) The Manufacturing sector is the one who gathers the most business, b) the branch of Silversmiths is very important for the region of Ioannina, but its web presence almost doesn't exist, c) we have recorded several companies in the region that offer services relation to tourism and agritourism.

In the second stage of the study we decided to choose three companies related to the findings above, to fully understand their needs and be able to design and develop customized social networking tools that can give an important impetus to their performance. These companies are:

- 1) Bakery Industry **Berris S.A.**, Industrial Area of Ioannina, GR-45500, <http://berris.gr>
- 2) Silver Creations **Gountas**, Soutsou 11 Ioannina, <http://www.gountas.gr/>
- 3) Hotel **Αρχοντικό Βογιάρου**, Kalarrites Ioannina, Tzoumerka, <http://www.vogiarou.gr>

For each of these companies we contacted the owner or representative of communication, inviting them to complete the questionnaire (Appendix A) and then discuss-comment on their answers.

Conclusions

The companies with whom we came in contact seemed to consider social networks as a direct, easy and fast way to get in touch with their

customers, and a particularly popular way to monitor changes in market trends (Figure 1). Moreover, for these, social networks are a very economical and effective way of advertising and supporting of other marketing efforts.

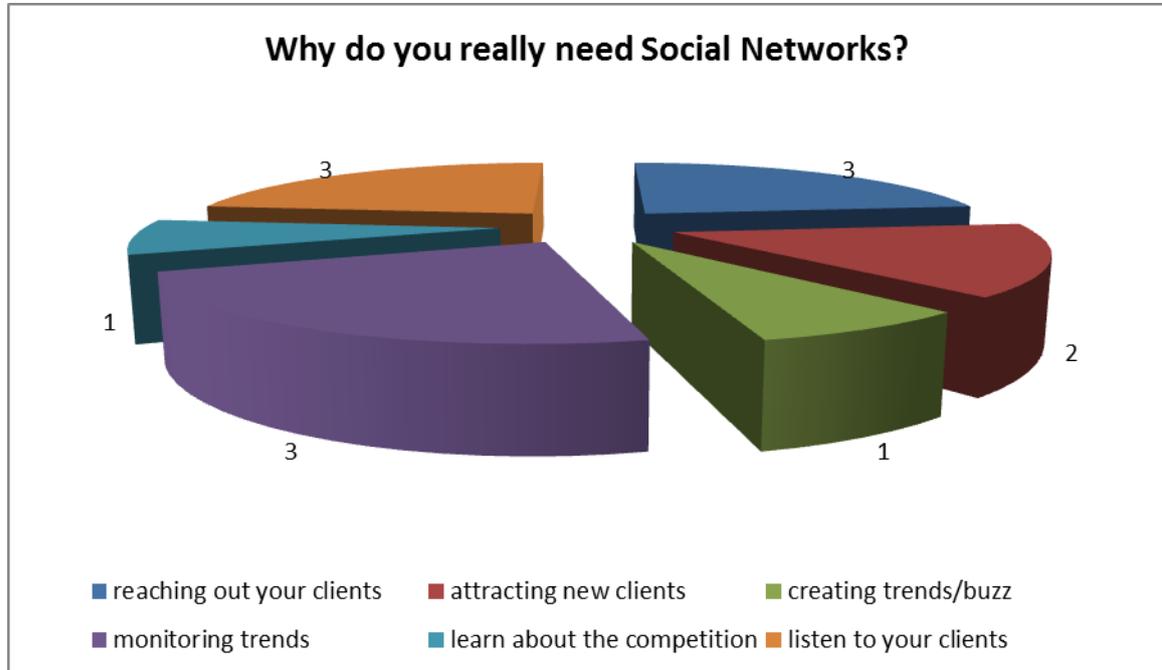


Figure 1: Why do you really need Social Networks?

Through social networks they noticed that the audience watches them is no longer limited to specific age groups or social groups, as was done previously with print ads, but now has expanded greatly, thus extending their global reach. Of course, this affects directly any SME which should constantly be active on social networks to manage and to maintain their customer interest.

Furthermore, they consider that the entries on social media give more chances to find their potential new customer. At the same time, they noticed that the entries in the social media have raised mobility / traffic to the business website. They believe that social networks enhance largely their online image.

Due to economic conditions of the country, they are not interested to outsource the management of their social profiles in a professional. They prefer to do it themselves or to entrust someone newest employee to do it for them. Also, they understand that a daily and continuous

updating of their social profiles needs time in order to achieve maximum results, but again they prefer a more rare communication with their audience, rather than a constant that would be a fixed expense for them.

One of the businessmen said: "I am not prepared at this moment to spend money for online (or any other type) advertisement. I see social networks as a cheap and instant way of advertisement and reputation." While another says "I've already spent enough money on online promotion of my business over the last year. The reason I turned to social networks was the immediate, without cost and without specialized IT knowledge, online promotion of my business."

Social Media Monitoring Tool

Regarding the possibility of using a Social Media Monitoring Tool, the three companies' representatives we contacted, showed great interest (Figure 2). They noted that they would like to handle a tool that would give them full control of the movement of potential clients in different profiles and from which they could get into conclusions about their preferences. They noted that they would like a unique tool which could show them the posts of their fans, where they could also see all their profiles, to post announcements and to answer to their fans messages, been linked to all their accounts once. Moreover, they would like to have a continuous knowledge of their business popularity on social networks. It also seems that they like the idea of a tool that will provide a keyword search machine from where they could have an opinion about their competitors online presentation on social networks, compared with them or not.

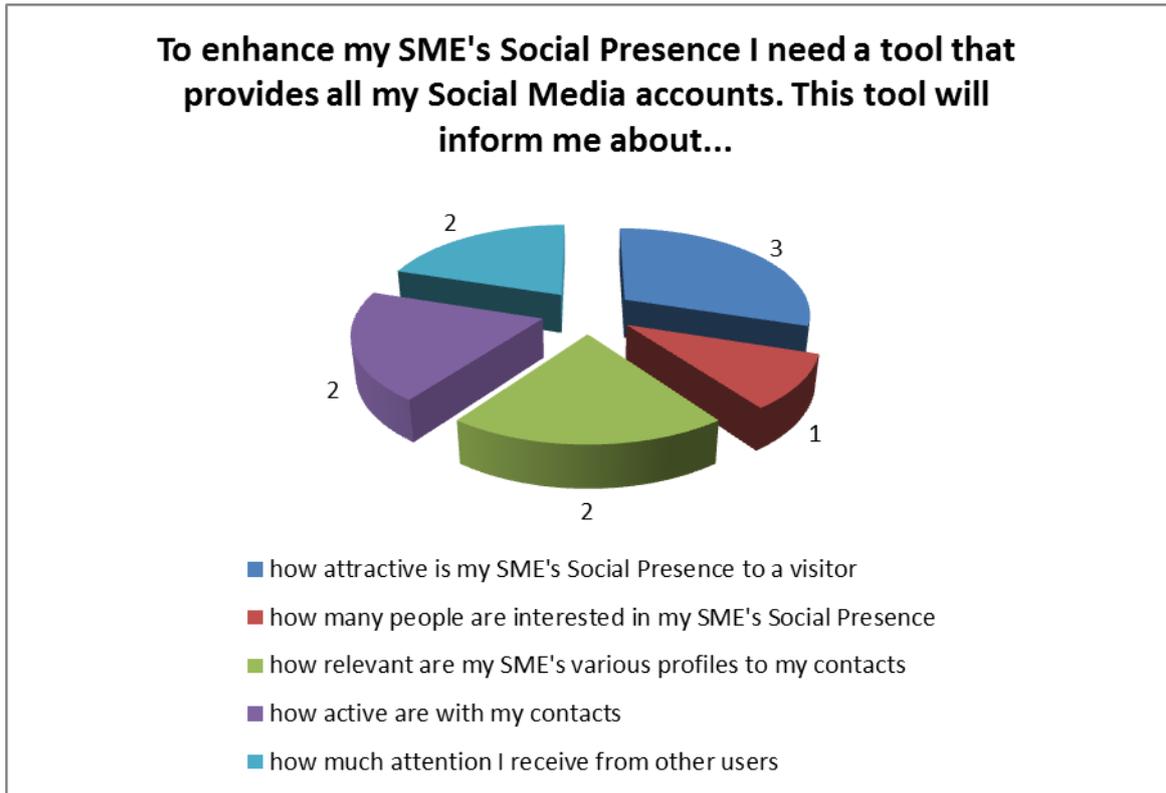


Figure 2: Tool’s specification for strengthening social media presence.

Lecce based SMEs

At the end of the action of prospecting and analysis on the state of the use of social networking on SME's in the province of Lecce and their profiling, we proceeded to a survey on a representative sample of SME's.

The survey was address to SME's working in the field of culture and crafts. The survey represent a step forward of the previous study on the rule of cultural heritage into social network. Plus this survey could be use as a more peculiar macro-analysis on the use of social networking.

The methodology used during the survey was to submit the questionnaire directly to the email address of the individual companies and then a telephone recall of feedback.

Following the first sending of the survey to the mailing list posts of the questionnaire, there was no match. Then we proceeded with the telephone recall feedback to set up appointments with SME's to have a one to one meeting for the interview.

The selected SME's that have decided to accept to reply to the survey, have considered much more effective to fill in the questionnaire by a step by step telephone procedure and then send the survey by mail.

The features of the answer to the different questions in the questionnaire have shown, at least, a mature interpretation of the potential contribution to the development of brands of SME's, through the use of social networks

In particular, much attention being paid to the social networks marketing action's to "reach their customers" and "attract new customers," and finally to guide and monitor trends.

Results

Fig. 1. In this table we put the % of the answer gave by Apulia SME's to the Intersocial survey referred to the first part of it (topics on Use of Social Networks)

Topics on USE of SOCIAL NETWORKS by Apulia's SMEs															
1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	%
I	80%	I		I		I		I	80%	I		I	20%	I	
II	90%	II		II		II		II	90%	II		II		II	20%
III	60%	III		III	10%	III	10%	III	80%	III	40%	III		III	20%
IV	40%	IV	10%	IV	10%	IV				IV		IV		IV	
V	30%	V	90%	V	80%	V	90%			V	60%	V	80%	V	60%
VI	50%														

Fig. 2. In this table we put the % of the answer gave by Apulia SME's to the Intersocial survey referred to the first part of it (topics on Need of Monitoring Tools)

Need of Monitoring Tools											
1	%	2	%	3	%	4	%	5	%	6	%
I	20%	I		I		I		I		I	
II		II		II		II		II		II	
III		III	30	III		III	40%	III		III	30%
IV	20%	IV		IV	10%	IV		IV	10%	IV	
V	60%	V	70%	V	90%	V	60%	V	90%	V	70%

Fig. 3. In this table we put the % of the answer gave by Apulia SME's to the Intersocial survey referred to the first part of it (topics on Presence on Social Networks)

Presence on Social Networks			
1	%	2	%
I	35%	I	40%
II	15%	II	50%
III	15%	III	10
IV	5%		
V	30%		

APPENDIX

INTERSOCIAL: Unleashing the Power of Social Networking for Enhancing Regional SMEs

Please write the name and the type of your SME *

1. Why Do You Really Need Social Networks? *

- reaching out your clients
- attracting new clients
- creating trends/buzz
- monitoring trends
- learn about the competition
- listen to your clients

2. Do you believe that Social Networks activity impact your SME's search presence?

1 2 3 4 5

Definitely no Definitely yes

3. Do you believe that through Social Networks you will have more control over your online image?

1 2 3 4 5

Definitely no Definitely yes

4. Do you believe that Social Networks helps expand your overall reach?

1 2 3 4 5

Definitely no Definitely yes

5. How do you believe that Social Networks can improve your SME?
You can choose more than one

- It may cost less to generate customers on Social Networks
- Social Networks amplifies the effectiveness of your other marketing efforts
- Your "irrelevant" Social Networks audience could turn into your target audience

6. Are you willing to delegate the management of your Social Network profiles to an external partner?

1 2 3 4 5

Definitely no Definitely yes

7. Do you believe that the management of your Social Network profiles could be done on a daily basis by one of your employees?

1 2 3 4 5

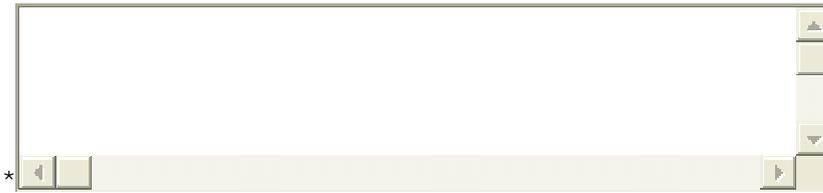
Definitely no Definitely yes

8. Would you spend enough of your free time to get involved with the management of your SME's Social Media profiles?

1 2 3 4 5

Definitely no Definitely yes

9. What do you expect from a Social Media Monitoring Tool?



Social Media Monitoring Tool

10. I need a Monitoring Tool that shows the likelihood that my brand is being discussed in Social Media

1 2 3 4 5

Definitely no Definitely yes

11. I need a Monitoring Tool that measures the likelihood that individuals talking about my SME will do so repeatedly

1 2 3 4 5

Definitely no Definitely yes

12. I need a Monitoring Tool that measures the range of my SME's influence

1 2 3 4 5

Definitely no Definitely yes

13. I need a Monitoring Tool that runs general keyword search This will give back all the mentions about the keyword though all Social Media

1 2 3 4 5

Definitely no Definitely yes

14. I need a Monitoring Tool that presents information related with my keyword search i.e. topics that my keyword is associated with, top users

that are interested in my search term, sources that have the most mentions of my keyword

1 2 3 4 5

Definitely no Definitely yes

15. I need a Monitoring Tool that compares the Facebook and Twitter presence of different brands and organizations So, I can compare my SME's presence (Likes, People talking, etc.) with my competitors

1 2 3 4 5

Definitely no Definitely yes

Social Presence

16. To enhance my SME's Social Presence I need a tool that provides all my Social Media accounts to my customers This tool will inform me about...

- how attractive is my SME's Social Presence to a visitor
- how many people are interested in my SME's Social Presence
- how relevant are my SME's various profiles to my contacts
- how active are with my contacts
- how much attention I receive from other users

17. I need a tool that allows me to manage all of my Social Networks This tool will allow me...

- to view all my Social Networks profiles
- to compose and send messages in my selected Social Networks
- to reply to posts of any Social Network account

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