

<http://www.pocket-lint.com/news/19647/markeeters-social-networks-not-important>

## Social networks not important, say marketers

Only 10% use social networks to get to audiences

by Katie Scott published on 2 December 2008

Despite the fact that we all spend far too much time on them, marketers in the UK say that social networks have a limited reach for them.

According to a new survey by Epsilon, more than half of chief marketing officers (so the people trying to get their brand message out to Joe Public) say they are not interested in incorporating social networking sites into their marketing strategies.

55% said that they were not too interested or not interested at all.

And it seems they're going to cut down on email campaigns too - so less rubbish in our inboxes.

Nick Christie, UK country director of Epsilon International, claims that retailers see the equivalent of 14p revenue from each email delivered, which isn't very much.

