

# Feeds

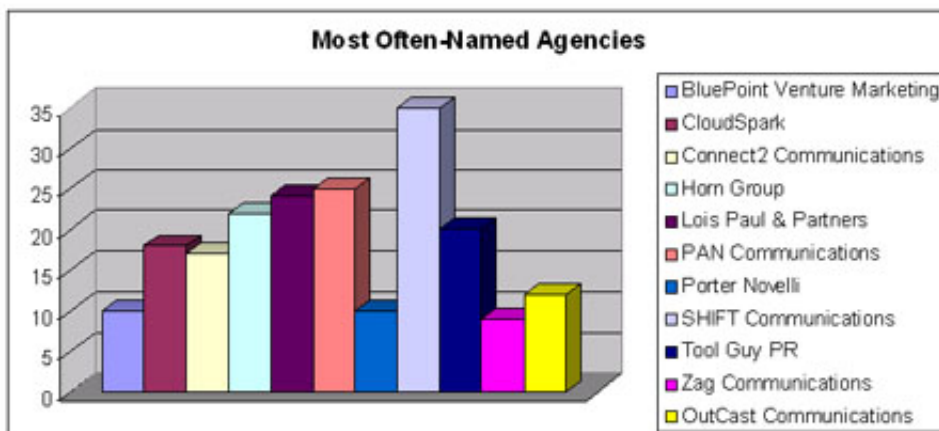
Jennifer Leggio

February 19th, 2009

## Research report: Is 'social PR' for real? Which agencies get it?

Posted by Jennifer Leggio @ 10:48 am

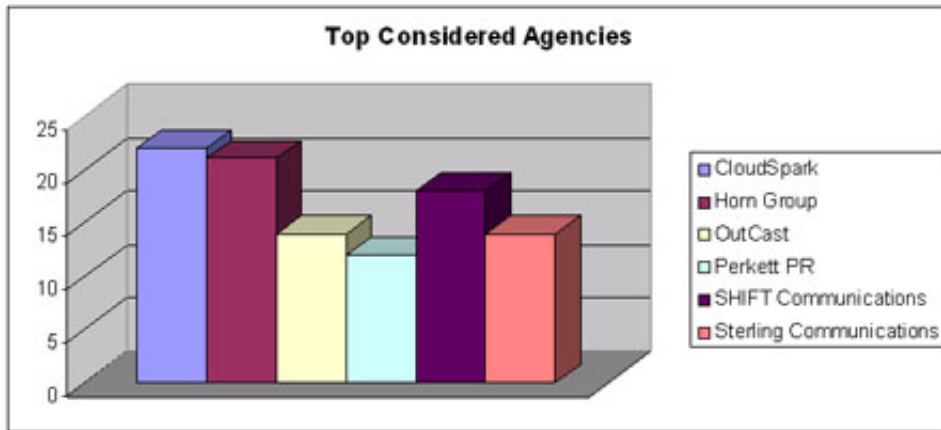
Of all the 106 agencies named in the survey, a small portion were named multiple times (many respondents did not name their agencies). The top 10 named agencies include BluePoint Venture Marketing, CloudSpark, Connect2 Communications, Horn Group, Lois Paul & Partners, PAN Communications, Porter Novelli, SHIFT Communications, Tool Guy PR, Zag Communications and OutCast Communications.



In contrast, only six agencies were consistently named as viable considerations for clients considering an agency switch. More than 40 percent of respondents claimed that they are considering switching agencies. Only four of those agencies were in the top named list above. The top three reasons for wanting a new agency include:

- Agency does not understand the business / not getting coverage in the right outlets
- Agency does not have a blog or demonstrate good use of social networking tools
- Agency does not appropriately demonstrate the ROI of the program

That said, the six agencies placed on the consideration list were CloudSpark, Horn Group, OutCast, Perkett PR, SHIFT Communications and Sterling Communications.



A handful of other positively-named agencies in order of amount of commentary include Hoffman Agency, Voce Communications, Matter Communications, SnappConner, Global Fluency, Bite PR, Spark PR, Schwartz PR and Ruder Finn.

Two agencies that consistently fell into the “needs improvement” category include Waggener Edstrom and Edelman.

[Summary ->](#)

Pages: [1](#) [2](#) [3](#) [4](#) [5](#)

Jennifer Leggio, aka "Mediaphyter," is passionate about all things social media, especially enterprise, security, privacy and reputation issues -- and what she calls "social business." She can usually be found on Twitter and FriendFeed and Facebook. See her full profile and disclosure of her industry affiliations.

[Email Jennifer Leggio](#)

Popular on CBS sites: [March Madness](#) | [iPhone 3G](#) | [Fantasy Baseball](#) | [Antivirus Software](#) | [Recipes](#) | [Spore](#) | [Katy Perry](#)

[About CBS Interactive](#) | [Jobs](#) | [Advertise](#)

© 2009 CBS Interactive Inc. All rights reserved. | [Privacy Policy](#) | [Terms of Use](#)