



Survey: Carpet Cleaners do Not Rely on Tweets

A recent survey conducted by U.S. Products, a leading manufacturer of professional floor, carpet, and restoration equipment, found that more than 71 percent of respondents are not using social media web sites, such as Twitter, Facebook, MySpace, and others, to market their carpet cleaning services.

Coeur d' Alene, ID, September 05, 2009 --(PR.com)-- Oprah's on it. Actress Demi Moore loves it. Some say it made CNN news commentator Rick Sanchez a star news reporter. But, it does not look like carpet cleaning professionals are finding that much use for it.

A recent survey conducted by U.S. Products, a leading manufacturer of professional floor, carpet, and restoration equipment, found that more than 71 percent of respondents are not using social media web sites, such as Twitter, Facebook, MySpace, and others, to market their carpet cleaning services.

According to the survey, several carpet cleaning professionals are testing out social media web sites and methods, including:

- Twitter - 43 percent
- Blogging on various sites - 28 percent
- Facebook - 14 percent

However, when the respondents who are currently participating in the social media movement were asked about these new marketing methods, nearly 55 percent indicated they “can't tell yet” if these efforts are effective sales lead generators. About eighteen percent indicated they were not effective however 10 percent say they did pull in some new customers.

Other Findings

“We also used the survey to see if there were some other trends evolving in the carpet cleaning industry,” says Nick Wiebe, marketing manager for U.S. Products. “If anything, it showed things are remaining fairly steady.”

According to Wiebe, the carpet cleaning professionals indicated they still get most of their clients via traditional marketing practices, such as: referrals (38 percent); Yellow Page advertising (15 percent); direct mail (13 percent); and sales calls to building managers (13 percent).

Respondents' businesses were “evenly split” between commercial and residential customers and the same amount of marketing effort is currently being put forth toward both groups, hoping to attract more clients.

“We also wanted to know where they get their information on [carpet cleaning] products and equipment,” adds Wiebe. “Here the results also followed historic patterns with 42 percent of the respondents [noted] it was trade publications, 32 percent [answered] “the Internet,” and the remainder [reported] their distributors.”



Methodology

Invitations to take the online survey were included in the June 2009 U.S. Products newsletter. 111 people took the survey and completed all or most of the questions.

###



Contact Information:

U.S. Products
Robert Kravitz
773 525 3021
rkravitz@rcn.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/176840>