

## Quebec Companies Make Little Use of Facebook in their Marketing Communication Strategies, Says Exclusive multiple-media.com Barometer Survey

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Montreal, Tuesday, November 17 – The inaugural edition of the multiple-media.com Barometer, a monthly survey of web technologies carried out by Montreal web agency multiple media.com, shows that for the time being a great majority of Quebec companies do not include well-known social media Facebook in their marketing communication strategies. This cautionary approach could be motivated in particular by an absence of reliable methodologies and indicators. (Read the full analysis at [barometer.multiple-media.com/](#).)

The multiple-media.com Barometer was created to give a better idea of how Quebec companies integrate Web technologies into their marketing communication strategies. Every month, multiple-media.com will therefore take the pulse of medium and large Quebec companies through telephone interviews carried out with Marketing and IT executives.

“Given the scarcity of reliable data on the actual role the Web plays in the strategies of Canadian and Quebec companies, we thought that a regular survey like the multiple-media.com Barometer might be useful”, said Renato Cudicio, president of multiple-media.com. “We hope that this monthly monitoring process—which will be backed up by an analysis based on a knowledge of the industry developed through more than 12 years of experience—helps clarify current strategic issues, stimulate discussions and support decision-making processes.”

multiple-media.com has chosen a very straightforward approach for its survey, with a well-targeted set of themes, a limited number of options, and clear and concise analyses. A total of 200 executives—50% IT, 50% Marketing—working for companies headquartered in Quebec and employing 50 people or more will be interviewed for each multiple-media.com Barometer. The survey is carried out in French or English, depending on the interviewee’s language. Public authorities and government agencies, as well as communication companies business (advertising, public relations, etc.) are not included in the surveys.

multiple-media.com has partnered with BIP, a marketing research company recognized for its precision and experience, to carry out these surveys. The maximum margin of error is 6.9% 19 times out of 20.

[multiple-media.com](#)

multiple-media.com offers integrated Web strategy, content and application development services, and differentiates itself, since its creation in 1997, through the higher quality of its client services, the reliability of its solutions, and the excellence of its productions, which efficiently integrate blend communication and technologies. The Montreal agency has developed several Web applications, including MMCM, a powerful proprietary CMS that allows non-technical users to securely build and maintain multilingual websites and portals in real time.

Contact Person

Renato Cudicio

President, multiple-media.com

514-276-7660, Extension 201

Toll free: 1-866-790-6626

[renato@multiple-media.com](mailto:renato@multiple-media.com)

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