

GET SOCIAL—THE MOST TALKED-ABOUT MARKETING OPPORTUNITY EVER

Social media is everywhere, and it's not just for teenagers any more. Today savvy consumers of all ages are linked into popular networks such as Facebook, Twitter and YouTube to get the latest information on their favorite brands. And they're not keeping the news to themselves. Rather, they're telling friends who tell friends who tell more friends. It is viral marketing at its best, and the most innovative companies are catching the fever.

- Facebook has 67.5 million unique U.S. visitors of which 59% are ages 18–44.¹
- Twitter topped the list as the fastest growing Web brand in May '09, increasing 1448% from 1.2 million unique visitors in May 2008 to 18.2 million in 2009.²
- YouTube has 89.7 million U.S. visitors, with daily visitors numbering 16.6 million.¹
- Consumers trust product opinions they get from friends and family—and even other customers—more than from the companies themselves. Social media endorsements have been a great influence on purchase intent.

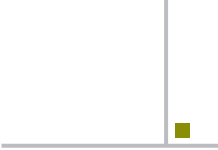
And companies are listening to customers, while using the medium as a platform to foster advocacy, earn stronger brand equity and inspire loyalty thanks to their direct relationship.

BRANDS THAT HAVE DEVELOPED A LOYAL FOLLOWING

Dell Computers has generated \$3 million in sales in the past two years that are tied directly to Twitter. They post between six and 10 items (called Tweets) a week and almost all include a link to a sale or coupon for consumers.

Starbucks posts new offers on Facebook and participates in threaded discussions with their Twitter followers on an ongoing basis.





Whole Foods Market asks customers about their reading and television habits, recommends food podcasts and sends out invitations to upcoming events.

Via their Twitter profile, Southwest Airlines runs non-official, entertaining discussions with their customers.

But none of these successful companies rely on social marketing alone. Although social networking can spread organically without marketing support, integrating it with traditional branding and as a layer within shopper marketing can help spark interest and spread it more quickly through channels.

Can social marketing work for you? Perhaps, if your product is geared to an appropriate market and you have a strong strategy wrapped around it.

Make sure your marketing efforts are properly layered to maximize exposure, reach and ultimately ROI. Call to discuss your next marketing program.

Jay Zemke
Vice President, Strategic Development

¹comScore, 2009

²Nielsen

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