



The Case for Social Media Marketing

Media Marketers
January 2010

REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

Social Media Are Mainstream.

"...Web 2.0 activities, such as watching user-generated videos, posting blogs, and participating in social networks, are quickly capturing the attention and time online of more and more internet users..."

- "More People Using Internet in New Ways and Embracing Web 2.0"
Article Pub by MarketingCharts.com on July 14, 2008
<http://www.marketingcharts.com/interactive/more-people-using-internet-in-new-ways-and-embracing-web-20-5257/>
Note: World internet usage study conducted by IDC's Digital Marketplace Model and Forecast

"78 percent of respondents have recently voted or rated something online...

63 percent have recently uploaded photographs or videos...

44 percent have recently commented on a forum or blog..."

- "Faves.com Asks Just How Social is the Web?"
Press Release Pub by Business Wire on November 07, 2007
http://www.businesswire.com/portal/site/home/index.jsp?epi_menuitemID=887566059a3aedb6efaaa9e27a808a0c&ndmViewId=news_view&ndmConfigId=1000008&newsId=20071107005920&newsLang=en
Note: Zoomerang survey, sponsored by Faves.com, surveyed 820 people in the US ages 18 to 65.

"With such an explosion of user-generated entries, photos and videos proliferating on the web, it appears that Web 2.0 is officially mainstream."

- "Hitwise US Research Note: Measuring Web 2.0 Consumer Participation"
Study Pub. by Hitwise in June 2007
http://www.hitwise.com/downloads/reports/Hitwise_US_Measuring_Web_2.0_Consumer_Participation_June_2007.pdf

1. Become an Interactive, Personalized Environment.

Consumers Rely on Social Media for Purchase Decisions.

"One in four internet users read consumer-generated reviews online, which then have a big impact - affecting not only what they purchase offline but also how much they are willing to pay for it..."

- "Online Consumer-Generated Reviews Have Big Impact on Offline Purchases"

Article Pub by MarketingCharts.com on Nov 20, 2007

<http://www.marketingcharts.com/direct/>

[online-consumer-generated-reviews-have-big-impact-on-offline-purchases-2577/](http://www.marketingcharts.com/direct/online-consumer-generated-reviews-have-big-impact-on-offline-purchases-2577/)

Note: comScore and The Kelsey Group study examined User Generated Content in relation to "restaurants, hotels, travel, legal, medical, automotive and home services."

"More than 70 percent said they sometimes or frequently rely on online product or book reviews..."

- "Faves.com Asks Just How Social is the Web?"

Press Release Pub by Business Wire on November 07, 2007

[http://www.businesswire.com/portal/site/home/index.jsp?epi_menuItemID=](http://www.businesswire.com/portal/site/home/index.jsp?epi_menuItemID=887566059a3aedb6efaaa9e27a808a0c&ndmViewId=news_view&ndmConfigId=1000008&newsId=20071107005920&newsLang=en)

[887566059a3aedb6efaaa9e27a808a0c&ndmViewId=news_view&ndmConfigId=1000008&newsId=20071107005920&newsLang=en](http://www.businesswire.com/portal/site/home/index.jsp?epi_menuItemID=887566059a3aedb6efaaa9e27a808a0c&ndmViewId=news_view&ndmConfigId=1000008&newsId=20071107005920&newsLang=en)

Note: Zoomerang survey, sponsored by Faves.com, surveyed 820 people in the US ages 18 to 65.

"Some 70% of all online shoppers said customer reviews and ratings on a retailer's website were extremely or very important when they are selecting and purchasing products..."

- 'Social-Shopping Study' Defines New Breed of Shopper - the 'Social Researcher'

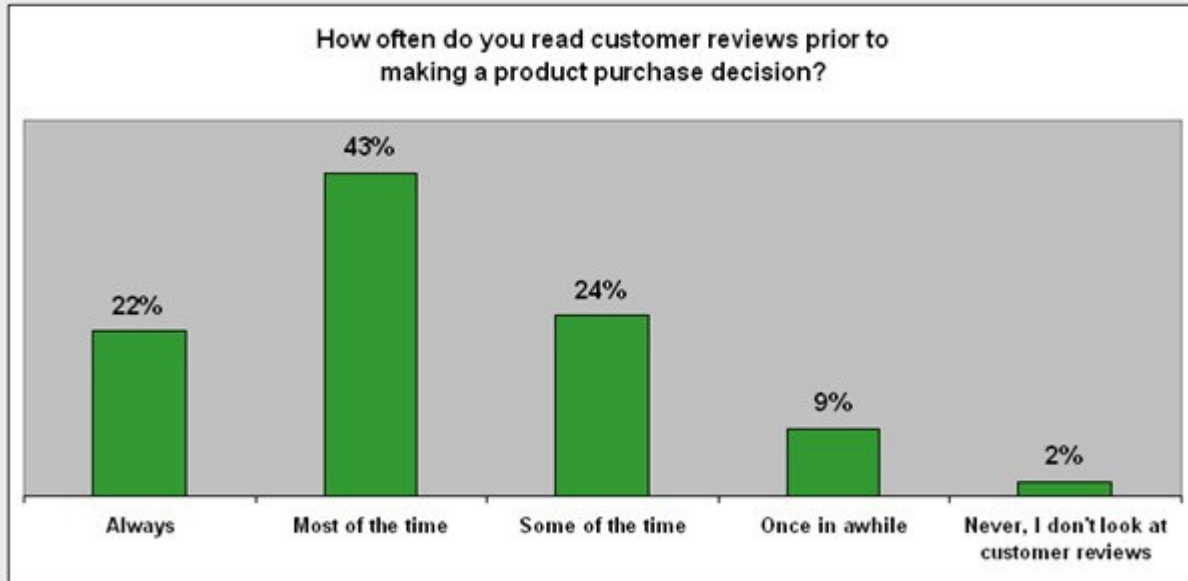
Article Pub. by MarketingCharts.com on Nov 12, 2007

<http://www.marketingcharts.com/direct/>

[social-shopping-study-defines-new-breed-of-shopper-the-social-researcher-2347/](http://www.marketingcharts.com/direct/social-shopping-study-defines-new-breed-of-shopper-the-social-researcher-2347/)

Most shoppers rely heavily on customer reviews

65% of the time customer reviews are read "always" or "most of the time" prior to making a decision to purchase a product



POWERREVIEWS the e-tailing

Social Media Invites Positive Feedback.

"The vast majority of consumers who post online reviews are overwhelmingly motivated by goodwill and positive sentiment..."

- "Online Reviewers Driven Mostly by Altruism, CMOs Need Not Fear WOM"

Article Pub by MarketingCharts.com on November 27, 2007

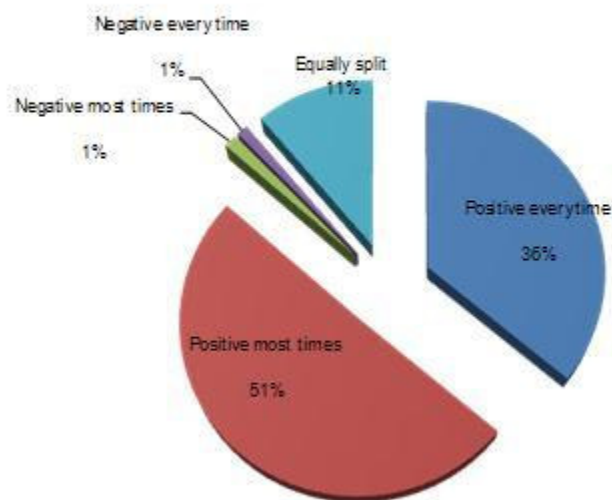
<http://www.marketingcharts.com/interactive/online-reviewers-driven-mostly-by-altruism-cmos-need-not-fear-wom-2527/>

"Fully 90% of respondents say they write reviews to help others make better buying decisions, and more than 70% want to help companies improve the products they build and carry.

The study also found that 79% write reviews in order to reward a company, and 87% of the reviews are generally positive in tone."

- "Online Reviewers Driven Mostly by Altruism, CMOs Need Not Fear WOM"
Article Pub by MarketingCharts.com on November 27, 2007
<http://www.marketingcharts.com/interactive/online-reviewers-driven-mostly-by-altruism-cmos-need-not-fear-wom-2527/>

Thinking of all the times you've posted feedback online over the last 30 days, has your feedback been:



 Bazaarvoice

Social Media Keeps Customers Coming Back.

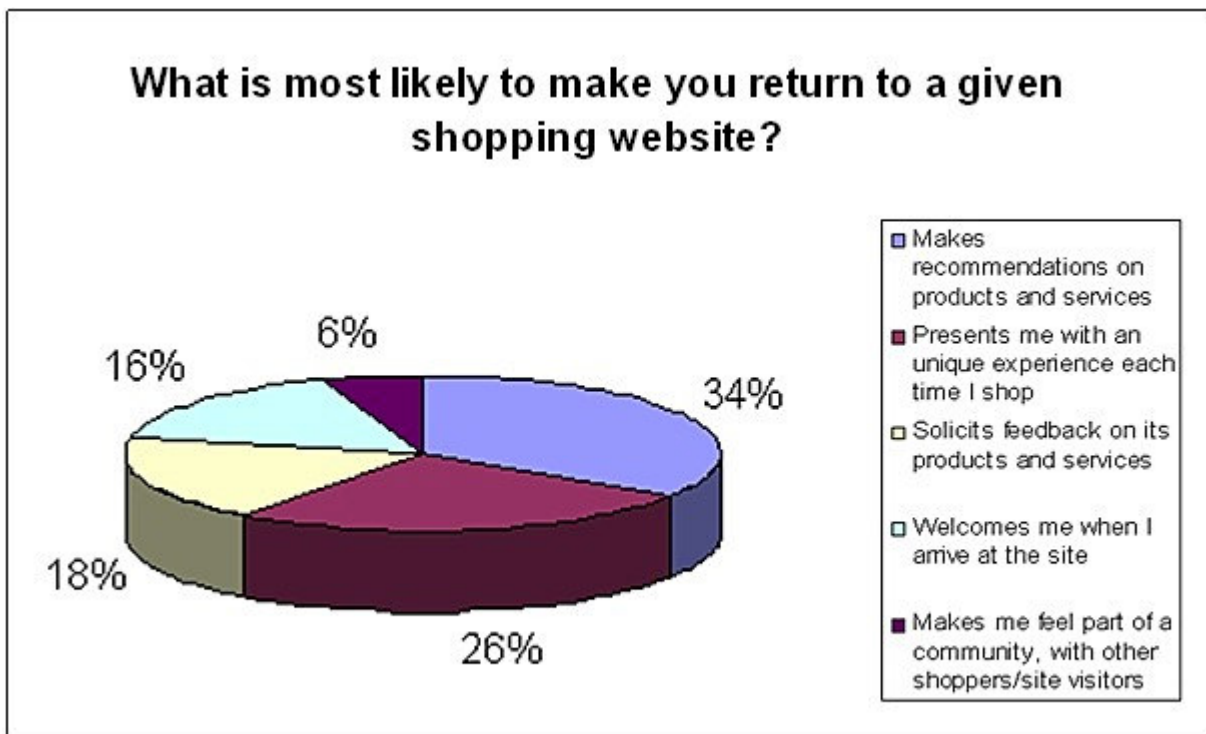
"In the new survey, more than 60% of respondents report being drawn to online retailers that employ Web 2.0 tools and techniques."

- "Consumers Return to Online Shopping Sites That Embrace Web 2.0"

Article Pub by MarketingCharts.com on April 17, 2008

<http://www.marketingcharts.com/direct/consumers-return-to-online-shopping-sites-that-embrace-web-20-4265/>

Note: Article summarizes "nationwide survey from Guidance and Synovate".



Source: Synovate/Guidance Solutions, Inc.

Website "Community" Offers a Beautiful Blend of Benefits.

"The greatest value of online communities is

they increase word-of-mouth (35%),

increase brand awareness (28%),

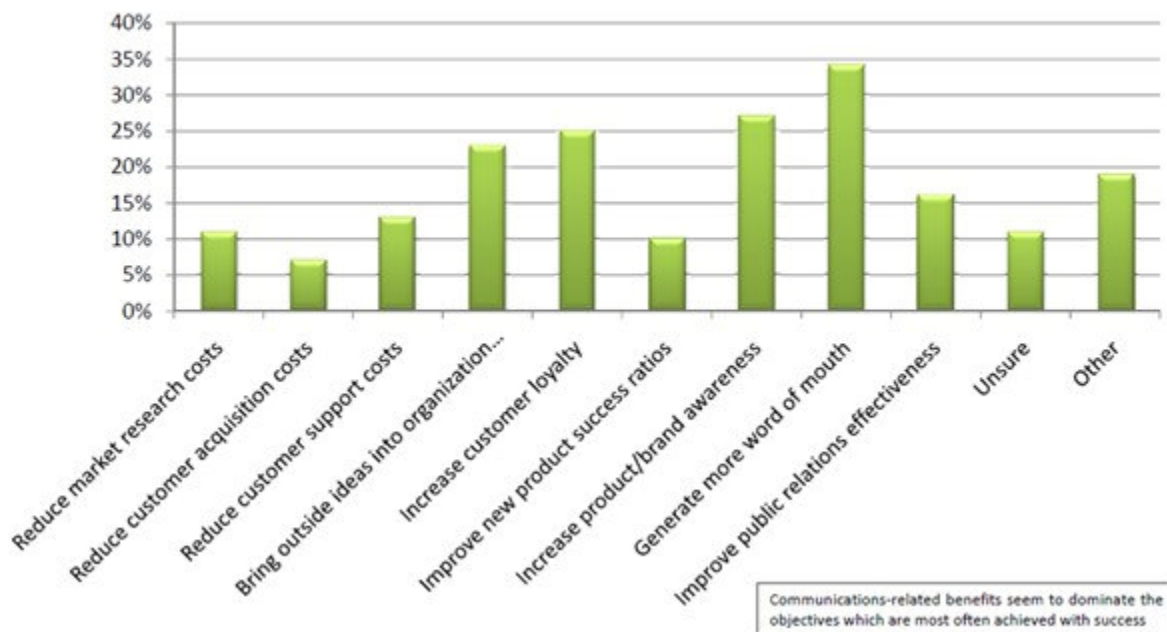
bring new ideas into the organization faster (24%) and

increase customer loyalty (24%),

according to a survey of organizations using online communities."

- "Word-of-Mouth, Insights, Customer Loyalty Big Benefits of Online Communities"
by Beeline Labs, Deloitte and the Society for New Communications Research published by MarketingCharts.com on Jul 28-08
<http://www.marketingcharts.com/interactive/word-of-mouth-insights-customer-loyalty-big-benefits-of-online-communities-5434/>

Which of your objectives have you been most successful in achieving?



Social Media Marketing Is Booming.

"In total, 81% of all respondents project that by 2012 they will spend at least as much on conversational marketing as traditional marketing."

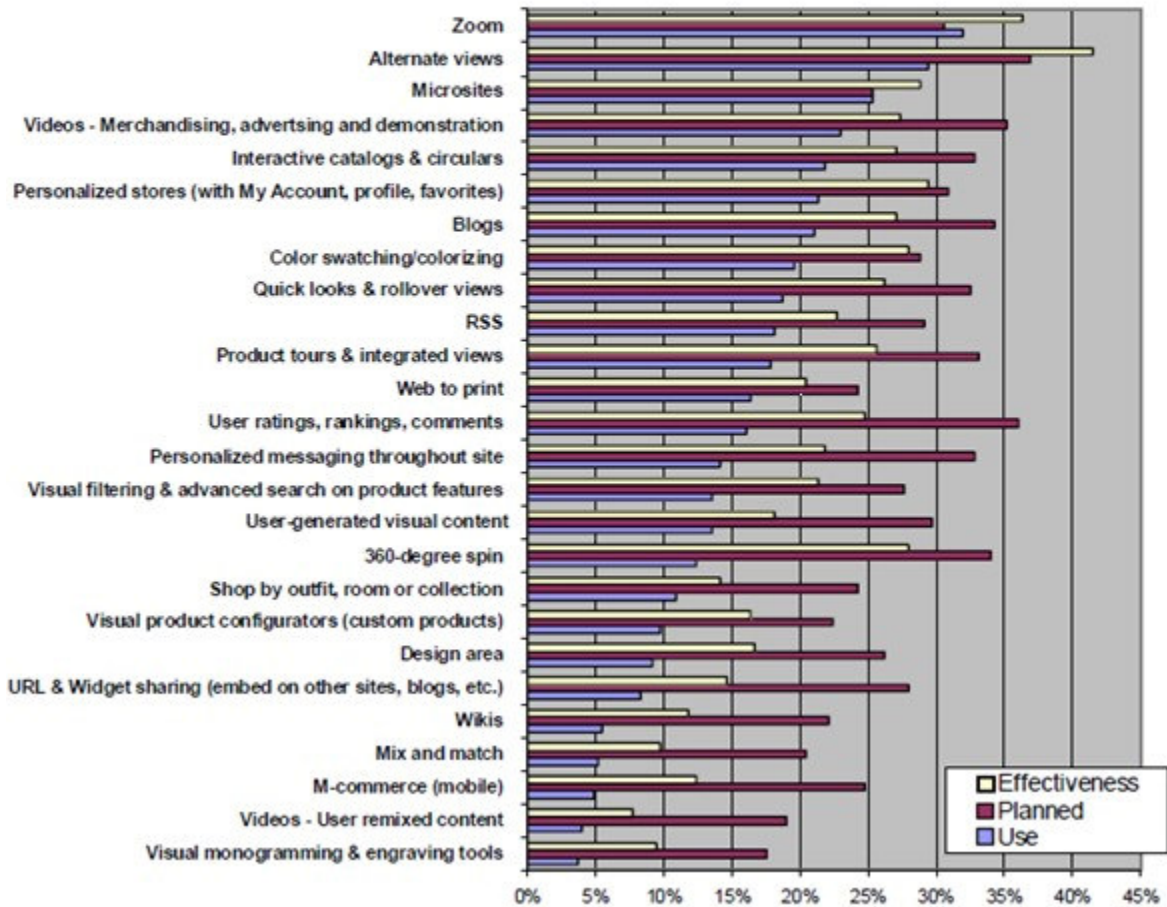
- "Spending on Conversational Marketing to Outpace Traditional Marketing by 2012, According to New Society for New Communications Research Study, Conducted by TWI Surveys, Inc. for Joseph Jaffe"
Article Pub. by New Communications Review on Oct 16, 2007
<http://www.newcommreview.com/?p=845>
Note: The TWI Surveys, Inc. surveyed "communications professionals".

"Half of online businesses plan to add "Web 2.0" online capabilities to their sites within the next six months, and over 93% intend to do so within the year..."

- "Web 2.0 Experience on 93% of Marketers' To-Do Lists for 2008"
Article Pub by MarketingCharts.com on Feb 7, 2008
<http://www.marketingcharts.com/direct/web-20-experience-on-93-of-marketers-to-do-lists-for-2008-3385/>
Note: Article Summarizes "Scene 7 study of retailers, manufacturers, agencies, and high-tech companies that sell products or services online".

Which Web 2.0 features do you currently use or plan to offer over the next year? What is the actual or expected effectiveness?

The survey identified the most popular Web 2.0 features either deployed or planned for the coming year, along with the effectiveness of each feature.



2. Foster Positive Word-Of-Mouth

Conversation with a Brand Fosters Rapport and Word-of-Mouth.

"Some 56% of social-media users feel both a stronger connection with and better served by companies when they can interact with them in a social media environment."

- "Americans Expect Companies to Have Social-Media Presence"
Survey by Cone published by MarketingCharts.com on Oct 1-08
<http://www.marketingcharts.com/interactive/americans-expect-companies-to-have-social-media-presence-6222/>
Note: Cone "...surveyed 1,092 adults comprising 525 men and 567 women 18 and older."

"Following a[n online] conversation [with a brand representative], customers are willing to spread the word [67%], value the information they receive [62%], and are likely to take action [57%] (e.g. shop at the retailer, buy the product, etc.)."

- "The Impact of Social Media on Purchasing Behavior"
Volume One: Initial Findings United States 2008
Conducted by OTX (Online Testing eXchange) for DEI Worldwide in August 2008
<http://www.deiworldwide.com/files/DEIStudy-Engaging%20ConsumersOnline-Summary.pdf>
Note: Survey of national sample of 500 males and females over the age of 13.
Above data taken from "Among those who ever searched information online"

Online Word-of-Mouth Spreads.

"Six out of ten (60%) people reported that they are likely to use social media websites to pass along information they receive online."

- "The Impact of Social Media on Purchasing Behavior"
Volume One: Initial Findings United States 2008

Conducted by OTX (Online Testing eXchange) for DEI Worldwide in August 2008
<http://www.deiworldwide.com/files/DEIStudy-Engaging%20ConsumersOnline-Summary.pdf>

Note: Survey of national sample of 500 males and females over the age of 13.

Online Word-of-Mouth Informs.

"More than two-thirds (68%) of online Americans say they visit online blogs, communities or social networks...
33% of visitors say they visit these sites to engage in product research before making a purchasing decision."

- "Nearly 70% of Online Adults Use Social Media, Often Research Products"
Survey by Market Tools published by MarketingCharts.com on Sep 22-08

<http://www.marketingcharts.com/direct/nearly-70-of-online-adults-use-social-media-often-research-products-6101/>

Online Word-of-Mouth Influences.

"47% of all respondents say that these [social] sites have influenced their decision to purchase particular brands or services to at least some extent."

- "Nearly 70% of Online Adults Use Social Media, Often Research Products"
Survey by Market Tools published by MarketingCharts.com on Sep 22-08

<http://www.marketingcharts.com/direct/nearly-70-of-online-adults-use-social-media-often-research-products-6101/>

"Those in middle-income households (those with yearly income of \$35K to \$75K), at 30%, and those from Generation Y (35%) and Generation X (30%), are the most likely to change their minds because of the information they read on social media sites."

- "Nearly 70% of Online Adults Use Social Media, Often Research Products"
Survey by Market Tools published by MarketingCharts.com on Sep 22-08

<http://www.marketingcharts.com/direct/nearly-70-of-online-adults-use-social-media-often-research-products-6101/>