



Social Media

Monthly Focus Topic



Verso simple.



What is social media?

engaging with audiences on their terms

Social Media isn't about technology. It is about listening, conversing and engaging with customers, prospects, end-consumers, investors and the general public on their terms in order to achieve at least one of the following...

- **enhance existing relationships**
- **develop new relationships,**
- **strengthen the company/product brand and,**
- **expand the customer base**

Popular SM sites/ tools

technology enables online conversations

- Social Media sites

- LinkedIn
 - Facebook
 - MySpace
 - FriendFeed
- } Social Networking sites
- Company-owned social networks
 - Blog Sites (web log)
 - Twitter (microblog)
 - WordPress
 - Technorati
 - youTube
 - Flickr
 - Company website

- Social Media tools

- Blogs
- Online Forums
- Message Boards
- Product Reviews/Ratings
- Crowdsourcing
- RSS Feeds
- Wikis
- Videos
- Photo Sharing





Why social media?

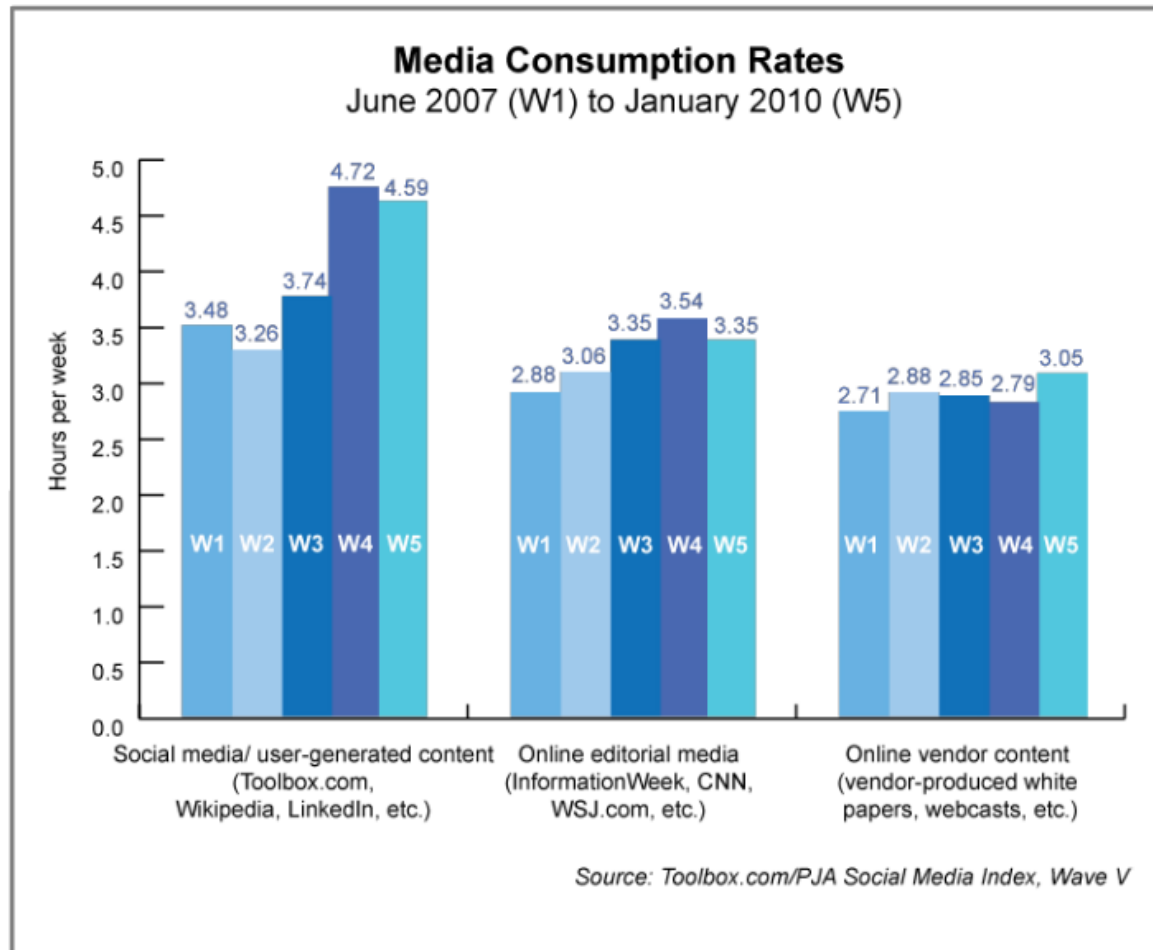
3 out of 4 Americans use social media

- Almost 29% of the world's population is online - 77% of the NA population. (*Internet World Stats, 2010*). In June, 2010, 3/4 of them visited social networking and blog sites, 24% growth over last year. (*Nielsen, 2010*)
- In 2009, the average adult US internet user spent 13 hours/week online. (*Harris Interactive, 2010*)
 - If you include ALL internet users, the average time goes up to 17 hours
- Users between the ages of 30 to 39 are the most active Internet users. On average, this group is online for 18 hours per week. (*Harris Interactive, 2010*)
- Visiting social sites and blogs is now the most popular online activity – ahead of personal email (*Nielsen, 2010*)
- Time spent on social networks and blog sites is growing at 3X the overall internet rate – 22% of online time is social. The average visitor spends 66% more time on social networks and blog sites than a year ago, almost 6 hours in April 2010 versus 3 hours, 31 minutes in 2009. (*Nielsen, 2010*)
 - 110 billion minutes are spent on social sites and blogs each month; Most popular – Facebook and Youtube
- 55% of the world internet population have shared photos, 83% have viewed video clips online
 - 24 hours of video are uploaded to YouTube every minute , compared to 20 minutes in 2009 (*YouTube, 2010*)
- Facebook is most visited social networking site in US; MySpace is most visited outside US and is decreasing in usage in US
- More people are accessing social networks from their mobile devices (91%) compared to the 79% of desktop users who do the same. (*Ruder Fin via Read Write Web, Feb 2010*)

Reliance on social media for information continues to grow



Instead of searching for online news/information, social media allows the information we are interested in to find us.



Social network status

145% Y/Y growth in FB visitors 2009 to 2010



- **Facebook** currently has in excess of 500 million active users globally, 50% of which log on to FB on any given day (*Facebook, 2010*)
 - The average U.S. Internet user spends more time on Facebook than on Google, Yahoo, YouTube, Microsoft, Wikipedia and Amazon combined. (*Mashable, 2010*)
 - Largest percentage of users is age 35-54; Fastest growing demographic - 55+ (*Facebook - ongoing*)
 - 85% of 4-year US universities have a Facebook presence; 25% of users are college-age (*Facebook - ongoing*)
 - Facebook users that interact with businesses/brands/causes need to feel passionate about what that entity stands for
- **LinkedIn** reached 70 million users in June 2010 (*LinkedIn, 2010*)
 - An average of 36.5 million people visit LinkedIn every month, with the US responsible for 42.8% of the site traffic followed by India (13.7%) and United Kingdom (6.7%). (*Global Recruiting Roundtable, 2010*)
 - The majority (66%) of LinkedIn users are decision makers or have influence in the purchase decisions at their companies (decision makers also tend to be more active on LinkedIn) . (*Anderson Analytics, 2008*)
- **Twitter** experienced 1,100% increase in traffic from 2009 to 2010 (*Twitter, 2010*)
 - Research data shows growing percentages of US Internet users adopting Twitter – 75 million people visited Twitter in January 2010, 23.5 million in the U.S. Twitter now has 105 million registered users and 30,000 people a day are signing up to tweet. (*Techradar, April 2010*)
 - 64 million tweets are sent every day (over 470 tweets a second!) (*Pingdom, June 2010*)
 - Business users are driving the growth of Twitter, realizing it is one of the most effective ways to communicate and be heard (20% of tweets contain a reference to a product or a brand – 94 tweets broadcast every second according to Pingdom, 2010)

Why do people use it?

people trust social networks more than corporate ads



- 75% of Americans use social media – of those, 59% interact with companies on social media websites
 - 93% of Americans want companies to have a presence on social media sites; 85 percent believe that these companies should use these services to interact with consumers. *(2008 Cone Business in Social Media Study)*
- Social Media has changed consumer expectations related to accessibility of information, interaction with companies, brands, and service options
- Social Media users have a higher regard for companies that listen, share and are authentic and transparent
- Consumers use social media to share, not to be “sold” to
 - 81% of social media users believe that blogs, online rating systems and discussion forums can give consumers a greater voice and a better understanding of a company... they feel more a part of a company. Social media personalizes a business
 - Social media users visit blogs to be informed and participate in the “conversation”
- Social media users research companies and products on social media sites
 - 33% of people visit social media sites to engage in product research before making a purchasing decision; 47% say social media sites influence their decision to purchase specific companies services, brands; 26% changed their minds about purchasing a product after reading about it on a social media site *(2010 Social Media Marketing Industry Report – Social Media Examiner)*



Why do companies use it?

to enhance relationships and build brand

- US executives have come to value social media very highly to enhance relationships with customers and build their company's brand
- Respondents reported using social media most for brand-building (82%), followed by networking (60%), customer service (32%), information-related activities (26%) and competitive monitoring (25%). (*eMarketer, July 2009*)
- Nearly half of US business-to-business (B2B) marketers said their social media efforts had a positive effect on search performance. Search rankings are largely driven by the volume of high-quality inbound links a site receives, so companies must create content compelling enough to get their followers talking on social media sites, driving inbound links from these sites. (*eMarketer, Sept. 17, 2010*)
- Results from the Social Media Examiner: 2010 Social Media Marketing Industry report
 - 81% of businesses generated exposure using social media
 - 61% increased subscriber/traffic/op-in lists
 - 56% resulted in new business partnerships
 - 52% increased search engine rankings
 - 48% generated qualified leads
 - 45% reduced overall marketing expenses
 - 35% closed more business

B2B vs B2C

b2b is leading social media adoption



	B2C	B2B
Maintain company-related profiles on social networks	67%	81%
Participate in Twitter	49%	75%
Host blogs	55%	74%
Monitor brand mentions	55%	73%
Engage in discussions	43%	66%
Participate in online forums	44%	59%
Upload content to social networks	32%	50%
Manage a customer or prospect community	49%	51%
Monitor or support user ratings/reviews	49%	51%
Product webinars or podcasts	22%	46%
Advertise on social networks	54%	42%
Employee Recruiting	27%	36%

eMarketer, 2010

Typical industry activity

summary



	Facebook	Twitter	LinkedIn	Blogging
Paper Manufacturers recruiting, communication of company news	Yellow	Red	Yellow	Red
Publishers magazine-specific pages for customer interaction, to communicate news, discuss articles, get opinions on content and design	Green	Green	Yellow	Green
Catalogers promote special deals, sales, coupons, etc. Use of social networks for customer service	Green	Green	Yellow	Red
Distributors basic communication of company info and news	Red	Red	Yellow	Red
Printers limited use of SM (although there are a couple of exceptions); communication of company info and news	Red	Yellow	Yellow	Red

Although all companies researched have a presence on LinkedIn, the majority are from an individual perspective, not from an overall company strategic perspective

Social media projections

source: social media B2B, 2010



- 1. Sales Staff Get Social Media Savvy** – With customers changing their habits and getting information differently, sales professionals will have to adapt. Once they understand the added edge that social media gives them in terms of client and industry knowledge, they will start to change their habits.
- 2. Inbound Marketing Gets Cash** - In looking at the marketing mix and budgeting, forms of inbound marketing like social media and search engine marketing are likely to receive an increase in their share of the budget. While numbers may still remain much smaller than traditional advertising and direct mail, these budget upgrades will give inbound marketers the support they need to demonstrate ROI and increase investment in following years.
- 3. Location-Based Fills In The Gaps** – Right now we live in two worlds: offline and online. The bridge between these two for B2B companies is leveraging devices with GPS functions to make location an important component of business information. Location will be a more important component of CRM data, B2B social networks, as well as other business applications.
- 4. Social Media Lead Generation Becomes Common Place** –Social media, while being about conversations and great content, is going to get down to directly supporting lead generation. B2B companies realize that social platforms can generate leads, which directly create sales and transactions.
- 5. Social Media Publishing Gets More Multi-Media** –Video both recorded and live-streamed will see an increase in use, but it is likely that B2B companies will start using more images as well, to help better tell their story.
- 6. Influencer Marketing Gets Even More Important** – Historically, B2B companies have leveraged magazine relationships to reach important industry influencers. Industry influencers are taking a more active role in social media because of its low cost of entry and declining competition from print publications. As industry influencers use social media to build influence, companies will follow to engage with them.

Social media projections

source: social media B2B, 2010



- 7. Mobile Can No Longer Be Ignored** - B2B companies on the digital front have focused heavily on their Web sites in recent years, but they have focused less on how their Web site works on mobile devices, or more importantly, how their lead generation processes work on mobile. The popularity of devices from RIM and Apple are causing a rising of the tide. These devices are giving users the expectations that all things should work on their mobile device and work as easily as their favorite applications.
- 8. Corporate Websites Get Social** – Corporate websites that are stagnant, are becoming useless. The next generation of B2B corporate websites is much more social. As lead generation and branding efforts transition to online, businesses will realize that engagement, relevance, and dynamic content on their corporate website is the best way to support these efforts. Things like product reviews, blogs, and content aggregation will begin to become common place as companies fight to be the “portal” for their industry.
- 9. Social and Real-Time Search Drive B2B Social Media Adoption** – Search engines are an important source of inbound marketing leads for many B2B companies. Now that search engines include data from social networks and have started using online relationships to prioritize results it will become more important than ever that B2B companies participate on the social web.
- 10. B2B Gets Smart About Social Data** – Many executives across major B2B industries are not only going to realize that “social media is here to stay.” Most already know that. The major revelation is going to be that the user generated content created every second on the social web can help them make better and more informed business decisions. Leadership will begin looking for ways to collect and analyze this data and then use it to improve product development, customer service, marketing and other aspects of business.



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