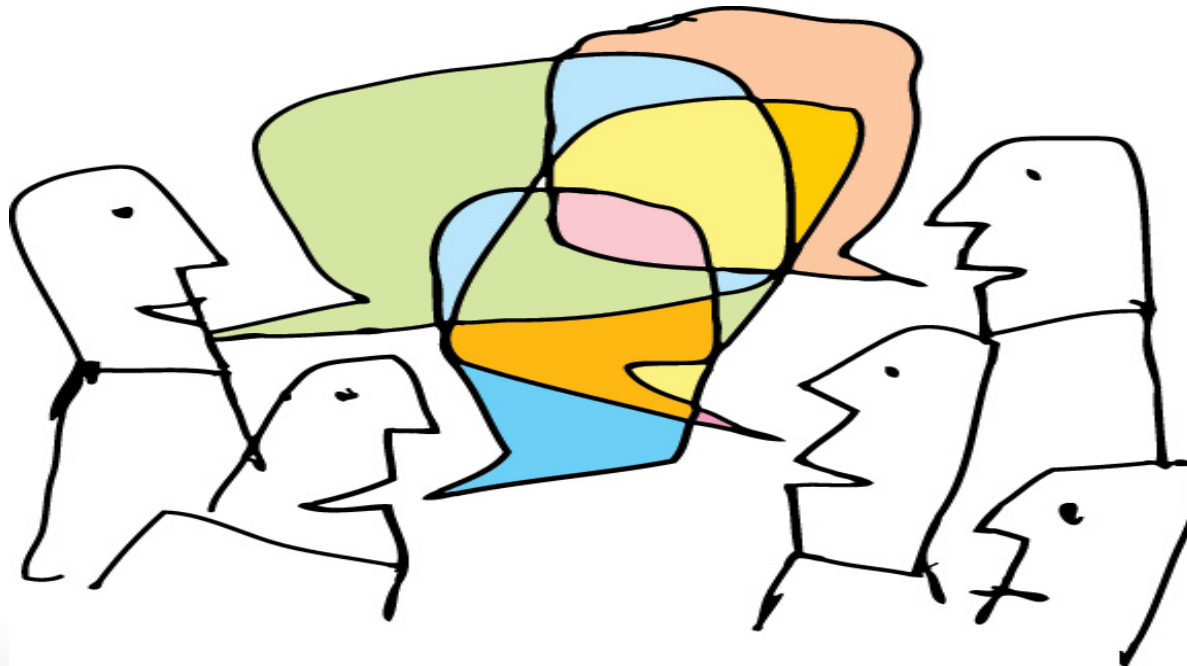




presents



## **from stats to strats**

*using social media to plan and measure a  
strategy campaign*



Social media has enabled information and analysis for marketers like never before...



Geographical boundaries are turning into geographical focus groups...



Focus groups that can point the way for your business to meet your customers head on...



So how can you use this information and not only meet your customers, but meet their needs too?

Simple: you can use this easy guide for dissecting some social media facts about the five most popular networks.

We then offer you some easy-to-follow ideas to implement into your own strategy for your particular needs.



**So... ready to dig in?**

## Part One: Statistics



## the stats: facebook

1. The average Facebook user has 130 friends.
2. More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) is shared each month.
3. Over 300,000 users helped translate the site through the translations application.
4. More than 150 million people engage with Facebook on external websites every month.
5. Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have integrated with Facebook.
6. There are more than 100 million active users currently accessing Facebook through their mobile devices.
7. People that access Facebook via mobile are twice as active than non-mobile users (think about that when designing your Facebook page).
8. The average Facebook user is connected to 60 pages, groups and events.
9. People spend over 500 billion minutes per month on Facebook.
10. There are more than 1 million entrepreneurs and developers from 180 countries on Facebook.

## the stats: twitter

1. Twitter's web platform only accounts for a quarter of its users – 75% use third-party apps.
2. Twitter gets more than 300,000 new users every day.
3. There are currently 110 million users of Twitter's services.
4. Twitter receives 180 million unique visits each month.
5. There are more than 600 million searches on Twitter every day.
6. Twitter started as a simple SMS-text service.
7. Over 60% of Twitter use is outside the U.S.
8. There are more than 50,000 third-party apps for Twitter.
9. Twitter has donated access to all of its tweets to the Library of Congress for research and preservation.
10. More than a third of users access Twitter via their mobile phone.

*Stats from Twitter and the Chirp Conference*

## the stats: linkedin

1. LinkedIn is the oldest of the four sites in this ebook, having been created on May 5 2003.
2. There are more than 70 million users worldwide.
3. Members of LinkedIn come from more than 200 countries from every continent.
4. LinkedIn is available in six native languages – English, French, German, Italian, Portuguese and Spanish.
5. Oracle's Chief Financial Officer, Jeff Epstein, was headhunted for the position via his LinkedIn profile.
6. 80% of companies use LinkedIn as a recruitment tool.
7. A new member joins LinkedIn every second.
8. LinkedIn receives almost 12 million unique visitors per day.
9. Executives from all Fortune 500 companies are on LinkedIn.
10. Recruiters account for 1-in-20 LinkedIn profiles.

## the stats: youtube

1. The very first video uploaded was called “Me at the Zoo”, on 23rd April 2005.
2. By June 2006, more than 65,000 videos were being uploaded every day.
3. YouTube receives more than 2 billion viewers per day.
4. Every minute, 24 hours of video is uploaded to YouTube.
5. The U.S. accounts for 70% of YouTube users.
6. Over half of YouTube’s users are under 20 years old.
7. You would need to live for around 1,000 years to watch all the videos currently on YouTube.
8. YouTube is available in 19 countries and 12 languages.
9. Music videos account for 20% of uploads.
10. YouTube uses the same amount of bandwidth as the entire Internet used in 2000.

*Stats from YouTube press centre*

## the stats: blogging

1. 77% of Internet users read blogs.
2. There are currently 133 million blogs listed on leading blog directory Technorati.
3. 60% of bloggers are between the ages 18-44.
4. One in five bloggers update their blogs daily.
5. Two thirds of bloggers are male.
6. Corporate blogging accounts for 14% of blogs.
7. 15% of bloggers spend 10 hours a week blogging.
8. More than half of all bloggers are married and/or parents.
9. More than 50% of bloggers have more than one blog.
10. Bloggers use an average of five different social sites to drive traffic to their blog.

So now you have an overview of some key information about your customers, and their behaviours online.

**What next?**



Time for the next part - using statistical information for strategy planning.

## Part Two: Strategy





We've taken one statistic from each network and show you how you can use that information for your marketing or customer lead generation/retention.

## the strategy: facebook

- **Stat:** The average Facebook user is connected to 60 Pages, Groups and Events.

- **Strategy:** It's clear that Facebook Pages or Groups offer a great opportunity for your business, either by having one or targeting those where you could both benefit. So build a Page and then offer a clear call-to-action on why folks should connect with your page (think exclusive Facebook-only offers).

Or use Facebook Search to find Groups or Events that your business can help, and get to know the folks involved. Can you sponsor an event and give special offers to attendees?

Can you offer your expertise to groups that have questions about your industry, and then offer free or discounted samples/reports/service to Group members?

Think of what you can **offer** to **receive**.

## the strategy: twitter

- **Stat:** Over 60% of Twitter use is outside of the U.S.
- **Strategy:** Where are your customers from? Have you carried out an audit recently to see where your main market is today? If it's outside the U.S., how are you using Twitter to be more specific to that audience?

Consider hiring a multi-lingual team to connect in the native language of your audience on Twitter.

Look at cultural holidays in these countries and see if you can offer a promotion that ties in with it. Have dedicated landing pages on your website for your different audience, and tweet direct links to it in the language needed.

Once there, have a call-to-action purely for that nationality.

## the strategy: linkedin

- **Stat:** Recruiters account for 1-in-20 LinkedIn profiles.

- **Strategy:** How does your business recruit? Does HR use an outside agency or is it via newspaper ads? What's the cost involved here?

Think of how much you're spending on recruitment and then check on the recruiters that are on LinkedIn.

Taking away heavy ad costs or agency costs when you can utilize a recruiter connection (paid, of course) could save you tons in the long run.

They're also better-suited to your recruitment needs as they're monitoring folks themselves on LinkedIn, saving you potential employee searches.

And the savings made can be re-invested in other parts of your business.

## the strategy: youtube

- **Stat:** Over half of YouTube's users are under 20 years old.
- **Strategy:** When you consider that could equate to around 1 billion Gen Y views per day, that's a shitload of potential eyeballs. So why not utilize them?

If your business is for Gen Y's and you've got a product to launch, what better way than actually being able to see it and get the lowdown from trusted sources?

Use a social search platform to find who the key Gen Y users are on YouTube and then approach them to see if they'd be interested in taking part. Note the "taking part" description – don't try and force them to be who they're not. Keep it honest and real.

Offer a vanity URL that viewers of a particular YouTube channel can click through on to buy the product at a special launch rate. You could then give that YouTube channel owner an extra thank you "reward", as well as make them part of your trusted promotional team for future launches.

## the strategy: blogging

- **Stat:** More than half of all bloggers are married and/or parents.

- **Strategy:** Ever carried out a blogger outreach program? If not, you might want to start considering it. If you take the stats that there are more than 133 million blogs out there, then it's more than likely your audience is reading some of them.

If you don't have a blog yourself (and if not, why not?) then use the existing bloggers in your industry. If you provide diapers, search for the parent bloggers and offer free samples to try and give their readers too. Same goes with kiddie toys or books.

Or if you're in the wedding industry, offer tickets to an upcoming wedding show in a blogger's city and have the "winners" as guests of honour.

All the blogger has to do is write about the experience – you use it to improve for the next show.

As you can see, there are numerous options available to you when you have access to this kind of information.

All you have to do is think how they affect your business - then you can start making plans to build on that information.

Of course, once you have a strategy, you need to have the measurement tactics in place to determine a campaign's success (and on what levels).

The good news is, social media makes measurement and analysis incredibly easy.

But that's another conversation, another time...

Hopefully this ebook has given you some ideas on finding and using statistics, and how social media can be a key part of an integrated marketing campaign.

Interested in finding other ways in which you can market your business the exact way your customers want you to?

Let's chat!



contact us:



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