

RESEARCH BRIEF: Marketing within Social Media

Social Media Landscape: Demographics

According to comScore Media Metrix, the number of monthly US unique visitors to Facebook grew 40% between October 2007 and October 2008; understandably, marketers are trying to determine the best way to get their brand in front of this eager and active audience on not only Facebook, but all other social media platforms in an engaging and interactive way.

The term "Social Media" extends far past Social Networks and into any media where there is dialogue and communication between multiple users, generally vested in a common interest.

Demographic Profile of US Internet Users Who Use Social Networks, March-April 2009 (% of respondents)

	Have Facebook or MySpace account	Update Facebook or MySpace at least once per day	Follow people on Twitter	Use Twitter to send messages	None of these
Gender					
Male	45%	14%	5%	3%	54%
Female	52%	18%	5%	2%	47%
Age					
18-34	74%	29%	8%	4%	25%
35-44	47%	17%	6%	5%	50%
45-54	41%	10%	4%	1%	59%
55+	24%	3%	1%	na*	76%
Education level					
High school or less	40%	14%	3%	1%	59%
Some college	55%	18%	6%	4%	43%
College graduate+	52%	16%	6%	4%	47%
Total	48%	16%	5%	3%	51%

Note: *=<.05%
Source: Harris Interactive, "The Harris Poll" as cited in press release, April 16, 2009
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Source: Universal McCann Study, Q408

What is considered "Social"?

Most people naturally think of Facebook and MySpace when considering using social media within marketing efforts. Although they remain the top two, other social networks are important to consider based on the audience of the marketing efforts.

"Demographics are expanding. According to JPMorgan, 62% of adult Internet users ages 34 to 41 visited social networks monthly in 2008, up from 53% the year before." - eMarketer, "Social Networks: Five Consumer Trends for 2009"

Top 5 Social Networks, 05/09 (Ranked by Unique Visitors)*

1. Facebook
2. Myspace sites
3. Twitter
4. Classmates.com sites
5. MyLife.com Sites

Source: comScore

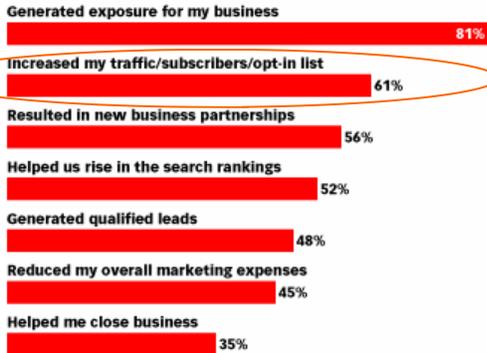
Other Social Networks Include



- Social media is a global phenomenon. If you are online you are using social media
- The number one platform for creating and sharing content is Social Networking
- 55% of users have uploaded photos and 22% of users have uploaded videos
- Widgets and applications are becoming more popular with installations on social network pages and in users blog templates
- 73% of users have read a blog, pushing it into mainstream media
- With 184 million bloggers participating in the blogosphere, personal life and family is the leader in topics to blog about
- Brand reputation is impacted by social media
 - 34% post opinions about products and brands on their blog
 - 36% think more positively about companies that have blogs

Benefits of Social Media to Marketers

Benefits of Social Media Marketing According to US Marketers, January 2009 (% of respondents)



Source: Michael A. Stelzner, "Social Media Marketing Industry Report," March 17, 2009

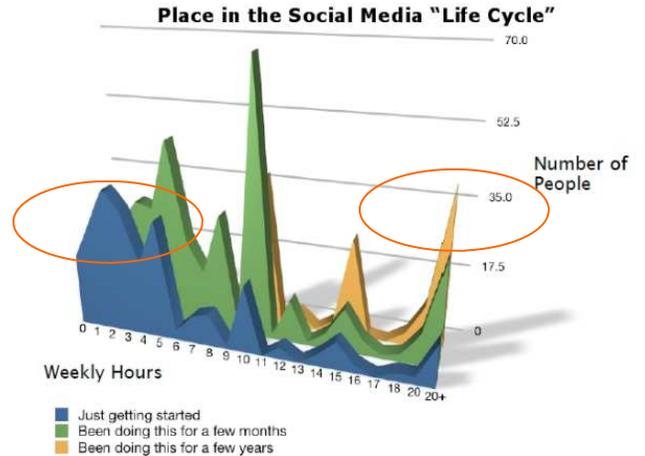
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Marketing Experiments Case Study

- Company hired someone for \$10/hour
- 360 total hours working on the project posting 255 blog excerpts and effort "to engage in real and meaningful conversation with the community"
 - Social Media Sites Targeted: Myspace, YouTube, Google Video, Wikipedia, Fark, imBored, Hi5, Facebook, Google Groups, Craigslist, Digg, Delicious, iVillage, NY Times Blog, MTV, ABC, chat rooms, WWE Blogs, TVGasm, American Idol Blog
- Results: Over the last 12 months, social media tactics were able to generate 93,207 unique visitors to their sites
- At \$3,600 investment, cost per visitor amounts to less than \$0.04!

Where is Social Media Headed?



Although Social Media is still in its infancy of becoming a "mass medium", marketers are looking to establish standards for reporting and tracking, such as: engagement, "buzz", posts, interactions, etc.

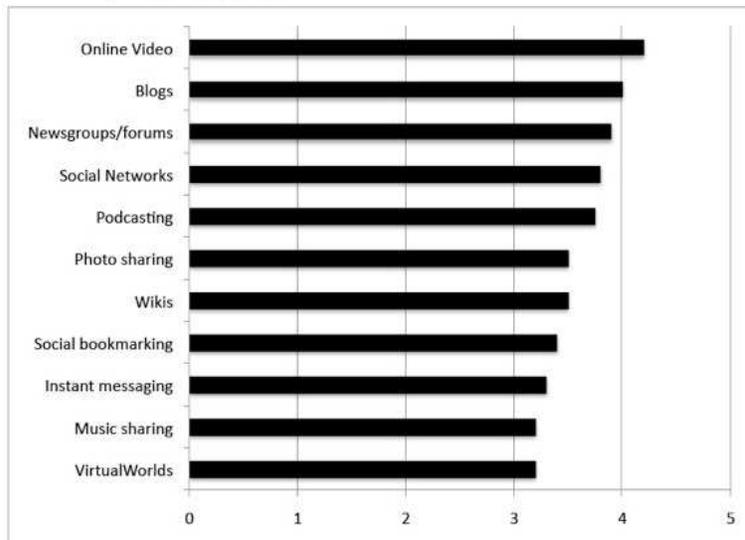
Trends to Watch for:

Niche Social Networks
DIY Social Networks
Reputation Management
Social Network Aggregators

Source: Universal McCann Study, Q408

In general, marketers feel that Online Video and Blogs are currently the most effective Social Media platforms.

Please rate your perception of each tool's effectiveness toward achieving campaign goals (1= not at all effective; 5= very effective)



Measurability and Effectiveness

Social Media Tactics that US Social Media Marketing Professionals Feel Are Measurable and Effective, December 2008 (% of respondents)

Tactic	Very accurately measured	Very effective tactic
Blog or social network advertising	32%	16%
Online news release distribution	18%	36%
User reviews or ratings	15%	47%
Blogger or online journalist relations	11%	46%
Forums or discussion groups	11%	42%
Blogging on a company blog	9%	34%
Profiles on social networks	7%	22%

Note: n=1,886

Source: MarketingSherpa, "Social Media Marketing and PR: Benchmarks and Best Practices," April 6, 2009

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