

Audiences everywhere are tough. They don't have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to **stop interrupting** what people are interested in & **be what people are interested in.**"

CRAIG DAVIS
CHIEF CREATIVE OFFICER, WORLDWIDE
J. WALTER THOMPSON (WORLD'S 4TH LARGEST AD AGENCY)

FACT

The Internet has fundamentally changed the way people find, discover, share, shop and connect.

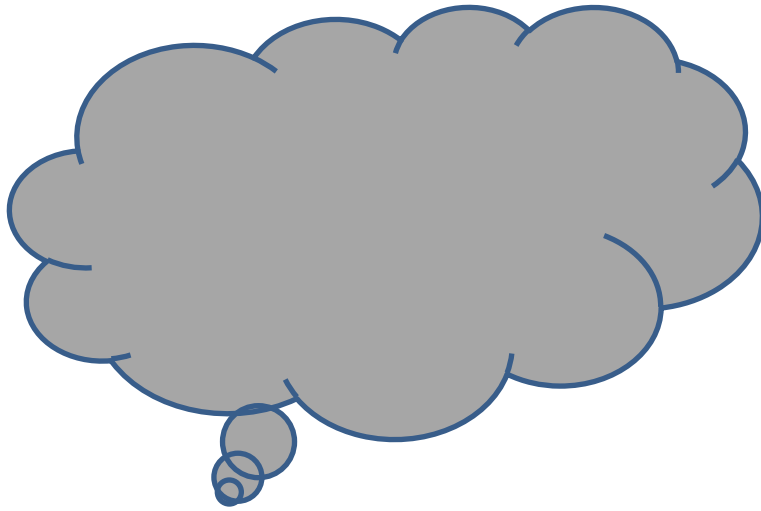
Customer Acquisition by channel

57% of marketers acquired customers from **blogging**



44% of marketers acquired customers from **Twitter**





Many Americans begin their purchasing experience by doing online research to compare prices, quality, and the reviews of other shoppers.

Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the Internet.”

FACT

Google is the new
Yellow Pages

Businesses that Blog



≥ 20 times/month

Get **5X** more traffic than those who



≤ 4 times/month

The Bottom Line

If Google can't find,
neither will anyone
else.

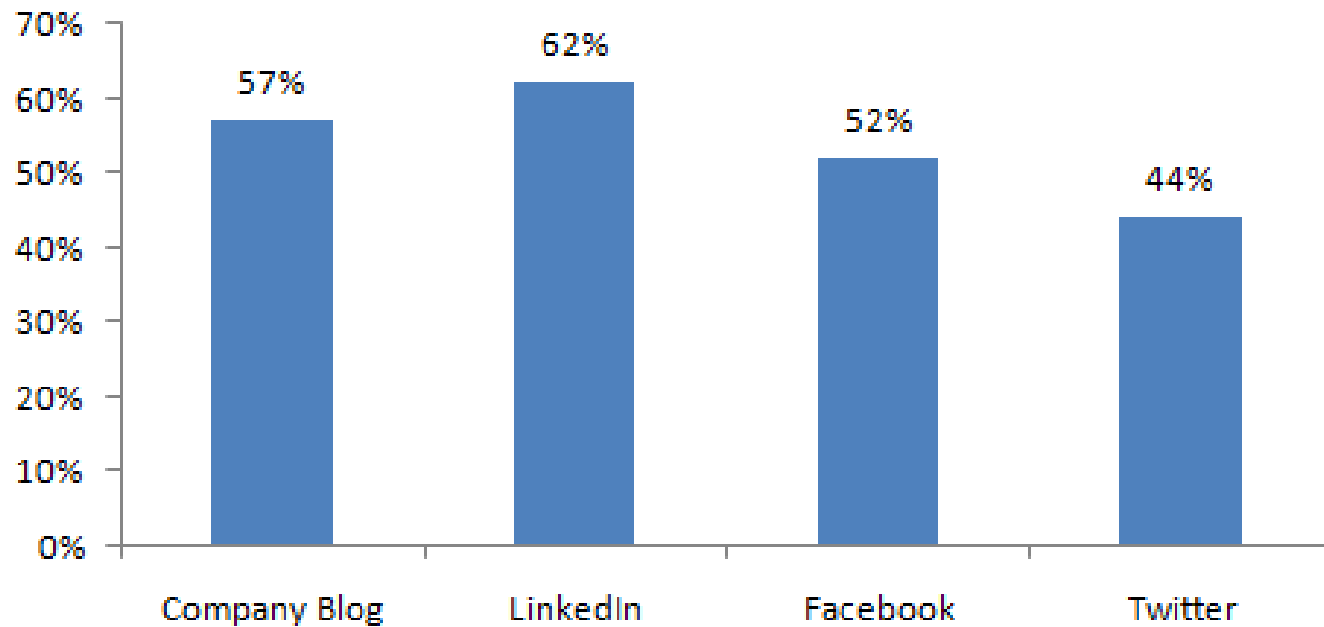
Social Media Marketing

While social media is not the silver bullet that some pundits claim it to be, it is an extremely important & relatively low cost touch point that has a direct impact on sales & positive word of mouth.

JOSH MENDELSON
VICE PRESIDENT
CHADWICK MARTIN BAILEY

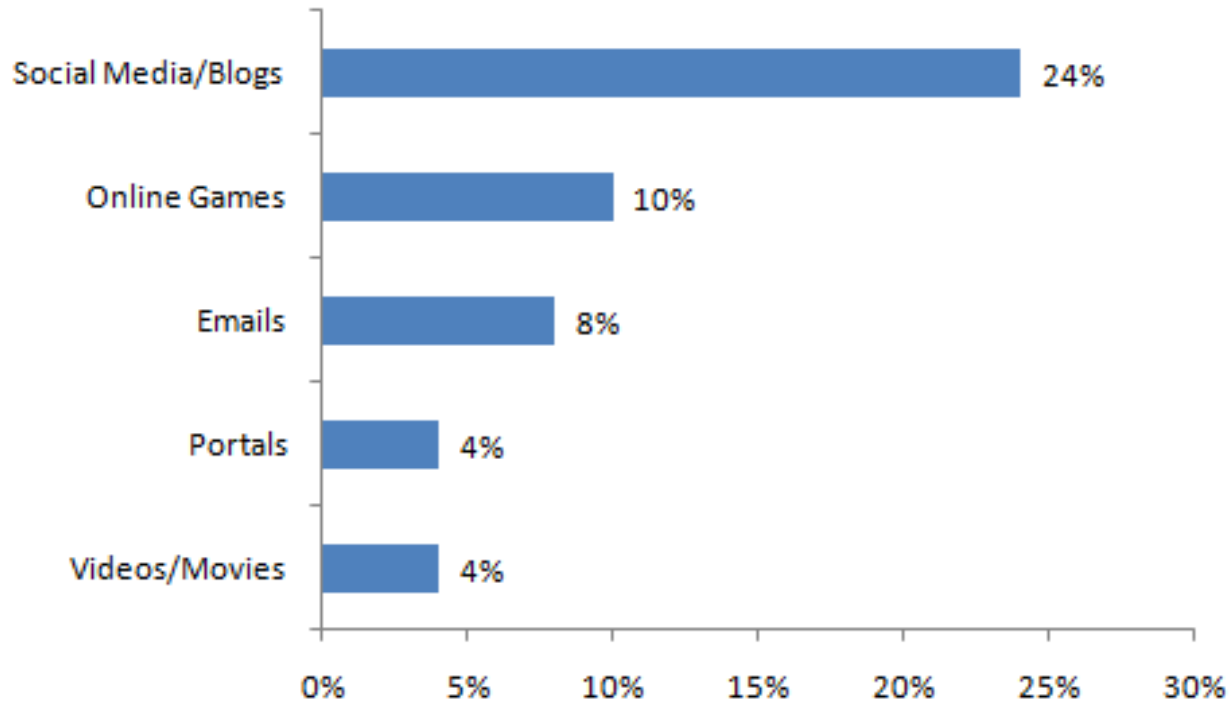
Social media and blogs generate real customers

% OF CHANNEL USERS WHO ACQUIRED A CUSTOMER THROUGH THIS CHANNEL



SOURCE: THE NIELSEN COMPANY, NOVEMBER 2010

US Internet users spend **3X more** minutes on blogs & social networks than on email.



SOURCE: THE NIELSEN COMPANY, NOVEMBER 2010

FACT

Social media has
real business value

The top 20% of B2B marketers
in social media lead generation



Have increased revenue **by**
20% in 2011

FACT

Social media isn't a
fad. It's a revolution.

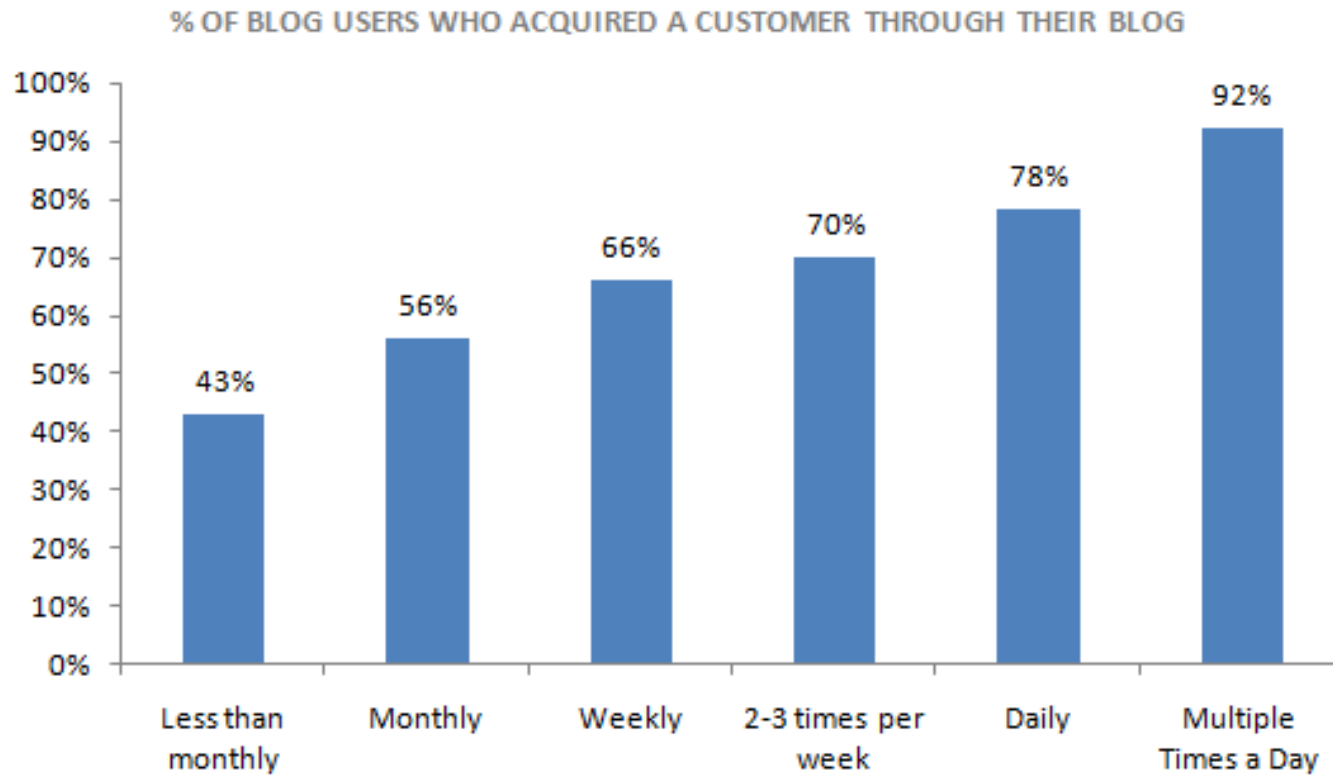
Blogging

You can't fake it. You can't fake passion. You can't fake wanting to engage with the public. If you do, it will ultimately be an unsatisfying experience for both the blogger and their readers.

KEVIN ANDERSON

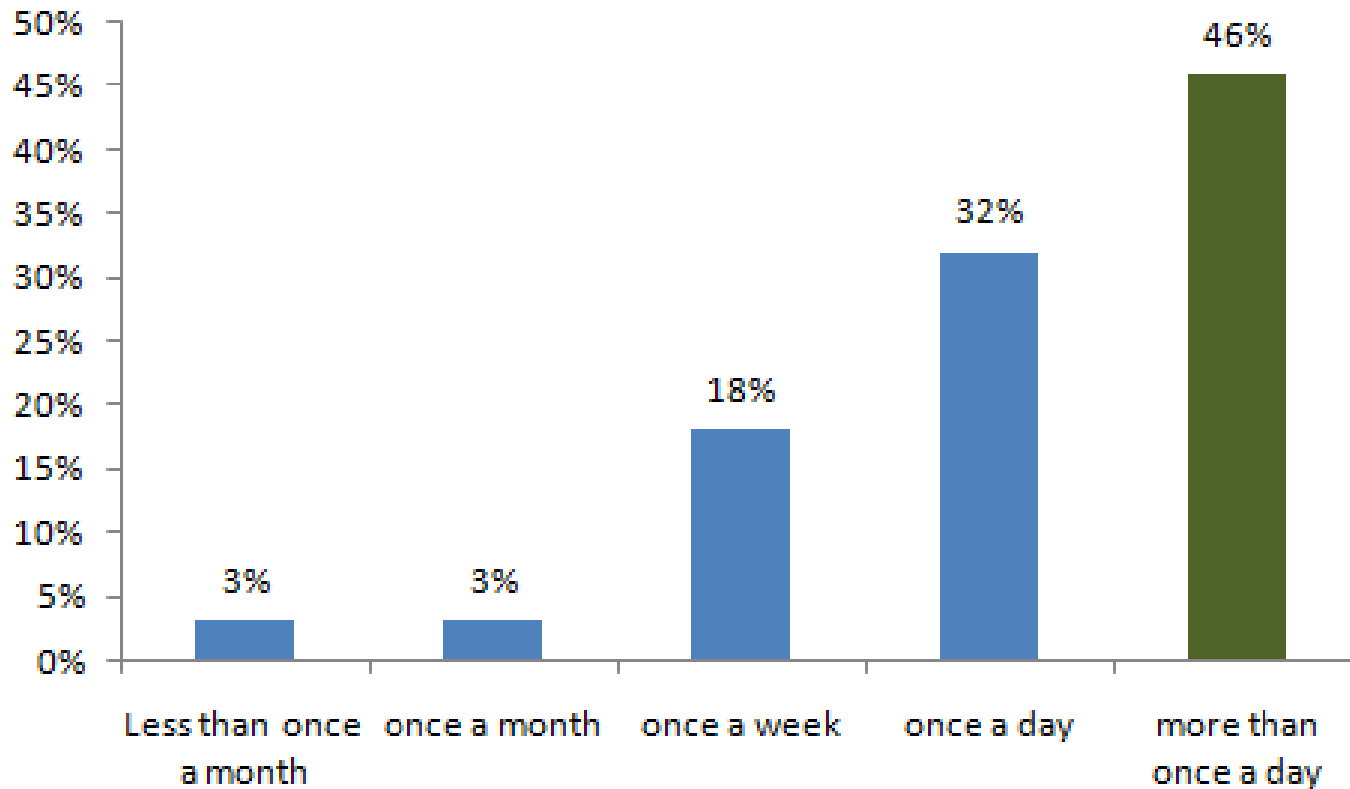
FREELANCE JOURNALIST & FORMER BLOGS EDITOR FOR THE GUARDIAN

Blog frequency impacts customer acquisition.



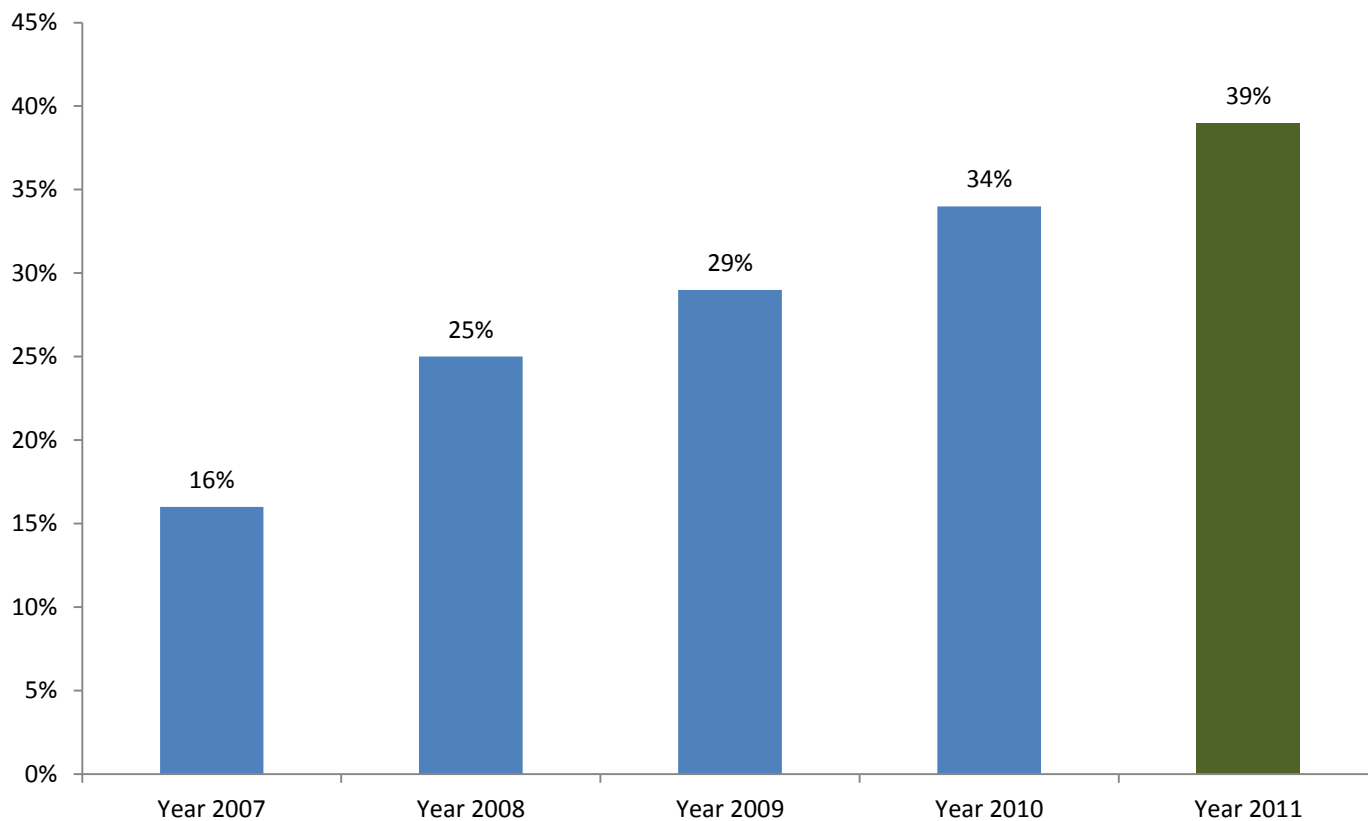
SOURCE: THE NIELSEN COMPANY, NOVEMBER 2010

Most people read blogs **more than once a day**



SOURCE: THE SCIENCE OF BLOGGING 2010

Nearly 40% of US companies use **blogs** for marketing



SOURCE: EMARKETER, AUGUST 2010

FACT

Blogging can really
move the needle

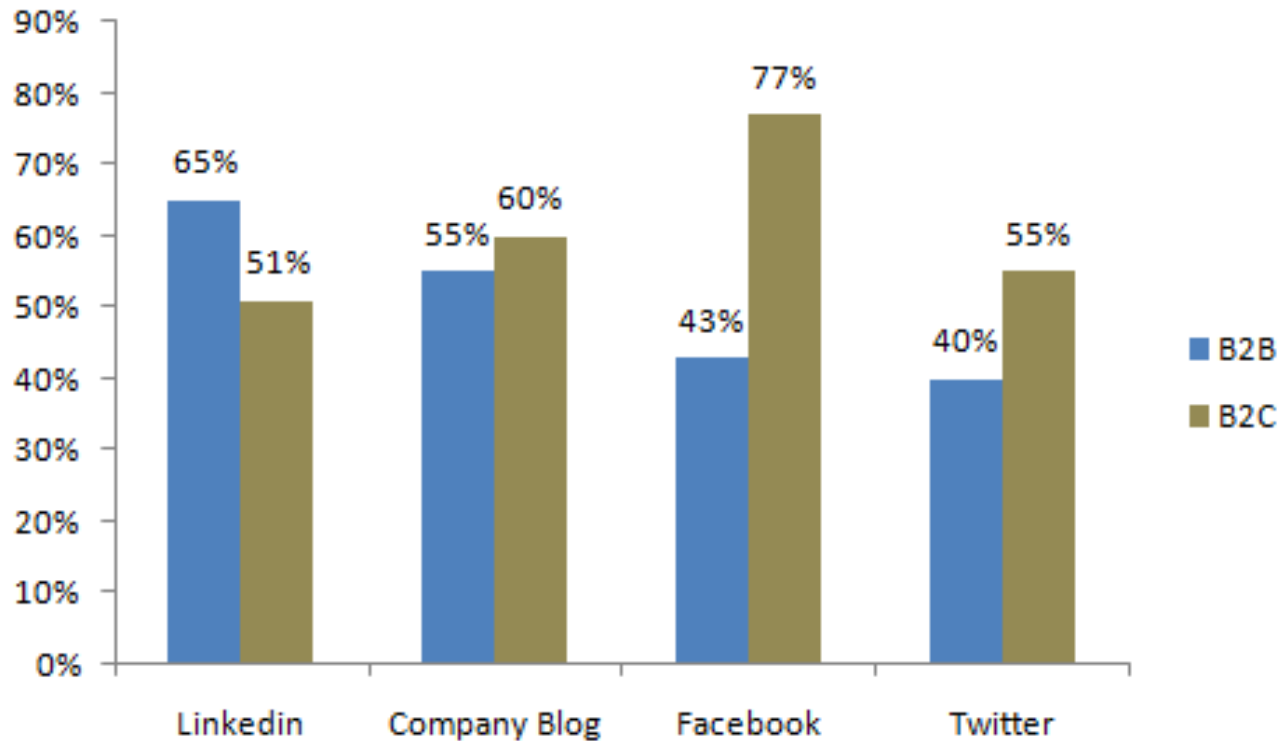
Facebook

People share, read and generally engage more with any type of content when it's surfaced through friends and people they know and trust.

FACT

Facebook has a
massive & highly
engaged audience.

Facebook is effective for B2C customer acquisition

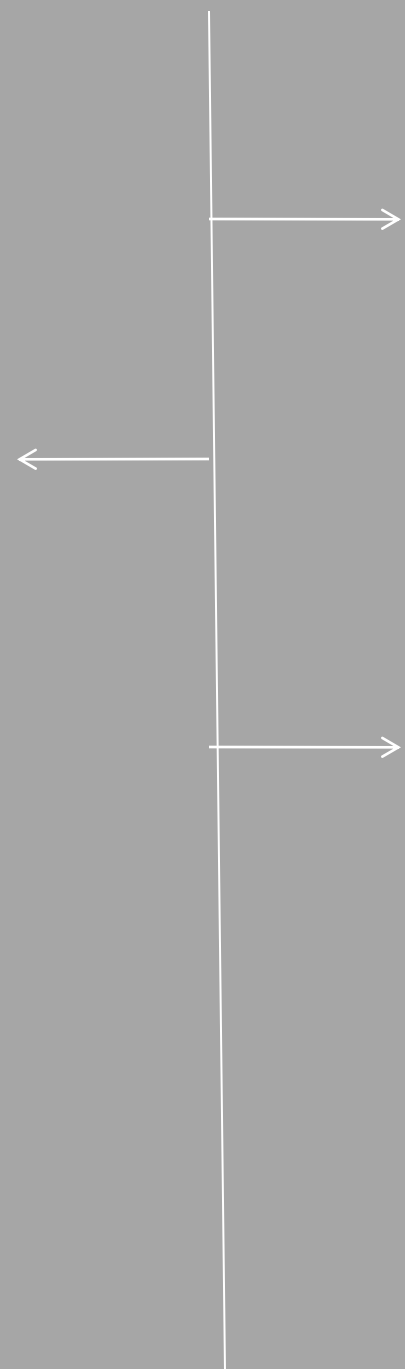


SOURCE: EMARKETER, AUGUST 2010

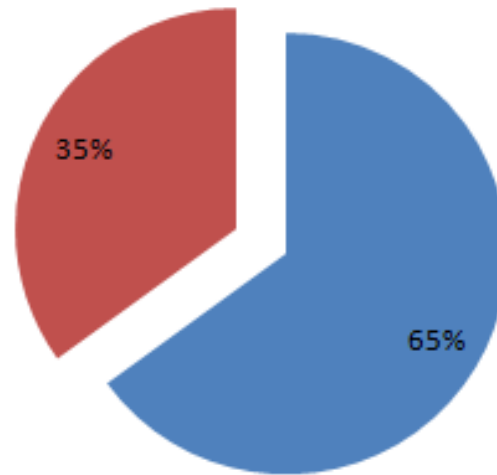
Brands get a

46%

Increase in user engagement
with Facebook Timeline



35% of consumer comments on Facebook are compliments

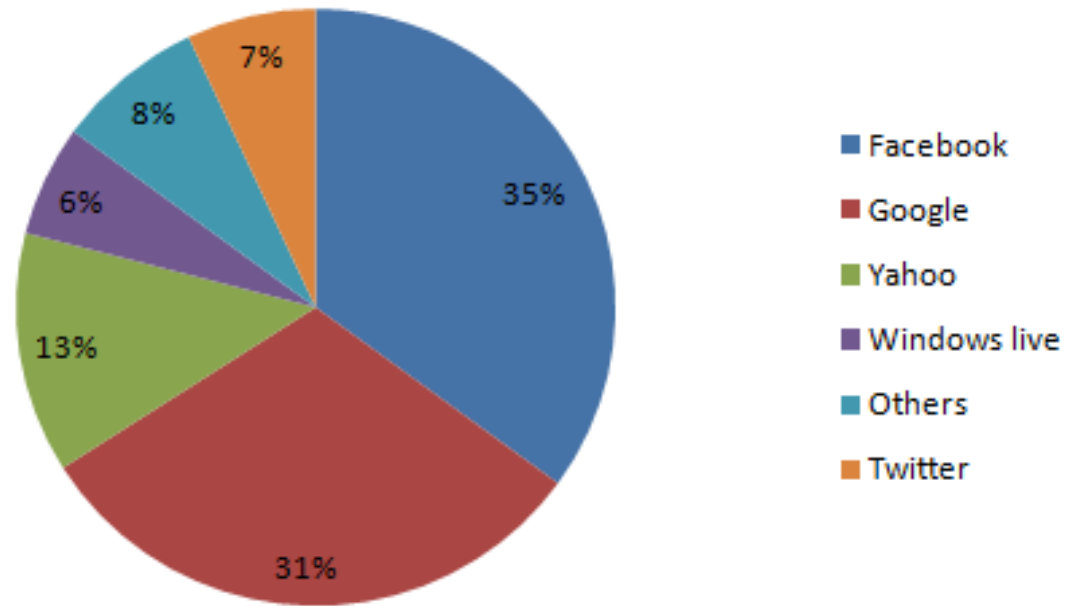


SOURCE: AT KEARNEY, [HTTP://BIT.LY/HNK1EX](http://bit.ly/HNK1EX)

70%



of Facebook news consumers follow links
posted by **FRIENDS** or **FAMILY**.



Facebook has become Top choice for social sign-in

FACT

Facebook has real
business value

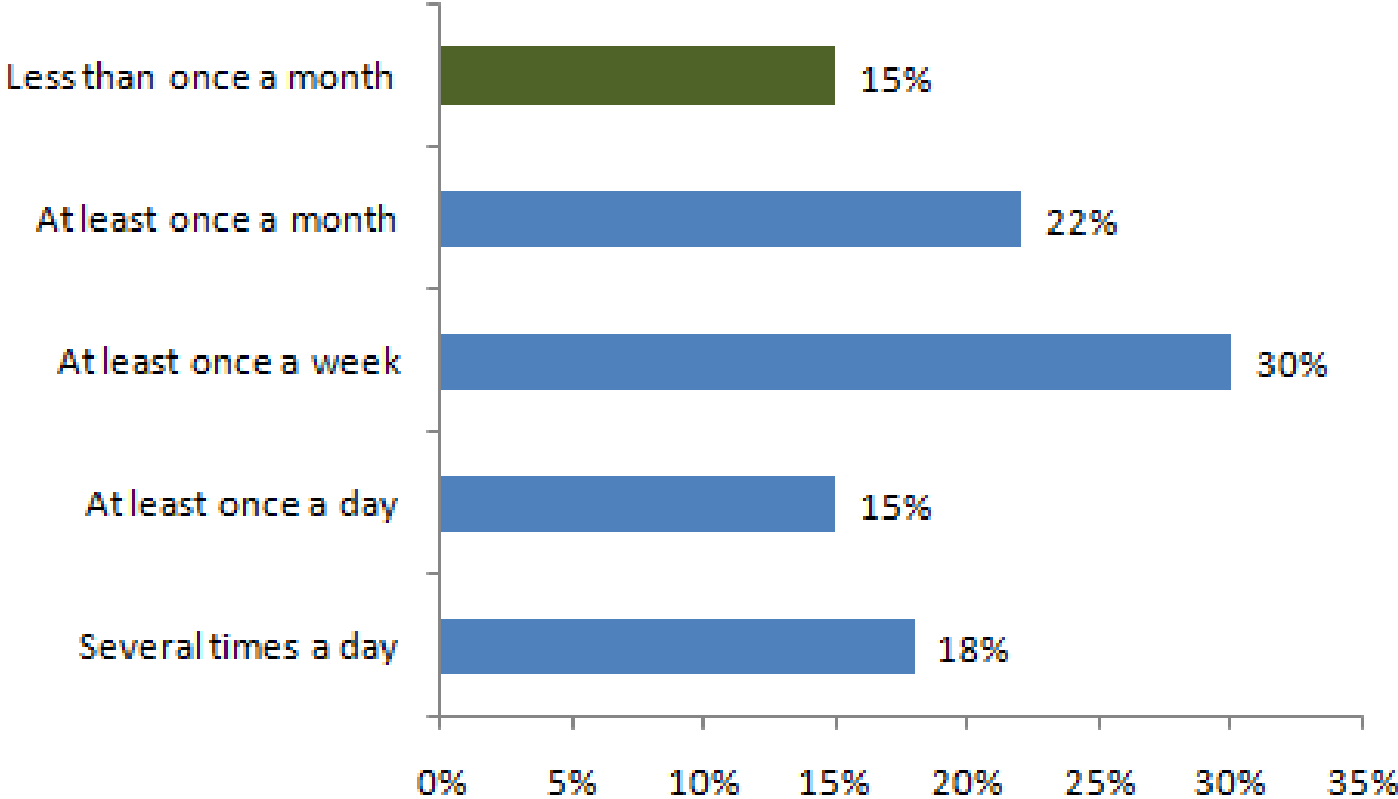
Twitter

Virtually everyone has heard of
Twitter. Not everyone is using it
(yet)

TWITTER IN REAL LIFE:
THE FOLLOW-BACK



Only 18% of Twitter users tweet > once a day

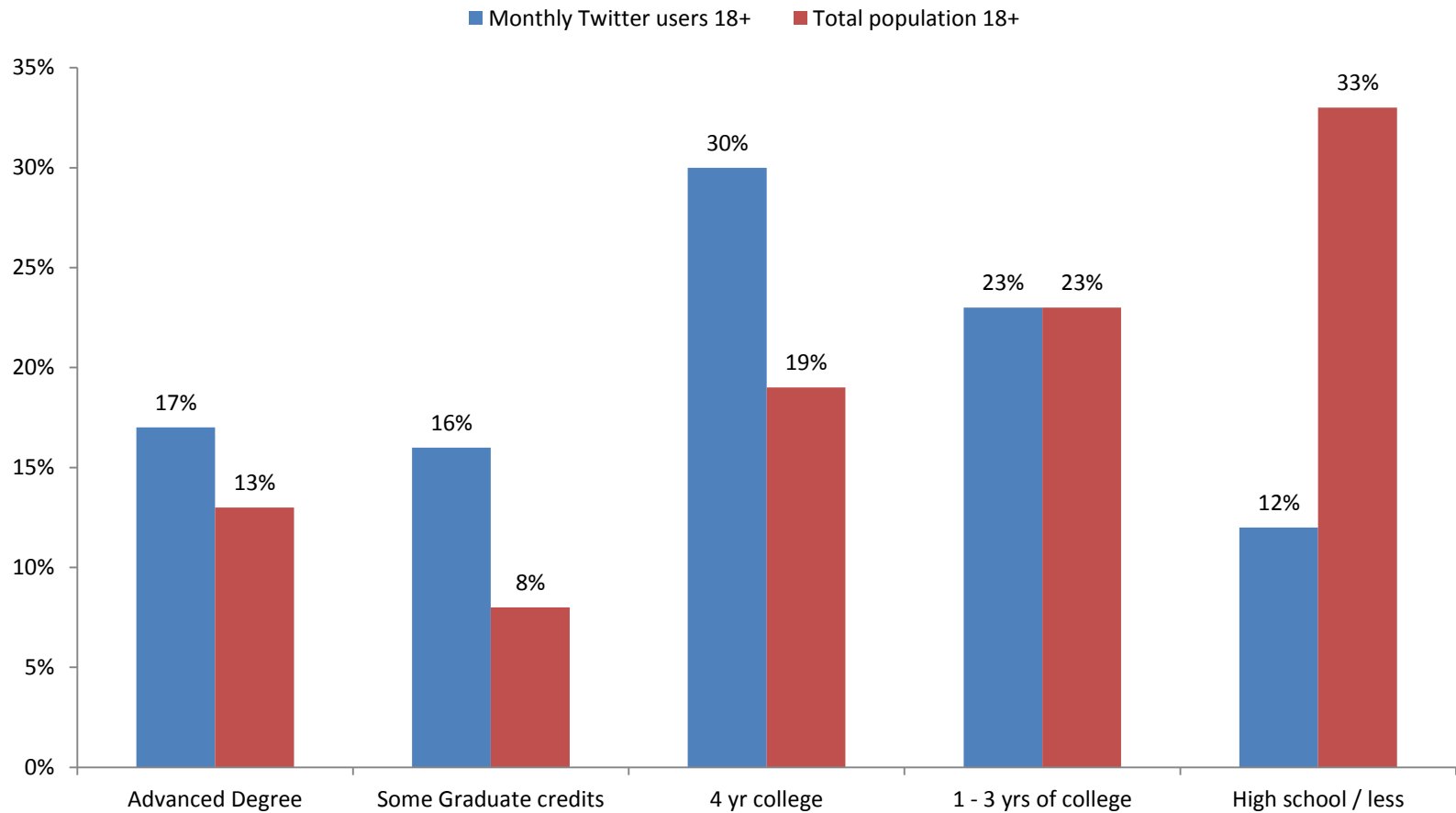


SOURCE: RJMETRICS, JANUARY 2010

FACT

Twitter users are
young, smart, affluent,
& tech-savvy.

US Twitter users are **more educated** than the general population



SOURCE: EDISON RESEARCH, 2010