

Fun Facts To Know And Tell About Social Media In 2011

By Kip Knight & Dave Evans

- **Social media and mobile devices are rapidly becoming a common way people engage with each other and brands; brand marketers need to be proactive about leveraging this accelerating trend**
 - There are now over 500M Facebook users (with more than 200 million active users currently accessing Facebook through their mobile devices)
 - There are over 90 million tweets per day on Twitter with millions of comments, complaints and recommendation about brands
 - Every weekday, there are about 7.5 million people tuning into Oprah vs. 43 million people play a Zynga game
 - P&G recently shifted the bulk of its daytime advertising from soaps to social media marketing campaigns
 - Online advertising is predicted to set a new record in 2011, growing 14 percent to \$51.9 billion, up from \$45.6 billion in 2010
- **Social media is now much more than just marketing...it's about the whole business (i.e. customer support, product development, etc)**
 - Leading companies who have bet big on social media (such as Dell, Ford and Starbucks) are now integrating social media into all facets of business (including crisis management)
 - A recent global survey indicated only 29 percent of companies even have a social media policy – this is a very dangerous position for a company to be in given the damage one untrained employee can now do to a company (even with the best of intentions)
- **Social media is turning into a major “listening platform” for brands**
 - Technology is enabling us to convert millions of online comments into an on-going tool to measure consumer sentiment (and dig into the “why” and source of this sentiment) in close to real time
 - This will NOT replace the importance of in-depth consumer understanding (such as in-home visits) but helps enhance understanding of what's happening in the marketplace
- **Companies should have a global gameplan and strategy to stay ahead of the curve in the rapidly evolving social media space**
 - A company needs to be integrated into overall business strategy (not just marketing); they also need to utilize social media as a primary way of listening and responding to their target consumers (as well as monitoring what's happening with competition and category) as a core competency
 - Companies need to make a time and budget commitment to developing a strategic framework, in-depth training and robust online tools to ensure their teams are prepared for managing their brands (both offensive and defensive) using various social media platforms