



SOCIAL MARKETING



Social provides you the potential for growing
your business.

RAVEN⁵
Unique as your customers.

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Introduction to Social Marketing

Facebook is now 12 years old (founded Feb 4, 2004). The impact on business and consumers has been significant, in fact, game changing. Social media has come of age and can be a primary source of anything you're looking for. All you need to do is turn to the right channel. Nowadays, when marketers refer to social, they need to ensure that they are on the right channels, depending on the kind of audiences they're looking for. Facebook still leads as it contains over 1.59 billion monthly active users from many different walks of life. But there are new contenders, and the user demographics vary from platform to platform. **(See Page 16)**



Social has changed the landscape for many business models. We've been watching the newspaper become phased out by digital versions but with numerous sites offering free news it's an uphill struggle. While at the same time, traditional print is no longer part of the marketing strategy for most companies. Even for many print producers, lowering their cost while increasing specialization is the only saving grace they have left.

Social has also replaced a few things such as photo albums, diaries, white pages, yellow pages, classifieds, collaging, telephones, intercom, pagers, answering machines, fax machines and the postal service. It has been a true revolution, a technological upheaval the magnitude of which we have never seen. This revolution could be compared to the early 1910's when the number of automobiles surpassed the number of horse drawn buggies. Social networking leads as the top online activity globally, accounting for one in every five minutes of online usage.

Social Revolution

Social media has changed and continues to impact:



how we work.



how we buy.



how we communicate.



how we celebrate life and death.



how we spend our time.



the way we applaud and complain.



how we get the news.



how we influence others.



how we learn.



how we collaborate.



our personal interactions.



how we investigate.



what we create.



how we evaluate.

Social Sense

Although we don't talk about the basics of Social in business, let's keep some of these top of mind:

- Social is now being used by small business to sell products & services.
- Social allows you to increase your exposure and reach.
- Social allows you to develop and promote your professional image.
- Social has permanence and longevity.
- Social has great mass and is relevant on multiple fronts.
- Social continues to grow and increase users on various platforms.
- Social attracts in various ways, personal, business & interest areas.
- Social is a communication tool.
- Social is embraced by all major brands and organizations.

Social provides you the potential for growing your business.



Social Stats

Here are some stats to give you a sense of the overall usage of the top social media channels:



Facebook

Users:

- 2+ billion
- 1.65 billion active

Demographics:

- 45% F / 55% M
- 18-29 majority

Activity:

- 4.5 B likes generated per day



Twitter

Users:

- 1+ billion
- 310 million active

Demographics:

- 51% F / 49% M
- 18-29 majority

Activity:

- 303 million tweets on average per day



LinkedIn

Users:

- 414 million
- 106 million active

Demographics:

- 44% F / 56% M
- 30-49 majority

Activity:

- 17,161 profile views per minute



Instagram

Users:

- 400+ million
- 400 million active

Demographics:

- 49% F / 51% M
- 18 - 25 majority

Activity:

- 3.5 billion likes a day
- 80 million photo uploads per day



Pinterest

Users:

- 110 million
- 100 million active

Demographics:

- 81% F / 19% M
- 35-49 majority

Activity:

- Generates 2.5 billion monthly page views



Snapchat

Users:

- 150+ million
- 110 million active

Demographics:

- 70% F / 30% M
- <25 majority

Activity:

- 7 billion video views per day



Google+

Users:

- 400+ million
- 111 million active

Demographics:

- 26% F / 74% M
- 15-34 majority

Activity:

- Average 7 minutes spent per month



YouTube

Users:

- 1.3 billion
- 1+ billion active

Demographics:

- 44% F / 56% M
- 25-34 majority

Activity:

- 300 hours of video are uploaded every minute

Upcoming Social Trends

- **Personalizing social media** will assist marketers in multiple ways
- **Smart metrics** the best way to optimize and personalize social
- **Social investments** as exemplified by the World Cup social in TV scale
- **Social Platforms** further extends targeting options
- **Mobile** relevant targeting using location and timing
- **Visuals** continued development of Snapchat, Vine, Instagram & Pinterest styled apps



Visual engagement rates are often 500% higher. As marketers, we need to keep in mind that a picture is worth a thousand words. Marketers need to continue to be creative and evaluate how best to utilize these tools to reach the right people at the right time. It will continue to be important to invest in social and targeting mobile along with social for optimum effectiveness.

Social Advertising

Why should Marketers care about social media? Social continues to evolve; and with it we've seen mobile use skyrocket. Here are some of the latest trends:



Mobile is a priority – mobile is quickly becoming the first choice for connecting.



Paid amplification – it's time to "ditch" the thinking about social media ads being free.



Social shopping – better known as "sCommerce" or "social commerce", is the evolution of social media and online shopping. Most networks already have or will soon have a "buy" button added to all platforms.



Vlogging – also known as video blogging or social video - YouTube, Snapchat, and Vine are continuing to develop.



Social Wallets – social is entering a banking and payment phase.



Interest Based – entering an interest focused period, connecting hobbies & passions.



Quest for Privacy – pressure to ensure privacy is a continuing battle cry.

Social Video

Video will continue to dominate the digital landscape. 74% of all Internet traffic will be video by 2017. Video is shared 1200% more times than links and text combined. 92% of mobile video viewers share video. Mobile and tablet shoppers are 300% more likely to view a video than laptop/desktop users (Brainshark).

Micro-videos from networks like Vine, Instagram and Snapchat are equally as important for a successful marketing strategy. 45% of viewers will stop watching a video after 1 minute and 60% will have stopped watching a video by 2 minutes. Keep in mind that Instagram engagement is 15x higher than Facebook engagement!



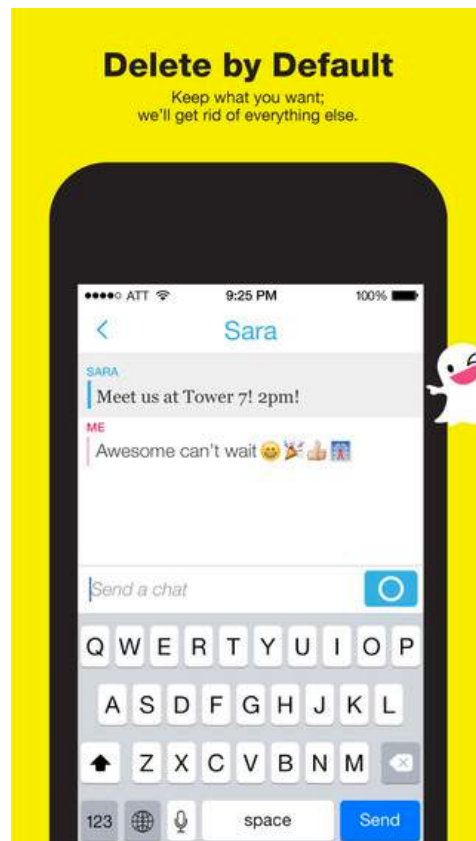
Private Messaging

Private messaging is a type of online chat which offers real-time text transmission through the internet. Since the introduction of smartphones and mobile apps, many free chat apps have proven themselves as a cheaper alternative to SMS. Many of these messaging apps offer features including group chats, stickers, and video / audio messages.

Some popular messaging apps include Facebook Messenger, WhatsApp, Snapchat, WeChat, Skype, and Blackberry Messenger (BBM).



Snapchat has over 100 million daily active users with over 7 billion daily video views. With those daily active users averaging 25-30 minutes of active screen time per day, the network is too large to be ignored!



Social Mobile

Worldwide mobile penetration is at 93%, mobile data traffic increased 81% since 2013 and will grow 10x by 2019. Users are spending on average 2 hours and 42 mins per day on their mobile devices.

Social media is the clear leader in this arena. The evolution of all social platforms has ensured the ongoing development and implementation of the smartphone. Over 64% of users access a social platform at least once a day. Facebook is the #1 app in both audience size and share of time-spent across all demographics segments, which indicates the depth of its popularity and importance to the smartphone market.

Smartphone app usage is dominated by the largest digital brands: Facebook, Google, Apple, Yahoo, Amazon and eBay, which account for six of the top ten most used apps. Yet, social search, social news, social gaming, social multimedia are all major contributors of both number of users and time spent.



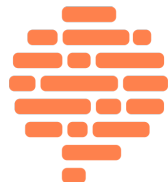
Anonymity

Social has changed much of what we have done and continue to do online. Most interesting is the transition to sending private images and video via apps like Snapchat.

According to Snapchat, it temporarily collects, processes and stores the secret messages sent over its servers, but promises the contents are automatically deleted as soon as they are viewed by one or more of the recipients... according to the company's privacy policy.

Users are concerned about online anonymity & privacy: 86% of Internet users have taken steps online to remove or mask their digital footprints. 54% of mobile app users have decided not to install a mobile app when they realized how much personal information they would need to share in order to use it.

Many of those users have started flocking to anonymous social media networks like **Ello**, **confide**, **Yik Yak** and **Secret**.



How Is Social Being Used?

Get the news, connect with friends, connect with family, and connect with like-minded individuals. It's where we live, where we spend time, where we do business, where we hangout with friends, where we collect information, find movies, watch TV, and it's where we collect and gather our history. It's my space and my image.



Social media has become mainstream, it has reached critical mass. It's being used in all countries, by all age groups, by various technologies on multiple platforms. Social media has become a consumer tool, an education tool and a business tool.

We are in the age of digital natives, how do they use social?

- Listen & Engage
- Real & Open
- Respectful & Transparent
- Honest & Trustworthy
- Enjoyable & Fun
- Dialogue & Collaborate
- Dynamic & Current
- Authentic & Relevant
- Real-time & one-to-one

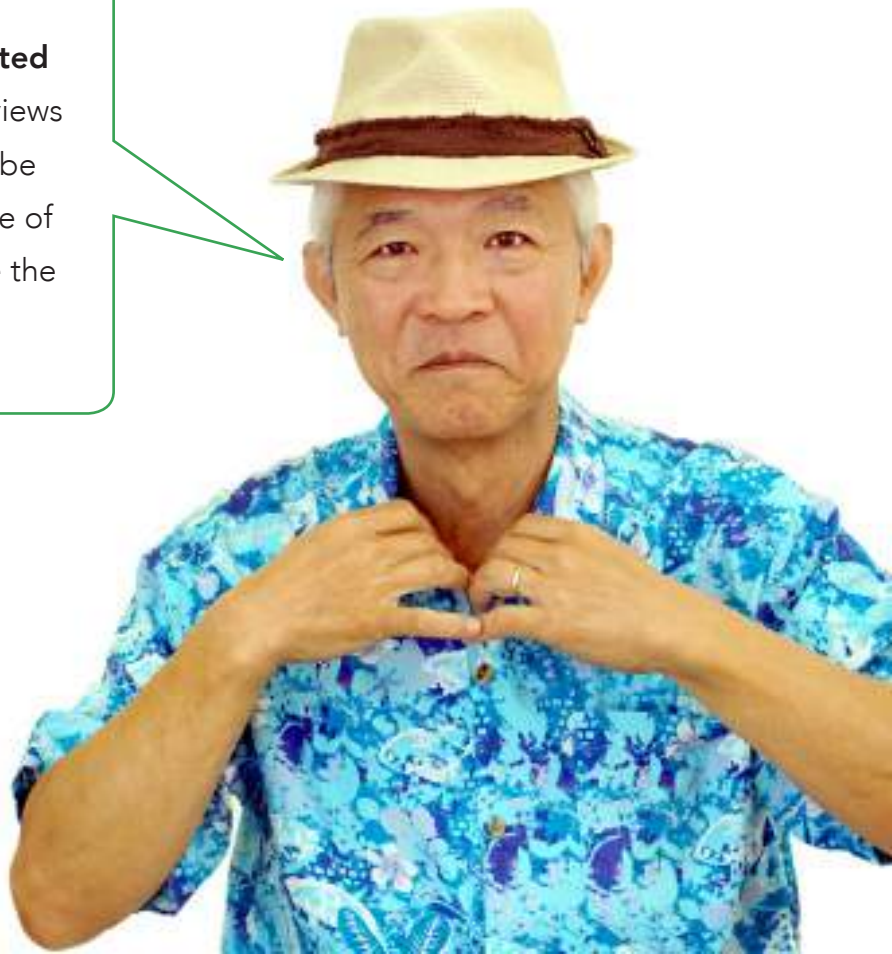
User-generated Content

With over 47 Million views of the Stalking Cat with 102,004 YouTube subscribers, do you think that your brand can be creative, random or agile enough to make an impact? (youtu.be/fzzjgBAaWZw)

What about achieving 242,000 followers like the Satirical Onion Sports Network Twitter Account? (Hint: Its obviously not real sports news but it's still funny! Creative content is a huge driver here.)

Keep in mind users now control the brand, control the message, change the rules as exemplified by the Sunny D (with rum) YouTube Video. Lifecasting is strong and continues to be strong. Have you met iJustine from Pittsburgh? You might consider visiting Janelle Stewart, Tristan Cougars, Sarah Austin or Dylan Reichstadt. Social media has changed the landscape and the delivery of information.

80% of all online content is user-generated and on Youtube fan videos get 10x more views than brand-owned content. In 2013, Youtube beauty vloggers had generated an average of 255 videos per channel, more than double the amount of official brand channels.



Emerging Social Media Networks To Watch

There is far more to social media than Facebook and as social continues to develop, grow and expand, new networks are popping up all over. Here are the ones you should watch:



Ello is an ad-free, invite-only social network and it's growing. Ello's minimal design puts emphasis on high-quality content, and makes it easy to connect with the people you really care about. Ello does not allow paid ads, and will never sell user data to third parties. It has a mobile app currently in development.



Shots Addicted to taking selfies? This app was designed for you. Shots is a mobile social network through which you can snap and share selfies. You can reply to any given Shot, and also send private messages.



Yik Yak is a location-based social network that helps people discover their local community, letting them share news, crack jokes, offer support, ask questions, and interact freely.



Periscope lets you broadcast live video to the world. Going live will instantly notify your followers who can join, comment and send you hearts in real time. Explore the world in real time through someone else's eyes.



Whisper is another social media platform that allows people to anonymously share secrets. With Whisper, you can send anonymous direct messages and ask others for advice, or just chat.

While there are many others you may have heard of such as Bebo, Friendster, hi5, Zorpia and Twoo to name a few, this list continues to change and evolve as social media continues to be a significant part of the digital sphere.

Considerations

Remember that there are many considerations for marketers when reviewing and implementing their social media strategy.

Social media is being used in conventional and non-conventional ways. Consumers, businesses, students and even educational facilities are using it. Social is no longer new media, it's now a major influence on the media stream and it seems that Digital Ad Spending will surpass TV in the United States by 2017.

Social is about creating connections and our questions to you is "what are you creating?"



Ready to go?

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Unique as your customers.

RAVEN5 finds new prospects and engages existing customers via contest marketing programs that utilize social sharing technology.