

WHY GO SOCIAL?

What is the value of having a social presence online? Here are a few reasons small businesses should be part of the social media scene.

NEW CUSTOMERS

78% of small businesses now get at least one quarter of new customers via social media

61% of young people refer to social media to decide where to go when they go out

CUSTOMER ENGAGEMENT

27%

27% of Americans check their social networks several times a day.

35%

35% of Americans check brand pages regularly as part of their social media activity.

27%

All together, social media takes up 27% of time spent online.

REACH

200 MILLION Twitter has 200 million active users.

1 BILLION Facebook boasts 1 billion active users.

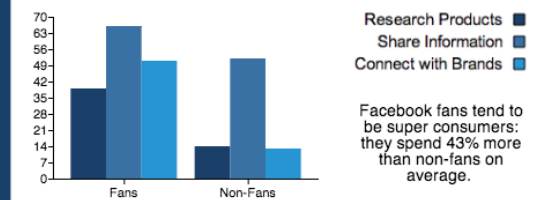
343 MILLION Google+ is gaining ground with 343 million active users.

225 MILLION LinkedIn has 225 million active users.

A LOT OF OPTIONS



SOCIAL HABITS OF FACEBOOK BRAND FANS



SOURCES

Forbes "Your Business Needs to Get Social, Local and Mobile-Fast"
 LinkedIn Blog, "The Evolution of LinkedIn"
 MarketingProfs, "Average Value of a Facebook Brand Fan Increases 28%"
 "Social Networking: 45% Check out Brands' Pages"
 "Social Takes up to 27% of Time Spent Online"
 "World Internet Stats: Websites, Email, Social Media, and More"
 MediaPost, "Online Radio reaches 86 Million Listeners Weekly"
 Street Fight, "Study: 82% of SMBs Use Facebook for Marketing, 25% Use Twitter"
 ZDNet "Google+ Moves Up to Second Place on Social Networks"

Benefits of Social Media for your Business Marketing

