

SOCIAL MEDIA IS A \$93 BILLION INDUSTRY BUT FIRST

CONTENT + CUSTOMER SERVICE = PAYOFF

**ALIGN CONTENT WITH HOW
EACH PLATFORM IS USED**



FACEBOOK: PERSONAL

EMOTIONALLY CHARGED CONTENT;
MOTIVATIONAL, AGREEMENT, PLAYFUL



INSTAGRAM: VISUAL

SELLING A FEELING;
SHOW, DON'T TELL



TWITTER: UPDATE

MONITORING WHAT'S
HAPPENING; LIVE EVENTS



SNAPCHAT: IMMEDIACY

INSTANT FLASHES:
REAL & RAW (FUN) MOMENTS

**CONSUMERS WANT TO FEEL
WELCOMED; NOT SOLD**

➤ **FACEBOOK** - FACILITATES OVER 10 MILLION MESSAGES PER MONTH BETWEEN BRANDS + CONSUMERS. 60% SAY THEY FEEL MORE PERSONALLY CONNECTED TO THE BRAND AFTER GREAT INTERACTION

➤ **INSTAGRAM** - 1 BILLION USERS FOLLOW A TON OF BUSINESSES. 6 IN 10 SAY THEY WANT TO ENGAGE WITH BRANDS & DISCOVER NEW PRODUCTS

➤ **TWITTER** - HALF OF USERS SAY THEY TAKE ACTION AFTER SEEING A BRAND MENTIONED IN TWEETS. ALSO BRANDS WHO GIVE OUTSTANDING SERVICE SEE A 20% LIFT IN CONSUMER SATISFACTION

➤ **SNAPCHAT** - 7 IN 10 OF COLLEGE STUDENTS SAY THEY ARE INCLINED TO OPEN SNAP'S FROM BRANDS; ADDITIONALLY 60% SAY THEY PURCHASE FROM BRANDS WHO SNAP COUPONS