

CUSTOMER EXPERIENCE PARTNERS

Social Media -Think Before You Leap!



There is no denying that social media have had a significant influence on the reputation and growth of many brands. But too many marketers are becoming seduced by a few overly publicized successes. This infatuation has blinded them to alternatives; focusing them on online social media. They further mistakenly assume that the impact from social media is equally important across all business categories and all customer types. The result? Terrible marketing promotions and the careless spending of precious corporate resources.

To moderate this enthusiasm, consider some sobering findings from a recently released study (among 6,000 consumers) from the Temkin Group.

- ◆ **Facebook** is the favorite platform for sharing of positive or negative experience with a brand -- but only 20% of consumers have ever done that!
- ◆ **Twitter** has a much lower usage for brand evaluations – a minuscule 4% of consumers report tweeting a negative or 3% tweeting a positive experience!
- ◆ Consumers earning between \$100K and \$200K are more likely to be users of **Twitter** than **Facebook** – perhaps indicating the age skew of the services.
- ◆ Individuals who earn \$200K plus, are less likely to use *public* social media - they're more likely to share experiences via phone, email or face-to-face.

What This Means for Your Brand

These findings suggest that a lot of the “talking” about brands must be taking place through **private social media** (telephone, text messages, email, and face-to-face conversations). They further suggest that if you are an upscale brand, monitoring online (**public**) communications alone is likely giving you an incomplete picture of what you are achieving - right or wrong. Most of all, Temkin's findings suggest that marketing managers need to consider the compatibility of their brand, their category, and their target customer demographics with social media *before* they blindly jump on the **public social media** bandwagon.

It's not that we don't accept the potential of social media, we simply believe that their novelty and cache are currently garnering them far greater attention than their actual impact warrants. To learn about understanding what consumers are actually telling one another, both offline and online - through both *public* and *private* social media, contact **Customer Experience Partners**. Not only can we help you learn from what's being communicated out there, we can help you build **Advocates** that will turn the tone of the dialogue to your benefit.

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CUSTOMER
EXPERIENCE
PARTNERS

P.O. Box 574
Allendale, NJ 07401
Phone: 203-655-0090
Email: pruden-vavra@customerexperiencepartners.com

Unsubscribe: unsubscribe@customerexperiencepartners.com