

**500+ million** Facebook members    **90+ million** tweets a day    **2 billion** video views a day on YouTube.

Social Media has certainly taken the online world by storm in the last few years, yet many brands are still in the dark on how to best leverage this potentially powerful tool. In August 2010, IMI International completed its latest ConsumerTrack™ study on Social Media across Canada, USA, UK, Ireland and Australia. This study of 2,000+ consumers helps to shed some light on what brands should (and shouldn't) do within the social media "jungle". Below you will find a few excerpts from both our global and American reports.



## American Social Media Insights

% Americans who are skeptical of advertising they see on social media sites **41%**

% Americans who feel brands are effectively using social media to reach them **22%**

% Americans actively uploading content on personal blogs **7%**

% Americans who would consider a brand after a positive social media interaction **20%**

% Americans 13 - 24 who would listen to a product recommendation from a friend on social media **54%**

Gender more likely to become a fan of a brand on Facebook **Female**

Average # days Americans expect a response from a brand through social media **3 days**

## Global Social Media Insights

### Marketing Tactic Effectiveness

% consumers who have purchased a product due to...

Special Price	<b>72%</b>
Loyalty Program	<b>60%</b>
Television Advertisement	<b>45%</b>
Social Media	<b>25%</b>



### Brand Interaction

Have you ever interacted with a brand through social media?



Our global study shows that only a modest number of consumers today have purchased a product due to social media or even interacted with a brand online. However, IMI International also found that a positive social media interaction can have an impact on Americans if you understand how and why consumers are using social media.

## Key Study Perspectives

- Identify how and why consumers are using social media and what features they feel are most important
- Compare and contrast the effectiveness of various information sources to determine potential influence on purchase intent
- Understand consumers' current interaction with brands in the social media landscape – where they are interacting, why they are interacting, and what the potential benefits of a positive interaction can be
- Determine what consumers are looking for brands to do in social media – what tactics will lead to the highest likelihood of interaction
- Analyze attitudes toward social media – how consumers feel about current and planned usage, brand interaction, scepticism with the medium and current marketing tactics brands are employing



### About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Canada, USA, Australia and the UK

### About ConsumerTrack™

- Syndicated quantitative studies (10+ annually)
- Conducted consistently in Canada, USA, Australia and UK since 2004
- 40+ topics, 80+ categories and 20+ countries studied to-date
- Key insights across consumer demographics and purchase segments

### Contact Us

Talk to IMI International for further details on this study:

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