13 SOCIAL MEDIA INFOGRAPHICS EVERY MARKETER NEEDS TO SEE
USER ACTIVITY
Comparison Of Social Networking Sites

Number of Users on Popular Social Networking Sites

901 Million users

1st

555 M users

2nd

170 M users

3rd

11.7 M users

4th

LinkedIn

150 M users

5th

Twitter

Linkedin

Facebook

Google+

Pinterest
Content Marketing is a force to be reckoned with. As companies seek to expand their reach online, budgets for Content Marketing are growing and new tactics and promotion strategies are being explored. Here we dive into the ins and outs of Content Marketing, how companies are currently using it, and the budgets that are being allocated to this massive new platform.

**WHY SHOULD COMPANIES USE CONTENT MARKETING?**

**RISK MITIGATION**

⚠️ Content marketing develops trust by providing the buyer with information that will help them make the right decision, thus reducing organizational and personal risk.

**LEAD GENERATION**

➡️ Content drives traffic as well as captures leads through forms.

**LEAD NURTURING**

👉 As a lead develops, strong content will educate and inform, developing a robust lead nurturing program.

**LEAD SCORING**

✔️ It’s based on how a prospect interacts with the content and through nurturing campaigns.

**HOW ARE COMPANIES USING IT?**

**THE MOST POPULAR CONTENT MARKETING TACTICS USED BY BUSINESSES TODAY**

- Social Media (excluding blogs): 79%
- Article Posting: 78%
- In-Person Events: 62%
- E-Newsletters: 61%
- Case Studies: 55%
- Blogs: 51%
- White Papers: 43%
- Webinars/Webcasts: 42%
- Print Magazines: 42%
- Videos: 41%
- Promoting Content in Traditional Media: 31%
- Microsites: 30%
- Print Newsletters: 25%

**COMPANIES WITH OVER 1,000 EMPLOYEES USE AN AVERAGE OF 9 CONTENT MARKETING TACTICS.**

**COMPANIES WITH LESS THAN 10 EMPLOYEES SEE AN AVERAGE OF 6 CONTENT MARKETING TACTICS.**
PERCENTAGE OF MARKETERS WHO USE THE FOLLOWING SITES TO DISTRIBUTE THEIR CONTENT

- Twitter: 55%
- Facebook: 54%
- LinkedIn: 51%
- YouTube: 38%
- Other: 8%

BIGGEST CHALLENGES FACING CONTENT MARKETERS TODAY

- Producing engaging content: 36%
- Producing enough content: 21%
- Budget to produce content: 20%
- Lack of C-level buy-in: 11%
- Producing a variety of content: 9%

ARE BUDGETS GROWING?

Content marketing spending over the next 12 months:
- 51% increase
- 45% no change
- 2% decrease
- N/A

IN-HOUSE VS. OUTSOURCE

- IN-HOUSE ONLY: 45%
- BOTH: 52%
- outsourced only: 3%

51% OF B2B MARKETERS PLAN TO INCREASE SPEND IN CONTENT MARKETING OVER THE NEXT 12 MONTHS.

B2B MARKETERS ALLOCATE APPROXIMATELY 26% OF THEIR TOTAL MARKETING BUDGETS TO CONTENT MARKETING

CONTENT MARKETING SPENDING BY COMPANY SIZE

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Budget</th>
<th>Creation</th>
<th>Distribution</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>26%</td>
<td>$78,600</td>
<td>$301,000</td>
<td>$379,600</td>
</tr>
<tr>
<td>1,000+ Employees</td>
<td>21%</td>
<td>$182,300</td>
<td>$875,000</td>
<td>$1,057,300</td>
</tr>
<tr>
<td>100-999 Employees</td>
<td>22%</td>
<td>$77,200</td>
<td>$258,000</td>
<td>$335,200</td>
</tr>
<tr>
<td>10-99 Employees</td>
<td>25%</td>
<td>$42,400</td>
<td>$100,000</td>
<td>$142,400</td>
</tr>
<tr>
<td>Fewer than 10 Employees</td>
<td>34%</td>
<td>$22,700</td>
<td>$34,000</td>
<td>$56,700</td>
</tr>
</tbody>
</table>

While Content Marketing spend is significantly smaller than traditional advertising, it is not to be dismissed as inconsequential. One day Content Marketing may directly rival traditional advertising.

Sources: www.marketo.com and the 2010 B2B Content Marketing Report from Junta42 | Content Marketing Institute and Marketingpros
The Rise of the Slacktivist

Slacktivist: Doing something in support of an issue or cause that requires minimal personal effort.

Term coined by Dwight Ozard and Fred Clark in 1995

Sending a tweet ≠ attending a sit-in, but it can achieve the goal another way by spreading awareness of the issue.

There is power in #s.

Social media allows us to learn about more issues more than ever before.

Slacktivist can build awareness of an issue overnight.

How many signatures can a single person with a petition get?

The whole world can sign an online petition.

In 36 hours, 5,000,000 Indians signed a petition on Avaaz.org to clean up corruption in India.

New anti-corruption laws are now in the works.
Slacktivists are 2x as likely to volunteer 2x as likely to ask for donations 4x as likely to encourage others to sign a petition or contact a politician

59% of people say that the internet has had a major impact on their ability to get individuals together to make social change

85% of Twitter users are group participants.

80% of internet users participate in groups, compared with 58% of non-internet users.

Red Cross raised $260 million in 5 days after the Haiti earthquake through text message donations. 10,000 texts per second at its peak.

KONY 2012

Kony 2012 received 111 million views within 6 days.

59% During the SOPA blackout, 3.9 million SOPA-related tweets were sent out.

30 Signs you might be a Slacktivist

Retweeted something about a cause

Participated in a short-term boycott

Turned off your computer for an hour

Donated through text message

Put a magnetic ribbon on your car

Changed your Facebook status in support of a cause

Signed an online petition

Shared a video about a cause

Bought a product because they will donate a portion of proceeds to charity

Sources:
You might be addicted to Twitter if...

- You not only know what the Fail Whale is, you have your own customized T-shirt.
- You've reserved a Twitter handle for your unborn child.
- You own the book "Twitterature".

Research shows that Twitter may be harder to resist than:

- Cigarettes
- Alcohol
- Caffeine
- Sex
- Sleep

Is it really possible to be addicted to a social network?

Yes! In a 2010 study, college students were challenged to go 24 hours without social media and used the following words to describe their experience:

- Addiction: 23%
- Physical or Mental Distress: 21%
- Failure: 12%
- Confusion: 8%
- Isolation: 8%

A look at Twitter users in the U.S.

- Gender:
  - Female
  - Male

- Age:
  - 18-22
  - 23-35
  - 36-49
  - 50-65
  - 65+

- Education Level:
  - Less than high school
  - High School
  - Trade/some higher education
  - Bachelor's degree
  - Graduate degree

So just how much do people use Twitter?

A lot.

- Twitter has 100 million active users
- More than 50 percent of these users log in daily
- Nearly 250 million tweets are tweeted each day
What do people tweet about the most?

25,088

The current “tweet per second” (TPS) record:
Set on December 9, 2011 when the 1980’s flick Castle in the Sky was broadcast in Japan.

Other Hot Topics

End of Super Bowl XLVI

Beyoncé’s pregnancy announcement

2011 U.S. Women’s World Cup final game

Steve Jobs’ resignation

Japanese earthquake in 2011

10,245

8,869

7,196

7,064

5,530

Celebrities are addicted, too

Famous twitter quitters who couldn’t stay away...


Ashton Kutcher

“Quit” after criticizing Penn State for firing Joe Paterno before he read about the scandal at the university.

Tweet-free for 1 day: Nov. 9–10, 2011

Alec Baldwin

“Quit” after being kicked off an airplane for refusing to turn off his phone.


Chris Brown

“Quit” in frustration over being asked questions about his then ex-girlfriend Rihanna.

Sources:
“Twitter is harder to resist than cigarettes and alcohol, study finds,” The Guardian, 2012
“The Definition of Addiction,” The American Society of Addiction Medicine, 2011
“Addicted to Media,” The World Unplugged, 2010
“One hundred million voices,” Twitter, 2011
“Twitter has 100 Million Monthly Active Users: 50% Log In Every Day,” Mashable, 2011
“The Top 15 Tweets-Per-Second Records,” Mashable, 2012
“Social networking sites and our lives,” Pew Internet, 2011
Source: list for other celebrity temporary quitters

Created for

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OnlineSchools.com
For every chapter of your education
Where Is Inbound Marketing Headed?

Where is it headed? In a word: online. Here, we explore why inbound marketing is gaining ground on outbound, and look at inbound channels that will continue to grow in years to come.

Increasingly Inbound

Increasing Spending

A majority of businesses are increasing their inbound marketing spending in 2011, due in part to past success with inbound marketing.

<table>
<thead>
<tr>
<th>Percent</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>Past Success With Inbound Marketing</td>
</tr>
<tr>
<td>35%</td>
<td>No Change</td>
</tr>
<tr>
<td>11%</td>
<td>Cutting Inbound Marketing Budgets</td>
</tr>
</tbody>
</table>

Why Businesses Are Increasing Budgets

<table>
<thead>
<tr>
<th>Percent</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>Past Success With Inbound Marketing</td>
</tr>
<tr>
<td>15%</td>
<td>Economy</td>
</tr>
<tr>
<td>14%</td>
<td>Change In Management</td>
</tr>
<tr>
<td>21%</td>
<td>Other</td>
</tr>
</tbody>
</table>

Shift to Inbound Marketing

Compared to two years ago, more marketers are shifting their lead generation budgets to inbound channels.

<table>
<thead>
<tr>
<th>Year</th>
<th>Inbound</th>
<th>Outbound</th>
<th>Not Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 Lead Generation Budgets</td>
<td>38%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>2011 Lead Generation Budgets</td>
<td>41%</td>
<td>24%</td>
<td>35%</td>
</tr>
</tbody>
</table>

A greater share of inbound marketing budgets is now being allocated to company blogs and social media: 18% in 2011, as compared to 9% in 2009.

The Low-Cost Advantage

The recent growth of inbound marketing can be partly attributed to the fact that cost per lead is typically 68% lower for inbound-dominated organizations than for outbound-dominated organizations.

<table>
<thead>
<tr>
<th>Inbound-dominated businesses</th>
<th>Outbound-dominated businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>$373</td>
<td>$143</td>
</tr>
</tbody>
</table>

Average Cost Per Lead

A significant number of businesses identify more inbound marketing channels as having below average cost compared to outbound channels.

Percent of respondents who identified each channel as below average cost

<table>
<thead>
<tr>
<th>Channel</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Social Media</td>
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<td></td>
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<tr>
<td>SEO/Organic Search</td>
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<tr>
<td>Telemarketing</td>
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<tr>
<td>Direct Mail</td>
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<tr>
<td>Paid Search</td>
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<tr>
<td>Trade Shows</td>
<td></td>
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</tbody>
</table>
Success Through Channels

Converting Leads

<table>
<thead>
<tr>
<th>Company Blogs</th>
<th>LinkedIn</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>46%</td>
<td>47%</td>
<td>41%</td>
<td>37%</td>
</tr>
</tbody>
</table>

More companies are acquiring customers through blogs and social media in 2011 compared to 2009.

Success By Audience

For companies that seek to acquire customers through a blog or social media sites, success depends on whether the goal is B2B or B2C. LinkedIn was more successful for B2B marketing, while Facebook was most successful for B2C.

Percent of users who acquired a customer through that channel

<table>
<thead>
<tr>
<th>Channel</th>
<th>B2B</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>Company Blog</td>
<td>55%</td>
<td>63%</td>
</tr>
<tr>
<td>Facebook</td>
<td>41%</td>
<td>67%</td>
</tr>
<tr>
<td>Twitter</td>
<td>39%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Looking Ahead

As inbound marketing spending increases, much of that will be devoted to online. Within the online space, several inbound channels are poised to grow over the next few years.

Online Marketplace

Inbound marketing will increasingly take place online. By 2014, analysts project that more than one-fifth of all media ad spending will be online.

Social Networks On The Rise

The meteoric rise of social networks is expected to continue for the next few years. Inbound marketers will have increasing number of users to tailor their campaigns to.

Blog Popularity Boost

Similar to social networks, blogs are enjoying increased readership. It’s projected that by 2013, 58% of all Internet users will be regular blog readers.

Search Remains Strong

Despite a growing number of channels for consumers to research products, the search engine is still the most popular.

Sources Used To Begin A Search On Branded Products (According To U.S. Online Buyers)

- 30% reach out to Facebook/Internet for recommendations
- 57% start with a search engine
- 20% start with the brand’s site
- 16% search on a retailer to compare a related item
- 9% post a question on Twitter

Source: HubSpot.com, eMarketer
UNMEASURABLE SUCCESS
GETTING TO THE ROI OF SOCIAL MEDIA

In the last few years, both small and large businesses have increasingly turned their marketing efforts toward social media, convinced that joining the social ranks will deliver a measurable monetary ROI time. In truth, the ROI of social media—unlike other marketing techniques—is measured by the impact it creates, instead of a monetary return. This year, marketers promise to deliver both. We find out if the era of a truly measurable ROI in social media is here.

IF WE BUILD IT, THEY WILL COME

Most businesses that are investing in social media marketing are positive it will eventually produce an ROI, according to a study by Marketing Sherpa.

BUSINESS OWNERS' ATTITUDES TOWARD SOCIAL MEDIA MARKETING'S ABILITY TO PRODUCE AN ROI

- 64% say social marketing is a promising tactic that will eventually produce ROI, let's invest, but do it conservatively.
- 20% say social marketing is producing a measurable ROI, let's continue to invest in this tactic.
- 10% say social marketing is basically free; let's keep it that way.
- 6% say social marketing is unlikely to produce ROI: why invest more?

64 PERCENT OF BUSINESS OWNERS INVESTING IN SOCIAL MEDIA MARKETING WERE CONFIDENT IT WILL DELIVER A RETURN.

CALCULATING ACHIEVEMENT

A survey by Chief Marketer noted how most marketers measured their social media campaigns in 2011.

MARKETERS' METHODS OF MEASURING SOCIAL MEDIA MARKETING SUCCESS:

- 60% Numbers linking as friends, followers, "likes"
- 39% Sharing, forwarding, retweeting, or posting brand content
- 35% Qualified leads from social media
- 30% Visits or time spent with branded social content
- 25% Incremental sales attributable to social media
- 18% Brand awareness/favorability (measured by surveys)

*Numbers do not add up to 100 percent, as respondents were allowed multiple responses.
THE DIY PROVE

Examining detailed metrics of your social media campaigns will help you find out. Here are do-it-yourself methods that will help you gauge your social marketing success.

**MEASURE SOCIAL MEDIA NETWORKS TOGETHER AND SEPARATELY.**
Each social media network has its own strengths. Evaluate your campaign often to see which network is helping you meet your specific sales and marketing goals.

**TRACK VISIT-TO-LEAD-TO-CUSTOMER CONVERSION.**
Social media helps drive traffic to your site, but what you really want is conversion. Are your visitors becoming your customers? Calculate the added traffic your social media campaign brings against your monthly growth.

**SCORE LEADS AND MONITOR THE SALES CYCLE.**
Monitor how much time it takes a social media lead to become part of your sales cycle. Understanding the process and knowing which social campaign is helping is the key to getting higher conversion rates.

**MONITOR BEHAVIORS OF YOUR SOCIAL MEDIA TRAFFIC.**
Explore how your social media leads enter, leave, and spend their time on your site. What content gets more traffic? Consider tailoring your campaign to the kind of traffic your business is attracting.

For now, traffic, leads, and conversion rates are the only measurable ROI of social media. But with proper metrics and know-how, it is possible to tie an actual dollar amount to the progress of a social media campaign. Tracking and evaluating these data points will give you a better idea of how your social marketing is driving sales and revenue.

**SOURCE:**
EMARKETER.COM | SOCIALMEDIATODAY.COM | V3M.COM | BLOG.HUBSPOT.COM
1. Consumers are saturated by the sheer volume of digital marketing messages.

- In 1996 each person received 30 advertising messages.
- 172 billion impressions in 1996.
- 5 trillion impressions today.
- This year they will receive at least 735.
- 66% of adults in the US and the UK say they receive too many promotions and are exposed to too many ads.

2. What does this constant bombardment do to response rates?

- Less than 0.1% today.

3. But wait! There's even more damage...

- 66% would unsubscribe from a brand's promotions if they thought the messages they were receiving were too frequent.
- 28% would respond negatively to future messages from that brand.
- 20% would stop using their product or service.
- 11% would protest on social media sites.
- 10%
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**Pin It to Win It**

A MARKETER'S GUIDE TO PINTEREST

Marketers can't ignore Pinterest, the fastest-growing social site around. The virtual pinboard has even attracted some of the tech elite to post their own pins, and with over 100 million users, it's fast becoming a go-to site for discovering new products and sharing ideas. In this guide, we'll look at the people who use Pinterest, why you should be on it, and some of the companies that are on board.

**The People Who Pin**

FEMALE-DOMINATED AND VARIED IN AGE

Though Pinterest users are mostly female, their ages are nearly evenly spread between 25 and 54, according to January 2012 data from Google's DoubleClick Ad Planner collected mid-February.

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>13%</td>
<td>87%</td>
</tr>
<tr>
<td>25-34</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>35-44</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>45-54</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>55-64</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>£5+</td>
<td>3%</td>
<td>97%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>50-524,999</th>
<th>525,000-129,999</th>
<th>130,000-559,999</th>
<th>560,000-1,099,999</th>
<th>1,100,000-5,099,999</th>
<th>5,100,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>37%</td>
<td>33%</td>
<td>13%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Why You Should Be on Pinterest**

IT'S MAKING HISTORY

According to comScore, Pinterest hit 11.7 million unique monthly U.S. visitors in January, making it the fastest standalone site in history to cross the 10 million mark.

<table>
<thead>
<tr>
<th>Month</th>
<th>U.S. Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2012</td>
<td>419,000</td>
</tr>
<tr>
<td>Jun 2012</td>
<td>668,000</td>
</tr>
<tr>
<td>Jul 2012</td>
<td>1,030,000</td>
</tr>
<tr>
<td>Aug 2012</td>
<td>1,270,000</td>
</tr>
<tr>
<td>Sep 2012</td>
<td>2,023,000</td>
</tr>
<tr>
<td>Oct 2012</td>
<td>2,695,000</td>
</tr>
<tr>
<td>Nov 2012</td>
<td>4,855,000</td>
</tr>
<tr>
<td>Dec 2012</td>
<td>7,516,000</td>
</tr>
<tr>
<td>Jan 2013</td>
<td>11,716,000</td>
</tr>
</tbody>
</table>

IT'S DRIVING TRAFFIC

Pinterest has the potential to drive serious referral traffic. According to Shareaholic, based on data from their 200,000 member publishers, Pinterest drives more referral traffic than Google+, LinkedIn, and YouTube combined.

**Percentage of Total Referral Traffic in January**

- **Pinterest**: 28.4%
- **Facebook**: 26.4%
- **StumbleUpon**: 15.0%
- **Google**: 9.9%
- **Twitter**: 4.6%
- **YouTube**: 3.6%
- **Other**: 1.0%

**Companies Are On Board**

Companies big and small are using Pinterest to post products, projects, and ideas. Some of the more popular pages are websites, stores, or publications that cater to crafting, cooking, and design — all elements that thrive on Pinterest.

- **Etsy**: 50,000+ followers, 700+ pins
- **Real Simple**: 32,000+ followers, 1,700+ pins
- **Whole Foods**: 23,000+ followers, 800+ pins
- **West Elm**: 20,000+ followers, 1,000+ pins
How You Should Use Pinterest

A BIT OF LINGO

Mastering any new social platform can be a challenge. Here's a primer on basic Pinterest vocabulary.

**Pin**
“This recipe on Cupcakes.com looks so good I have to pin it.”
An image or video added to Pinterest either from a website using a Pin It button or uploaded from a person's computer.

**Repin**
“This cupcake recipe Sarah found looks great, I'm going to repin it.”
Similar to a retweet on Twitter, users can repin items they come across that other users have pinned, adding them to one of their boards.

**Board**
“I'm pinning so many cupcake recipes, I should just make a ‘cupcake board’.”
A set of pins. Users can create boards on any topic (recipes, birthday ideas, dream home) and can add as many pins as they like.

HOW TO MAKE PINTEREST WORK FOR YOU

**Make sure it's a fit.**
Pinterest caters to a unique demographic with specific interests. Decide whether your customers are using it and how.

**Add a Pin It button.**
If you want your customers to pin items from your website, make it easy. Add a Pin it button to pages on your website.

**Get visual.**
The site is so addictive in part because it's a visual experience. Explore what gets repinned, then bump up the quality of the images on your site.

**Promote more than products.**
Realize the urge to only pin products you sell. Try posting news, tips, or even products from other companies to get a variety.

**Learn from the heavyweights.**
Follow some big names on Pinterest to get a sense of how they're using it. Whether they're big companies or individuals with a huge following, watch and learn.

Sources: Google DoubleClick Ad Planner, Comscore, TechCrunch, Pinterest, Inc.com, Mashable

mdqadvertising.com
twitter: @MDQads

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WHO’S USING GOOGLE+?

We all know about the high profile Google+ users such as Mark Zuckerberg or Sergey Brin, but what about the average user? We take a look at the demographics of Google+ and just how active they are.

AGE & GENDER

Since its initial launch, Google+ has been largely male-dominated with nearly 63 percent male users compared to 37 percent female. The largest group of Google+ users are currently males ages 24-25.

AGE AND GENDER OF GOOGLE+ USERS

- **Female**
- **Male**

GENDER BREAKDOWN OF GOOGLE+ USERS

- **63%**
- **37%**

NATIONALITY

Like most other social networks, Google+ has its core audience in the United States, but is gaining popularity with the tech-savvy Indian population.

INCOME

Most Google+ users fall into the middle-class income bracket, between $30,000 and $149,000.

GOOGLE+ USERS BY COUNTRY OF ORIGIN

- **U.S.**: 5.3 million
- **India**: 2.5 million
- **UK**: 1.86 million
- **Canada**: 0.85 million
- **Germany**: 0.71 million
- **Brazil**: 0.62 million
- **Taiwan**: 0.51 million

GOOGLE+ USERS BY INCOME

- **Less than $30,000**: 16.3%
- **$30,000 - $39,999**: 26.9%
- **$40,000 - $49,999**: 27.7%
- **$50,000 - $59,999**: 18.1%
- **$60,000 - $79,999**: 14.6%
- **Greater than $100,000**: 12.9%
The Inactive Majority

While Google+ can boast almost 40 million users, a majority of those are inactive users. In a recent survey of activity on Google+, only 17 percent were considered active and frequent Google+ users.

Slippery Slope

Google+ has been declining in the amount of unique visitors to its site since its peak in September. A very similar pattern emerged when the site was initially launched in July and many early adopters’ activity tapered off in August.

Google+ Pages

While unique visitors may be slowly declining, a new feature, Google+ Pages, has increased traffic and may be the next big push for the site. Google+ Pages allows brands, products, companies, and organizations to build their own tailored Google+ presence.

An Initial Growth

Since its launch on November 12, 2011, Google+ has seen an initial increase in the number of total U.S. visits. There was a growth of 5 percent over the previous week and 25 percent over the previous month.

Percentage of top 100 brands represented on Google+ pages

Since November 12th, 2011 launch

Total U.S. visits before and after Google+ pages launch

Sources:
WordPress boasts the biggest market share when it comes to content management systems:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WordPress</td>
<td>53.8%</td>
</tr>
<tr>
<td>Drupal</td>
<td>9.2%</td>
</tr>
<tr>
<td>Joomla!</td>
<td>6.7%</td>
</tr>
<tr>
<td>Others</td>
<td>30.3%</td>
</tr>
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</table>

In the UK, WordPress is twice as big as Drupal and Joomla.

Number of visits to org sites in March 2012, according to Experian Hitwise:

- Wordpress: 14 million
- WordPress: 3.4 million
- Drupal: 147,000
- Drupal: 107,000
- Joomla: 180,000
- Joomla: 8,000

Working with WordPress:

- $50p/h
- 86,396
- $3.68m

A survey of over 18,000 users by the WordPress Foundation in 2012 found that the median rate of a WordPress project is $50 p/h.

ODesk reports over 36,000 WordPress developers and 86,396 WP jobs posted, an average of 6,725 per month. It also lists WordPress as the 5th most requested skill.

Freelancer lists over 100,000 WordPress developers around the world and reports over $3.6m in WordPress projects completed.

There are 15,000+ plugins freely available in the WordPress Plugin Directory. Altogether, these plugins have been downloaded more than 285,000,000 times, or nearly one download for every person in the United States of America.

Yoast plugins:

- Google Analytics for WordPress
- WordPress SEO by Yoast

Track your WordPress site easily and with lots of metadata: views per author & category, automatic tracking of outbound clicks and pagelinks.

3.01 million downloads to date, with an average figure of nearly 3,000 downloads per day.

Average Rating: ★★★★

Improve your WordPress SEO. Write better content and have a fully optimized WordPress site using the WordPress SEO plugin by Yoast.

1.12 million downloads to date, with an average figure of nearly 3,000 downloads per day.

Average Rating: ★★★★★
INSTAGRAM Nation
THE SMARTPHONE PHOTOGRAPHER’S APP OF CHOICE

PHOTO SHARING 101

How often do people share personal photos online?
- 3% Only
- 22% Fairly Often
- 44% Rarely
- 31% Never

Of those who share photos online, what percentage of photos are taken with a cell phone?
- 22% Most Times
- 39% Sometimes
- 39% Never

COLLEGE STUDENTS LIKE TAKING PHOTOS ON THEIR PHONES
Taking photos is the third most common type of content college students create on their smartphones — third only to texting and email.

FREQUENCY:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>10</th>
<th>20</th>
<th>30</th>
<th>40</th>
<th>50</th>
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<th>70</th>
<th>80</th>
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<td>Often</td>
<td>49%</td>
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<td>Sometimes</td>
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<td>Seldom</td>
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</tbody>
</table>

INSTAGRAM USERS ARE ANYTHING BUT LAZY

- There are over 40 million users worldwide.
- Over 1 billion photos have been uploaded so far.
- More than 5 million photos are uploaded every single day.
- That’s 58 photos uploaded per second.

EVERYONE LIKES INSTAGRAM PHOTOS.

People like photos more than they comment.
1. Every second Instagram users perform 575 likes and 31 comments.
2. In January this year, Instagram enjoyed 75 million likes on pictures.
3. Even the President likes sharing photos. In January 2012, President Obama joined the nation on Instagram.
HOW FAST DID IT TAKE OTHER SOCIAL MEDIA GIANTS TO REACH 100 MILLION USERS?

WITH A NEW USER SIGNING UP EVERY SECOND, INSTAGRAM IS ON TRACK TO REACH 100 MILLION USERS, ONLY TWO YEARS AFTER ITS OCTOBER 2010 RELEASE ON THE IOS PLATFORM.

**LINKEDIN**
LAUNCHED MAY 2003
100 MILLION BY MARCH 2011

**TUMBLR**
LAUNCHED APRIL 2007
36 MILLION BLOGS FEB 2012

**TWITTER**
LAUNCHED JULY 2006
100 MILLION BY SEPT 2011

**FACEBOOK**
LAUNCHED FEB 2004
100 MILLION BY AUG 2008

HOW TO GET THE MOST OUT OF YOUR INSTAGRAM EXPERIENCE

FOR COLLEGE PROFESSORS AND CAMPUS STAFF MEMBERS

**HOST CONTESTS THAT ALLOW STUDENTS TO INTERACT WITH EACH OTHER, AS WELL AS THEIR PROFESSORS.**

**GO BEHIND THE SCENES AND SHARE PHOTOS OF WHAT STUDENTS MIGHT OTHERWISE NOT GET TO SEE.**

**TAKE STAFF PHOTOS TO SHOWCASE YOUR PERSONALITY.**

**FEATURE PHOTOS BY PROFESSORS/STUDENTS. HAVE A DIFFERENT STUDENT EVERY WEEK TAKE A PHOTO OF PROJECTS THEY ARE WORKING ON IN YOUR CLASS.**

FOR COLLEGE STUDENTS

**BE ACTIVE IN THE COMMUNITY, LIKE AND COMMENT ON PHOTOS AND DISCOVER NEW FELLOW PHOTOGRAPHERS BY SCANNING THE "POPULAR" FEED.**

**CONNECT WITH YOUR PROFESSORS TO SEE WHAT THEY ARE UP TO OUTSIDE OF CLASS.**

**INSTAGRAM IS ABOUT GETTING CREATIVE, TAKE PHOTOS OF OBJECTS, PEOPLE, OR EVENTS FROM DIFFERENT ANGLES.**

**SHARE YOUR PHOTOS ON YOUR TWITTER FEED AND FACEBOOK PROFILE, BUT MANAGE HOW MUCH YOU SHARE YOUR INSTAGRAM PHOTOS. ONE-FIFTH (21 PERCENT) OF FACEBOOK USERS HAVE DELETED FRIENDS.**

Sources:
- Instagram “Instagram Press Darke,” April 2012
- Ask Your Target Market (AYTM) “Photo Sharing Research,” March 2012
- MyMummy “A post of 1671 Facebook users,” March 2012
- University of Colorado Test Kitchen Research Reports, “Student Smartphone Survey Questions and Results,” April 2010
- Google Investor Relations, “Google Announces Fourth Quarter and Full Year 2011 Results,” January 2012
- Techcrunch Blog “One Hundred Million Voices,” September 2011
- VirtualWeb “Facebook Hits 100 Million Users,” August 2008
- LinkedIn Blog “100 Million Member and Counting,” March 2011
Research from the 2013 Nonprofit Social Networking Benchmark Report shown that nonprofits continue to grow their presence on social networks without spending large amounts of time or money. A deep dive into how nonprofits are achieving these results has uncovered valuable insights.

**Social Networking Growth Trends**

Nonprofit survey respondents have been endorsing Facebook as their social network of choice with a steady increase in participation of the past four years. Ninety-eight percent now have a presence on Facebook in 2012.

**Average Community Size:**

8,317

**Average Community Size:**

3,290

**Staffing for Social Networking Activities**

Nonprofit survey respondents are adding increasing staff members dedicated to maintaining social networking activities, though seventy nine percent still have only one person spending half or less of their time on the task.

**Budget for Social Networking Activities**

Nonprofit survey respondents continue to increase their budgets for social networking activities, yet seventy four percent allocate fewer than $1,000 per year. Forty three percent allocate zero dollars.
A Facebook Like costs 71% more than a Twitter follower...

$3.50* per like

$2.05* per follower

* Averages are based on self-reported data. The way each nonprofit organization calculates acquisition costs may vary.

Fundraising on Social Networks

Despite continued growth and steady budget increases, nonprofit survey respondents still raise relatively small amounts of money directly through social networks.

Value of a Facebook Supporter

Although small amounts of money are being raised, the low cost of acquisition and the 12-month value nonprofit survey respondents place on a Facebook supporter shows why social networking continues to be an important activity.

Find out more at:
http://nonprofitsocialnetworksurvey.com

brought to you by:
SHARE THIS E-BOOK!
Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

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facebook: National Arts Marketing Project
twitter: #nampc