



30 Social Media Stats

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30 Social Media Stats

Social media is becoming increasingly ingrained in our everyday lives. In its few short years of existence, it has caused huge changes in the world of marketing. Here are some social media stats that every marketer should know.

1. Female users maintain a slight majority on [Facebook](#) (58%) and [Twitter](#) (52%), but a whopping 71% of [Google+](#) users are male, and an astounding 79% of [Pinterest](#) users are female. <http://www.imediaconnection.com/content/32712.asp>
<http://www.jeffbullas.com/2012/10/02/sensational-social-media-facts-figures-and-statistics-6-infographics/>
2. The ratio of male to female users is about even on [LinkedIn](#); however, men are more active on the network, accounting for 63% of its activity.
<http://www.imediaconnection.com/content/32712.asp>
3. When asked what their customers want from them when using social media, marketers responded with customer service (58%) and insights for buying decisions (59%). However, consumers claim that they are more interested in deals and promos (83%) and rewards programs (70%). <http://2012.pivotcon.com/the-great-divide-between-marketers-and-consumers-infographic/>
4. 80% of users prefer to use Facebook to connect with their favorite brands as opposed to other social networks. <http://blog.hubspot.com/blog/tabid/6307/bid/33571/12-Revealing-Marketing-Stats-About-Facebook-for-Business.aspx>
5. 77% of business-to-consumer marketers and 43% of business-to-business marketers report that they have acquired customers through Facebook.
<http://blog.hubspot.com/blog/tabid/6307/bid/33571/12-Revealing-Marketing-Stats-About-Facebook-for-Business.aspx>
6. Social media users tell more people about their customer service experiences, both good and bad, than non-users. Users will tell an average of 42 people about a good experience and 53 people about a bad experience; non-users will tell an average of nine people about a good experience and 17 about a bad experience.
<http://about.americanexpress.com/news/pr/2012/gcsb.aspx>

7. Social media users are also more likely to change their minds about an intended purchase due to a bad customer service experience. 83% have done so in the past year, compared to 49% of non-users.
<http://about.americanexpress.com/news/pr/2012/gcsb.aspx>
8. 32% of social network users are between the ages of 12 and 24, and 20% are between the ages of 25 and 34. These age groups account for just over half of all users.
<http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
9. But that doesn't mean you can't reach older customers through social media. The 45-54 year old age group is the fastest growing group of social media users; 55% had an account on a social media network in 2012 <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
10. Only 38% of larger companies and 35% of smaller companies have clear objectives for their social media activity. <http://www.marketingcharts.com/wp/direct/most-companies-finding-social-medias-impact-tough-to-measure-23213/>
11. Facebook is the top social network in the United States, with over 150 million users visiting via computer, over 78 million through mobile apps and over 74 million via mobile web. <http://blog.nielsen.com/nielsenwire/social/2012/>
12. 47% of social media users utilize Facebook, Twitter or another platform to access customer service. <http://blog.nielsen.com/nielsenwire/social/2012/>
13. One third of social media users prefer accessing customer service via social media to contacting a company by phone <http://blog.nielsen.com/nielsenwire/social/2012/>

14. 10% of users have made purchases online for products they saw advertised through social media; 8% made purchases at a store, and 18% purchased or obtained a coupon.
<http://blog.nielsen.com/nielsenwire/social/2012/>
15. 86% of companies are active on Facebook and Twitter; 59% on [YouTube](#); 54% on LinkedIn; 37% on Pinterest; and 35% on Google+
<http://www.emarketer.com/Article.aspx?R=1009340>
16. 83% of B2B marketers use LinkedIn to distribute content; 80% use Facebook and Twitter <http://www.marketingprofs.com/charts/2012/9184/2013-b2b-content-marketing-benchmarks-budgets-and-trends>
17. The average social media user spends nearly 7 hours a month on Facebook. [Tumblr](#) and Pinterest are tied for a distant second at 1 ½ hours per month, followed by Twitter at 21 minutes, LinkedIn at 17 minutes and Google+ at 3 minutes.
<http://www.pcmag.com/article2/0,2817,2400895,00.asp>
18. 43% of respondents report that they hear about tweets in the media almost every day, and an additional 16% hear about them regularly but not daily.
<http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
19. 24% of small businesses and 33% of medium-sized businesses currently have a strategic and structured social media marketing program; 20% of small businesses and 19% of medium-sized businesses use social media more informally; and 56% of small businesses and 48% of medium-sized businesses do not currently use social media
http://www.smb-gr.com/wp-content/uploads/2012/pdfs/2012_Impact_of_Social_Business_Study_Marketing_Overview.pdf
20. Pinterest is the fastest-growing source of website traffic in the social media world. However, it is most effective for businesses that offer products with visual appeal. 57%

of users report that they look at food items on Pinterest, 40% look at home goods, 34% view arts and crafts, and 30% look for style and fashion ideas.

<http://blog.compete.com/2012/06/28/pinning-down-the-impact-of-pinterest/>

21. 75% of all users (83% of females and 63% of males) reported that they had purchased a product or service after discovering it on Pinterest.

<http://blog.compete.com/2012/06/28/pinning-down-the-impact-of-pinterest/>

22. According to [ComScore's](#) whitepaper entitled "The Power of Like", 100% of the Ad Age Top 100 Advertisers have built a Facebook presence for their brands. <http://hosting.ber-art.nl/growing-impact-social-media/>

23. 23% of Facebook users check their account five times or more per day, and 54% access Facebook by phone at least part of the time. <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>

24. If your target market consists mostly of moms, you can best reach them through Facebook and Pinterest. Three out of four American moms use Facebook, and moms are 61% more likely to visit Pinterest than the average American.

http://blog.nielsen.com/nielsenwire/online_mobile/digital-lives-of-american-moms/

25. According to [Buddy Media](#), the best times for businesses to post on Facebook are evenings and weekends. Interactions are 14% higher for posts published between 8:00pm and 7:00am than those published between 8:00am and 7:00pm, and 14.5% higher for posts published on Saturday and Sunday than those posted on weekdays.

<http://www.thebackuplist.com/days-post-facebook-industry/>

26. LinkedIn users are the most likely social media users to have a college education. 71% of them have a bachelor's degree or higher, compared to 50% of Twitter users, 41% of Facebook users and 37% of the general population. <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>

27. Almost half of all social media users (47%) have shared a YouTube video within the last month. <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
28. Social media users are more likely than the average person to use daily deal services such as Groupon. 23% of them do so, as opposed to 14% of the general population. <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
29. Social media users were more than twice as likely to follow brands or companies on their favorite sites in 2012 as they were just two years earlier. 16% did so in 2010, and 33% did so in 2012. <http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf>
30. While 33% of users claim that they find ads on social networking sites annoying, 26% say that they are more likely to pay attention to an ad that was shared by a friend or acquaintance. <http://blog.nielsen.com/nielsenwire/social/2012/>

In a world where social media is quickly becoming ubiquitous, it's crucial for marketers to stay ahead of the curve. By understanding who uses social media and how they use it, you can tailor your marketing efforts to better reach your audience.