

# Social Media Marketing Proposal

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“It is time to use social media the right way”

Todd VanDuzer

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**Before going any further:**

*Before reading the marketing proposal please view the following video listed below. Also, note that the video was initially intended for Bud Light but the concept can be applied to almost any product or company.*

- <http://www.youtube.com/watch?v=NqzPvSDYmyY>

**Statement of Purpose: To provide inexpensive marketing, promotion, and brand strength to a corporate company from three main sources. Travel documentary, public media, and social media.**

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# **MARKETING PROPSAL**

## **STATEMENT OF PURPOSE**

To provide inexpensive marketing, promotion, and brand strength to a corporate company from three main sources. Travel documentary, public media, and social media.

## **EXECUTIVE SUMMARY**

We are looking to provide a corporate company with a unique, inexpensive, and effective way to market and brand their company on a global scale. We plan on doing this by traveling around the world for the duration of one year, while indirectly promoting a product. Our trip will be completely unplanned and spontaneous, full of adventure, uncertainty, and yet seem Hollywood like, full of glamour and unbelievable unique experiences. Along the trip we will utilize public media and social media to promote the trip and gather followers. We will also create a documentary throughout the entire trip to sell and promote afterwards that will indirectly market and brand the company or product.

This project would save the company millions of dollars in marketing costs while being extremely beneficial. We would gather thousands of followers on twitter, our blog, facebook page, and you tube. We would also generate millions of impressions on our YouTube videos by using a strategic strategy to make several of our videos viral and seen by millions within a couple weeks. We would also hire a PR agency to inform local newspapers, state, and national news organizations if possible about our trip and help generate buzz and drive traffic to our blog, twitter, facebook page, and YouTube channel. Within our year-long trip across the world, we will have expected to have communicated with 180+ reporters and thousands individuals in various cities across the world. We will have created personal relationships with each of them and kept them up to date about our entire trip. At the end of our trip we will have a grand finale with all 180+ news reporters, friends, acquaintances, hostels, travel agencies, and various other companies sharing to the world via social media and public media about our trip. Our final YouTube video clip would be an easy way for our followers to quickly and easily get others to see what we will have accomplished. Within a couple months after our trip we will release our filmed documentary which we were creating along the way and sell it to our followers, fans, and several individuals across the world. At no time during the trip will be directly marketing the company or product. We will make the trip personal and unique so individuals will want to follow our social media and be a part of our adventure. The product will be indirectly marketed in all of our blog post, and videos.

We are asking for \$315,000 to fund this trip. This estimated cost would include a paid trip across the world for me and another individual with expertise in documentaries, filming, and editing. This would also include the estimated cost for the PR agency, Social Media company to help make our videos viral, editor to edit all of our blogs and post,

musician to create a unique theme song for our campaign as well as various other songs, and an in house employee of your company who would be in charge of approving our video posts, twitter posts, facebook posts, and events we would like to hold. The in-house employee would make sure that each of our posts, actions, and events directly correlate to the company's brand and image.

This campaign not only sounds effective and very profitable for your company but also has a great deal of supporting evidence to support our claims. Social media has grown exponentially for the past several years now and marketing is beginning to move in this direction. If you take a look at the appendix at the end of this report you can see just a few of many statistics about the growth and potential profitability of social media. There have also been a number of corporate companies that have begun to use this new type of marketing, getting the customers to do the marketing for them. This creates a customer-driven market no longer a product-driven market. For instance, Sears did a social media campaign in which it employed an actor to drive a tractor across America last summer. One of the leaders of the campaign, Ryan Ostrom, states how profitable the campaign was because they were able to tie sales growth to home town stores with as much as 600% increase in some stores when the tractor was coming through their hometown. Reality TV has also been on the rise because populations across the world like to feel as if they are connected. Another example is by an individual named River Laker who lives Roanoke, Virginia. He has used social media as a means to gather support for the public library in his hometown. Several times, he has been able to gather up to 400+ individuals to the library in support of an event by using social media and public media, becoming a public icon and sharing his voice with the community.

Our trip will have been well thought out, creating tremendous potential for the company, and has a plethora of supporting evidence to support our claims. Additionally, I have all the skills needed to make this trip seem Hollywood-like, an unbelievable fantasy. On my own, I have traveled to more than 26 counties... I have hitchhiked across Europe, camped in random fields, stayed with various locals; I have been bungee jumper, scuba diver, and sky diver; I have mountain biked, wake boarded, surfed; I am an intermediate dancer in more than 8 different dances; I play guitar and piano, and have tremendous social skills. I also possess the business skills to make this a reality. I have personally created a profitable tutoring company and was announced one of the top 100 entrepreneurs in the United States in 2008 for high school graduates, I have a 3.6 GPA at ASU, one of the top business schools in the county, and have taken advantage of the real estate market in purchasing my first home at the early age of 19. This marketing proposal has supporting evidence, is well planned, and includes the needed individuals to make it happen.

## **SUPPORTING EVIDENCE**

Social media has yet to be used to its fullest potential. Social media needs to be employed as a means for getting the company's customers to do the marketing for the company. As stated in the Harvard business review article "Rethinking Marketing" in February 2010, business needs to shift from product manager driven to customer manager driven when thinking of ways to improve its existing products or services or developing new products

and services. The same theory also applies to the promotion of the product. Companies need to start having their customers do the marketing for them.

The reason a marketing budget exists is to make customers aware of a company's product or service, brand it product to have strong favorable associations, and finally provide profit to the company through long loyal customers. For the last several decades companies have invested billions of dollars in further branding their products through TV commercials, billboards, magazine ads, etc. However, is it still necessary to continue this source of advertisement or are there less expensive and more effective ways to further promote and brand a product or service?

Social Media allows individuals to quickly and instantly share information with thousands of their friends or followers. When friends share information, this information comes from the credible source-- a friend. Therefore, almost all the information that is shared via social media throughout the internet has more credibility than a TV ad, magazine ad, billboard, etc. all which cost large sums of money to promote. However, in order for these individuals to want to share the information via social media, the content must be fascinating. When the content is fascinating, a simple video, article, or tweet can become viral and thus exposed to millions across the world within hours. As mentioned above, companies need to start thinking in terms of how they can get their customers to market their products for them. If companies can create a marketing campaign that was fascinating where individuals would want to follow the campaign and share the content with their friends regularly, the customers will now be performing (at an extremely low cost) the marketing and branding for the company.

### **SUPPORTING EVIDENCE: SEARS TRACTOR ACROSS**

Sears held a social media campaign in summer of 2010 in which they hired an actor to drive a tractor across America. They started in Los Angeles and moved there way at the slow pace of 9 miles per hour all the way to New York City. Along the entire trip they utilized social media by having the individual write a blog, use twitter, update the facebook page and promote the trip along the way in-store by having the actor make friends and gather additional followers who just wanted to see if he would make it. They also utilized public media by hiring a PR agency to inform local newspapers about the trip to help drive traffic and help some of the smaller Sears stores get publicity that they normally would not get. Along the way, they also hosted several events, charities, and parties to create more buzz about the trip across America on a tractor.

The campaign was created to make a fun engaging activity the stores could follow while also implementing a sales contest for the stores. A couple of the top store managers who sold the most during that event were also flown out to NYC with their wives to watch the actor finish his trip across America. There Sears welcomed him with a big celebration, donations to charity, and a final celebration at the Mets games. They used the actor riding across America to gather buzz, unite the stores, and create a unique competitive experience among the store managers. Each store along the route was given \$250 to fund

a small party, but the stores also partnered with the community to have picnics and parties at the stores. “This alone led to an average increase of 600% sales in some stores for that weekend,” states Ryan Ostrom a leader in charge of the project. At each stop they also had bands, fire trucks, etc. in order to give it a very hometown feel. The overall social media campaign ended up being a tremendous success.

Ryan Ostrom a leader in charge of the project stated how it was very beneficial to the company as they were able to tie it to sales growth for Sears Hometown stores. These were retailers that represented rural Sears stores and don’t get much attention. He states the only thing that he would change would be that he would incorporate more charity events along the way. Overall, the project utilized social media, public media and created a unique story that was fun to be a part of to create a very profitable marketing campaign.

### **SUPPORTING EVIDENCE: COMMUNITY INTEREST AND SUPPORT**

Many may have not heard of River Laker, an employee for a library in the city of Roanoke, Virginia; however, almost everyone that that city has heard of River Laker. River is an experimenter, marketer, and knows how to get people attention to get things done. He understands the power of both public media and social media and has used both to his great advantage. I had the opportunity to speak to River Laker on a phone conference for about an hour, and I learned how powerful social media and public media can be at a community level.

River Laker has participated in several so called “experiments” in his city. An experiment is basically a unique way to make a point about a specific topic. For example, River Laker was offered a chance to take the experiment of not driving a car for 6 months for an environmental organization. He blogged about his experience, made it unique and personable, and gathered followers from all over the city and garnered a vast amount of public media attention in the newspapers and television news. He even gathered regional coverage in a several states around Virginia as well as coverage in the UK. River Laker is a prime example of how social media and public media, if done correctly, can be an excellent way to get your voice heard, noticed, and to get the public to do the promoting for the organization.

### **PROJECT OVERVIEW**

I would take one other individual with me who has advanced skills in video and editing. The trip would be sporadic, adventurous, unique and one of kind. We would have a basic itinerary but would leave almost everything unplanned, allowing us to wander and experience events that seem almost “Hollywood like.” Throughout the trip we would create thousands of videos and articles with other individuals across the world promoting a product in a unique way. These individuals would find our mission unique and inspiring. They would share their videos with friends and soon we would have thousands of individuals following us.

Reality TV shows are popular because they are supposedly real-life with Hollywood-like drama and experiences. This adventure would be a real-life, documented trip where individuals have a chance to be a part of with “Hollywood-like” adventure. One day we might be white water rafting down the Amazon and the next we could be scuba diving at the Great Barrier Reef in Australia while staying with some locals we met at the bar. The adventures are endless, uncertain, and all unique. Our followers will have a chance to direct us where to go. They will feel part of the adventure, and in return, develop a bond to the product as its brand is strengthened throughout the trip.

## VALUE PROPOSITION

The company gains inexpensive marketing, promotion, and brand strength from three main sources: Social Media, Public Media, and a filmed documentary.

1. **SOCIAL MEDIA:** As we travel, we will be promoting our mission to thousands of individuals, getting them to follow or join us on our Facebook fan page, Twitter account, YouTube, Blog, Flickr, Foursquare, and LinkedIn accounts.

### FACEBOOK

Being active on Facebook is very important in order to keep individuals active followers. We will answer all individuals' questions about our trip, post YouTube videos, blog posts, and comment on various posts on our Facebook page daily. This will give the user a very personal experience with our trip and feel as if they are part of our adventure.

### TWITTER

Many followers will want to keep up to date with us on Twitter regarding where we are, when we post new blog posts, our new YouTube videos, and the unique things we do.

2. **PUBLIC MEDIA:** Every state, country, etc. we enter we would contact news outlets, journalists, etc. using the popular social media platform LinkedIn. A PR agency would take care of most of initial contact, but we will develop personal relationships with them after initial contact. These reporters would write stories about us and put us on the news as we share with them our mission and unique adventure.
3. **DOCUMENTARY:** Throughout the entire trip we will film a documentary about our adventure, and experience, exploring the similarities of each culture we interact with. We will sell this documentary at the end of our travels targeting individuals who have been following our blog, YouTube videos, Facebook fans, etc. The documentary will further increase the overall product's awareness and brand.

## STRATEGY

Throughout the trip we will never promote the company's product directly. Rather, we will use it as a symbol throughout our entire trip while performing and creating videos

that target the brand's target market and increase its brand strength. The social media, public media, and documentary promotion will be the main focus on our trip while indirectly promoting the product. We believe this will be the most effective way to market the product and increase its brand strength.

To share our story with individuals we have met quickly and effectively, we will create a two-minute video clip which can be shown from an I-Pad anywhere we are. We will also have brochures and business cards to hand out where individuals we meet can easily find us and follow us via social media.

**Listed below is our basic strategy for further marketing, promoting, and further strengthening the brand of the product or company.**

1. When we arrive in a new city, we will have our PR agency contact local and regional news reporters. The agency will email our two-minute video clip to give each news reporter a glimpse of what we are doing. We will establish a relationship with each news reporter who writes a story on us, keep them up to date about our trip, and help them out in any way we can. In return we will, over time, have a database of news reporters from around the world where we have personal and trustworthy relationships.
2. At each hostel in which we stay, we will share our story with the owners and ask them if they could help us out and promote our adventure to other travelers. If they agree, we will place a poster and a brochure on their bulletin board for travelers to get more information about us and follow begin to follow us.
3. In various cities around the world, we will create unique, free events in which individuals can partake. Depending on the company we are marketing for, we will create unique events. For example, Bud Light we would create a free pub crawl or for Jansport, a free backpacking tour. These events will gather a good deal of publicity and be unique for our followers to see. In order to get individuals to help us with these events, we will rely on our current followers/ friends to help promote the event in their area and help organize the event. Please note that this concept has already been employed successfully by a number of different bloggers and twitter users across the world.
4. Each day we will have a goal of creating a unique video that incorporates our target market and branding of the company. We will get a photo release form from each participant; all videos will be well edited, and published on our blog and YouTube channel daily.
5. We will interact with individuals and share our project everywhere we go. This includes but is not limited to hostels, subway, trains, buses, planes, restaurants, walking around, touristy sites, bars, nightclubs, hair salons, beaches, and stores.



- a. As we interact with each of these individuals and share with them our story, we will give them our business card and brochure to describe our story further and get them to follow us via social media.
- b. Marketing research is currently in the process of obtaining a more accurate idea of how fast this marketing campaign can grow. We are sending out surveys to 18-30 year olds in five different regions of the United States, asking them various questions about their willingness to follow us, share, and support our adventures. We are then performing analyses on the data to get an accurate idea of how fast this marketing campaign will grow.

## **COMPANY CONCERNS**

There are two concerns we have considered that a company could have in funding our trip. The first is giving us so much power over the branding of the product or organization; the second is if we will follow through with the project.

### **BRANDING PRODUCT/ORGANIZATION CORRECTLY**

A large concern that a company might have with our project is handing over the power to a twenty-two year-old male to promote and correctly brand the product or company. We understand this concern and therefore have come up with a solution to the problem. We suggest you hire an in house employee to be in charge of approving all of our comments, blog posts, video posts, and pictures of our trip before they are uploaded publicly on the web. We can implement code into our various social media pages that will make it mandatory for each post to be approved by the in house employee before posted. This will allow the company to control what is posted and viewed by the public.

### **FOLLOWING THROUGH WITH TRIP**

Following through with the entire trip may also be another concern. Therefore, we suggest you give us a trial run to see how profitable the marketing campaign really is. If it proves profitable, which can be measured by followers and video impressions, the company can continue funding the trip. If it is not profitable you can pull the plug and accept a small loss.

## **FINANCIAL/ COST**

This financial estimate accounts for one year across the world to all six continents, flying coach, staying at hostels, taking bus rides, roughing it with myself and one other individual with an expertise in video editing and film. This also includes an estimated cost for a PR agency, a social media company to help make video viral, editor to edit all of our blogs and posts, a musician to create a unique theme song and music for our videos, and an in-house employee in charge of approving our posts and regulating our trip.

## **TRIP COST**

<b>Traveling Expenses per person</b>	
<b>Airfare/ Travel</b>	\$ 15,000.00
<b>Daily Expenses (\$125 per day x 365)</b>	\$ 65,625.00
<b>Other Unforeseen cost</b>	\$ 10,000.00
<b>Total Cost per Person</b>	\$ 90,625.00
<b>Total Traveling Expenses for two</b>	<b>\$ 181,250.00</b>

<b>PR Agency (Up to \$150,000)</b>	\$ 50,000.00
<b>Corporate in house employee about 10 hours per week</b>	\$ 50,000.00
<b>Writer/ Editor of blog post about 6 hours per week @ \$45p/h</b>	\$ 14,000.00
<b>Musician (Unique theme song)</b>	\$ 10,000.00

<b>Equipment (Laptop, Video, SLR camera, Editing Software)</b>	\$ 10,000.00
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<b>Total Cost</b>	<b>\$ 315,250.00</b>
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## ABOUT ME

I am Todd VanDuzer, and I am driven by the need to help individuals face their fears and become who they want to be. I am a marketing and CIS major at the Honors College at Arizona State University. I have spent the last couple of years studying identity, branding, body language, social interaction, and stress-free productivity. I have personally traveled to 25 countries so far in my life, many times on my own. I consider myself an inspirational leader, entrepreneur, lifetime learner, educator, and outstanding listener.

## MY STORY

This past summer I decided to take a three-month trip throughout parts of the United States and Eastern Europe. Rather than just traveling around, sightseeing and partying in different cities, I wanted to do something creative, unique, and inspiring. After thinking about something to do for a couple months I began to come up with the idea of making several Bud Light commercials while traveling the world. I figured it would be entertaining to show my friends videos of myself demonstrating how Bud Light was still the best beer no matter where I went. As I traveled and began to create videos of myself in different locations promoting the beer, the idea began to transform from a good, to a great, and finally to a visionary, remarkably innovative idea.

I began to realize it was more interesting video recording other individuals promoting the beer. I saw that it was inspiring, seeing different types of people--from the homeless to professional working men and woman promoting the beer. I then realized it was even more appealing having people promote the beer in their own language while always concluding in English with, "The sure sign of a good time." Finally, I began to realize the potential of this video--not only could it be something to show my friends, it could be a project I could create on a mass scale for Anheuser Busch or for any other corporate company to further brand its product.

I realized the videos where not only hilarious, inspirational, and unique clips of different people promoting a beer. They did something else. They brought cultures together through the beer and showed how the world was all connected. The beer was not just a beer but more a symbol that connected us together to spread peace through different people, cultures, countries, and the world.

The potential of this visionary idea was enormous. If I could get a trip paid for around the world for one year putting this idea into practice, I could promote a product at a very inexpensive price, strengthen its brand globally, and increasing profits for the company. The promotion would take care of itself through the use of social media and news publicity. We could utilize social media sites such as you tube , blogs, Twitter, facebook pages, etc. to get individuals to taking part and follow this unique adventure. By just filming a handful of individuals each day, sharing with them our story, and posting that video on our blog., those individuals would share it with all their friends, and ultimately our followers would grow exponentially and we would go viral.

Real life TV shows are so popular because they are supposedly real life "Hollywood like" shows. This would be an adventure that was "Hollywood like" where individuals from across the world would get a chance to be a part of something larger. It would be something that people from across the world would want to follow.

## **SUSTAINABLE COMPETITIVE ADVANTAGE**

In order for someone to do this marketing campaign effectively he or she would need to acquire a unique set of skills.

### **I ACQUIRE...**

Solo traveling experience, consider myself a gifted and talented entrepreneur, have great social skills and ability to read body language, intermediate to advanced dancing skills for about 8 different Latin and hip hop styles, intermediate piano skills, beginner guitar and harmonica skills, licensed scuba diving, sky diving experience, bungee jumping experience, rock climbing experience, advanced skier and snowboarder, intermediate surfer, intermediate wake boarder, advanced runner, white water rafting experience, intermediate

downhill mountain biker, hitchhiking experience, worked at a hostel, worked a pub crawl, well connected around the world, and my young age of 22 years old.

### **TALENTED ENTREPRENEUR**

From selling lemonade on the side of the street, to stringing tennis racquets for a profit throughout middle school, to investing in the stock market starting in my early teens, to starting and running a tutoring company for three years, I have always had a proclivity for business. My parents have never pushed me toward such a profession, but I have on my own decided that I enjoy studying every aspect of it. Reading countless books and researching for hours on the internet, I have garnered a lot of information that has brought about incredible achievements.

My name is Todd VanDuzer, and I consider myself a very talented entrepreneur. I have owned and run Student Services in home, one-on-one tutoring company for three years until recently shut down in May of 2010. The company reached its high point back in May of 2009 when it was averaging about \$10,000 gross profit per month. I had about fifteen employees tutoring a combined 100 hours per week using my assessment test, lesson plans, progress sheets, learning-style test, and student-teacher evaluation sheets as extra tutoring tools. I paid my employees \$15 per hour and charged \$25 per hour. It was a great business that was quickly increasing in size, but I realized overtime that my passion was not there and it was very difficult to run the company from Arizona when the business was located in San Diego. Therefore, I slowly shut down the company and began to look for another area that better fit my identity.

### **PERSISTENCE, HARD WORKER, VISIONARY THINKER**

I am the type of individual who decides on an action and does everything and anything to make that dream into reality. In middle school I remember one day looking at the running record board for the mile and instantly deciding that I was going to break the record. I started training immediately and told everyone of my plan. Of course, no one believed it was possible, but sure enough, four months later, I had not only broken the mile record but the 1500, 800, 400, 400X1, 400X400, and sit-up record. I was recognized as the most outstanding athlete that year. In High school I decided to start a tutoring business and have my fellow high school friends be my employees. Once again, people gave me a hard time but 1.5 years later I had my own office, a professional website, and well-developed company. I told my friend back during freshmen year of college I was going to buy myself a house sometime that year. Eight months later, I bought my first house. These same principles have applied throughout my whole life. I knew what I wanted and I got after it with purpose and passion. I have a brilliant plan for a social media marketing campaign that will increase the overall brand--brand awareness, and profitability of the product-- at a very low cost.

### **SOCIAL SKILLS, INDEPENDENT, TRAVEL EXPERIENCE, OUTGOING**

I shouted out to everyone in the hostel right before I went to bed. “Does anyone want to go to a Music Festival in the north of Poland tomorrow night with me? I have extra space in my tent.”

“Sure,” stated the a guy I hadn’t even met till that moment, named Andrew. We talked for a while and decided we would get up around 8 AM to get on the train in order to make our way to Gdansk, Poland, where the four night music festival would be held. We met up with eight other people who live in Krakow, Poland that invited me to this festival four days earlier when I was in that city. The festival was amazing and the friends whom I met and bonded with during that time will never be forgotten. Dave, a guy who initially invited me to the festival owned a pub crawl back in Krakow. We had gotten along very well during the last week and he offered me a job for a month if I wanted it. He also stated that he could get me a job at a hostel to work as the “party man.” My job would be to talk to people and help them have a good time. I took the job and made my way to Krakow to live for a month.

This is just one of the many adventures that I constantly encounter throughout my life. I love adventure and uncertainty, and therefore adventure finds me. My ability to meet an individual in any location and instantly become friends and someone they want to hang out with again is a strength I have acquired throughout my life. I constantly put myself in uncomfortable situations and face my fears in order to grow as a person and experience those amazing, uncertain, and unique moments. I consider myself a very independent individual and don’t need anyone else to live my everyday life. I enjoy sharing my life with others but have realized that they are not needed to complete who I am. I am who I am.

With that said I am Todd VanDuzer and am driven by the need to help individuals face their fears and become who they want to be. I love connection, adventure, uncertainty, and purity. I have a unique set of skills that are needed for this project. I have a multitude of traveling experiences--not the five star hotel relaxing getaway experience but the backpacking, hitchhiking, rough it up, 20 hour bus rides, camping in random fields, bread for breakfast, lunch, and dinner traveling experience. I can walk into a bar in a foreign country not knowing a lick of their language and by the end of the night know everyone and have influence on the crowd for the better. I have met -people at airports and end up staying with them for a free night of accommodation because they knew I needed a place to stay, and they trusted me. I have been dropped off on the side of a freeway while hitchhiking, having to hike miles, and then realizing that camping out in a nearby field is the only option. This is my sustainable competitive advantage and why individuals are going to want to follow my blog, twitter, join my facebook page, watch my you tube videos, etc. when I do this trip. I have a unique set of skills that not many individuals my age acquire. I can make this idea into a visionary, innovative advertisement campaign.

*For more information about my capabilities and experiences please visit [www.todd-vanduzer.com](http://www.todd-vanduzer.com) or connect with me at [about.me/toddvanduzer](https://about.me/toddvanduzer).*

## APPENDIX

### SOCIAL MEDIA STATISTICS

#### FACEBOOK

##### PEOPLE OF FACEBOOK

- More than 500 million active users
- 50% of active users log on to facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on facebook

##### ACTIVITY ON FACEBOOK

- There are over 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- Average user created 90 pieces of content each month
- More than 30 billion pieces of content is shared each month

##### GLOBAL REACH

- More than 70 translations available on the site
- About 70% of facebook users are outside the United States

##### PLATFORM

- People on facebook install 20 million applications every day
- Entrepreneurs and developers from more than 190 countries build with facebook Platform
- Every month, more than 250 million people engage with facebook on external websites
- Since social plug-ins launched in April 2010, an average of 10,000 new websites integrate with facebook every day
- More than 2.5 million websites have integrated with facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites

##### MOBILE

- There are more than 250 million active users currently accessing facebook through their mobile devices
- People that use a facebook on their mobile devices are twice as active on facebook as non-mobile users.
- There are more than 200 mobile operators in 60 countries working too deploy and promote facebook mobile products.

All statistics from <http://www.facebook.com/press/info.php?statistics>

#### TWITTER

- 1 billion tweets posted per week (Kissmetrics.com)
- 175 million registered users (Businessinsider.com)

**Comment [RC1]:** I have used the lowercase facebook because that is how it presents its name. If you would rather it be capped, that is no problem—just be consistent.

## YOU TUBE

### TRAFFIC

- More than 13 million hours of video were uploaded during 2010 and 35 hours of video are uploaded every minute.
- The equivalent of 150,000+ full-length movies in theaters each week
- More video is uploaded to YouTube in 60 days than the 3 major US networks created in 60 years
- 70% of YouTube traffic comes from outside the US
- YouTube is localized in 25 countries across 43 languages
- YouTube's demographic is broad: 18-54 years old
- YouTube reached over 700 billion playbacks in 2010

### PARTNERS

- We have signed over 10,000 partners to date, including Disney, Turner, Univision and Channel 4 and Channel 5
- Hundreds of partners are making six figures a year
- We have over 7,000 hours of full-length movies and shows on YouTube

### MONETIZATION

- YouTube is monetizing over 2 billion video views per week globally
- 94 of AdAge's Top 100 advertisers have run campaigns on YouTube and the Google Display Network
- The number of advertisers using display ads on YouTube increased 10 fold in the last year

### PRODUCT METRICS

- We have more HD content than any other online video site (recently rated best by CNET [here](#))
- 10% of YouTube's videos are available in HD

### CONTENT ID

- Content ID scans over 100 years of video every day
- More than 1000 partners using Content ID, including every major US network broadcaster, movie studio and record label
- Over a third of YouTube's total monetized views come from Content ID

### SOCIAL

- Over 4 million people are connected and auto-sharing to at least one social network
- An auto-shared Tweet results in ~6 new youtube.com sessions
- Over 5 million people have found and subscribed to at least one friend on YouTube using friend-finding tools
- Millions of subscriptions occur each day. Subscriptions allow you to connect with someone you're interested in—whether it's a friend, or the NBA—and keep up on their activity on the site.

- Users like Machinima, MysteryGuitarMan, Fred, collegehumor, and UniversalMusicGroup have millions of subscribers
- More than 50% of videos on YouTube have been rated or include comments from the community
- Millions of videos are “favorited” every day

#### **VIEWS**

- YouTube mobile gets over 100 million views a day
- The YouTube player is embedded across tens of millions of websites

All You Tube Statistics from [http://www.youtube.com/t/press\\_statistics](http://www.youtube.com/t/press_statistics)

#### **BLOG** (1 year old statistics)

##### **BUSINESS**

- 58% say that they are better-known in their industry because of their blog
- 56% say that their blog has helped their company establish a positioning as a thought leader within the industry.

##### **USERS**

- 77% of Internet users read blogs according to Universal McCann
- The popularity of blogging is split evenly among both men and women with 50.9% of bloggers being female and 49.1% being male.

##### **BLOGGERS**

- More than 133,000,000 blogs have been indexed by Technorati since 2002
- 60% are 18-44 \* 75% have college degrees and 40% have graduate degrees
- The United States has the largest share of bloggers with 29.22% of all bloggers coming from the U.S.
- One in four has an annual household income of \$100K
- Around half of Bloggers are working on at least their second blog
- 68% have been blogging for two years or more
- 86% have been blogging for at least a year
- 53% of professional Bloggers are interested in attracting new clients from blogging.
- 15% of Bloggers spend 10 or more hours each week blogging.  
The most common rate of updating is 2-3 times per week.

Blogging statistics from <http://technorati.com/blogging/feature/state-of-the-blogsphere-2009/>

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#### **LINKED IN**

- 101 million users in total



- 23.1 million users across Europe
- 2 million users in Australia
- 13.7 million users across Asia
- 8.6 million users across Latin America
- Operates in over 200 countries
- LinkedIn is used by 69 of the Fortune 100 companies
- In Top 10 countries there are 76% LinkedIn members

Source from LinkedIn Ad Platform <http://www.slideshare.net/amover/linkedin-demographics-and-statistics-2011>

### **FLIKR**

- Now hosts more than 5 billion images as of September 2010