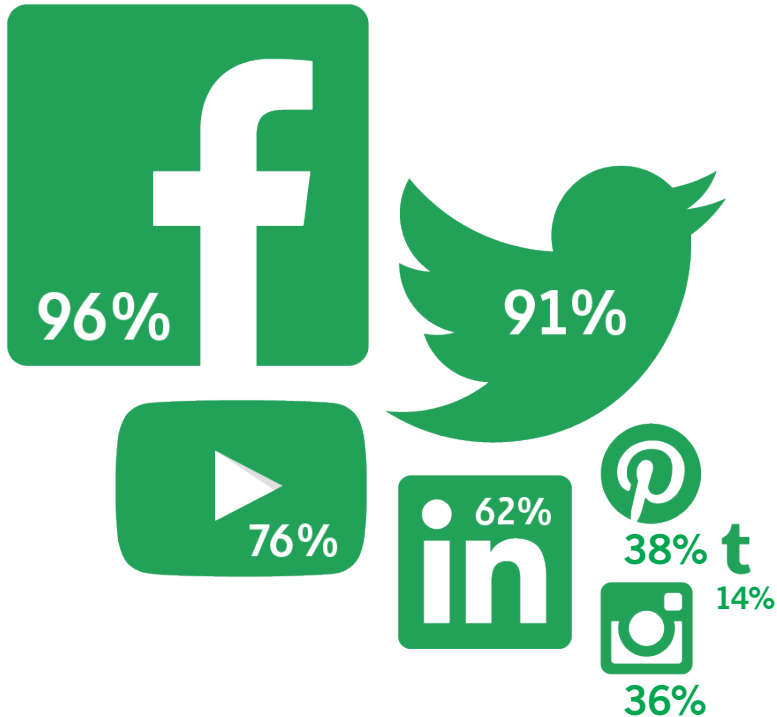


Brands have strong social media presence.

FACEBOOK? CHECK. TWITTER? CHECK.  
YOUTUBE? CHECK. STRATEGY? HOPE SO!



**Marketer and consumer opinions differ.**

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**IT'S NOT ALL FUN AND GAMES.  
WHEN IT COMES TO CONTENT, DON'T  
TRY TO BE AMAZING. BE USEFUL.**



**86%**  
of brands think  
they post fun  
and interesting  
content.



**36%**  
of consumers stay  
connected for fun  
and interesting  
content.



Social media has an impact on purchase behavior.

THINK LONG TERM, NOT QUICK WIN.

72%

of brands **think**  
their social audience  
is **more likely**  
to buy,



while only **34%**  
are actually  
**more likely**  
to



Consumers learn about brands in different ways.

## SOCIAL MEDIA, DONE RIGHT, CAN DRIVE PURCHASES.



**25%**  
find out



**18%**  
will purchase  
based on social media

Brands check activity frequently.

KEEP THE CONVERSATION FLOWING.

