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Direct From the Source...

- ★ 400 million: Tweets per day
- ★ 200 million: Monthly active users of the services on a 30-day basis
- ★ 100 million: That figure a year ago
- ★ 33,000: Tweets per second in Japan during New Years
- ★ 6: Median number of brands users follow
- ★ 95 : Public conversations about TV shows that happen on Twitter
- ★ 80%: Users on mobile in the UK and Japan
- ★ 78%: How much more likely mobile users are to retweet a brand
- ★ 60%: Users on mobile in the U.S.
- ★ 53%: Increase in purchase intent from users who saw a promoted tweet
- ★ 50%: Super Bowl advertisers with hashtags in their commercials
- ★ 50%: Americans who see, read or hear about a tweet every day
- ★ 12%: Higher the click rate for brand tweets with price in whole dollars

-Twitter via Digiday, 2013

- ★ 17%: Higher the click rate for tweets with a question mark
- ★ 1-3%: Engagement rates on Twitter ads



TWITTER IS A DINNER PARTY





WHO IS AN INFLUENCER?

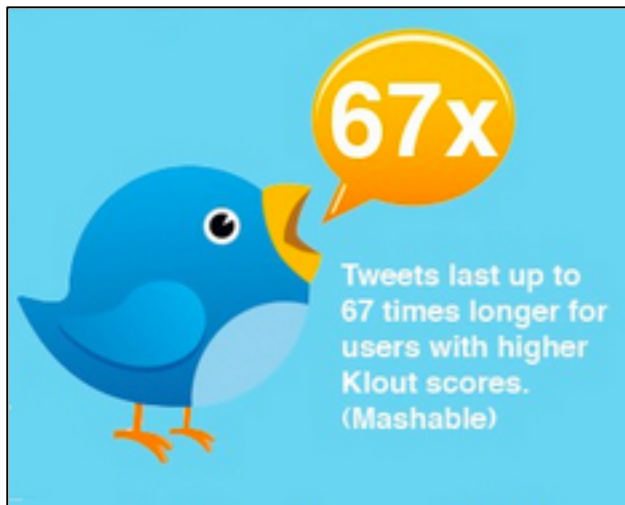
ONLY ABOUT **0.05%** OF TOTAL TWITTER POPULATION (20,000 ELITE USERS) ATTRACT ALMOST **50%** OF THE ATTENTION ON THE SERVICE. THESE ELITE USERS REPRESENT MEDIA, CELEBRITIES, AND ORGANIZATIONS.



MEDIA OUTLETS ARE BY FAR THE **MOST ACTIVE USERS** ON TWITTER, BUT IS ANYONE LISTENING? ONLY ABOUT **15%** OF TWEETS RECEIVED BY ORDINARY USERS ARE RECEIVED DIRECTLY FROM THE MEDIA.



OF THE MILLIONS OF TWEETS CREATED EVERY DAY, **71%** PRODUCE NO REACTION - REPLIES OR RETWEETS. OF ALL TWEETS THAT DO GET A RESPONSE, **85%** ONLY GET A SINGLE REPLY.



LISTEN + RESPOND

Vegan @vegan 20 Jan
My memories of walking into a McDonald's: the sensory experience of inhaling deeply from a freshly-opened can of dog food. #McDStories

Mark Zohar @markzohar 20 Jan
McDonald's customers don't want to tell #McDStories. They just want their fries, mechanically separated chicken parts & wallow in shame.

Melissa @XoMelissaEmily 18 Jan
#mcdstories It's made of 100% beef, but they use stuff like cow eyes & cow tongues in their hamburgers. Learned this today...!

Killuminati @JeTsOnJeTsOnJeT 18 Jan
I will never eat mcdonalds ever again after seeing that rat crawl threw the pack of buns on worldstarhiphop.com smh lol #McDStories

the Atlantic

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David Miscavige Leads Scientology to Milestone Year

Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.

12:25 PM ET

Recommend 259 | Share 2 | Tweet 816



2012 was a milestone year for Scientology, with the religion expanding to more than 10,000 Churches, Missions and affiliated groups, spanning 167 nations--figures that represent a growth rate 20 times that of a decade ago.

TEL AVIV, ISRAEL
Ribbon Falls on Ideal Center of Scientology for the Middle East



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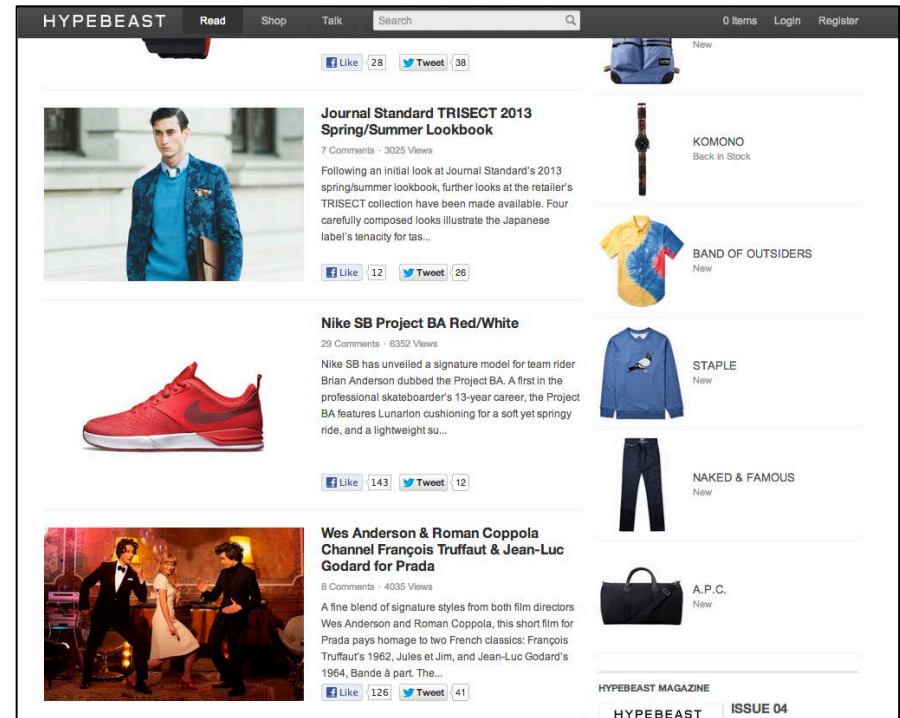
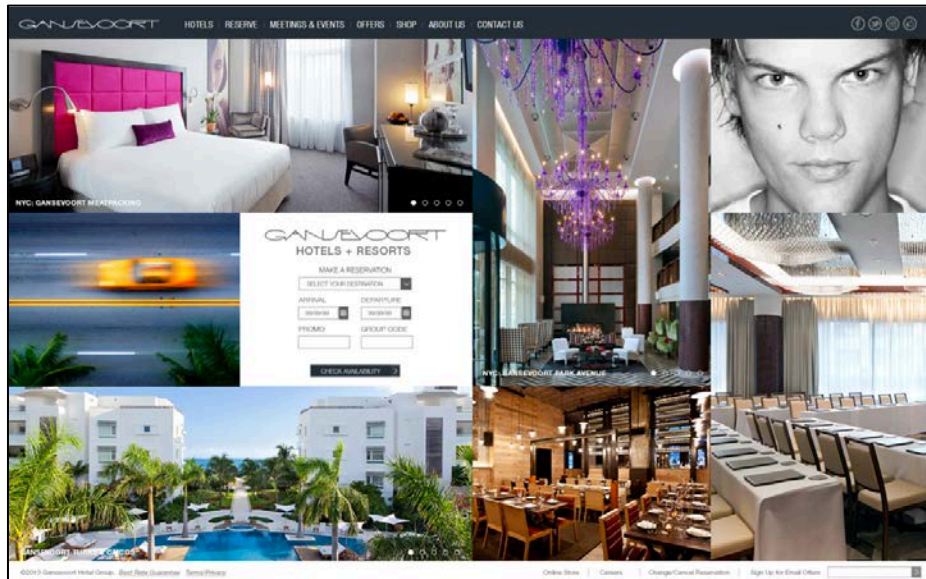
SCIENTOLOGY

The Atlantic Is Now Publishing Bizarre, Blatant Scientology Propaganda as 'Sponsored Content'

The Atlantic's Scientology problem



IMAGINARY CASE STUDY





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AND
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IT REAL**

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