

The New Basics of Digital Communications

Making Connections in a
Hyper Connected World



Esmee Williams
VP of Brand Marketing
Allrecipes.com
@esmewilliams

allrecipes.com®
stir things up™



#digitalpr

allrecipes.com®



#digitalpr

allrecipes.com®



#digitalpr

allrecipes.com®



#digitalpr

allrecipes.com®



*2.5 billion items shared
Half a billion tweets
40 million photos
100 thousand hours of video
100,000 blogs created*

#digitalpr

allrecipes.com®

Democratization of Distribution; Social Networking Time per Person chart



PC



MOBILE WEB & APP

MALE 6:13

FEMALE 8:37

AGES 18-24 11:01

AGES 25-34 9:04

AGES 35-44 8:12

AGES 45-54 8:34

AGES 55-64 6:54

AGES 65+ 4:18

6:44

9:43

10:15

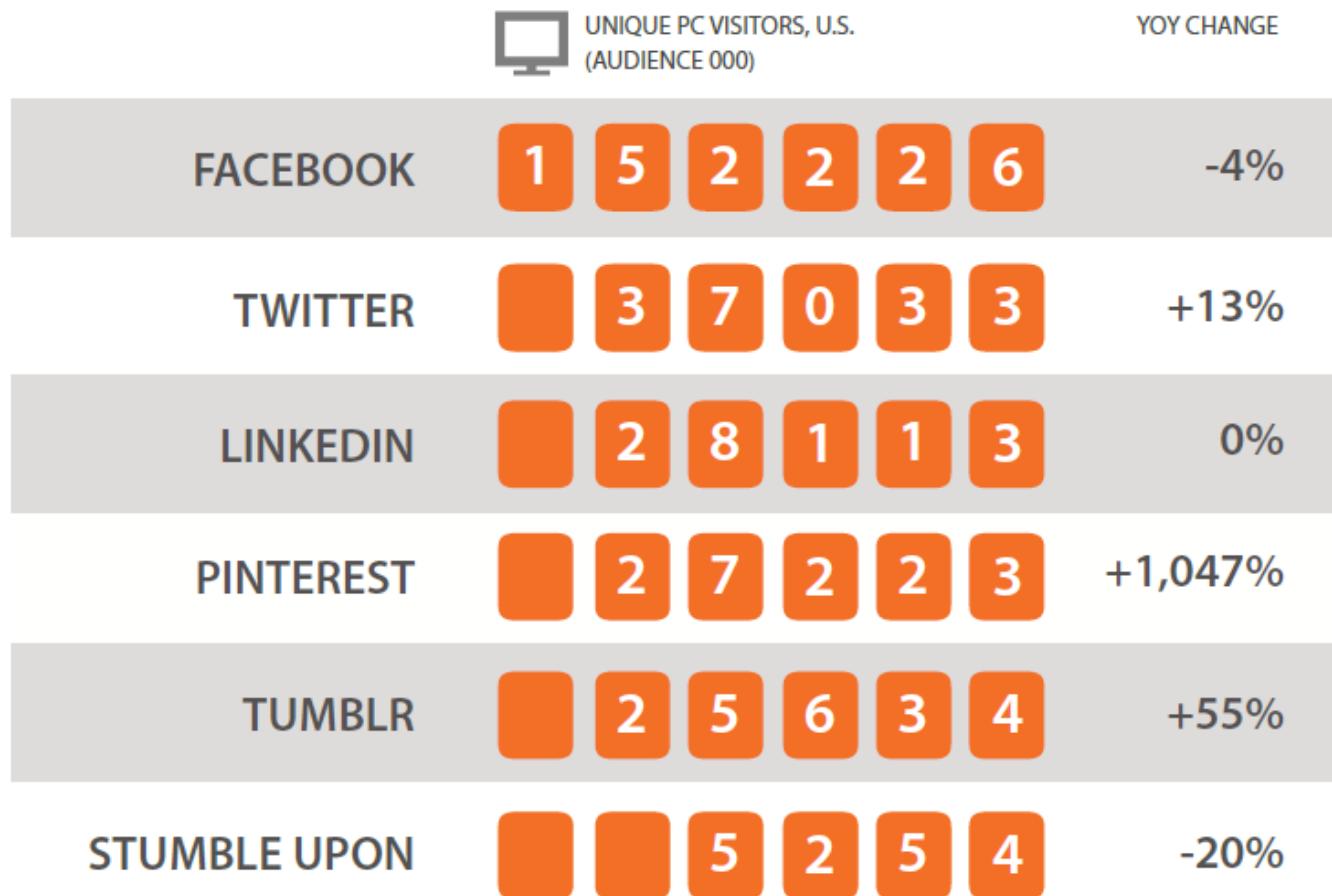
11:05

8:46

5:20

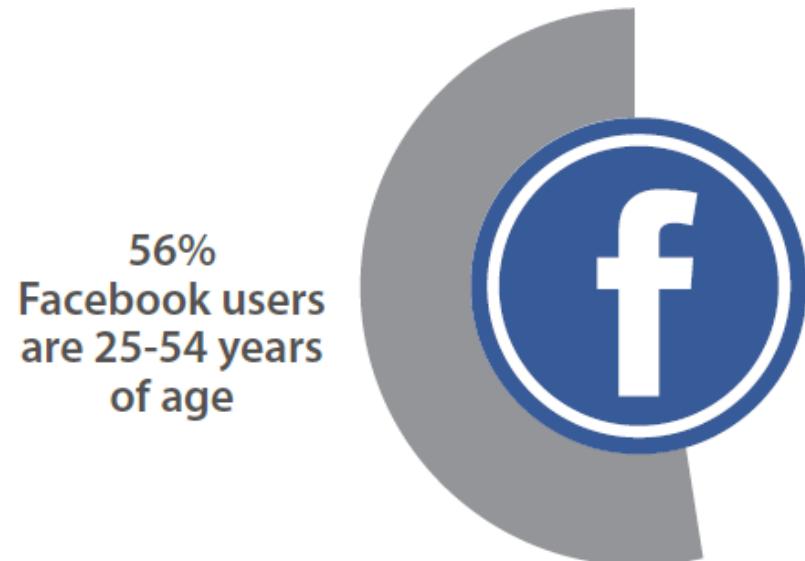
4:06

3:42



#digitalpr

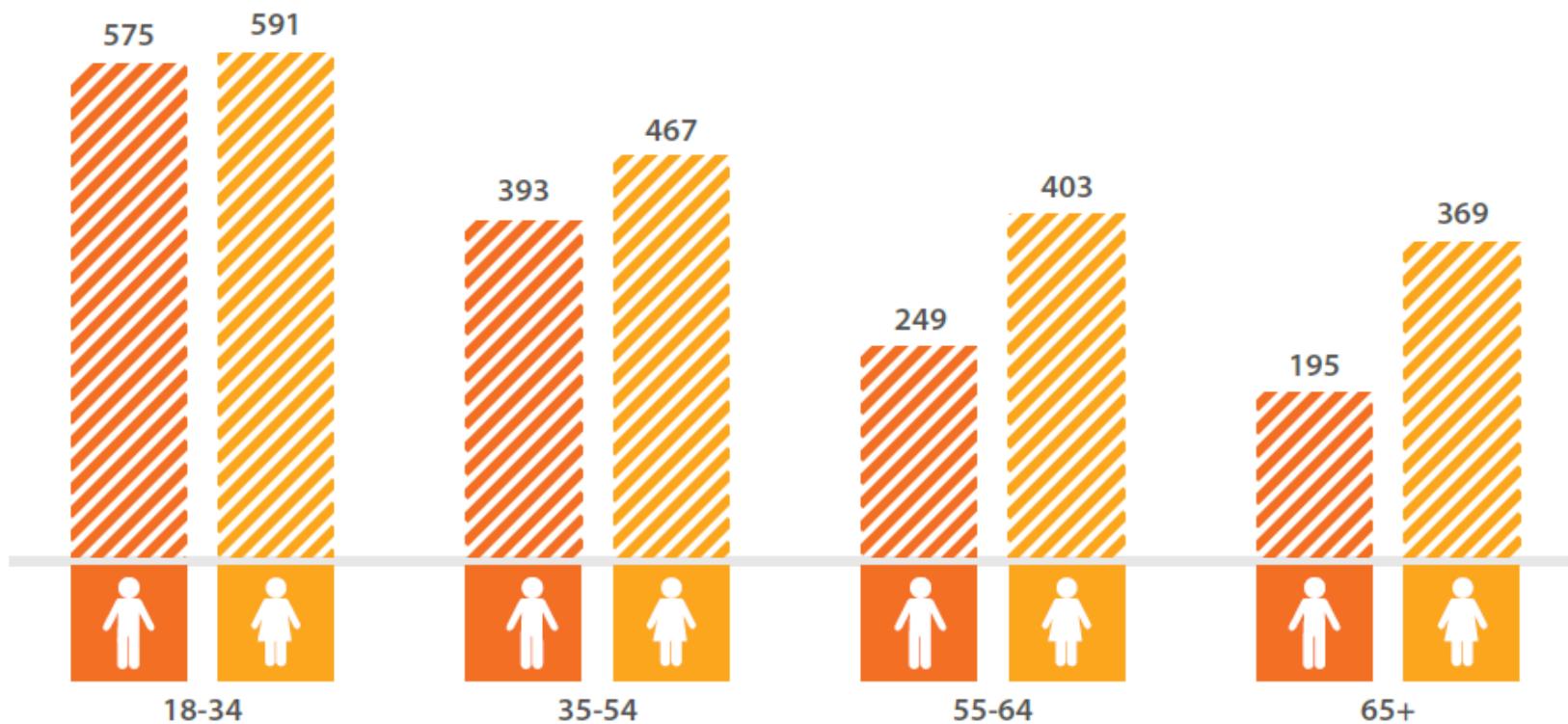
allrecipes.com®



#digitalpr



Facebook Pages Viewed by Visitor by Age/Gender

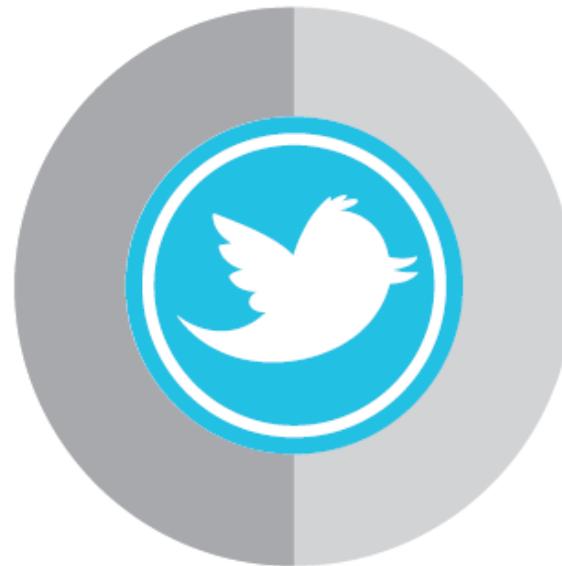


#digitalpr

allrecipes.com®



50%
Twitter users
are women



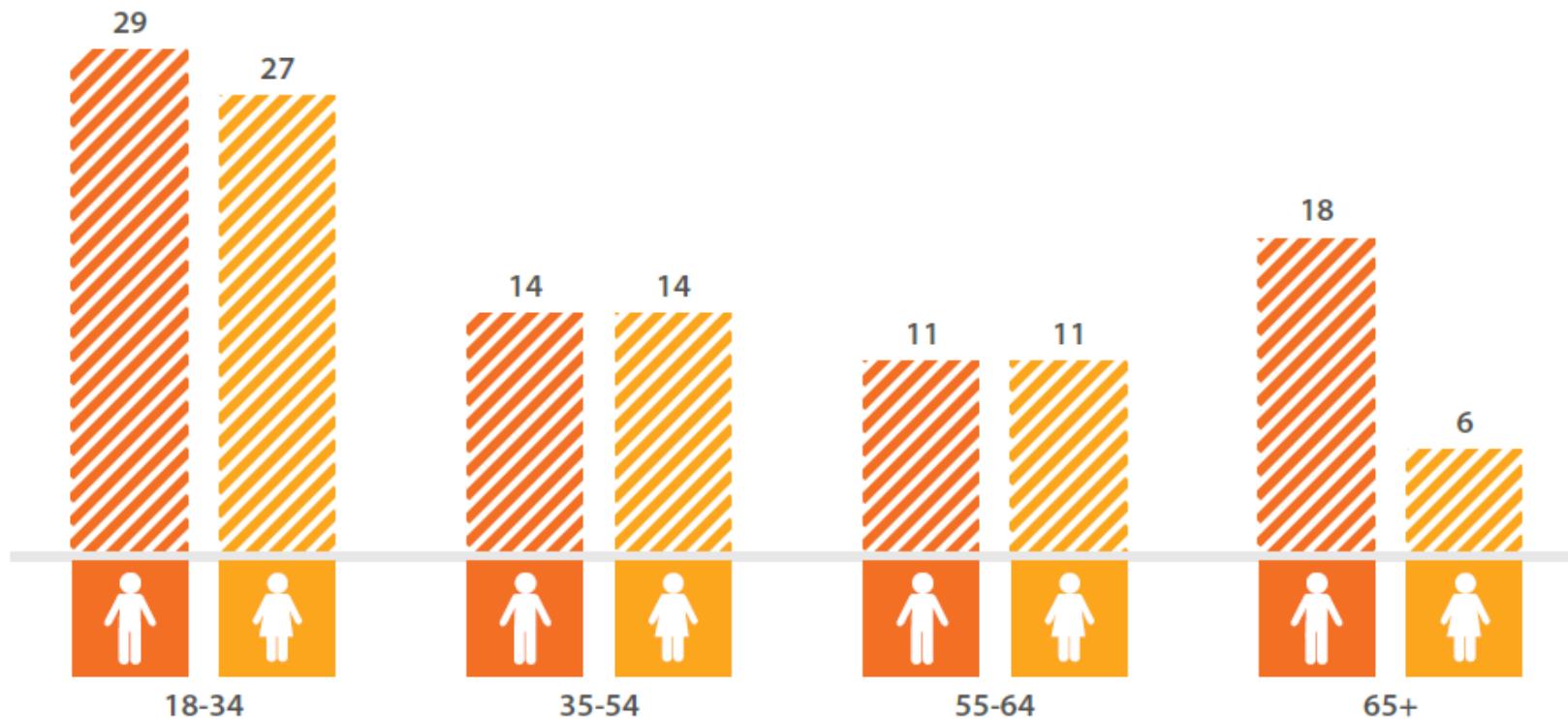
50%
Twitter users
are men

55%
Twitter users
are 18-34 years
of age



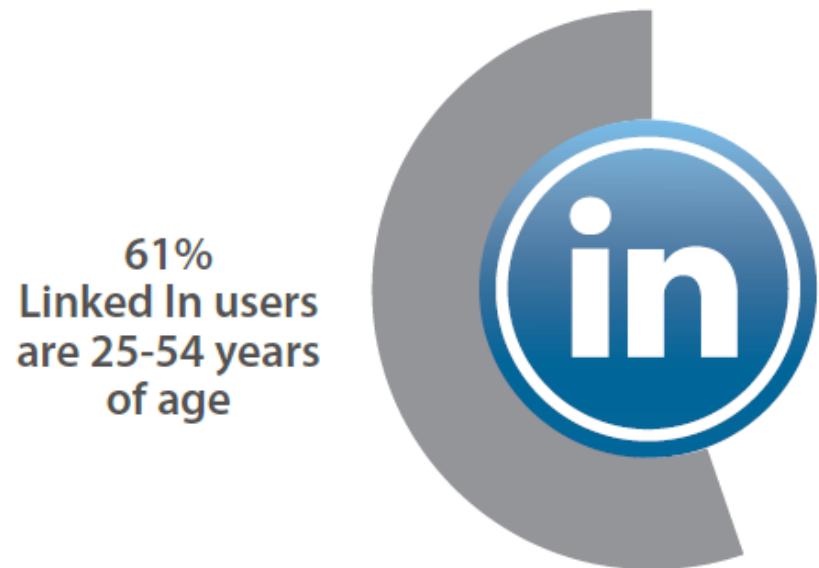


Twitter Pages Viewed by Visitor by Age/Gender



#digitalpr

allrecipes.com®

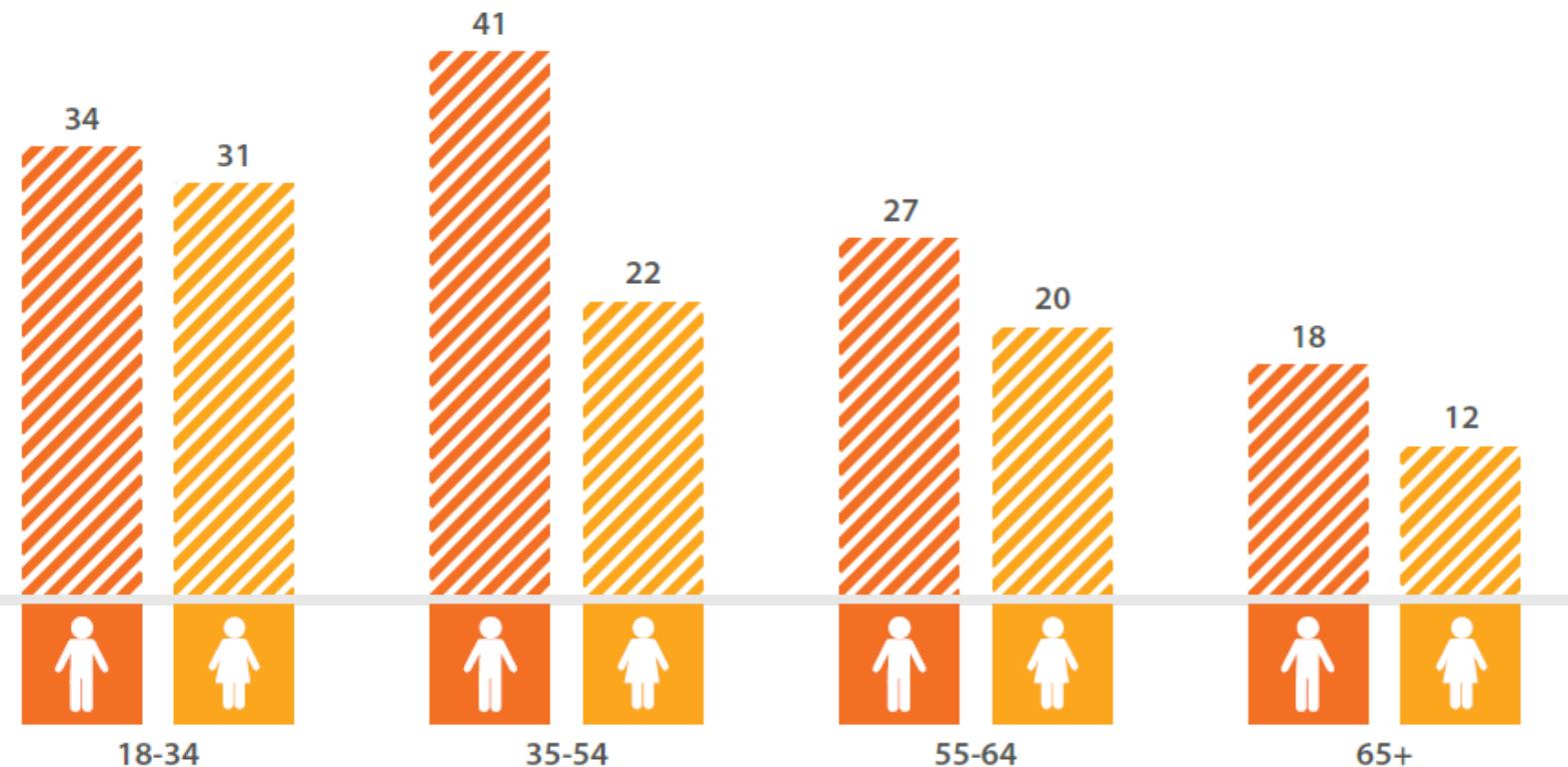


#digitalpr

allrecipes.com®



LinkedIn Pages Viewed by Visitor by Age/Gender



#digitalpr

allrecipes.com®



72%
Pinterest users
are women



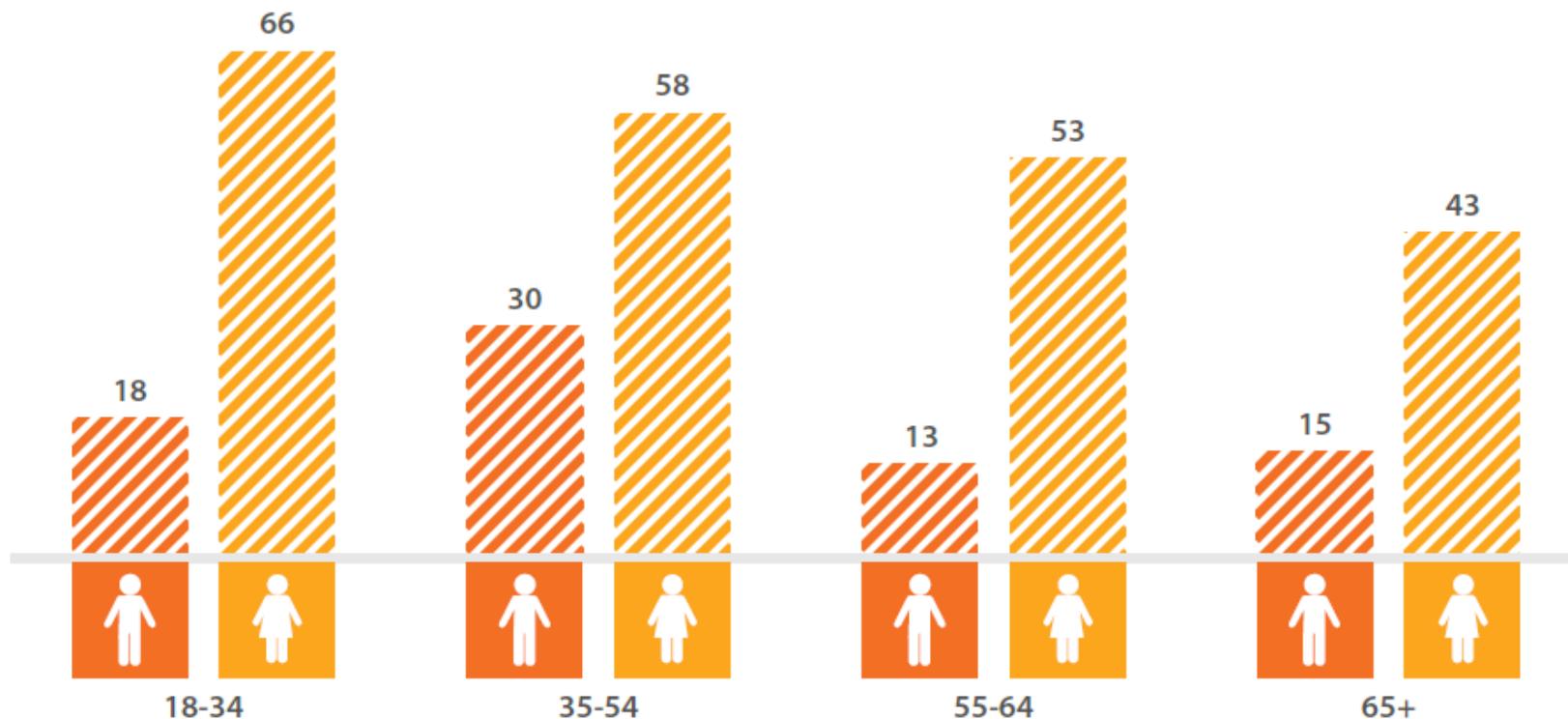
28%
Pinterest users
are men

44%
Pinterest users
are 35-64 years
of age





Pinterest Pages Viewed by Visitor by Age/Gender



#digitalpr

allrecipes.com®



49%
Tumblr users
are women



51%
Tumblr users
are men

50%
Tumblr users
are 18-34 years
of age

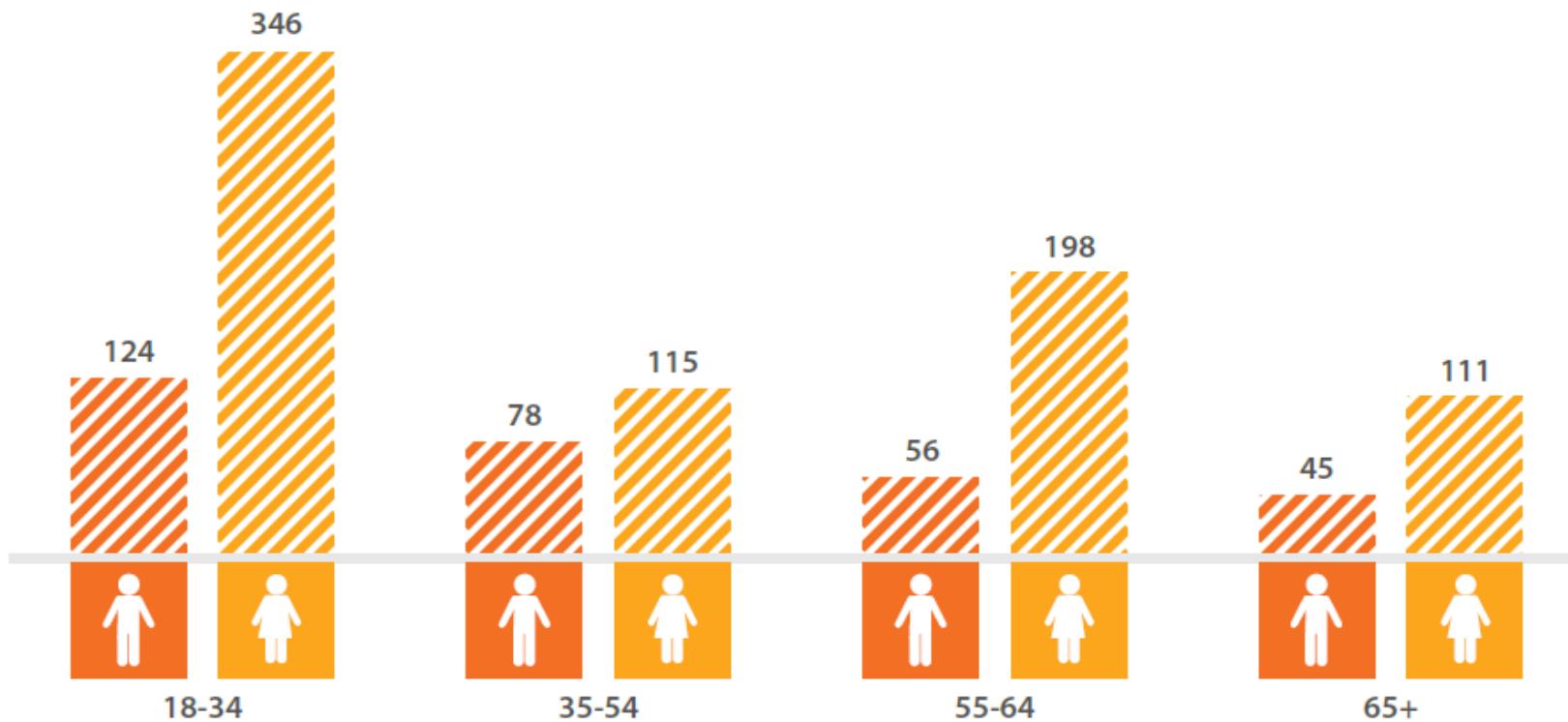


#digitalpr

allrecipes.com®



Tumblr Pages Viewed by Visitor by Age/Gender



#digitalpr

allrecipes.com®



46%
StumbleUpon
users are
women



54%
StumbleUpon
users are men

58%
StumbleUpon
users are 12-34
years of age

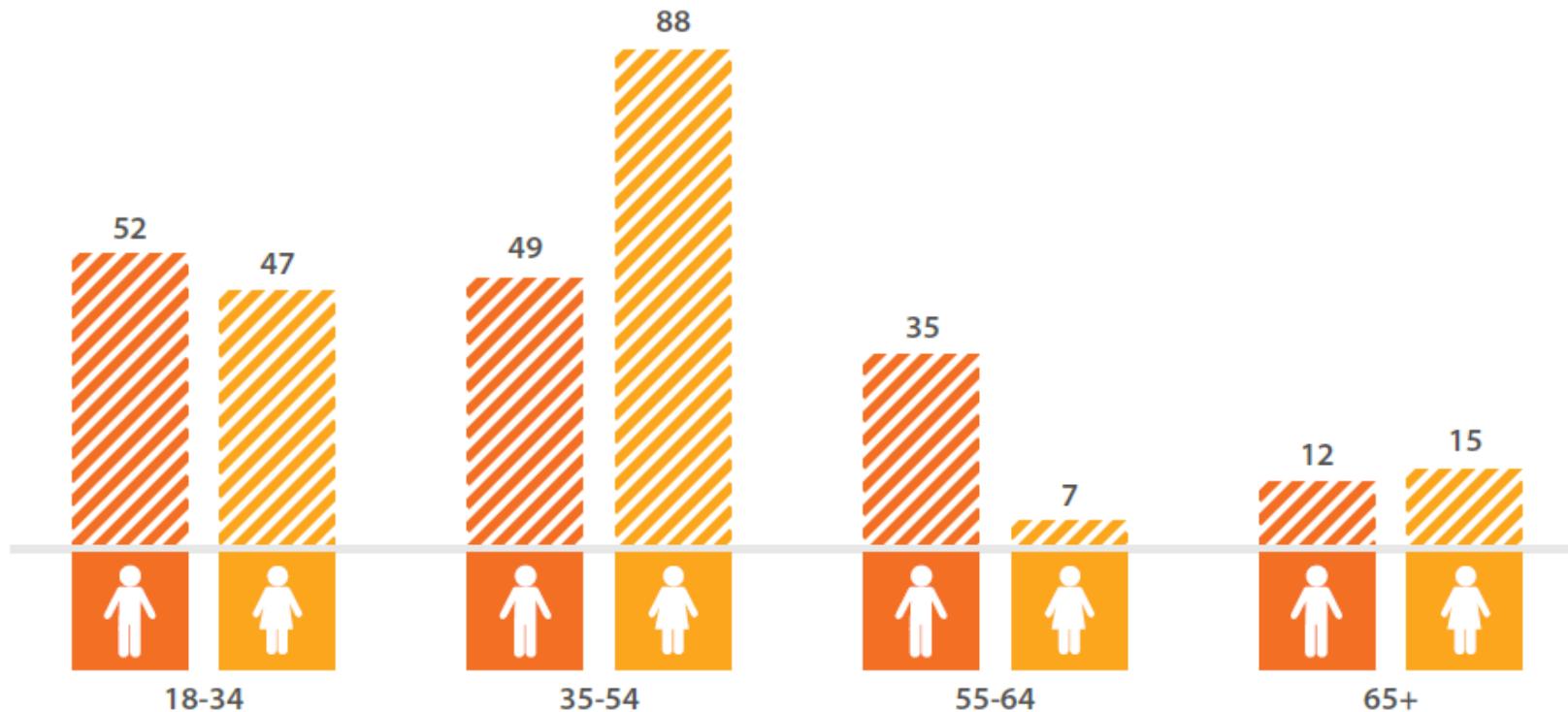


#digitalpr

allrecipes.com®



Stumble Upon Pages Viewed by Visitor by Age/Gender



#digitalpr

allrecipes.com®



Millennials



GenX



Boomers

#digitalpr

allrecipes.com®