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# STATE OF SOCIAL MEDIA: WHAT IT MEANS FOR YOUR BRAND

PR News Boot Camp

Catherine Allen, Executive Vice President

SHIFT Communications

@shiftcomm

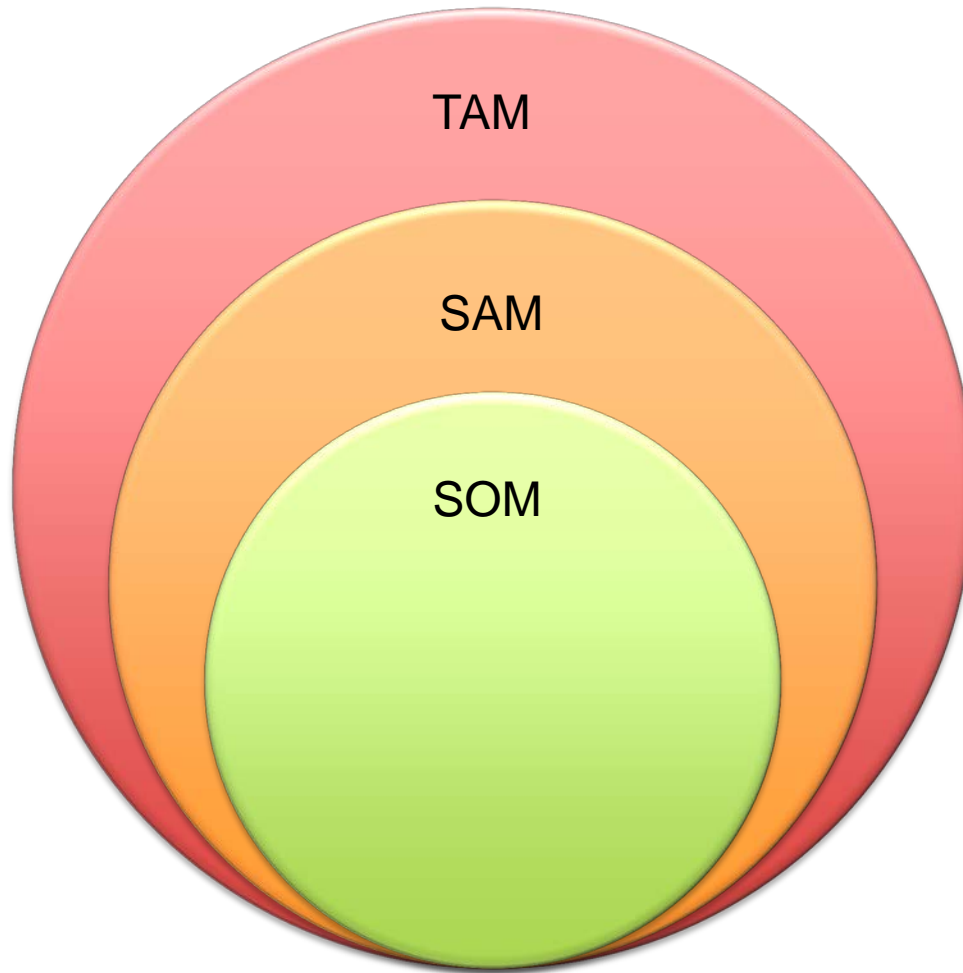
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RESEARCH INSTITUTE







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Interests

Most unique interests ?

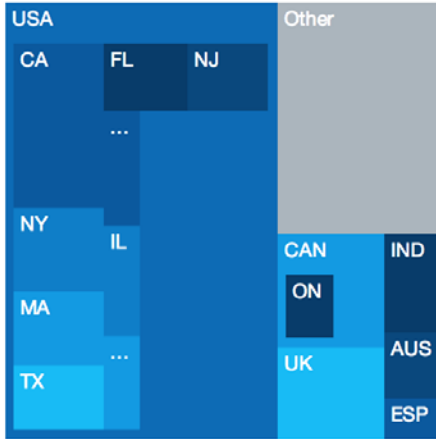
- 69% Marketing
- 59% Entrepreneurship
- 39% Leadership
- 17% SEO
- 13% Advertising

Top interests ?

- 87% Business and news
- 69% Tech news
- 69% Marketing
- 63% Business news and general info
- 59% Entrepreneurship
- 44% Technology
- 39% Leadership
- 34% Comedy (Movies and television)
- 34% Business and finance
- 29% Movie news and general info

Location

Top countries and states



Top cities

- 6% New York City, US
- 5% Boston, US
- 4% San Francisco, US
- 4% Los Angeles, US
- 3% Washington, D.C., US

Gender



Your followers also follow

- 41% hootsuite · Profile
- 36% TechCrunch · Profile
- 36% GuyKawasaki · Profile
- 36% chrisbrogan · Profile
- 33% MarketingProfs · Profile
- 29% FastCompany · Profile
- 28% MariSmith · Profile
- 27% 2morrowknight · Profile
- 26% LollyDaskal · Profile

Account: Christopher Penn...

Create New

Open

Save

More

Create Ad

CREATE AUDIENCE

Custom Audience >

Location v

UNITED STATES

All United States

+ Country, region, or city

Age and Gender v

Age

18 - Any

Gender

All Men Women

Interests v

+ Interest

Connections v

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced >

(New Audience)

150m - 200m monthly active people

People on Facebook

Country: United States of America

Demographics

Page Likes

Location

Activity

Household

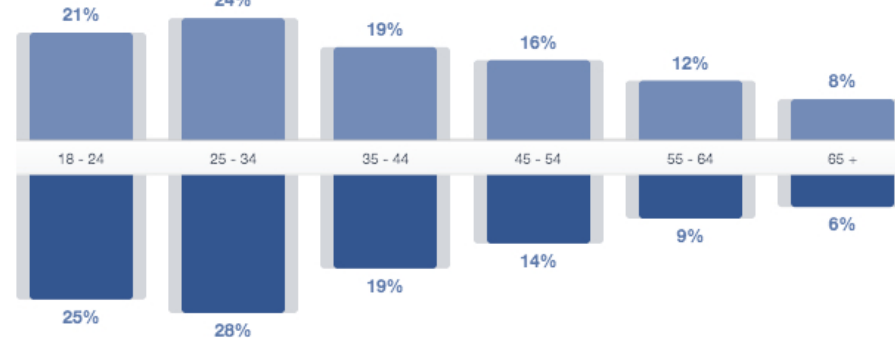
Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

54% Women  
54% All Facebook

46% Men  
46% All Facebook



Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix

Lifestyle	Selected Audience	Compare
Career Centered Singles	3%	+0%
Outward Bound	2%	+0%
Mid Americana	2%	+0%



Updates

Updates ?

Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
<a href="#">Agile Marketing can help bring trans...</a>	9/05/2014	All followers	Sponsor	100	2	0	-	2.00%
<a href="#">Marketers, take note! Tablet growth ...</a>	9/04/2014	All followers	Sponsor	674	0	0	-	0.00%
<a href="#">Burnout: state of chronic exhaustion...</a>	9/04/2014	All followers	Sponsor	813	14	2	-	1.97%
<a href="#">Thought of the day: technology toda...</a>	9/03/2014	All followers	Sponsor	829	0	0	-	0.00%
<a href="#">Does age affect a CEO's willingness ...</a>	9/03/2014	All followers	Sponsor	712	2	0	-	0.28%
<a href="#">Brainstorms are often regarded as t...</a>	9/03/2014	All followers	Sponsor	753	5	1	-	0.80%
<a href="#">What can the free magazine stands i...</a>	9/02/2014	All followers	Sponsor	963	4	3	-	0.73%
<a href="#">We've all seen it: once-powerful buz...</a>	9/02/2014	All followers	Sponsor	735	11	1	-	1.63%

Date Range: Last 15 days



Find reports & more

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
  - Overview
  - Demographics
  - Interests
    - Overview**
    - Affinity Categories
    - In-Market Segments
    - Other Categories
  - Geo

**Affinity Category (reach)** 44.60% of total sessions

6.42%	<div style="width: 6.42%;"></div>	Technophiles
6.14%	<div style="width: 6.14%;"></div>	Movie Lovers
5.29%	<div style="width: 5.29%;"></div>	Shutterbugs
5.28%	<div style="width: 5.28%;"></div>	TV Lovers
4.27%	<div style="width: 4.27%;"></div>	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
4.14%	<div style="width: 4.14%;"></div>	Travel Buffs
3.39%	<div style="width: 3.39%;"></div>	News Junkies & Avid Readers/Business & Economic News Junkies
3.09%	<div style="width: 3.09%;"></div>	Cooking Enthusiasts
3.09%	<div style="width: 3.09%;"></div>	Political Junkies
3.04%	<div style="width: 3.04%;"></div>	Music Lovers

**Other Category** 44.03% of total sessions

3.48%	<div style="width: 3.48%;"></div>	News/Weather
2.89%	<div style="width: 2.89%;"></div>	Online Communities/Social Networks
2.85%	<div style="width: 2.85%;"></div>	Arts & Entertainment/TV & Video/Online Video
2.64%	<div style="width: 2.64%;"></div>	Arts & Entertainment/Celebrities & Entertainment News
2.55%	<div style="width: 2.55%;"></div>	Reference/General Reference/Dictionaries &

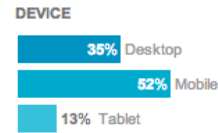
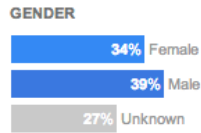
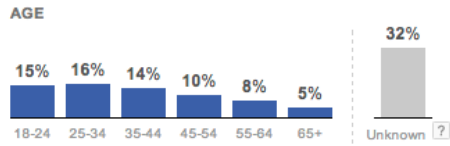
**In-market Segment** 25.15% of total sessions

5.46%	<div style="width: 5.46%;"></div>	Real Estate/Residential Properties
5.36%	<div style="width: 5.36%;"></div>	Real Estate/Residential Properties/Residential Properties (For Sale)
4.62%	<div style="width: 4.62%;"></div>	Financial Services/Investment Services
4.52%	<div style="width: 4.52%;"></div>	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
3.95%	<div style="width: 3.95%;"></div>	Real Estate/Residential Properties/Residential Properties (For Rent)
3.55%	<div style="width: 3.55%;"></div>	Home & Garden/Home Improvement
3.43%	<div style="width: 3.43%;"></div>	Home & Garden/Home Furnishings
3.36%	<div style="width: 3.36%;"></div>	Consumer Electronics/Mobile Phones
3.15%	<div style="width: 3.15%;"></div>	Home & Garden/Home Decor
2.76%	<div style="width: 2.76%;"></div>	Real Estate/Residential Properties/Residential Properties (For Rent)/Apartments (For Rent)



Available network inventory (Weekly) ?

500M – 1B Cookies 10B+ Impressions



Available network inventory:  ON  OFF

Ad group ideas Individual targeting ideas

Keywords Interests Topics Placements Demographics Remarketing All placements Sites Mobile apps Videos

Add all (322)

Website	Ad formats	Relevance ?	Hist. CPC ?	Cookies / wk ?	Impr. / wk
<a href="#">blogosphereneews.com</a>			\$0.00 – \$1.00	0 – 1K	3.5K – 4K
<a href="#">blogigo.com</a>			\$0.00 – \$1.00	0 – 1K	3K – 3.5K
<a href="#">today.com</a>			\$1.00 – \$1.50	4M – 4.5M	40M – 45M
<a href="#">hubpages.com</a>			\$0.00 – \$1.00	3M – 3.5M	15M – 20M
<a href="#">hollywoodhousewife.com</a>			\$1.50 – \$2.00	5K – 10K	50K – 100K
<a href="#">a-to-zchallenge.com</a>			\$0.00 – \$1.00	0 – 1K	2K – 2.5K
<a href="#">elitedaily.com</a>			\$0.00 – \$1.00	3.5M – 4M	25M – 30M
<a href="#">2leap.com</a>			\$0.00 – \$1.00	5K – 10K	50K – 100K
<a href="#">twoday.net</a>			\$0.00 – \$1.00	5K – 10K	30K – 35K



## Search Queries

Top queries

Top pages

Filters

Web

Mar 24, 2014

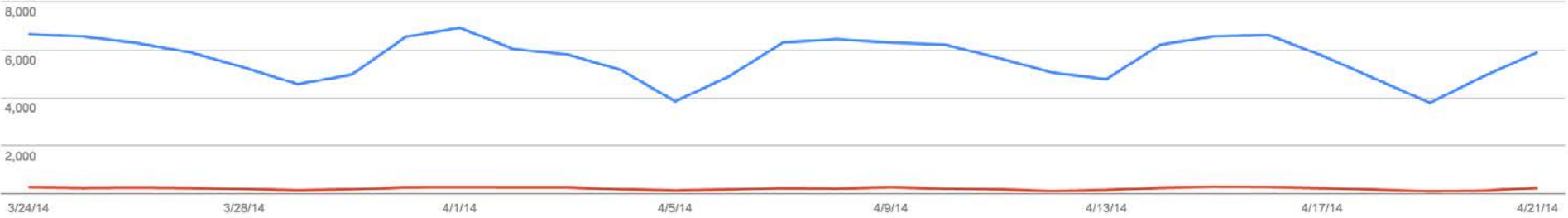
to

Apr 23, 2014

Queries  
**4,264**

Impressions  
**164,536** ▲ 1%  
Displaying 63,923

Clicks  
**6,105** ▲ -2%  
Displaying 2,067



Download this table

Download chart data

Basic

With change

Show

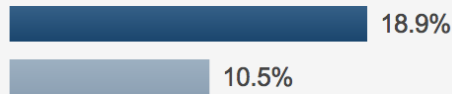
25 rows

1-25 of 4,264



Query	Impressions	Clicks ▲	CTR	Avg. position
☆ what is vision	1,157	137	12%	5.0
☆ marketing campaign plan	301	51	17%	4.1
☆ basics of marketing	399	41	10%	6.6

Among women, those aged 35-44 picked **No, I used to own one** more than those aged 55-64.



Among people in the US Midwest, those aged 55-64 picked **No, I have never owned one** more than those aged 25-34.



Age affected how many people picked **No, I have never owned one.**







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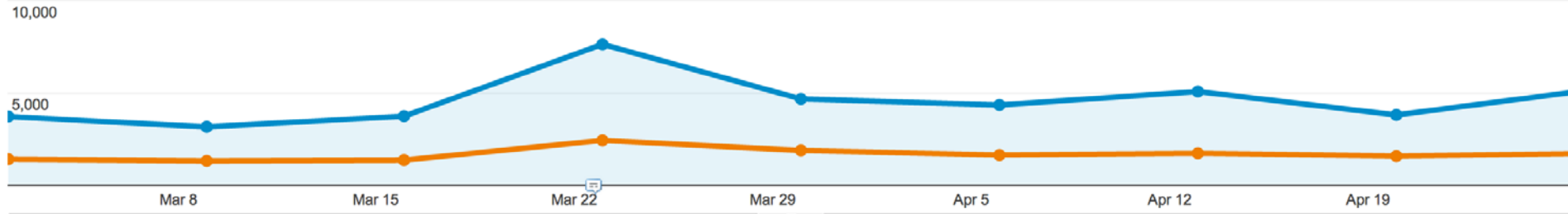
**THAT'S NICE. PROVE IT.**

Overview

Sessions vs. [Select a metric](#)

Hourly Day **Week** Month

● Sessions (New Users) ● Sessions (Returning Users)



Sessions

New Users  
**41,251**

Returning Users  
**14,969**

Users

New Users  
**41,238**

Returning Users  
**7,503**

Pageviews

New Users  
**93,776**

Returning Users  
**37,546**

Pages / Session

New Users  
**2.27**

Returning Users  
**2.51**

Avg. Session Duration

New Users  
**00:01:22**

Bounce Rate

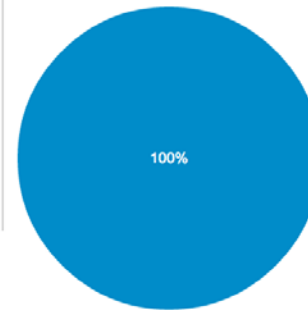
New Users  
**55.03%**

% New Sessions

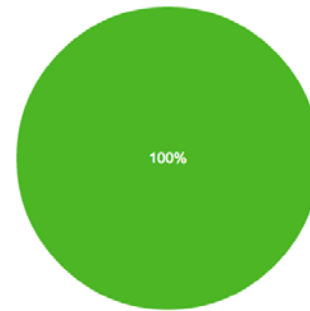
New Users  
**100.00%**

■ New Visitor ■ Returning Visitor

New Users



Returning Users



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## 4 KEY TAKEAWAYS





**Ascertain your SAM and SOM so you can create meaningful content for each.**



**Use free analytics tools from Twitter, Facebook, LinkedIn & Google to pull insights about your audience: who they are, what interests them.**

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**Don't be afraid: ask your audience directly.**





**Add Web analytics into  
your measurement.  
Showcase how your social  
media content grows both  
new and returning visitors.**



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THANK YOU!

eBook available for download:  
[www.shiftcomm.com/prnewsboston](http://www.shiftcomm.com/prnewsboston)