

TRENDS IV

- Best B2B platform – LinkedIn
- Best for crowdfunding: 1. email marketing, 2. Facebook, 3. Twitter
- Best for selling online – Pinterest (25% all retail website referrals)
- Best for selling to women – Pinterest
- Best to reach teenagers – Instagram
- 89% of young adults (18-24) use social networking sites
- 92% of companies use social media for recruitment
- Women 18-29 are the power users of social media sites



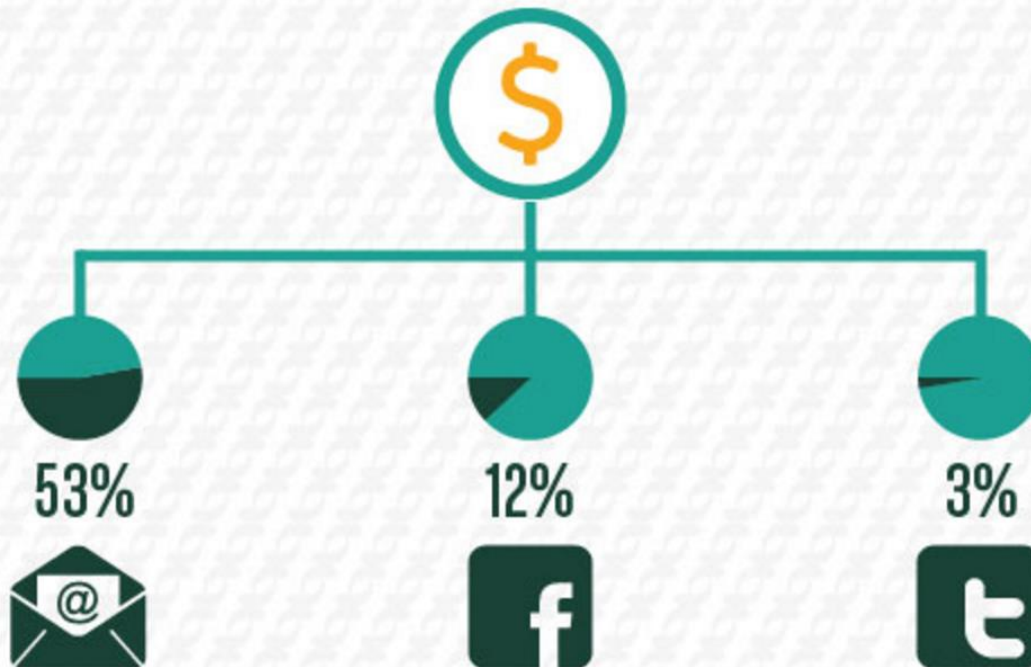
KEY CROWDFUNDING FACTS

- Campaigns that can gain 30% of their goal within the first week are more likely to succeed
- Only 1/3 of all crowdfunding campaigns reach their targets
- There is a direct correlation between the number of outside links to a crowdfund and the success of the fundraiser
- Social Media is a critical factor in crowdfunding success: for every order of magnitude increase in Facebook friends (10, 100, 1000), the probability of success increases drastically (from 9%-, 20%, to 40%)
- Campaigns starting with networks over 5000 in Twitter, Facebook or an email list are more likely to succeed
- Campaigns with regular updates raise 126% more than those without
- Campaigns with daily updates raise 180% more than those without
- Campaigns with teams raise 38% more than those without



KEY CROWDFUNDING FACTS

Use all the sharing tools at your disposal. The highest converting are email: 53% Facebook: 12% and Twitter: 3%.



KEY CROWDFUNDING FACTS

Out of every campaign that reached its funding goal, 78% end up raising more than their target – people love being a part of something successful. Set a realistic goal and fill up that green fundraising bar!



KEY CROWDFUNDING FACTS

Campaigns that have a personal video raise 105% more than those that don't. If a picture is worth a thousand words than a video is worth a million.



10 STEPS TO RAISING MORE MONEY ONLINE

1. Nurture relationships with friends, family and extended network (5000)
2. Evaluate how much you need to raise
3. Set a realistic deadline
4. Gather a small fundraising team
5. Have a marketing plan with daily tasks
6. Create an awesome personal crowdfunding page
7. Launch
8. Reach out to your inner circle and then extended networks
9. Engage and update as often as possible
10. Success – raise money and raise your profile!



GENERAL GUIDELINES

- Need a plan and be consistent
- Quality over quantity
- Be awesome on couple of platforms
- Follow 80:20 rule (80 industry and others :20 you)
- Check hashtag rules for each platform
- Research hashtags
- Be aware of current events when using scheduling tools
- Use images

