



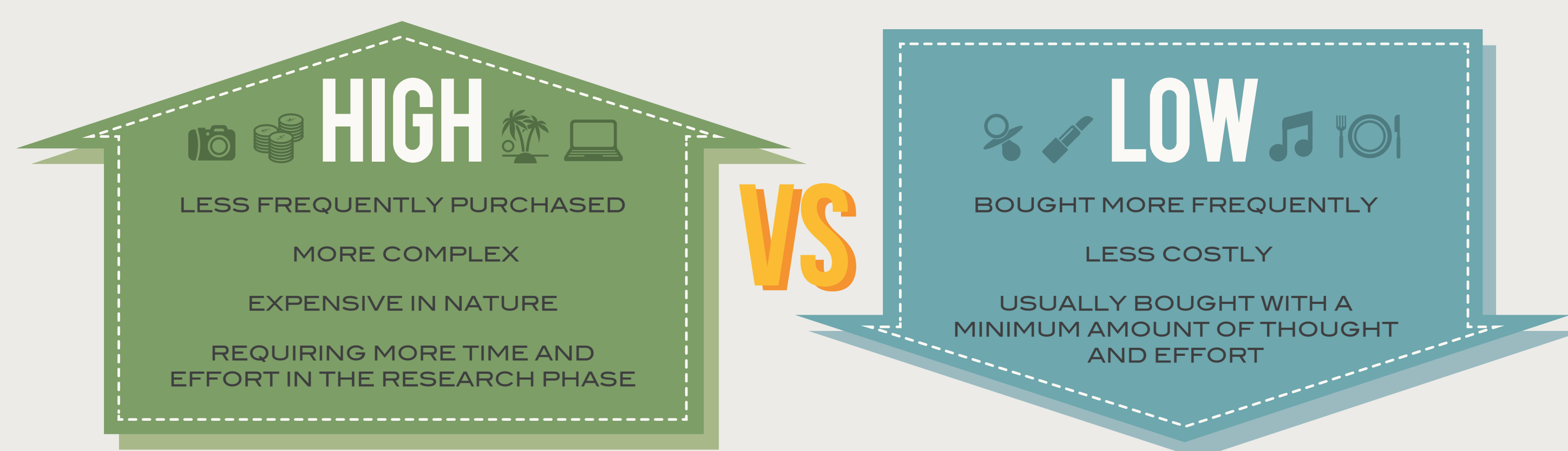
AN INSIDE LOOK AT THE SOCIAL CONSUMER

Introducing the new social consumer. To better understand them, we asked 1,500 US consumers about the two products and services they had most recently researched online and how they went about it. Today's social consumer is one that can either be categorized as a high or low sharer, who utilizes various digital channels differently depending on whether he or she is researching and interacting with high or low involvement products. High sharers prove to be the most valuable to brands as they recommend products 3x more often and influence others' purchases.

INTRODUCING THE ? SOCIAL CONSUMER



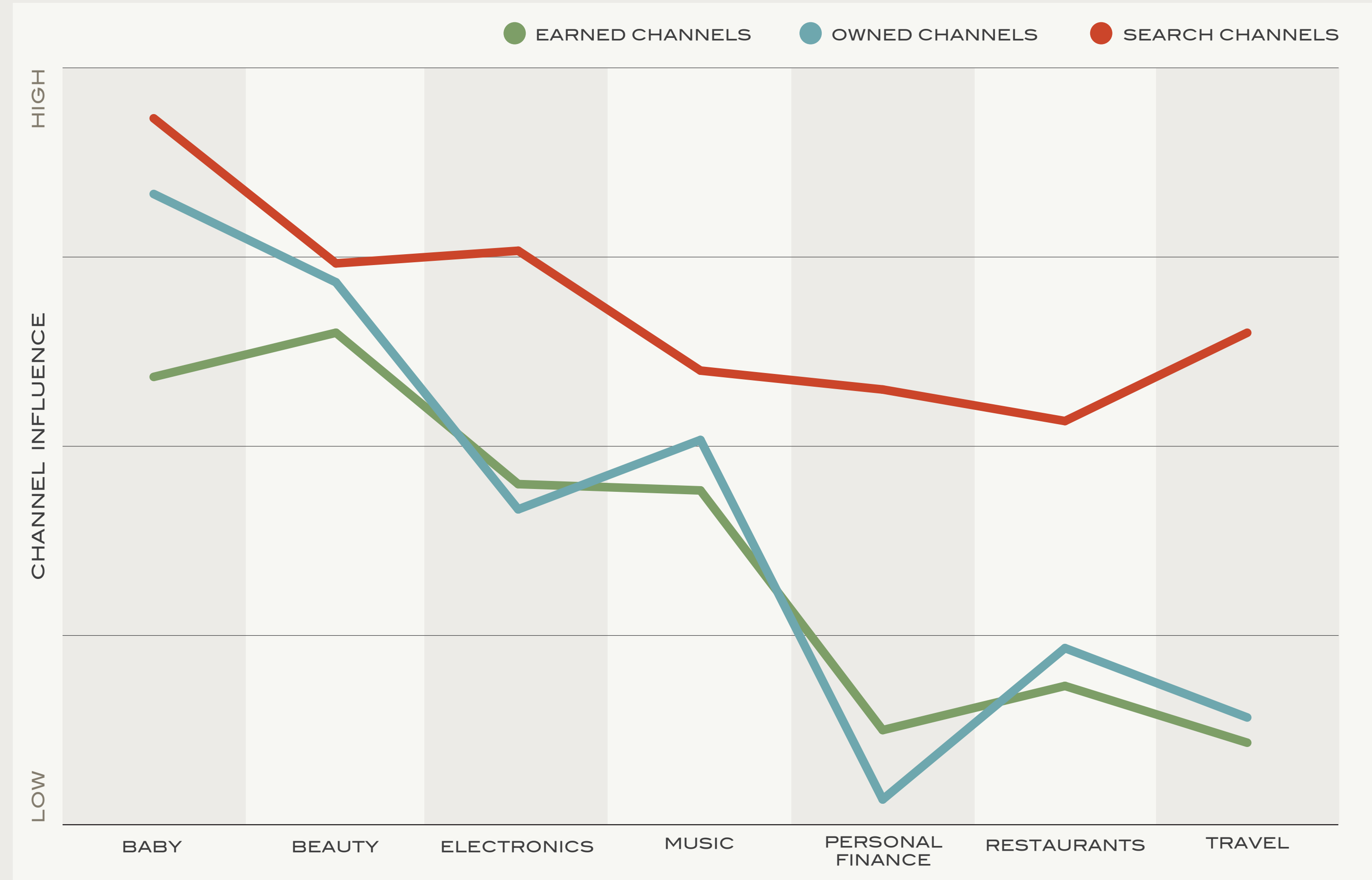
LOW vs HIGH INVOLVEMENT PRODUCTS



HIGH SHARERS ARE 3X MORE LIKELY TO RECOMMEND A PRODUCT



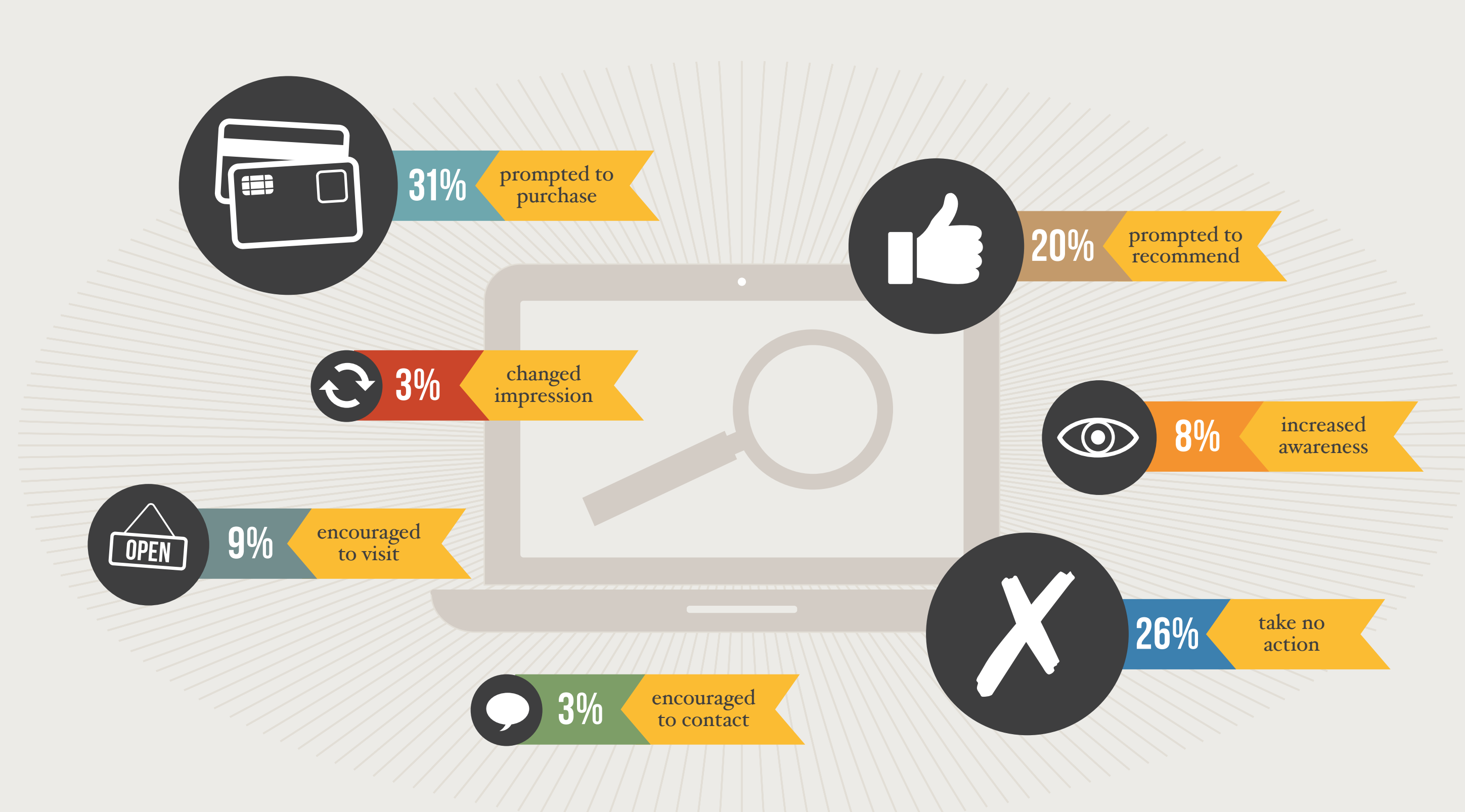
WHAT INFLUENCES THE SOCIAL CONSUMER?



INFLUENTIAL ONLINE CHANNELS



ACTIONS TAKEN AFTER ONLINE INTERACTION



CONCLUSION

All digital channels play a role in a brand's marketing strategy; looking at the channel your social consumer is most influenced by will lead to an increase in your digital return on investment. With search acting as the gateway to influence on today's consumer, creative content creation is essential within earned and owned media channels to boost a brand's organic search relevancy. By identifying high sharers in the most effective digital location and engaging them with sharable content, marketers can increase the dynamic of sharing, which acts as a positive amplifier leading towards a virtuous cycle of recommendation, loyalty and purchase.

STUDY CONDUCTED BY: