Business in Real Time

Are you part of the conversation?

by

Bridget Ayers

Get Smart Web Consulting
Communication

Then
Communication

NOW
Over 210 billion emails are sent out daily...

...which is more than a whole years worth of letter mail in the United States.

Stats via Onlineducation.net/internet
43,339,547 gigabytes are sent across all mobile phones globally everyday...

...enough to fill...

1.7 million Blu-Ray Discs
9.2 million DVDs
63.9 trillion 3.5” diskettes

Stats via Onlineducation.net/internet
700,000 new members are added on Facebook everyday...

60 million status updates are being recorded daily...

VS

27 million tweets per day

... the approximate population of Guyana

Stats via Onlineducation.net/internet
Bloggers post
900,000 new articles
everyday...

... enough posts to fill the NY Times for 19 YEARS!

Stats via Onlineducation.net/internet
What Does all of this mean??

People are talking, sharing, organizing

&

They are building up and knocking down brands
Where are people spending their TIME?

American Media Habits per Week (4Q09)

- 35 hours of TV
- 2 hours of timeshifted TV
- 4 hours of Internet
- 22 minutes of online video
- 4 minutes of mobile video
- 3.5 hours spent simultaneously on TV & Internet

59% using TV & Internet simultaneously at least once a month

Nielsen Report 3/2010
The Shift to the Internet

- 49% of Americans would rather give up TV than internet
- 80% of Americans are online
- Average of 17 hours per week online (work & home)
- 2 Billion Google searches a day
- 65% of Internet Users buy online
- 43 million Americans listen to internet radio a week
- 165 million smart phones sold in 2009
- Average of 204 mobile calls and 357 text msgs sent a month
- 35% of mobile users access TV and video on their phone
61% of internet users have a profile on at least one Social Network

Young Adults, Teens
- Over 200 million users
- Military / low – moderate income
- Demographic is increasingly moving younger

Tech / Internet Junkies
- 27.3 million tweets a day
- Search engine Raking Google & Bing
- Media Support

College
- 400 million users
- Half visit once a day
- Average visit 55 minutes

Professionals
- Over 65 million users
- Average age 41
- 49% business decision makers

Video Junkies
- 108.7 million unique views in February 2010
- 244.8 minutes per viewer

One in four (25%) US Internet page views occurred at one of the top social networking sites in Dec 2009

Tech Community
- 9,000 new articles a day
- 346 million readers
So what are people doing on these social networks?

They are talking about you.
Just a snippet of the gab...

FACEBOOK On its Own

- More than 60 million status updates posted each day
- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans

The Internet

- 70% of bloggers are organically talking about brands on their blog.
- 38% of bloggers post brand or product reviews.
- 10 million reviews on Yelp to date
- Flickr now hosts more than 4bn images.
- Wikipedia currently has in excess of 14m articles, meaning that it’s 85,000 contributors have written nearly a million new posts in six months.
Where the Reviews go....

1. Promenade Apartments
Category: Apartments
Neighborhood: Mission Valley

2. El Dorado Hills Racquetclub Apartments
Category: Apartments
Neighborhood: Santee

3. The Heritage
Category: Apartments
Neighborhood: Old Town

4. Villas of Renaissance
Category: Apartments
Neighborhood: University City

5. Tides Apartments
Category: Apartments
Neighborhood: University City

6. Club River Run
Category: Apartments
Neighborhood: Mission Valley

Okay, having lived in a lot of apartments in my life, I can say this one is pretty good. The apartment was clean and newly painted when we moved in, the layout is really nice, lots of space.

1248 Apartments Reviewed in San Diego alone
They are asking for feedback

Related Talk Topics

**Apartments**
Hey. We just moved into San Diego and are looking for apartments. I'd appreciate some advice on nice neighborhoods/apartment complexes near Mira...

**Apartments**
Since I moved here I am looking for an apartment to move too. I found one in La mesa, but does anyone know anything about this place. It is on lake...

**Moving and looking for apartments**
Hi all, I am moving to SD from NY after graduating college, already have a job and whatnot I am actually writing this from my hotel room in SD. I...

**The Great San Diego Apartment Hunt**
Sarah and I are on the hunt for our apartment, and the hunt is a long, protracted one. Looking to move in May/June, we're looking at spots for rent or...

See more topics »

Related Talk Topics

**How can banks get rid of their non performing...**
We've all heard on the news how the banks and their non performing real estate loans are one of the key things that are pulling down the economy. So...

**Commercial Real Estate Agents/Management Companies**
As some of you may know, I recently moved down to San Diego from SF to focus my energies full time on a company I started with a friend last year. The...

**Real estate market in San Diego**
As barry stated earlier the commercial real estate bubble still hasn't burst, that coupled along with the fact that 600 trillion worth of derivatives...
What Do Consumers Think You Should Be Doing Online?

• 93% indicated business should have a Social Media presence

• 85% indicated businesses should interact via Social Networks with their customers.

Source: 2008 Cone Business in Social Media (SEO Wizadry.ca)
Business Should Use Social Media To:

• Solve Problems – 43%

• Obtain user feedback on product/services 41%

• Enable consumers to interact with the company brand – 37%

• Market to consumers – 25%

Source: 2008 Cone Business in Social Media (SEO Wizadry.ca)
People Want to Know you’re listening and you Care

Wachovia

@PamARamA - So if you are doing $100 at once, make sure the "Frequency" setting is "monthly" - let me know if that works for u.

about 5 hours ago from web in reply to PamARamA

Wachovia

Honda

@AndyBenton Honda outboard engines are 65% cleaner than what's required by the U.S. EPA and Environment Canada. More: http://twurl.nl/l1y6m1

5:00 PM Jan 14th from TweetBurner in reply to AndyBenton

Alicia_at_Honda

Comcast

@marissabracke Can I look into that for you?

about 10 hours ago from web in reply to marissabracke

comcastcares

Frank Eliason

Hertz

We are giving away $20 worth of driving credits to all our Twitter friends from now through Jan 31st 2009.

6 minutes ago from web

ConnectByHertz

Connect by Hertz

Kodak

@daced check this out for some Zi6/Flip Mino HD comparisons http://tinyurl.com/65v8vq

about 39 hours ago from TweetDeck in reply to daced

KodakCB

Kodak Chief Blogger

The Travel Channel

@artistatlarge I don’t have specifics yet, but I’ll let you know if I get the locations today!

7:52 AM Jan 5th from web in reply to artistatlarge

travelchannel

What Do Businesses Think?

- 52% “Companies that fail to embrace social media technologies for business purposes will be left behind”

- 78% “As we enter a possible economic downturn we need to focus on new ways of communicating with customers which add real value.”

- 77% “If they did not initiate a Social Media Program Social Media would enter the company by stealth”

Source: 2008 Cone Business in Social Media (SEO Wizadry.ca)
Companies Using Social Media Reported

- Improved Feedback 78%
- Improved Customer Satisfaction 66%
- Improved Customer support 71%
- Increased Sales 40%
- Improved public perception of company 75%

Source: 2008 Cone Business in Social Media
(SEO Wizadry.ca)
How Do You Get Started?

• Make sure your branding is in place
• Establish your message, purpose, offering
• Know who your customer is (drill down – get specific)
• Create Communities not Target Markets
• Build Deeper Relationships with the clients, prospective clients, and strategic partners you have now
Then Get Out There & Get Started

Communicate
• Email Marketing
• Blogging
• Video - Youtube

Profiles
• Facebook Fan Page / Group / Community Page
• Twitter Profile
• LinkedIn Profiles / Groups

Listen & Respond
Yelp * City Search * Foursquare
Google Alerts * TweetBeep
The Three E’s

The world has the habit of making room for the man whose actions show that he knows where he is going

~Napoleon Hill
Be There When they go looking
Good vs Better

@webbmedia Thanks - found ya! We'll contact you this afternoon.

@webbmedia Without an accurate reservation name, I can't pull your email address. I'm following you so you may DM if you'd like.

@webbmedia Hi Amy, we are trying to pull your reservation so we can contact you via email or phone. Are u listed with a different last name?

@webbmedia Oh fun - the @rapping_fan just stopped by our meeting!

@scudco Please follow so we may DM.

Temptation: Our "deals" account @JetBlueCheeps has some great ones today until 6 ET and the Spring Sale is going strong http://bit.ly/cqYTD

Tuesday's Travel Tips stops in Santo Domingo DR. BlueTales has great tips from area experts http://bit.ly/yhtsQ or share your own! #FT30Q
Leading vs Non-Existent

@timniles That is scheduled to change with an upcoming system change

About 4 hours ago via web in reply to timniles

@SocialMediaPlus Follow some of our speakers for #SMPlus @comcastcares @shelhutz @gloriabell @lassenfalls @PhilBaumann

About 4 hours ago via web

Retweeted by comcastcares and 2 others

@loisgeller @comcastcares I wrote about your amazing response to my problem on my blog today. http://bit.ly/ETis9

About 3 hours ago via TwitPic
Differing Demographics
Changing Perception
Industry Building
The Future

- Mobile
- GPS
- Proximity Marketing
- Location Based Services
- Augmented Reality

The convergence of Internet – GPS – Mobile is fast upon us... be ready to be in front of your customers when they’re in your neighborhood!
You can’t do today’s job with yesterday’s methods and be in business tomorrow.

Questions?