

Psychographics of Social Media for Businesses – short & most effective approach

2 is magic number in Social Media

There are only **two main group types of social media users** business should recognise & two distinguished **ways to get to your target group**

GROUP 1

Occasional participants group (viewers/readers)

80% of users use group 2 to connect to them. It is your target group which is more likely to be influenced by: 50% influencers, 50% your brand/company image

Majority of social visitors are only interacting with brands if there is benefit from it e.g. Discount & purchase. They DO NOT want to engage with company, however they will passively read content created by smaller group of influencers (below)

GROUP 2

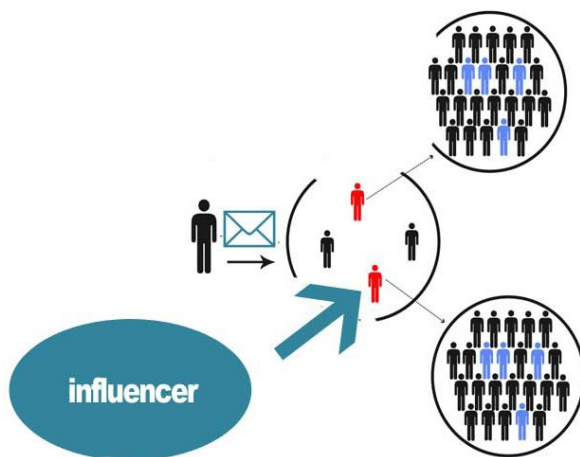
Authors and active users (influencers/authors)

5-20% (or even less) of users, however this is most active group that can influence and generate up to 100 leads per 1 influencer.

1 author might bring 100 readers to your business

This will be group to target as brand ambassadors and other affiliate programs. This is the group which more likely to will interact and comment on brand.

Two ways to get to your target group:



- CRM systems using **real-time personalized offers** (by capturing data from social networking activities, updates, likes, places etc & analyzing them to use data appropriately before sending an offer in form of an email, personalized PPC ad or search)
- Creating honest & **transparent business models** where it is easy for publicity to relay and **trust the brand**.

What to do or not to do:

- 1 like on Facebook = 1\$ for charity – “make a noise” **brand awareness campaigns** targeting general public

- **Interesting** viral or helpful **videos** on YouTube, try rather cheaper variety of clips than one expensive.

- Online **game** and **journals** (rather for very narrowed target market)

- Give clear **benefit** to customer if they will decide interact with brand (e.g. **discount**)

- **Gift** programme on Facebook

- **Discounts** & promotions on **groupon**

- Track content from active members and focus on that Group 2. Try to understand their attitude and metrics, try to engage with them **appropriately** via tailored programmes such as affiliate **brand ambassadors** programs and related activities.

- Make sure you not giving any excuses for visitors to be concerned. **3 key concerning areas:**

- **security**

- **not spam**

- **interesting**

To achieve this you should promote transparent business practices, honesty, healthy company culture, and avoid to be not manipulative

