

facebook



A great feature of Facebook is that the messages you send have the potential to spread not just to fans but to friends of fans—known as the “multiplier effect.” Let’s take a look at a few Facebook fan pages and see how the multiplier effect might impact your marketing strategy. Data courtesy of businessinsider.com, and comscore.com.

THE POWER OF “LIKE” MARKETING



BING FACEBOOK FAN SEGMENTS

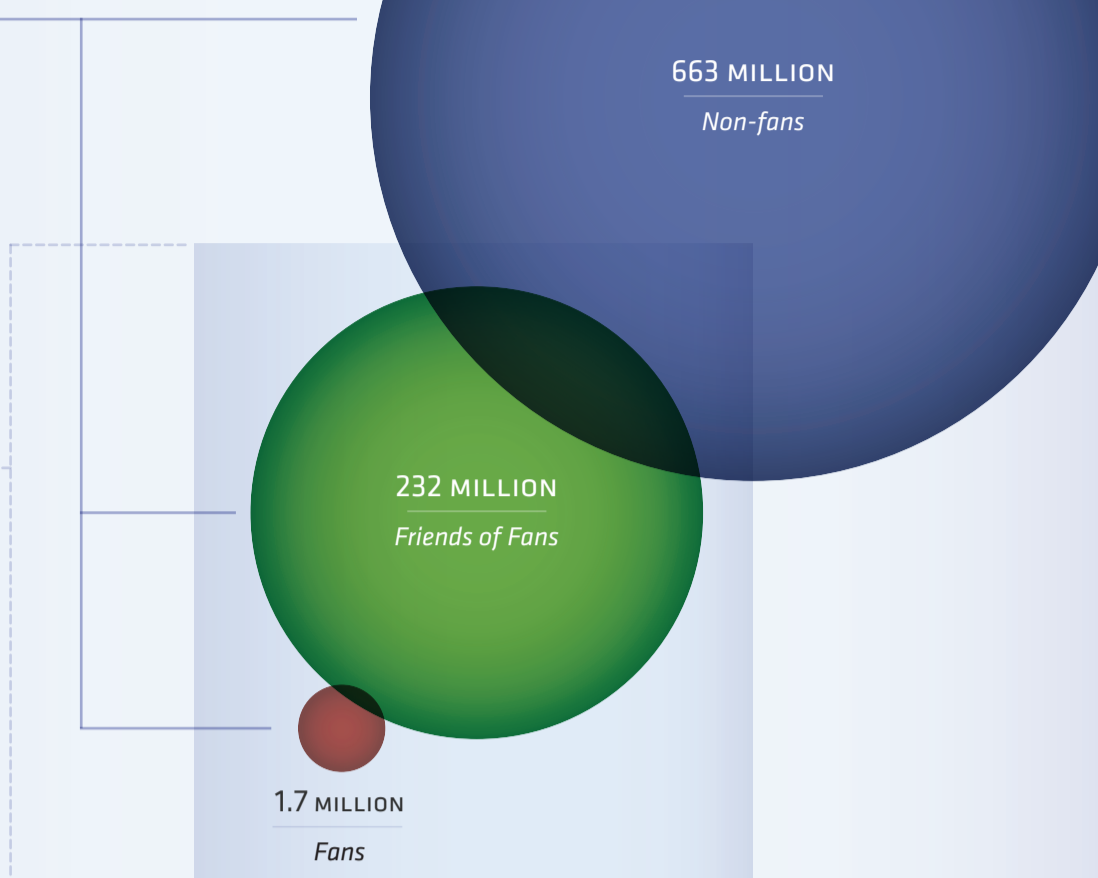
Relative sizes of Bing's Fan Page visitor segments.



THE MULTIPLIER EFFECT

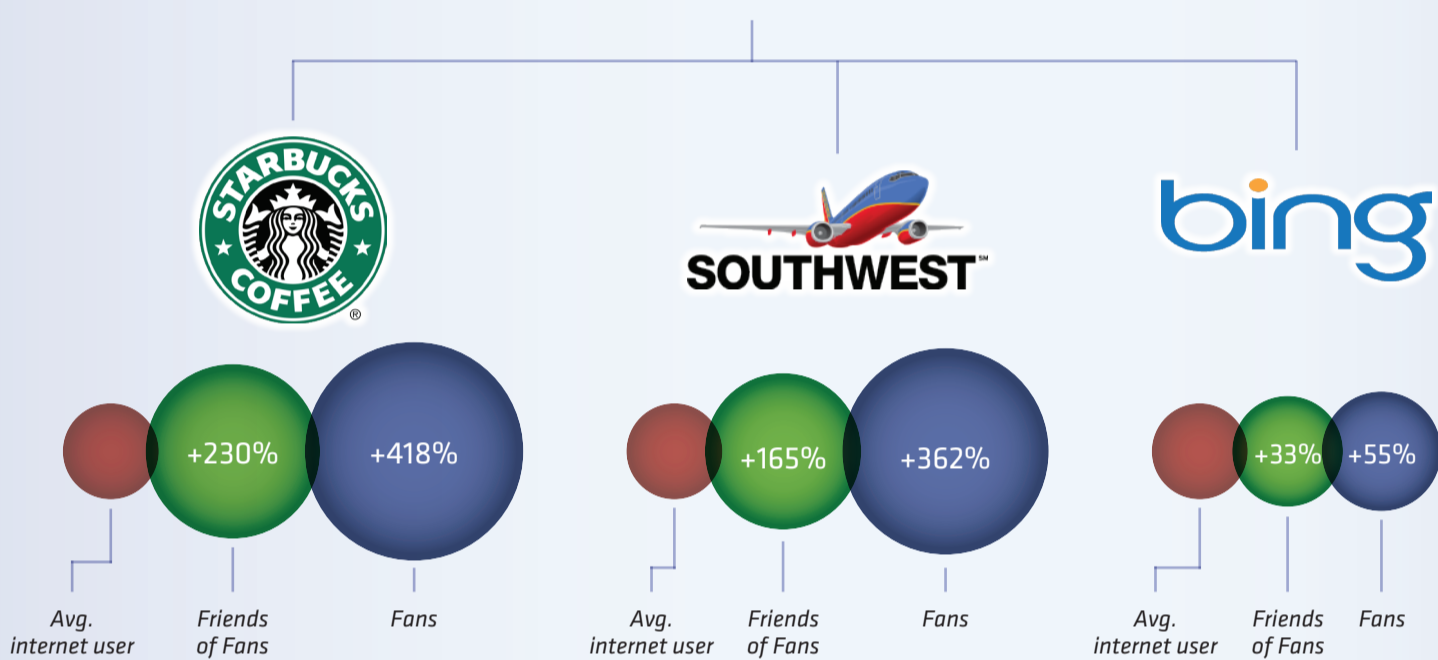
The big promise of marketing on Facebook is that a marketing message won't just hit one person, but their friends as well. It's that multiplier effect that gets marketers salivating. Additionally, third party validation (the friend) makes the marketing message more trusted and powerful.

Case in point: Bing has 1.7 million fans. Each of those fans has an average of 136 friends, which boosts Bing's potential reach to about 232 million. Not too shabby.



RELATIVE VISITATION FREQUENCY BY FAN SEGMENTS (AS A PERCENTAGE)

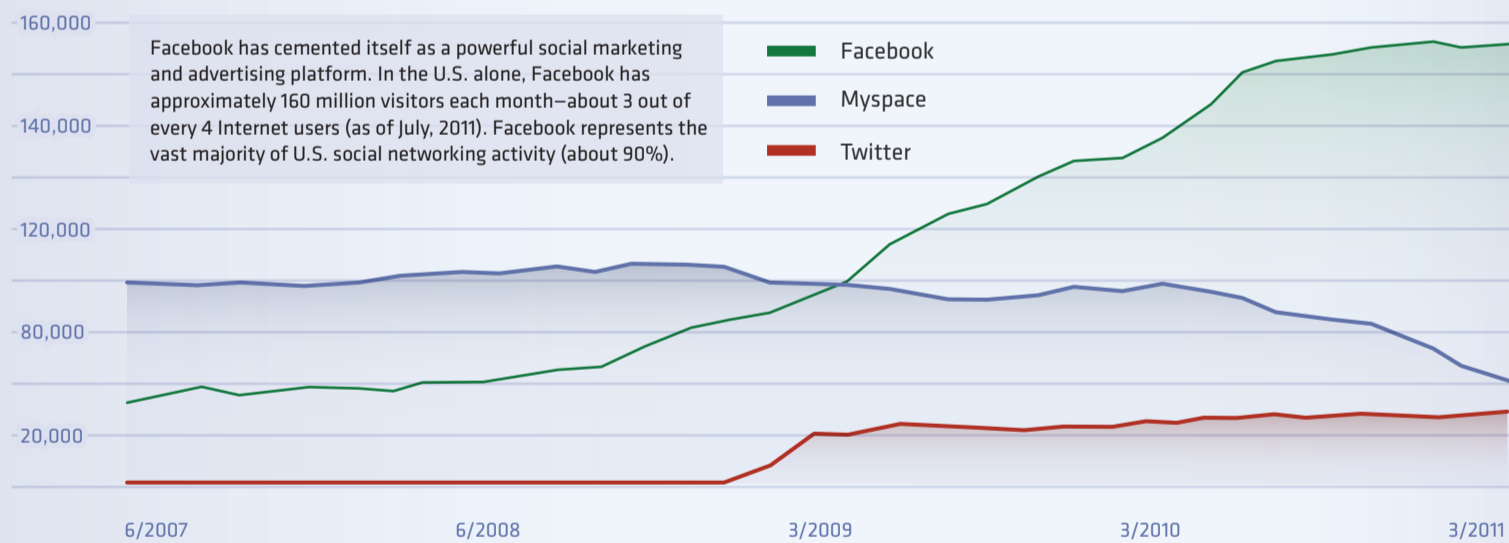
Messages on Facebook can spread from friend to friend. If my friend is a fan of Starbucks, he might “like” one of their updates and I might see it in my news feed. That provides enormous marketing benefits. Friends of fans visit brand websites much more often than the average internet user.



VISITATION FREQUENCY

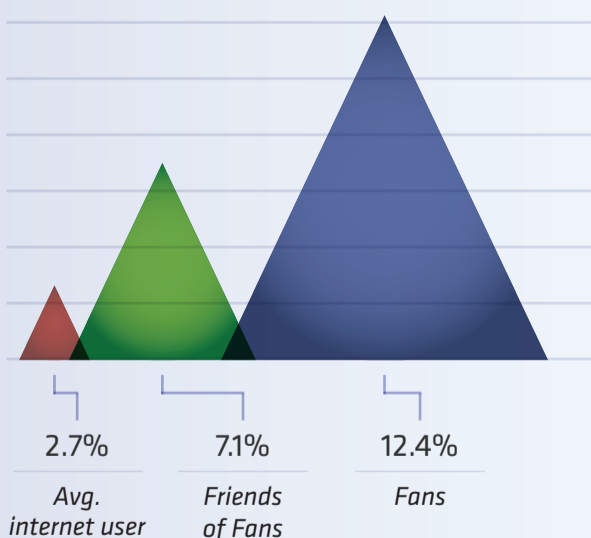
The friends of facebook users which are fans of Starbucks visit Starbucks.com 230% (2.3x) more often than the average internet user.

TREND IN MONTHLY UNIQUE VISITORS (U.S.) TO SOCIAL MEDIA SITES



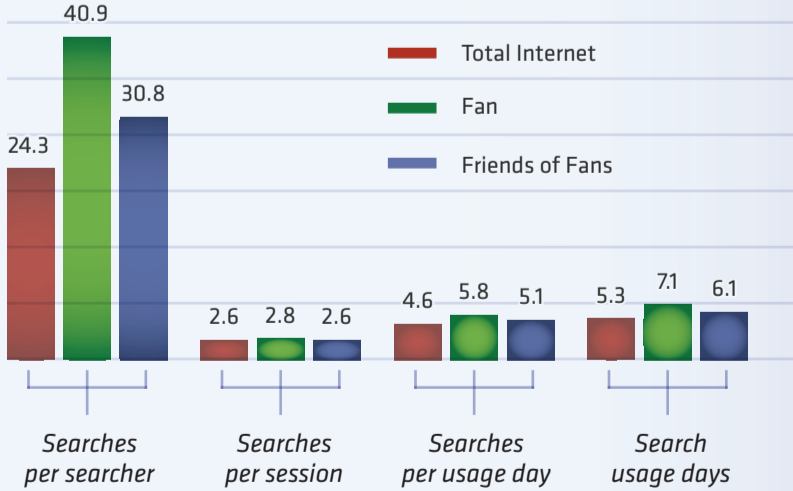
VISITATION RATE OF SOUTHWEST.COM

This chart below indicates how many people visited Southwest.com as a percentage of the total for each fan segment. For example, 12.4% of all Southwest fans have visited Southwest.com.



VISITATION RATE OF BING FAN SEGMENTS

It's not enough for people to just visit your site. Do they use your product more? For Bing, the answer is yes, the fans do use your perform more searches on Bing (as the chart below indicates).



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