



the importance of a FAN BASE

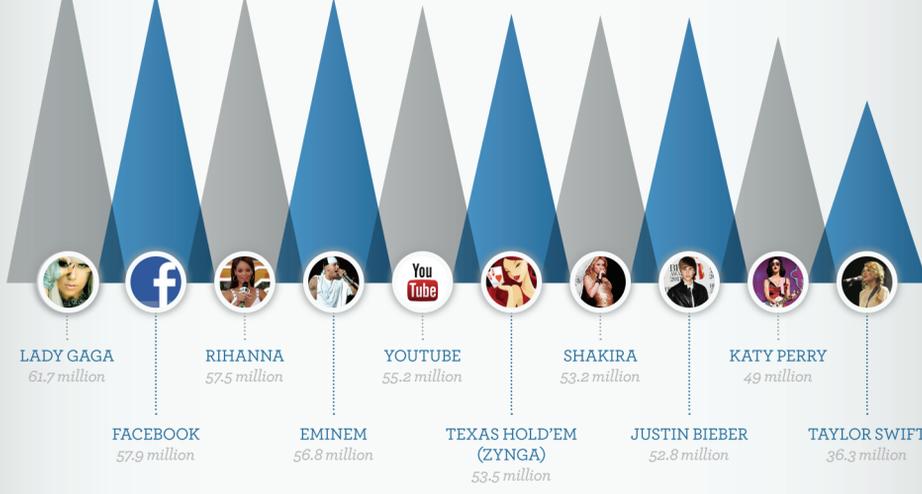


People are the lifeblood of your business. Building relationships with people fosters loyalty. As a result, loyalty has the potential to increase profits.

An excellent way to start building relationships with people who share similar interests is by developing a fan base. In this infographic we'll tell you how a fan base can make a real difference and what you can do to nurture it.

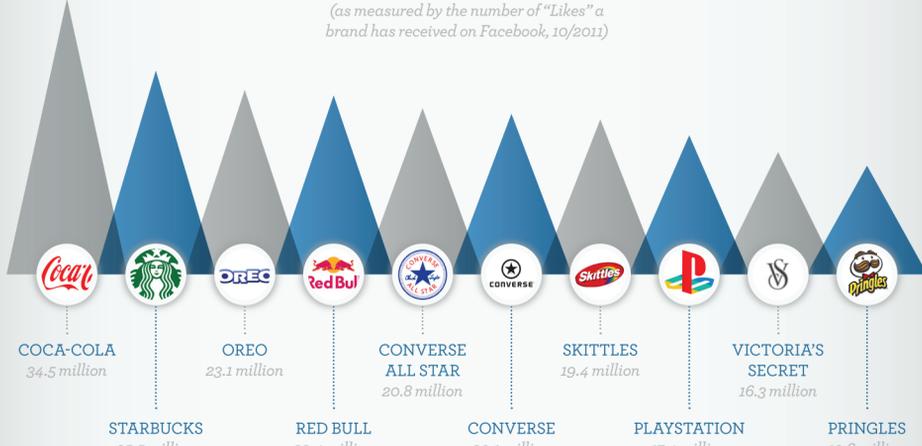
the top ONLINE ENTITIES

(as measured by the combined number of Twitter followers and Facebook fans, 11/2011)



the top BRANDS ON FACEBOOK

(as measured by the number of "Likes" a brand has received on Facebook, 10/2011)



FUN FACT
Due in part to viral videos starring Isaiah Mustafa, Nielsen data shows that the sales of the Old Spice Body Wash, as a whole, rose by 55% from May through July 2010, and by 107% during July 2010 alone.



FUN FACT
In 2011, a wayward emperor penguin was found on a New Zealand beach. A web cam was set up to monitor his every movement, and in six weeks he had attracted an online following of 120,000 people.

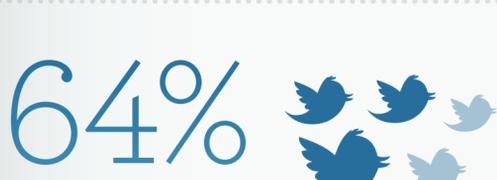
how a fan base can GROW YOUR BRAND



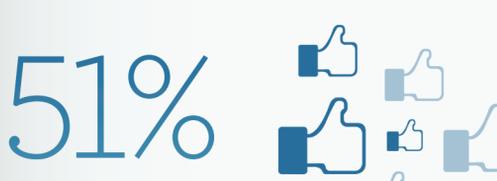
50% of small business owners reported gaining new customers through social media – most notably through Facebook and LinkedIn.



Ning, the social network platform, has found that it only takes 20 people to create an online community that generates a meaningful level of activity through "many-to-many" interactions.



64% of Twitter users say they are more likely to buy from the brands they follow.

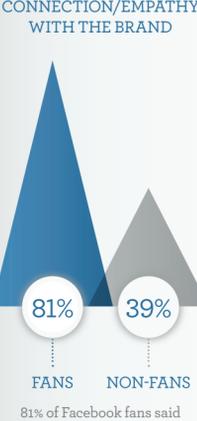


51% of Facebook users say they are more likely to buy from the brands they follow.



"MANY-TO-MANY" INTERACTIONS
"Many-to-many" is a term that can be used to describe the communication paradigm that exists online, especially in social media. As opposed to "one-to-one" and "one-to-many" relationships, "many-to-many" relationships are those in which people both contribute and receive information, and share that information across different websites.

CONNECTION/EMPATHY WITH THE BRAND



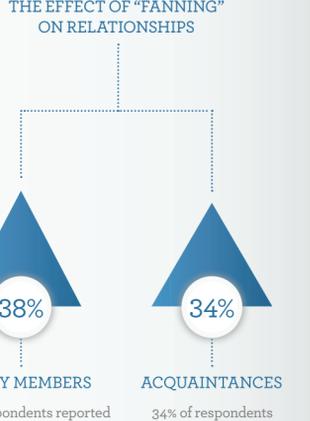
81% of Facebook fans said they feel connection/empathy with a particular brand. Only 39% of non-fans said they did.

SATISFACTION WITH THE BRAND



87% of Facebook fans said they are satisfied with a particular brand. Only 49% of non-fans said they did.

THE EFFECT OF "FANNING" ON RELATIONSHIPS



38% of respondents reported that they would likely become a fan of a brand on Facebook if they saw a family member or close friend do so. 34% of respondents reported that they would likely become a fan of a brand if they saw a person they know through Facebook do so.

how to GROW YOUR FAN BASE

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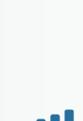
1 Define your target market.
Knowing who your target market is will help you to collect information on what they like and what makes them tick.
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2 Get the tone right.
Once you understand your target market, start to talk like them, think like them, even act like them. It will help you to project a correct *tone*—a way of gaining trust.
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3 Identify which types of engagement are effective.
Do not be afraid to try new things or experiment.
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4 Look at it as a long-term investment.
Building a relationship takes time. Don't expect immediate results.
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5 Keep it real, relevant, and relaxed.
Don't overdo it, don't over think it. If you don't have anything relevant to post, don't post it. While consistency is important, quality is numero uno.
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6 Create a schedule for updates.
Create a schedule and stick with it. Posting sporadically (or inconsistently) can come across as being spammy.
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7 Monitor and measure.
Measure the growth of your fan base. See what works and what doesn't. Rinse and repeat.