

## Social Networking - US - June 2013

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*"The bridge to greater efficacy in social network ads and the road to greater ad sales for networks are intertwined around a single segmentation that rises above industry verticals—how the networker feels about brand interactions on 'her' page or feed in general."*

– Billy Hulkower, Senior Technology Analyst

### In this report we answer the key questions:

- Do we care what brands or products our friends like?
- Are the opinions of friends more valuable than those of strangers?
- Mobile social: One step forward or two steps back?

The scope of corporate involvement in social networking is rising rapidly. Above the line, social ad sales are estimated at \$6.1 billion, and are expected to grow to \$11 billion by 2017. Even so, ads on social networks may be less critical to brand engagement than below-the-line social marketing, including company profile pages, tweets, and news feeds. Per [Facebook](#), each of the world's 100 largest advertisers participates on the site.

This report examines how brands can best engage networkers both above the line and below, with subjects including how networkers respond to both forms of marketing, including responses segmented by those with 200 or more friends, as well as by the number of companies or brands liked or followed by networkers.

Other subjects covered include frequency of usage, on-the-go usage, use of check-in services, attitudes toward sharing and receiving links and content, the role of native, local, and mobile ads in propelling sales, the extent to which networkers have fatigue from excessive brand feeds, the extent to which networkers desire brand interactions, and, perhaps most importantly, the role of likes and the recommendations of friends and family in driving purchases.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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