

Social Media Trends - Canada - June 2015

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“Consumers are frequent visitors of social media platforms and are actively engaging brands/retailers. Marketers that are responsive, embracing communications on social media with a more ‘transactional’ type approach (ie providing value/meaning to their target audience) will be the most successful in generating attention, interest, and loyalty – particularly so among Millennials.”
– Carol Wong-Li, Senior Lifestyle Analyst

This report looks at the following areas:

- Brands need to be actively engaged as Millennials are using social media to make purchase decisions
- Gaining attention through the clutter
- Leveraging the personal connection to appeal to women
- Opportunities to reach the French speaking audience

Canadians are active social media users. Although this may decline with age, even seniors are on social platforms. Canadians use a wide range of platforms, though Facebook drives much of the social media activity.

Although many are using these platforms to keep in touch with family and friends, social media has a prominent role in product discovery and purchase: seen to be highly influential on purchase decisions with networkers consulting these platforms pre- and post-purchase and even leading to purchases of products that consumers were previously unaware of. However, higher engagement on the part of the consumer with brands is leading to an expectation that they will also be active on social media.

This report explores the usage habits of social media among Canadians, including the frequency they visit the sites, the platforms they use and the devices on which they access these sites. The report also explores the product discovery and purchase actions taken on social media, the responses to social media posts by companies and the attitudes towards engaging with brands on social media by lifestage and various demographic groups.

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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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Instagram

YouTube

Twitter

LinkedIn

Google+

Pinterest

A new Canadian player

Hubub

Some notables in the industry

Line

Snapchat

Venmo

Whisper

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Quasi-engaged Boomers (27%)

The Connectors (19%)

Disengaged (18%)

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