

## Social Networking - US - June 2014

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“Social advertising spend is on the rise and shows no sign of slowing down. While display ads still play a key role in terms of brand awareness and new product discovery, getting the most out of social media marketing requires a greater emphasis on aiding networkers in conducting deeper research and helping them find information that is truly relevant to their needs.”

– Bryant Harland, Technology Analyst

### This report looks at the following areas:

- Is social media advertising delivering a return?
- What is social media's role in brand engagement and awareness?
- Reaching the infrequent social media user
- Individuals with children in household more like to use social media daily

Social media continues to be a key area of interest for marketers, with social advertising expected to grow in the next five years. Overall responsiveness to social media ads remains low, with only a small share of consumers reporting that they've converted directly as a result of seeing an ad. However, it is increasingly clear that social media plays a key role in the way that many consumers interact with brands, find out about products, and research products they're considering purchasing.

This report examines consumers' receptiveness to other forms of engagement as well as what role advertising, multiple forms of branded content, and other social networkers have in consumers' product research and purchasing habits, including responses segmented by how active networkers are on social media.

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### DID YOU KNOW?

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