

Insights from Bizrate Insights: Balancing the “like”

This is the second installment of the three-part Bizrate Insights survey series on Social Media and Shopping. By Eileen Tan, Director, Marketing in conjunction with Cory Mitchell, Associate Manager, Consumer Insights

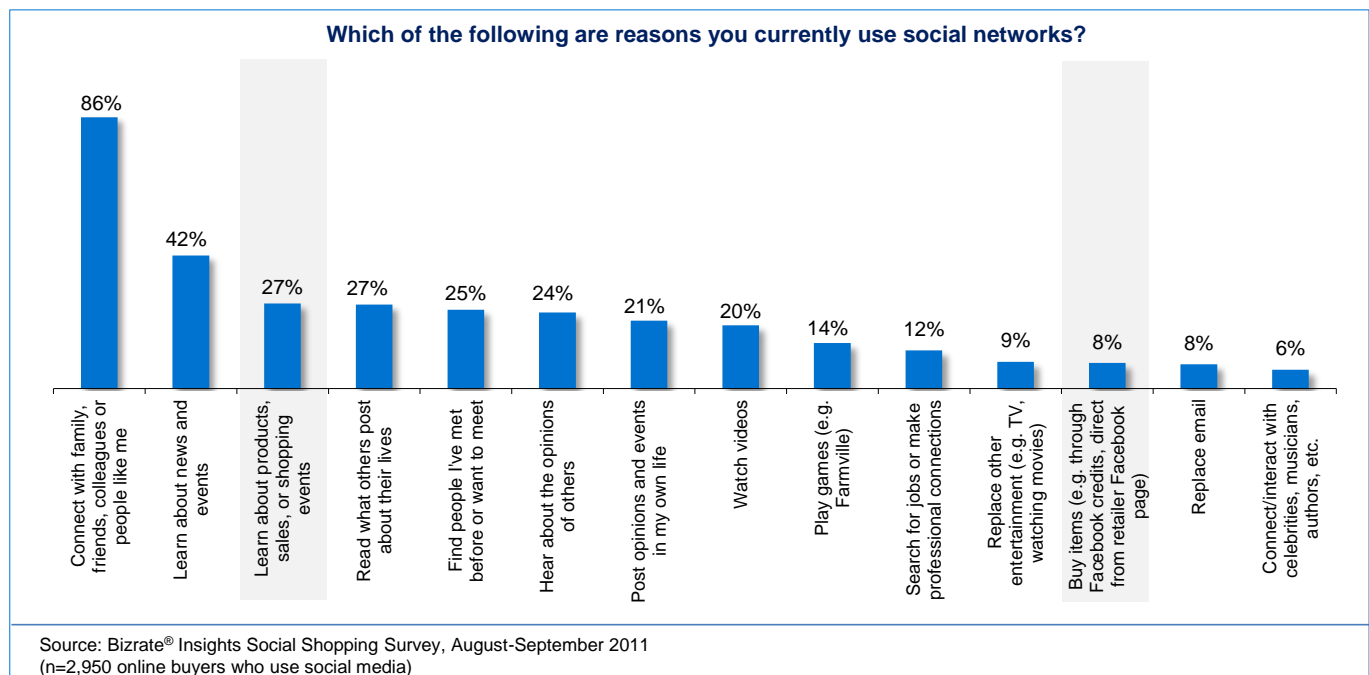
ABSTRACT

Finding the right balance between timely relevant posts vs. too many posts is a key challenge for marketers seeking a social relationship with buyers. Social media usage is on the rise, as is the number of online buyers who “like” or “follow” retailers. However, over 3 in 5 online buyers will “unfollow” or “hide” profiles they don’t deem necessary.

Social media is still mainly a place for friends and family

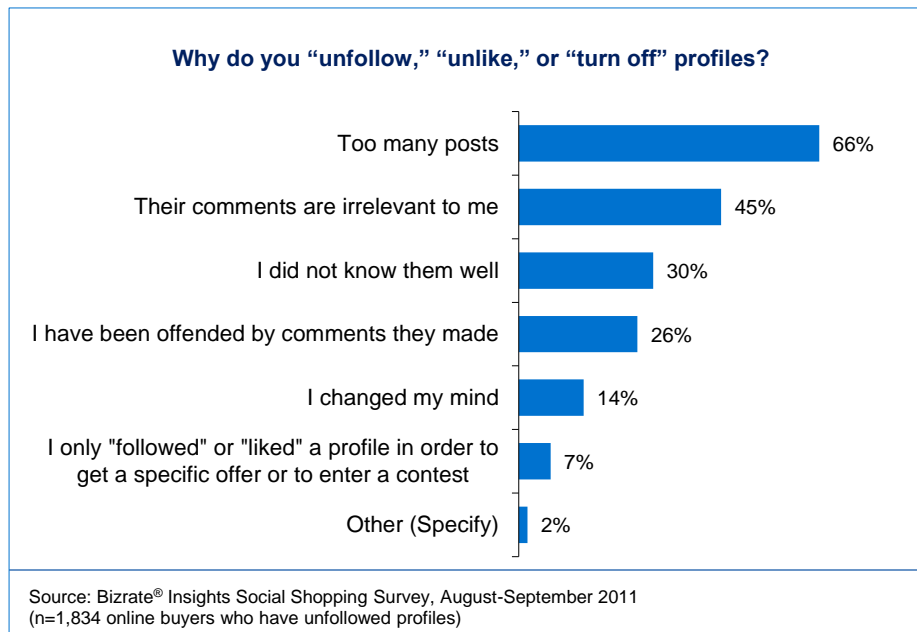
As we saw in the first series on Social Media and Shopping, social media usage among online buyers has grown significantly since 2009. 63% of online buyers are now actively using social media sites, mostly driven by Facebook, compared to 54% in 2009. Within the same time period, “liking” or “following” retailers via social media, blogs, or forums has more than tripled since 2009, 19% in 2011 vs. 6% in 2009.¹

The majority of online buyers use social networks in order to connect with family and friends. Shopping-related activities, such as “learning about products, sales or shopping events” come in at third with just over 1 in 4 online buyers citing it as a reason to use social networks. Only 8% use social media to actually buy.



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62% of online buyers who use social media have “unfollowed”, “unliked”, or “turned off” people, groups, companies, or brands from being featured on their social network. Too many posts and being irrelevant top the reasons for why brands could be on the cutting room floor when it comes to social media.



About the Survey

The Bizrate Insights Social Shopping Surveys are designed to continually pulse consumer sentiment as it relates to social media and shopping. Surveys are conducted via the Bizrate Insights survey platform and offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 ecommerce retailers in the US and Canada. Data from this study was collected from 9,680 online buyers from August 16 – September 22, 2011.

Bizrate Insights provides free, independent surveys for online retailers. For over 10 years, Bizrate Insights has helped retailers listen to their customers and achieve their end goal of growing sales and consumer loyalty. The Bizrate Insights customer feedback and ratings platform provides retailers a fast and measurable way to track customer experiences, resulting in insights, action, conversion, and customer loyalty. Visit <http://bizrateinsights.com> to learn more about our free and paid buyer and non-buyer survey and reporting products.

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¹ Source: Bizrate Insights Social Shopping Survey 1st Installment