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THE SOCIAL PROFILE

REPORT #3

"I've always been a social person, with lots of friends and a large family. Maybe that's why I'm so addicted to Facebook—I use it to keep track of all of my friends and family and see what's happening in their busy lives."

– Alicia, 26, Kettering, Ohio

INTRODUCTION

It's difficult to be a modern marketer. You're looking for a silver messaging bullet so you can deliver marketing communications that resonate, increase engagement, and boost your bottom line. **But every single one of your customers is unique, with individual personalities and preferences.** And despite marketers' best efforts to categorise consumer preferences based on common demographics, most consumers approach the internet like they do in all other areas of life—with *intrinsic* personality traits and motivations that influence how they'll interact online.

Wouldn't it be easier if you could organise your target audiences based on their online personalities, so you knew how to adjust your marketing message based on a defined persona? Instead of relying on categories like "elderly consumers" or "female consumers," **isn't it time to take a step back and *really* understand your consumers' personalities? Now you can.**

In *The Social Profile*, the third installment of ExactTarget's SUBSCRIBERS, FANS, & FOLLOWERS research series, you'll learn about 12 distinct personas that represent motivations for interacting online. These personas aren't mutually exclusive—consumers self-identified themselves as falling into as many as three of these 12 categories. We'll also help you understand how consumers interact with marketers like YOU across email, Facebook, and Twitter.

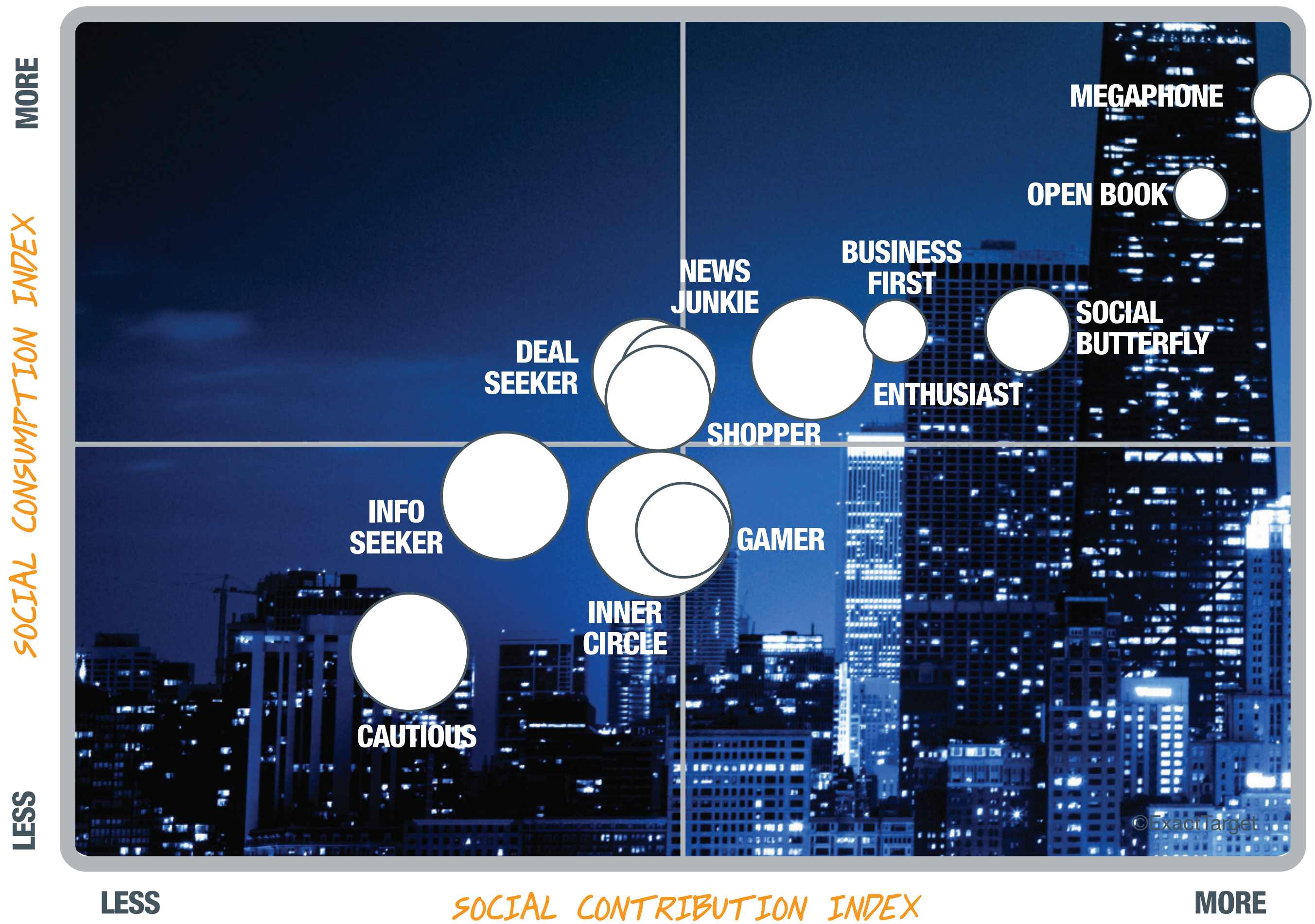
THIS REPORT WILL HELP YOU:

- Get to know your audience based on their personal motivations, not just their age, income, or gender.
- Learn why consumers' use of social media is dictated by their individual motivations, not by the channels themselves.
- Realize the importance of understanding your audience, so you can predict what they want from your brand, meet their expectations, and increase your ROI.

Customers no longer pay attention to your brand for the same reasons across all ages, incomes, and gender. That's why you *must* give consumers a chance to interact with you based on their personalities. And by simply taking the time to meet your audience, you'll be able to make informed decisions about what, when, and where your marketing messages should be delivered. With our 12 consumer personas, you'll be able to deliver one-size-fits-one messages that will truly resonate.

OVERVIEW: THE SOCIAL PROFILE

This chart shows the level of social activity for each of the 12 personas outlined in this research report. The x-axis, "Social Contribution," indicates the amount of user-generated content that consumers ***produce***, including websites, blogs, videos, audio, and photos. Social Contribution also includes content added to other sites, such as commenting on blogs, news stories, other people's videos and photos, submitting ratings, and posting to wikis, forums, or coupon sites. The y-axis, "Social Consumption," indicates the amount of user-generated content that consumers ***consume*** through blogs, video sites, forums, ratings and reviews on retail sites, coupon sharing sites, and sites like Gumtree or eBay. The size of each bubble represents the relative percentage of U.S. online consumers who make up each persona category.



INNER CIRCLE DEMOGRAPHICS	INNER CIRCLE
AGE	
Teens (15-17)	8%
18-24	16%
25-34	21%
35-44	18%
45-54	15%
55-64	13%
65 +	9%
GENDER	
Female	59%
Male	41%
Have children under 18 in home	27%
Income less than $50K per year	49%
Income more than $50K per year	39%

BRAND INTERACTION:

EMAIL: LOW

FACEBOOK: MED

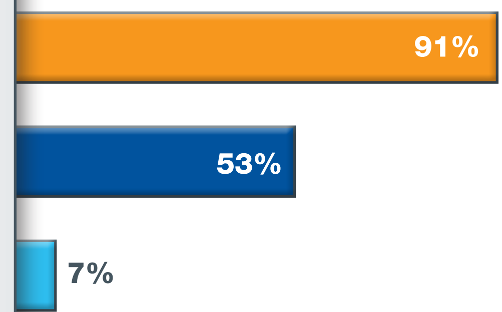
TWITTER: LOW

MOST LIKE: SOCIAL BUTTERFLY

LEAST LIKE: BUSINESS FIRST

DAILY CHANNEL USE

• EMAIL • FACEBOOK • TWITTER



For additional research findings visit: www.exacttarget.com/sff/tools

INNER CIRCLE: 47% OF ONLINE CONSUMERS

Inner Circle Consumers are interested in maintaining and deepening existing relationships with family and close friends, not necessarily developing new online relationships. Not surprisingly, they're heavy Facebook users, and when interacting with social media, they focus on activities that will nurture their personal relationships—like sharing photos or commenting on friends' blogs. As a marketer, this audience can be difficult to reach. They're least likely to SUBSCRIBE to commercial email, and likely get annoyed when brands they like post messages too often on Facebook or Twitter.

MUST-KNOW INFO:

- These consumers are more likely to be female, with 59% being women compared to 41% men.
- Teens and seniors are significantly over-represented in this category; 57% of teens (aged 15-17) and 61% of seniors (aged 65+) are Inner Circle Consumers.
- These consumers have 17 more Facebook Friends and are a FAN of one more brand than the average consumer.
- On Twitter, these consumers have half the FOLLOWERS of the average consumer, and FOLLOW the least number of brands.
- Your best bet is to connect with them online when they're not in Inner Circle mode. 26% of Inner Circle Consumers also identify themselves as Enthusiasts, Deal Seekers (25%), Info Seekers (25%), Gamers (19%), and Shoppers (18%).

"I tend to give top priority to my family when it comes to email and Facebook. It helps me feel connected, especially pictures or updates that capture events in their lives. Too many messages from companies crowd out the important stuff."

–Jean, 65, Charlotte, North Carolina

CAUTIOUS DEMOGRAPHICS

	CAUTIOUS
AGE	
Teens (15-17)	6%
18-24	9%
25-34	17%
35-44	19%
45-54	21%
55-64	18%
65 +	10%
GENDER	
Female	49%
Male	51%
Have children under 18 in home	26%
Income less than $50K per year	47%
Income more than $50K per year	39%

BRAND INTERACTION:

EMAIL: LOW

FACEBOOK: LOW

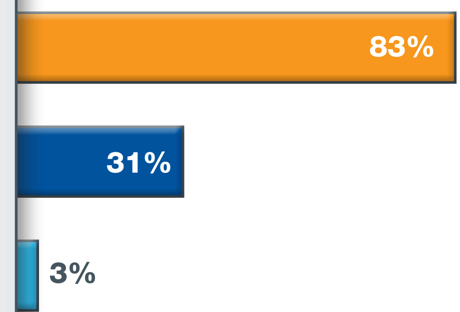
TWITTER: HIGH

MOST LIKE: INFO SEEKER

LEAST LIKE: SOCIAL BUTTERFLY

DAILY CHANNEL USE

• EMAIL • FACEBOOK • TWITTER



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CAUTIOUS: 33% OF ONLINE CONSUMERS

Meet Cautious—a group of consumers who tend to be very selective about who they communicate with and the types of information they're willing to share online. Cautious Consumers still interact online; they'll simply attempt to limit their online footprint and look for assurances that their personal information will be handled with care.

MUST-KNOW INFO:

- These consumers are least active in social media. They report the fewest Facebook Friends, and are least likely to log into Twitter on a daily basis. But just because they're not engaging with brands on social media doesn't mean they're not watching your brand.
- Of those who do use Twitter, many FOLLOW their favourite brands anonymously—5% read Tweets from brands even though they don't have a Twitter account of their own.
- Gen X and Boomer Males who identify themselves as Cautious Consumers are most concerned with security and privacy, whereas the 39% of female teens who identify themselves as Cautious are concerned with their physical security.
- If you can establish trust with Cautious Consumers, they'll probably provide you with an email address. But remember: violating their trust by sharing or selling personal information will quickly alienate Cautious Consumers.

"I'm a FAN of one company on Facebook, but that's only because my friend owns that company. I don't want to be FOLLOWED on Twitter because there are a lot of psychos out there."

– Ashley, 22, Detroit, Michigan

INFO SEEKER DEMOGRAPHICS

	INFO SEEKERS
AGE	
Teens (15-17)	2%
18-24	11%
25-34	17%
35-44	20%
45-54	23%
55-64	16%
65 +	11%
GENDER	
Female	44%
Male	56%
Have children under 18 in home	24%
Income less than $50K per year	38%
Income more than $50K per year	52%

BRAND INTERACTION:

EMAIL: LOW

FACEBOOK: MED

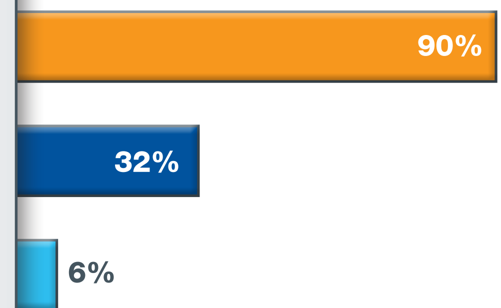
TWITTER: MED

MOST LIKE: NEWS JUNKIE

LEAST LIKE: OPEN BOOK

DAILY CHANNEL USE

• EMAIL • FACEBOOK • TWITTER



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INFO SEEKER: 33% OF ONLINE CONSUMERS

Info Seekers go online to find and consume information. They aren't interested in creating new content or in commenting on the experiences of others, though they do seek out others' opinions. Their social activity is primarily focused on reading reviews from other consumers and searching Gumtree and eBay.

MUST-KNOW INFO:

- Info Seekers report an above-average interest in rich content and online deals.
- 70% of Info Seekers are 35+ years-old, and 56% are men.
- Info Seekers view Facebook as a way to interact with friends and family, and Twitter as a way to get more information.
- Info Seekers' top motivation for becoming a Facebook FAN is to share, not to receive. They often show support for the brands they like by becoming a FAN, but rarely do so at the recommendation of others.
- Info Seekers email activity is on-par with the average consumer, but they're more selective about the email newsletters they receive because they want a mix of educational and promotional content.
- Regardless of medium, rich content is the key to acquiring this consumer's loyalty.

"I don't really share information online. I just watch for updates."

–Steve, 31, Atlanta, Georgia

ENTHUSIAST DEMOGRAPHICS	ENTHUSIASTS
AGE	
Teens (15-17)	8%
18-24	20%
25-34	22%
35-44	19%
45-54	16%
55-64	11%
65 +	4%
GENDER	
Female	48%
Male	52%
Have children under 18 in home	21%
Income less than $50K per year	43%
Income more than $50K per year	48%

BRAND INTERACTION:

EMAIL: MED

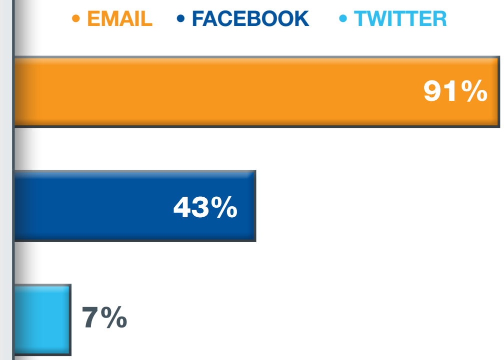
FACEBOOK: LOW

TWITTER: LOW

MOST LIKE: MEGAPHONE

LEAST LIKE: BUSINESS FIRST

DAILY CHANNEL USE



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ENTHUSIAST: 32% OF ONLINE CONSUMERS

When Enthusiasts go online, they're motivated by offline interests and hobbies. From sports, movies, and music to food, pets, and travel, they connect with people who have similar hobbies, or search for information that will support their lifestyle interests, including entertainment and education. Enthusiasts tend to be younger, more affluent, are less likely to have children, and are active on email, Facebook, and Twitter. However, they view each channel as serving its own distinct purpose. They rely on email for promotions and in-depth content that doesn't make as much sense on social networks. They use Facebook to show their support for their favourite brands, and they use Facebook and Twitter to network with other Enthusiasts.

MUST-KNOW INFO:

- Enthusiasts rely on each other—not companies—to get information from blogs, podcasts, and video. They want to be the first to receive new information so that once the content hits a brand's "official" email, they're already informed and ready to offer their opinion.
- These consumers tend to make quick assessments about the quality of their information sources. If your value as a trustworthy and enlightening source isn't immediately evident, you will be ignored.
- Enthusiasts receive fewer total emails per day, but SUBSCRIBE to more commercial emails than the average consumer.
- Enthusiasts seek information and entertainment across email, Facebook, and Twitter.

"I love getting information from organisations that support the things that interest me. It keeps me current and in-the-know."

– Jenni, 45, Greenville, Ohio

DEAL SEEKER DEMOGRAPHICS

	DEAL SEEKERS
AGE	
Teens (15-17)	2%
18-24	13%
25-34	27%
35-44	24%
45-54	18%
55-64	12%
65 +	3%
GENDER	
Female	58%
Male	42%
Have children under 18 in home	39%
Income less than $50K per year	44%
Income more than $50K per year	47%

BRAND INTERACTION:

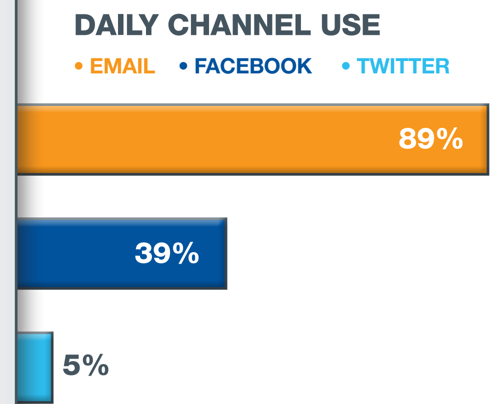
EMAIL: HIGH

FACEBOOK: MED

TWITTER: HIGH

MOST LIKE: SHOPPER

LEAST LIKE: OPEN BOOK



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DEAL SEEKERS: 30% OF ONLINE CONSUMERS

Deal Seekers have a huge appetite for promotional content across *all* online channels. They see email, Facebook, and Twitter as opportunities to obtain exclusive deals, freebies, discounts, coupons, and sale notifications. And while Deal Seekers aren't particularly active in producing blogs, video, or photos across social media, they actively participate in ratings and reviews on retailer websites. Not surprisingly, they rely on these features when considering purchases.

MUST-KNOW INFO:

- The average Deal Seeker is a FAN of 10 brands on Facebook, FOLLOWS 10 companies on Twitter, and receives 14 permission-based emails per day. Deal Seekers receive 20% more permission-based email than the average consumer.
- Nearly half (45%) of women with children under age 18 are Deal Seekers, making them the most likely demographic segment to fit this profile.
- The average household income of Deal Seekers is slightly higher than the national average with a median income of $57,487 per year.

"I always open emails and check Facebook and Twitter for my favourite companies. The more often they post deals, the more likely I am to check them out frequently. It's how I end up getting such great deals on things for my family!"

—Shelia, 37, Richmond, Virginia

SHOPPER DEMOGRAPHICS

	SHOPPERS
AGE	
Teens (15-17)	4%
18-24	14%
25-34	22%
35-44	22%
45-54	21%
55-64	12%
65 +	6%
GENDER	
Female	57%
Male	43%
Have children under 18 in home	28%
Income less than $50K per year	43%
Income more than $50K per year	48%

BRAND INTERACTION:

EMAIL: HIGH

FACEBOOK: MED

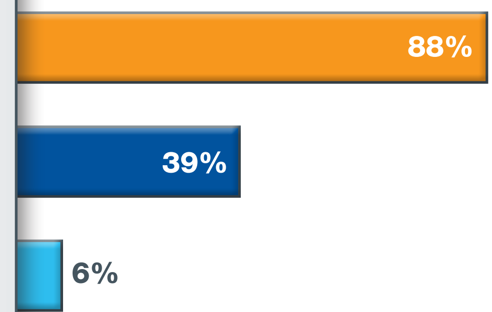
TWITTER: MED

MOST LIKE: DEAL SEEKER

LEAST LIKE: MEGAPHONE

DAILY CHANNEL USE

• EMAIL • FACEBOOK • TWITTER



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SHOPPER: 24% OF ONLINE CONSUMERS

As their name suggests, Shoppers are most interested in the topic of shopping when they're interacting online. But their interests aren't limited to online transactions—they spend a lot of time researching and preparing for in-store shopping trips at their favourite local stores. In contrast to their Deal Seeker counterparts, Shoppers tend to be more focused on ***quality***, as opposed to savings, though both are important to these consumers. Other common online activities include selling items, searching for products on sites like Gumtree and eBay, and participating in ratings and reviews on retailer websites.

MUST-KNOW INFO:

- Shoppers are much less likely to have children in the home, are older, and more affluent.
- Shoppers are motivated by promotional content when SUBSCRIBING to email or becoming a Facebook FAN.
- These consumers are very selective about the companies they FOLLOW on Twitter and do so in order to learn about products or stay updated on in-store or online events.
- 35% of Shoppers say they're more likely to buy from companies that send them email, 27% are more like to buy after FOLLOWING a brand on Twitter, and 17% are more likely to buy after becoming a brand's Facebook FAN.
- The key to a Shopper's heart? A steady stream of new products and promotions for big-ticket items.

"I spend a lot of time looking at what's happening at my favourite stores. I get their emails, and I've become a FAN of all these companies on Facebook. I don't use coupons at the supermarket, but I use them for the big things like restaurants and stores."

– Suzanne, 48, Dallas, Texas

NEWS JUNKIE DEMOGRAPHICS	NEWS JUNKIES
AGE	
Teens (15-17)	2%
18-24	9%
25-34	21%
35-44	19%
45-54	25%
55-64	13%
65 +	10%
GENDER	
Female	39%
Male	61%
Have children under 18 in home	31%
Income less than $50K per year	38%
Income more than $50K per year	52%

BRAND INTERACTION:

EMAIL: MED

FACEBOOK: LOW

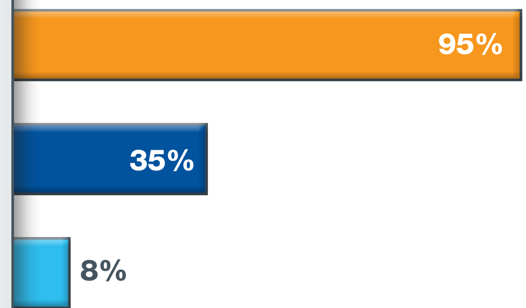
TWITTER: MED

MOST LIKE: BUSINESS FIRST

LEAST LIKE: SOCIAL BUTTERFLY

DAILY CHANNEL USE

• EMAIL • FACEBOOK • TWITTER



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NEWS JUNKIE: 21% OF ONLINE CONSUMERS

Meet News Junkies—consumers who are motivated by the quest for real-time breaking news and current events. News Junkies use the internet as either their primary source of information for news-related content or as a secondary source to supplement the information they get on cable news networks. These consumers are active social media contributors, especially when it comes to posting articles on sites, commenting on news stories, and submitting ratings and reviews to retailer websites. They're also more likely to read product reviews than Shoppers, Enthusiasts, and Deal Seekers. And because they understand and respect that news organisations are supported through advertising revenue models, they're open to learning more about sponsors, as long as the content is consistent with their interests.

MUST-KNOW INFO:

- News Junkies tend to be older—67% of them are over 35-years-old, and 61% are men. They have the second highest average age, just behind Info Seekers.
- These consumers are very active on email, relying on alerts to keep them informed about breaking news stories. 95% check email at least once a day, and 75% check email multiple times a day.
- While News Junkies use Twitter to FOLLOW their favorite news personalities and check Twitter more frequently than the average consumer, they don't have many FOLLOWERS.

"I'm addicted to news, so I receive all sorts of emails and text messages throughout the day from CNN, my local news networks, and newspapers. I also FOLLOW some networks on Twitter, which seems better suited for news than Facebook."

-Hank, 50, Las Vegas, Nevada

GAMER DEMOGRAPHICS	GAMERS
AGE	
Teens (15-17)	12%
18-24	22%
25-34	19%
35-44	17%
45-54	15%
55-64	10%
65 +	5%
GENDER	
Female	41%
Male	59%
Have children under 18 in home	22%
Income less than $50K per year	56%
Income more than $50K per year	29%

BRAND INTERACTION:

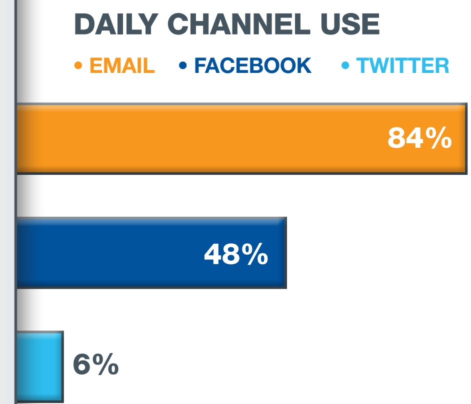
EMAIL: LOW

FACEBOOK: HIGH

TWITTER: MED

MOST LIKE: SOCIAL BUTTERFLY

LEAST LIKE: BUSINESS FIRST



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GAMER: 19% OF ONLINE CONSUMERS

Gamers are motivated by the latest and greatest in gaming software, and can be split into two sub categories—Casual vs. Serious. Casual Gamers use free gaming sites and Facebook to get their gaming fixes, and they enjoy meeting new gaming friends online so they can play with people all over the world. In contrast, the Serious Gamer is tied to their gaming console(s). For them, the internet serves not only as a way to play online with others, but also as a source of information for new games and strategies.

MUST-KNOW INFO:

- 59% of Gamers are males, and 34% are less than 25-years-old. Men are much more likely to be Serious Gamers, while women and older consumers are more likely to be Casual Gamers.
- Gamers SUBSCRIBE to email and become Facebook FANS for the entertainment value much more than other consumers. However, they also appreciate deals and discounts.
- While Facebook wall posts from brands don't bother Gamers, only 11% say they're more likely to purchase from a company after becoming a FAN.
- Gamers are the least affluent online persona, with a median income of $34,600.

"I'm always talking with gamer friends about new games or which demos to try. Facebook is good for casual games and connecting with folks around the world, but for the most part, I stick to Xbox and Wii. Gamestop is a biggie for me—they usually have great recommendations about games I'll like."

– Russ, 27, Denver, Colorado

SOCIAL BUTTERFLY DEMOGRAPHICS

	SOCIAL BUTTERFLIES
AGE	
Teens (15-17)	19%
18-24	26%
25-34	24%
35-44	14%
45-54	12%
55-64	4%
65 +	2%
GENDER	
Female	56%
Male	44%
Have children under 18 in home	24%
Income less than $50K per year	54%
Income more than $50K per year	35%

BRAND INTERACTION:

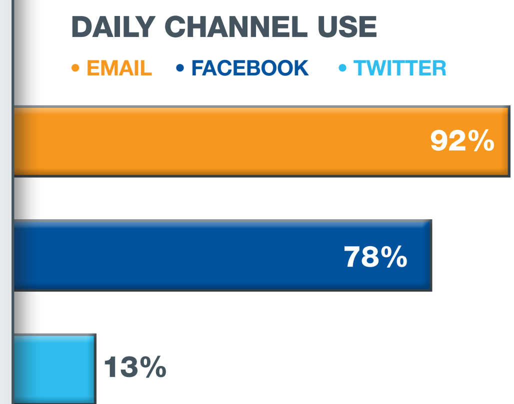
EMAIL: LOW

FACEBOOK: HIGH

TWITTER: HIGH

MOST LIKE: OPEN BOOK

LEAST LIKE: INFO SEEKER



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SOCIAL BUTTERFLY: 13% OF ONLINE CONSUMERS

Making and maintaining a lot of online friendships is a Social Butterfly's #1 priority. And to do so, they use a wide variety of social media tools. Social Butterflies use Facebook to maintain their social lives, and their Friends are personal contacts, not work colleagues. In addition to becoming FANS of brands on Facebook, these consumers are also interested in promotions and sale notifications across email, Facebook, and Twitter. Social Butterflies are also active bloggers (mostly about their personal lives) and are among the most voracious consumers of online video and podcasts.

MUST-KNOW INFO:

- 45% of Social Butterflies become a FAN of at least one brand on Facebook. This percentage is higher than any other persona.
- 27% of these consumers say they're more likely to buy after becoming an email SUBSCRIBER, compared to 16% who report being more likely to buy after becoming a Facebook FAN.
- 28% of all consumers under the age of 25 are Social Butterflies, and more than half of all Social Butterflies are Millennials.
- Here's a tip: Keep Facebook interactions lighthearted. Promotions and freebies are better through email.

"I keep in touch with all my friends every day on Facebook. I check my email every day too, since the privacy of email works better for certain situations."

-Cara, 25, Portland, Oregon

BUISNESS FIRST DEMOGRAPHICS

	BUSINESS FIRST
AGE	
Teens (15-17)	1%
18-24	8%
25-34	34%
35-44	17%
45-54	27%
55-64	7%
65 +	7%
GENDER	
Female	29%
Male	71%
Have children under 18 in home	33%
Income less than $50K per year	32%
Income more than $50K per year	60%

BRAND INTERACTION:

EMAIL: HIGH

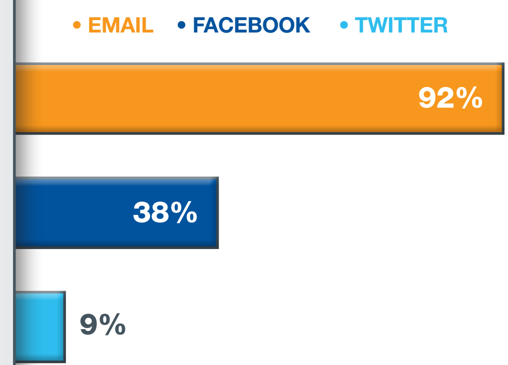
FACEBOOK: LOW

TWITTER: LOW

MOST LIKE: MEGAPHONE

LEAST LIKE: ENTHUSIAST

DAILY CHANNEL USE



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BUSINESS FIRST: 8% OF ONLINE CONSUMERS

Business First Consumers use the internet for business purposes, keeping up with the latest trends, communicating with business contacts, and making new connections through sites like LinkedIn. In short, they're actively engaged in promoting their companies and personal careers online. These consumers use email constantly throughout the day, and although they don't typically FOLLOW brands on Twitter, they're among the most active Twitter users. Business First Consumers have nearly three times more FOLLOWERS than the average consumer. They maintain their own websites, blog frequently, upload videos, post to wikis, and write articles. The only exception is Facebook—they use this channel less frequently, primarily to connect with business contacts or to keep tabs on their children.

MUST-KNOW INFO:

- These consumers are motivated to become a SUBSCRIBER, FAN, or FOLLOWER by the promise of product updates, company information, and education. They're less likely to be motivated by discounts or entertainment.
- More than half of Business First Consumers are men between the ages of 25 to 54-years-old.
- These consumers receive more email per day and SUBSCRIBE to more commercial email than any other consumer persona.
- Business First Consumers are the most affluent persona, with a median income of $80,200.

"I'm the type of person who needs to keep up with trends in order to do my job and be in-the-know with the community around me. I've found that social networking sites are a central hub for networking and expanding my business contacts."

– Michael, 38 Chicago, Illinois

MEGAPHONE DEMOGRAPHICS	MEGAPHONES
AGE	
Teens (15-17)	10%
18-24	21%
25-34	31%
35-44	10%
45-54	19%
55-64	6%
65 +	4%
GENDER	
Female	45%
Male	55%
Have children under 18 in home	29%
Income less than $50K per year	40%
Income more than $50K per year	46%

BRAND INTERACTION:

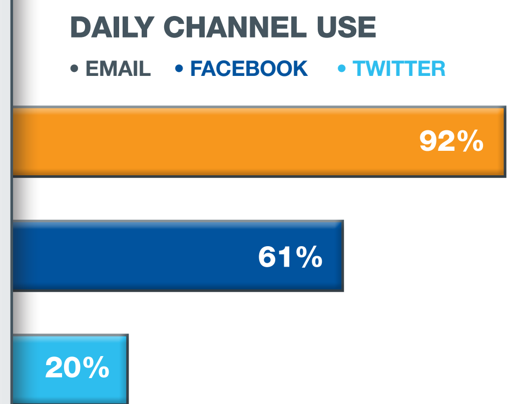
EMAIL: MED

FACEBOOK: HIGH

TWITTER: HIGH

MOST LIKE: OPEN BOOK OR BUSINESS FIRST

LEAST LIKE: CAUTIOUS



For additional research findings visit: www.exacttarget.com/sff/tools

MEGAPHONE: 7% OF ONLINE CONSUMERS

Megaphones want to connect, educate, and share resources and information online with others. These consumers clearly fall into the "influencer" category—meaning they can impact a brand's bottom line—but Megaphones represent an especially elite group that takes their online interactions very seriously. They pride themselves on disseminating as much information through as many places as possible. While Megaphones receive more email than the average consumer, they don't receive more *commercial* email. They feel that Twitter and Facebook are actually better ways to engage with companies so they can interact with them in a public forum.

MUST-KNOW INFO:

- Despite the relatively small number of them, Megaphones have a disproportionately large influence on brands and the internet as a whole.
- These consumers are by far the most active group of consumers in social media of all types. 65% regularly maintain a website, blog, or both.
- 20% of Megaphones use Twitter daily and have three times more FOLLOWERS than the average consumer. Their Twitter usage continues to increase, unlike many of the other personas.
- Megaphones are easily influenced—they're the most likely consumers to become a SUBSCRIBER, FAN, or FOLLOWER at the recommendation of others.

"I love helping others. If a company is really good, I want them to stay in business, so I will tell as many people about them as possible, especially if it relates to the types of people with whom I correspond!"

– Adam, 31, Boston, Massachusetts

OPEN BOOK DEMOGRAPHICS	OPEN BOOKS
AGE	
Teens (15-17)	12%
18-24	25%
25-34	22%
35-44	16%
45-54	18%
55-64	6%
65 +	3%
GENDER	
Female	42%
Male	58%
Have children under 18 in home	26%
Income less than $50K per year	52%
Income more than $50K per year	43%

BRAND INTERACTION:

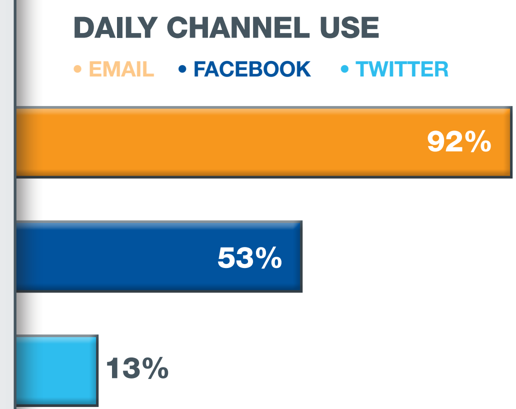
EMAIL: HIGH

FACEBOOK: HIGH

TWITTER: LOW

MOST LIKE: MEGAPHONE

LEAST LIKE: INFO SEEKER



For additional research findings visit: www.exacttarget.com/sff/tools

OPEN BOOK: 6% OF ONLINE CONSUMERS

Open Books are uninhibited consumers who freely express their likes, dislikes, experiences, and opinions with the online world. While they're often outgoing in person, they feel truly liberated online, and are willing to make risky (or even risqué) comments that might cause embarrassment or rejection if communicated face-to-face. Open Books may appear similar to Megaphones—they're active in creating content and commenting in social forums. But they're more likely to blog regularly than Megaphones, and their biggest difference is in their *intent*. While Megaphones are primarily interested in connecting and educating, Open Books want to divulge their experiences online and find others who can relate to them.

MUST-KNOW INFO:

- Because Open Books are emphatic about their personal convictions, they can be a brand's strongest advocate or their harshest critic—especially when armed with online anonymity.
- Open books are motivated to FAN a brand on Facebook or SUBSCRIBE to email due to exclusive content and the ability to interact—not by promotions or sales.
- Despite a high propensity to use Twitter regularly, Open Books don't typically FOLLOW brands.
- Open Books want to interact with companies through email and Facebook. Monitoring a working 'From Address' and encouraging candid feedback is a good first step in gaining their loyalty.

"I have strong opinions about politics, the economy, health care, and current events. I'm very involved in social communities, not only Facebook, Twitter, and MySpace, but also on forums."

– Michelle, 32, Los Angeles, California


DIAGRAM A: AVERAGE TOTAL BRANDS ENGAGED BY PERSONA TYPE AND CHANNEL
INNER CIRCLE
CAUTIOUS
INFO SEEKER
ENTHUSIAST
DEAL SEEKER
SHOPPER
NEWS JUNKIE
GAMER
SOCIAL BUTTERFLY
BUSINESS FIRST
MEGAPHONE
OPEN BOOK
2
4
6
8
10
12
14
16
EMAIL
FACEBOOK
TWITTER
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ENGAGEMENT ACROSS EMAIL, FACEBOOK, AND TWITTER

To meet each of these 12 personas, you've seen visual representations of their levels of engagement with brands across email, Facebook, and Twitter displayed as "low," "medium," and "high." Diagram A brings this data together and shows the relative number of brands each persona engages with through email, Facebook, and Twitter on a regular basis.

EMAIL KEY FINDINGS:

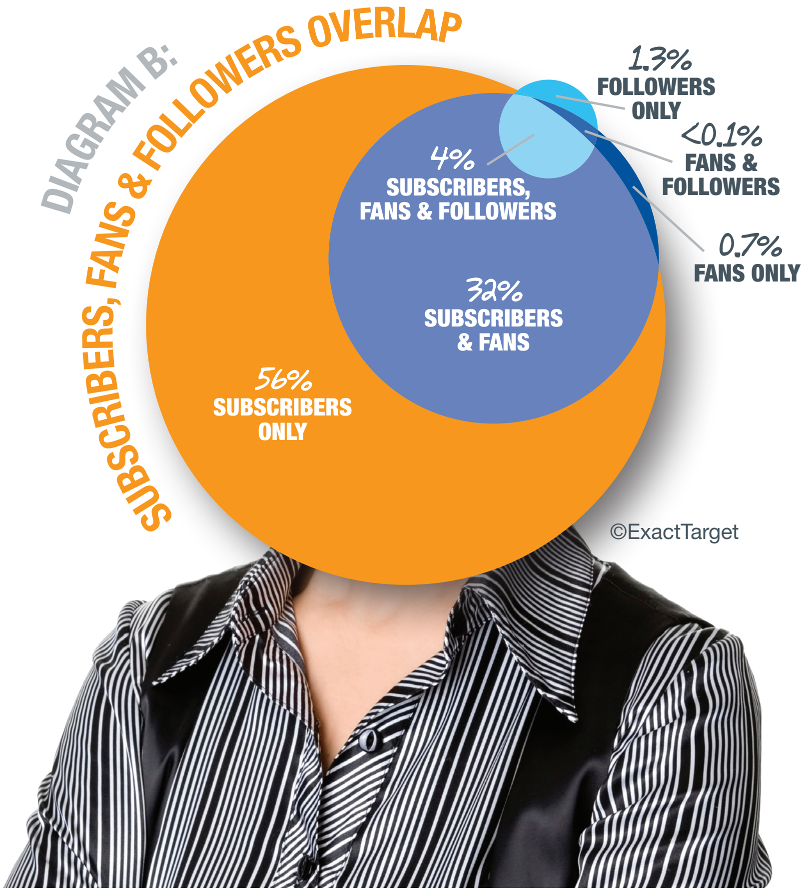
According to Diagram A, consumers engage with brands most often via email. And this finding comes with a set of associated benefits and challenges for marketers. The benefits? Almost all consumers are receptive to commercial messages via email. And for marketers, this is often the easiest form of engagement to obtain. However, this means that while in the inbox, marketers face a lot of competition, making it more difficult for their messages to stand out from the clutter.

FACEBOOK KEY FINDINGS:

There are two personas that are more likely to FAN a company on Facebook than they are to become a SUBSCRIBER or FOLLOWER (assuming they actively use all three channels)—Social Butterflies and Gamers. Why? There are two important facts to consider. First, these consumers tend to be younger, making them more likely to spend time on social networks. Second, they're both more motivated by entertainment and showing support for their favorite brands than other consumers. **The lesson for marketers: use Facebook to entertain *and* inform, at the same time. Because these interactions are public, you'll have exposure to your customers' friends and contacts. And while promotional content is acceptable on an occasional basis, it's important to keep frequency in check.**

TWITTER KEY FINDINGS:

When it comes to consumer engagement on Twitter, Megaphones engage with the most brands via this channel. Because Megaphones want to be the "first-to-know," Twitter is the ideal channel for them to get a steady stream of real-time information about their favorite companies—in 140 characters or less.



SUBSCRIBERS, FANS, FOLLOWERS...OR ALL?

Consumers don't always engage in all three of the channels highlighted in this report. But surprisingly, there's very little cannibalization that occurs between email, Facebook, and Twitter (at least on a global level). Email remains the foundational channel for commercial communications, but consumers are also using Facebook and Twitter to interact with companies, making cross-over between SUBSCRIBER, FAN, & FOLLOWER more likely than ever before (see Diagram B). **And contrary to fears of cannibalisation, these new social media channels add an unprecedented layer of depth and character to how customers can engage with your brand.**

When interacting with individual brands, some consumers will compare the content from email messages to that of Facebook and Twitter messages, assessing the quality. Why? Some consumers have noticed the lack of coordination across these channels, and have realized that certain brands consistently deliver better content in one channel versus another. As a result, they gravitate towards the medium that consistently delivers the most compelling messages. Occasionally, these consumers may choose to un-SUBSCRIBE, un-FAN, or un-FOLLOW, but more often than not, they simply ignore or infrequently check the channels they find least compelling.

"Instead of looking for a silver bullet that will apply to all consumers, you must develop strategies that use what you know to engage with your customers in ways that will meet—and exceed—their expectations."

– Morgan Stewart, Director of Research and Strategy

ONE MORE THING

As marketers, we often think about our target audience in terms of demographic groups. And while clear demographic trends are evident in these personas, no hard and fast rules apply. **No matter how you interpret demographic data, consumers are diverse in how they use the internet and how they want to engage with brands online.**

That's why understanding your consumers' personas doesn't lead to a concrete solution for how to engage with them. **The key to success is embracing the fact that there's no secret recipe for the "right" way to engage with consumers using email, Facebook, Twitter, and other online tools.** Instead of looking for a silver bullet that will apply to all consumers, you must develop strategies that use what you know to engage with your customers to meet—and exceed—their expectations.

USE THIS RESEARCH TO:

1 IDENTIFY YOUR TARGET AUDIENCE.

You may already have a good idea which profiles make up your target audience. But if not, use the demographics associated with each persona to help identify the two to three personas that are most likely to describe your customers.

2 STUDY THEIR MOTIVATIONS.

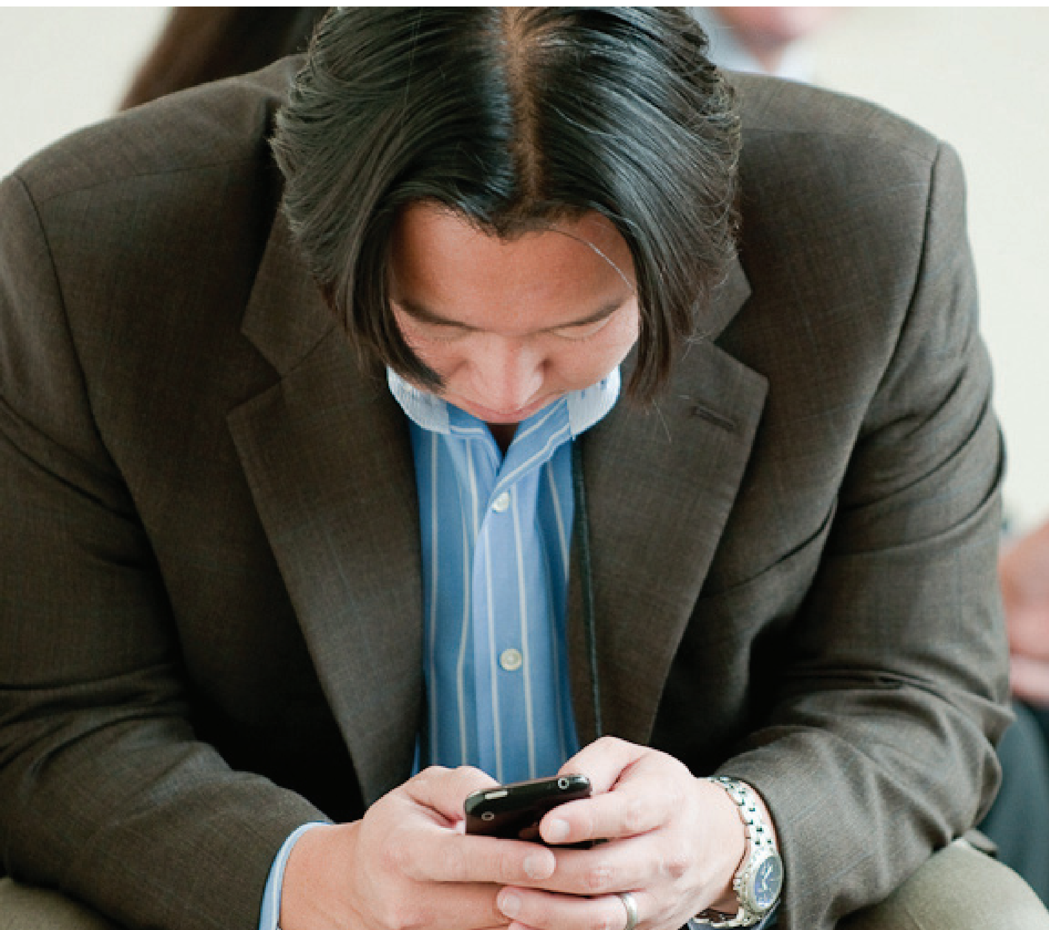
Know what motivates your customers to engage with brands across email, Facebook, and Twitter and think through the implications this has for the messages you deliver.

3 TIE CHANNELS TOGETHER.

Use email, Facebook, and Twitter to give consumers what they're looking for, when they're looking for it, cross-promoting each channel to ensure the right content is delivered in the right place. Your customers' online activities are fluid across channels, and they use each medium differently based on what satisfies their motives. By recognizing what your audience likes and dislikes about each channel, you can develop strategies that tie email, Facebook, and Twitter together, leveraging their strengths and minimising their weaknesses.

"I like when I get to read Tweets from corporate staff. It gives me a chance to see another side of them that isn't reflected anywhere else. It makes them more interesting."

- Tom, 29, Cleveland, Ohio



WAIT—
THERE'S MORE!

In the fourth installment of our SUBSCRIBERS, FANS, & FOLLOWERS research series, we'll return our focus to the unique aspects of each communication channel, highlighting Twitter. We'll take an in-depth look at why consumers appreciate and use this channel—both for marketing messages and for connecting with their peers. We'll also look at what motivates consumers to engage with brands on Twitter, which companies do the best job of communicating via this channel, and why certain consumers are increasing their Twitter usage.

Trust us—you won't want to miss any of our SUBSCRIBERS, FANS, & FOLLOWERS research reports! To automatically sign up to receive each report as it's released, **visit www.exacttarget.com/sff/download** and select the opt-in button on the download form.

You've identified your target audience using ExactTarget's 12 persona descriptions. Now you need an experienced partner who can help you develop and execute a marketing strategy that will exceed your customers' expectations.

With ExactTarget's *Envision Services Engagement*, you'll get a team of industry experts that will help you define and develop a comprehensive strategy to win the attention of your unique audiences, based on their specific persona and demographic information. From segmentation recommendations to a complete competitive analysis, your marketing messages will resonate like never before.

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