

June 19th, 2020 - The Friday Surge: Why Do People Follow Brands on Social Media?



The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

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The survey says...

Some survey results that have made headlines in the last few weeks:

- Many companies wonder why people follow them on social media. A recent survey from [Sprout Social](#), covered here by [MarketingCharts](#), indicates that the most commonly cited reason to follow brands is to learn about new products or services (57%), although more than four in ten want to stay up to date on company news, learn about promotions and discounts, or to be entertained. Just 18% follow brands to connect with someone different from them, and just over one-fifth follow a brand with the intent to communicate. **Takeaway:** *Be sure to use social media heavily when promoting new products and services. Social media is less likely to be successful when trying to build a community of people with diverse perspectives; other tactics (e.g., email) may be more effective for that purpose.*
- [UPS](#) reports, in their [latest small and medium-sized business survey](#), that the impacts of the pandemic continue to be pervasive on businesses, with two-thirds reporting a decrease in revenues. While 90% of respondents are now open in some capacity, two-thirds of those negatively impacted don't expect a return to normal business activity until at least the first quarter

of 2021. Results also indicate, however, that demand may return sooner for B2B companies, since B2C companies are more likely to face closure or remain in shutdown status when compared with their B2C cohorts. **Takeaway:** *B2C marketers should remain focused on communicating with empathy, while B2B marketers should continue to look for ways to provide assistance to their customers as they recover.*

- Bazaarvoice ecommerce brand and retailer clients reports that while shopping activity in terms of pages viewed and order counts peaked in April, May levels remained far higher than this activity observed when compared with last year. Additionally, buyers are more likely to leave reviews than they were a year ago, or submit questions. Recent orders are particularly strong in services, hardware, and sporting goods. **Takeaway:** *Reviews provide great insight into how customers perceive both you and your competitors, and smart marketers will continue to use insights provided in this type of feedback to learn how they can best meet customer needs. Additionally, tools like AlsoAsked can generate ideas for content and marketing messages.*

The kids are alright

In an article for Forbes, Jia Wertz outlines some advice for small businesses from successful Gen Z marketers:

- **Be different:** Having a unique selling proposition sets you apart from competitors, especially if you can tie this proposition to improved outcomes for customers.
- **Effort counts:** Instead of trying to raise capital, many entrepreneurs would be better served by focusing on a mindset of determination and tenacity. Using one's own capital can often motivate founders more strongly than using OPM (other people's money).
- **Recruit complementary skill sets:** Do what you are good at, and hire talented people who have skills that you are missing. Recruiting talent allows you to provide greater focus on business activities that generate faster growth.

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Helpful tools

AlsoAsked, mentioned above, is a powerful tool that can be used to learn the questions people are asking in a specific industry or category. You can use this information to learn about what your customers and prospects are thinking to develop relevant content and powerful marketing messages. Check it out!

marketing insights

"The best marketing doesn't feel like marketing." - Tom Fishburne (also known as '[The Marketoonist](#)')

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