**Digital Media in 2017**

With the arrival of 2017 and a new report classifying Digital Media as the highest grossing medium for advertising for the second year in a row, again surpassing television, and showing no signs of slowing down, many are left scrambling to understand and benefit from the many new age technologies that are classified as a Digital Media.

With an almost market saturation in North America (89% are Internet Users, 66% are active on Social Media, there are more mobiles than people and 58% are active on Social Media on their mobiles), it is imperative that all businesses wishing to reach a targeted demographic use the medium to do so. It is expected that these numbers will be in the 90% range by 2020.

It is as important on the global markets where Internet users had an explosive 832.5% growth since 2000. At this rate, the global markets will catch up to North America penetration rates by 2020-2022 with India and China leading the way. New emerging markets have also shown to go directly to Digital Media bypassing traditional Medias to get their information and needs fulfilled.

**“25-30% of your marketing budget should be spent on Digital Media.  
50-75% if you are a small or medium business”**

Interesting Stats And Facts

* Messenger Apps and Mobile Ads are the fasting growing segment of Digital Media
* Instagram is the most important Social Media platform for people under 25
* Facebook is the most important platform for all other demographics
* Video is King
  + YouTube has more reach for all the demos under 49 than any major TV Network.
  + Facebook Users uploads more videos directly on Facebook than YouTube
* Users care more about content than anything else
* Engagement is more important than views, followers or traffic
* 96% of small business owners use social media marketing, 92% of which agree or strongly agree with the phrase “social media marketing is important for my business”
* 25-30% of your marketing budget should be spent on digital marketing (50%-75% or more if you are a small local business)
* 88% of people using Social Media do it daily with 8% doing it weekly.
* 98% of people using Facebook are over 18
* Canada is the most active country in the world on Facebook
* Facebook and Instagram are the only two platform with significant growth in online advertising. All other platforms have declined. This is due to proven results by Facebook and Instagram vs. poor results on the other platforms.

Social Media Stats And Facts

**“In two years’ time, the people with the best attribution models right now will win”**

What The Big Boys Are Doing

* Amongst the top 100 brands in the world:
  + 100% use youtube
  + 98% use Twitter
  + 96% use Facebook
  + 85% use Instagram
  + 78% use Google+
  + 67% use Pinterest
* Within the top 50 companies on the Forbes 500 list, 40 of the CEO’s are active on Social Media, up from just 18 in 2010
* 84% of CEO’s and VP’s amongst the Forbes 500 say they use social media to help make purchasing decisions

Social Theorem Consulting Stats

|  |  |
| --- | --- |
| *Number 1 position in growth, reach and engagement within direct local competitors* | |
| * 400% average increase in online reservations for restaurants * 250% average increase in online guest list for nightclubs * 600% average increase in online VIP reservations for nightclubs * A $2.72 customer acquisition average rate for restaurants | * Average ROI of 8.3:1 between all current customers * Over 2M in corporate bookings for clients on 3 continents in 2016 * Average increase of revenue of 23% between all current customers * A $3.21 customer acquisition average rate for nightclubs |

**“The Internet of everything changes everything”**

Why You Need Social Theorem Consulting

* More than 80% of the population wouldn’t be able to tell the difference between engagements, MAU, followers, analytics and demographics
* 60% of businesses identify measuring ROI as a major difficulty
* 50% of businesses identify tying social & digital activities to business outcomes as a difficulty
* 48% of businesses identify developing a digital media strategy as a difficulty
* The most common metric used by businesses is the vanity metric (friends, followers, likes, traffic) which is not the best metric to analyse success
* 46% of businesses make decisions regarding digital media based on instinct
* 90% of businesses do not know how to generate and/or read an analytics report
* Digital media is the fastest growing marketing segment in history and it will keep growing
* Securing enough internal resources to effectively have a digital media presence and strategy is an obstacle for more than 47% of businesses
* 33% of people under the age of 49 identify social media as their preferred channel of communicating with businesses
* 36% of businesses that have a social media presences never respond to customers online
* 43% of businesses say social media is one of their most effective tactics but 49% of them call it the most difficult to execute and understand
* 34% of businesses have no social media presence at all
* Over 50% of businesses do not use email marketing
* Over 40% of businesses do not use google marketing/SEO, AdWords
* 90% of small businesses do not use display and mobile advertising due to lack of knowledge
* 57% of consumers say they’re influences to think more highly of a business after seeing positive comments or praise online

*Allow us to and we’ll show you how to creatively turn your business into a booming one, how to takeover untapped markets and confidently become an innovative leader in your industry.*

**“These days, social media waits for no one**. **If you’re LATE for the party, you’ll probably be covered by all the noise and you might not be able to get your voice across. It could only mean that if you want to be heard by the crowd, you have to be fast; and on social media, that means you have to be REALLY fast.”**