

Twitter vs Facebook vs Google: Sparkah.com

2. Rapport vs Credibility

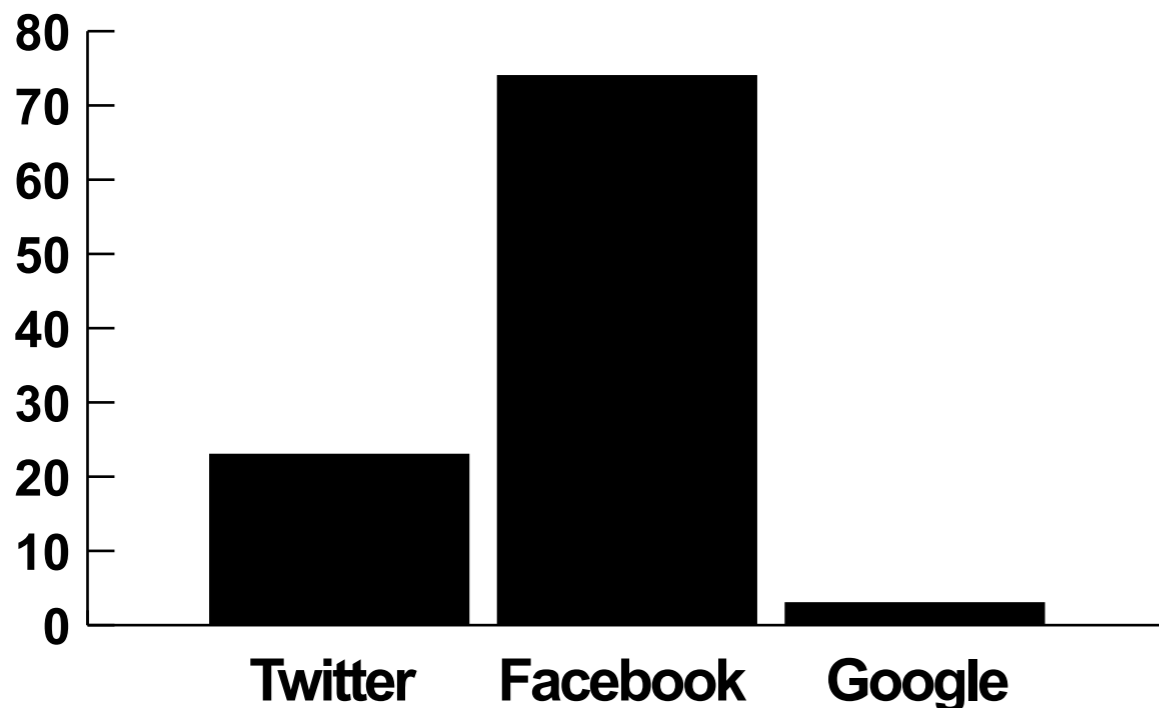
If you were to build a precisely targeted following in each of the target groups:

Twitter, Facebook, and Google, Your Influence Would Vary As Follows.

This is largely due to the subconscious trustworthiness your follower feels about each.

cont: <http://journik.posterous.com/tag/rapport>

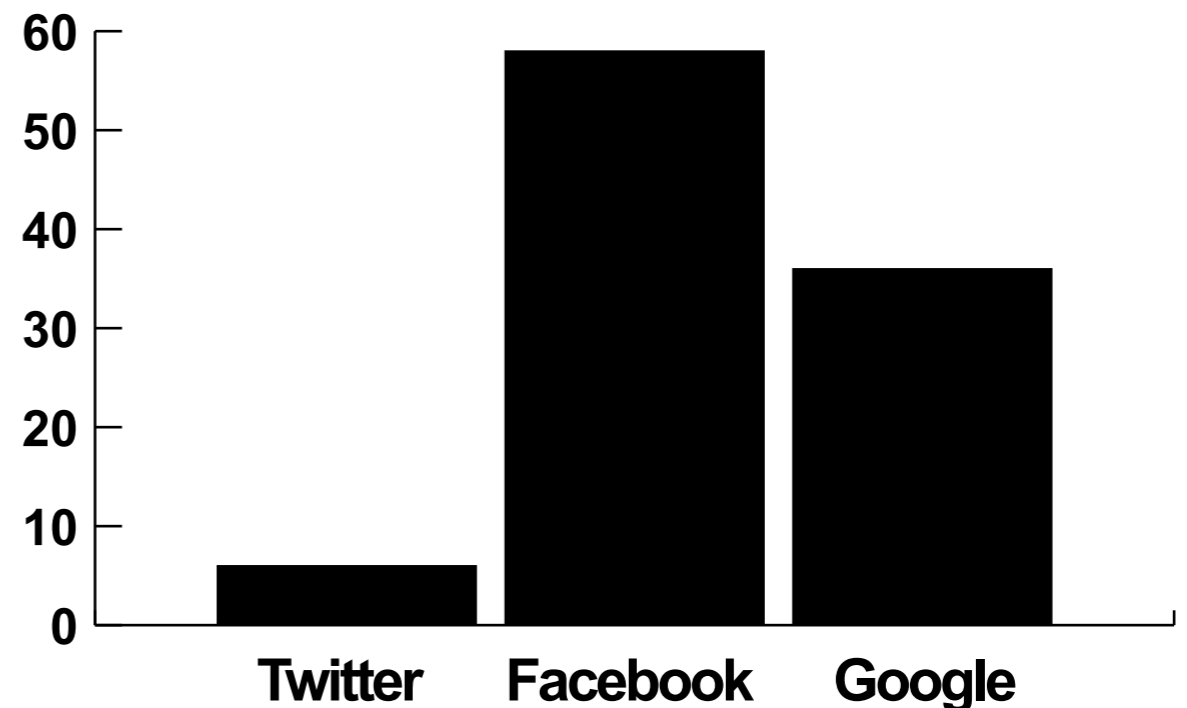
Rapport*
(how likely you are to get a click)



*in relative percentages, total being 100%

Explanation: In this case, people follow you in Twitter or Facebook after a conscious decision to do so, called opt in. Hence, the next time they see you, they recognize you. Statistically, it takes 7 impressions to create a result. Sadly, for Google, it's highly unlikely that anyone will do the same search 7 times. So they will not act even if you're on Page 1.

Credibility*
(how likely you are to get a sale)



Explanation: This graph only happens after that magical 7th impression. If 3 different potential customers saw you 7 times each. One person in Twitter, another in Facebook, and another in Google, the person who saw you in Facebook would be most likely to buy from you. The two main factors that create this behavior are that Google is filled with spammy and unethical companies. Secondly, Facebook feels safe.