



Social Media

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

Interest over time

[Learn what these numbers mean](#)



Regional Interest

Shows general market interest online according to geographical location

Regional interest

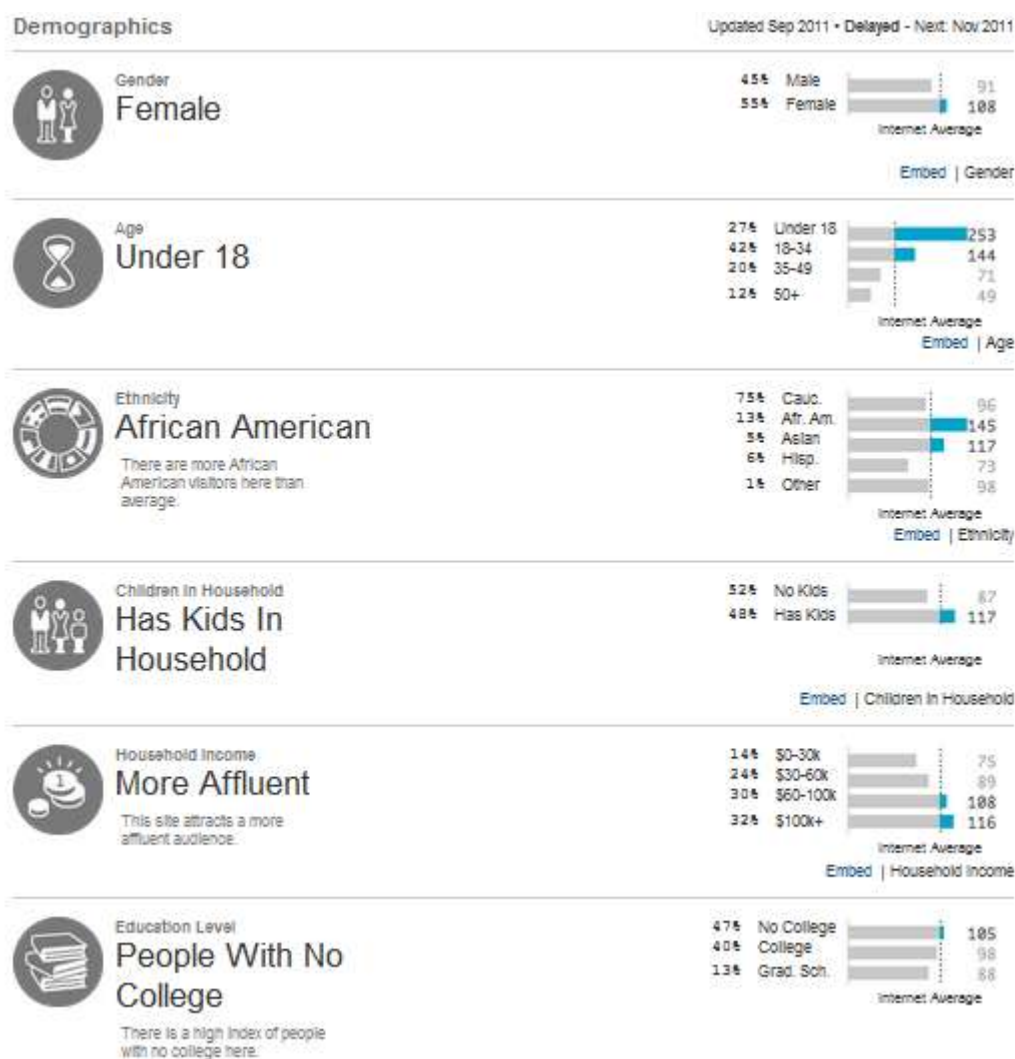
1.	Singapore	100
2.	Netherlands	88
3.	United States	84
4.	South Africa	69
5.	Canada	68
6.	India	62
7.	Pakistan	57
8.	New Zealand	56
9.	Australia	53
10.	United Kingdom	46

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on facebook.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



Psychographics (data based on facebook.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Communities	1.4x	<div><div></div></div>
Instant Messenger	1.3x	<div><div></div></div>
Technology	1.3x	<div><div></div></div>
Politics & Commentary	1.3x	<div><div></div></div>
Science & Technology	1.3x	<div><div></div></div>
Home Decor & Design	1.3x	<div><div></div></div>
Magazines	1.3x	<div><div></div></div>
News/Information	1.3x	<div><div></div></div>
Regional/Local News	1.3x	<div><div></div></div>
Travel News & Info	1.3x	<div><div></div></div>
Discussion/Chat	1.3x	<div><div></div></div>
Events/Tickets	1.3x	<div><div></div></div>
Humor	1.3x	<div><div></div></div>
Music/Radio	1.3x	<div><div></div></div>
Home/Family	1.3x	<div><div></div></div>

Frequently Asked Questions

- What impact has social media, especially Facebook, had on the entertainment business?
- How can I incorporate social media into my small business marketing effort?
- Do you look for new social media sites when the others get boring?
- How is social media marketing going to be helpful for my e-commerce website?
- How would you show your knowledge of social media in a job interview?
- How does social media help writers today?
- What are some reliable sources examining social media?
- What are the different forms of social media that exist today?
- What are the best tools for social media marketing?
- How to manage multiple social media accounts?
- What are you willing to pay for comprehensive social media analytics?
- What social media websites should all bands be a part of?
- Does social media marketing profile require a creative person?
- How to best use social media marketing for my business?
- What are the best books to read on social media?
- I want a marketing firm to handle the social media for my company. How much would that cost?
- What are the disadvantages of social media, and networking sites?

- What are the advantages of social media optimization?
- What should I name my social media service business?
- How to charge and what amount for consultancy of social media marketing services?
- What is the best way to track results with social media marketing?
- Do you think social media is still a fad?
- What will replace social media as a big business role in 5 years time?
- Is there an agency that specializes in social media training for marketers?
- What is the most trusted social media advertising and social media marketing firm you know of?
- How to improve social media campaign?
- What social media business groups can I join?
- What is a typical formal job title for a person working on social media marketing in market research field?
- Do you need a business license to start a social media business?
- How could social media (e.g. Facebook, MySpace, twitter) be used to make a positive difference?
- How to get a job in social media?
- What is the best tool for businesses to track social media campaigns.?
- How do I explain social media sites to my wife.?
- Use names of real social media websites or make one up for story?
- How to prevent social media identity theft ?

- Are there any examples of a government department successfully using social media?
- How can a small it services company leverage social media?
- Which phone is best for social media apps?
- How is social media such as twitter used as a marketing tool?
- What would be the channels in social media?
- How to promote a business without social media?
- What are the best books on social media marketing?

Problems & Frustrations

- **Bored by social networks**

I have been on MySpace and Facebook for months or even years. But I'm starting to get bored by them. Do you recommend any new sites to check out?

- **Social media marketing services are expensive**

I'm looking for a social media marketing company. However, I'm stuck at describing what I need. Basically, I've gone through several proposals but practically all of them are expensive. Do I have any alternatives? Are there any useful tools/programs/websites for managing and streamlining all social media accounts (like twitter, Facebook, YouTube, Tumblr, etc.) in ONE place? So I can just hire an assistant to manage this rather than a company.

Anyone have any free/cheap and effective ideas to promote my brand new small business without Facebook or other social media? I tried it, and even paid for FB advertising but it's just lost out in cyberspace and I've spent too much money. I can't hire a professional to do it because their fees are too expensive.

- **Difficulty in promoting site on the social sites**

I have been trying to promote my site for some time now and I seem to be going nowhere. I've tried several social media marketing products and seek the services of the "experts", but nothing seems to work. Now, I am just wondering what social media marketing products I can use to promote my website?

- **Might not be creative in creating social media marketing campaigns**

I am not a creative person who can design something or plan strategies. If I plan to design my social media marketing campaign, will I have problems in it? Is SEO knowledge required in this field?

- **Don't know how to start using social media to promote business**

I would like to start using social media to market my nursery/kindergarten in the UK. I was thinking of using Twitter, Facebook, and LinkedIn...would all of these be useful for my type of business?

I know Facebook, MySpace and Twitter are great ways to help promote my company, but I don't have the time to learn them. How should I get started without putting in too much time to learn?

I am interested in learning more about social media theories and best practices. I was wondering if anyone could recommend any good books.

I work at a Fortune 500 company and I want to better educate my marketing organization around social media. We know the basics so I would like something that is more sophisticated and actionable. How can we get started?