



Graham Jones
Internet Psychologist

Social Profits

How to use social media to boost your business



WIKIPEDIA
The Free Encyclopedia

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List of social networking websites

From Wikipedia, the free encyclopedia

This is a **list of major active social networking websites** and excludes dating websites (see [Comparison of online dating websites](#)).

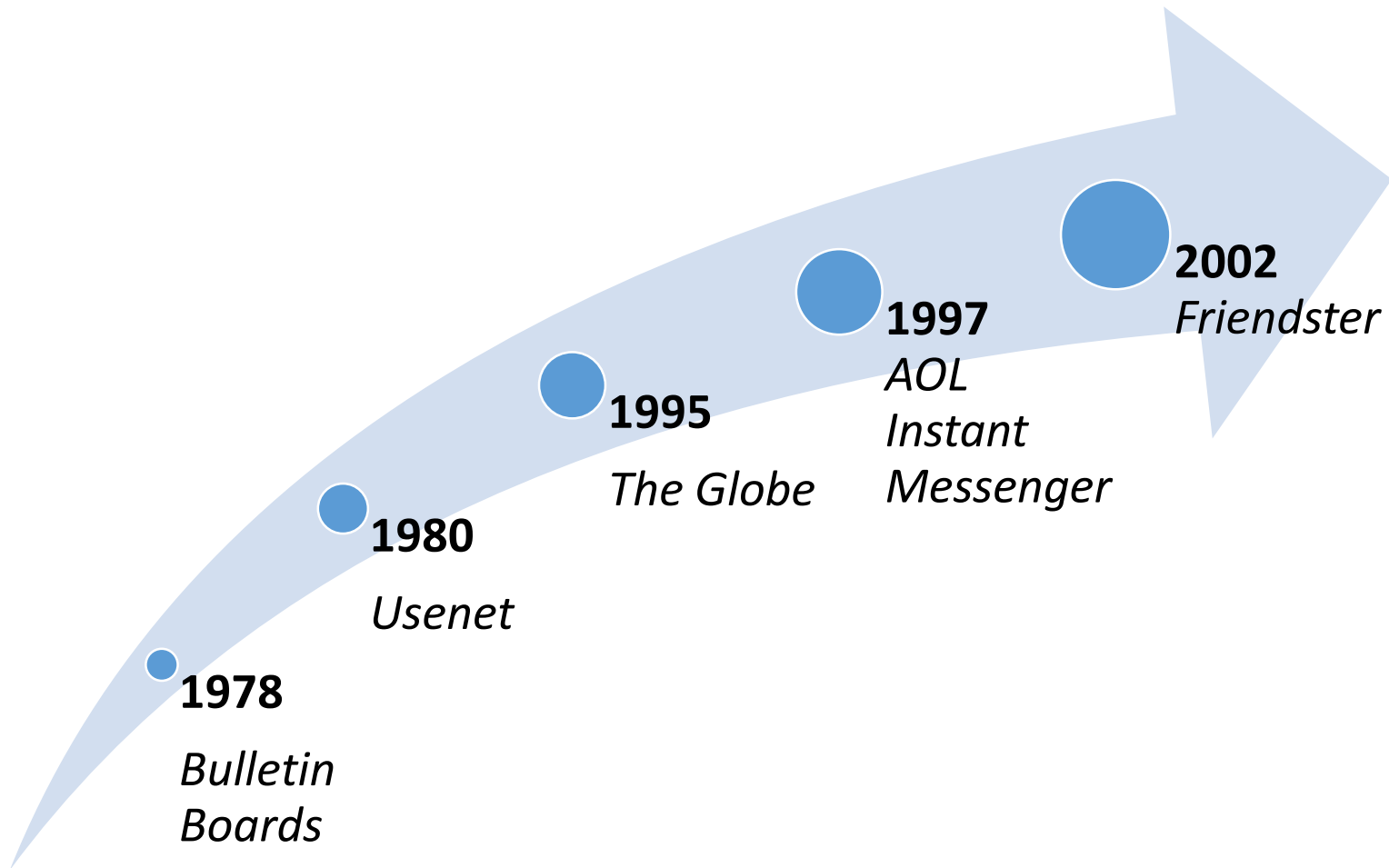
This list is not exhaustive, and is limited to notable, well-known sites.

[A](#) · [B](#) · [C](#) · [D](#) · [E](#) · [F](#) · [G](#) · [H](#) · [I](#) · [J](#)

Name	Description/Focus
43 Things	Goal setting and achievement
Academia.edu	Social networking site for academics/researchers
Advogato	Fre
allobii	Bo
AsianAvenue	A s
aSmallWorld	Eu
Athlinks	Ru
Audimated.com	Ind
Bebo	Ge
BIGADDA	Ind
Biip.no	No
BlackPlanet	Bla

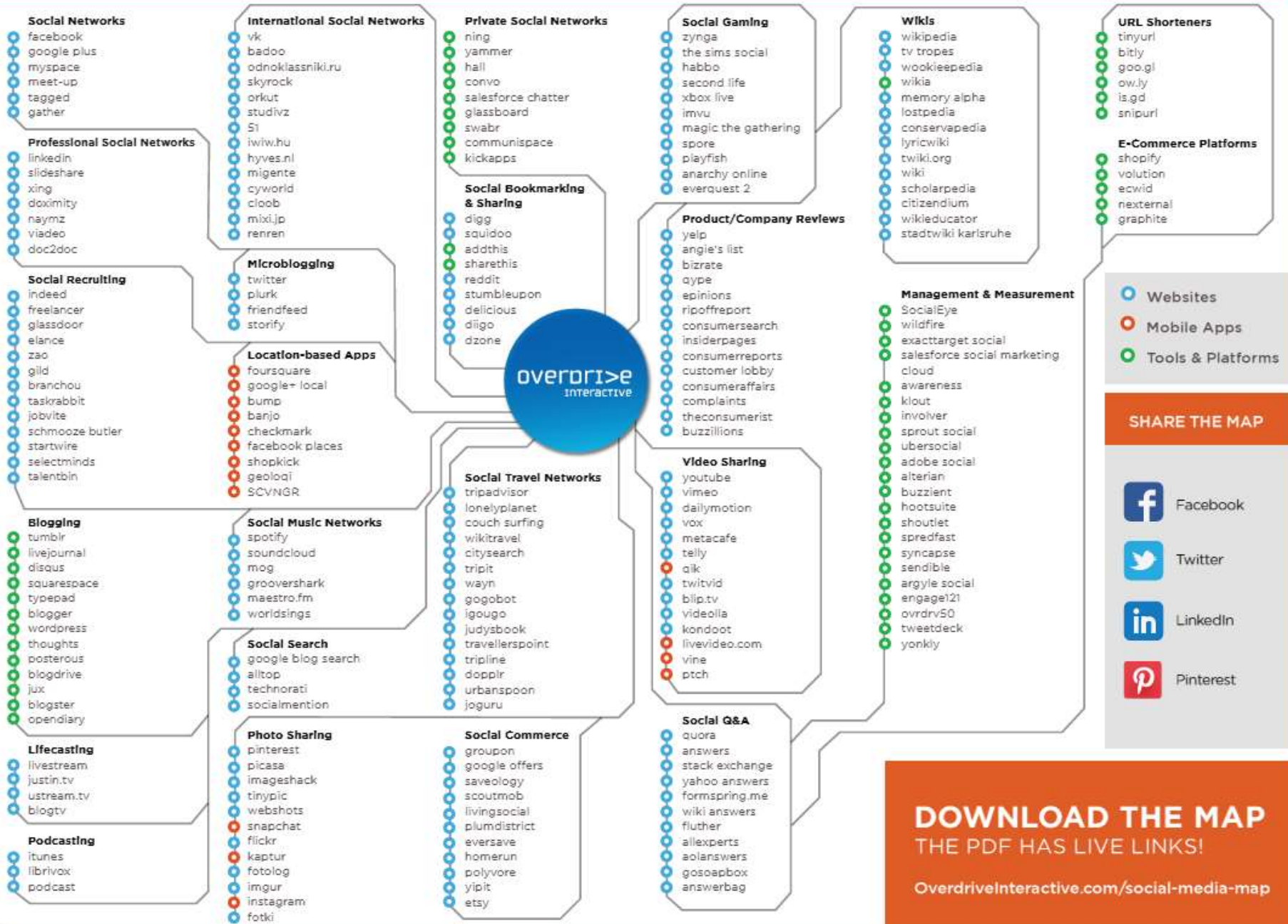
198

Social milestones



SOCIAL MEDIA MAP | 2013

A Snapshot of the Evolving Landscape



Legend:

- Blue circle: Websites
- Orange circle: Mobile Apps
- Green circle: Tools & Platforms

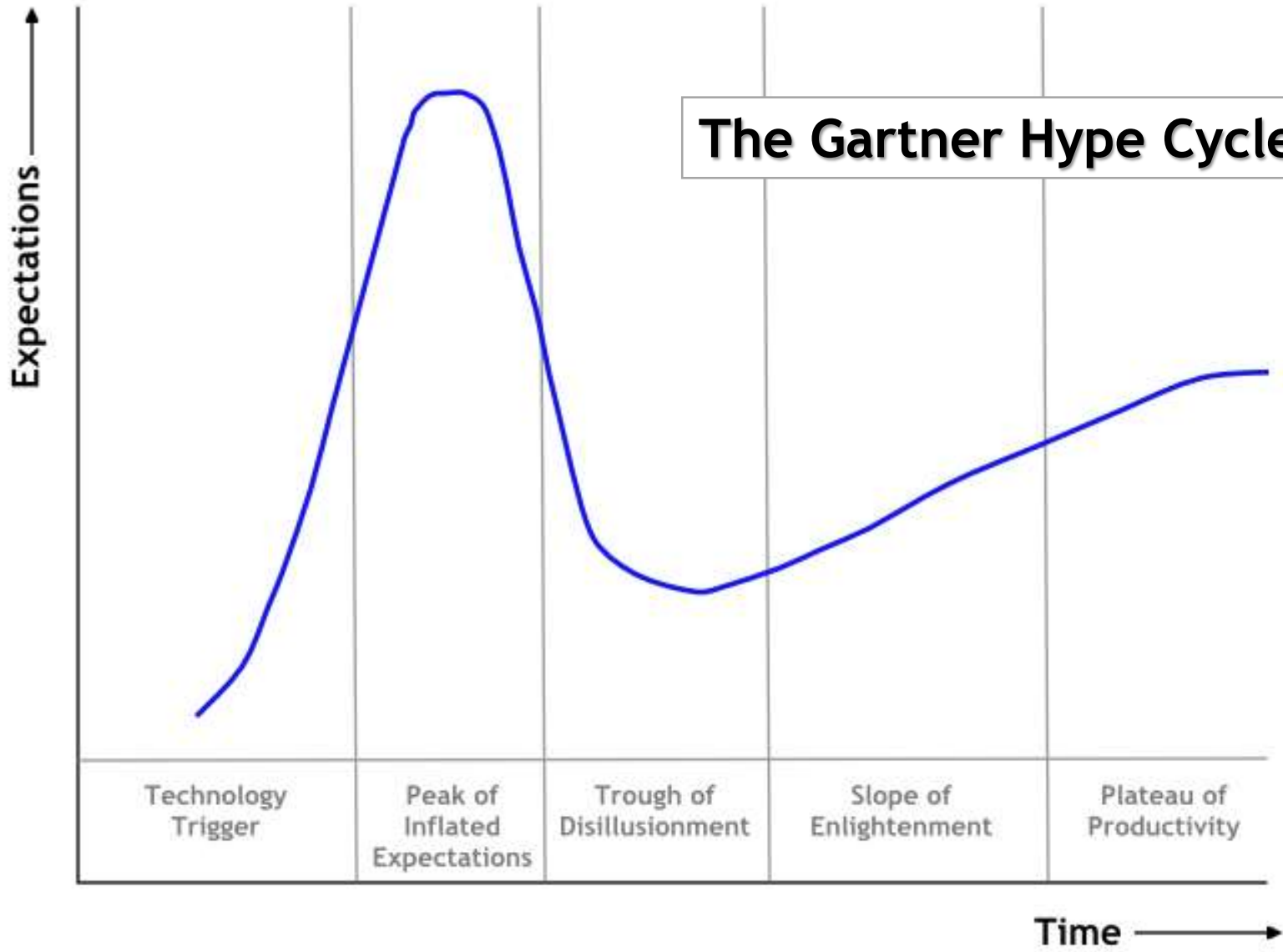
SHARE THE MAP

Share on:

- Facebook
- Twitter
- LinkedIn
- Pinterest

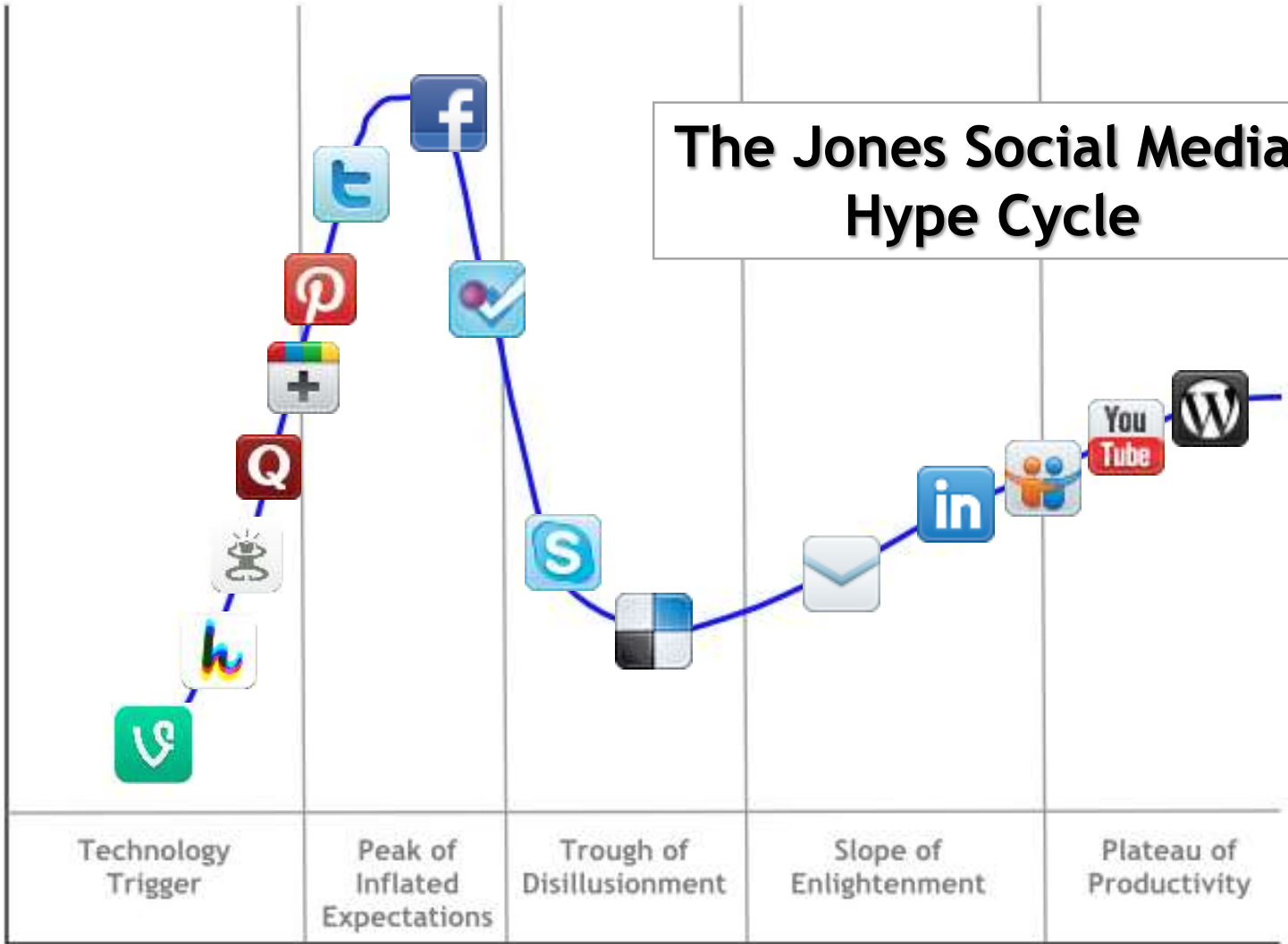
DOWNLOAD THE MAP
THE PDF HAS LIVE LINKS!
OverdriveInteractive.com/social-media-map

The Gartner Hype Cycle



Expectations —↑

The Jones Social Media Hype Cycle



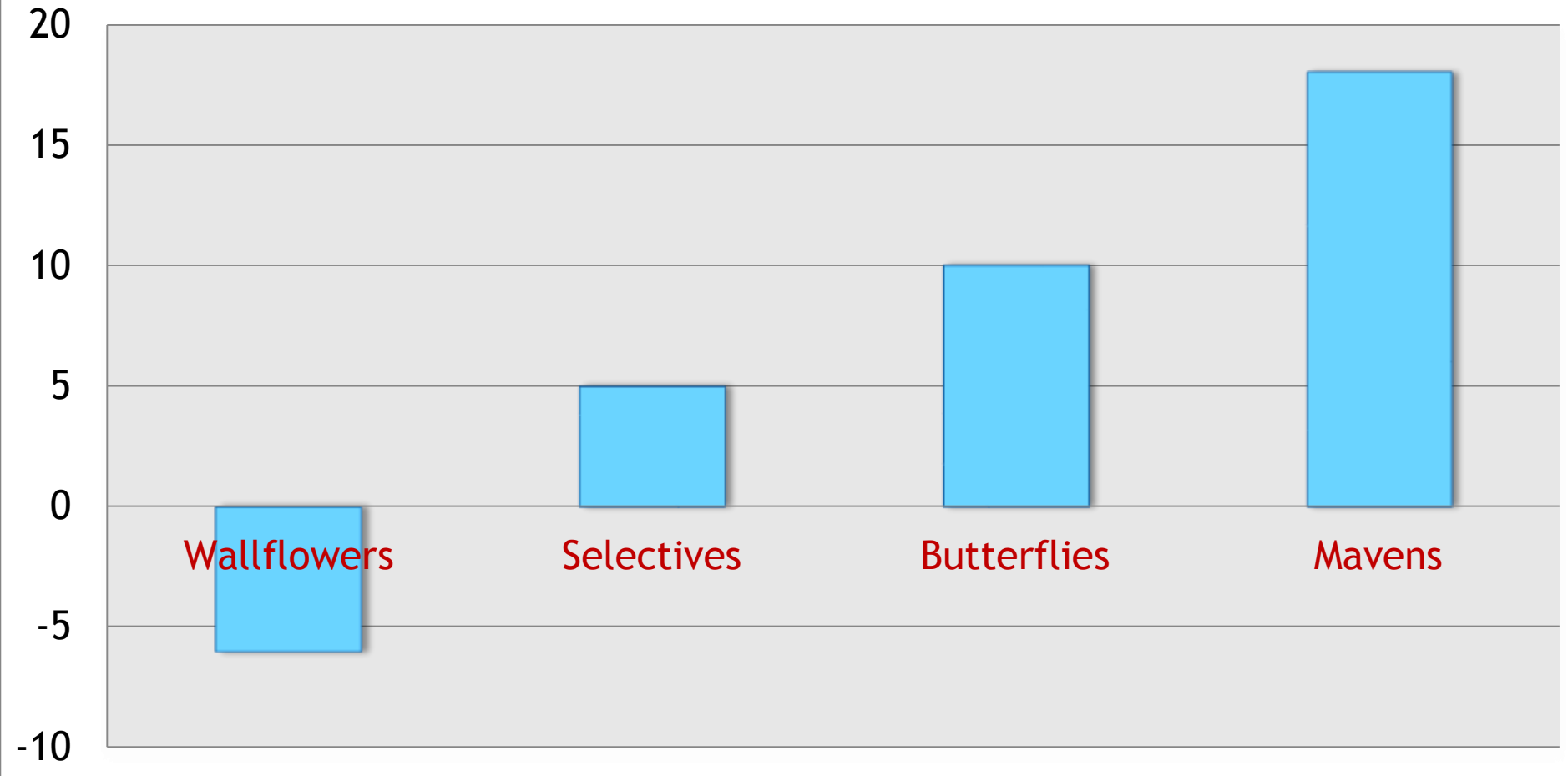
Time —→

Social Media Engagement

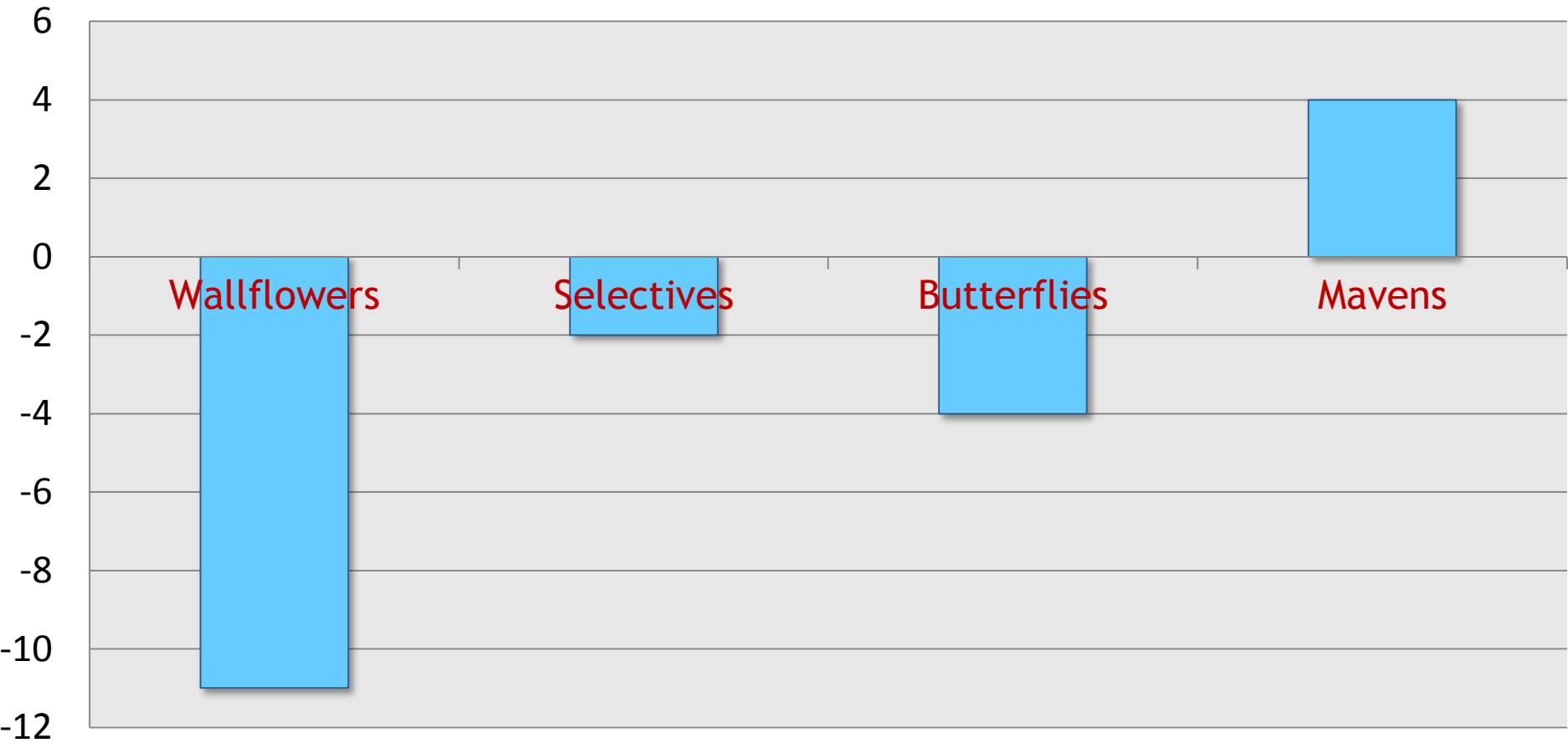


• <http://uklik.me/engagementstudy>

Change in Revenue



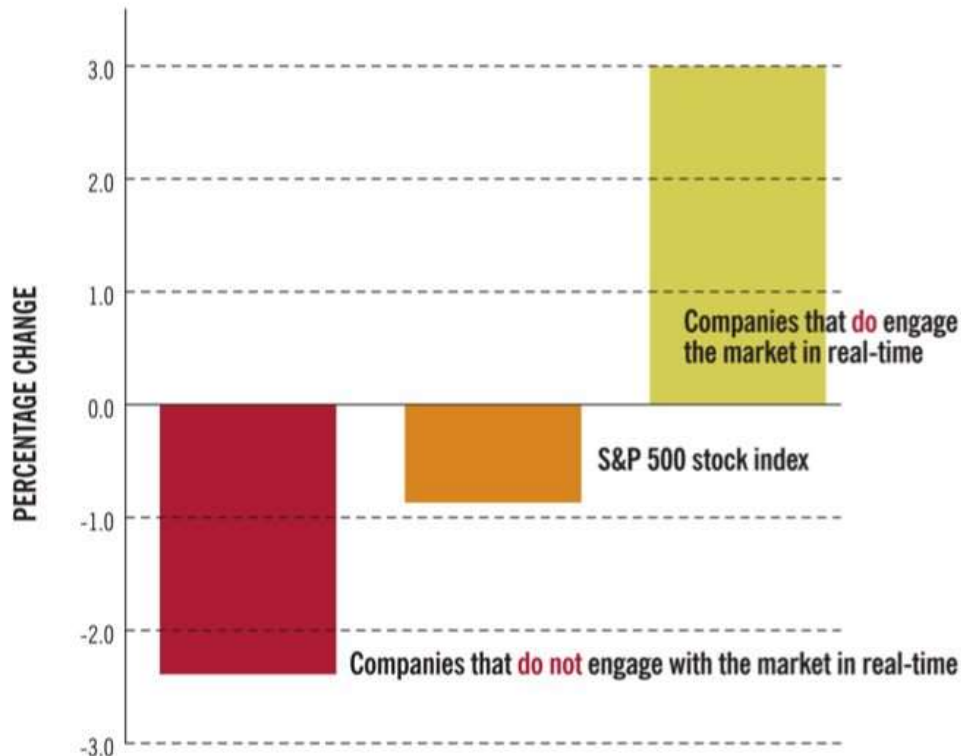
Change in Net Profit



The ROI of real-time engagement

Fortune 100 Public Companies

Average Stock Price Change: December 31, 2009-September 3, 2010



©2010 by David Meerman Scott

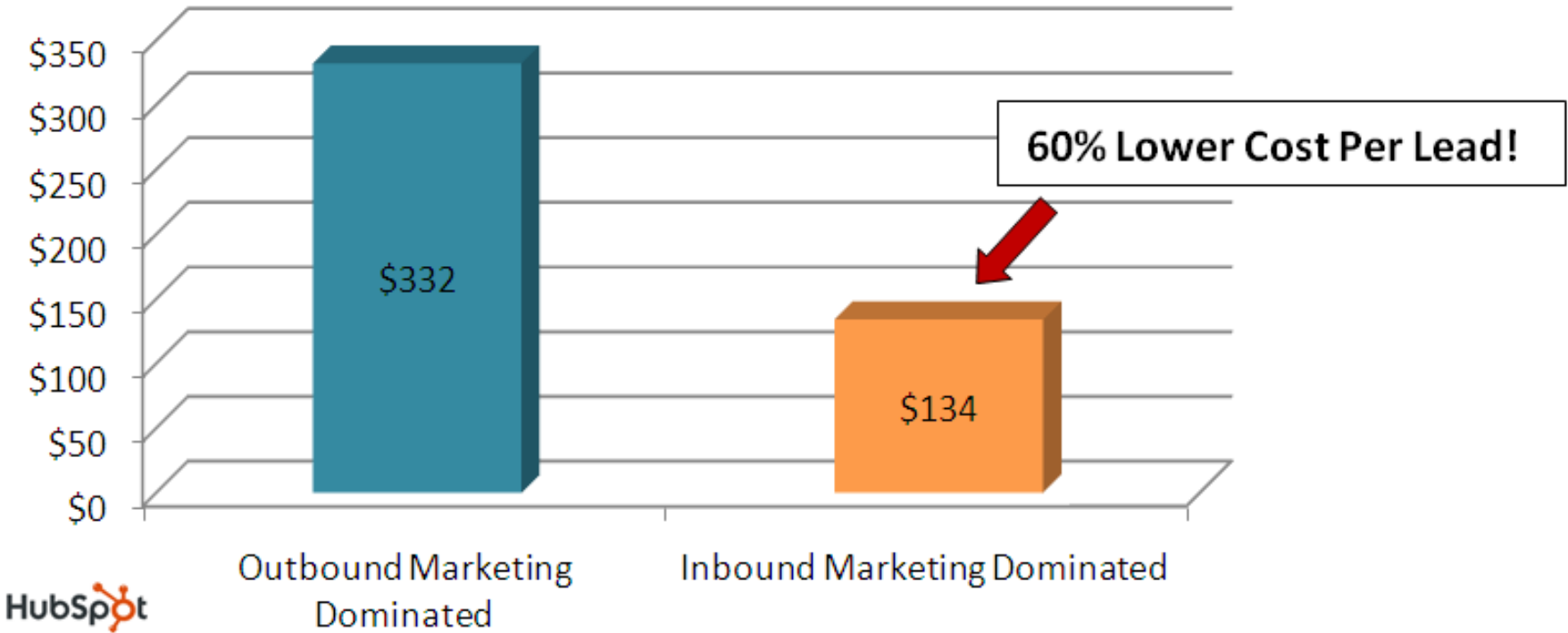
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Social Media ROI

- Socialnomics video:

- <http://www.youtube.com/watch?v=ypmfs3z8esl>

Average Cost Per Lead



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Blogs

will change your business

Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up...or catch you later.

MORE ON PAGE 42 >

More on blogs
online only at
businessweek.com

BLOGSPOTTING

Our new blog on blogs debuts online with Stephen Baker and Heather Green



PROFILE

The young blogger king of New York real estate, Lockhart Steele

CASE STUDY

How Stonyfield Farm's yogurt culture spreads through the blogosphere



SIX TIPS

Experts weigh in on the do's and don'ts of corporate blogging

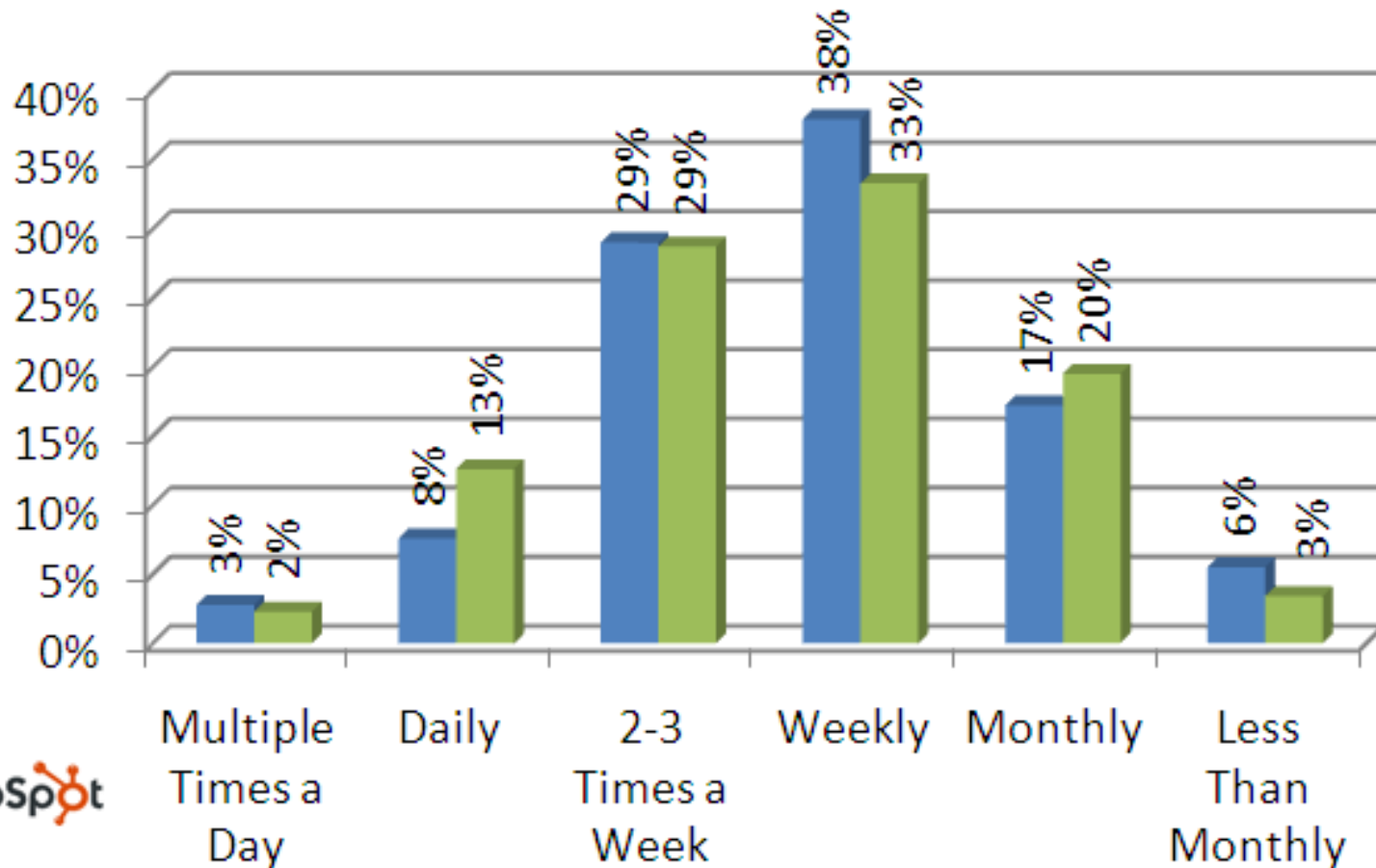
BusinessWeek online



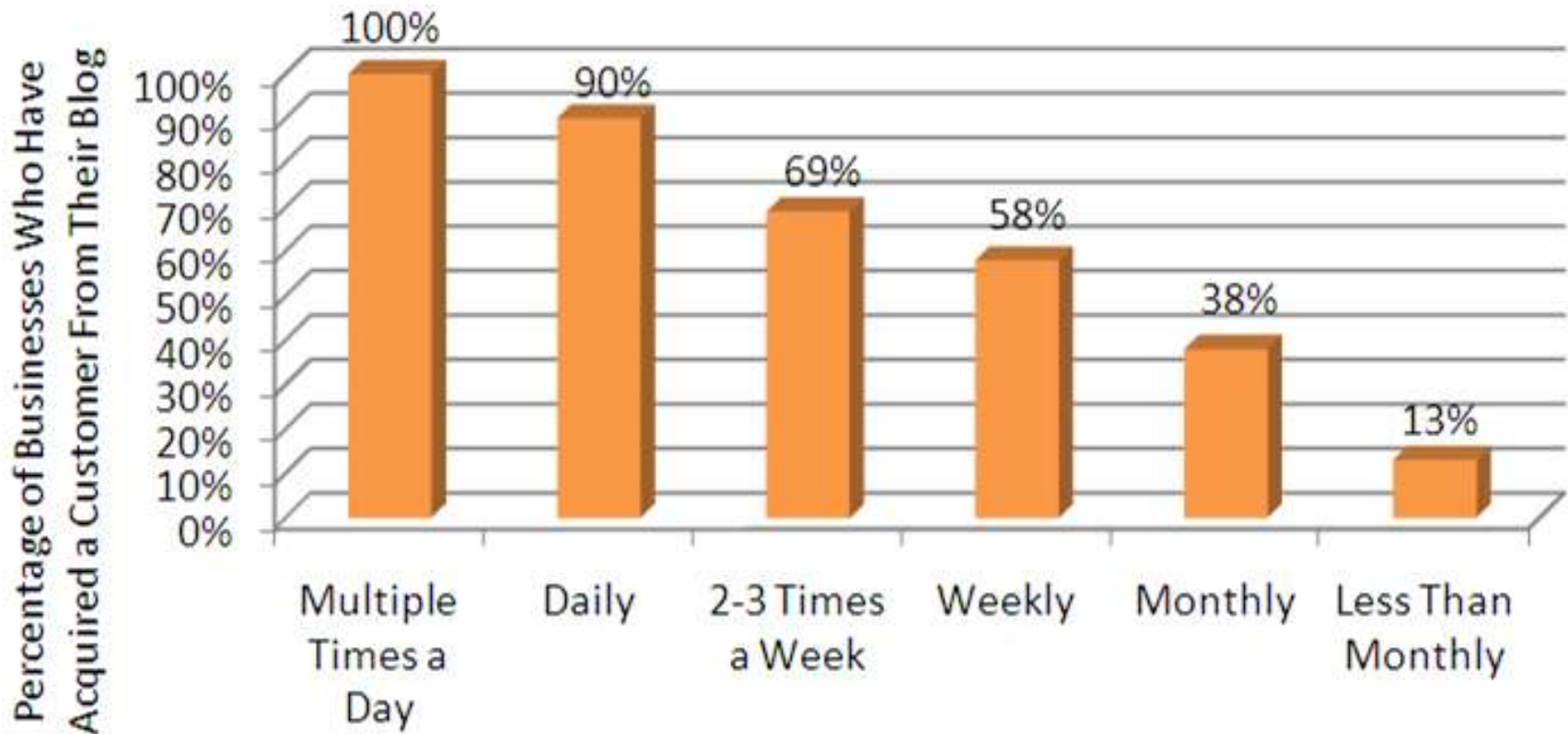
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RUSSIA 6450 FRANCE 6450 ITALY 6520 POLAND 7360 SWITZERLAND 09 630
 SAUDI ARABIA 6620 GERMANY 6450 JAPAN 6450 PORTUGAL (CONT.) 6450 THAILAND 09 630
 SLOVAKIA 6450 SPAIN 6450 U.S. 6450 SOUTH AFRICA 38 5200 U.K. 6450 U.S. 6450
 CZECH REPUBLIC 09 630 HUNGARY 6450 LUXEMBOURG 6450 SOUTH AFRICA 38 5200 U.S. 6450
 DENMARK 09 630 IRELAND 6450 NETHERLANDS 6450 SPAIN 6450 SWITZERLAND 09 630
 FINLAND 6450 POLAND 6450 DENMARK 09 630 SWITZERLAND 09 630

Frequency of Blog Posts

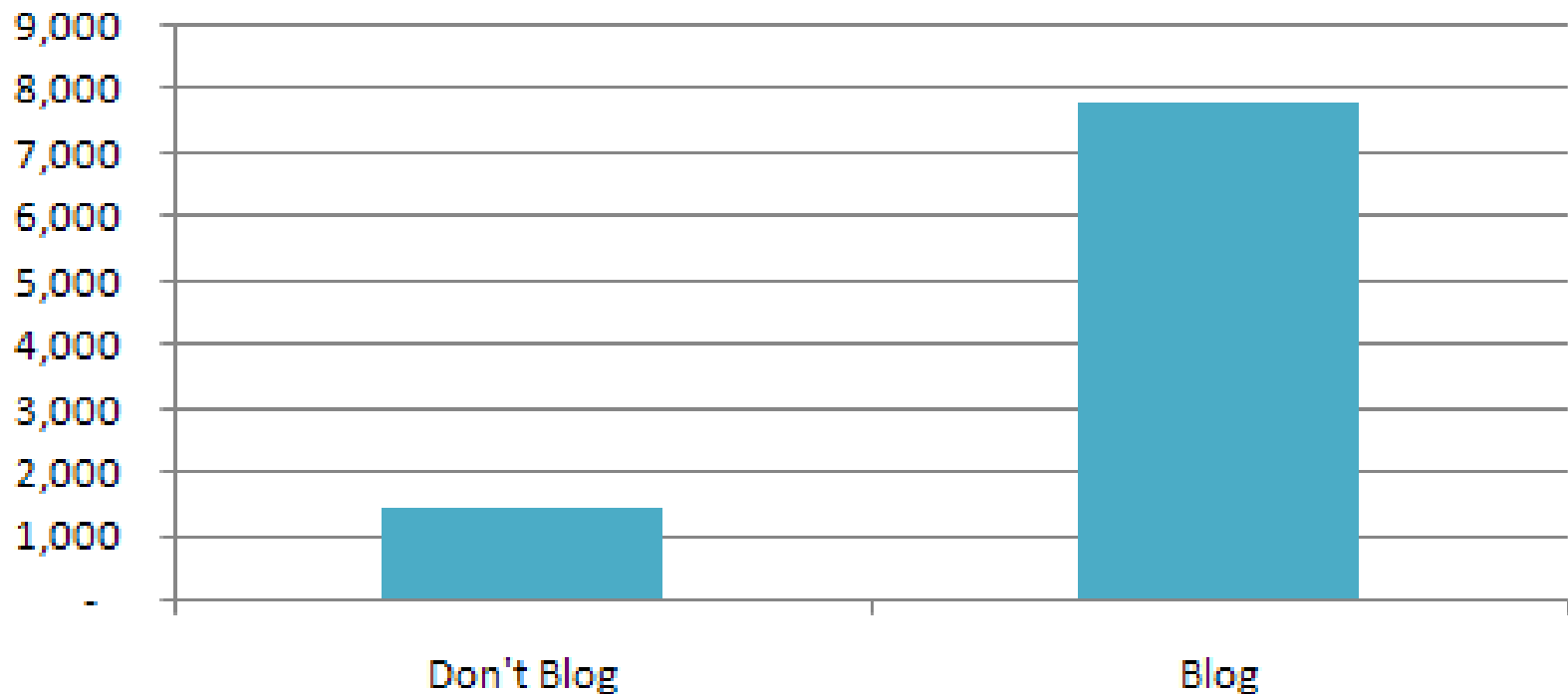


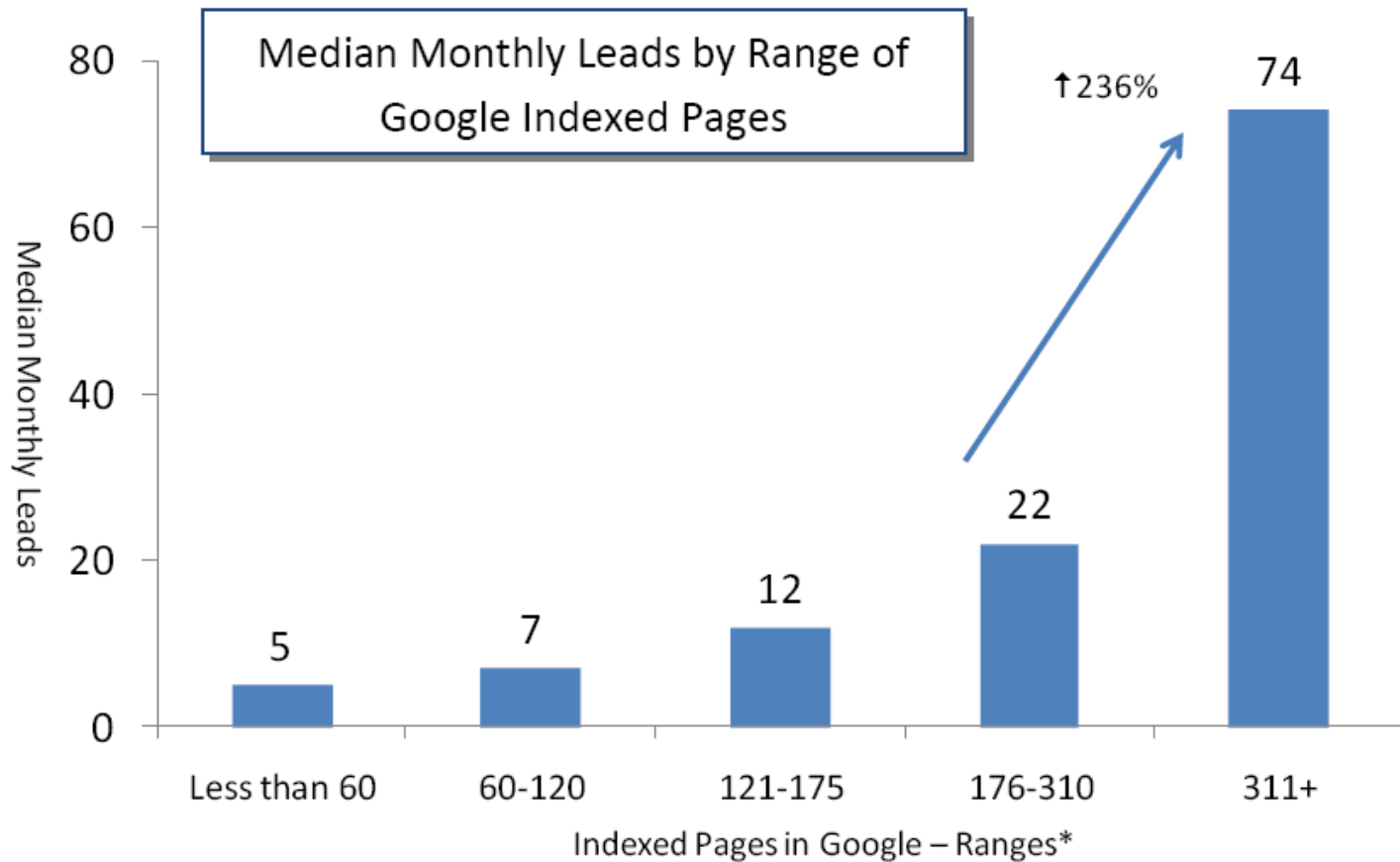
Blog Post Frequency vs. Customer Acquisition



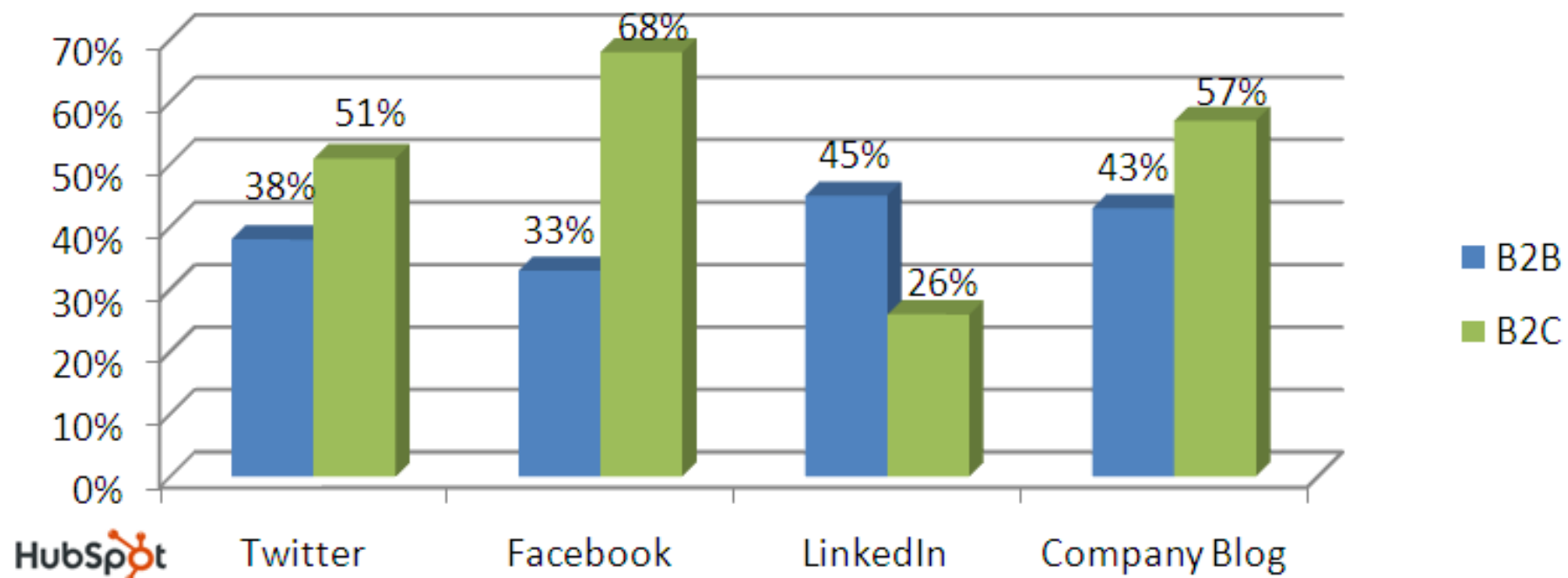
Frequency of Company Blog Posts

434% More Indexed Pages for Companies That Blog





Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



**“Without longer
form, deeper-dive,
more relevant
conversation
I don’t think social
media would have
anything to be
social about”**

Biz Stone, Founder of Twitter, Founder of
Blogger



Pic: Joi, Flickr

Clark Jeary Video 1

- Profile Video

- <http://www.youtube.com/watch?v=eyZ0Ni6X0Zc>

Clark Jeary Video 2

- Lip Dub

- <http://www.youtube.com/watch?v=uZ7-n930zJo>

Tasks

