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IT PAYS TO BE SOCIAL!

55% SAY SOCIAL NETWORKING KEEPS THEM IN THE KNOW ABOUT BRANDS AND PRODUCTS.

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In the "Olden Days" of the internet, people used brands' websites as their main online source for getting brand information and for staying informed on products. Today, people are utilizing social networking, with 55% saying that social networking keeps them in the know about brands and products. While those under 35 are particularly active in learning about brands and products through social networking (66%), there is strong concurrence among those 35-49 (53%) and those over 50 (40%). With more than half of consumers agreeing that they stay informed about brands and products through social networking, here's an important message for marketers: today's brands looking to capitalize on a chance to touch consumers need to have a strong social networking presence.