

THE A-LIST: HOW TO KEEP ONLINE FOLLOWERS CONNECTED – B AWARE AND C RESULTS

ABCs ASIDE, SEVERAL ACTIONS HAVE BEEN IDENTIFIED TO KEEP THOSE WHO FOLLOW YOUR BRAND ONLINE CONNECTED AND COMING BACK TO YOUR SITE OR SOCIAL NETWORKING PAGES. HERE'S WHAT PEOPLE SAY MOTIVATES THEM:

WORKS BEST

52% SAY CONTESTS OR ASKING FOR INPUT ABOUT YOUR CURRENT OR NEW PRODUCTS

GIVE AND YOU'LL GET:

50% RESPOND TO YOUR DISCOUNT COUPONS OR FREE PRODUCTS

ENTERTAIN:

34% SAY YOUR FUN AND INTERESTING POSTS ON SOCIAL NETWORKING PAGES

SPUR THEM TO SHARE:

34% SAY YOU PROVIDING CONTENT THEY WANT TO SHARE

ANSWER EMAILS:

30% SAY YOUR ANSWERS WORK

SHOW YOU'RE "LISTENING":

28% SAY YOUR RESPONSES TO COMMENTS OR LINKS THEY POST ON SOCIAL NETWORKING PAGES

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These numbers support keeping your eyes focused on your brands online, which can secure a place in the minds and hearts of your followers and promote greater brand loyalty. With this A-list, you can get on followers' A-lists!

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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