

How to get closer to your customers

Unlock your potential with our paid social audit – request yours today: socialaudit@summitmedia.com



FIND THE SOCIAL PLATFORMS THAT MATTER MOST TO YOUR CUSTOMERS

3.8 platforms used on average

Ask your customers about social platform behaviour to truly understand their journey. Use customer surveys to understand motivations, points of entry and verify this with analytics.

TAILOR CONTENT BY PLATFORM, PRODUCT & STAGE IN THE PURCHASE JOURNEY


Customers are twice as likely to use social media for inspiration (29%) than purchase (13%)


Test different platforms and create content to fit the environment and stage in the journey.

 **42%** to engage in communities

 **38%** to search for inspiration

 **75%** to search for inspiration

 **66%** to watch videos/posts

 **58%** to watch videos/posts



MAKE YOUR CUSTOMER CARE ABOUT YOUR BRAND

49% of customers only trust adverts from well-known brands

Use native and innovative ad formats, avoid high frequency campaigns and use targeting exclusions.



THE NEW NORMAL. YOUTUBE IS TV. SOCIAL IS OUT OF HOME.

15 second YouTube video ads have three times the attention of an Instagram in-feed ad.

You have a matter of seconds to capture customer attention. 6 seconds on YouTube can feel like a lifetime, so keep it snappy.