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Social Media Marketing Strategy Uncovered

Bridge Ratings Research study: "Social Network Hierarchies and their Impact on Business"

Sample: 2322 persons ages 6-54.

Key finding of the study:

For the first time since social marketing has become a legitimate form of reaching consumers, Bridge Ratings has confirmed that not only does the strategy work, if done by using field-tested hierarchy tactics and messaging, the impact on corporate growth over-reaches and outperforms any other marketing strategy.

The study was conducted between January 15 and April 30, 2010. Data was accumulated through in-person interviews, telephone interviews, social media focus groups and web surveys. The sample consisted of 2322 persons ages 6-54.

The analysis confirmed heavy consumption among the sample in the following social areas: Social Networks, News & Bookmarking, Blogs, Microblogging, Video Sharing, Photo Sharing, Message boards, Wikis, Virtual Reality sites, and Social Gaming.

"Among the most interesting results of this new study is the discovery of a hierarchy of social media that consumers progress through over time", explains Bridge Ratings President Dave Van Dyke.

"The usage pattern is different for each demographic category and the pattern migrates based on user experience. The more aligned the marketing is to the usage patterns, the more effective the results. "

The concept of social network hierarchy behavior is evident through each demographic life group and serves as a more effective strategy for reaching consumer targets with brand messages.

Van Dyke continues, "In every case we tested, an increase in product engagement was noted."

And we learned that there are specific criteria that require special attention, including the fact that social media is not all things to all people. Not all consumers use social networking sites in the same way."

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Other tactics include focused product messaging, repetition, timing, staggering and flighting messaging.

As quickly as social media are being adopted by the public, the number of options facing today's social media marketing strategist expands. Because of the vast landscape of tools available, not all social media marketing is equal.

This Bridge Ratings study has clarified for us that even at this early stage, demographics, lifestyle and personal interests direct which social media will have the best affect on accelerating consumer demand.

An example of social media hierarchy:



Sample size: 2322 persons 6-54. Sample error: +/- 2.0%

For additional information or advisement, contact Dave Van Dyke at 888.790.1102 or at dvd@bridgeratings.com.

Bridge Ratings is a media consumer research firm based in Dallas, Texas. For further information on this and other studies, visit our website at www.bridgeratings.com .

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