



# Deep-Fried Marketing

Using Social Media as your  
Secret Ingredient

# Why Social Media?

## Social Media 2013

**1.15 Billion+**  
total users

751 Million users access Facebook from mobile with 7,000 different devices

There over 10 million Facebook apps

23% of Facebook user's check their account more than 5 times a day

74% of marketers believe Facebook is important for their lead generation strategy

250 Billion photos are uploaded every day

75% of possible engagement a post gets in its first 5 hours

facebook

There are over 288 million monthly active users

28% of Retweets are due to inclusion of "please RT!"

Twitter's fastest growing age demographic is 55 to 64 year olds with active users of 79%

60% of Twitter users access it from mobile

Approx 20 million user accounts are fake

On an average, over 400 million tweets being sent per day

208 is average number of tweets per account

**500 Million+**  
total users

twitter

**500 Million+**  
total users

Over 343 Million active users on Google+

Platform has over 67% male users

80% users login at least once a week to Google+ and 60% users login everyday

The +1 button is served more than 5 billion times per day

40% of marketers use Google+, 70% desire to learn more and 67% plan to increase Google+ activities

Animated GIFs are still the most engaging type of post

Google+

**130 Million+**  
total users

Instagram

More than 16 Billion photos being already uploaded

An average user on Instagram has 40 photos

'MTV' is the most followed brand on Instagram with over 1.2 million followers

Every second 8000 users like some or other photo

Instagram gets 1000 comments per second

Over 5 Million videos being shared within 24hrs of launch

More than 5 Million photos uploaded every day

More than 69% of users are female

Only 6% of users have connected their Facebook accounts

Food is the top category on Pinterest with 57% discussing about food-related content

80% of total Pinterest's pins are repins

'Nordstrom' is the most popular brand on Pinterest with more than 4.4 Million followers

Garlic Cheesy Bread is the most repinned Pinterest Pin

**70 Million+**  
total users

Pinterest

### More Stats

There are over 1 billion unique monthly visitors on YouTube

4.2 billion people use mobile device to access social media sites

Social media generates almost double the marketing leads of trade show, telemarketing, daily mail, or PPC

Women check out a brand's social page more often than men

More than 23% of marketers are investing in blogging and social media

Around 46% of web users turn to social media for making purchase

60% consumer says the integration of social media makes them more likely to share product and services.

Sources:  
- www.facebook.com  
- www.expandedramblings.com  
- www.mediabistro.com  
- www.socialmediaexaminer.com

Digital Insights

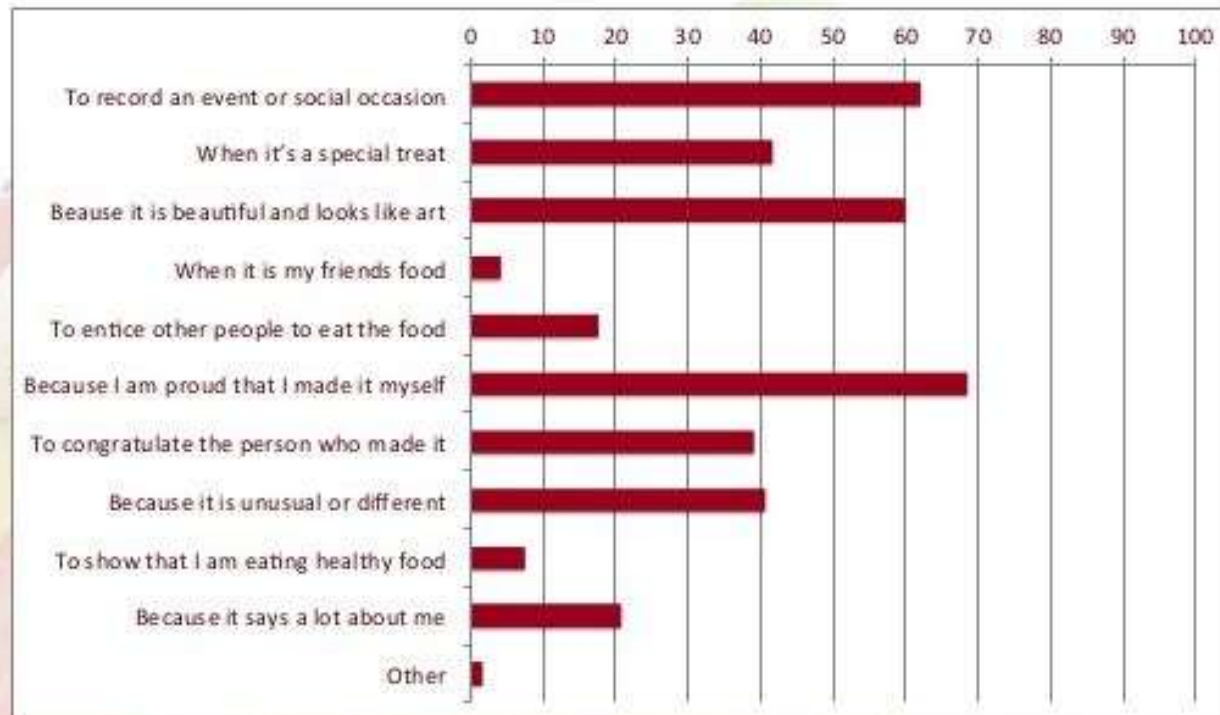
# Food & Beverage has a major stake in Social Media

## Why do you take pictures of food?

#FoodPsych



THE WEB PSYCHOLOGIST



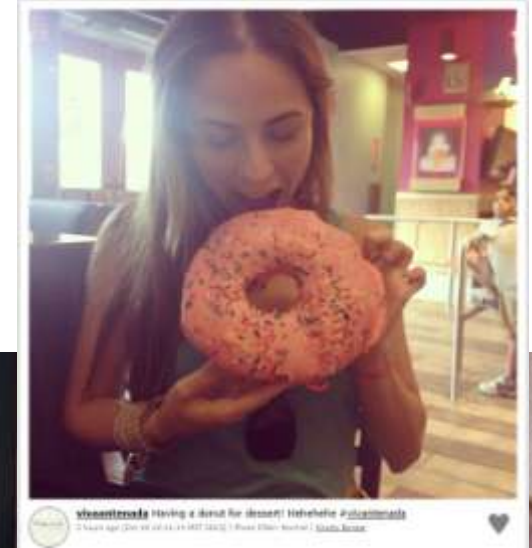
“To record an event or social occasion”



# “When it’s a special treat”



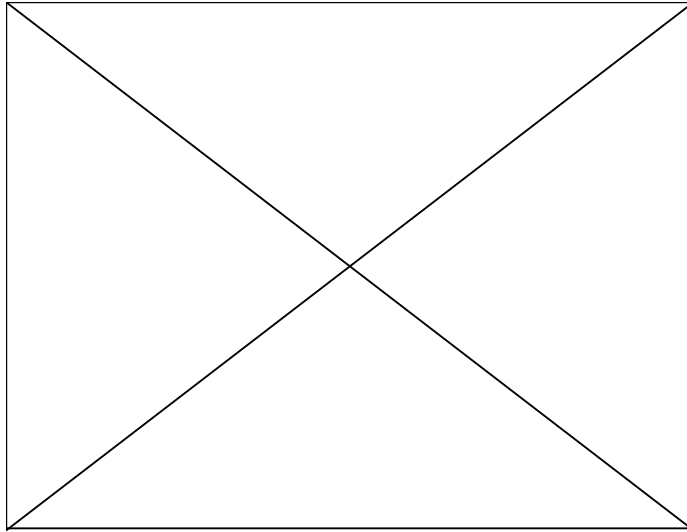
# “Because it is unusual or different”



“Because it is beautiful and looks like art”

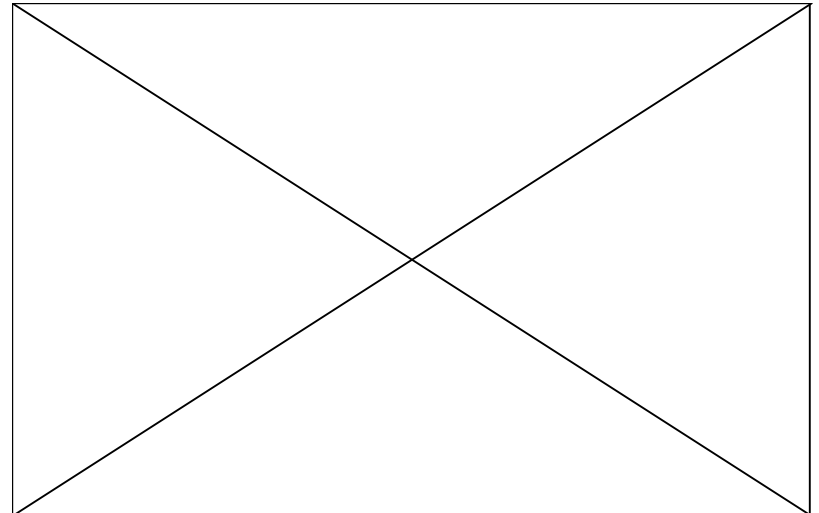


# Video works, too!



Kennywood Guest video  
Slush Factory

Inside the Magic (blogger)  
Universal Studios- The Simpsons  
Fast Food Boulevard





# Get involved!

## Provide Content

- Photos, videos
- New Menu Items

## Develop Promotions

- Add value, coupon
- Highlight

## Use Social Feedback

- Unsolicited
- Make/change status quo



# Make it a success!

Drive traffic to under-used locations

Get Fans Involved in Making Decisions

Be Consistent

Track the results

