

# What Social Followers Want

JANUARY 22, 2010

## Deals aren't the only thing

Brand marketers want consumers to follow them to build buzz and engagement, but social media users often desire something in return. What they've come to expect is a good deal, but many consumers—including the most active users of social sites—are also interested in deeper engagement.

A December 2009 [MarketingSherpa](#) survey indicated that learning about specials and sales was the top motivation of those who friended or followed a brand online, supporting the results of earlier surveys. But looking for savings was followed closely by learning about new products, features or services.

---

### Reasons for Friending or Following Companies Through Social Media According to US Consumers, December 2009 (% of respondents)

	Max connectors*	Daily users	Total
Learn about specials, sales, etc.	46%	65%	64%
Learn about new products/features/services	61%	61%	62%
Entertainment—funny or insightful	37%	34%	35%
Company culture, environmental responsibility, workers' policies, etc.	48%	41%	30%

*Note: n=1,314; \*respondents with more than 500 social connections  
Source: MarketingSherpa and Survey Sampling, "Popular Media Study," January 12, 2010*

110430

www.eMarketer.com

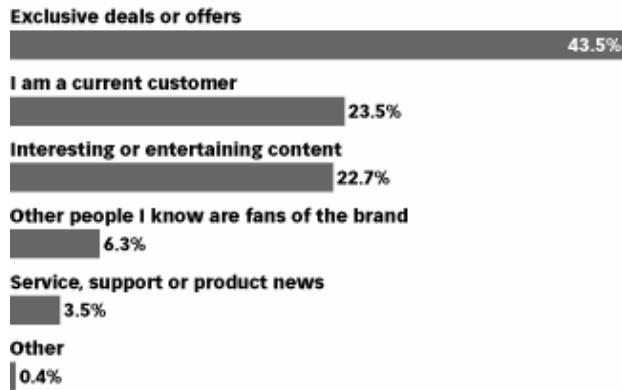
Users described as “max connectors”—those with at least 500 social connections—were less interested than average in getting deals. Instead, they cared about new products and company culture, demonstrating the deeper engagement expected by social media power users.

An earlier study, by [Razorfish](#), also found that exclusive deals and offers were the primary motivation of US Internet users following brands on Twitter.

---

**Primary Reason US Internet Users Follow a Brand on Twitter, August 2009 (% of respondents)**

---



*Note: ages 18+; numbers may not add up to 100% due to rounding; among those who have followed a brand*  
*Source: Razorfish, "FEED: Digital Brand Experience Study," November 10, 2009*

108551

www.eMarketer.com

Respondents who friended a brand on Facebook or MySpace responded similarly, though they were more likely to become a fan because they were a current customer (32.9%) than were users of Twitter.

Sharing interesting content that users care about, along with the deals and discounts they have come to expect, will both keep them engaged and spur them to pass along marketing messages.