



**THE VALUE OF A FACEBOOK FAN 2013:  
REVISITING CONSUMER BRAND  
CURRENCY IN SOCIAL MEDIA**

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# THE VALUE OF A FACEBOOK FAN 2013:

Revisiting Consumer Brand Currency in Social Media



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## Executive Summary

Facebook remains the dominant social network in Western markets, commanding the most users (1.06 billion) and marketing investment (\$5.09 billion in revenues). The past few years have been characterized by hype and a competitive race to acquire the most Fan connections, but brand marketers are sobering up and asking hard questions around the ROI of social marketing. And perhaps no question is asked more often than “What is the value of a Facebook brand Fan?” According to new Syncapse empirical research, the average value of brand Fans in key consumer categories has increased 28% to \$174.17. This effect is amplified considering the number of Fan memberships for most brands in our study has doubled, tripled or more. The increase in average Fan value is driven by Fans’ tendencies to be Super Consumers. Not only do they tend to be brand users first, they spend more, engage more, advocate more, and are more loyal. The significant and increasing value of a Facebook brand Fan affirms past social marketing investment and mandates deeper commitment and accountability in the future.

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## INTRODUCTION

In 2010, Syncapse Corp. conducted a groundbreaking study in partnership with Hotspex Inc.: “The Value of a Facebook Fan: An Empirical Review.” The study established a rigorous approach to valuating a Facebook Fan, enabling consumer marketers and brand managers to better plan, execute and measure their return on Facebook investment.

The 2010 study demonstrated conclusively that Facebook Fans are an extremely valuable segment of the Internet audience, and a valuable subset of customers. They represent a significant opportunity to increase revenue, brand value and loyalty. In the fourth quarter of 2010, there were 610 million monthly active users<sup>1</sup>. By the fourth quarter of 2012, worldwide monthly active users increased to 1.056 billion monthly active users. Moreover, Facebook users have become more valuable, as reflected in Facebook’s revenues, which increased from \$1.974 billion in 2010 to \$5.089 billion, a 158% gain.

### Facebook Pulse 2012

Monthly Active Users:	<b>1.056 B</b>
Daily Active Users:	<b>618 M</b>
Mobile Monthly Active Users:	<b>680 M</b>
Mobile-Only Monthly Active Users:	<b>157 M</b>
<hr/>	
<b>REVENUES:</b>	<b>\$5.089 B</b>
<b>AVERAGE REVENUE PER USER:</b>	<b>\$5.32</b>

Source: Facebook Investor Website; Monthly users are from December 2012

Not only has the volume of Facebook activity increased, so has the sophistication of brand interaction. Company and brand pages on Facebook have evolved from static publishing venues (video-based ads, new product announcements) to sprawling social communities. Pages and News Feeds have become hubs not only for publishing content, but for sharing and amplifying messaging through paid media. Brand presence and investment has proliferated, along with innovations in ad serving and targeting with products like Facebook Exchange and partnerships with third-party, offline data providers. Meanwhile, Facebook’s Edgerank filtering algorithm has defined the News Feed experience, while confirming Facebook as a pay-to-reach media channel, even for brands attempting to message their own Fans.

It is in this new socialized environment that Syncapse, along with Hotspex, revisits our seminal study to ask: what is the value of a Facebook Fan for consumer brands?

“The Value of a Facebook Fan 2013: Revisiting Consumer Brand Currency in Social Media” is the anchor installment in a series of reports on the social consumer’s impact on marketing. We welcome public feedback to advance our collective understanding.

<sup>1</sup> Source: Facebook

## BACKGROUND & METHODOLOGY

The 2013 study builds on the methodology introduced in the original 2010 study, while maintaining the integrity of the original benchmarks. Enhancements include a rollup of brands into category views such as clothing & fashion, fastfood and quick-service restaurants (QSRs), and mass merchandise retailers. Other enhancements include measures of cross-media consumption, device usage, attitudes and emotional drivers of brands. The brands under study in 2013 were selected based partly on their wide consumer adoption and Syncapse SynQ rating, a social brand health index incorporating blended page performance metrics including Fan count, Fan growth, engaged Fans and engaged Fan growth.

### BRANDS INCLUDED IN THE VALUE OF A FACEBOOK FAN 2013 STUDY



## Understanding the Value of a Fan

Facebook brand pages and promotions continue to blossom, despite an ongoing struggle to understand Fan impact. To understand, benchmark and improve long-term business value of Facebook investments, marketers must understand the measurable differences between users who have 'liked' or Fanned a brand versus those who have not. Value is reflected not simply by the action of being a Fan, but by the added value of Fan spend and other key values.

## Deriving Fan Value: Methodology

Identifying differences in behaviors and motivation between Fans and non-Fans is key to understanding the value of a Fan to a brand. Syncapse has identified and isolated these factors, and has associated them with key factors that drive shareholder value. These factors are widely identified as fundamental to both short-term and long-term sales performance and have been tested across multiple organizations to confirm their importance.

## FACTORS OF SYNCAPSE FAN VALUE CALCULATION



- 1. PRODUCT SPENDING:**  
The difference in spending habits on each brand within the category



- 2. LOYALTY:**  
The consumer intention to keep purchasing the brand in the future



- 3. PROPENSITY TO RECOMMEND:**  
Probability and propensity for word-of-mouth recommendations to lead to future sales



- 4. MEDIA VALUE:**  
Efficiencies of earned reach and frequency via the Facebook platform



- 5. ACQUISITION COST:**  
Efficiency of Fans in enticing others to participate and drive organic membership



- 6. BRAND AFFINITY:**  
The perceived personality or the emotional draw felt by Fans towards their brands

Based on the valuation model developed by Syncapse, the survey research for this study was conducted by Hotspex and consisted of a 25-minute survey using its online panel. Data were collected from over 2,000 panelists residing in the U.S. in late January and early February 2013. Respondents self-identified as Fans by indicating which brands they have 'liked' on Facebook. Next, information on past and projected future behavior was collected both at the category level and at the individual brand level. Data for Brand Affinity were collected using Hotspex's PersonaSphere™, a proprietary tool to measure the emotional drivers of marketing stimuli.

Most metrics and definitions in the 2013 study used the exact methodologies of the initial 2010 study. Based on lessons learned, Syncapse enhanced its method of capturing consumer brand spend during a 12 month period. This affected the value calculation of some brands but averages are comparable from one study wave to the other.

## FINDINGS

### The Value of a Fan: 2010 Vs. 2013

Brands for both the 2010 and 2013 studies were among the top global brands in terms of Facebook Fan counts. In 2010, the brand pages often had a few million Fans each. Brands selected for the 2013 study had well over 15 million Fans and some popular brand pages, like McDonalds, have well over 25 million. Coca-Cola has over 60 million! Many brands even have separate or multiple page listings to support international or multi-lingual pages. As an example, Nike has several pages including Nike (12 million Fans), Nike Football (17 million), Nike Basketball (4 million) and Nike Cricket (2 million). BMW Cars has over 13 million Fans, BMW X5 has 1.2 million, BMW India has 1.5 million and BMW Egypt has over 750,000.

**KEY FINDING: Average Fan value in consumer brands category increased 28% to \$174.17 in 2013 versus 2010, while Fan counts have doubled or even tripled in 2013.**

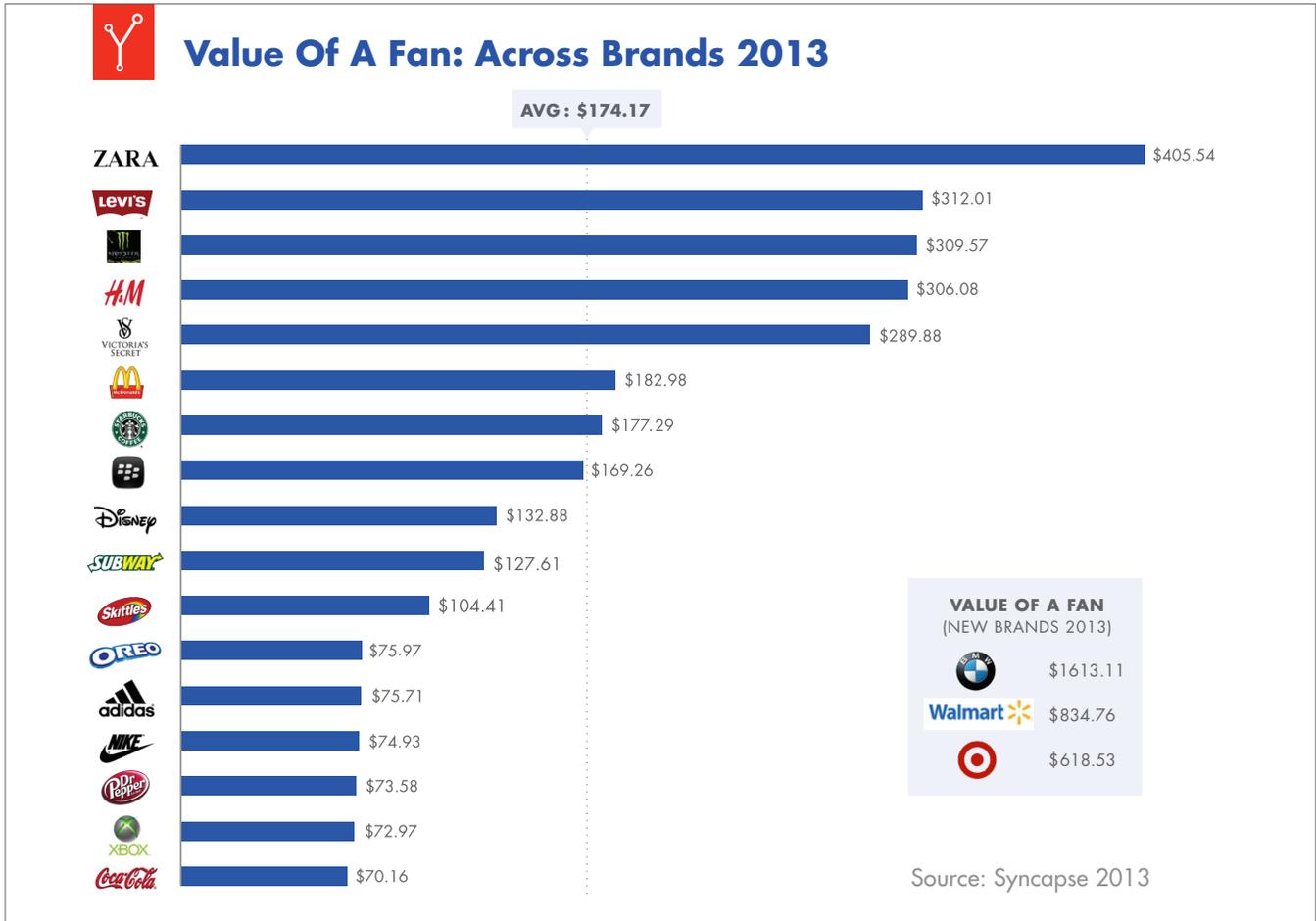
Even a slight increase in the value of an average Fan is magnified by the increase in Fan volume. In 2010, the average value of a Fan across all brands under study was \$136.38. Using a cross-section of brands that are directly comparable from 2010 to 2013 (so excluding the luxury vehicle BMW and mass merchandisers Walmart and Target), the average value of a Fan has risen to \$174.17 in 2013. Despite the overall increase in Fan value from the initial study, some brands have experienced a decline in Fan value. Part of the explanation for this decline lies in the ubiquity of the affected brands, as explained in more detail below.

#### BRAND MANDATE

### APPLY FAN VALUE TO MARKETING STRATEGY

Understanding current Fans and the factors that influence their value is as important as ever for better planning, execution and measurement. Brands first must determine and weight the factors that matter most to their unique bottom line, and then deploy those factors across existing marketing models, with strategies and execution following suit. Benchmarking and tracking is critical for daily optimization as well as long-term understanding of cause-and-effect.

Brands also must rally all marketing stakeholders – from internal departments to agencies – around factors of Fan value. Doing so is a prerequisite for effective social marketing at scale. One-off tactics that stray from core value factors tend to fall short in both near-term impact and long-term contribution, and often go unmeasured.



**KEY FINDING: Brands with smaller retail prices have comparatively smaller Fan values.**

Brands with smaller retail prices or products that have a frequent repeat purchase cycle have smaller Fan values. This is evidenced in the soft drink category (Coca-Cola: \$70.16 or Dr. Pepper: \$73.58) and with confectionaries (Oreo: \$75.97 or Skittles: \$104). Categories with higher retail prices, or higher category purchases, have higher Fan values, as seen with brands from the added categories in 2013: the mass merchandise retailers (Target: \$618.53 or Walmart: \$834.76) and luxury vehicles (BMW: \$1,613.11).

**BRAND MANDATE**

**CAPITALIZE ON A SCALABLE PRESENCE, EVERYDAY**

Lower-priced and transactional product categories with frequent purchase cycles often depend on higher reach and frequency of messaging. While average Fan value is lower for such categories, high Fan memberships represent important opportunities for maintaining everyday presence at scale, sensing user needs and wants, and introducing relevant triggers to buy.

## Fan Behavior: 2010 Vs. 2013

Our 2010 study validated that a Fan base is a self-segmented group of highly valuable customers. We have found that they are much more than that in 2013! Not only do Fans spend more on the brands they Fan, they spend more within the category as well. This over-index in spend is not merely an artifact of income, as Fans do not have significantly higher incomes than non-Fans.

**KEY FINDING: Users of brands who also are Fans are more receptive to those brands versus users who are not Fans.**

Facebook brand Fans:

- Are 80% more likely than non-Fans to be brand users.
- Spend 43% more in respective categories versus non-Fans, despite not having a higher income.
- 18% more satisfied with their brands than are non-Fan users.
- 11% more likely to continue using the brands than are non-Fan users.

### BRAND MANDATE

## USE FAN CONNECTIONS TO AMPLIFY POSITIVE ATTRIBUTES

It is beneficial to convert users to Fans because it allows brands to reinforce messaging, amplify the experience and extend a halo of positivity. For example, a new BMW car buyer will feel great after receiving the keys; feel even better after viewing a Facebook photo of herself driving off the dealer lot; and feel even better when her friends Like and comment on that post. Or consider a Fan of Oreo who admires the brand, but gets thrilled and more engaged when asked by the brand which version is better, Double Stuff or Regular.

## Brand Preferences & Attitudes: Fans Vs. Non-Fans

**KEY FINDING:** Brand Fans are super consumers.

Before comparing brand preferences and attitudes of Fans and non-Fans, it is important to understand fundamental behavioral differences. For example, Fans are much more active in social media, with two-thirds of brand Fans also being a Fan of more than 10 brand pages at any given time. Conversely, almost two thirds of brand users that are non-Fans have Fanned 10 or less brand pages. On average, three quarters of Fans are likely to share good brand experiences and share promotions and discounts with their Facebook friends. On the other hand, almost two-thirds of Fans are likely to share a bad brand experience.



### Social Media Habits of Facebook Brand Fans Vs. Non-Fans

METRIC / MEASUREMENT (2013)	 FANS	 NON-FANS
Average # of hours on Facebook per week	<b>11</b> hours	<b>6</b> hours
Social Media Importance [8-10 on 10-pt scale]	<b>42</b> %	<b>15</b> %
<b>Ways in Which Social Media is Important</b>		
To research products / services under consideration to purchase	<b>39</b> %	<b>14</b> %
To share information with others	<b>66</b> %	<b>52</b> %
To connect with brands I like	<b>51</b> %	<b>13</b> %

Source: Syncapse 2013

**BRAND MANDATE**

### DELIGHT YOUR EXISTING FANS AND USERS

Brand Fans tend to be users and they are your evangelists. They like being appreciated and nurtured, and they want to talk about your brand and share their opinion. Small, everyday actions can go a long way. Therefore, you should prioritize your marketing investment by first making this segment happy. Use existing customer touch points – i.e., microsites, product packaging, time of purchase, and customer service interactions – to convert brand users into Fans. Then segment, communicate and engage based on their needs and wants.

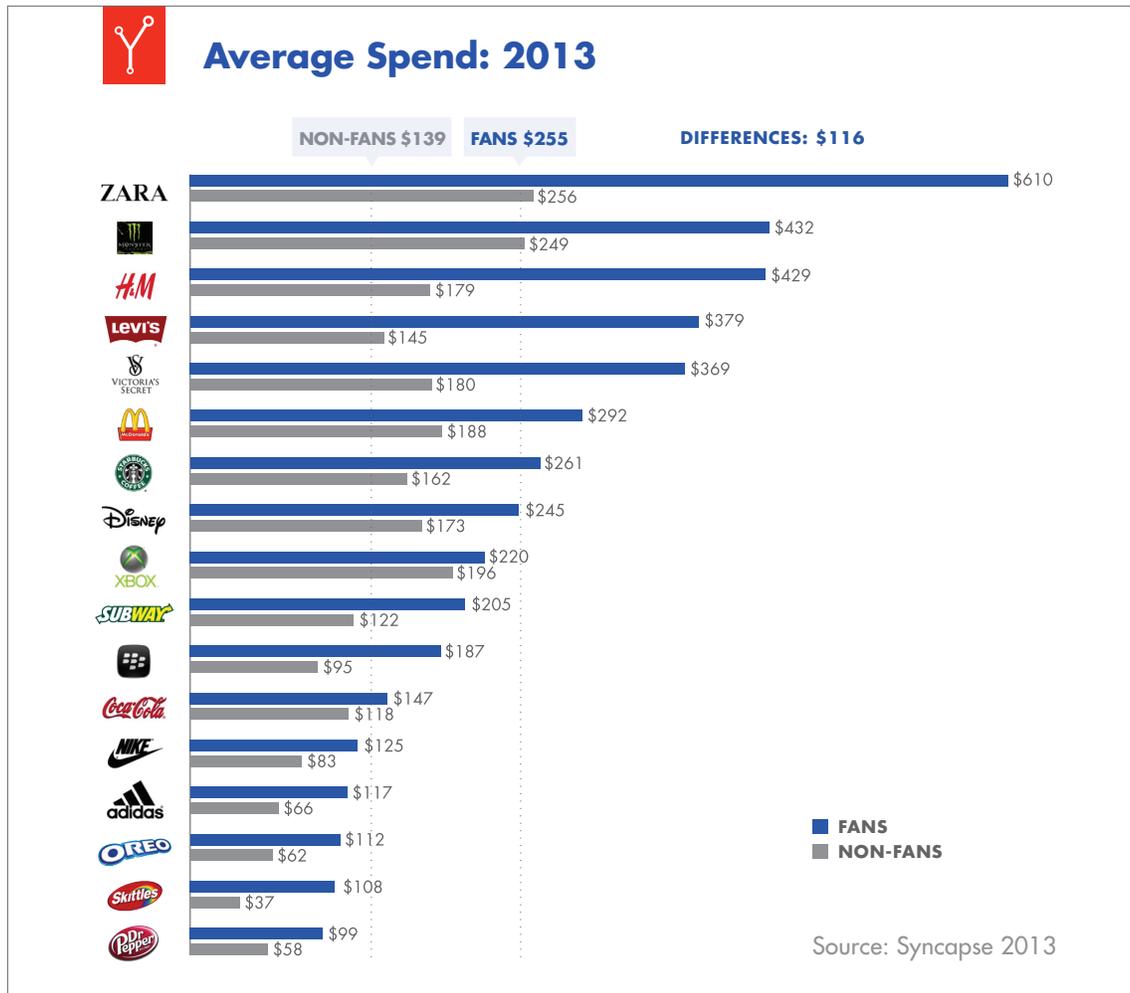
**KEY FINDING: Fans spend more than non-Fans.**

Excluding BMW and the Mass Merchandise category, Fans spend approximately \$116 more per year than non-Fans in their respective categories. The clothing-fashion category had the biggest difference with Fans reporting that they spend approximately \$257 more per year than non-Fans. Coca-Cola and Xbox are least likely to benefit from differences (\$29 and \$24 difference respectively).



**GIVE YOUR FANS REASONS TO SPEND**

For many brands, 20% of customers represent 80% of revenues, and that 20% segment often indexes highly within a brand’s Fan membership. Therefore, brands must identify who are their customers among Fans and score them. The better you can isolate key customer segments, the more relevant your messaging can be to drive loyalty and introduce the best offers to spend more.



**KEY FINDING: Fans advocate more.**

On average, 85% of Facebook Fans are likely to recommend the brand compared to 60% of non-Fans. Among Fans, Disney (93%) had the highest percent of Fans that are likely to recommend, followed by Dr. Pepper (92%), Xbox (91%) and Nike (90%), with Levi’s, Coca-Cola and Oreo very close behind. Notably, these top brands also received high non-Fan likelihood to recommend scores, with 68% of non-Fans indicating they would be likely to recommend the brand. The likelihood to recommend among Fans for BMW, Blackberry, Monster, McDonalds and Walmart are among the lowest and also are the lowest for non-Fans.

**Spending Satisfaction & Advocacy Among Fans Vs. Non-Fans**

METRIC / MEASUREMENT (2013)	 FANS	 NON-FANS
\$ Average spend ( P12M ) ( Fans <sup>2</sup> )	<b>\$255</b>	<b>\$139</b>
Likelihood to Recommend [ 8-10 on 10-pt scale ]	<b>85%</b>	<b>60%</b>
Overall Impression [ 8-10 on 10-pt scale ]	<b>87%</b>	<b>61%</b>
Likelihood to Purchase [ 4-5 on 5-pt scale ]	<b>88%</b>	<b>60%</b>
<b>Current Users of the brand</b>	<b>78%</b>	<b>43%</b>
Overall Satisfaction (current users only) [ 8-10 on 10-pt scale ]	<b>87%</b>	<b>74%</b>
Likelihood to Continue Using ( current users only ) [ 8-10 on 10-pt scale ]	<b>91%</b>	<b>82%</b>

Source: Syncapse 2013

Overall impression and likelihood to purchase measures follow a similar pattern as likelihood to recommend. The beverages / soft drinks, sporting and confectionary categories received the highest overall impression and purchase intent scores among Fans. At the brand level, Levi’s outperforms all other brands as 95% of Fans have a very strong impression of the brand compared to 75% of non-Fans, and 89% of Fans would purchase the brand next time they are shopping compared to 70% of non-Fans. Notably, Walmart and Target receive considerably lower overall impression scores among Fans and non-Fans, however purchase intent is on par with the Levi’s brand.

**BRAND MANDATE**

**CO-CREATE WITH YOUR FANS**

Brand managers should interact with customers on Facebook to understand first-hand what they’re passionate about, to solicit their input, and to enable a feeling of ownership. This co-creation not only increases their vested interest in the brand, it delivers some of the most enticing and shareable brand experiences. Conversely, brands should avoid chasing illusive “influencers” – who tend to be unfamiliar with the brand, have no vested interest, are skeptical and are far from being converted. While Fans tend to be more loyal and intend to spend more, having them as Fans enables you to combat inevitable category promiscuity by reinforcing positive brand attributes and delivering relevant purchase triggers.

<sup>2</sup> Note: average spend for 2010 includes all brands under study. Average spend in 2013 excludes brands from newly-added categories (mass merchandisers, luxury vehicles)



## Purchase Intent, Loyalty & Emotional Brand Drivers For Facebook Brand Fans Vs. Non-Fans

BRAND	PURCHASE INTENT [ 4-5 ON 5-PT SCALE ]		LOYALTY (USERS ONLY) [ 8-10 ON 10-PT SCALE ]		TOP EMOTIONAL DRIVERS * [ CORE AND DIFFERENTIATING, INDEXED ]	
	79%	23%	87%	74%	Successful, reliable, cool, wealthy, confident (76)	Successful, reliable, wealthy, competent, <b>pretentious</b> (41)
	75%	27%	87%	64%	Reliable, cool, successful, a leader, knowledgeable (62)	<b>Out-of-date</b> , competent, reliable, <b>pretentious</b> , likeable (6)
	89%	56%	95%	82%	Likeable, successful, interesting, creative, popular (72)	Successful, cool, interesting, creative, modern (57)
	89%	57%	97%	83%	Likeable, successful, reliable, happy, friendly (87)	Successful, likeable, reliable, creative, family-oriented (73)
ZARA	92%	53%	80%	81%	Interesting, successful, cool, loving, wealthy (56)	Cool, interesting, successful, fashionable, modern (56)
	89%	70%	92%	88%	Down-to-earth, likeable, reliable, balanced, hard-working (78)	Likeable, down-to-earth, reliable, friendly, hard-working (69)
	86%	58%	80%	77%	Cool, successful, interesting, modern, fashionable (63)	Cool, interesting, likeable, modern, fashionable (56)
	86%	58%	90%	77%	Cool, successful, interesting, attractive, feminine (76)	Successful, interesting, cool, attractive, feminine (55)
	88%	60%	89%	87%	Likeable, reliable, cool, sporty, balanced (72)	Likeable, easy-going, competent, sporty, active (60)
	91%	69%	93%	88%	Successful, likeable, cool, sporty, active (78)	Likeable, successful, reliable, active, sporty (62)
	85%	48%	87%	72%	Cool, likeable, successful, active, ambitious (65)	Cool, likeable, successful, active, <b>pretentious</b> (26)
	92%	74%	95%	86%	Successful, likeable, cool, friendly, popular (72)	Likeable, successful, easy-going, popular, friendly (67)
	93%	70%	96%	87%	Likeable, successful, cool, friendly, popular (76)	Easy-going, likeable, successful, friendly, different (48)
	88%	69%	93%	89%	Likeable, successful, reliable, friendly, happy (74)	Likeable, successful, reliable, family-oriented, friendly (60)
	86%	60%	90%	81%	Likeable, easy-going, cool, friendly, happy (75)	Likeable, easy-going, interesting, creative, happy (55)
	90%	64%	95%	84%	Successful, reliable, likeable, popular, creative (73)	Successful, competent, likeable, <b>pretentious</b> , wealthy (41)
	93%	65%	91%	80%	Successful, easy-going, likeable, happy, family-oriented (71)	Successful, likeable, easy-going, friendly, family-oriented (63)
	89%	76%	95%	87%	Likeable, successful, easy-going, family-oriented, balanced (71)	Successful, likeable, down-to-earth, friendly, balanced (56)
	91%	77%	93%	85%	Down-to-earth, successful, likeable, family-oriented, friendly (69)	Successful, down-to-earth, likeable, friendly, hard-working (44)
	90%	75%	96%	87%	Easy-going, likeable, successful, friendly, popular (74)	Reliable, likeable, successful, friendly, hard-working (58)

\* Note: negative personality traits are bolded, and are averaged as a negative value

FANS NON-FANS

Source: Syncapse 2013

**KEY FINDING: Brands with high equity or longevity in the marketplace have lower Fan value.**

Examples where high brand equity lowers relative Fan value include Coca-Cola, Xbox, Nike and Walmart. Purchase and recommendation intent among non-Fans of these brands are disproportionately high compared to non-Fans of other brands resulting in smaller spending gaps between their respective Fans and non-Fans. The phenomenon is also apparent in brands with high emotional connections, i.e., Coca-Cola. Xbox and Nike also have very positive personality profiles among Fans and non-Fans alike. These brands over-index at being inspiring, interesting and fun. Essentially, non-Fans appreciate these brands as well, thus lowering overall Fan value.

**BRAND MANDATE**

**INVEST IN SOCIAL TO REINFORCE BRAND LEADERSHIP**

Why invest in a Facebook presence and Fan membership if a brand is strong on its own? Because Facebook remains a highly valuable platform in which to sustain, reinforce and extend brand leadership. No brand is ever immune to competitive threats or environmental changes. Nor is any brand too perfect to benefit from opportunities for consumer intelligence, brand reinforcement and potential new markets and audience segments.

**KEY FINDING: Brands with polarized profiles tend to have higher value Fans.**

Larger noticeable differences between Fans and non-Fans on core brand metrics such as intended usage, overall impression and personality drivers reflect a polarized view of certain brands. Fans become high frequency users and loyalists, whereas non-Fans become disenchanted consumers, sometimes brand detractors. This occurs in brands such as BlackBerry, Monster Energy Drink, Skittles and Target. Non-Fans of these brands under-index on either personality profiles or core metrics such as purchase intent and overall impression. Brand perceptions can be more negative among non-Fans. For example: BlackBerry is seen as out-of-date and unfashionable, while Monster Energy Drink is seen as pretentious.

An exception to this rule is Walmart, where non-Fans have a more negative view of the personality of the brand, yet continue to shop there. Non-Fans perceive the brand to be unfriendly and insincere, yet purchase intent is still high.

**BRAND MANDATE**

**SEGMENT LOYALISTS VERSUS DETRACTORS**

Adopt deliberate strategies that engage loyalists (your existing Facebook Fans) versus indifferent or disenchanted users and prospects. Brands should engage loyalists first while approaching disengaged disenchanted users according to their customer status and potential value. Importantly, brands should not be shaken or swayed by negative feedback, as the most successful brands tend to polarize audiences by standing for propositions that core customers care deeply about brand seems a minimum criterion, if not a strong commitment to the brand’s usage before ‘liking’ a brand. Therefore, a question is: when do users become Fans?

## Reasons For Becoming A Fan

**KEY FINDING:** Fans tend to be brand users before they 'Like' a brand's Facebook page.

Comparing timing of initial brand purchase with timing of becoming a Fan shows that consumers typically do not Fan a brand without trying it first. In fact, most Fans are current brand users. On average, 80% of Fans currently use the brand. The exception to this rule is the one brand that is not price accessible to all consumers: BMW, where the usage rate for Fans is 36%, and 46% of BMW Fans have never owned or used the brand.

### BRAND MANDATE

#### FOCUS ON EXISTING USERS FIRST, PROSPECTS SECOND

Since being a user is a prerequisite to becoming a Fan (in most cases), brands should prioritize their efforts on converting existing customers. This establishes stronger connections for ongoing messaging, provides social opportunities to advocate and share positive brand experiences, and strengthens loyalty and consumption. The second priority should be acquiring new Fans that are not users. Another reason to establish a quality Facebook membership of existing users first is the inherent opportunities for high-quality Fan acquisition of non-users through word-of-mouth promotion and lookalike modeling.

**KEY FINDING:** Personal expression trumps coupons as reasons for Fanning brands.

Among the brands we studied, Fanning is driven by two main reasons: 1) to get a coupon, a price discount or some type of purchase rewards (cognitive/practical) or 2) to show their support for the brands they like and to receive regular updates on their favorite brands (emotional/personal). Interestingly, on average, the emotional reasons trump the practical ones as Fans are looking to express themselves through the brands they 'like' rather than expecting price discounts and coupons from the brands that they would choose to purchase anyway.

### BRAND MANDATE

#### BALANCE TRANSACTIONAL OFFERS WITH BRAND ATTRIBUTES

Blindly implementing direct-response offers for Fan acquisition tactics can devalue a brand and result in a lower-quality Fan membership. Given that personal expression trumps coupons as a reason for becoming a Fan, brands should prioritize brand personality attributes when acquiring Fans, and deploy transactional offers (like product trials) for your most valuable, existing Fans and users.

## OUTLOOK FOR SOCIAL BRAND MARKETING

### **Social Belongs at the Center of Marketing Strategy**

Facebook Fans are a critical link in the Facebook marketing value chain. If nothing else, The Value of a Facebook Fan 2013 study validate Facebook Fans as a self-selected customer segment – a result of the average value of a Fan increasing 28% to \$174.17, as well as the growth in the volume of brand Fans (often in the millions for major brands). Fan value quickly becomes an ongoing, active and a lucrative target group that requires serious investment and disciplined management.

Consequently, Facebook Fans and social media intelligence must be at the center of a brand's overall marketing strategy. The key to smarter marketing – including better planning, execution and measurement – lies in social marketing and big data expertise, tools and infrastructure, and new marketing models that embrace social. Business now is social.

### **Pay To Play**

Facebook and Fan memberships offer new, unparalleled opportunities for audience targeting, messaging and engagement. Facebook brand Fans spend 43% more in respective categories versus non-Fans, despite not having a higher income. Meanwhile, 85% of brand Fans are likely to advocate the brand compared to 60% of non-Fans. But reaching these preferred consumers comes at a cost: investment not only in owned and earned media, but in paid media and subsequent coordination and optimization across all three formats. Many brands are investing substantially in social marketing programs, quality content and community management – well into millions annually. It can be irresponsible to skimp out on media amplification and then fail to achieve sufficient reach and frequency of your target audiences.

### **Invest For A World With Social Search & Mobile**

Facebook recently announced "Graph Search," which CEO Mark Zuckerberg positioned as a "pillar" alongside Timeline and News Feed. Facebook is using "Friends" and their data to refine search results of people, businesses and other entities within the Facebook database. As social search catches on, it will expand the engagement and behavioral lock-in among Facebook users. Social search will increase relevance for things they've done in the past, such as Like a restaurant, attend a concert, or purchase a certain automobile. One thing is certain: the quality of a brand's Facebook membership and engagement will have a direct, causal relationship on a brand's visibility and performance within Facebook search. Therefore brands must consider their Fan membership investments in context of their larger Search Engine Optimization (SEO) strategies.

Additionally, our digital world is becoming "mobile first," and Facebook and the broader social landscape is leading the way. Therefore, mobile must become a core element in investing for brand success on Facebook and beyond.

## VALUE OF A FAN - SYNDICATED BRAND TRACKING STUDY

Customized for each individual brand, Syncapse's "Value Of Your Brand Fan" benchmark study and brand tracker provides marketers with accurate and affordable answers to guide social and overall marketing investment planning. Using the same methodology from "The Value of a Facebook Fan 2013" public study, brands gain a deep understanding of the value of their Fans across core areas, including: Product Spending; Customer Loyalty; Advocacy; Brand Affinity; and Media Value. It also provides benchmarks on competitors, content performance, and Fan attitudinal and behavioral drivers. Finally, it sets the stage for ongoing brand tracking and insights into social cause and effects. Visit [www.syncapse.com](http://www.syncapse.com) to speak with a measurement specialist.

## ABOUT SYNCAPSE

**Syncapse** is a technology-enabled services company that uses social media data to achieve smarter marketing for the world's most valuable brands. Anheuser-Busch InBev, Coca-Cola, Diageo, JP Morgan Chase, L'Oreal, Reckitt Benckiser and others turn to Syncapse to understand their customer needs and improve performance. Visit [www.syncapse.com](http://www.syncapse.com).