



# Objective:

## Women's social media habits in 2012

-  Trends in usage over the past 3-5 years
-  Emerging media platforms to watch
-  Purpose, influence, trust level per channel
-  Marketing outreach recommendations

In February 2012, BlogHer worked with leading market research and analysis firm Vision Critical and our own network of 37MM unique visitors to ask over 2,000 women how they use social media tools and why



**BLOGHER SAMPLE**

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Survey fielded across network of 3,000 blogs & 37MM+ audience

N= 1,060 women and 21 men  
Total: 1,081 aged 18-76



**TOTAL U.S. ONLINE POP**

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Survey fielded on Vision Critical online panel

N=1,011 women and 500 men  
Total: 1,511 aged 18-76

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**TOTAL combined sample of 2,071 women**

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What 2,000 women told us:

Do you want more confidence  
that your relevant messages  
will actually convert into action?

**Talk to bloggers.**



Blogs' influence and trust level  
drive purchase intent

# We trust what we use. Blog readers trust blogs most of all

“Do you trust the information and advice that you get from the following sources?”

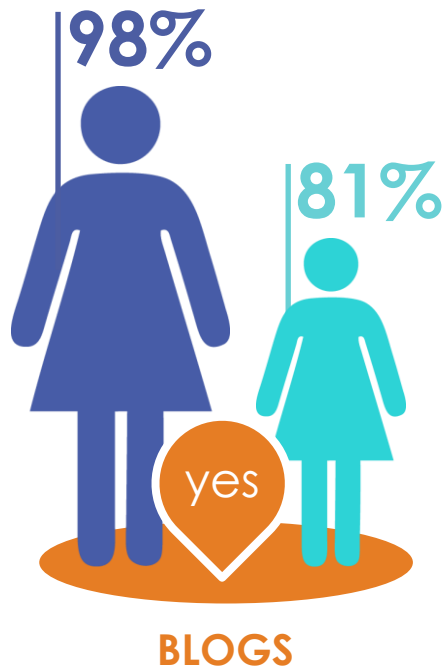
Blogs | Facebook | Twitter | Pinterest



BLOGGER SAMPLE



TOTAL U.S. ONLINE POP



Source: 2012 Women and Social Media Study

U.S. Total Online Population Sample vs. BlogHer Network sample ; active blog users

Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users

# No other source is as trusted by its active users

“Do you trust the information and advice that you get from the following sources?”

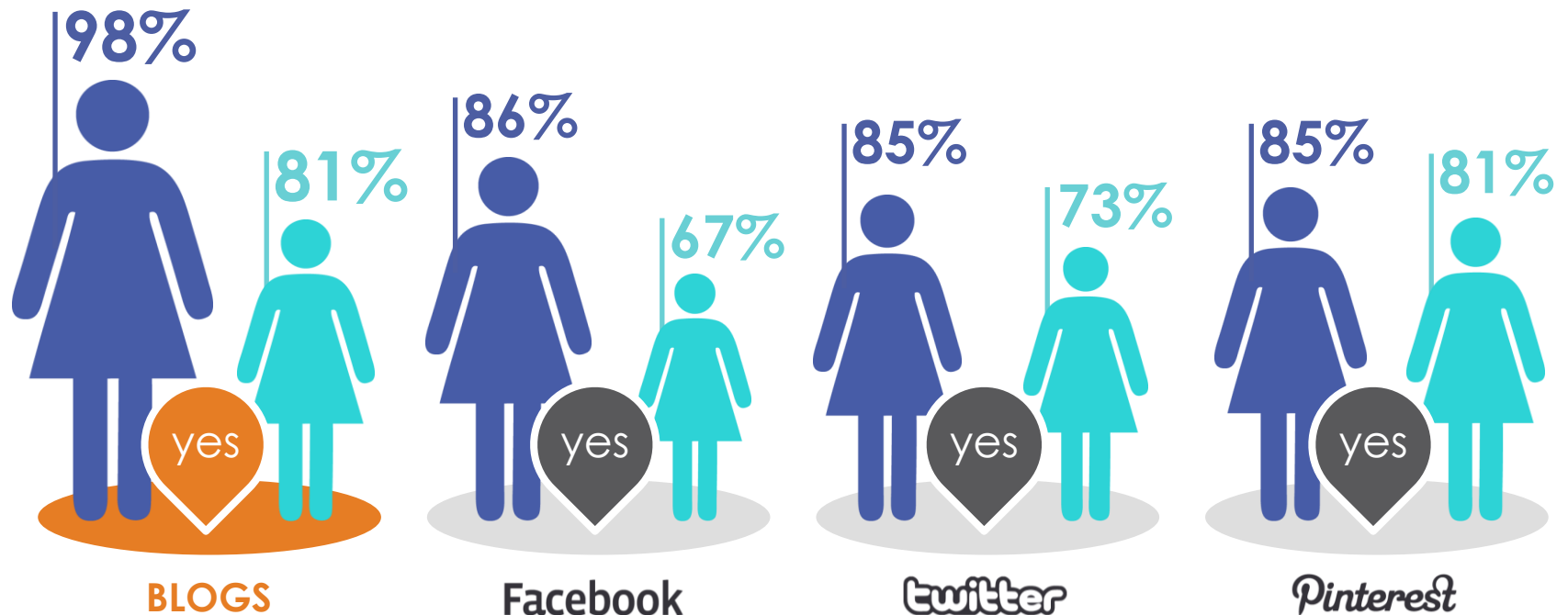


BLOGGER SAMPLE



TOTAL U.S. ONLINE POP

Blogs | Facebook | Twitter | Pinterest



Source: 2012 Women and Social Media Study

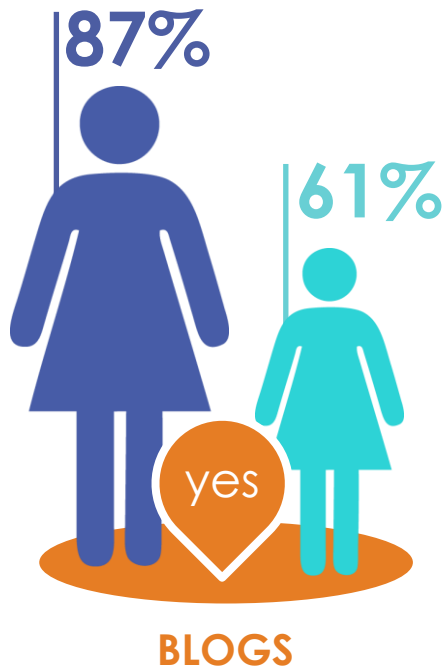
U.S. Total Online Population Sample vs. BlogHer Network sample ; active users of each media source

Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users

# We purchase based on trust, and blogs drive highest percentage conversion from trust to action

“Have you ever **made a purchase** based on a recommendation from...?”

Blogs | Facebook | Twitter | Pinterest



Source: 2012 Women and Social Media Study  
U.S. Total Online Population Sample vs. BlogHer Network sample; active blog users  
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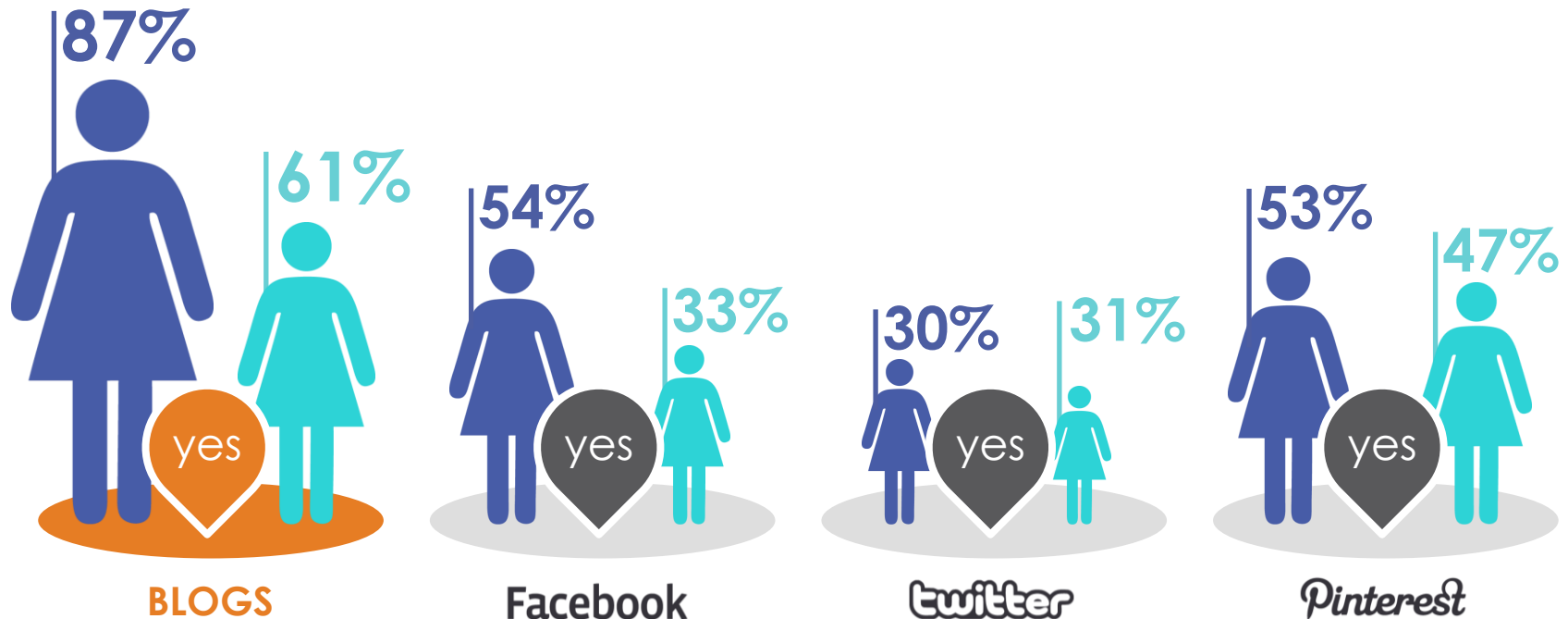


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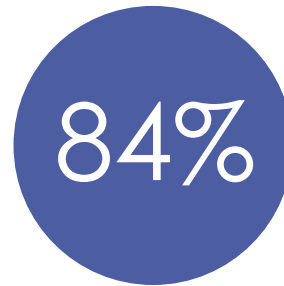
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060

# Blogs driving purchase intent is a consistent data point across our vertical surveys:

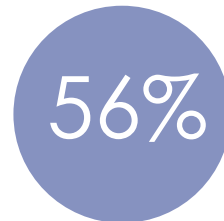
## Consumer Electronics

“Have you ever used advice from a blog, or information or status updates on a social network to help with a **consumer electronics purchase?**”

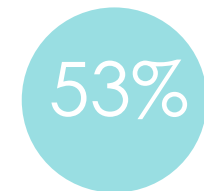
**CE purchase intent drives high engagement with blogs**



Used advice from blogs



Used information or status updates on a social network



 **BLOGGER SAMPLE**

 **TOTAL U.S. ONLINE POP**

Blogs driving purchase intent is a consistent data point across our vertical surveys:

## Beauty

“Which resource is most helpful to provide **beauty product advice** and recommendations?”



# Blog readers prefer blogs for information. Facebook is our source for play and friendship

“For each of these categories, which online source is best suited for your purposes?”

 TOTAL U.S. ONLINE POP

	BLOGS	FACEBOOK
To help make purchase decisions	<b>36%</b>	17%
To get product information	<b>37%</b>	17%
To seek advice and recommendations	<b>39%</b>	35%
To find out about new products	<b>41%</b>	24%
To have fun	41%	<b>77%</b>
To contribute to a community	28%	<b>41%</b>
To stay up to date with friends and family	20%	<b>87%</b>
For entertainment	50%	<b>69%</b>

Source: 2012 Women and Social Media Study

U.S. Total Online Population Sample vs. BlogHer Network sample

Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users

# Trend watch: In less than one year, Pinterest has adoption to match Twitter, and relevance to beat Twitter

“For each of these categories, which online source is best suited for your purposes?”

 TOTAL U.S. ONLINE POP

	Twitter	Pinterest
To help make purchase decisions	21%	18%
To get product information	18%	<b>26%</b>
To seek advice and recommendations	29%	30%
To find out about new products	24%	<b>39%</b>
To have fun	47%	<b>58%</b>
To contribute to a community	33%	32%
To stay up to date with friends and family	<b>39%</b>	13%
For entertainment	51%	54%

Source: 2012 Women and Social Media Study

U.S. Total Online Population Sample vs. BlogHer Network sample

Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users

# Blog readers are most likely to incorporate online/social into their purchase process

“At what point do you turn to an online or social media site when you are about to purchase something?”

	GEN POP DAILY BLOG READERS	GEN POP	BLOGHER
It's <b>the first thing I do</b> when I want to buy something	35%	23%	49%
When I've <b>narrowed my</b> decision down to a couple of choices	42%	35%	57%
When I'm <b>in a store</b> shopping (on mobile)	9%	5%	17%
<b>After I get home</b> from shopping	11%	6%	6%
<b>I don't go online or to social media</b> for a shopping decision	19%	<b>41%</b>	8%

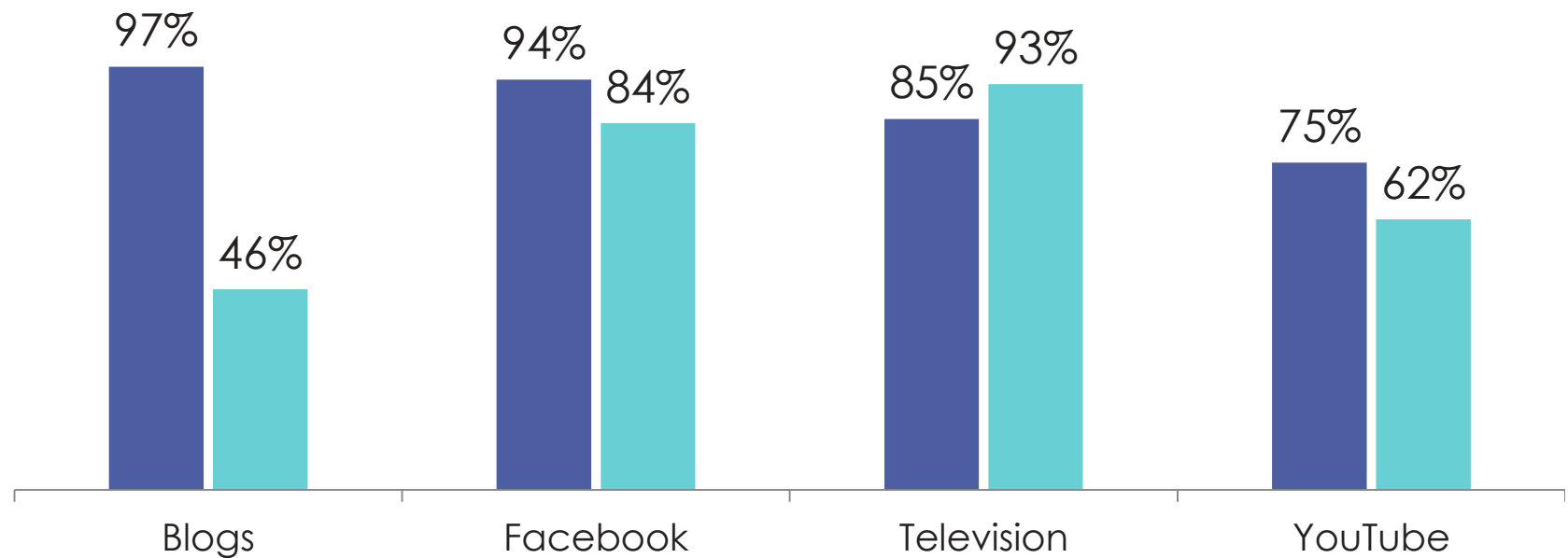
# BlogHer vs. General Population media usage: What's mainstream?



BLOGHER SAMPLE



TOTAL U.S. ONLINE POP



Source: 2012 Women and Social Media Study :  
U.S. Total Online Population Sample vs. BlogHer Network sample  
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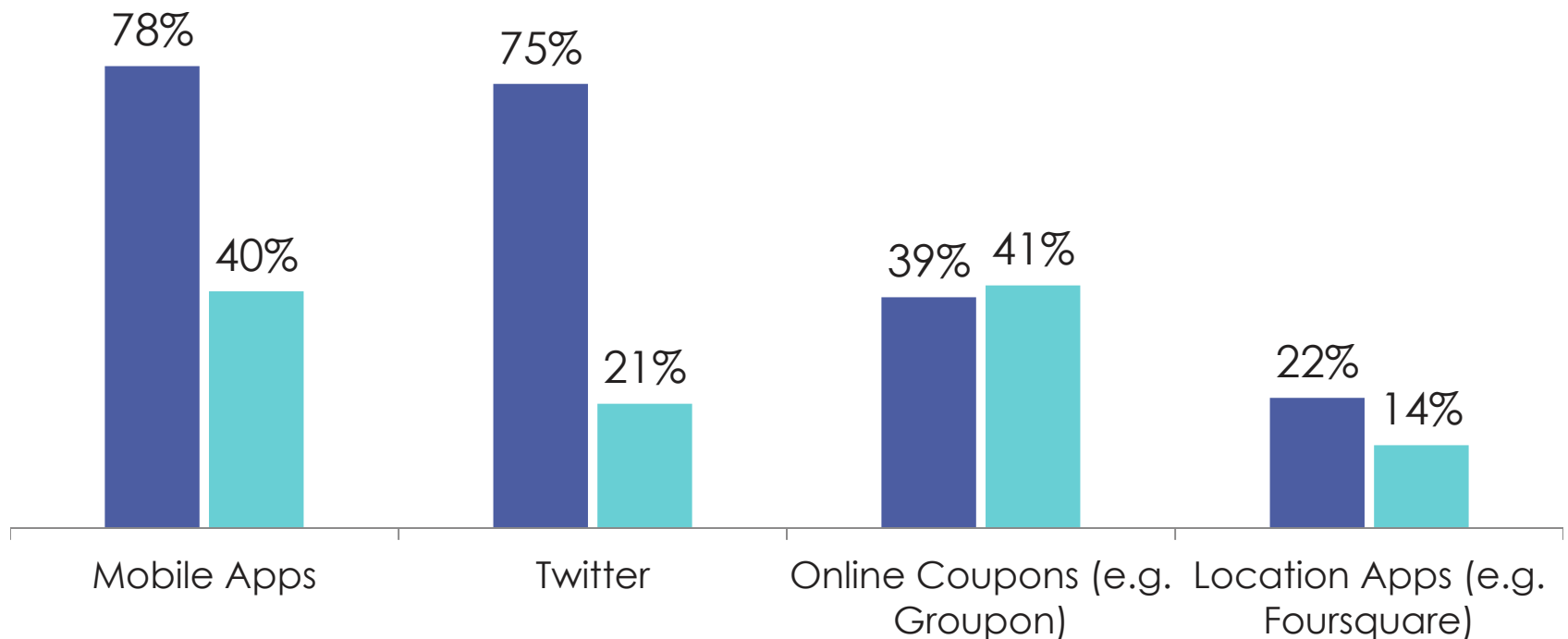
# BlogHer vs. General Population media usage: What's simmering?



BLOGHER SAMPLE



TOTAL U.S. ONLINE POP



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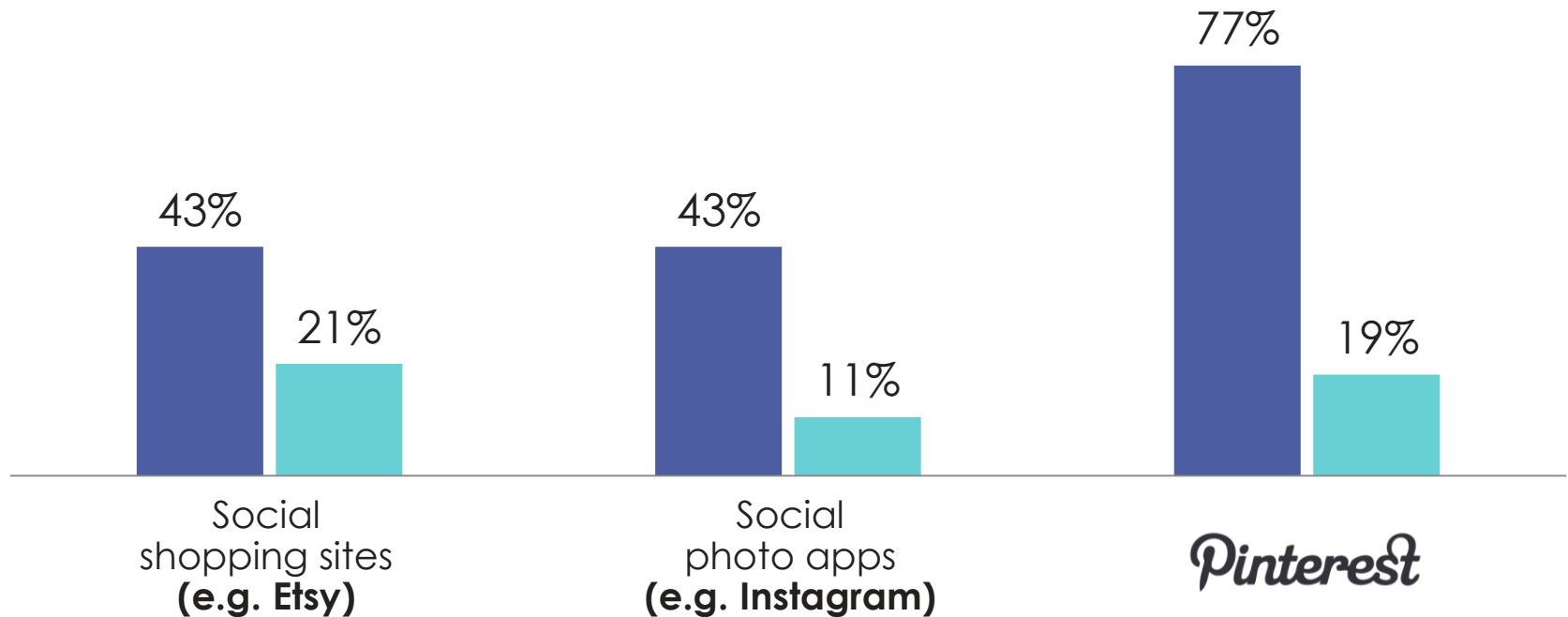
# BlogHer vs. General Population media usage: What's leading edge for 2012?



BLOGHER SAMPLE



TOTAL U.S. ONLINE POP



Source: 2012 Women and Social Media Study :  
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Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060

# Top 3 online vs. offline sources for inspiration: Online can deliver the “flip through” experience

“Where do you go to find inspiration for cooking or recipes?”

## FOOD BLOGS



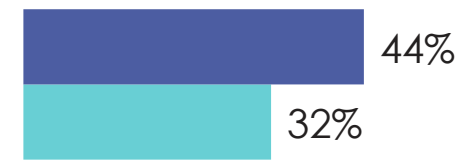
## COOKBOOKS



## RECIPE WEBSITE @



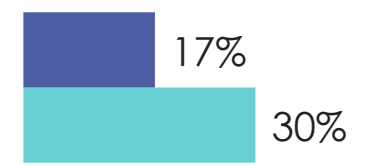
## MAGAZINES



## PINTEREST



## TV SHOW



 **BLOGGER SAMPLE**  
 **TOTAL U.S. ONLINE POP**

VS.

ONLINE

OFFLINE

Source: 2012 Women and Social Media Study :  
 U.S. Total Online Population Sample vs. BlogHer Network sample  
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# Comparing online influencers: Blog review

Disclosure

Beautiful kid picture

Substantive review

The screenshot shows a blog post on the BlogHer platform. The header includes the BlogHer logo and a 'What's Hot' indicator. The main title is 'Healthy & Yummy?' with the subtitle 'recipes, tips and ideas'. Navigation links for 'Home', 'About Me', 'Archive', and 'Contact Me' are present. The post is dated 'January 18, 2012' and is a sponsored review. A photograph of a child eating ice cream is featured. The review text describes the author's experience with Dreamy-Yum ice cream, listing flavors like Passionately Peach, Caramel Craving, Va-Va-Vanilla, and Risqué Raspberry. A sidebar on the right promotes a 'Gluten Free Recipe Extravaganza!' with images of muffins and a 'Get Cooking!' button.

BlogHer

What's Hot

## Healthy & Yummy?

recipes, tips and ideas

Home | About Me | Archive | Contact Me

January 18, 2012

**This is a sponsored review. As always, the opinions are my own**



Jack has no idea it's low-cal

I received my samples of Dreamy-Yum ice cream and was tickled by the very hip, clever label design and the fun, frisky flavor names - Passionately Peach, Caramel Craving, Va-Va-Vanilla and Risqué Raspberry. Next was the biggest test - the taste. I'm happy to report that every bite of every ~~sooooo~~ delicious flavor was beyond divine! Each had its own unique spin - Caramel Craving had tiny flecks of that foo-foo French salt known as Fleur de Sel. Passionately ~~had~~ had a teensy hint of cinnamon that made my tastebuds explode. Va-Va Vanilla was, well, unbelievably creamy beyond any ice cream I've ever tasted. And Risqué Raspberry, my absolute fave flavor, had delectable ribbons of caramel and chocolate liqueur swirling throughout.

In case you can't tell, I'm sold. It's impossible to believe that this product has only 65 calories per serving. And like the ad says, "Resistance is futile." This is one happy reviewer. Run, don't walk to your local market for Dreamy-Yum Premium Ice Cream. Two thumbs up!

Gluten Free Recipe Extravaganza!

Bread, muffins, pie, and "chocolate bun things"

Get Cooking!

BlogHer

# Comparing online influencers: Facebook friends

Starts with a question

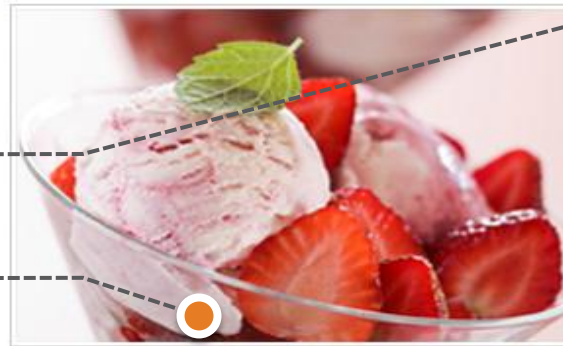
Beautiful food picture

Multiple positive comments



**Audrey Somers**

Hey, has anyone tried that new Dreamy-Yum cream? Is it really that good?



Like · Comment · Share · January 5 at 10:54pm · 🌐

👍 49 people like this.

💬 View all 10 comments

📄 1 share



**Pili Moreira** It's the best!!!

January 21 at 6:14am · Like



**Ruqaiya Ahmed** OMG – just tried it in Passionate Peach. NO way it has only 65 calories...resistance is futile!

January 26 at 4:22pm · Like

Write a comment...

# Comparing online influencers: Celebrity endorser

Beautiful food picture

Avoid bias of real celebrity

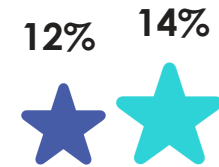
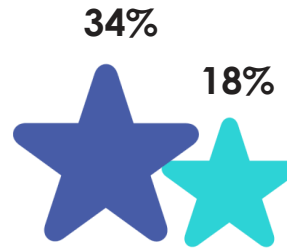
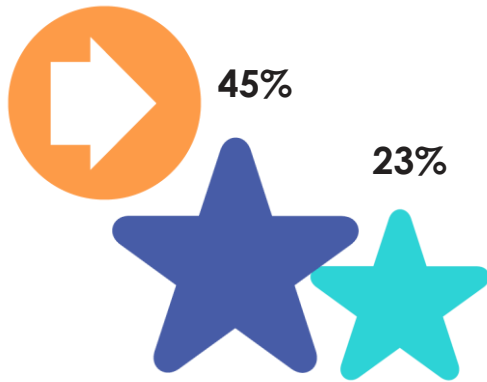
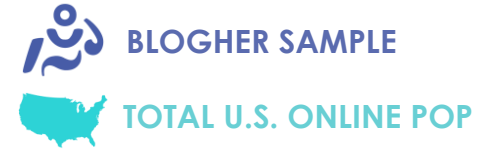
Primary product  
selling point



The advertisement features a large photo of Jade Portman smiling. In the top right corner, there is a smaller inset image of a dessert with strawberries. The text on the right side reads: "I can't afford to give in to cravings. Dreamy-Yum is my little secret." - Supermodel - Jade Portman. At the bottom, the brand name "DREAMY-YUM" is displayed in a stylized font, followed by the text "Only 65 dreamy calories per serving... resistance is futile!". A green button with the text "GET YOURS" is located in the bottom right corner.

# Users want substantive advice

Which online influencer is the **most trustworthy**?



**BLOG**



**STATUS UPDATE**



**CELEBRITY ENDORSER**

# In their own words:

## Vast majority share positive impact of social media

“In a few sentences, please give us a personal anecdote about how social media has impacted your life either positively or negatively.”

# 2,465

Total open-ended responses

# 95%

Response rate

# 96%

BlogHer anecdotes sharing a **positive personal story**

# 66%

General Population anecdotes sharing a **positive personal story**  
[21% neutral, 13% negative]



TOTAL U.S. ONLINE POP

“Social media has made a big impact because now I’m able to interact with brands and other consumers directly at the push of a button. I am more informed about products and customer reviews.”



BLOGHER SAMPLE

“Blogging has given me a sense of self. It has given me a purpose beyond being a mother. It helped me discover my hobbies and drives much of what I do for enjoyment.”

# Key takeaways for marketers

- 1** With social media gone mainstream, our motivations to use different tools are diverse
- 2** Content helps deliver value, not distraction. Content assets deliver **long-term** value
- 3** Online media is delivering inspiration, not just information
- 4** Deeper trust drives better conversion into action