



SOCIALFLOW



The Impact of Social's EVOLUTION on Advertising

VIRTUAL ROUND-TABLE EVENT

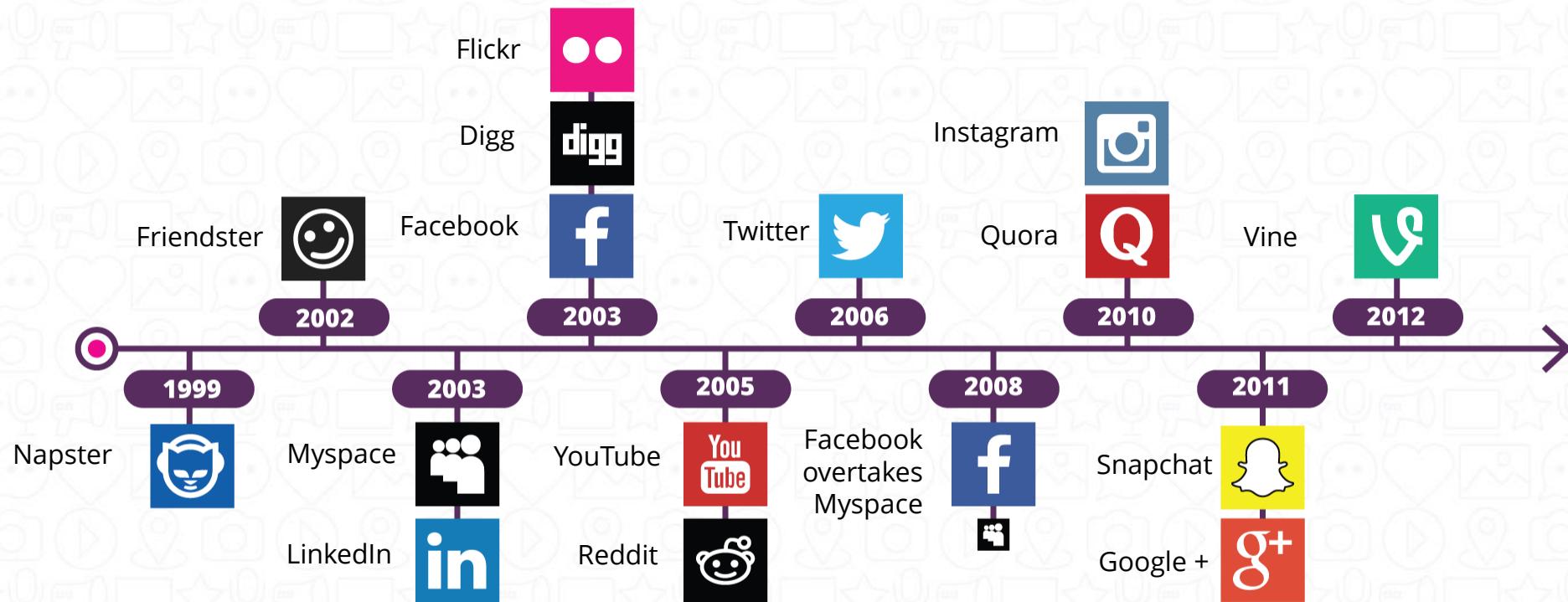
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Jeff Soriano

DIRECTOR OF Demand Generation,
SOCIALFLOW

The Evolution of Social Media

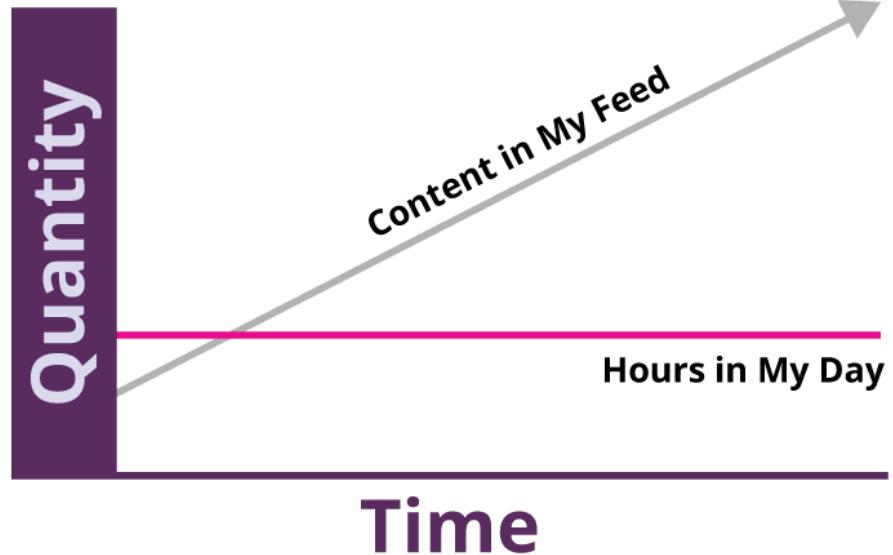


The Impact of the Expansion of Social

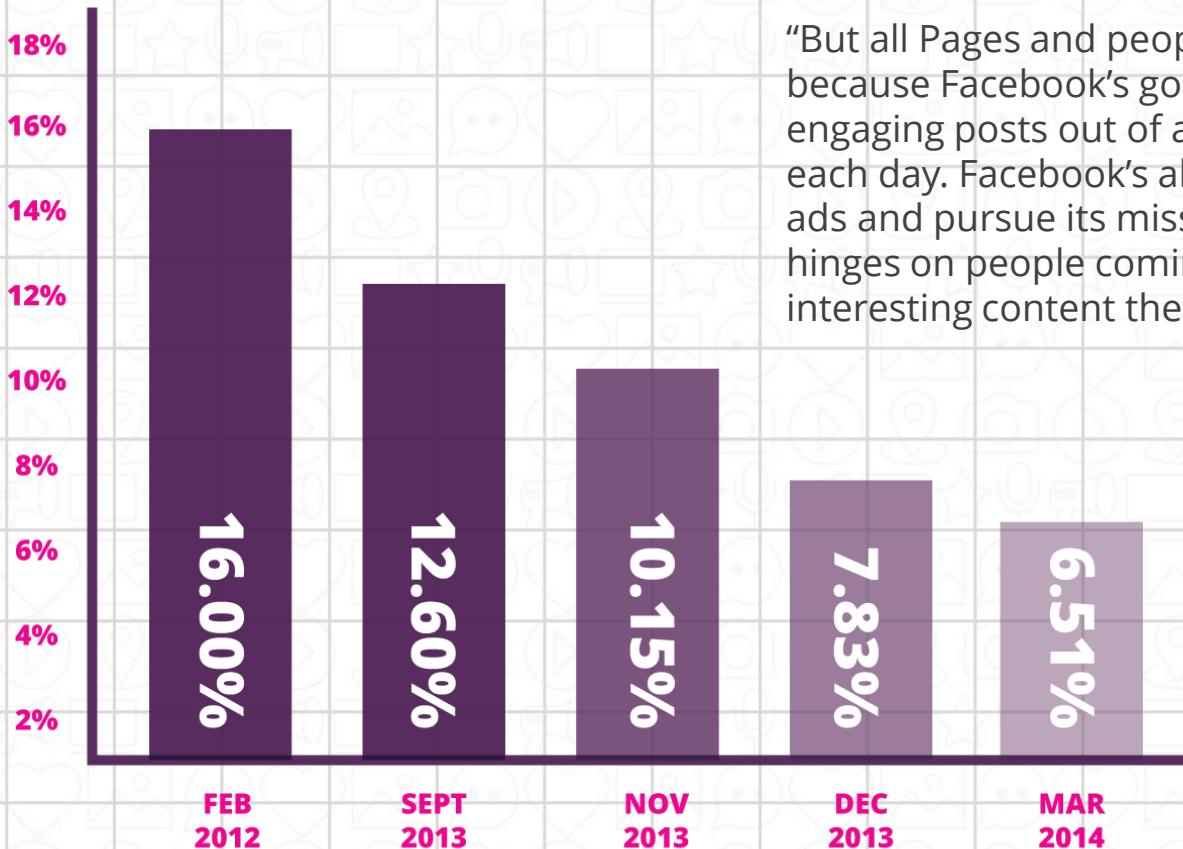
"Over time, people add more friends and Like more Pages, yet they can't keep increasing the amount of time they read News Feed. Yet there are a finite number of hours in the day, and people probably only read a few dozen to a few hundreds posts"

TechCrunch: Why is Facebook Page Reach Decreasing? More Competition and Limited Attention.

-Josh Constine



The Decline in Organic Reach

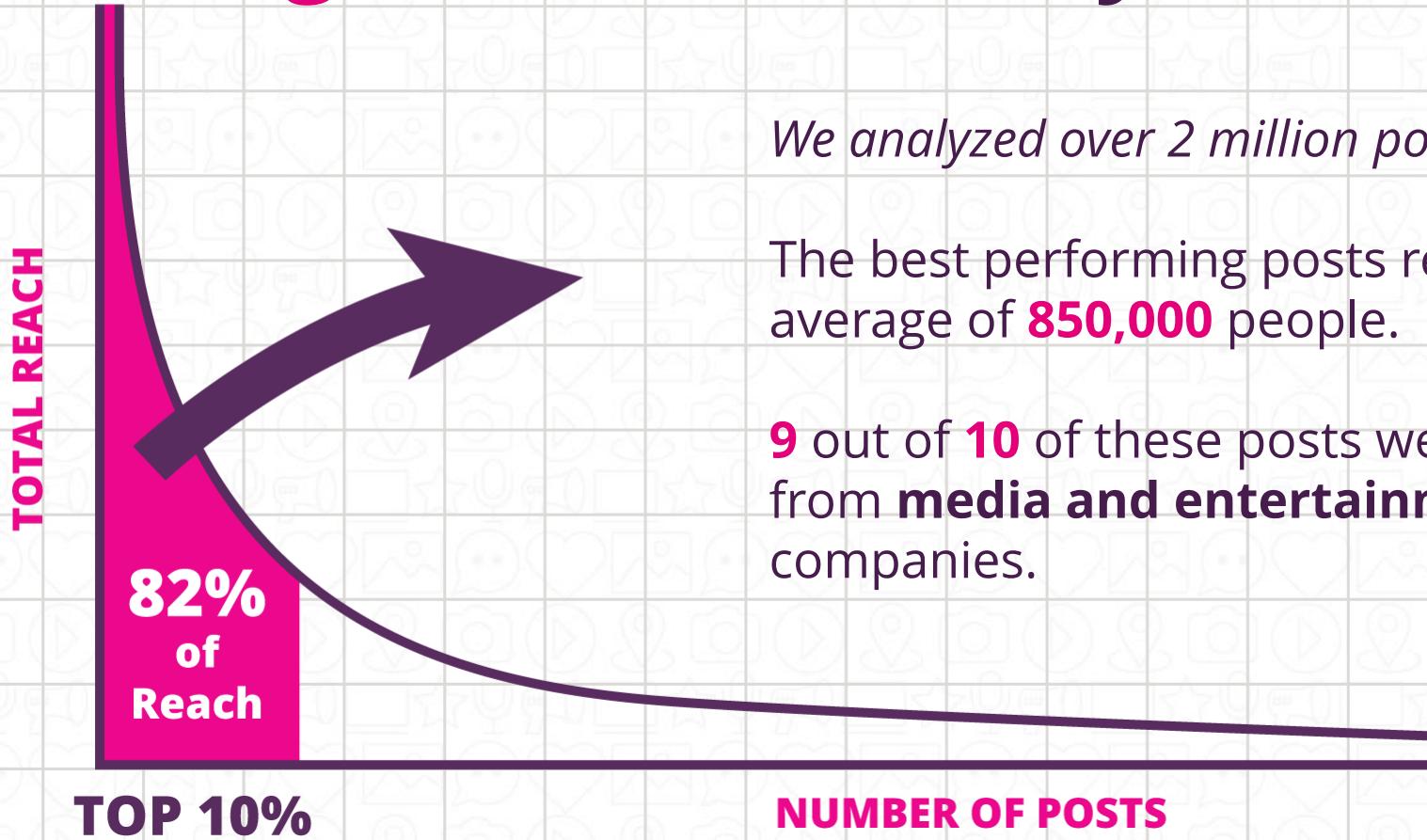


"But all Pages and people are not treated equally because Facebook's goal is to show people the most engaging posts out of all the ones they could see each day. Facebook's ability to earn money showing ads and pursue its mission to connect the world hinges on people coming back because they see interesting content there and don't get bored."

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Is Organic Reach Really Dead?



We analyzed over 2 million posts

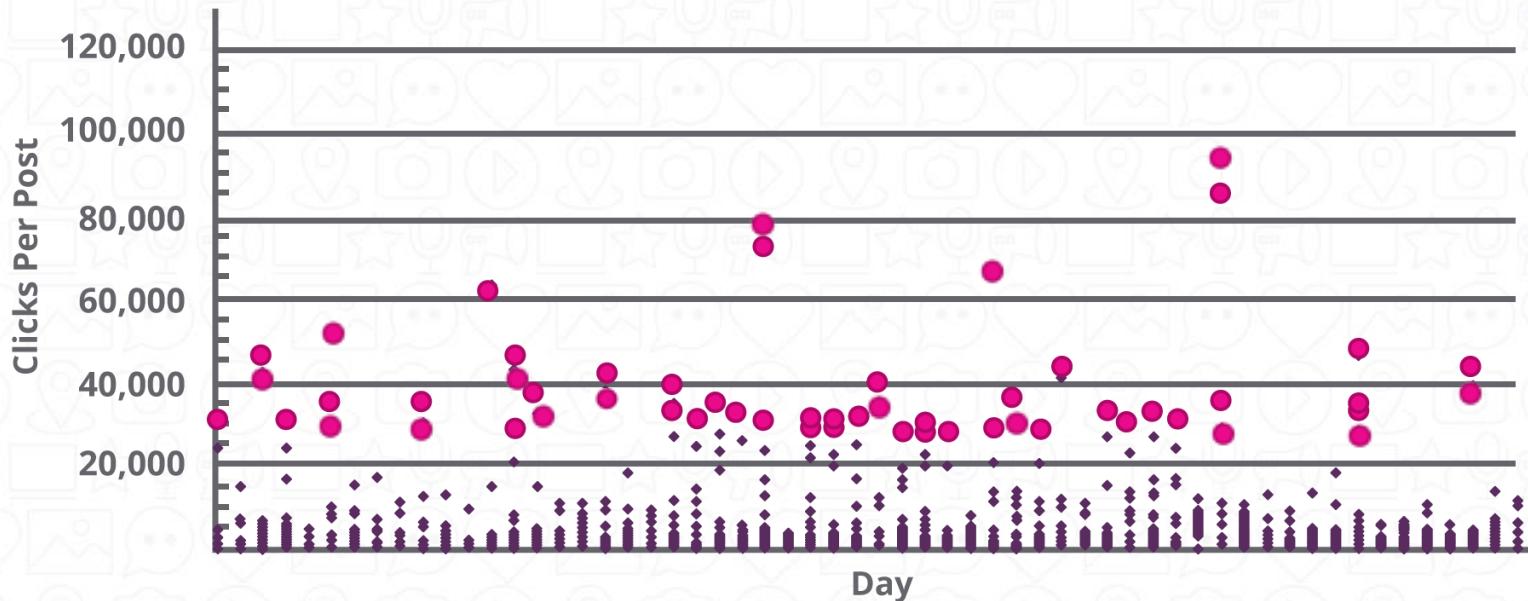
The best performing posts reach an average of **850,000** people.

9 out of **10** of these posts were from **media and entertainment** companies.

The Impact of Reach on Engagement

10% of the posts published **drive**
80% of the **clicks**

87% of the top performing content is from Media & Entertainment companies



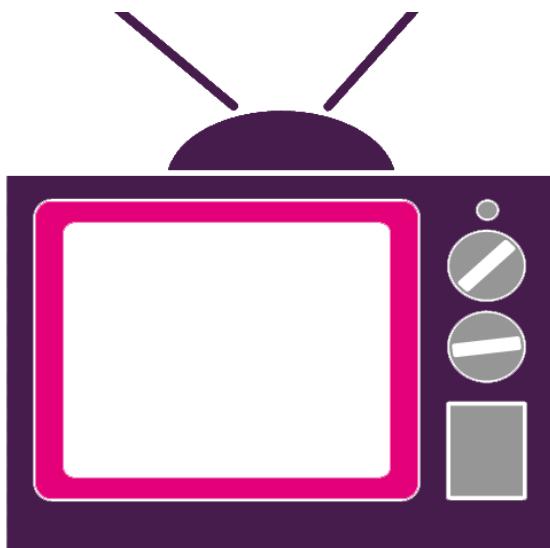
**So maybe organic isn't
dead for everyone.**

What do the rest of us do?

**You certainly can't ignore
one of the largest and
growing channels.**

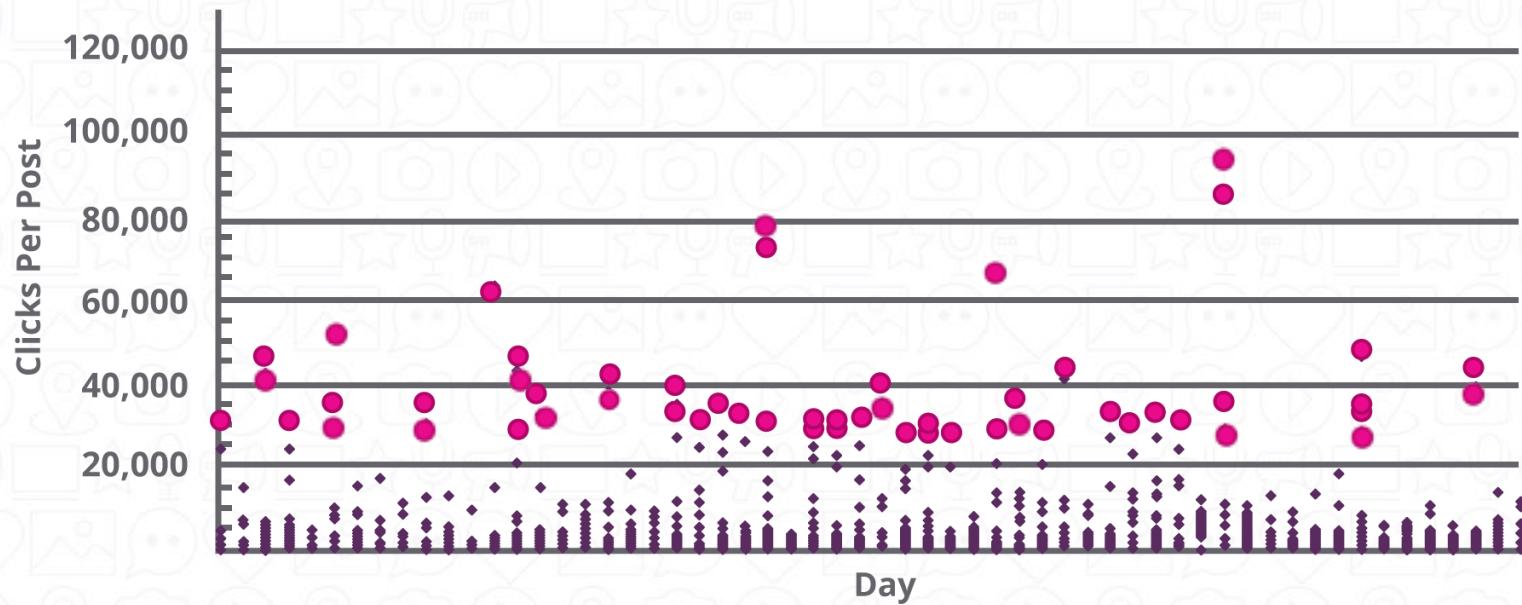
- 890 million daily active users on **Facebook**
- 288 million monthly active users on **Twitter**
- 347 million registered members on **LinkedIn**

Leveraging Reach to Reach Your Audience

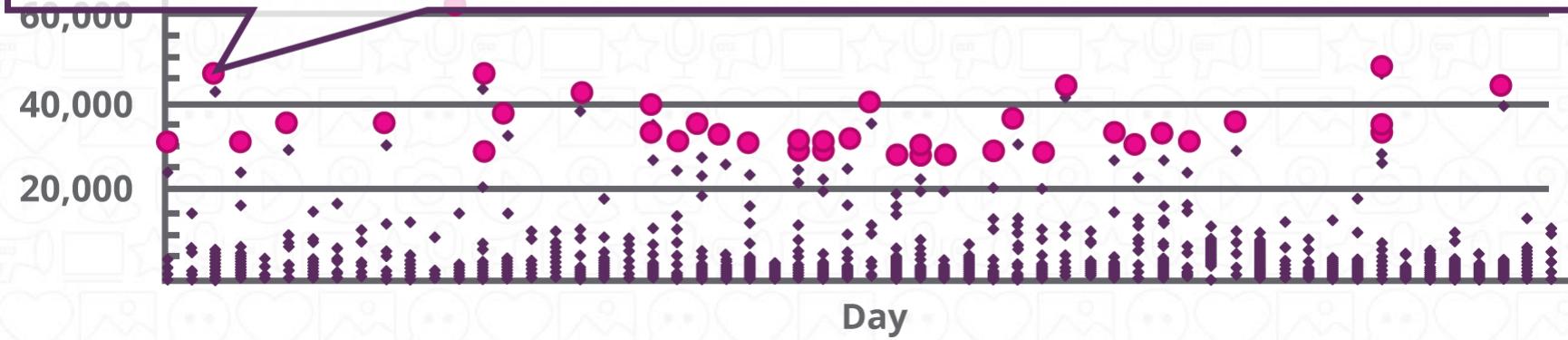
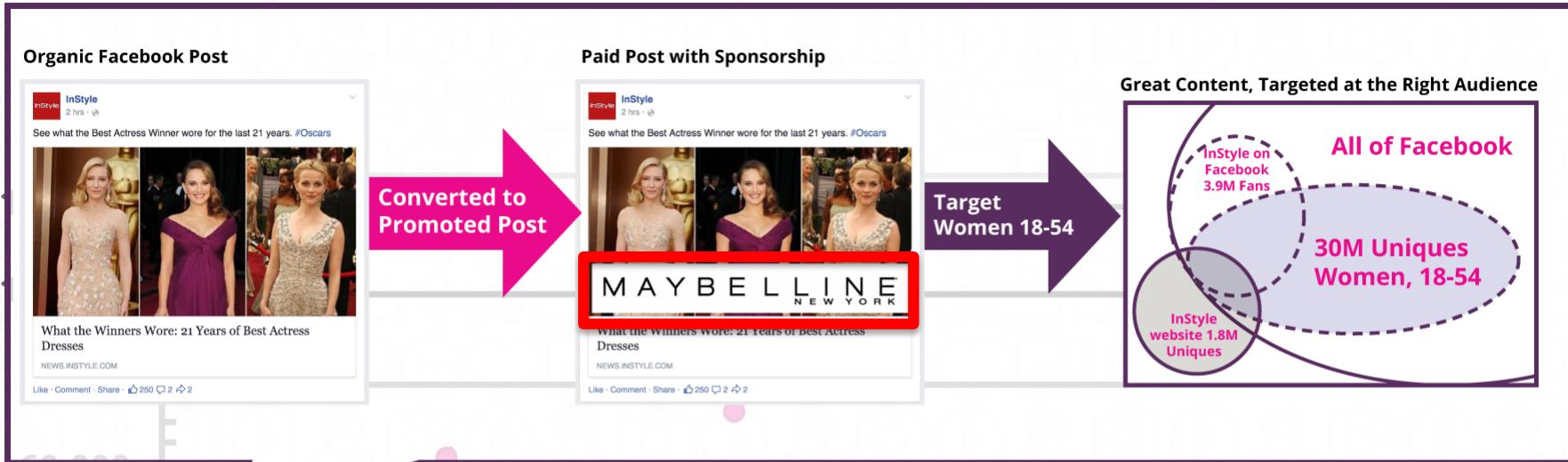


- Popular TV shows reach very large audiences
- Advertisers review which popular shows have the ability to reach their target audiences, and therefore run ads during
- The content of the show and the content of the advertisement don't necessarily align
- KPI's are based on viewership

Proven Reach & Engagement



Clicks Per Post



Summary

- The growth of social and content overload have impacted organic reach
- **Organic reach is not dead...for everyone**
- Brands and retailers need to amplify and diversify their paid social strategy in order to reach their prospects and customers
- **Brands and retailers can benefit from publishers organic reach**
- Publishers can monetize their ability to reach specific target audiences



Jess Bahr **Moderator**

Senior Client Strategist
SocialFlow



Andrew Foxwell **Panelist**

Co-Founder & CEO
Foxwell Digital



Paul Dunay **Panelist**

Financial Services,
Marketing Leader
PwC

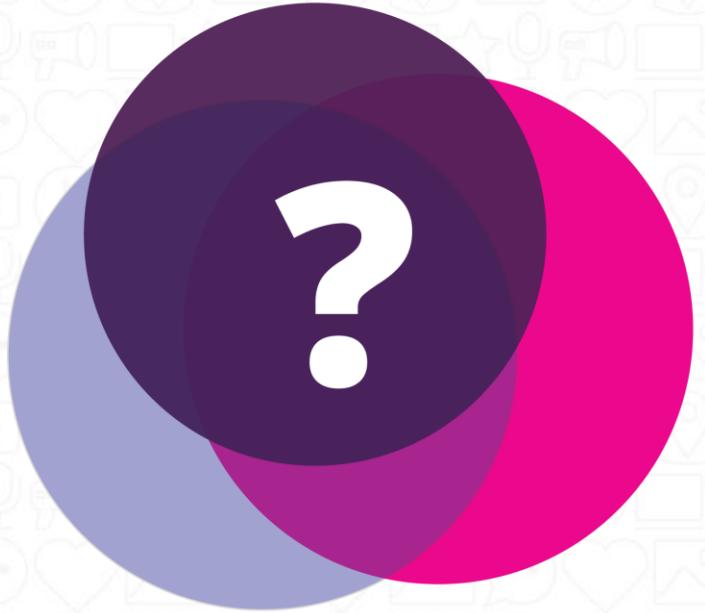


Sean Corcoran **Panelist**

SVP, Director of Digital
Media & Social Influence
Mullen



- Is it a good practice for Facebook to provide preferential treatment (reach) to what they define as “quality” content vs. other platforms in which content is treated equally?
- Do you believe that it is no longer a matter of “are you advertising on social?” but “how are you advertising on social”?
- How has the decline, not death, of organic reach changed your social strategy, particularly your advertising strategy?
- What are the biggest opportunities that you see in social advertising?
- Have the metrics, of KPI's for social changed over time? What are some of the new metrics you consider to be of primary importance?



Audience Q&A



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