



Does Social Media Really Translate Into Sales?

It's a question that companies have been asking for years, are my efforts spent on Social Media Platforms really translating into sales? The answer is YES!

A marketing research company out of Vancouver asked the question, "How do customers make the journey from tweeting, pinning or liking an item, to actually purchasing it?" There were nearly 6000 interviews done in the United States, Canada and the United Kingdom on the purchasing habits involved in Social Media based on the three biggest networks Facebook, Twitter and Pinterest.

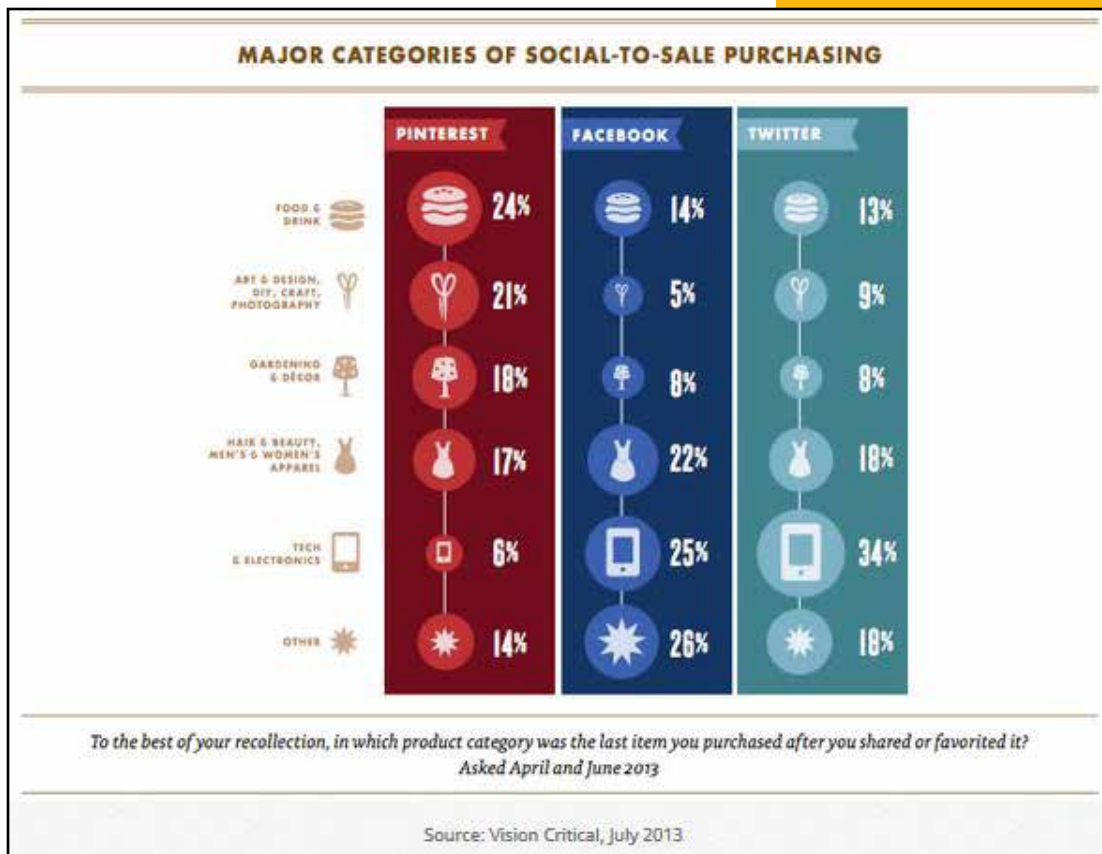
~Out of ten social media users four of them say that they have purchased an item online or in-store after they had seen it, liked it or shared it on either Facebook, Twitter or Pinterest.

~Approximately half of the purchases that were stemmed from social media take place within the week of when the user liked or shared the item.

So really is it the purchasing that is leading to the sharing or is it the sharing that leads to the purchase?

~Pinterest is top notch in leading the way to motivating its users to purchase items that they may not have usually purchased based on someone's pin being put in front of them.

Major Categories of Social-to-Sales Purchasing Graph



The question was asked whether or not the user was already contemplating purchasing the item prior to using social media..

Yes I was already researching the item to purchase

Facebook 24% Twitter 21% Pinterest 22%

I had thought about it a little

Facebook 60% Twitter 70% Pinterest 49%

I had not previously thought about purchasing the item

Facebook 16% Twitter 9% Pinterest 29%

When asked which category of products the last item they had purchased based on a like or share on social media,

the results were...

Pinterest: Food and Drink topped it at 24%

Twitter: Electronics or Tech items 34%

Facebook: Electronics and tech items at 25% closely followed by beauty and fashion at 22%

So when you try and sit back and figure out whether or not social media has an impact on your sales efforts, it does and it is continuing to grow with more social media platforms and more participants becoming friendly with the different platforms.



Standout in the crowd with your e-mail Subject line

July 2013 – Email marketing firm Adestra, analyzed the subject lines from over 2.2 billion marketing emails to discover keywords and phrases that customers respond to better than most, as well as ones are over-used and ineffective by sector.

The study, 2013 Adestra Subject Line Analysis Report: Keywords for killer subject lines, scores keywords by open, click, click-to-open, and unsubscribe rates for B2B and B2C publishing and more (events, non-profits).

Adestra warns report readers “your lists may respond differently to the long-run averages in their follows. However, at the very least (the) report will give you some ideas on what you should be testing on a campaign-by-campaign basis, and will help develop a robust and profitable subject line strategy. Individual campaign results will vacillate wildly from excellent to awful and all points in between; the key is to focus on a long-term subject line strategy and this report is (a) how-to-guide.”

UNDERSTANDING THE RESULTS

For each keyword, the charts show the average deviation from the mean for campaigns with subject lines including that keyword.

To illustrate: If an industry average open rate is 20%, and the word “xyz” shows 12% higher opens, that means that inclusion of the word “xyz” in a subject line delivered a 22.4% open rate (a 12% increase, or lift, on 20%.)

EMAIL SUBJECT KEYWORD RESULTS

Looking at the OVERALL chart, the word “Newsletter” shows a marginal effect on email open rates (+0.7%), but a strong negative effect on click rates (-18.7%). Adestra states that this should be of no surprise – the word “newsletter” reflects back to the day of receiving a paper or PDF newsletter was the standard for getting out the latest news.

Take the word “Alert,” which shows +38.1% opens and +61.8% clicks on the OVERALL chart. The word “alert” connotes something that is happening now and incites a sense of urgency in readers. The same can be seen with the word “Bulletin” (+15.8% opens, +12.7% click).

“Content Marketing,” says Alestra, “has oversaturated customers, both B2B and B2C, with too much information. For example, “Report” (-23.7%, -54.8%), “Learn” (-35.5%, -60.8%), and “Book” (-4.6%, -25.4%) are trending downwards.

Communications that are sent out “Daily” (+27.8%, +100.3%) and “Weekly” (+27.1%, +50.6%) perform strongly. Alestra opines that this is because customers/readers begin to expect your emails on a frequent basis, and get into the habit of reading them.

The statistics also show the possibility of saving money is a motivator. For example, offering “Free Delivery” (+50.7%, +135.4%) or specifying a percentage off in the subject line (+10.5%, +27.4%) are effective in getting readers to open marketing messages received.





Kyle Sjoberg - Prepress Technician



I've just finished up my first year with API-Marketing, and its been great so far. I really enjoy working in different areas of the shop and never staying in one place. When I'm not working I'm usually rocking out as loud as possible on my guitar.

When I'm not doing that I like to see inexpensive local concerts around the area, go swimming in the local rivers and lakes or even gold panning down at a river. And if it is not too hot or too cold out I enjoy hiking throughout the foothills. I am a big fan of many different animals...even snakes. Wolves and large cats are some of my favorites.





Just another day with the horses



It's an event people train for years to be a part of, but for a few of us here at API-Marketing its is a day to help our horse community and be a part of a world wide event. It's the Tevis Cup ride from Squaw Valley to Auburn, CA in twenty-four hours on horseback. Riders come from all over the world to participate in the ride. They come from France, Canada, Japan, Australia and Ecuador as well as from all over the United States.

The Tevis Cup

The event starts the week before with dinners and meetings to get everything ready for the ride volunteers, but the actual ride starts on Saturday morning at 5:15am this year it fell on July 20th. There are many checkpoints throughout the 100 mile trail that volunteers man as well as vets do checks on the horses to make sure they are healthy enough to continue the trail. The trail ends in Auburn, CA, near the dam overlook, where riders must cross through no later than 5:15 Sunday morning.

It is a long and grueling day that we have been a part of for the last 15 years or more as volunteers. Merrill Kagan-Weston, President of API-Marketing has been a vet secretary for many years as well as hosted the vet that comes from Australia every year. Brad Weston, Vice President and CCO has been in charge of the Horse Transport which transports the horses that have been taken out of the ride at different checkpoints. Liz Weston, (Brad and Merrill's daughter) helps out at different checkpoints each year and rode and finished the ride in 2007. Richard Neal, IT & Networking Specialist at API-Marketing runs the Tevis Website and is involved with all the updates on where the riders are at on the trail during the twenty-four hours. Jackie Weston, Emerging Services Manager for API-Marketing usually helps out at the Foresthill checkpoint but took the year off this year.

"It is a great way to stay involved in our horse community and be able to see all the parts of this amazing ride." says Merrill Kagan-Weston "We always enjoy being a part of the ride and being able to give back to such a great organization."