

Social Media Advertising SURVEY 2013 - NZ/Australia

**social media
switch**

Please note this is a conservative survey based on interests selected & does NOT INCLUDE those who chose not to include their occupations & interests. It also does not include influencers & professionals who are your potential customers & also influence your market for purchase decisions. of products & services or a complete breakdown of your potential customers.

What are 'influencers?' See the article by Julinda (creator of Social Media switch - & brand professional) here, for an expansion about the power of 'Influencers'.

FACEBOOK



INDUSTRY:

NO OF PEOPLE:

ACCOUNTING/
FINANCE: 460,000

PROFIT ACCOUNTING: 86,000

INVESTMENT BANKING & RETAIL
BANKING: 146,000

PROFIT, LEVERAGE, FINANCE,
TAX, CAPITAL, ETC: 138,000

ART & CULTURE: 2,800,000

SMALL BUSINESS OWNERS,
MANAGERS, MARKETING
PROFESSIONALS, CORPORATE
PROFESSIONALS, CEO's &
FOUNDERS: 1,600,000

TECHNOLOGY, INTERNET,
EARLY ADOPTER, WEB: 1,540,000

FASHION: 1,000,000

BUSINESS, MANAGEMENT: 820,000

BROAD CATEGORIES
AGE 28 - 51YEARS: 6,400,000



QUICK FACTS:

- Social media is a major influence on SEO & google rankings.

- Q: Are new or existing customers really going to take notice of me/my business if I am a service based company... on Facebook?

A: Yes! When you engage to speak their language, promote & advertise in the right way - it is lucrative & necessary in todays market.

- Facebook is New Zealand's most popular site, New Zealanders spend an average of 1 full working day per month on Facebook.



This data & numbers are subject to updates & change.

Data updated: 1/7/2013. Info & data is not endorsed, associated or sponsored by Facebook