



The Social Consumer '13

(and the Best Social Brands in NL 2012)

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What the f...?

DAD Joined facebook
Kids Status Update:
DAD on facebook WTF!!!

DAD Commented,
What is WTF?

Kid Replied To Him,

**Welcome To
facebook®**

NIMA Online Marketing– The Case 2013

The Case **ON TOUR** De werkelijkheid van online marketing

nima
in het hart van de marketing

[Home](#) [Programma](#) [Sprekers](#) [Vrienden](#) [Locatie & Route](#) [Onderzoek](#) [Online Seminars](#)



The Case 21 juni 2012

Een congres door en voor marketeers waar veel marketeers worstelen met dezelfde vragen die jij hebt. Door contact met “collega marketeers”, krijg je een actueel en vernieuwd inzicht in

Toegangsprijzen

NIMA leden:	€ 295
Niet-leden:	€ 495

LinkedIn Accountsoort: Business Plus

[Startpagina](#) [Profiel](#) [Contacten](#) [Groepen](#) [Vacatures](#) [Postvak IN](#) **155** [Bedrijven](#) [Meer](#)

nima
Online marketing

NIMA Online Marketing

[Discussies](#) [Leden](#) [Campagnes](#) [Vacatures](#) [Zoeken](#) [Beheren](#) [Meer...](#)



Uw activiteit

Begin een: [Discussie](#) [Enquête](#)

Discussie beginnen of iets delen met de groep...

Pinterest

The most popular age group:

25-34 YEARS OLDS

27.4%



Users spend an average of just fewer than

**SIXTEEN
MINUTES**

on the site



97%

of the fans

Pinterest's Facebook page

are women

Wat is jouw Klout score?

5

The image shows a screenshot of the Klout dashboard for a user named Hans. At the top left, the Klout logo is displayed with 'BETA' underneath. To the right of the logo is a search bar and a 'DASHBOARD' link. In the top right corner, the user's name 'HANS' is shown next to a profile picture and a score of '55'. Below the header, a large orange speech bubble contains the number '55', representing the user's Klout score. Next to it is a profile picture and the text 'Hello, Hans' with a 'View your profile' link. Below this are social media icons for Twitter, Facebook, Google+, LinkedIn, YouTube, Instagram, Tumblr, Blogger, WordPress, and OS. A 'Show My Score Summary' button is located on the right. The main content area is titled 'These are your social interactions from the past 90 days.' and features a vertical timeline. On September 14, 2012, a Facebook interaction is shown where the user engaged Gerard Duursma, aimie Callenbach, and 6 others in a link titled '@bonopoly' with the comment 'Leuk!'. On September 13, 2012, a Klout interaction is highlighted with a red oval, showing that Peter van Soest gave the user '+K about internet marketing.' at 11:41pm on September 12, 2012. An 'Invite your friends' button is visible on the right side of the timeline.

Klout score voor Pinterest

6

PinPuff

[What is Pinfluence?](#)

[Pinterest Advertising](#)

[Contact](#)

[f Share](#) 0

[Tweet](#) 0

[+1](#) 0

Value of Pins & Referral Traffic

Pin Worth(Ecom)
\$0.12

Pin Worth(Gen)
\$0.06

Cost per click
\$0.02

Reach Score

24.9

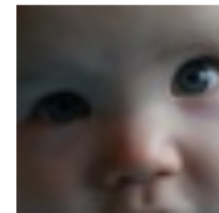
How about spreading word about your profile through Twitter or Facebook because this is below average score.

Activity Score

6

Looks like you are not an active Pinterest user or may be you like exploring more than pinning. Just pin one or two cool items at day and see your influence rising up.

Hans van der
Meulen



27

FOLLOW ME ON **Pinterest**

Pinfluence Score

User Stats **Updated**

Followers	18
Following	19
Pins	16
Boards	6
Likes	7
Liked	11
Repins	2

A/B testen – relatie websites

A. Sea Captain Date

This is the only place for sea captains top connect with men and women who share a love of the ocean.

B. Magic Mates

Welcome to the site where thousands of single magicians have learned to perform the most rewarding trick of pulling al soul mate out of their hats.

Username:

Password:

LOGIN

HOME

BROWSE

JOIN

ABOUT

CONTACT

Sea Captain Date



FIND YOUR FIRST MATE

Sea Captain Date is the only place for Sea Captains to connect with men and women who share a love of the ocean.

With thousands of Captains already online, SeaCaptainDate.com is the destination for romance on the seven seas!



SEA CAPTAIN SEARCH

I am a:

Woman

Seeking:

Sea Captains

Who are looking for:

Dates

Within 25 nautical miles of:

ZIP code

A/B testen – relatie websites

A. D&Dating.com

Roll the 12-sided love dice on the worlds largest site for role-playing singles.

Find a match with a Charisma score as high as yours.

B. Prison Hookup

For convicts searching for love on the outside there's Prison Hookup. Crime put them in there, but love is going to bust them out.

The background features a series of horizontal arrows of varying lengths and shades of gray, pointing to the right. A magnifying glass with a black handle and a silver rim is positioned over the word 'not' in the text below. The overall aesthetic is clean and modern.

Sorry!

This site is **not** currently available.

A/B testen – relatie websites

A. Vampire Dating

The number one place to meet single vampires on the web! Discover vampire women and men who are serious about finding Mr. Of Mrs. Right.

B. Electric Introductions

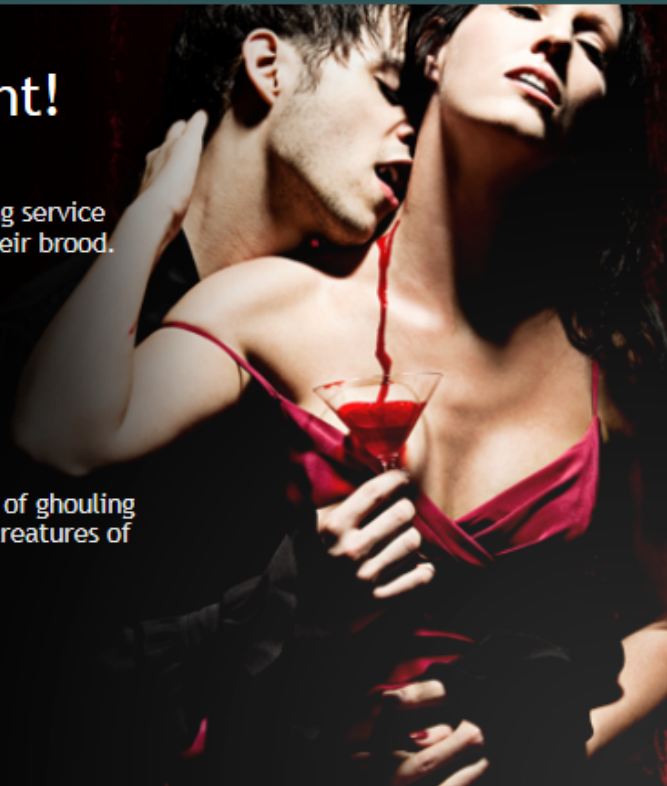
Find the romantic spark you're been looking for within our extensive database of licensed and eligible electricians.

Date Vampires Tonight!

Date Vampires is the premier Vampire dating service that helps blood sucking singles establish their brood.

Its Free > **Join Now**

Create a FREE profile and explore hundreds of ghouling profiles, browse photos, and connect with creatures of the night looking to suck your blood!



Register for Free!

I am a:

Male



Looking for:

Female



Birthday:

month



day



year



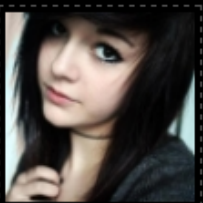
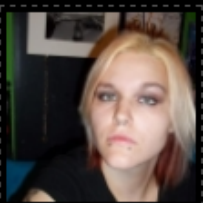
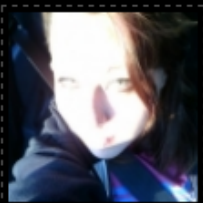
Email:

Username:

Password:

Join FREE

Featured Member Profiles



Twee belangrijke tips:

1. Wij zijn NIET (altijd) onze huidige en toekomstige klanten!

- Zijn ze online? Zo ja, waar dan? Wie zijn de online opinieleiders binnen deze doelgroep(en)?

2. Test, test, TEST!

- ‘Fail fast, learn fast’ De kosten van online testen zijn bijna 0 (zeker bij ‘owned’ media).



dvj insights
BRANDING ADVERTISING MEDIA



The Social Consumer '13.©

& The Best Social Brands in 2012



Brands drive:



IK DOE GEWOON

**WAT MIJ
NIET
VERTELD
WORDT**

Loesje

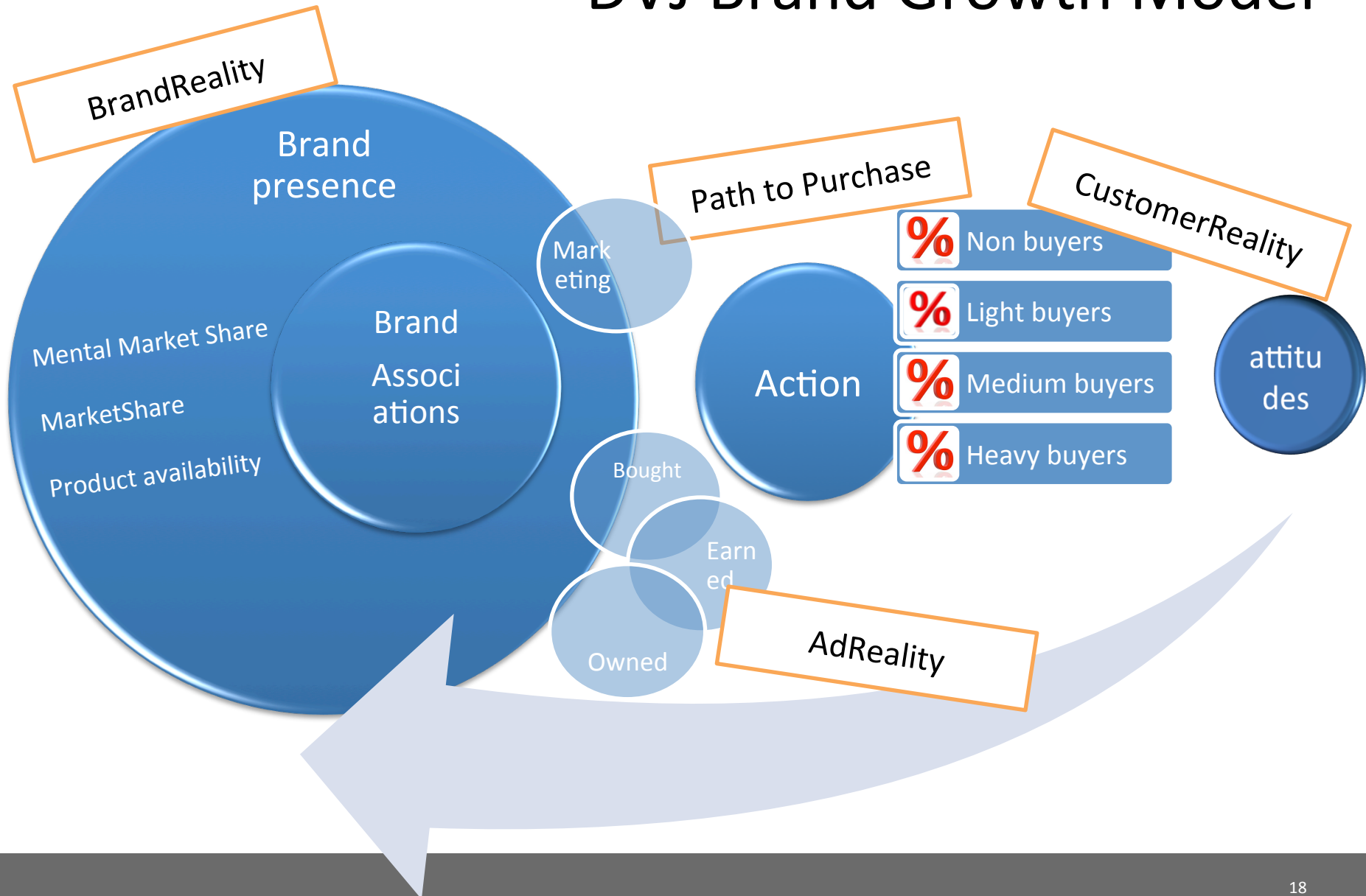
POSTBUS 1045

6801 BA ARNHEM



Real brands, real growth

DVJ Brand Growth Model



Brand Presence & Social Media

Social media marketing

De invloed van Facebook op brand commitment

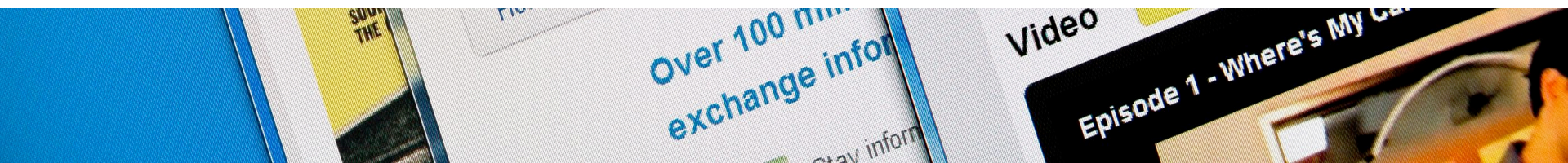
Een case study van UPC

MARTIN KLOOS, SOCIAL EMBASSY 30 JANUARI 2013 @MARTINKLOOS 20593 X BEKEKEN





The Social Consumer 2013, First Results



The Social Consumer Profiles in Nederland:

	2012	2013
<i>Gebruik social media</i>	75%	83%
<i>10-29 jaar</i>	96%	94%
<i>30-49 jaar</i>	83%	87%
<i>Vrouwen</i>	79%	85%
<i>Mannen</i>	72%	82%
<i>Aantal dagen per week</i>	7	7
<i>Aantal minuten per dag</i>	41	57
<i>Alleen privé doeleinden</i>	80%	81%
<i>Privé en zakelijk</i>	17%	17%
<i>Alleen zakelijk</i>	3%	2%



Activiteiten	2012	2013
Sociale netwerken (bijv. Facebook, LinkedIn)	90,2%	89,1%
Communiceren/ discussieren (bijv. eBuddy, Skype)	34,9%	36,3%
Delen (bijv. Flickr, Picasa, Slideshare, Youtube)	29,8%	30,8%
Microbloggen (bijv. Twitter)	20,4%	23,2%
Publiceren (bijv. Netlog, Wikipedia, Wordpress)	11,1%	12,7%
Social gaming (bijv. Farmville en World of Warcraft)	9,2%	11,5%
Virtuele werelden (bijv. Habbo en Secondlife)	1,7%	2,8%
Social bookmarking (bijv. Digg en Del.icio.us)	0,7%	1,0%

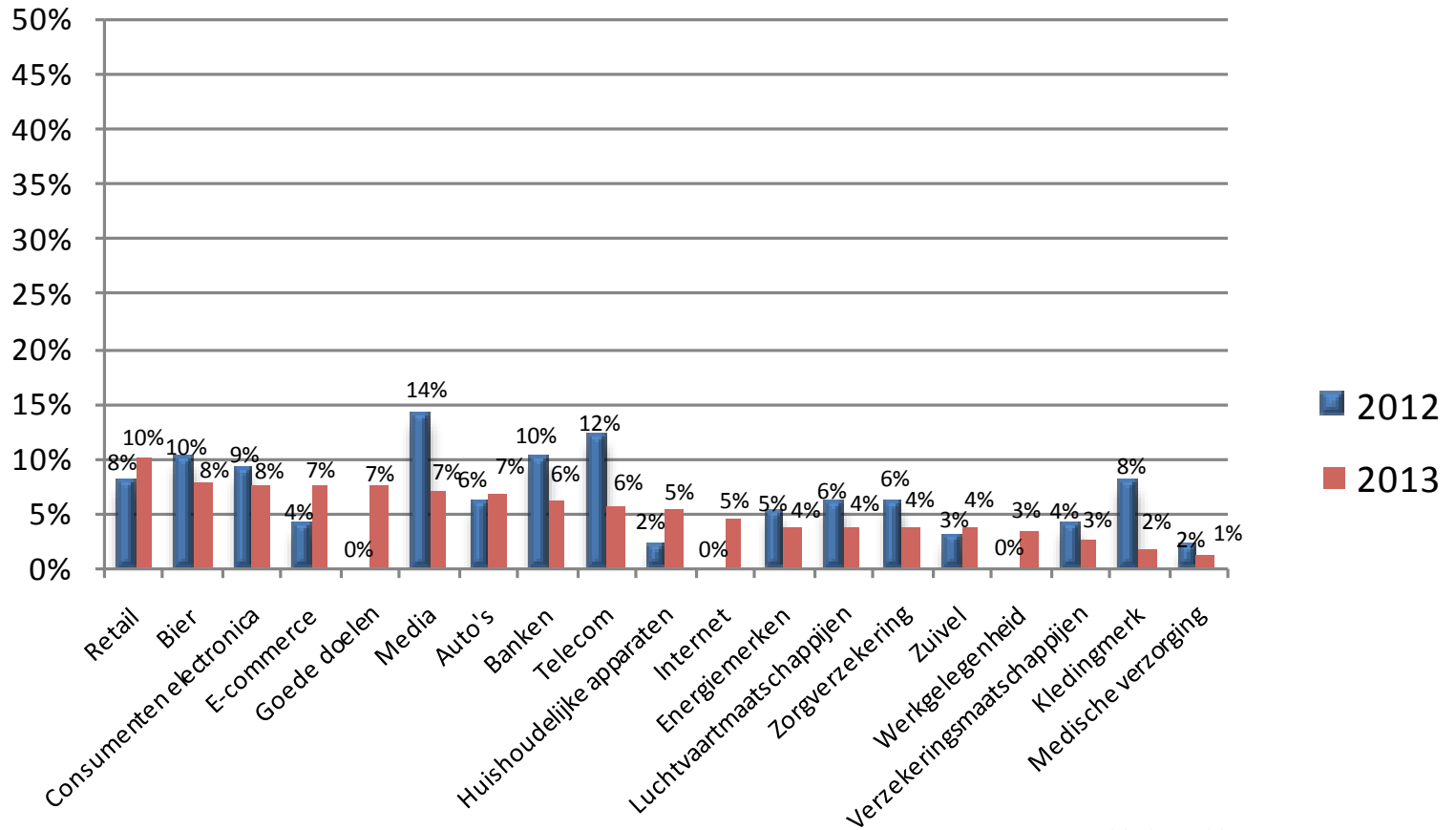
14,8% van de Nederlanders volgt merken via social media

En ze volgen gemiddeld **7,9** merken

2012: 11,4% van de Nederlanders volgt merken via social media.

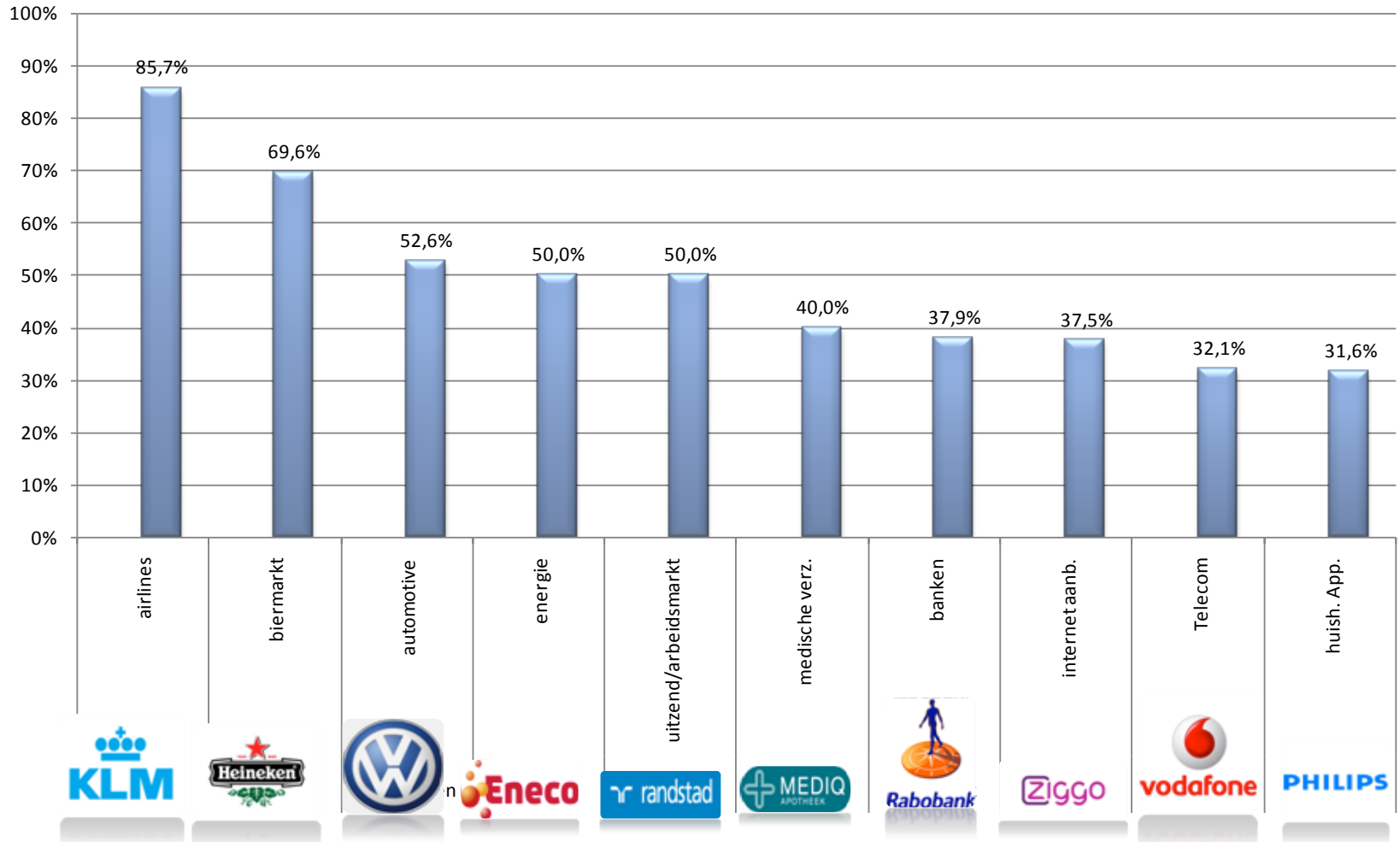
Men volgt in 2012 gemiddeld 6,2 merken.

Aantal genoemde merken

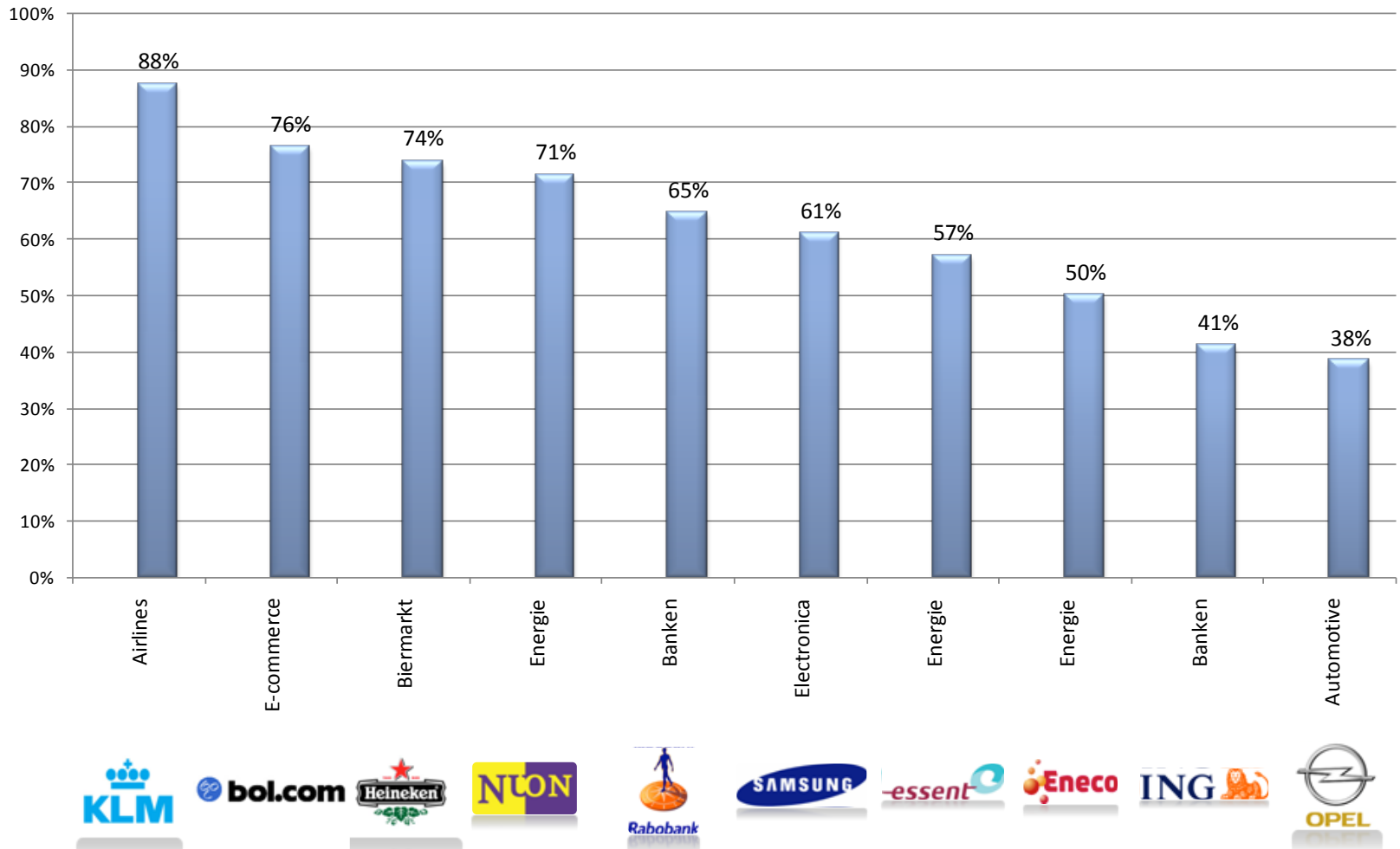


N 2012=1,500
N 2013=1.724
The Social Consumer,
Q1, 2013

Best Social Brands in 2011



Best Social Brands in 2012



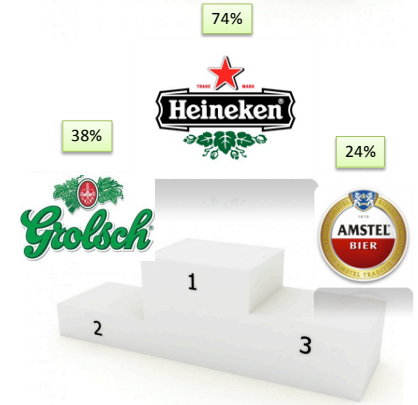
Best Social Brands 2012

N=1.724
The Social Consumer,
Q1, 2013

Automotive:



Biermarkt:



Retail:



Best Social Brands 2012

N=1.724
The Social Consumer,
Q1, 2013

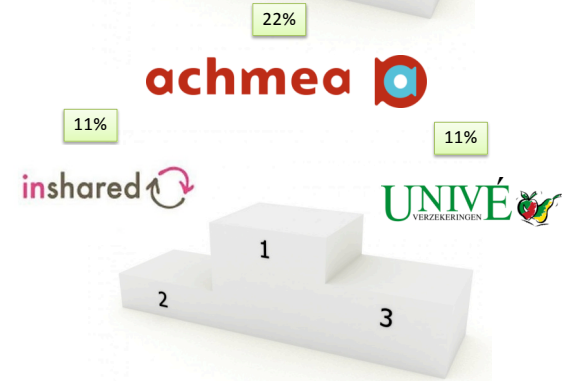
Internet Providers:



Airlines:



Verzekeraars:





The Social Consumer 13

free highlights report via
[info@dvj-insights.com!](mailto:info@dvj-insights.com)

Waarom het bestuur ongerust is...

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Nog een belangrijke tip:

- Ken als professional het verschil tussen:
 1. 'Owned' (eigen) media zoals de bedrijfswebsite en email (eCRM) systemen (investering in fte's, interne samenwerking belangrijk, geen out-of-pocket kosten);
 2. 'Bought/paid' (betaalde) media waarbij er online geadverteerd wordt (geen fte's, samenwerking met bureau's, hoge out-of-pocket kosten);
 3. 'Earned' (onbetaalde) media waarbij we met relevante content aandacht moeten 'verdienen' (investering in fte's, interne samenwerking van levensbelang, lage(re) out-of-pocket kosten).

PAULO COELHO

*Manuscrito
encontrado em
Accra*



Paulo Coelho
@paulocoelho

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"google before you tweet" is the new "think before you speak"

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5,793

RETWEETS

926

FAVORITES



10:22 PM - 21 Jul 12 via web · [Embed this Tweet](#)

Thank you!



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ronald@dvj-insights.com

