

# 15 things you need to know about social media in 2015

"It is no longer a question of does your business do social media. It is a question of how well does your business do social media." *Ashley Riley - Managing Director - Ashley Riley Communications.*

**50** The average time spent on a website is just 50 seconds  
We all like the idea that people spend hours looking at our website. They don't. 50 seconds isn't long. Make your offer one that is easy to digest with a powerful impact.

**\$272,000**

Every second of the day \$272,000 is spent on line

That's a lot of money. You are more likely to get your share if you stick to what works. Remember that the 't' in the middle of marketing is all about trust. Build that and you'll get your share.

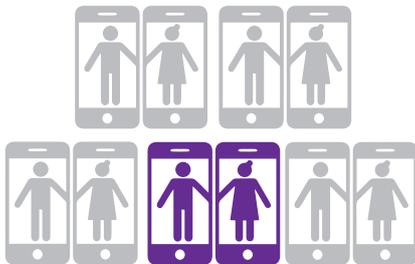
**6.8m**

6.8 billion people live on earth and 4 billion of them use a mobile phone

Is your business accessible to your customers via a mobile or smart phone? It is more likely that your customers will find you on a mobile rather than a lap top or desk top. There are 4 billion reasons to sort this out.



1 in 5 couples meet on line - 1 in 5 divorces are blamed on Facebook



Social media is great but it doesn't rule the world. There are so many benefits but don't let it run your business. You'll be disappointed. Use it for what it excels at. Promoting what you do and how you do it.

Every second

**2**

new members join LinkedIn

Choose the right platform to use for your business. Better to master 1 or 2 social media tools than do them all just 'ok.' If you use LinkedIn for example jump in with both feet. 2 new members every second is a lot of potential business.

**90%** of consumers trust recommendation compared to just **14%** who trust advertising

If all you do is use social media to sell your wares you will switch people off. Be interesting. Being engaging. Be consistent. You are much more likely to be recommended.

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**In June 2015 Facebook had more video views than YouTube**

You don't have to think of YouTube when you think of video. Facebook makes uploading a video easy



**70%** of search engine enquiries are video based

People are even searching for videos on search engines. Does your business have a video on its website? In 2016 it should.

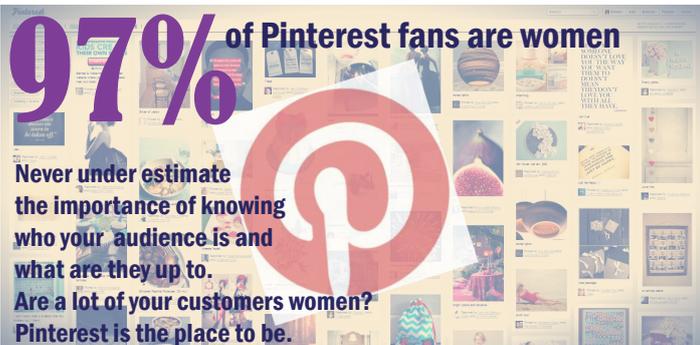
In the last 3 years mobile video viewing has increased by

**5000%**

Now that is some growth. Not only are 4 billion people across the world on their mobile they are watching video on there.

**97%** of Pinterest fans are women

Never underestimate the importance of knowing who your audience is and what are they up to. Are a lot of your customers women? Pinterest is the place to be.



**Ashley Riley @ashleycomms**

Follow the #trends and do what works. We live in an image driven #culture. A #picture tells a thousand words.

Tweets with images receive **150%** more retweets



**1 in every 3 Professionals in the World has a LinkedIn profile.**

That thing called LinkedIn again. It's great for recruitment and seeing what jobs are out there. Is that your focus? If it is that's where you need to be.

**53%** of people who follow brands in social media are more loyal to those brands

Make sure in the year ahead you get your customers (the one's that know you and use your services) to know you are on social media. They are much more likely to stay loyal to you.

By the end of 2015 **90%** of all content viewed online will be video based

Video is the way forward in 2016. It's what most people want to look at online. Don't pay a fortune for a corporate film. 10 seconds on your smart phone can make a massive difference.

Ashley Riley Communications work with business to deliver outstanding, successful and effective communications to the right people, in the right place at the right time.

Ashley Riley Communications knows that business operates in an environment of great choice. Business demands more than a one size fits all approach to public relations, marketing and communications.

Ashley Riley Communications has a wealth of industry knowledge. They have a fresh new approach based on consistency, trust and a track record of success.