

Connecting to Your Customer's Emotions

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Technology Therapy Group



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*“If you truly want to know what consumers really think and want to be able to predict how they might behave, **find them at the point of emotion**. Very likely that means you’ll find them on the various social media platforms.”*

- Paul Dunay

CMO of Networked Insights, a leader in social media analytics, and author of five “Dummies” books



69% of Americans Use Social Media



92% of Americans Under 30 Use 1 or More Social Platforms



Why Do People Use Social Media?



Connect . Belong . Self Preservation

Why Do People Use Social Media?

Family/Friends



Lifestyle/Entertainment



Products/Services



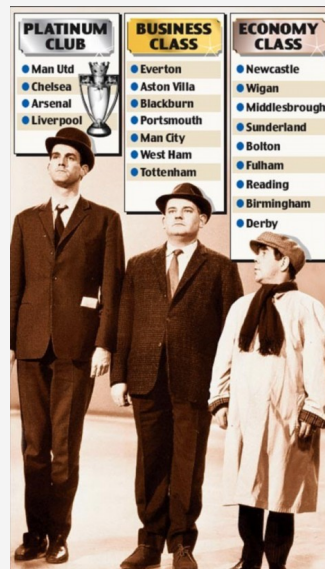
Career/Networking



Why Do People Buy Jewelry?



Why Do People Buy Jewelry?



Why Do People Buy Jewelry?

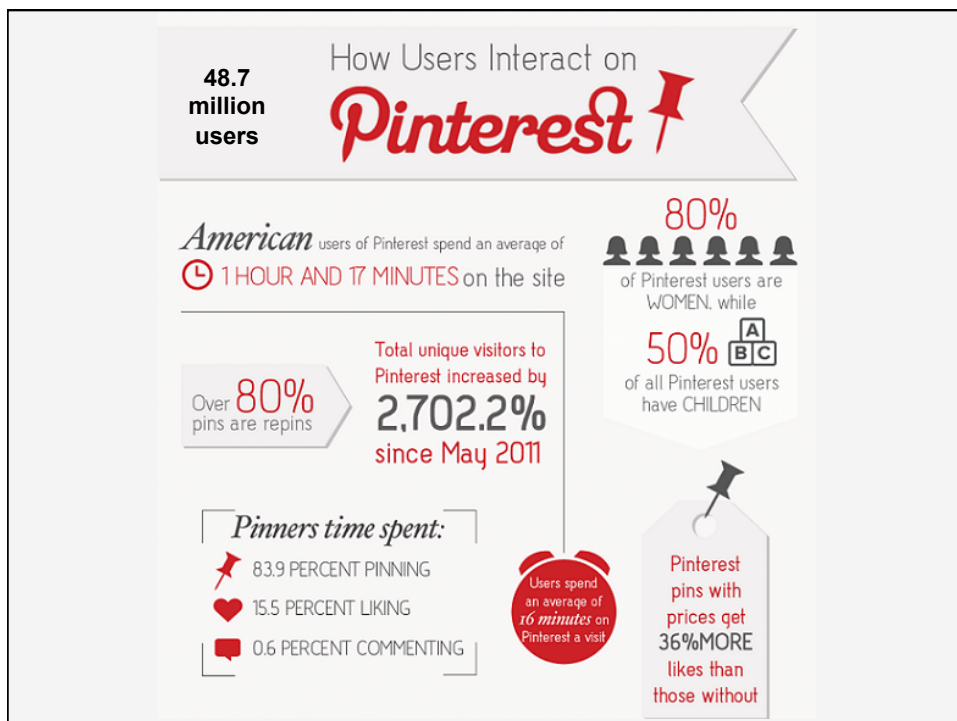
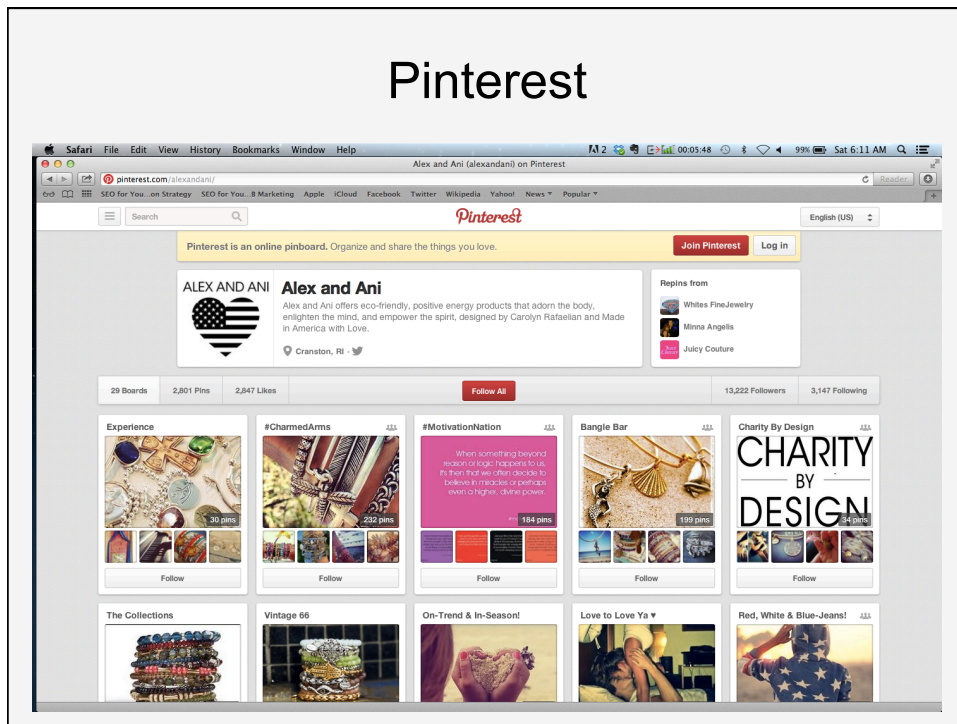


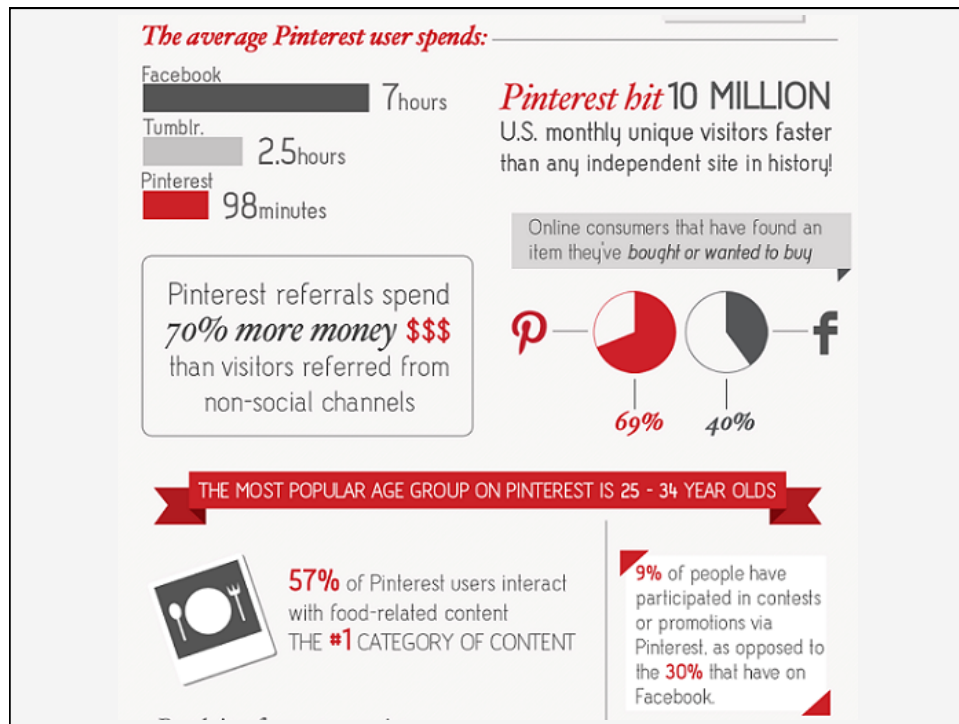
Imagery is the Gateway to Your Customers Emotions



Different images evoke different emotions in the customer's mind so you must first understand your customer's psychology if you wish to uncover the appropriate images that will be most meaningful to your customers.

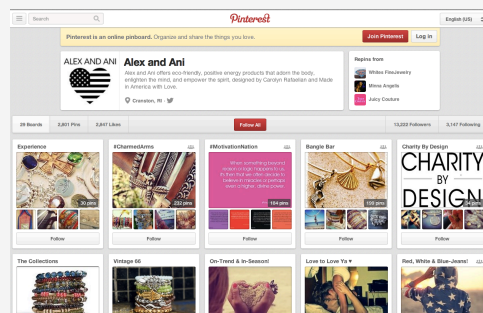
Pinterest





How Consumers Use Pinterest

- Shop
- Get Ideas
- Share Cool Stuff
- Get Inspired



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Create a Business Account

Pinterest for Business

Millions of people use Pinterest to discover and share things that inspire them.

[Join as a Business](#)

Get Started
Set up your business account and get prepped to pin.

Basics
Learn how to connect with pinners and pin like a pro.

Stories
See how other businesses on Pinterest are doing it right.

Goodies
New! See what people are pinning with **Pinterest Web Analytics**.

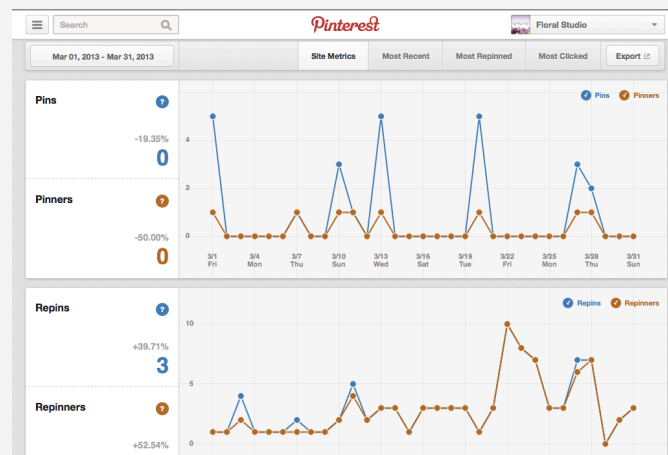
[Back to Pinterest](#) [Business Terms](#) [Help](#)
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Pinterest Analytics



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Passion & Personality

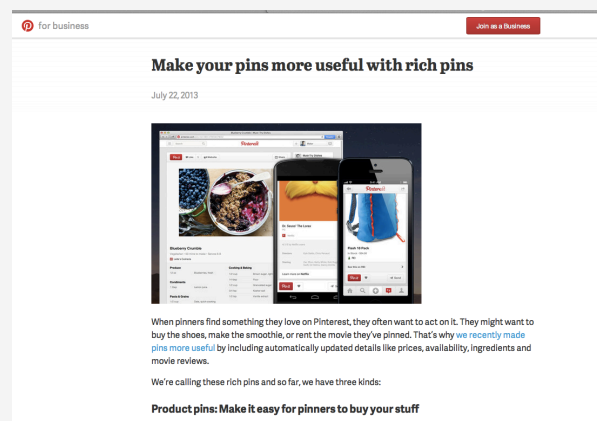
- Create your Pinterest voice
- Make sure it aligns with your company and your clients
- Create a plan:
 - What boards will you have
 - What is the goal of the boards



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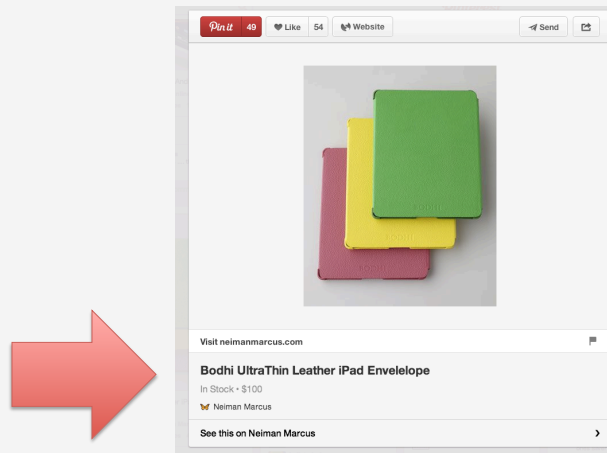
Pinterest Special Features



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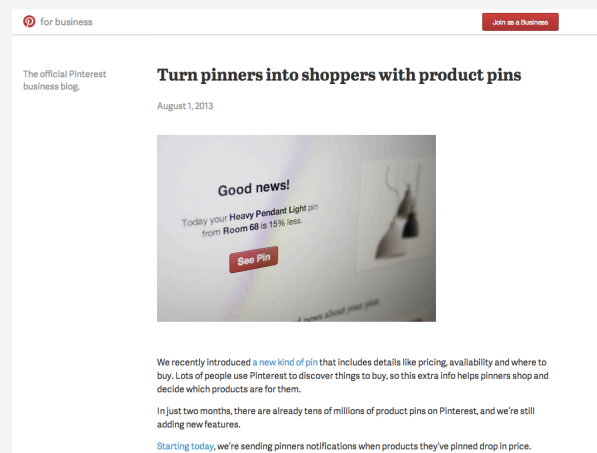
Pinterest Special Features



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Pinterest Special Features



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Facebook



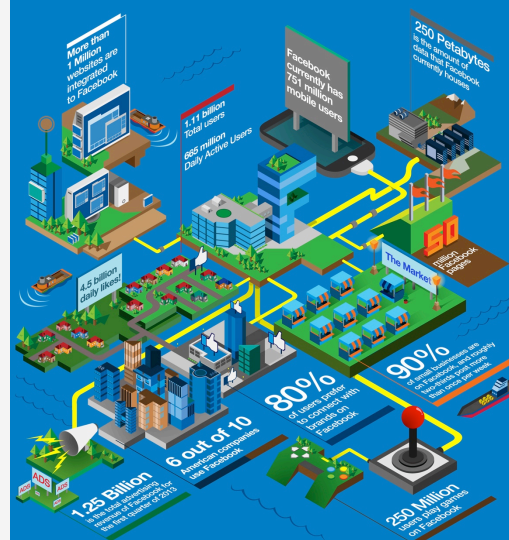
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Did You Know?

- The average Facebook user, check's their account **5 times** a day
- Has **200+** friends
- Spends an average of 8 hours a month on #Facebook

Facebook by the Numbers | As of May 2013



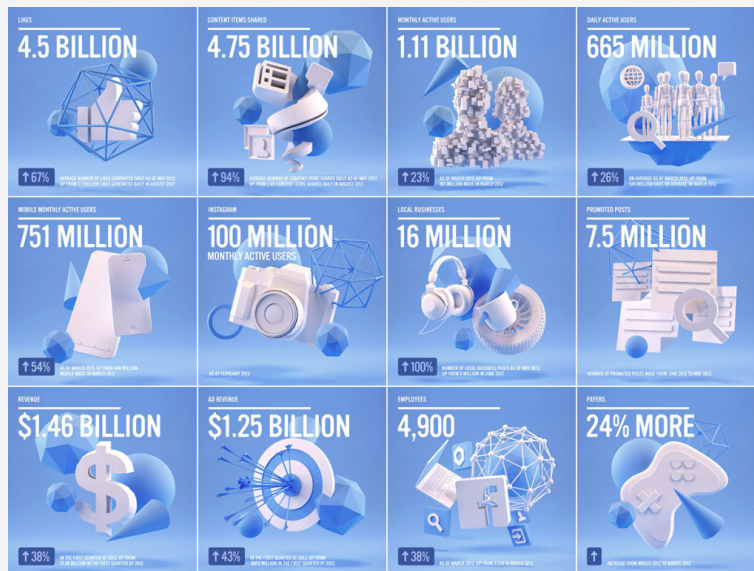
SOURCES

SOURCES:

<http://www.dailymail.co.uk/index.php?by=the-numbers-12-arming-facebook-stats/>
<http://www.venturebeat.com/2013/07/21/how-many-fb-fans-gain-a-new-friend-every-second/>
<http://www.dailymail.co.uk/2013/07/21/tech/21-fb-fans-gain-a-new-friend-every-second/>
http://www.huffpost.com/author/robert-hogans/105/facelocking-social-e_1218058.html
<http://viralshocktelling.pressdollar.com/2013/04/04/ok-of-fb-companies-are-present-on-facebook/>
<http://www.theverge.com/2013/5/20/4148035/facebook-says-over-250-million-people-join-each-month>

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newsroom.fb.com

facebook

Facebook's latest news, announcements and media resources.

Q: Photos of my friends in New York

Graph Search: Everything You Need To Know
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- Photos and B-Roll
- Investor Relations
- Fact Check
- Contact Info
press@fb.com

Highlights

Announcing News Feed FYI: A Series of Blogs on News Feed Ranking
Today we announced a new series of blog posts that will highlight major updates to News Feed and explain the thinking behind them.
August 06, 2013

Introducing Embedded Posts
Today, we are beginning to roll out Embedded Posts to make it possible for people to bring the most compelling, timely public posts from Facebook to the rest of the web.
July 31, 2013

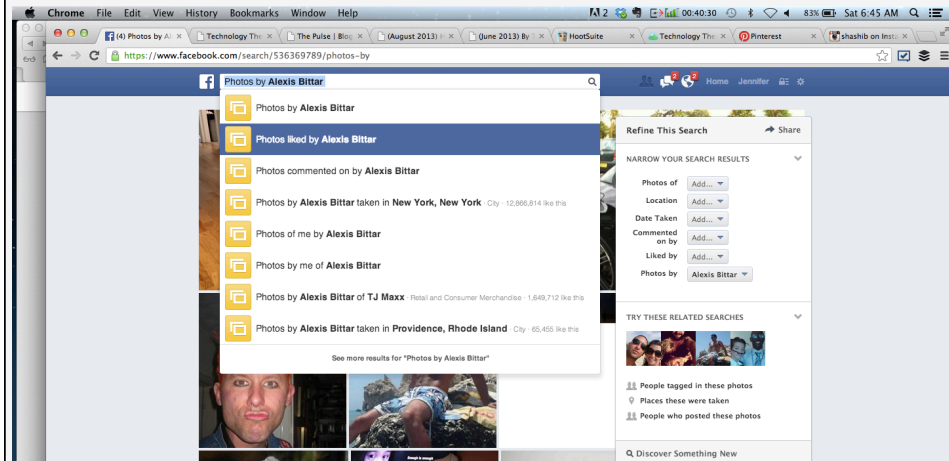
Facebook Reports Second Quarter 2013 Results
Click here for details on Facebook's financial results for the second quarter ended June 30, 2013.
July 24, 2013

Recent News [All Recent News](#)

Graph Search Now Fully Launched in US English
August 07, 2013

Announcing News Feed FYI: A Series of Blogs on News Feed Ranking
August 06, 2013

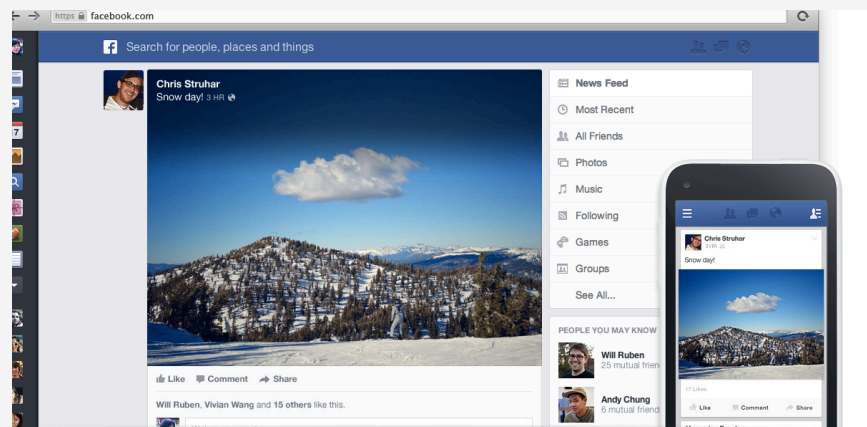
Facebook Search



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Facebook Newsfeed



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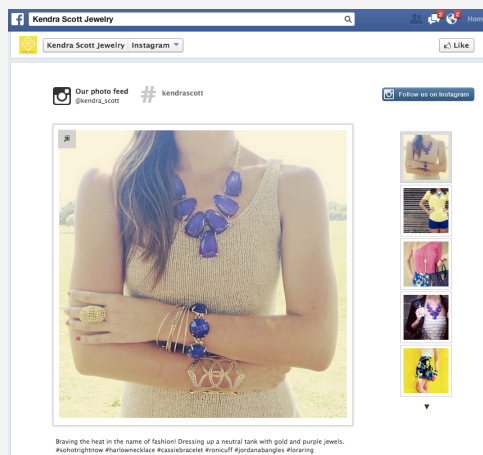
Facebook



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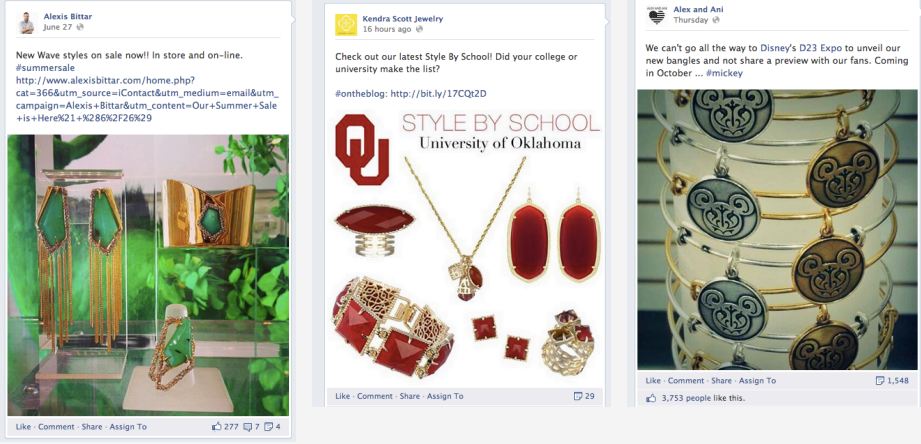
Facebook Cross Your Apps



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Facebook Wall



The screenshot shows a Facebook wall with three posts:

- Alexis Bittar** (June 27): "New Wave styles on sale now! In store and on-line. #summersale http://www.alexisbittar.com/home.php?cat=366&utm_source=iContact&utm_medium=email&utm_campaign=Alexis+Bittar&utm_content=Our+Summer+Sale+is+Here%21+%286%2F26%29"
- Kendra Scott Jewelry** (16 hours ago): "Check out our latest Style By School! Did your college or university make the list? #ontheblog: <http://bit.ly/17CQ2D>"
- Alex and Ani** (Thursday): "We can't go all the way to Disney's D23 Expo to unveil our new bangles and not share a preview with our fans. Coming in October ... #mickey"

Below the posts is the Technology Therapy Group logo and contact information:

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Vine & Instagram



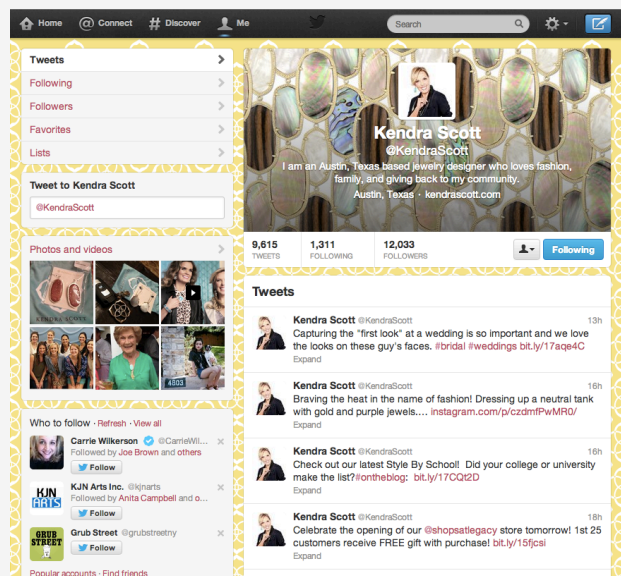
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Vine



Vine on Twitter



Vine



Jessi Afshin

Work is play
@kendrascott

MADE WITH **Vine**

Download App

Instagram

INSTAGRAM INSANITY



100 MILLION
MONTHLY ACTIVE USERS



40 MILLION
PHOTOS PER DAY



8,500
LIKES PER SECOND



1,000
COMMENTS PER SECOND

YOUNG INTERNET USERS ARE INSTAGRAM'S MAIN DEMOGRAPHIC.



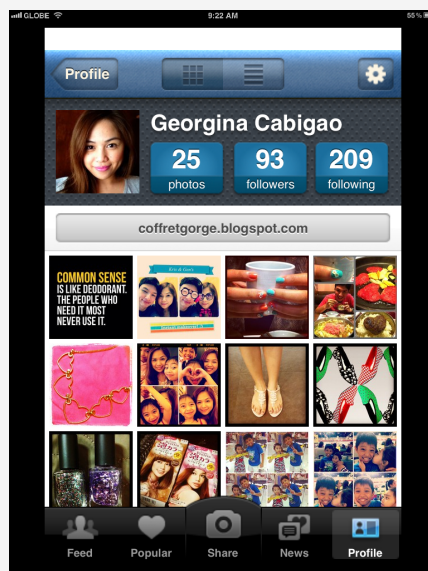
Women outnumber men in Instagram usage.



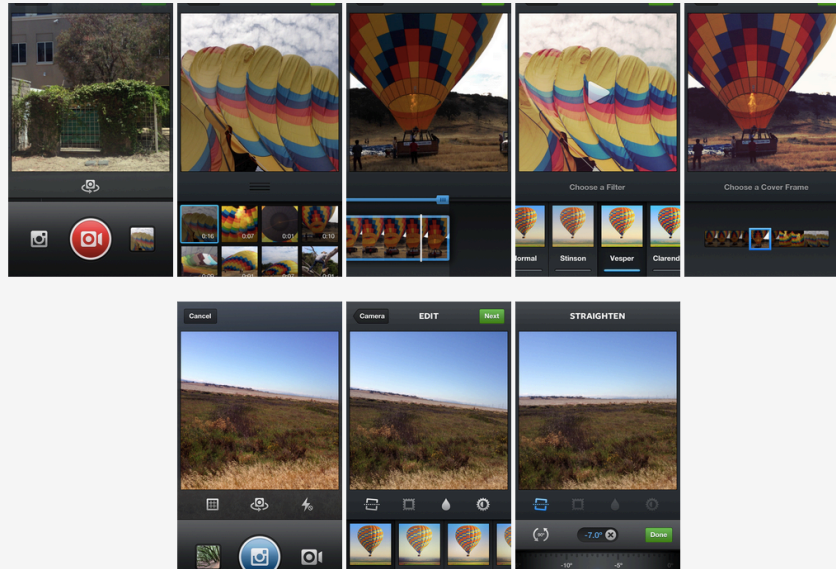
Instagram Home Feed



Instagram Photos



Instagram Videos



Tips

- Identify the appropriate hashtags or create your own.
- Sneak peaks get people excited build on their emotions
- Encourage involvement



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YouTube

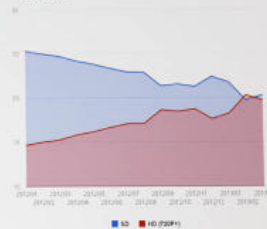
YouTube Video Growth

A global-scale video platform:

- 1B+ monthly users
- 4B+ video views per day
- 6B+ hours watched per month
- 72+ hours of video uploaded each minute
- HD becoming dominant



Original Video Resolution of Content Encoded in YouTube



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is the second largest search engine

after **Google™**

MediaPost



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VIDEOS in search results
have a **41%** higher
click-through rate
than text results

Econsultancy

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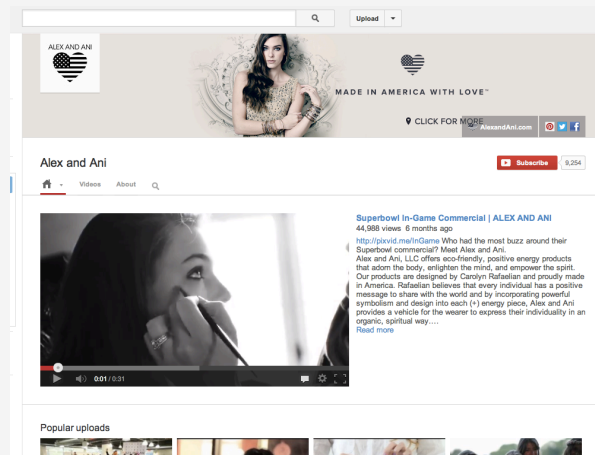
Online customers are
174% more likely
to buy a product
after watching a **VIDEO**

Retail Touchpoints

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Set-up A Channel



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Optimize Your Descriptions for Search

[Alex and Ani \(alexandani\) on Twitter](https://twitter.com/alexandani)

<https://twitter.com/alexandani>

The latest from **Alex and Ani** (@alexandani). Founded by @carolyn, we're a #positiveenergy company that creates products of quality & beauty while promoting ...

[Alex and Ani \(alexandani\) on Pinterest](https://pinterest.com/alexandani/)

pinterest.com/alexandani/

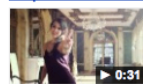
Alex and Ani is using Pinterest, an online pinboard to collect and share what inspires you.

[Alex and Ani Coupons: Get \\$8 Off w/ Promo Codes & August Sales](http://www.retailmenot.com)

www.retailmenot.com › Jewelry › Fashion Jewelry

Discounts average \$8 off with a **Alex and Ani** promo code or coupon. 39 **Alex and Ani** coupons now on RetailMeNot.

[Superbowl In-Game Commercial | ALEX AND ANI - YouTube](http://www.youtube.com/watch?v=NoYqZ3BJRE4)



www.youtube.com/watch?v=NoYqZ3BJRE4

Feb 3, 2013 - Uploaded by Alex and Ani

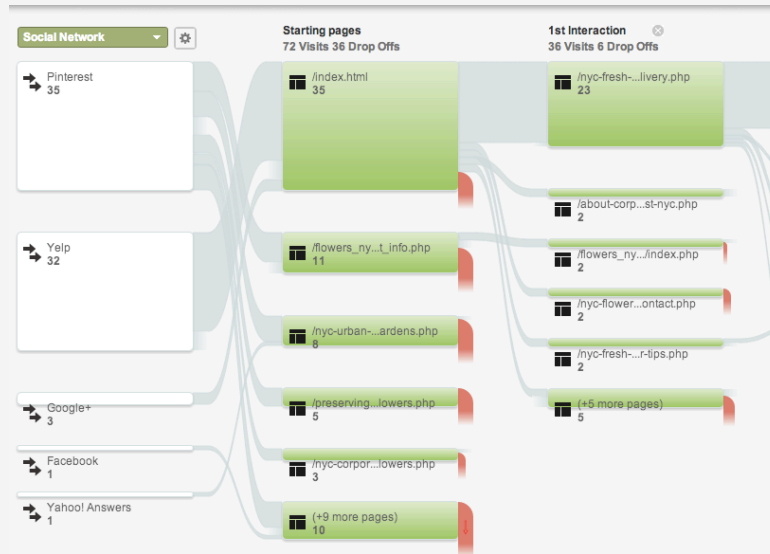
<http://pixvid.me/InGame> Who had the most buzz around their Superbowl commercial? Meet **Alex and Ani**. **Alex** ...



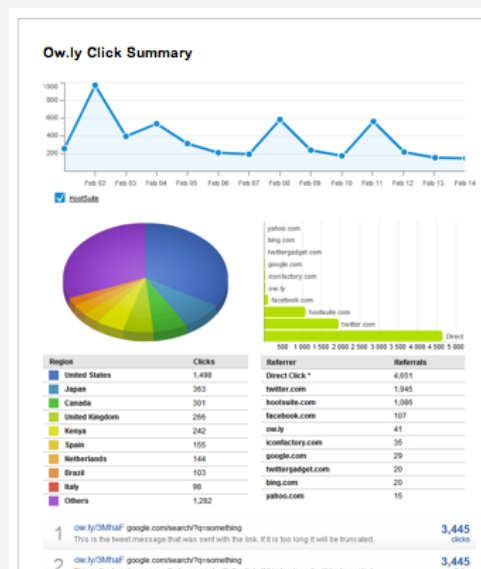
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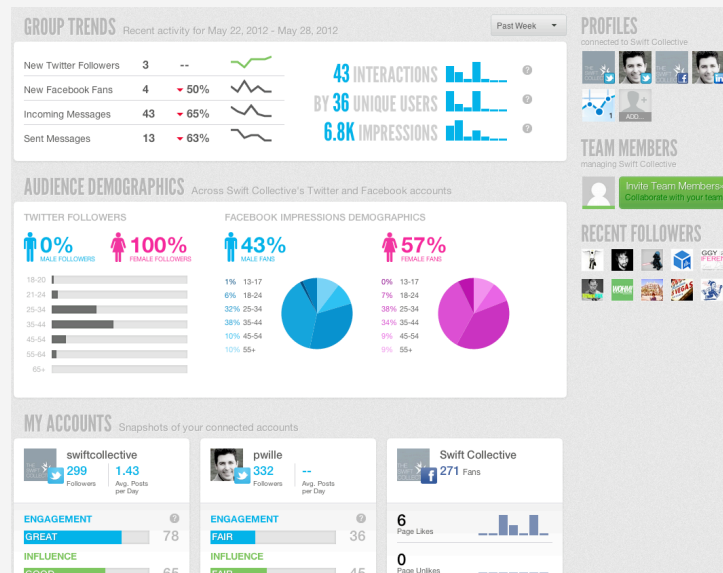
Google Analytics



Hootsuite Analytics



Sprout Social Analytics



Key Takeaways

- Involve Your Customer
- Integrate your website into your strategies
- Cross your platforms
- Use Hashtags
- Track Your Success



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