

Digital: The Parallel Living

Don't we all do it?



We all know somebody who would share every small thing on social media

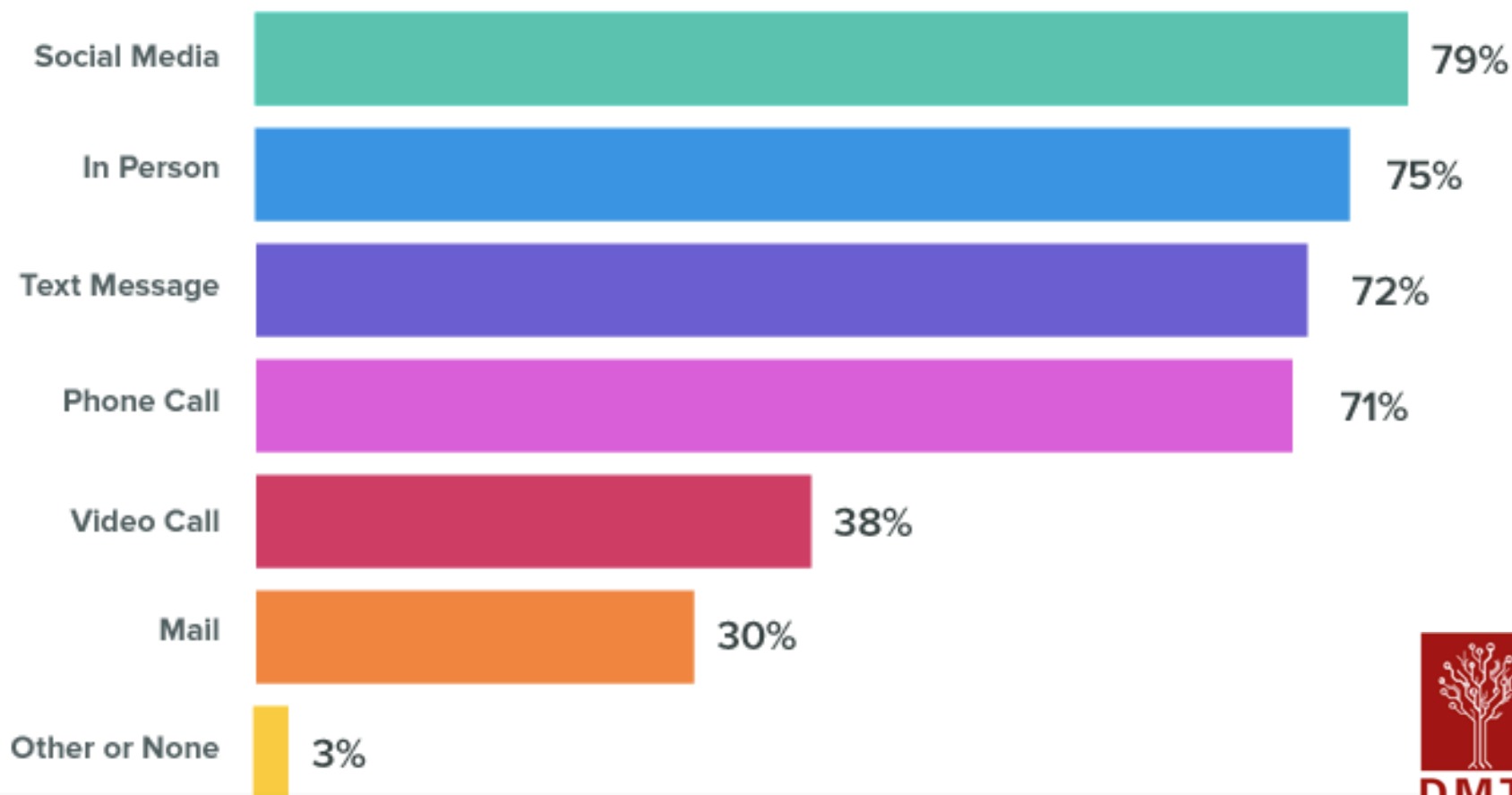
Difficult to accept, but some of us are also in the same bandwagon. But don't worry, we have some statistics from all over the country which will make you feel part of a bigger herd. And may be for good.

Around 16,000 respondents across the country have been part of this study in the period Oct - December 2017



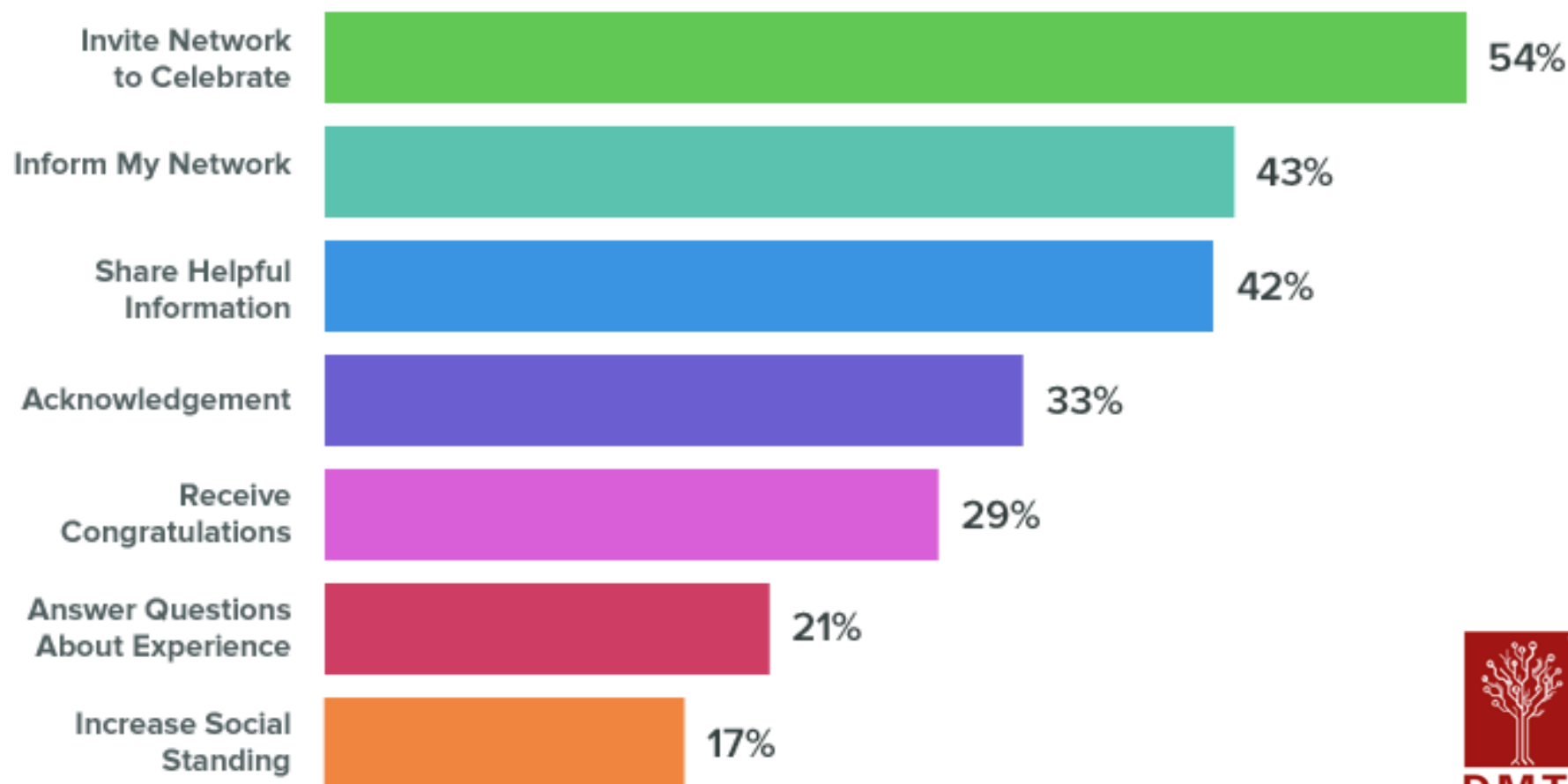
How People Share Life Milestones With Their Friends & Family

Q4 2017



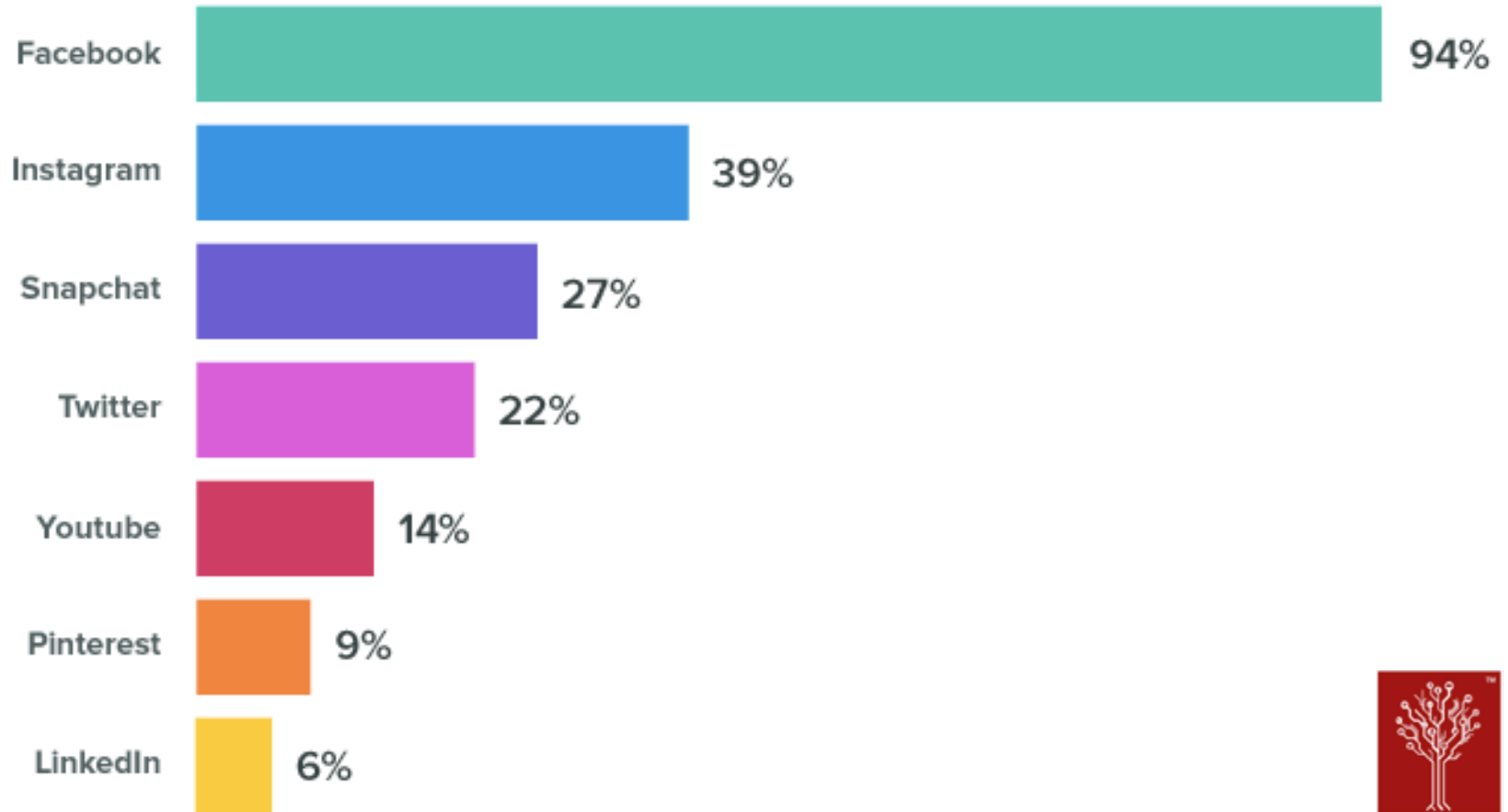
Why Consumers Share Life Milestones on Social Media

Q4 2017



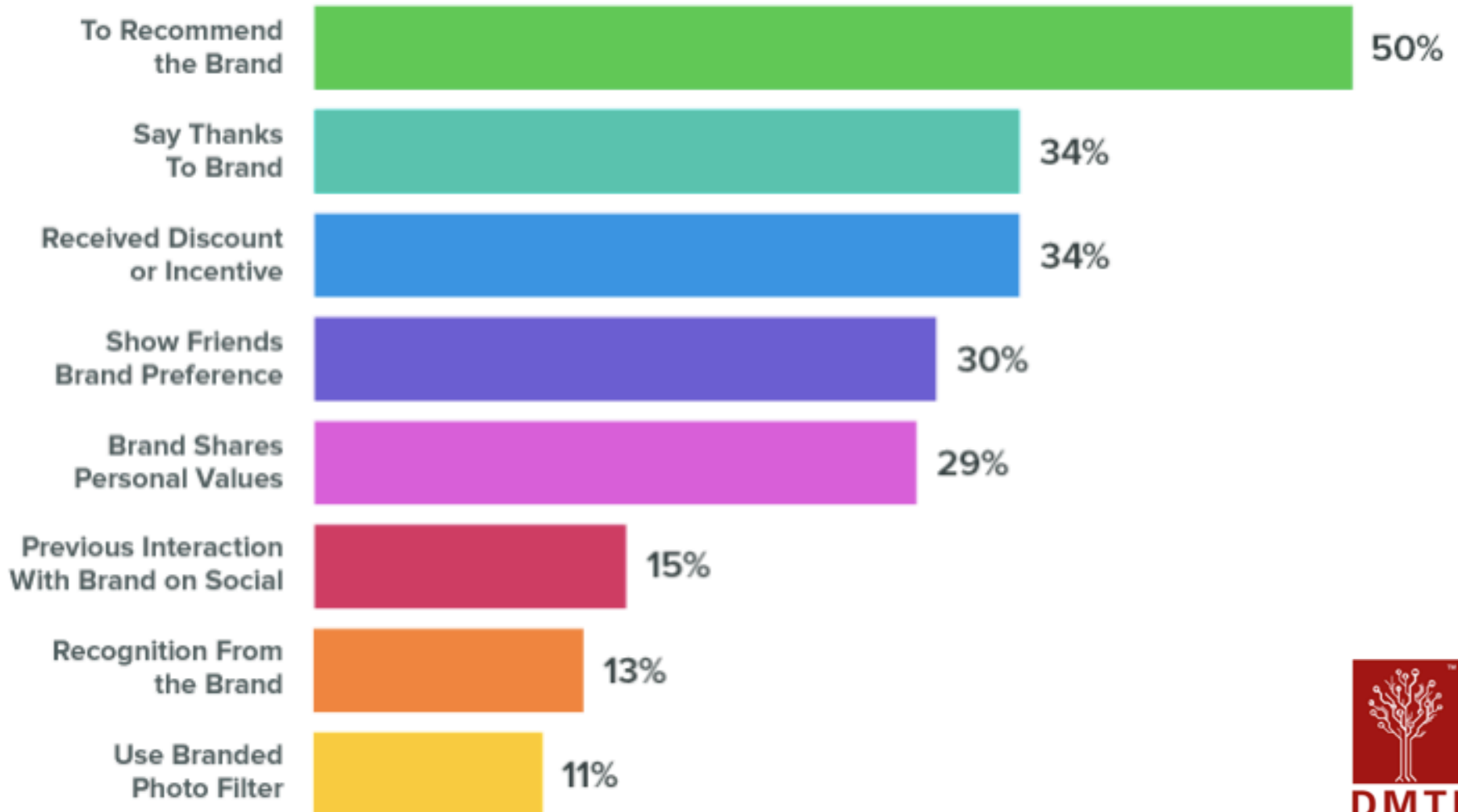
Preferred Social Platform for Sharing Life Milestones

Q4 2017



Why Consumers Would Include a Brand in Social Posts About Life Milestones

Q4 2017



What kind of brands they choose?

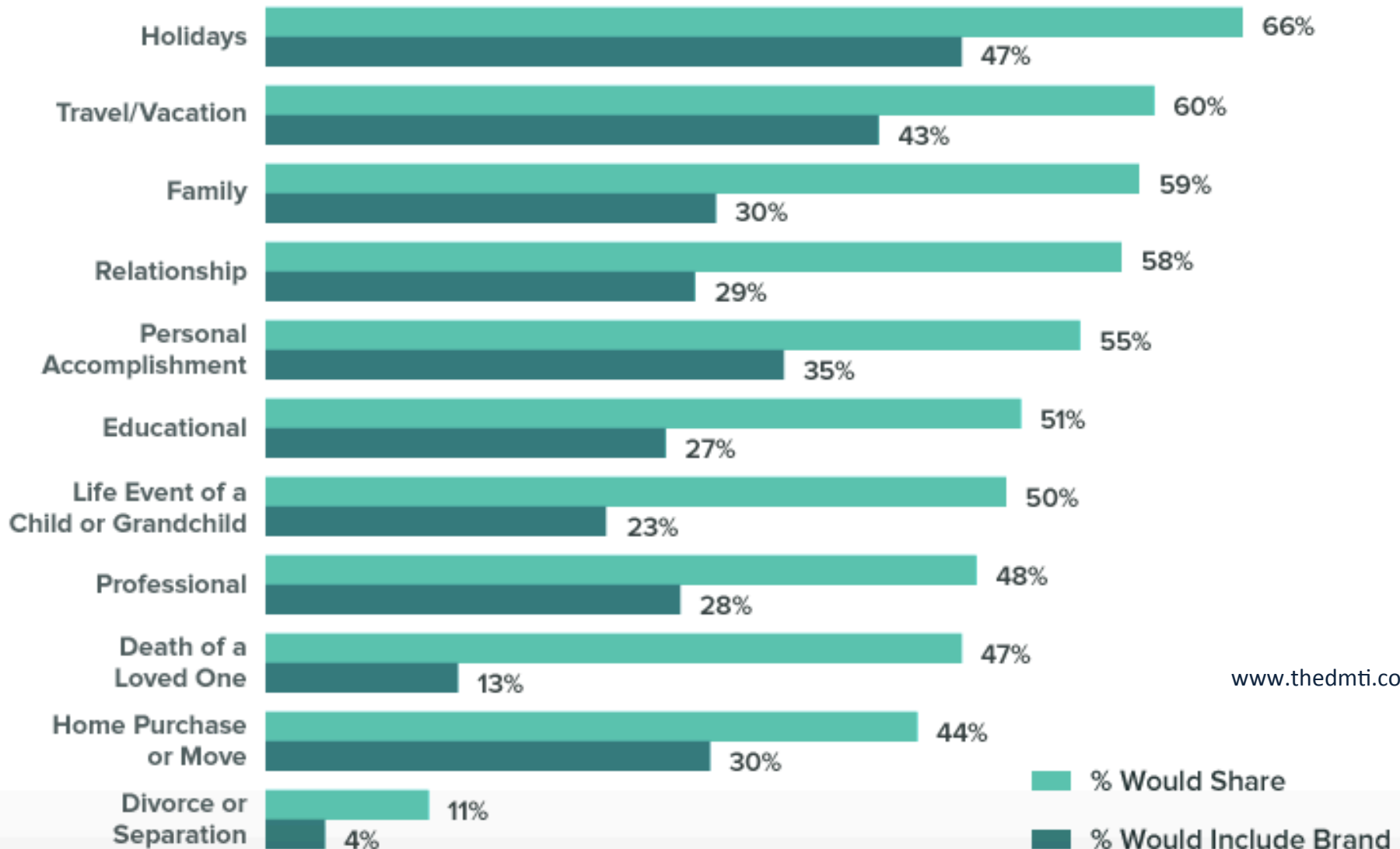
Brand Advocacy: Top Over-Indexes www.thedmti.com

% who say the following would motivate them to promote a favorite brand online

		IDX
Access to exclusive content or services	20%	1.28
Love for the brand	40%	1.18
When something enhances online reputation / status	15%	1.16
The feeling of taking part / being involved	23%	1.10
When something is relevant to my friends' interests	23%	1.09

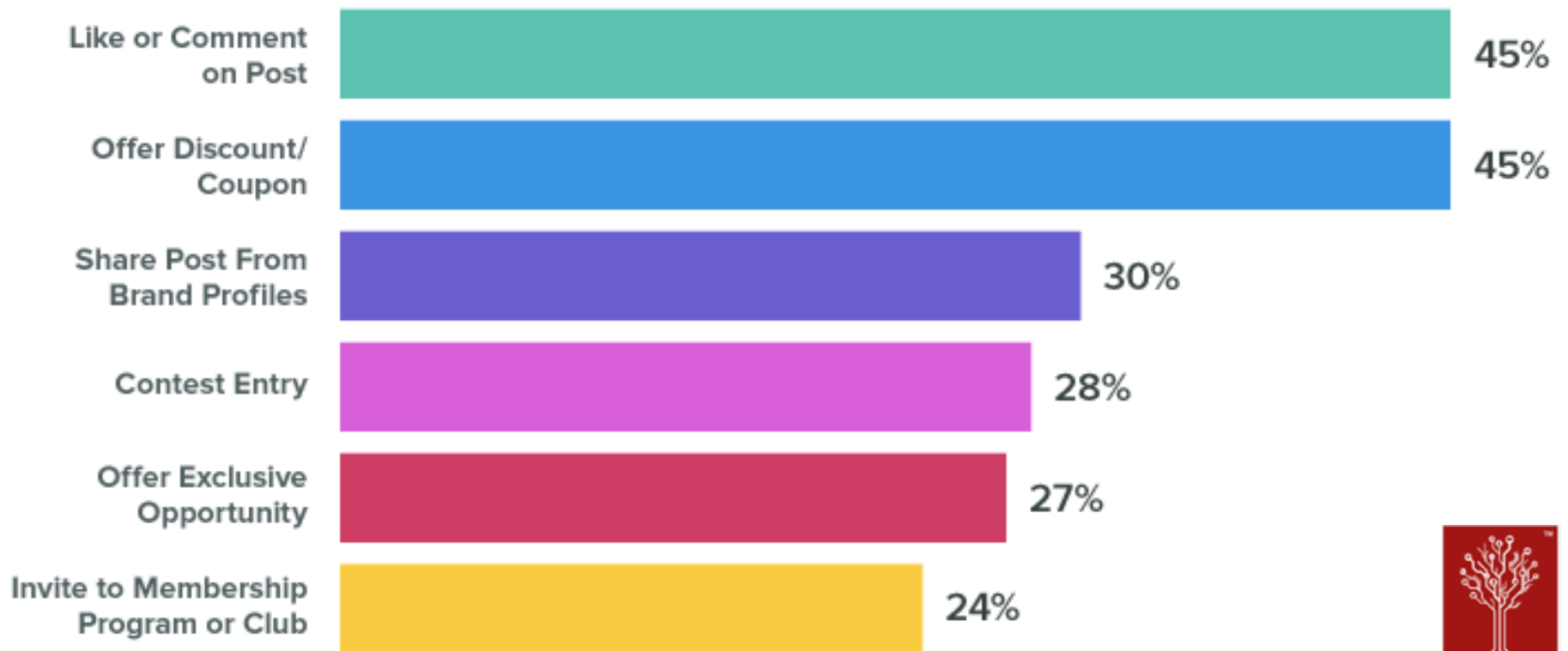
Types of Milestones Consumers Would Share on Social Media & When They're Most Likely to Mention a Brand

Q4 2017



Response Consumers Want When Mentioning Brands in Social Posts About Life Milestones

Q4 2017



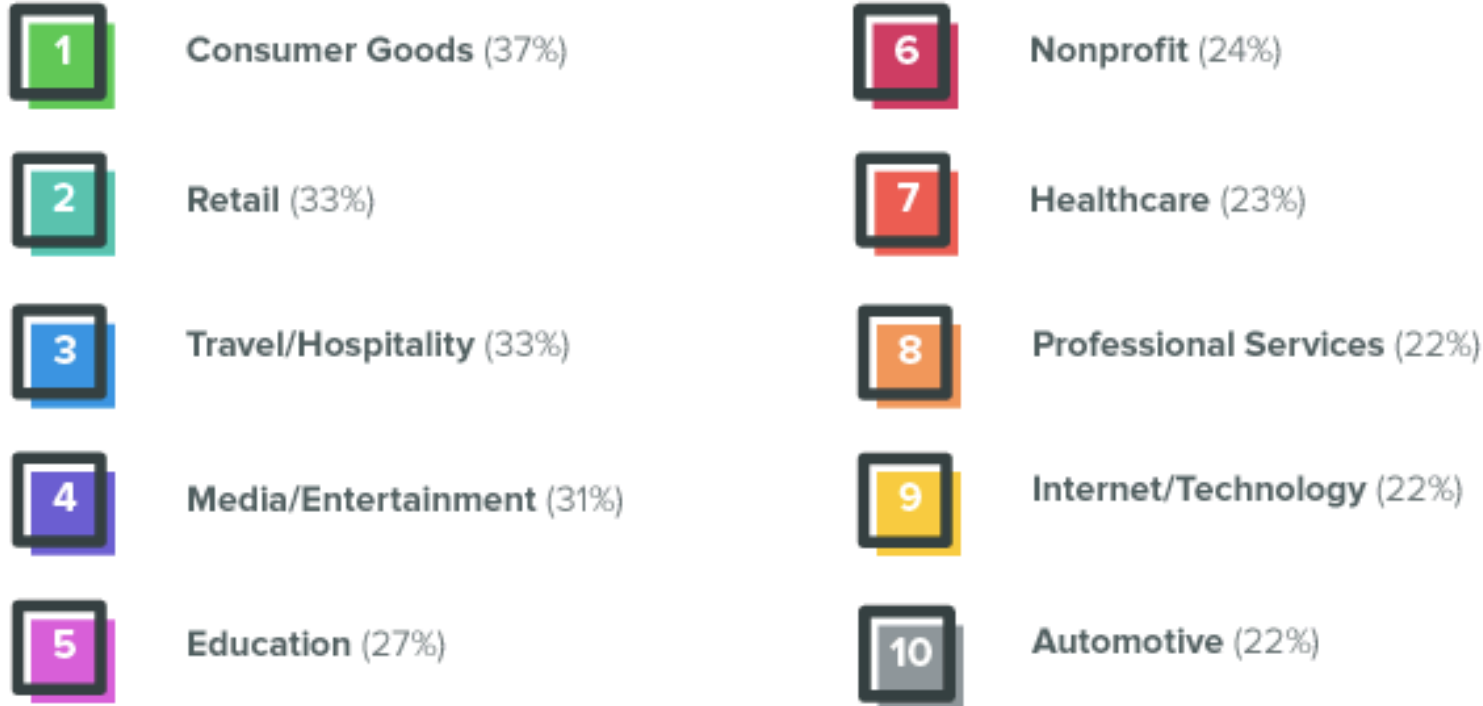
Brand & Consumer Index Spotlight by Industry

Q3 2017

Industry	Avg. Response Rate	Avg. Response Time (Hours)	Avg. % Messages Needing Response	Avg. Posts per Replies	Brand Engagement Ranking	Consumer Engagement Ranking
Automotive	11%	13.2	25%	13	#8	#2
Banking/Finance	13%	11.7	19%	14	#3	#8
Consumer Goods	14%	15.2	24%	13	#4	#9
Education	7%	9.9	25%	22	#13	#11
Government	8%	11.6	29%	24	#14	#6
Healthcare	9%	12.2	30%	18	#12	#5
Internet/Technology	11%	12.1	23%	21	#5	#16
Marketing/Advertising	11%	13.4	24%	17	#10	#14
Media/Entertainment	6%	10.5	26%	80	#16	#12
Nonprofit	7%	11.3	25%	23	#15	#13
Professional Services	9%	11.3	24%	21	#11	#10
Real Estate	10%	11.0	32%	32	#7	#7
Retail	16%	11.3	28%	17	#2	#1
Travel/Hospitality	12%	13.5	25%	11	#6	#4
Utilities	18%	9.2	22%	16	#1	#3

Industries Consumers Are Most Likely to Include in Social Posts About Life Milestones

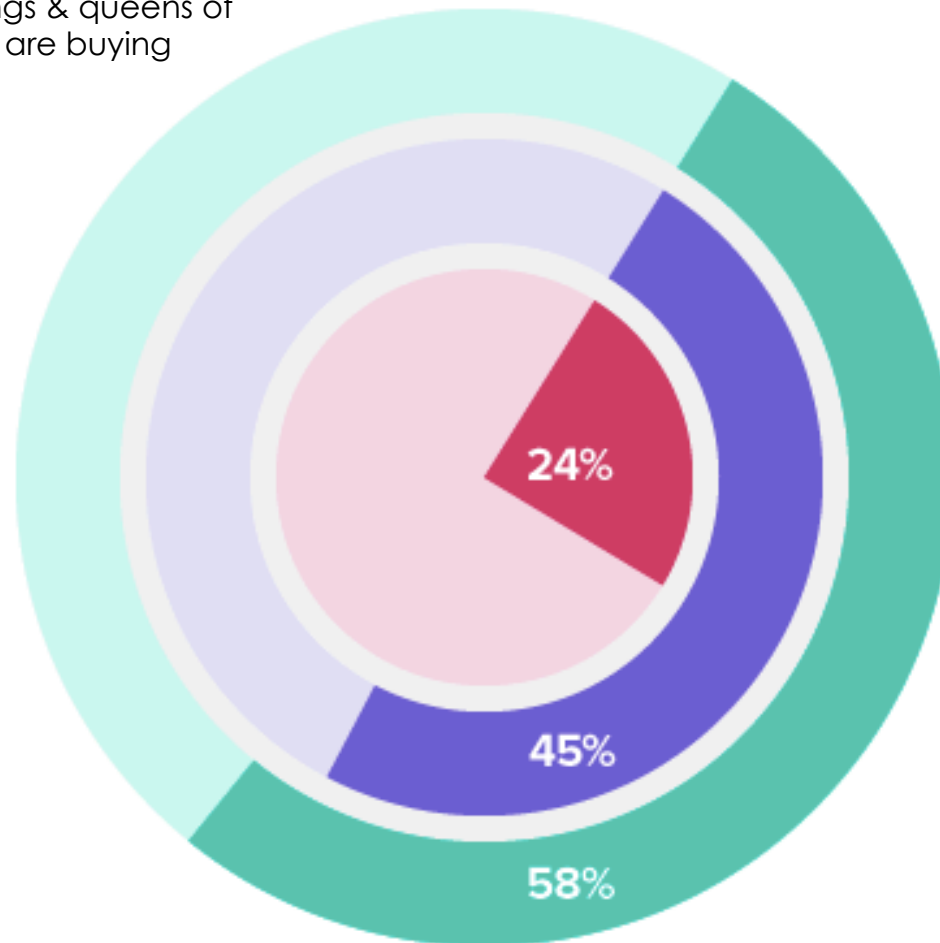
Q4 2017



Percentage of Consumers Who Have Purchased for a Life Milestone After Seeing Brand/Product/Service on Social Media

Q4 2017

Millennials are the new kings & queens of the consumer world. They are buying basis recommendation.



- Millennials
- Generation X
- Baby Boomers

In short, you should like if your brand is being mentioned by one of your ardent customer as a part of their life milestone.

Don't you think so? Are you planning your social media strategy around it? Are you doing anything to respond to your consumers with a special something that would give them something more to cherish? Do you have any comments? Write into mail@dmti.in and we would discuss further.

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