

De ROI van Social Media

Jaap Favier

9 mei 2012



3.300.000 views
=
\$0,10 per view van 30 seconden
=
\$37.000 netto

<http://www.youtube.com/watch?v=XQcVIIWpwGs>



100M views

61 sec

+7% marktaandeel

Gedeeld door
Vrienden & Kennissen

<http://www.youtube.com/watch?v=hibyAJOSW8U>

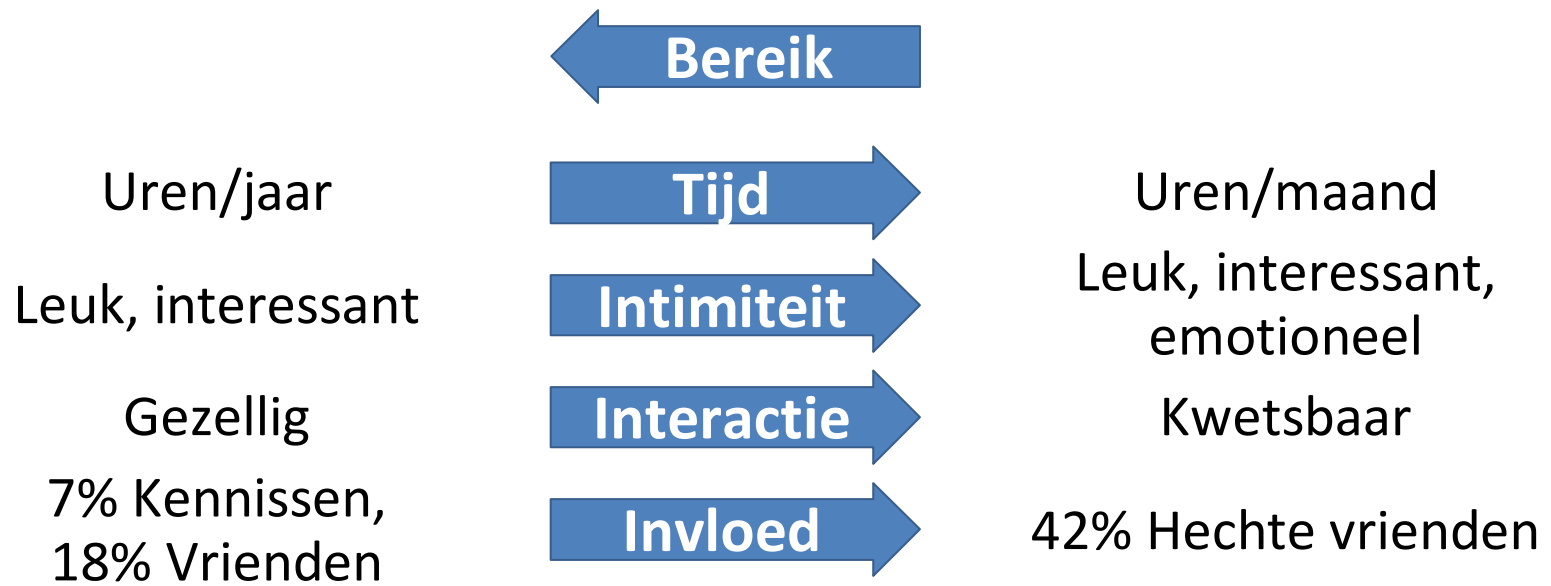


100M views

74 sec

+30% marktaandeel

Gedeeld door
Hechte vrienden





← **Bereik**

162 jaren

Tijd →

382 jaren

“Schattig”

Intimiteit →

“Eigenwaarde”

140k “likes”, 10k comments

Interactie →

150k “likes”, 230k comments

64% door vrienden,
7% door hechte vrienden

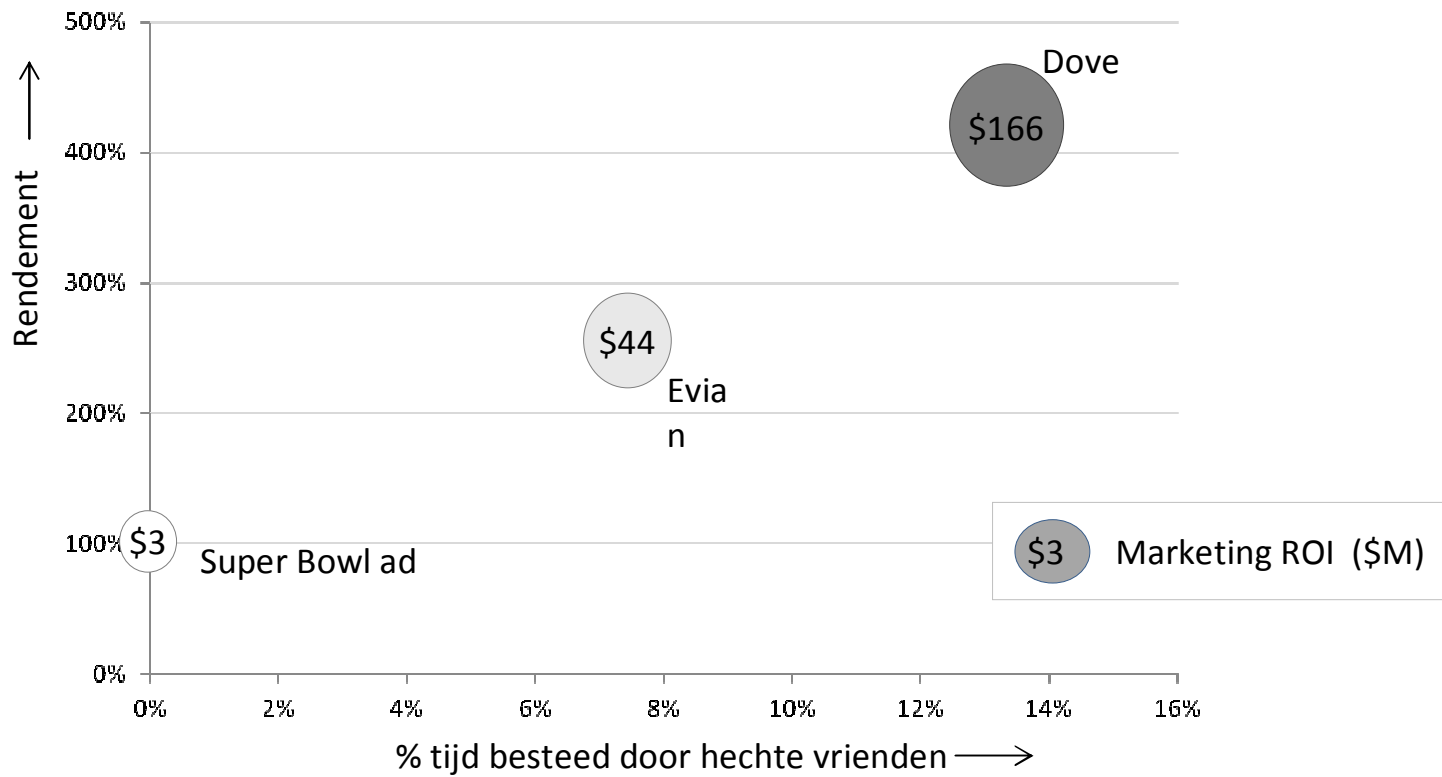
Invloed →

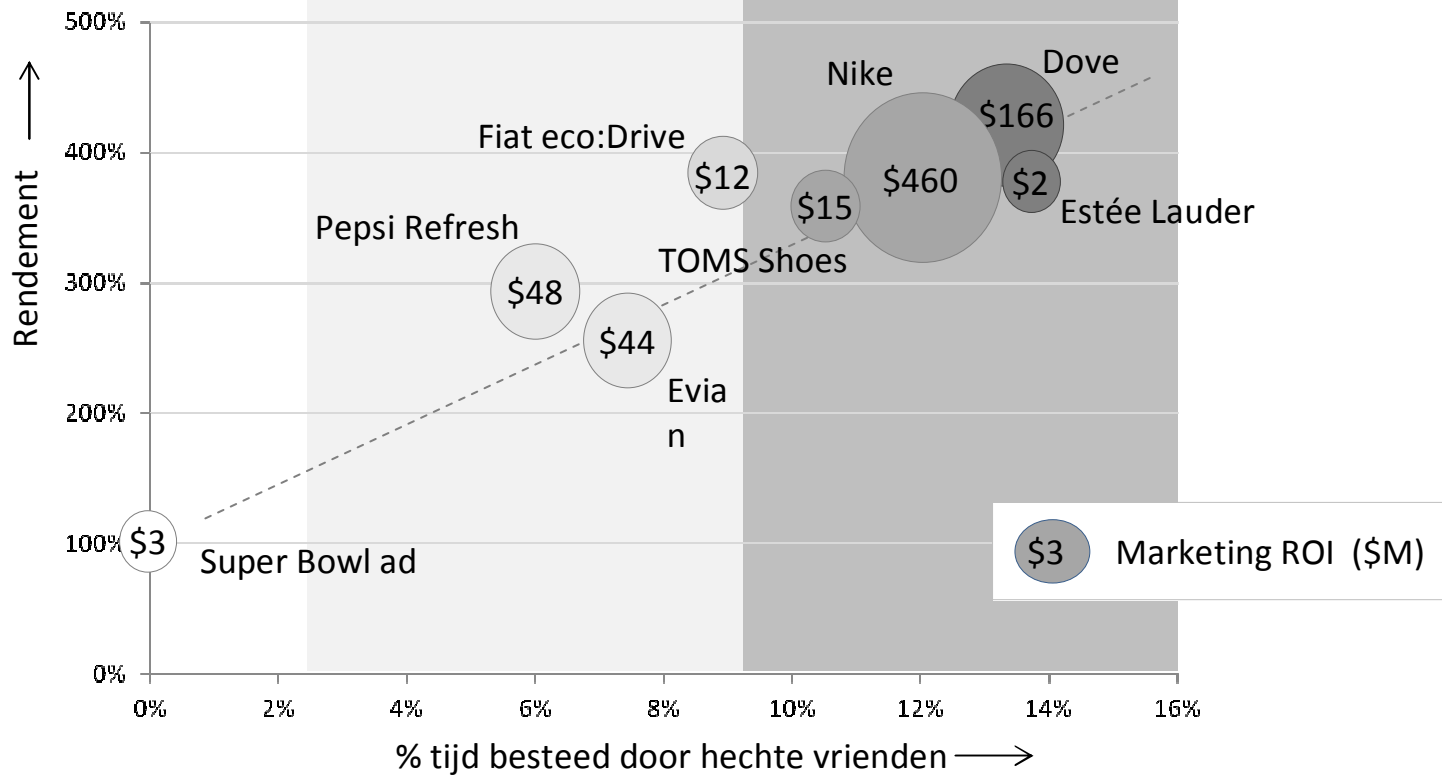
72% door vrienden,
14% door hechte vrienden

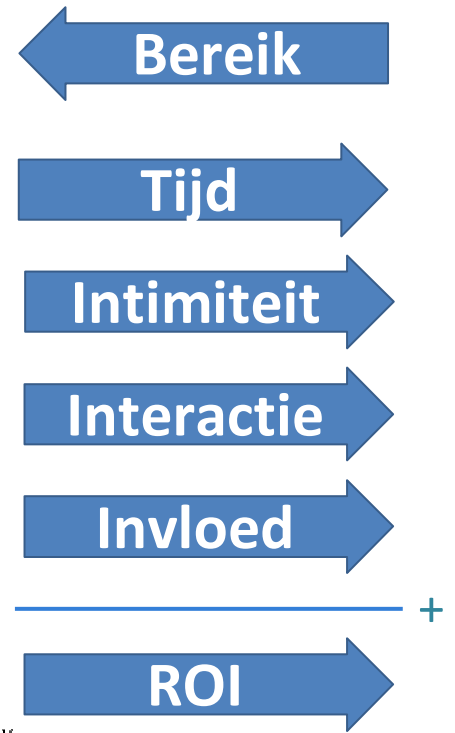
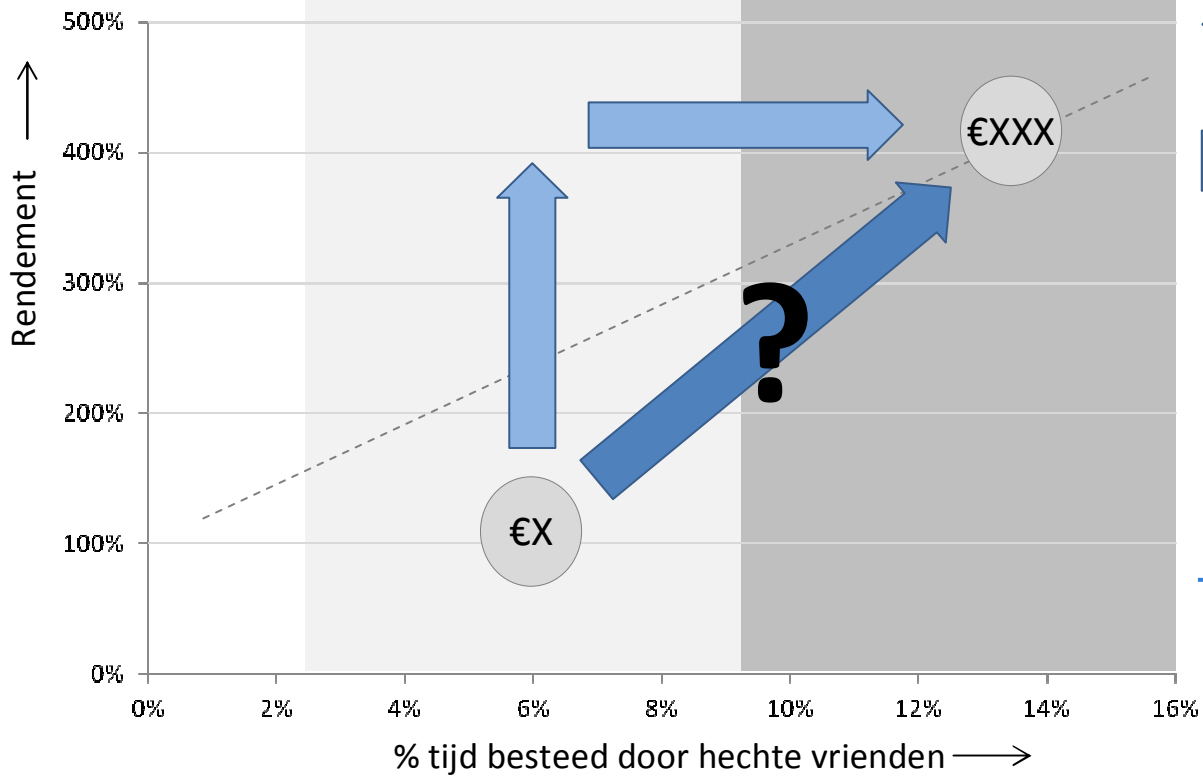
\$44M

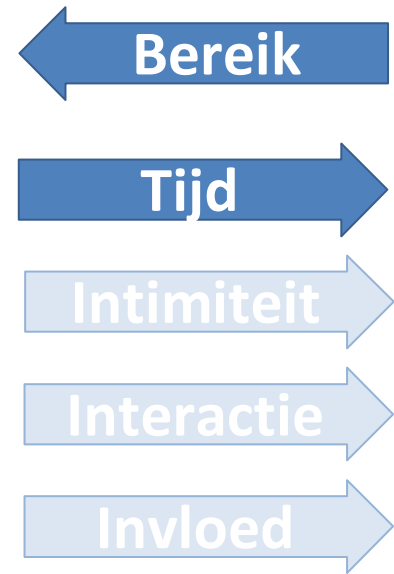
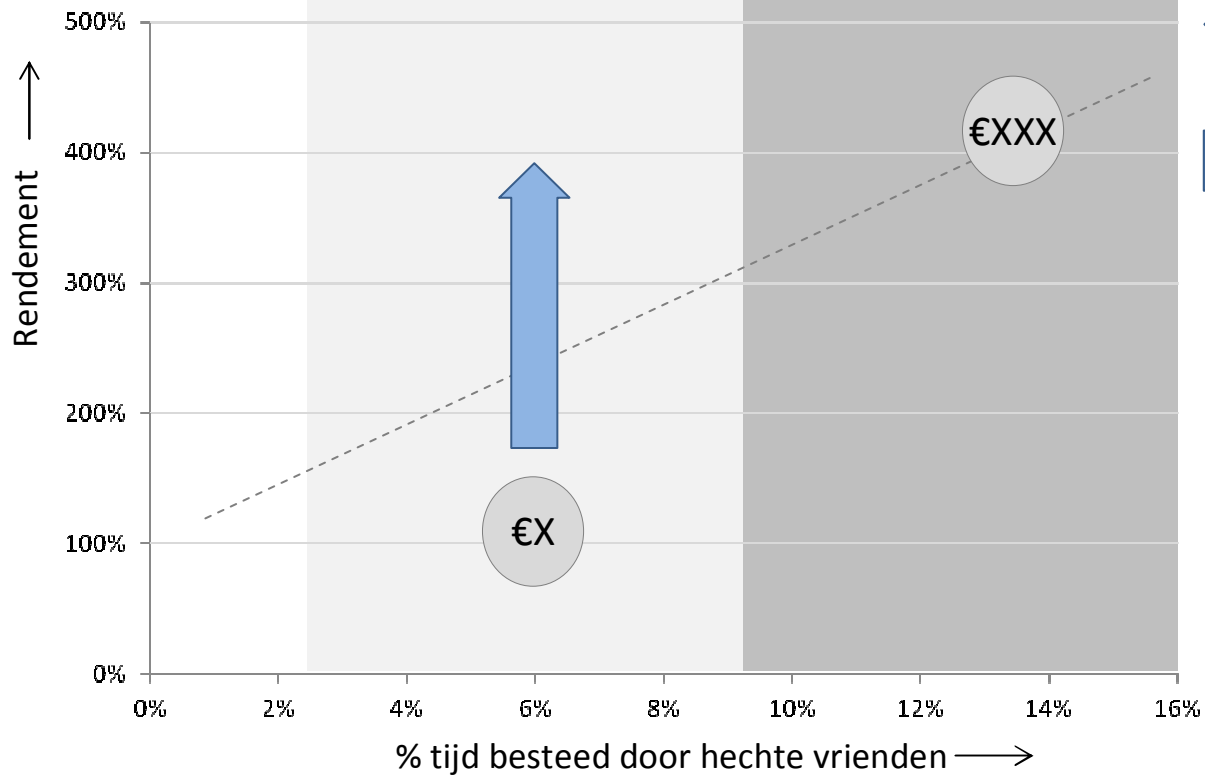
ROI →

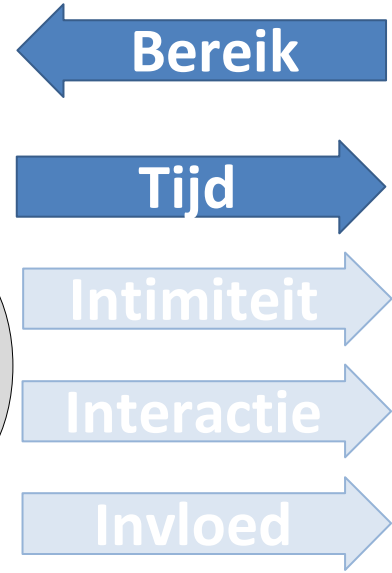
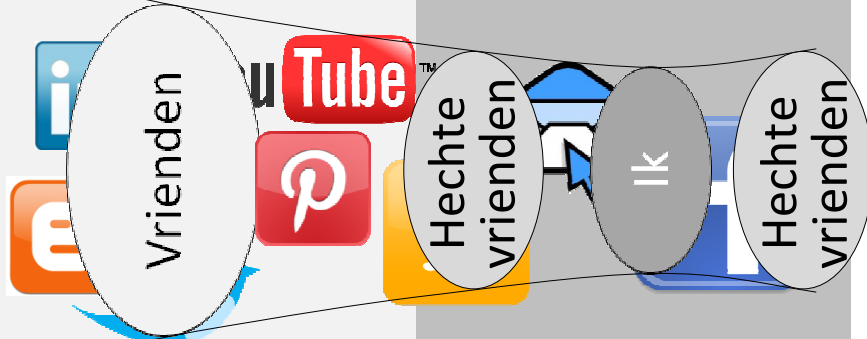
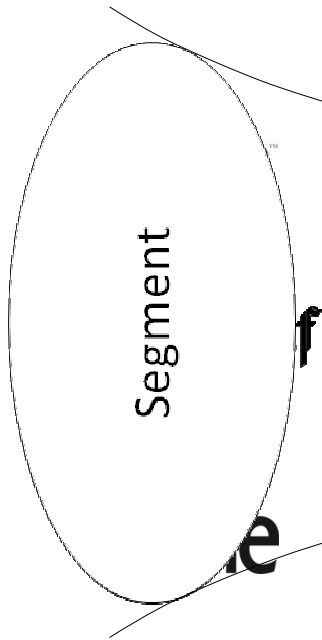
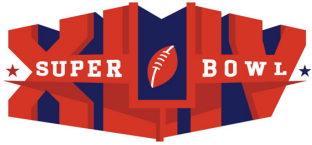
\$166M

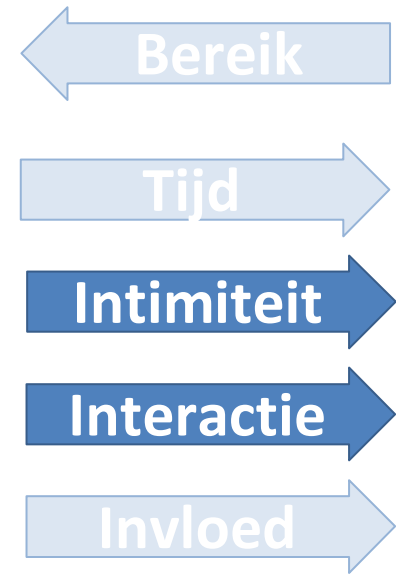
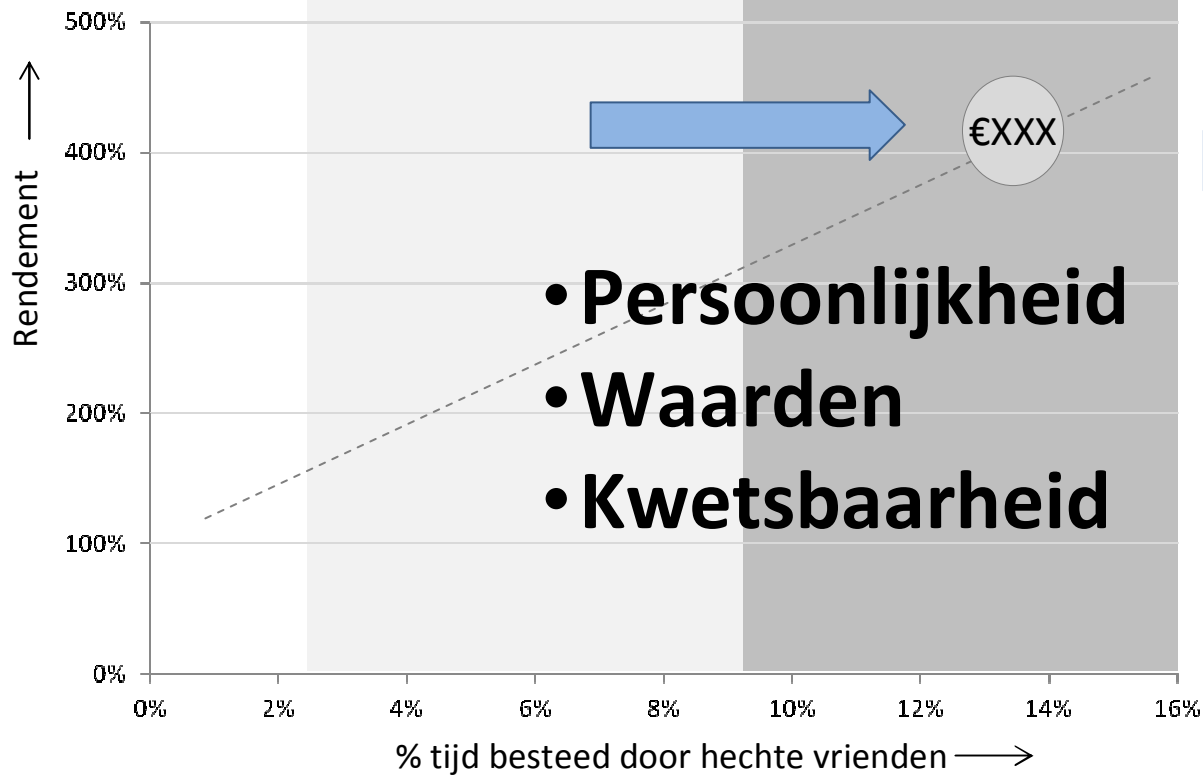


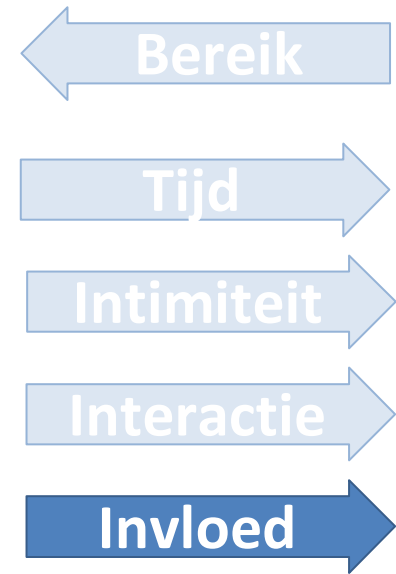
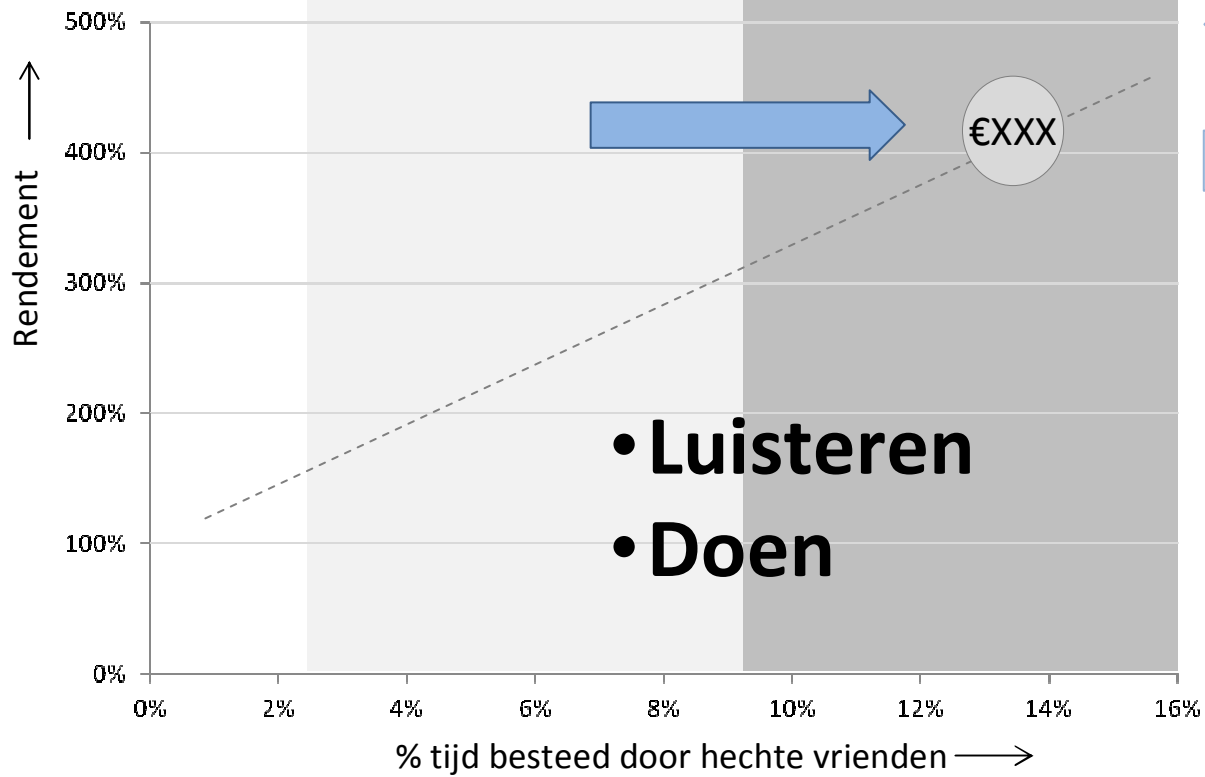












Dank U

Meer informatie:

Jaap Favier

jaapfavier@thesmallcircle.com