

## How social media can help you build

# #BrandLove

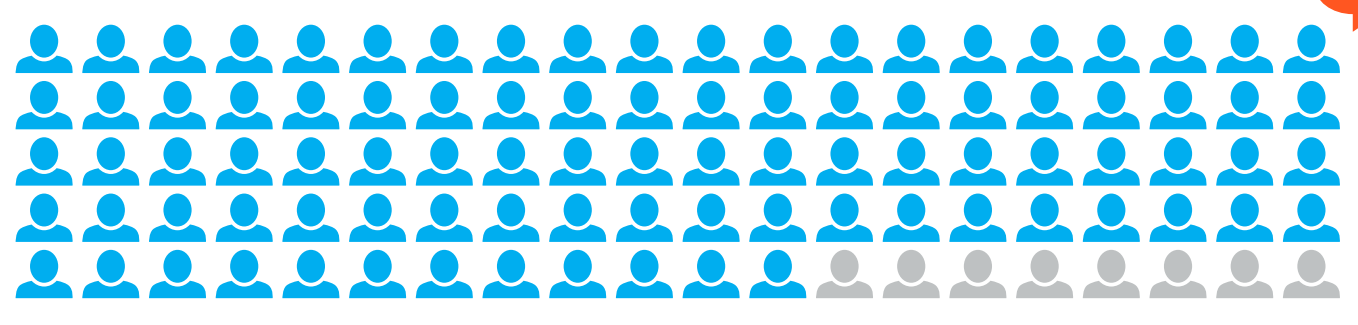
Creating and nurturing #BrandLove on social media can turn happy customers into powerful advocates. So how can your business make that #BrandLove happen?

**Hootsuite** partnered with **Survey Monkey** to ask users in Asia Pacific how brands can win their love on social media. This is what they told us.

## Everyone's on social

**92%**

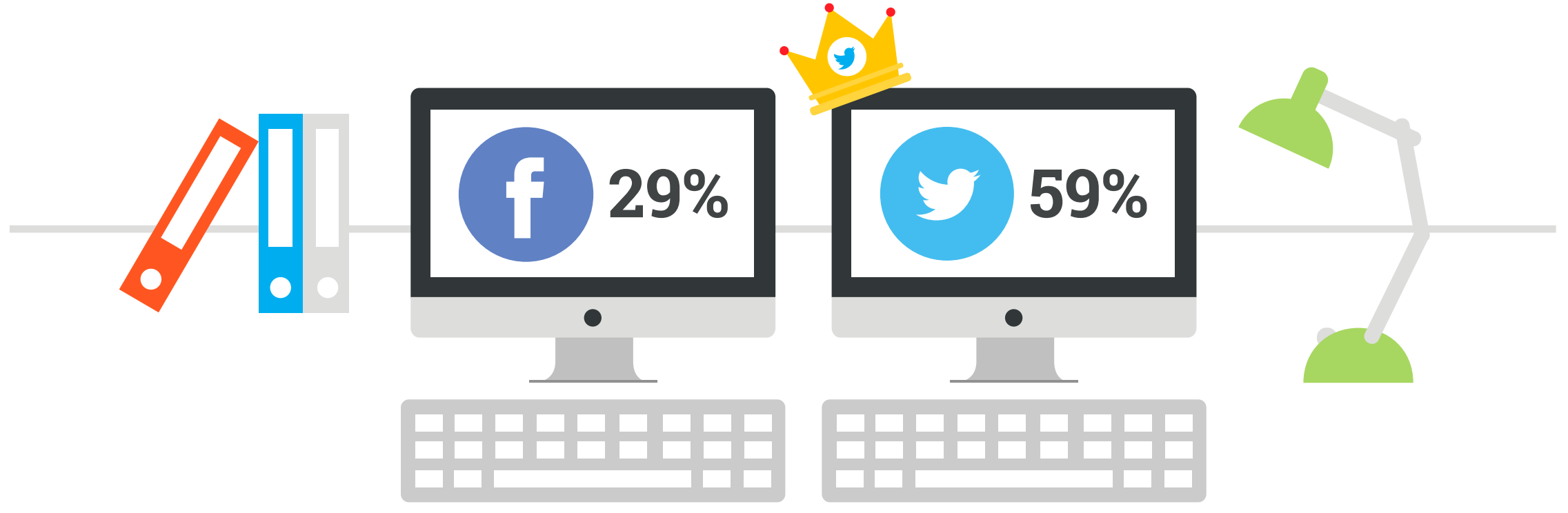
of those surveyed have Tweeted, commented, and exchanged messages with a brand in the last 12 months.



## Where's the action?

People are turning to social media to have their issues with brands resolved quickly.

Although the majority of users had their most recent brand interactions on Facebook, Twitter is the preferred choice when it comes to communicating with brands on social media.

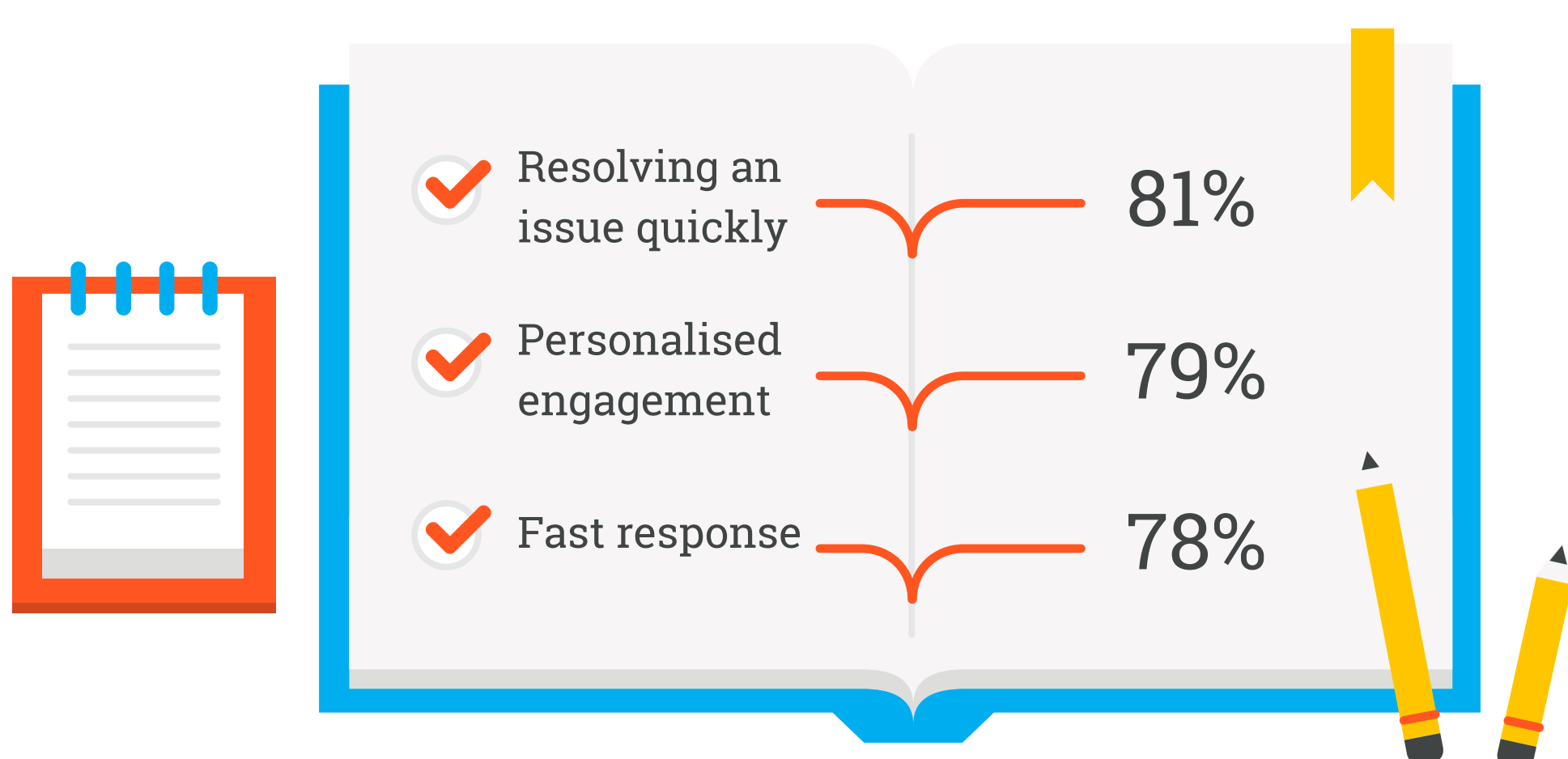


### Why Twitter?

- "Short, concise, easy to tag additional accounts."
- "Best customer service platform."
- "Most brands I interact with have active customer support on Twitter."
- "I seem to get a faster reply."
- "It's easier and feels more personal."

Be quick. And while you're at it, be authentic.

## #BrandLove can be won by:



Being authentic also means paying attention to who represents you on social media.

### Customers want to hear from:



**27%**

Official brand or social media handle



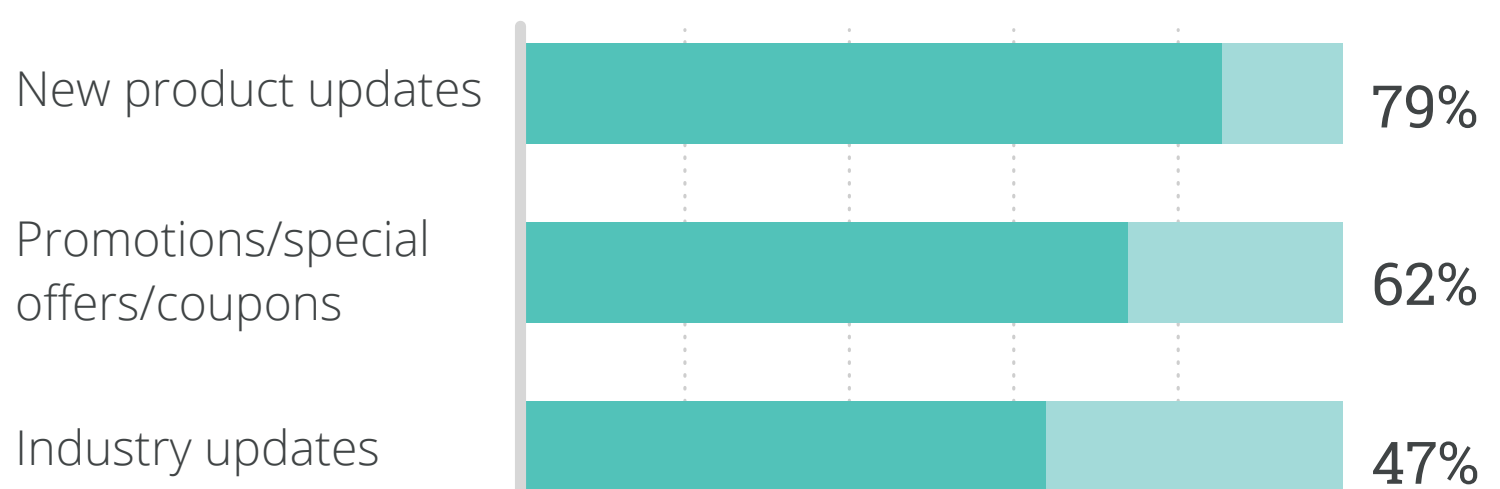
**18%**

VP, CEO, Directors



### What should you talk about on social?

#### People follow and like brands that post about:



### Who's the best at building #BrandLove



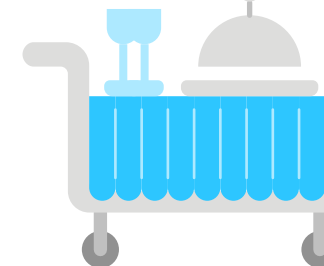
**44%**

Consumer products



**37%**

Retail brands



**34%**

Restaurant and food establishments

## What else can you do to build #BrandLove?

- 1** When dealing with social **think VISUAL**. People engage with images and videos much more than text.
- 2** **Be REAL**. Authenticity goes a long way on social media. People like to talk to people, not a corporate machine
- 3** **Be PROMPT**. Getting back to people quickly (and effectively) goes a long way.

So there you have it. A few simple ways to build **#BrandLove** on social media.