

Newzful

Business

Useful Facts: sample weekly email

1. **HERE'S LOOKING FOR YOU** - 85% of consumers search for local business online. (Source: ReachLocal)
2. **PUTTING A PRICE ON FRIENDSHIP** - How much is a **Facebook friend** really worth? \$174.17. (Source: Business News Daily)
3. **LOOK NO FURTHER** - 98% of online researchers choose a business that is on **page 1 of the search results**. (Source: Small Business Community Association)
4. **THEY'RE PLAYING YOUR SONG** - 1 in 3 Americans age 12 and older, or an estimated 86 million people, now listen to online radio on a weekly basis. (Source: Arbitron Inc. & Edison Research)
5. **HOOKED UP!** 139 million people in the United States own a smartphone and more than **half of all users always have their cell phone within reach**. (Source: Arbitron Inc. & Edison Research)
6. **DECISIONS, DECISIONS** - Some 70% of Americans say they look at reviews before taking the next step to conversion, and 51% of consumers say they would never buy a large electronic item, such as a TV or computer, without reading at least one piece of user-generated content. (Source: MarketingProfs)
7. **I WANT IT, AND I WANT IT NOW!** Marketing is headed toward being on demand - not just "always on," but always relevant, responsive to the consumer's desire for marketing that **cuts through the noise with pinpoint delivery**. (Source: McKinsey)
8. **CAPTIVE AUDIENCE** - 87% of mobile ads are noticed by smartphone

users. (Source: Google Think Insights)

9. **NICE MOVE** - The IRS announced a three-month tax filing and payment extension to Boston-area taxpayers and others affected by the marathon explosions. (Source: Internal Revenue Service)

10. **NURTURE, NOT NATURE** - By encouraging employees to both seek and provide help, rewarding givers, and screening out takers, **companies can reap significant and lasting benefits.** (Source: McKinsey)

11. **NOTICIAS** -16% of the U.S. population is Hispanic. (Source: Google Think Insights)

12. **IN YOUR FACE** - Over 60% of the population has a **profile on a social media site.** (Arbitron Inc. & Edison Research)

QUOTE:

"It's not magical. You become successful from hard work."

--Kevin Doe, 16, "The Philanthropic Prodigy," Sierra Leone (Source: Fast Company)

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