

By **2010**, Generation Y will outnumber Baby Boomers

96% of them have joined a social network

The fastest growing segment on **Facebook** is 55-65 year old females



EVERYONE is using social media

- ▶ Social Media is now the **#1** activity on the web
- ▶ If **Facebook** were a **country**, it would be the **4th largest** in the world
- ▶ **Youtube** is the **second largest search engine** in the world - 100,000,000 videos
- ▶ **78%** of consumers trust peer recommendations - only **14%** trust advertisements
- ▶ 24 of the 25 largest **newspapers** are experiencing **record declines** in circulation
- ▶ Social Media isn't a fad, it's a **fundamental shift** in the way we **communicate**
- ▶ Not using sites like **Facebook**, **Twitter** and **Youtube** to their fullest potential?

You are missing out on business.

Call us. We can help.

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