Let's Connect!

LinkedIn Melissa Schenk

facebook Melissa Schenk
MS2 Productions

twitter @ms2weathergirl

YouTube ms2dotca

e-mail: melissa@ms2.ca

web: www.ms2.ca

Q
U
SOCIAL
NZ

Which country has the highest percentage of people using the Internet?

- 1. United States
- 2. England
- 3. Canada
- 4. Japan

Our own Native Land...

72% Canadians are actively online....

62% Americans...

60% United Kingdom...

Canada leads the world in Internet Penetration

Canadians also view the most content and spend the most time on the internet... Not bad, eh?

What Percentage of the Online Population are Watching Videos on the Internet?

- 1. 25%
- 2. 57%
- 3. 73%
- 4. 88%

88%

Video Viewing continues to Climb

Online video viewing is quickly becoming a popular, mainstream activity in Canada!

According to Cisco, by 2013 what percentage of Consumer Online Traffic will be video based?

- 1. 90%
- 2. 75%
- 3. 66%
- 4. 53%

Cisco: By 2013 Video Will Be 90 Percent Of All Consumer IP Traffic And 64 Percent of Mobile

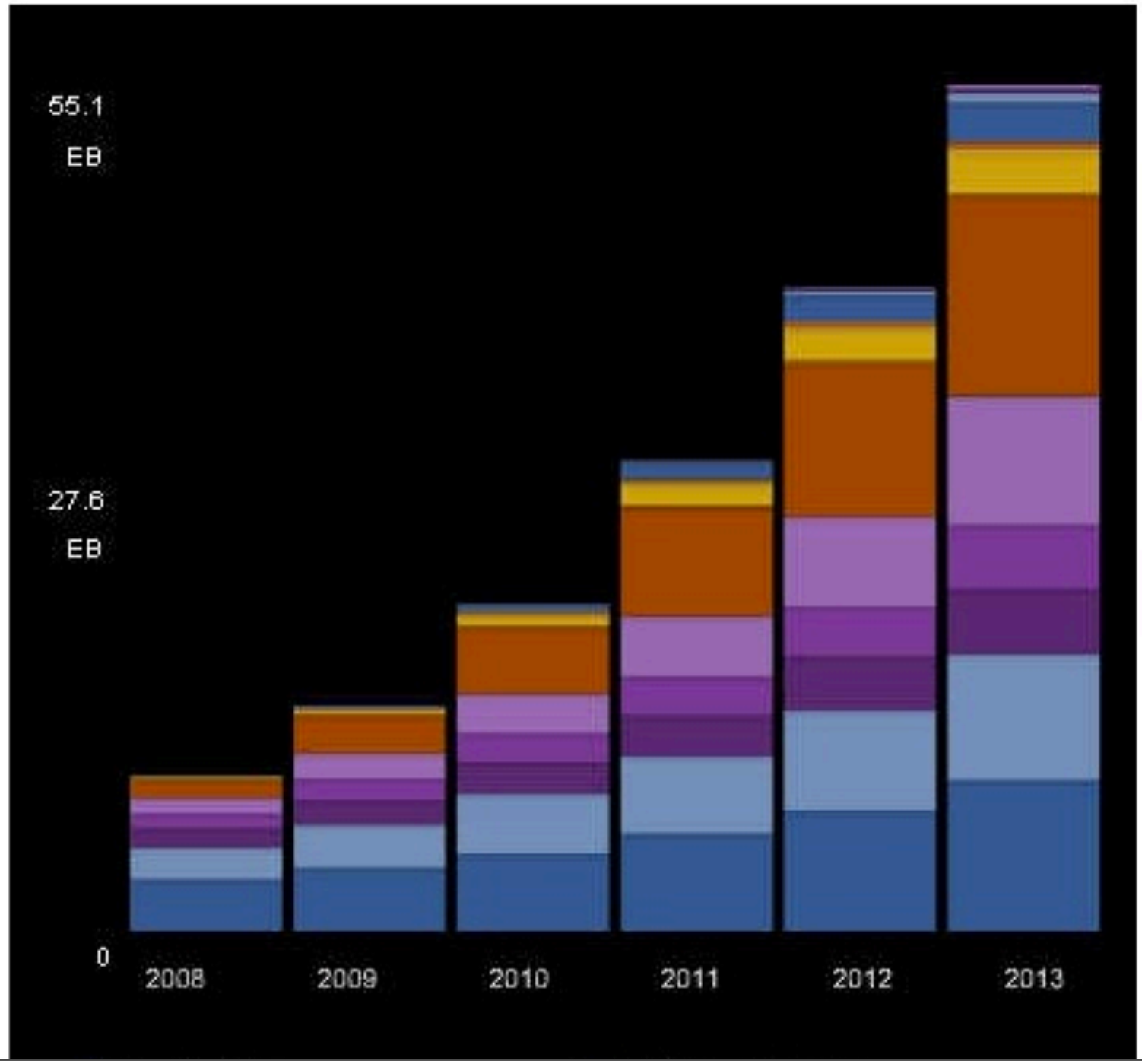
Erick Schonfeld

Like 459 Buzz 17 Tweet 15 0 Digg

Jun 9, 2009

37 Comments

By 2013, annual global IP traffic will reach two-thirds of a *zettabyte*, according to a new **forecast of IP traffic** issued by Cisco today. What is a zettabyte? It is a trillion gigabytes, dummy. (I had to look that up too). And that number represents more than a fivefold increase in IP traffic from today. (See the forecast in the tables below).



What is driving this growth is video. Cisco forecasts that 90 percent of consumer IP traffic (which makes up the majority of total IP traffic) will be video in 2013. Cisco also predicts that mobile data traffic will also

REELSEO
THE ONLINE VIDEO MARKETING GUIDE

Multi-Screen Video Advertising
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Video Snippets Continue to Dominate Google Universal Search Results

Carla Marshall | 19 hours ago | Reply

« Previous

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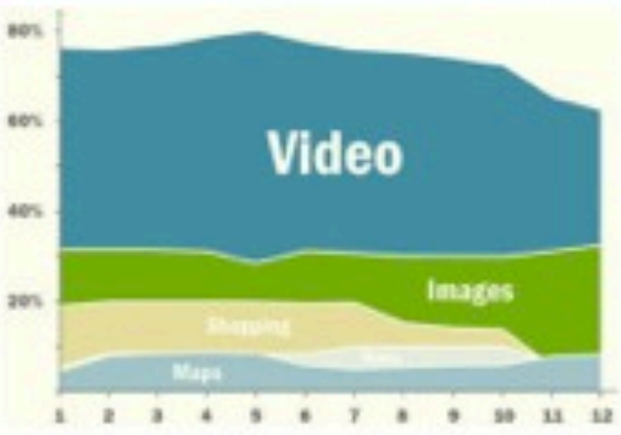
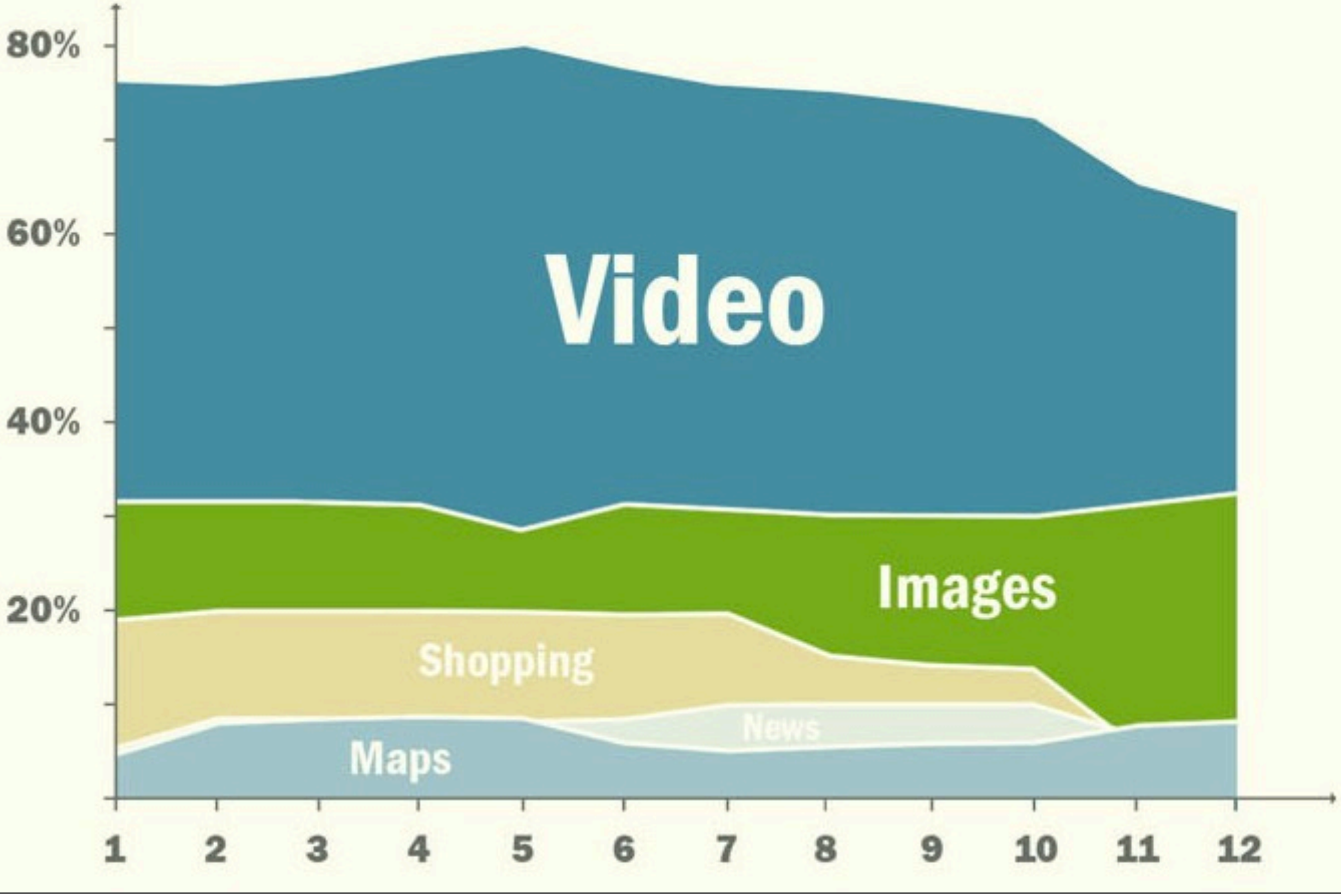


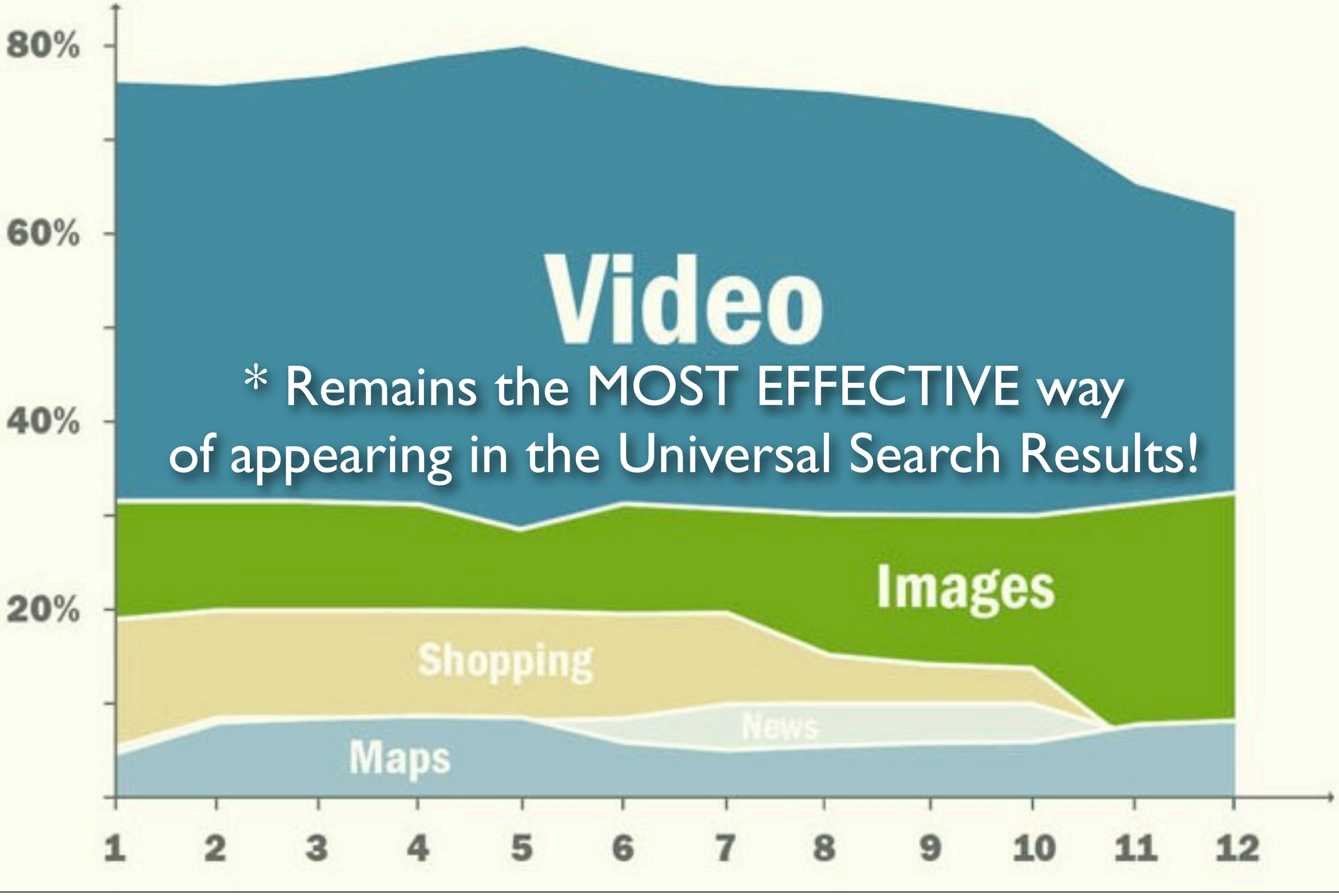
Google Universal (or Blended) Search pulls data together from different 'vertical' sources to display together on the same page. This means that the user is usually presented with a choice of web pages, maps, images, shopping results, videos, location based results or news stories, depending on which key phrase they were searching with in the first place. That's wonderful for the user, who gets to pick and choose the best result for them at any given time but it makes the work of the content creator that much tougher. Not only are they up against other websites but all sorts of other shiny shiny things that catch the eye and take up valuable real estate on the front pages. Luckily, for readers of this site, a new report from Searchmetrics

Save the Date: July 25-
Video Marke
Like Aaron Kahlow a
Follow @reelseo 3
ReelSEO on
Follow 597

Multi-Scre
Video Adv
Learn more >

Market Share of Universal-Search-Integration Jan - Dec 2012




Market Share of Universal-Search-Integration Jan - Dec 2012
80%
60%
40%
20%
Video
* Remains the MOST EFFECTIVE way
of appearing in the Universal Search Results!
Images
Shopping
News
Maps
1
2
3
4
5
6
7
8
9
10
11
12

The Biggest Shift
Since The Industrial Revolution

YouTube

Youtube is the **second** largest search engine on the web

50% of YouTube's 300 million users go at least once a week.

3.5 billion
pieces of content are shared each WEEK on facebook.

2010
2009

Facebook usage
is up 40%
since last year.

65 million
facebook users access the site through their mobile phones. That's up 100% in the last 6 months.

6 months ago

there are over
70 translations
available for facebook.

HI
مرحبا

The average user on facebook has
120 friends

2.5 billion
photos are uploaded to facebook each month

Customers are NOW

making their FIRST

Impressions of YOU...

ONLINE

Heat map: Change in activity over time, by generation

The following chart shows the percentage point change between surveys for certain online activities. Darker areas indicate strongest growth; white areas indicate no change; gray areas indicate negative growth.

Survey dates vary–for details, see the **Methodology** section at the end of the report.

Pew Internet
Pew Internet & American Life Project

+25%
+20%
+15%
+10%
+5%
No change
-5%
-10%

Key: Percentage-point change

Millennials Ages 18-33	**Gen X** Ages 34-45	**Younger Boomers** Ages 46-55	**Older Boomers** Ages 56-64	**Silent Generation** Ages 65-73	**G.I. Generation** Age 74+
Email	Email	Email	Email	Email	Email
Search	Search	Search	Search	Search	Search
Use social network sites	Get news	Get news	Get news	Get news	Buy a product
Watch video	Govt website	Govt website	Govt website	Travel reservations	Get news
Get news	Travel reservations	Travel reservations	Buy a product	Buy a product	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Govt website	Govt website
IM	Buy a product	Watch video	Bank online	Watch video	Bank online
Listen to music	Use social network sites	Bank online	Watch video	Financial info	Financial info
Travel reservations	Bank online	Use social network sites	Use social network sites	Bank online	Religious info
Online classifieds	Online classifieds	Online classifieds	Online classifieds	Rate things	Watch video
Bank online	Listen to music	Listen to music	Financial info	Use social network sites	Online classifieds
Govt website	IM	Financial info	Rate things	Online classifieds	Use social network sites

Above the line: more than 50% do this activity

GEN C CONNECTS TO YOUTUBE ACROSS ALL SCREENS

67% OF GEN C WATCH YOUTUBE ON AT LEAST TWO DEVICES VERSUS ONLY 53% OF THE GENERAL POPULATION

GEN C YOUTUBE VIEWS ON SMARTPHONES ARE GROWING **2X FASTER** THAN VIEWS ON DESKTOP

YEAR-ON-YEAR, GEN C IS WATCHING YOUTUBE **74%** MORE ON SMARTPHONES VERSUS A **33%** INCREASE ON DESKTOP

80% OF GEN C WHO OWN A SMARTPHONE USE IT TO WATCH YOUTUBE

YouTube

Gen C use YouTube on smartphone everyday in everyway

WHILE MULTITASKING WITH ANOTHER DEVICE	19%	24%
IN THE BEDROOM	44%	23%
WAITING FOR SOMETHING OR SOMEONE	41%	18%
TO BE ENTERTAINED	51%	56%
TO LISTEN TO MUSIC	39%	40%
WHILE WATCHING TV	14%	22%
SPENDING TIME WITH FRIENDS AND FAMILY	41%	18%
COMMUTING TO/FROM WORK OR SCHOOL	18%	4%
WHILE THE COMMERCIAL BREAK IS ON TV	15%	16%

SMARTPHONE ■ DESKTOP ■

GEN C IS A POWERFUL NEW FORCE IN CONSUMER CULTURE, A MINDSET DEFINED BY CREATION, CURATION, CONNECTION, AND COMMUNITY. **80%** OF GEN C IS MADE UP OF MILLENNIALS, YOUTUBE'S CORE (THOUGH BY NO MEANS ONLY) AUDIENCE.

SMARTPHONE DESKTOP

IN 2012 YOUTUBE SMARTPHONE VIEWERSHIP **CAUGHT UP** WITH DESKTOP VIEWERSHIP

YouTube

Source: Nielsen mobile NetView & NetView panels December 2012 and Nielsen Multiscreen Su

YouTube Now Has One Billion Monthly Users

3.1k
SHARES

613 Share
1942 Tweet
383 +1
162
3
16

WHAT'S THIS?

Ads by Google
Gartner Magic Quadrant - 2013 Magic Quadrant for Business Intelligence & Analytics Platforms
logianalytics.com/Gartner-MQ
New Depeche Mode Album - Stream Delta Machine featuring "Heaven" on iTunes now.
itunes.apple.com/ca
Best creative tool - Spend more time creating and less time chasing approval. Try it now!
www.inmotionnow.com/

PAY

PAY
to

PLAY

GM passes on running TV ads during 2013 Super Bowl

Recommend 112 people recommend this. Be the first of your friends.

By **Ben Klayman**

Tweet 108

Share 15

Share this

+1 2

Email

Print

Related News

Historic Facebook debut falls short of expectations

Fri, May 18 2012

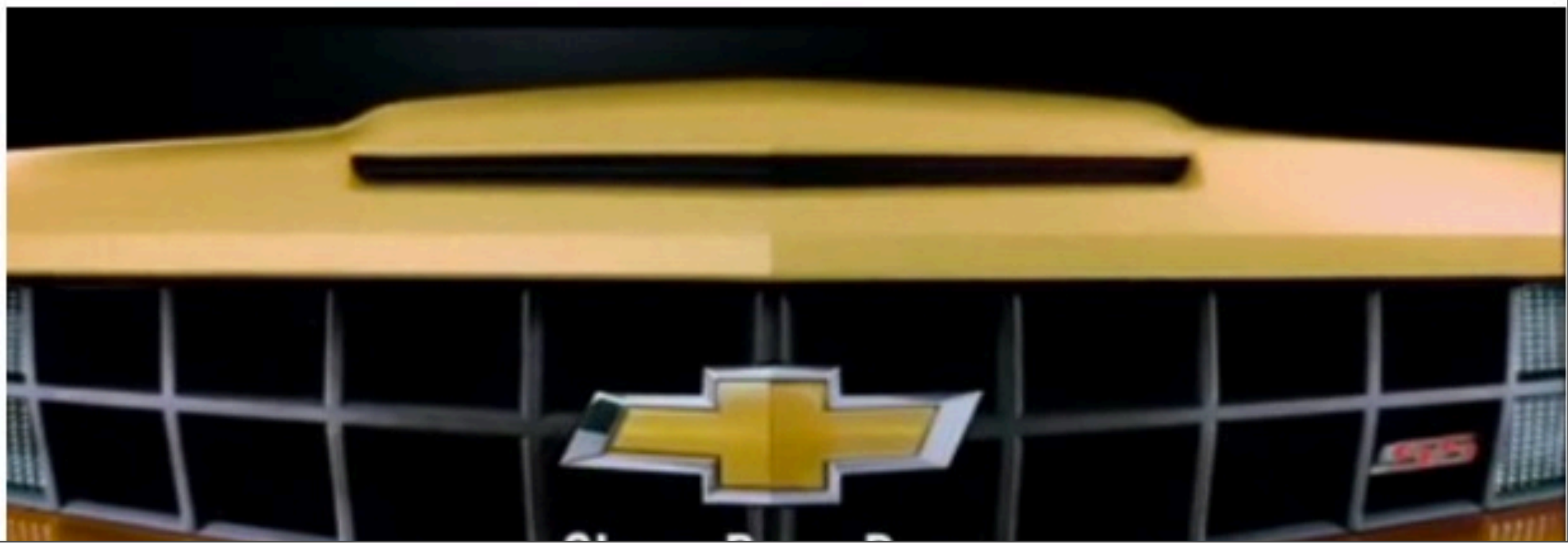
GM pulls ads for next year's Super Bowl

MAY 21, 2012 | BY AMIR ILIAIFAR Subscribe 151

the Atlantic wire
what matters now

JOIN THE ATLA

If GM Pulls Ads from The Super Bowl, Is Any Network Safe?



PLAY to PLAY

Be The Voice

Be The Vision

BE THE TV!

ONLINE

ONLINE
CURRENCY

ONLINE CURRENCY

Nice.

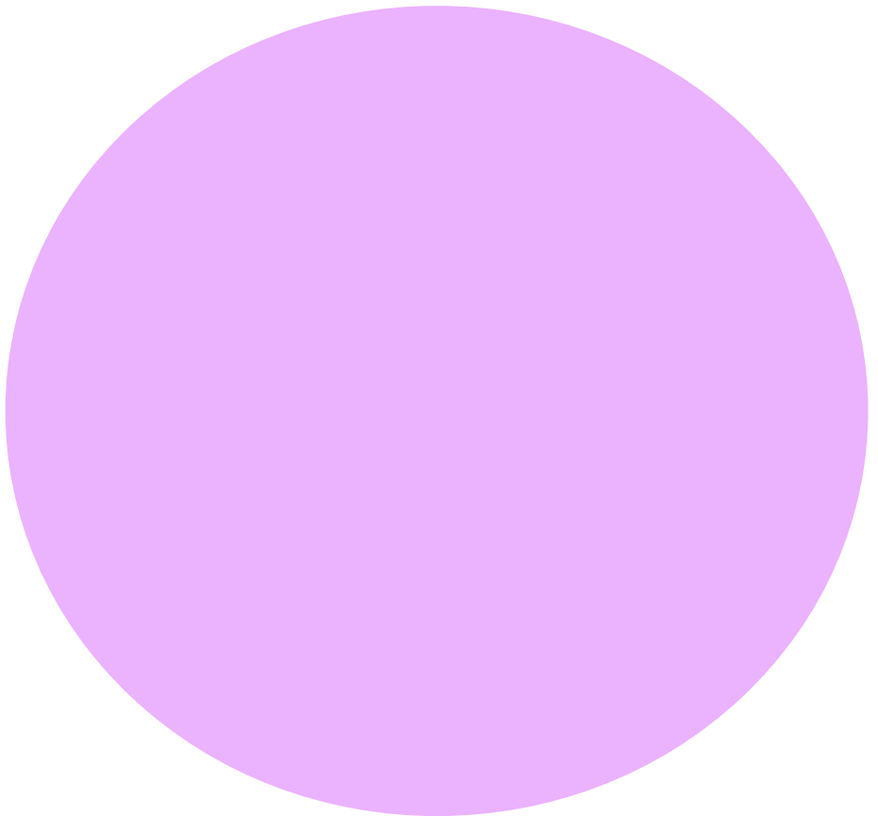
Nice. Networked.

Nice. Networked. Noteworthy.

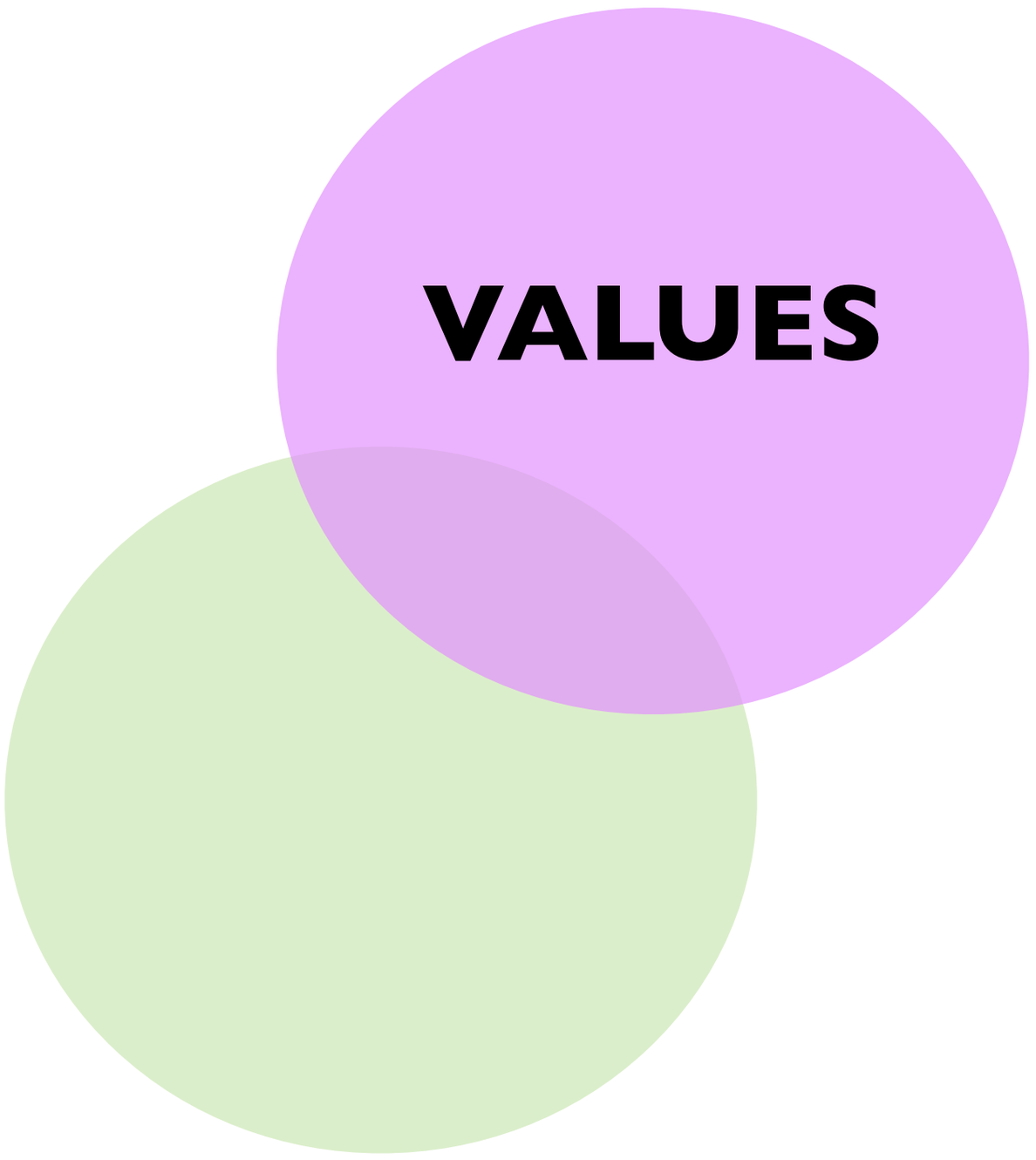
Nice. Networked. Noteworthy.

Nice. Networked. Noteworthy.

Nice. Networked. Noteworthy.

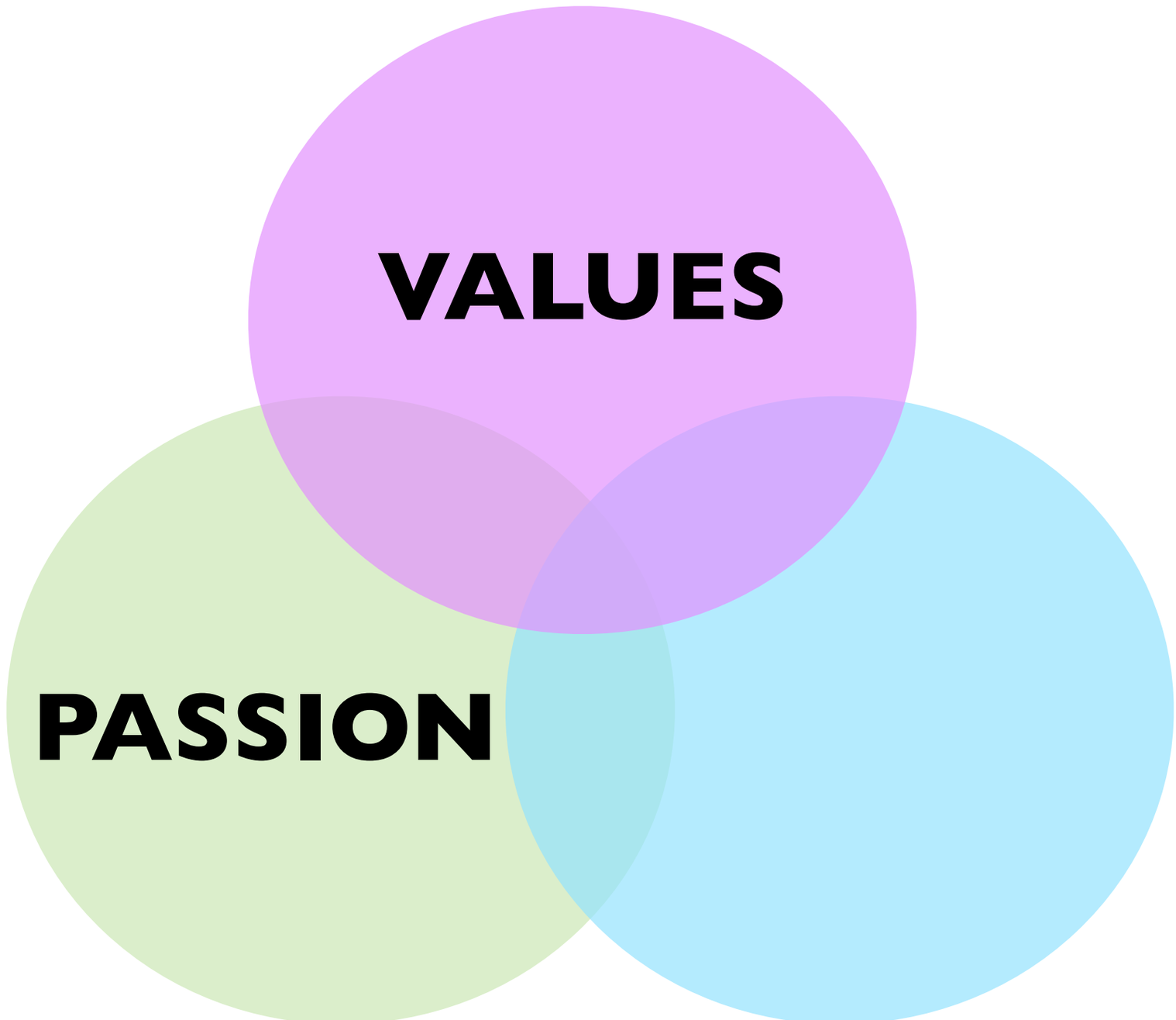


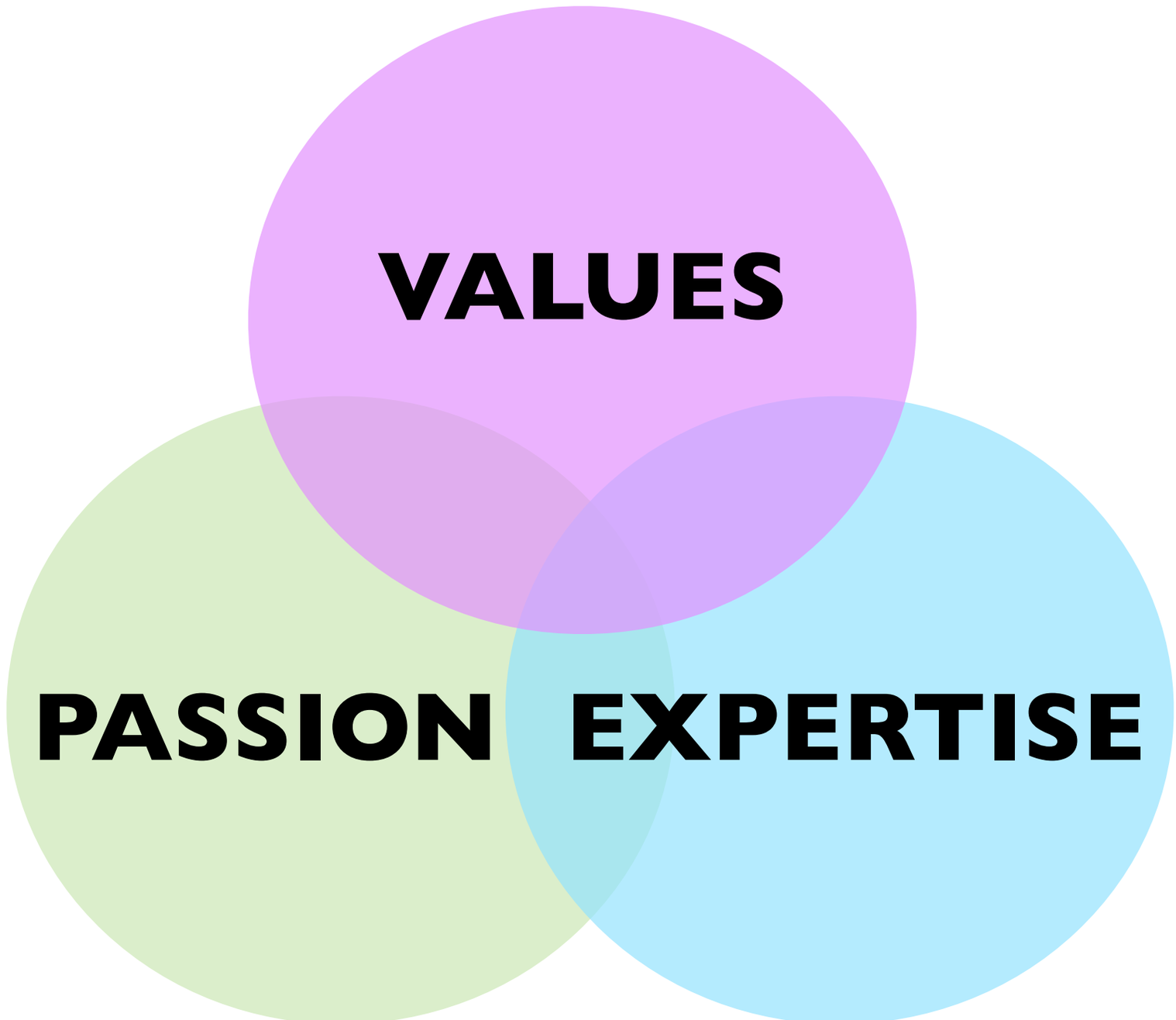
VALUES


VALUES

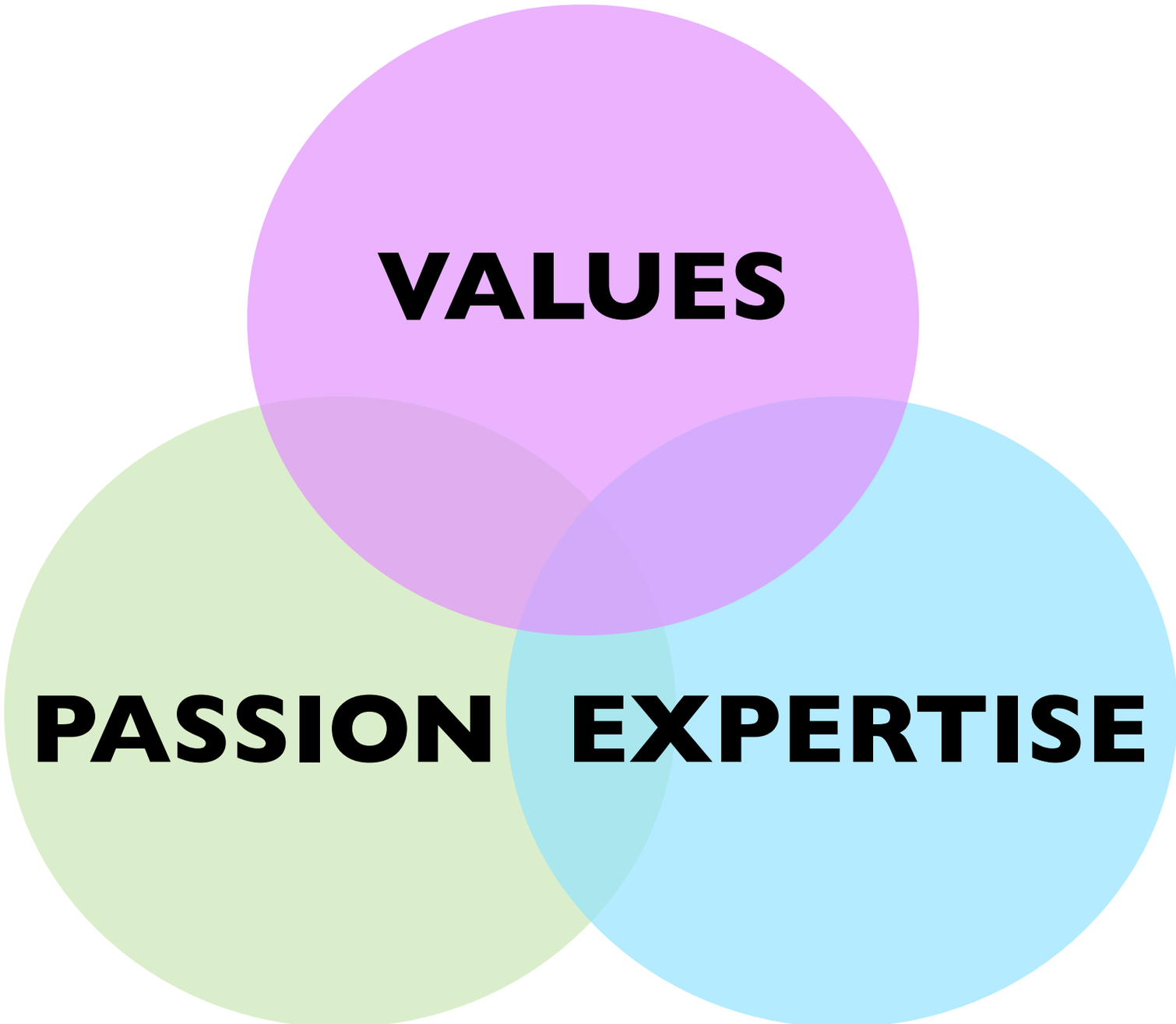
VALUES

PASSION

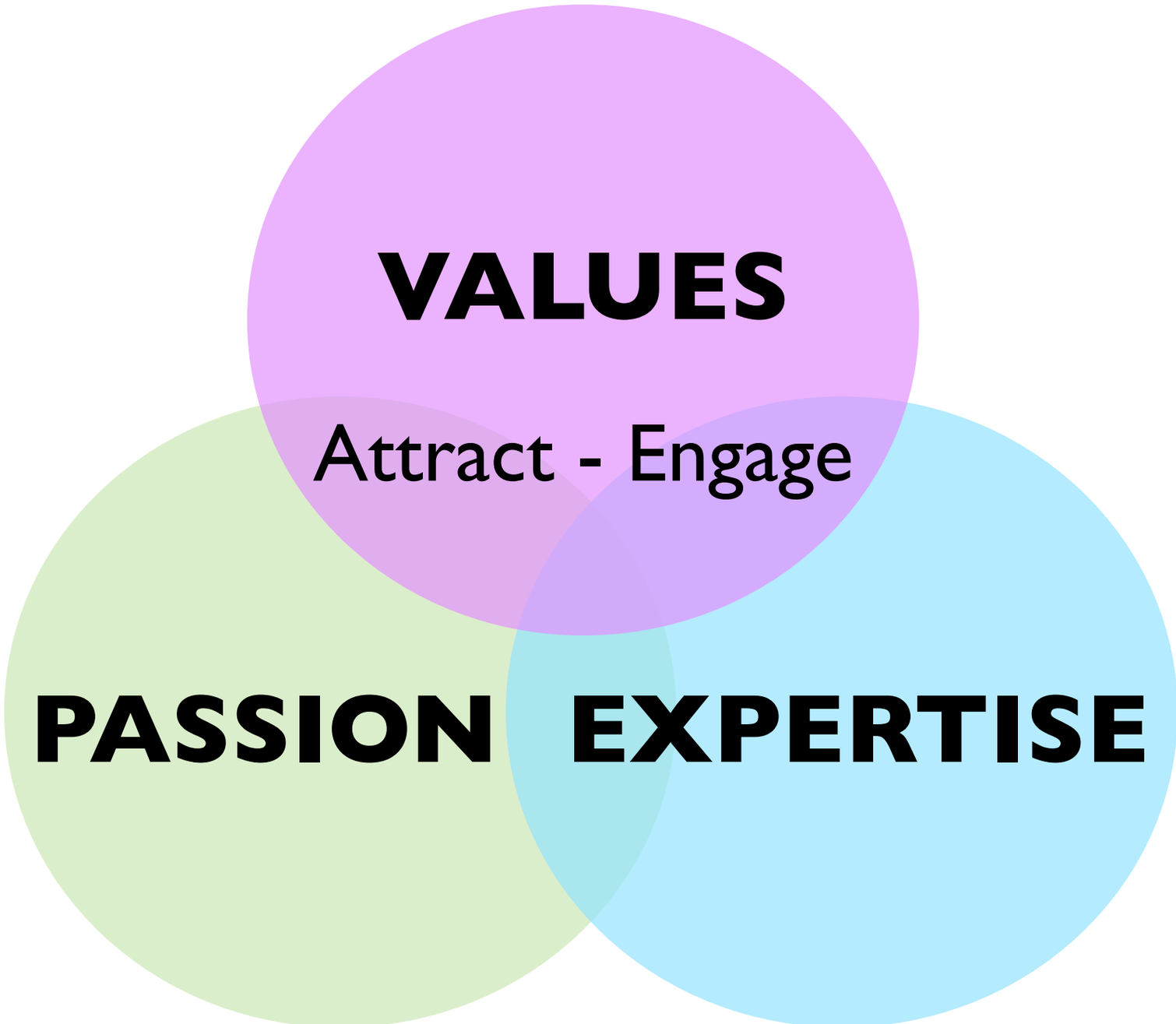

VALUES
PASSION


VALUES
PASSION
EXPERTISE

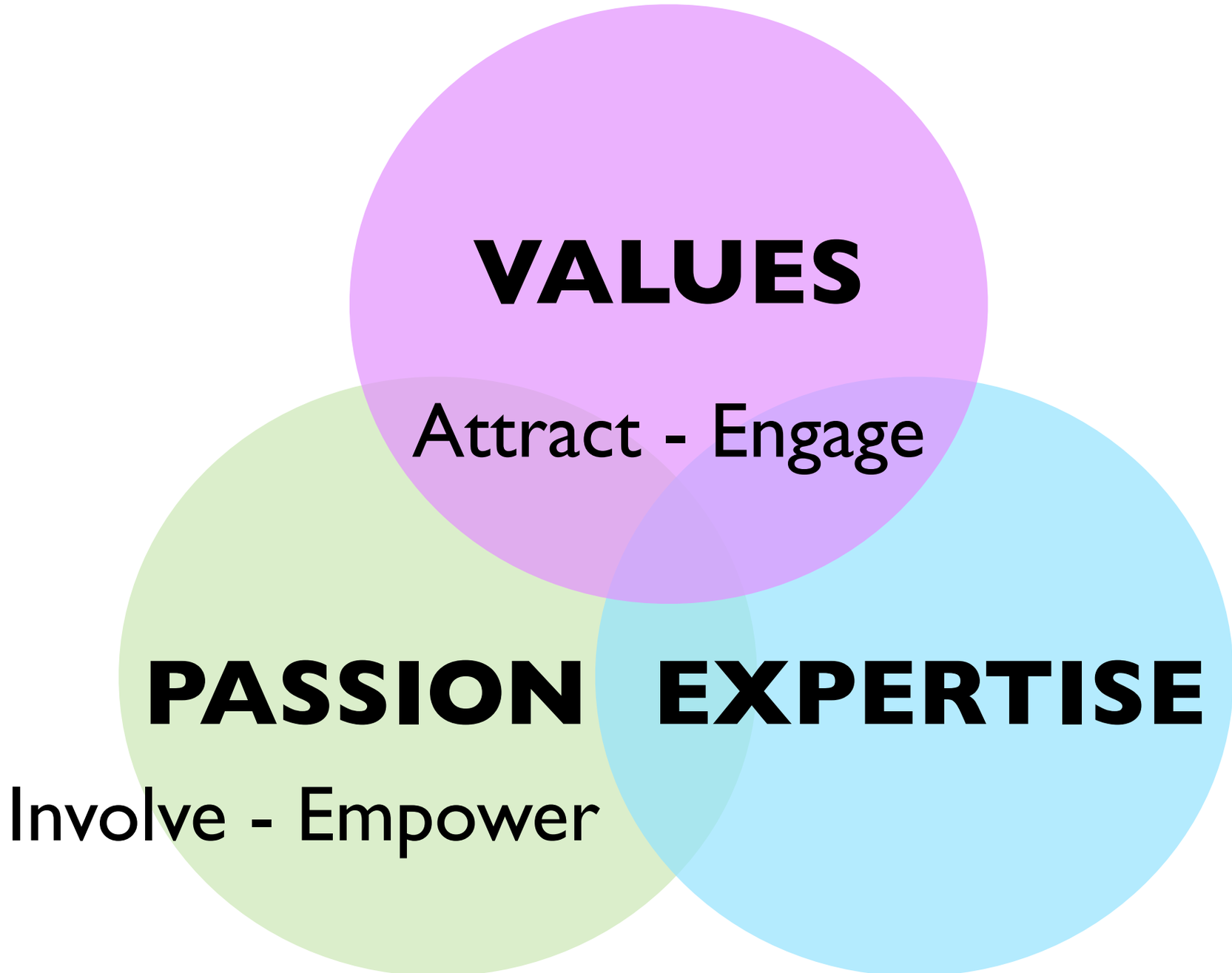
TOUCH POINTS
of
CUSTOMER ENGAGEMENT



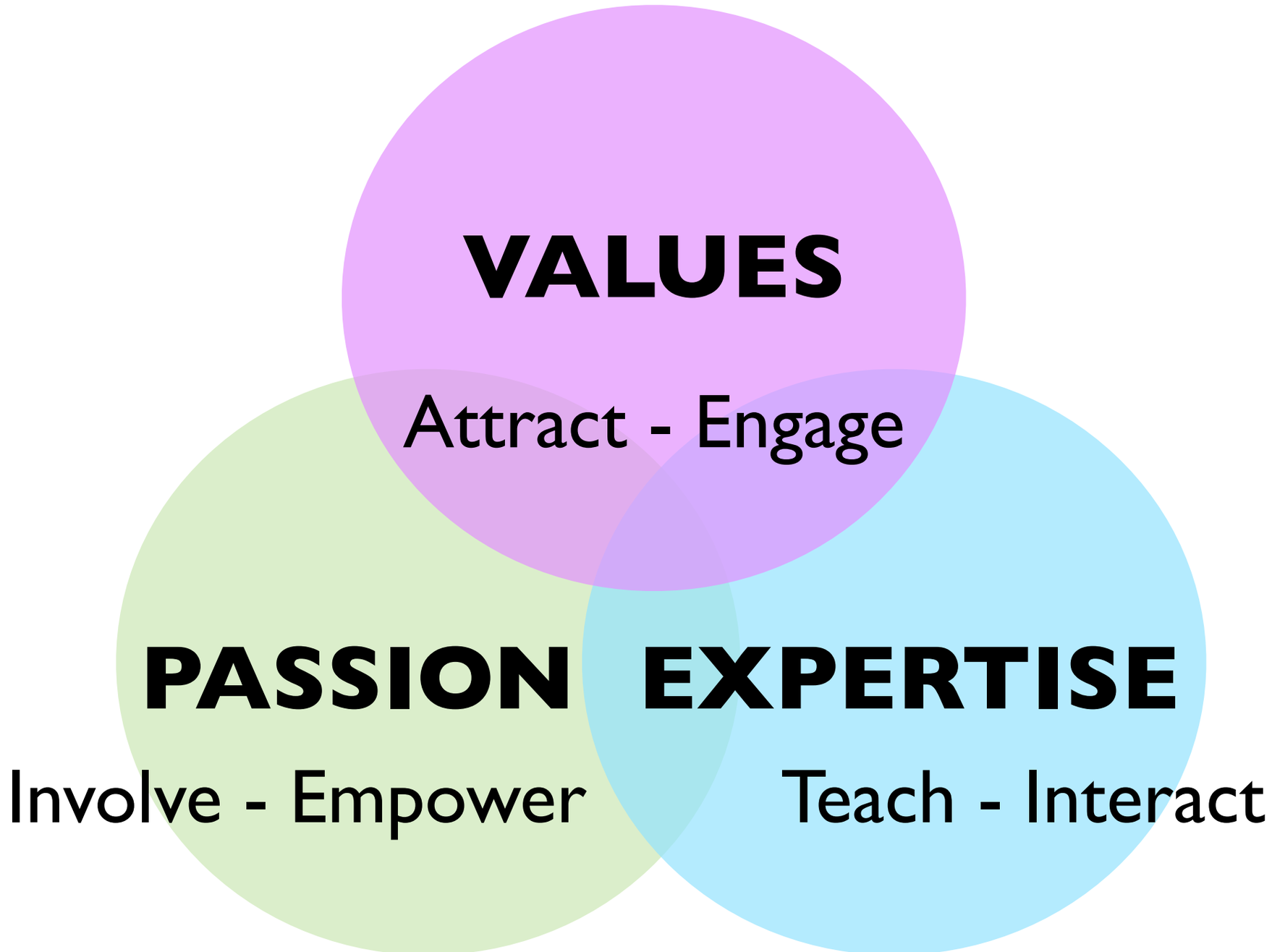
TOUCH POINTS
of
CUSTOMER ENGAGEMENT



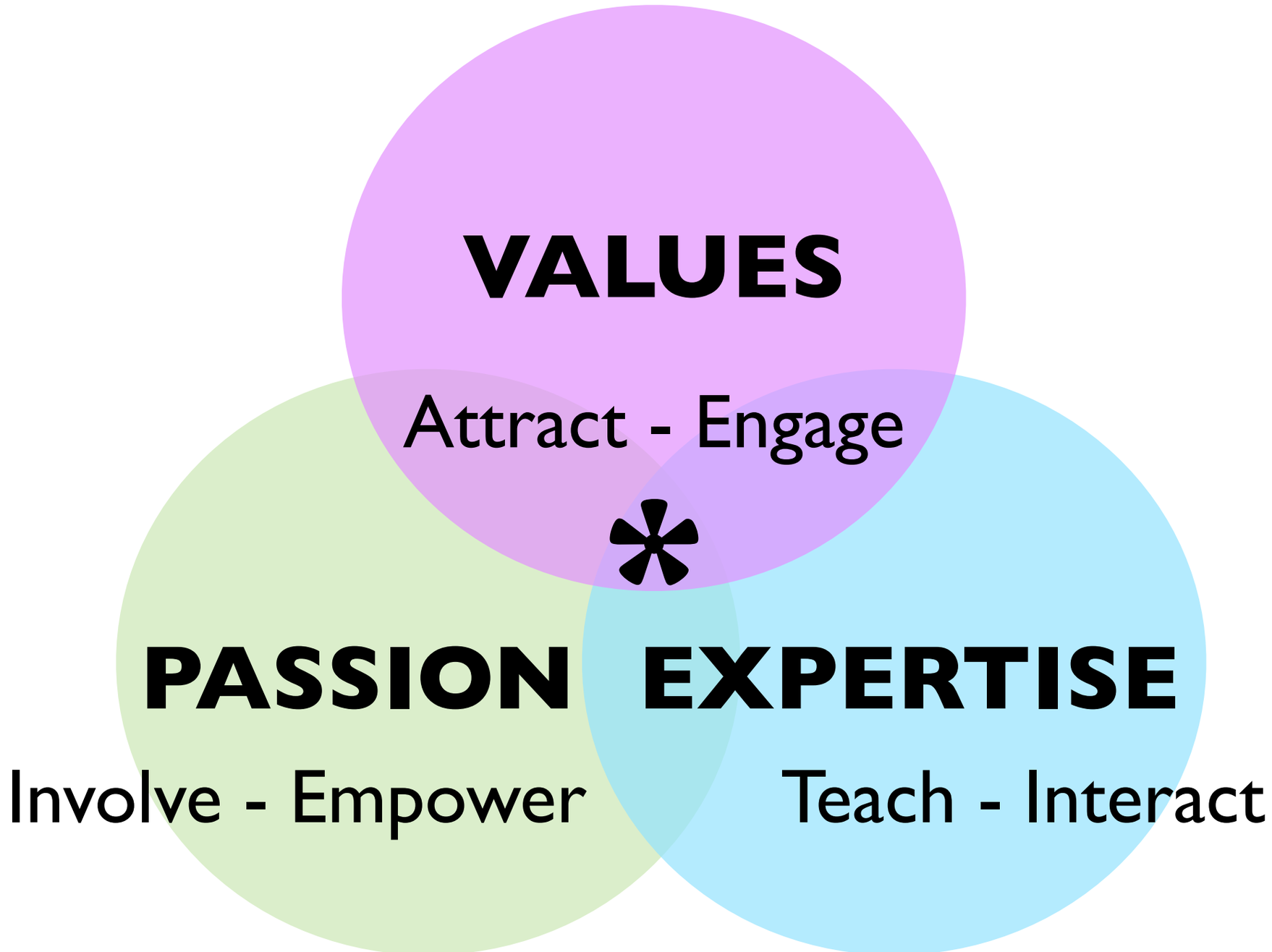
TOUCH POINTS
of
CUSTOMER ENGAGEMENT



TOUCH POINTS
of
CUSTOMER ENGAGEMENT



TOUCH POINTS
of
CUSTOMER ENGAGEMENT



$|^2$

DIRECTOR
PRODUCTION
DIRECTOR
CAMERA
DATA
SCENE
TAKE
PRODUCTION
DIRECTOR
DATE
SCENE
TAKE

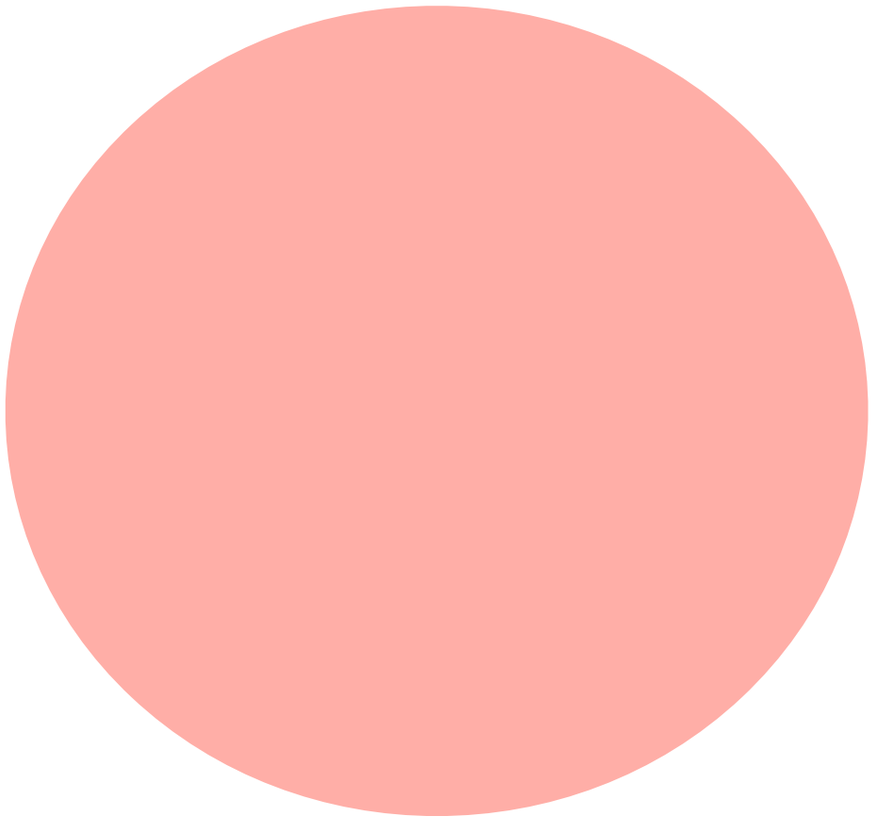
I²

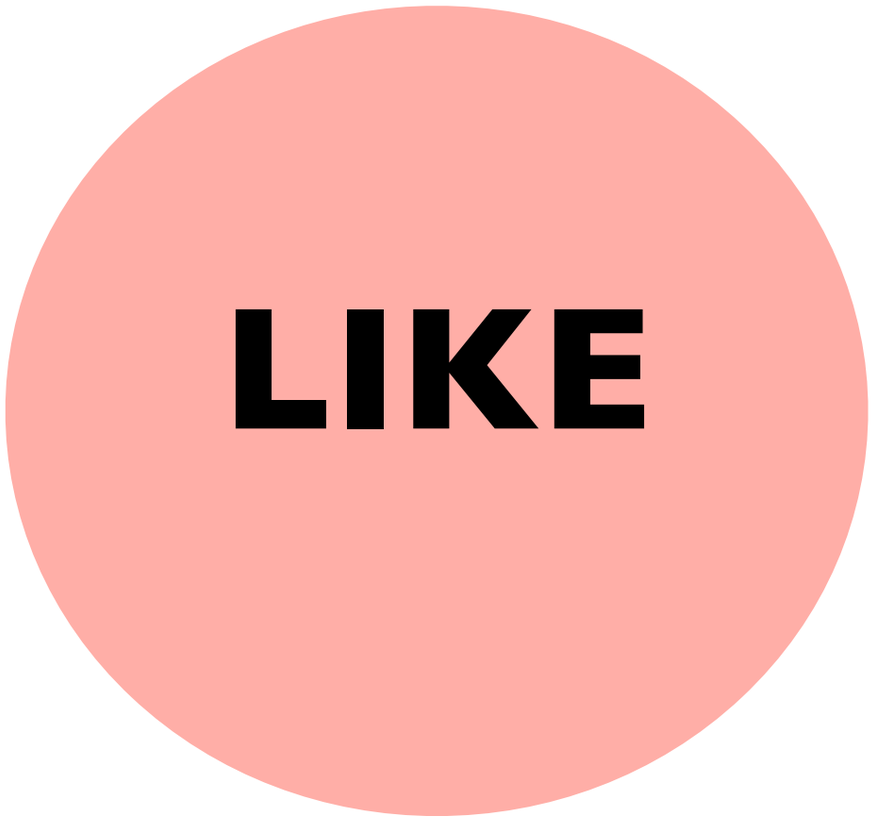
INTERNET

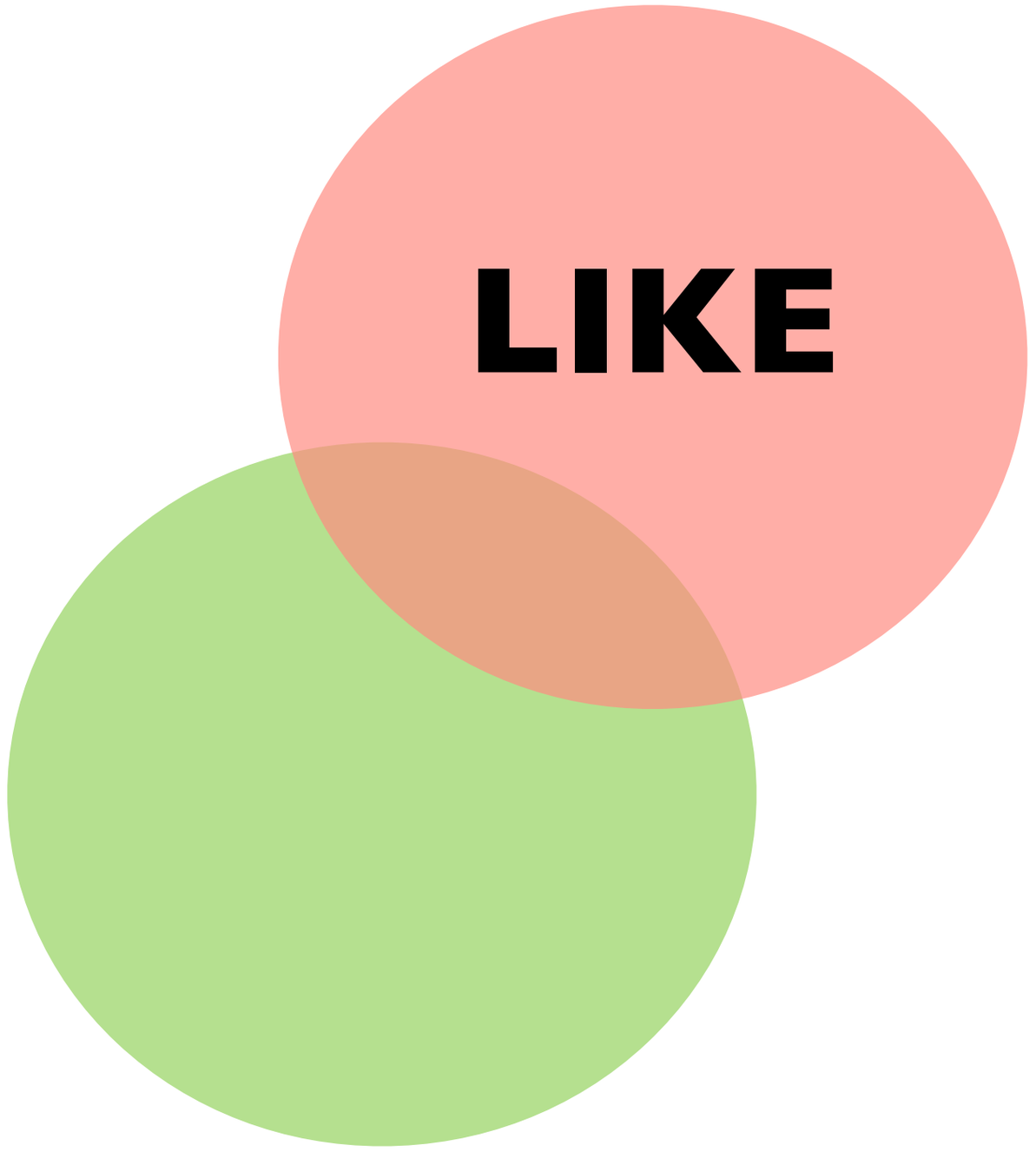
DIRECTOR
PRODUCTION
DIRECTOR
CAMERA
DATA
SCENE
TAKE
PRODUCTION
DIRECTOR
DATE
SCENE
TAKE

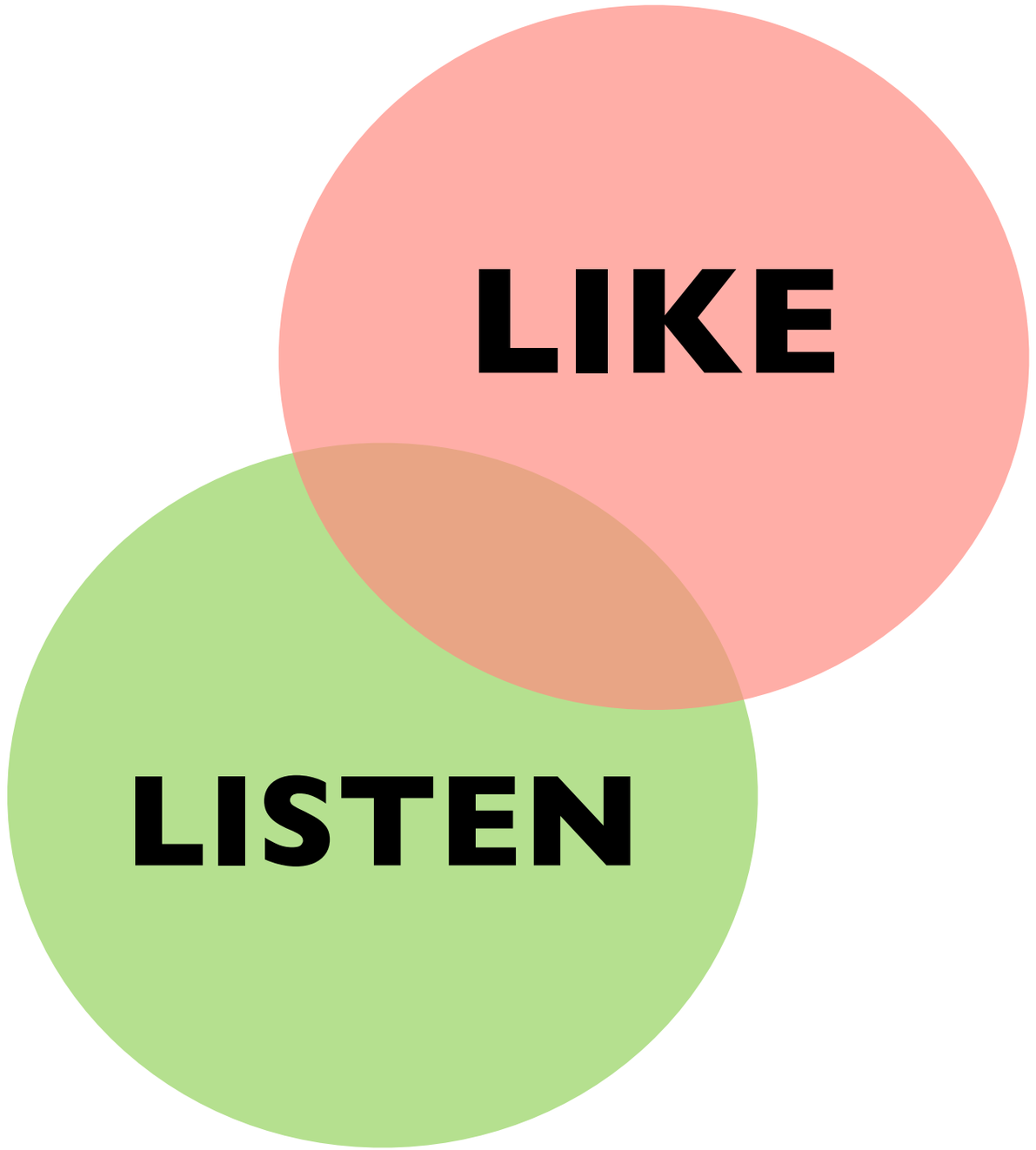
I²

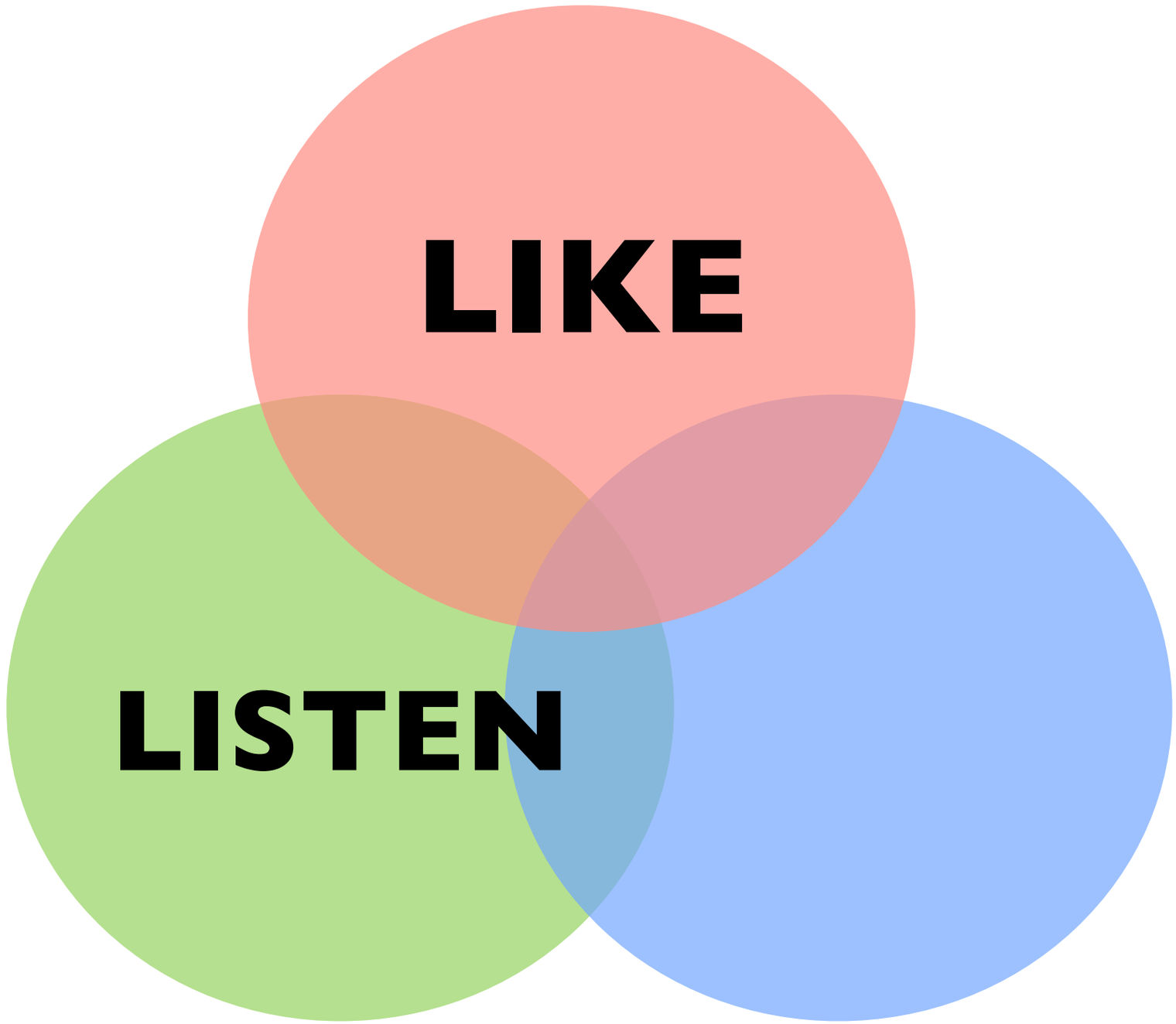
Internet Identity

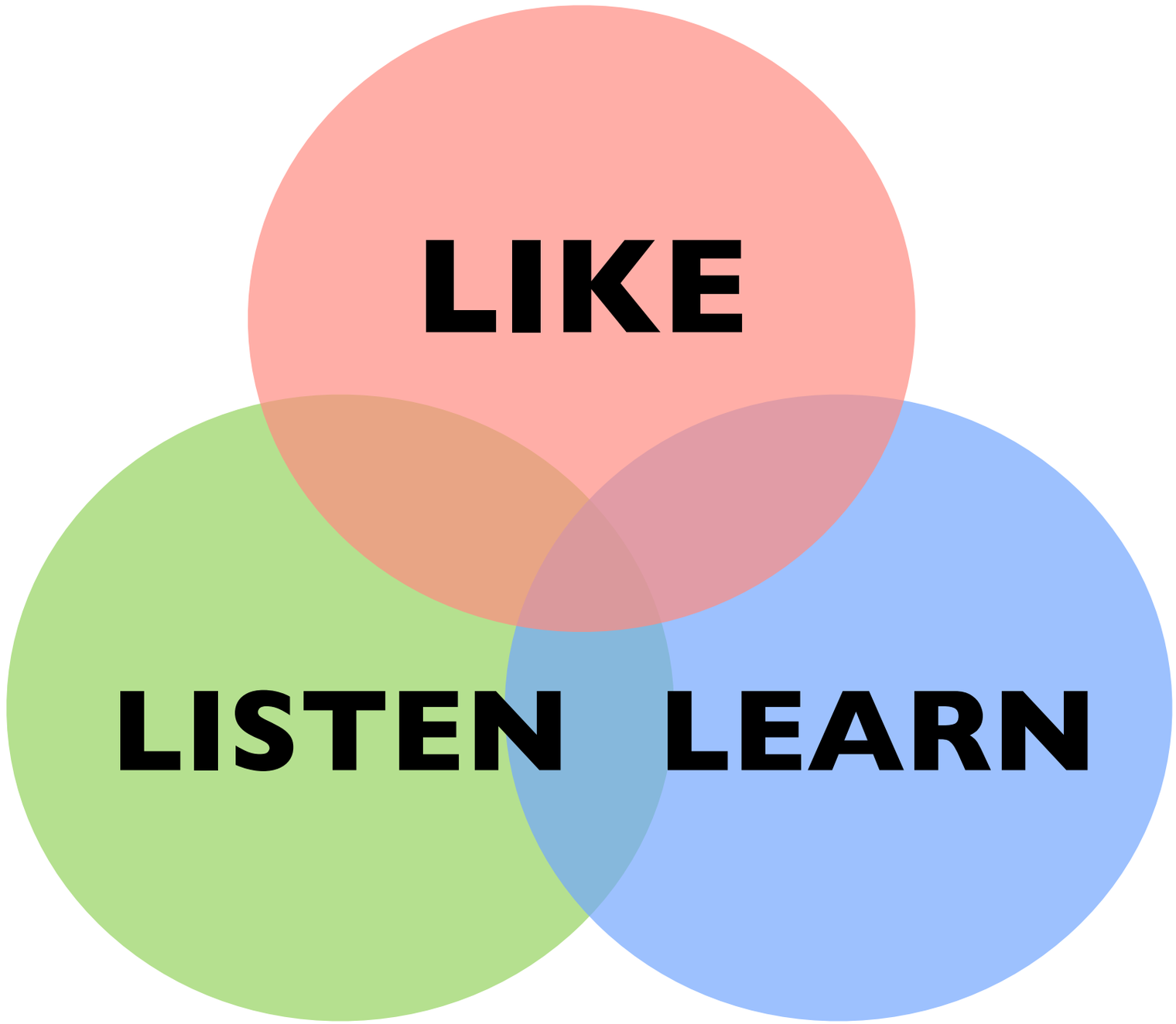


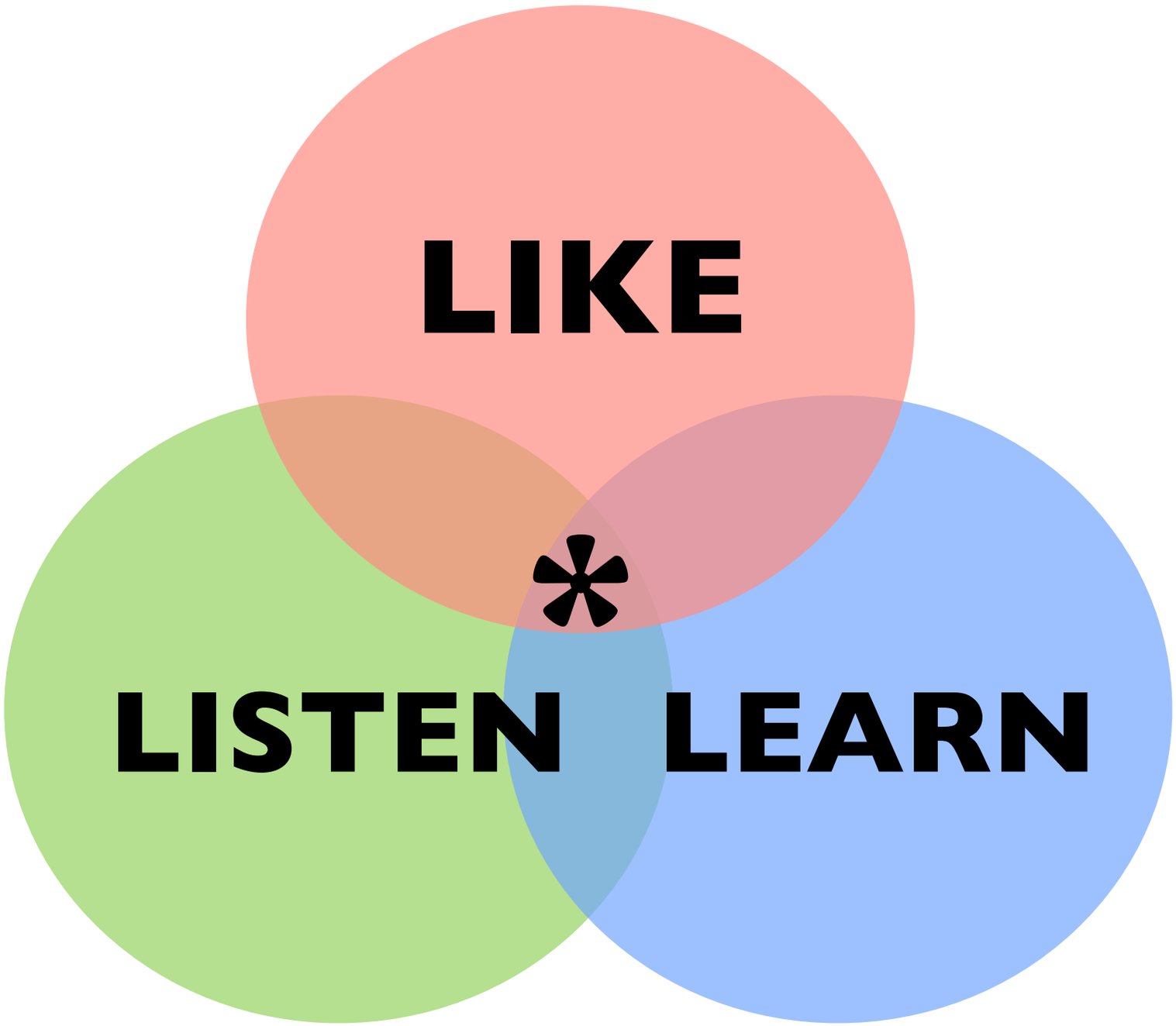

LIKE


LIKE


LIKE
LISTEN


LIKE
LISTEN


LIKE
LISTEN
LEARN


LIKE
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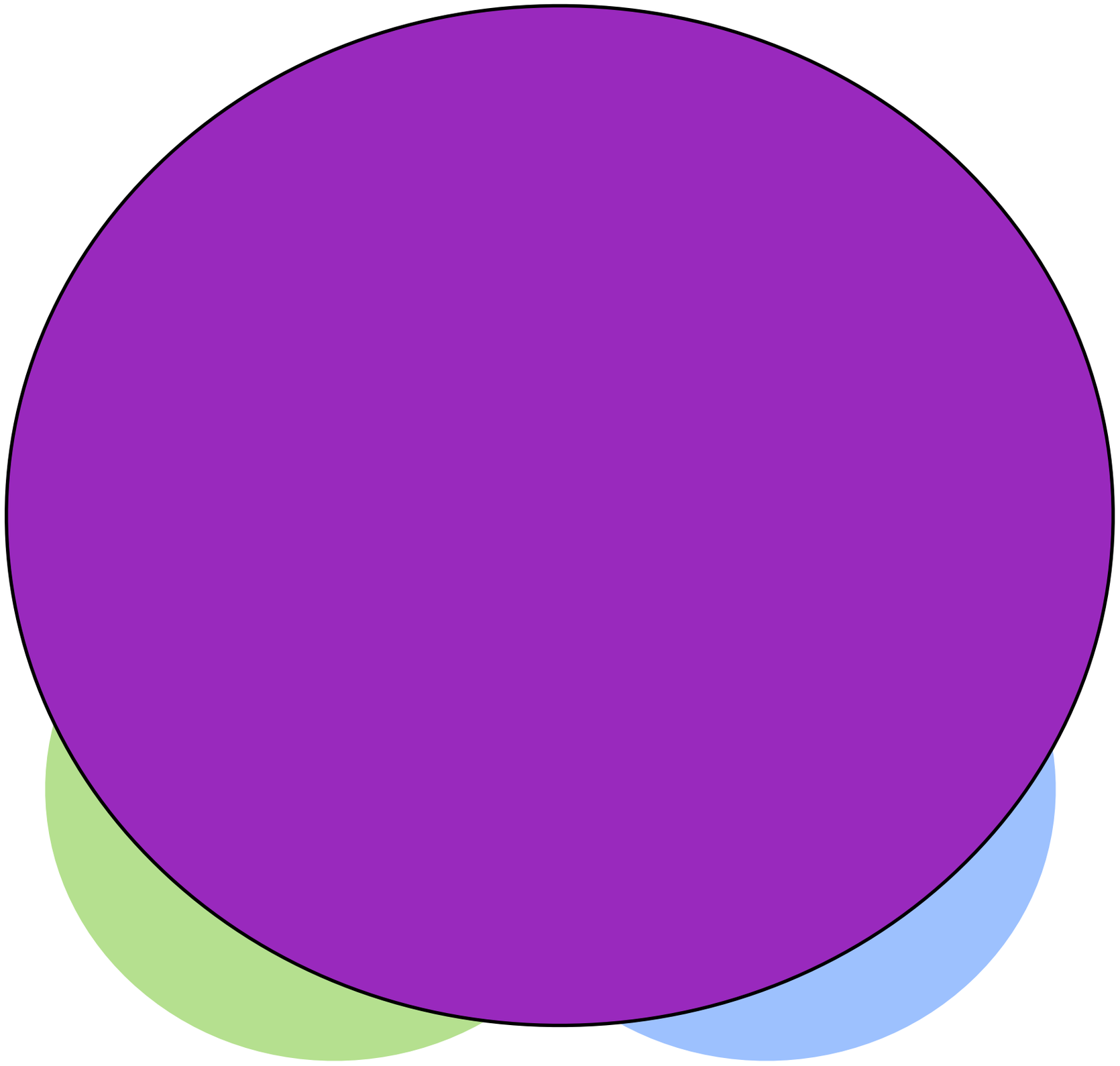
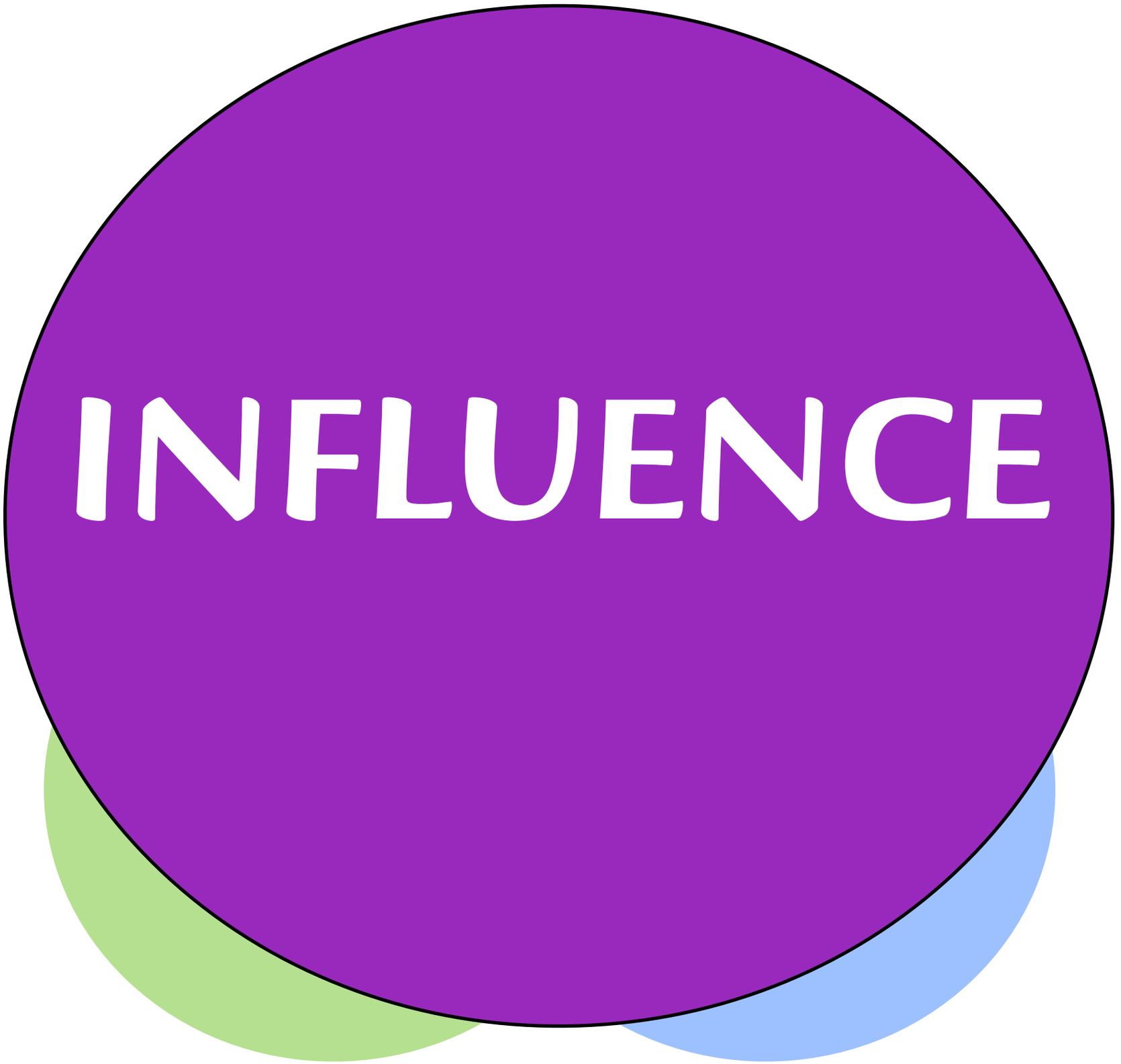
LISTEN
LEARN




INFLUENCE

YouTube vimeo

Linked in facebook

twitter

Are You Engaging?

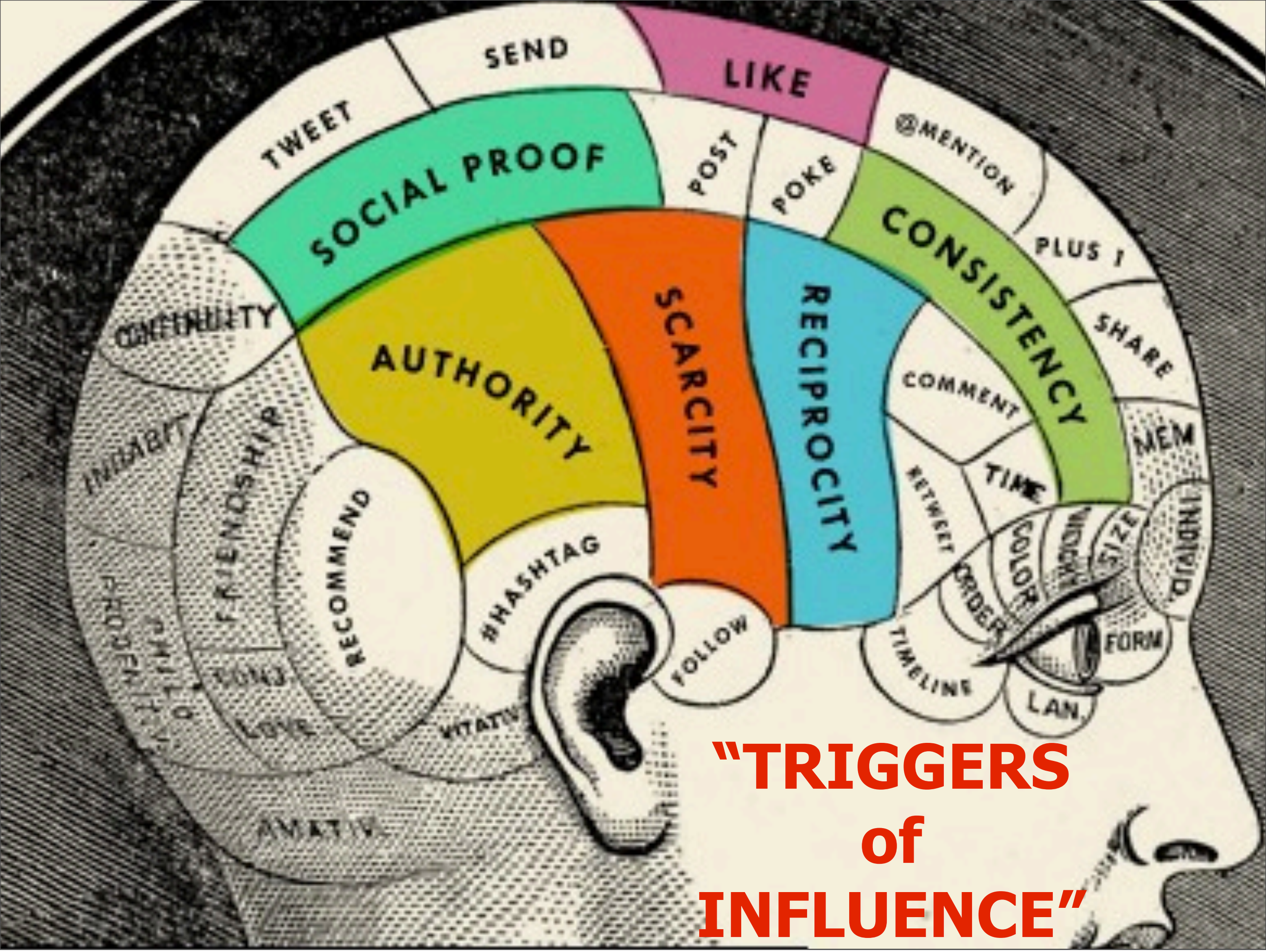

SEND
LIKE
TWEET
SOCIAL PROOF
POST
POKE
@MENTION
PLUS 1
SHARE
CONSISTENCY
AUTHORITY
SCARCITY
RECIPROCITY
COMMENT
TIME
RECOMMEND
#HASHTAG
FOLLOW
TIMELINE
COLOR
SIZE
FORM
"TRIGGERS of INFLUENCE"

Fig. Nº04

LIKE

~ The Rule ~

FOLLOW THOSE YOU LIKE

~ Almost ~

50%

OF SHOPPERS HAVE MADE A PURCHASE

~

based on a recommendation through a social media network

Fig. Nº06

RECIPROCITY

~ The Rule ~

PAY IT FORWARD

Did you hear about the sale on Facebook?

No, thanks for the tip!

Every month, over

25,000,000,000

PIECES OF CONTENT ARE SHARED ON FACEBOOK

Fig. Nº01

SOCIAL PROOF

~ The Rule ~

WHEN UNCERTAIN, LOOK AT WHAT OTHERS ARE DOING

~ Psychological Reasoning ~

WE LOOK AT WHAT OTHERS ARE DOING OR HAVE DONE TO RESOLVE PERSONAL INSECURITY WHEN MAKING A DECISION.

Social Commerce Example

~

ASK FOR ADVICE FROM FRIENDS & FAMILY ABOUT THE DECISION.

81%

OF CONSUMERS RECEIVE ADVICE

~

from friends & family relating to a product purchase through a social networking site

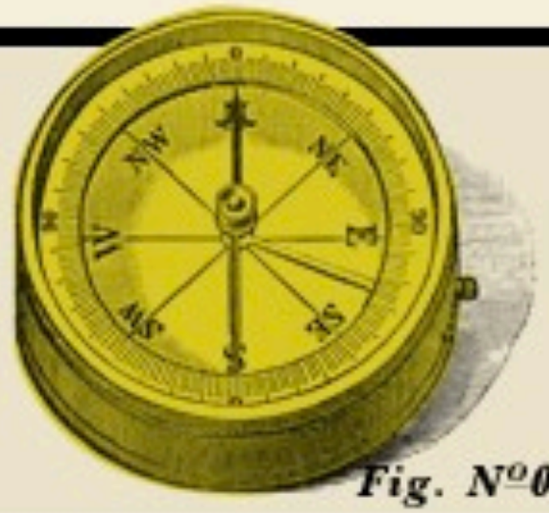


Fig. Nº02

AUTHORITY

~ The Rule ~

AUTHORITY RULES

~ Psychological Reasoning ~

SPECIALISTS' FINDINGS ARE HIGHLY REGARDED DUE TO THEIR EXPERTISE & AUTHORITY.

77%

OF ONLINE SHOPPERS USE REVIEWS

~

to make a purchase decision

Social Commerce Example

~

RESEARCH ONLINE PRODUCT REVIEWS ON BLOGS, YOUTUBE, TWITTER OR FACEBOOK.

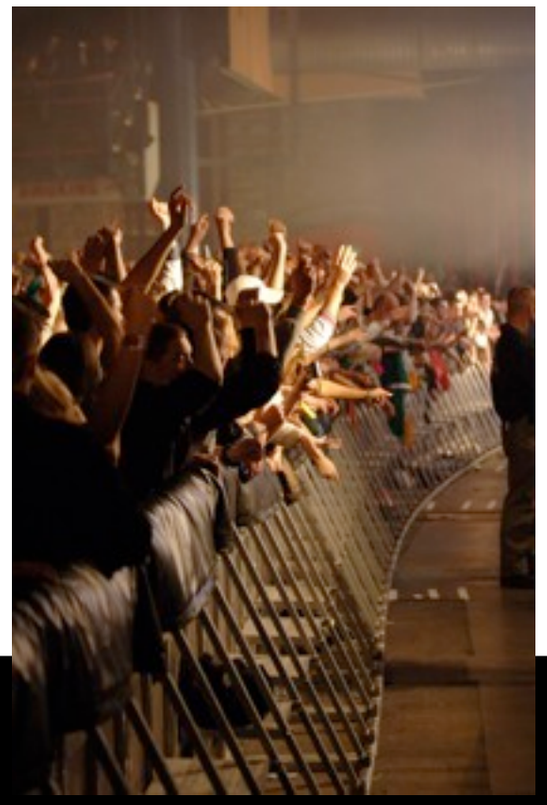
3 1904 1905

Jell-O Recipe Book

Jell-O distributes free copies of a recipe book that contributes to sales of over **$1 million** by 1906.

THEN

NOW



On **You Tube**, everyone is on an Even Level Playing Field

Get Real! Get Remembered!

Demonstrate - Engage - Involve - Empower - Interact

‘ASK THE EXPERT’

GIVE AWAY YOUR BEST INFORMATION

What are the TOP 10 Question’s

People SHOULD ASK YOU?

i'm lovin' it.

OUR FOOD. YOUR QUESTIONS.

Ever wanted to ask us about the food in our Canadian restaurants? Now's your chance! We'll answer any questions about our food. **FAQ>**

Type your question here

140

ASK

Sort by:

RANDOM

Filter by:

ALL CATEGORIES

LAURA B.
from Toronto, ON asked:

"How is it that a McDonalds burger does not rot?"

SEE ANSWER

MAX T.
from Kelowna, BC asked:

"Why Doesnt Youre Fries Go Bad after 3 weeks"

SEE ANSWER

WILLIAM W.
from Châteauguay, QC asked:

"Do your breakfast sausage patties have any fillers or additives? What are the ingredients in these sausage patties?"

SEE ANSWER

JONNY L.
from Montreal, QC asked:

OUR ANSWER:

SHARE TWEET SHARE

DR. KEITH WARRINER
Program Director
Department of Food Science and Quality Assurance
University of Guelph

Hi Laura. This is a great question. The short answer is that our burgers do rot under the right conditions, but we can see why there's some confusion out there. To clear things up, we reached out to one of Canada's foremost food scientists, *Dr. Keith Warriner*. He's the Program Director at the *University of Guelph's Department of Food Science and Quality* Assurance. Here's what he had to say:

"There have been a lot of online videos and photos touting the fact that when left out for an extended period of time, a McDonald's hamburger does not rot and that this is because they are laden with chemicals. The reality is that McDonald's hamburgers, french fries and chicken are like all foods, and do rot if kept under certain conditions.

Essentially, the microbes that cause rotting are a lot like ourselves, in that they need water, nutrients, warmth and time to grow. If w

JORDAN C.
from Oakville, ON asked:

"Is there any meat or dairy products in the seasoning that goes on your fries?"

SEE ANSWER

DAVE G.
from Mississauga, ON asked:

"Why do you not have a healthier fish option then the filet of fish?"

SEE ANSWER

STEVEN M.
from Thunder Bay, ON asked:

"why are your muffins over 500 calories?"

SEE ANSWER

W R.
from Halifax, NS asked:

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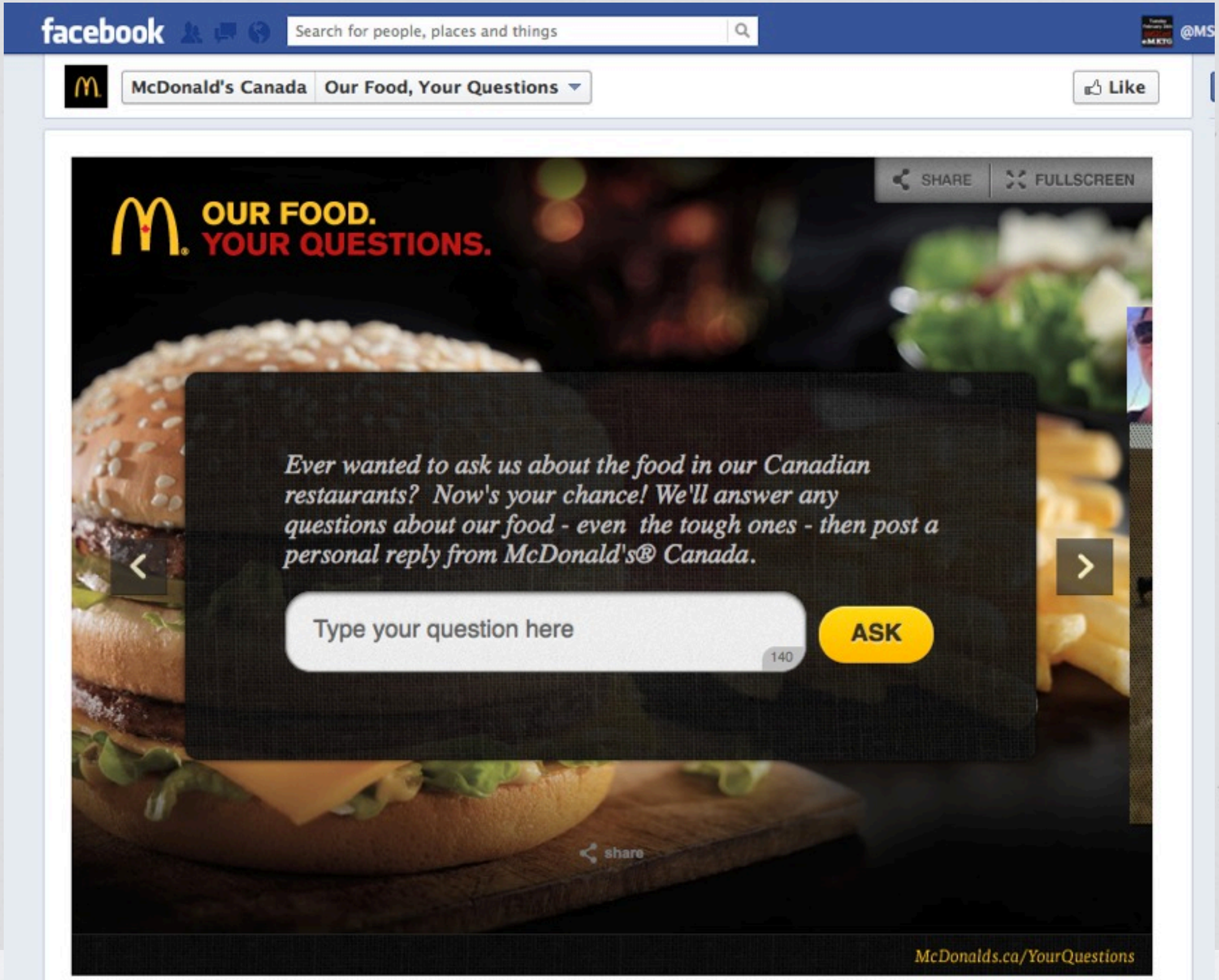
facebook
Search for people, places and things
McDonald's Canada
Our Food, Your Questions
Like
SHARE
FULLSCREEN
OUR FOOD.
YOUR QUESTIONS.
Ever wanted to ask us about the food in our Canadian restaurants? Now's your chance! We'll answer any questions about our food - even the tough ones - then post a personal reply from McDonald's® Canada.
Type your question here
140
ASK
share
McDonalds.ca/YourQuestions

facebook
Search for people, places and things
McDonald's Canada
Our Food, Your Questions
Like
SHARE
FULLSCREEN
OUR FOOD.
YOUR QUESTIONS.
See How McDonald's Canada Hamburger Patties Are
Like
Share
More info
JEFF KROLL
Senior VP, Supply Chain
McDonald's® Canada
0:05 / 2:41
share

THE SECRET

TO ONLINE VIDEO...

Create GREAT CONTENT!

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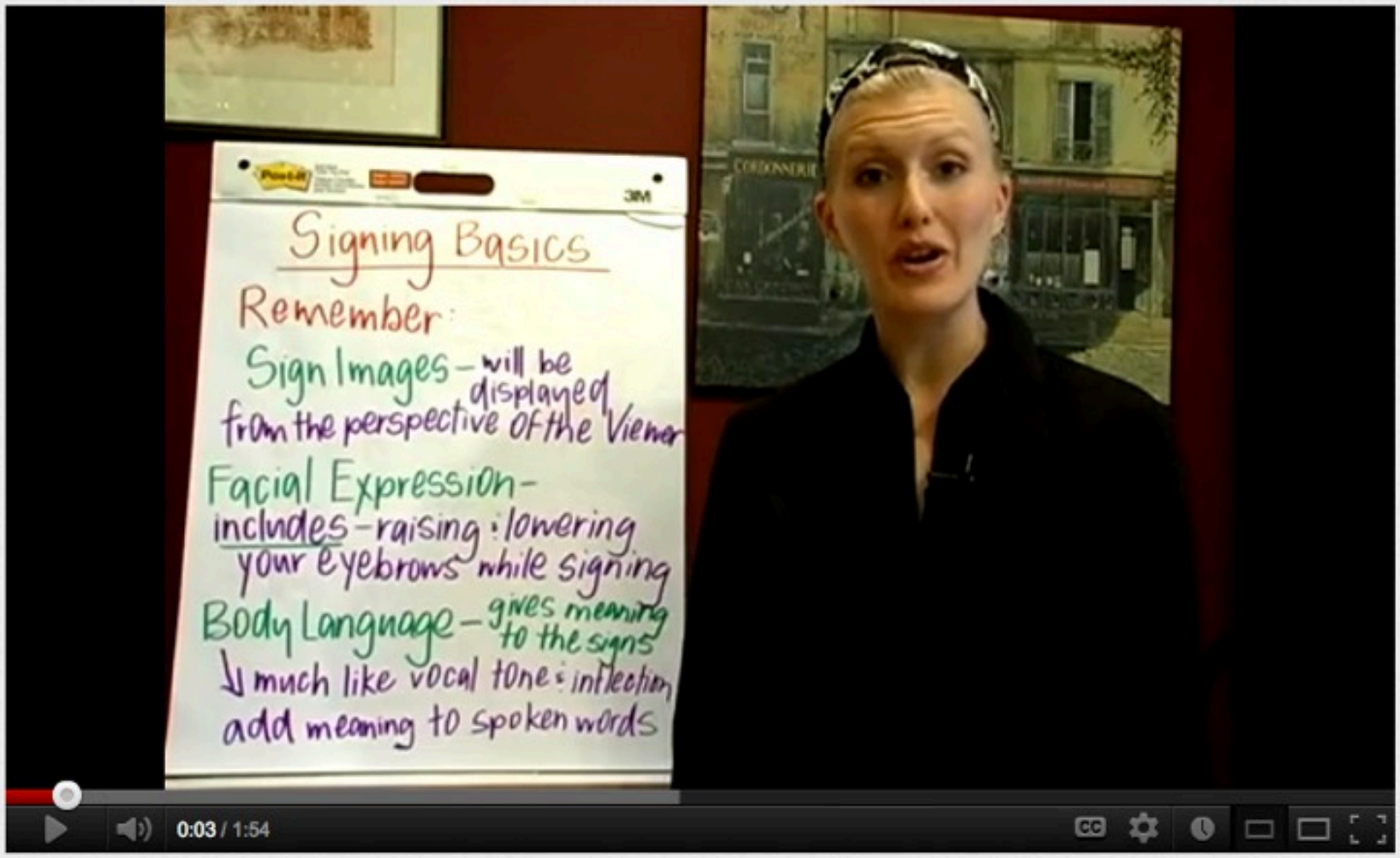

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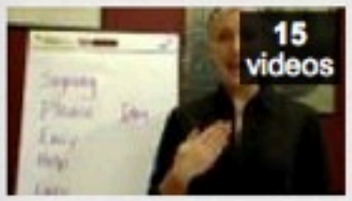

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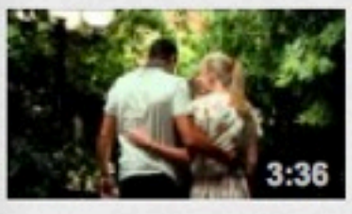

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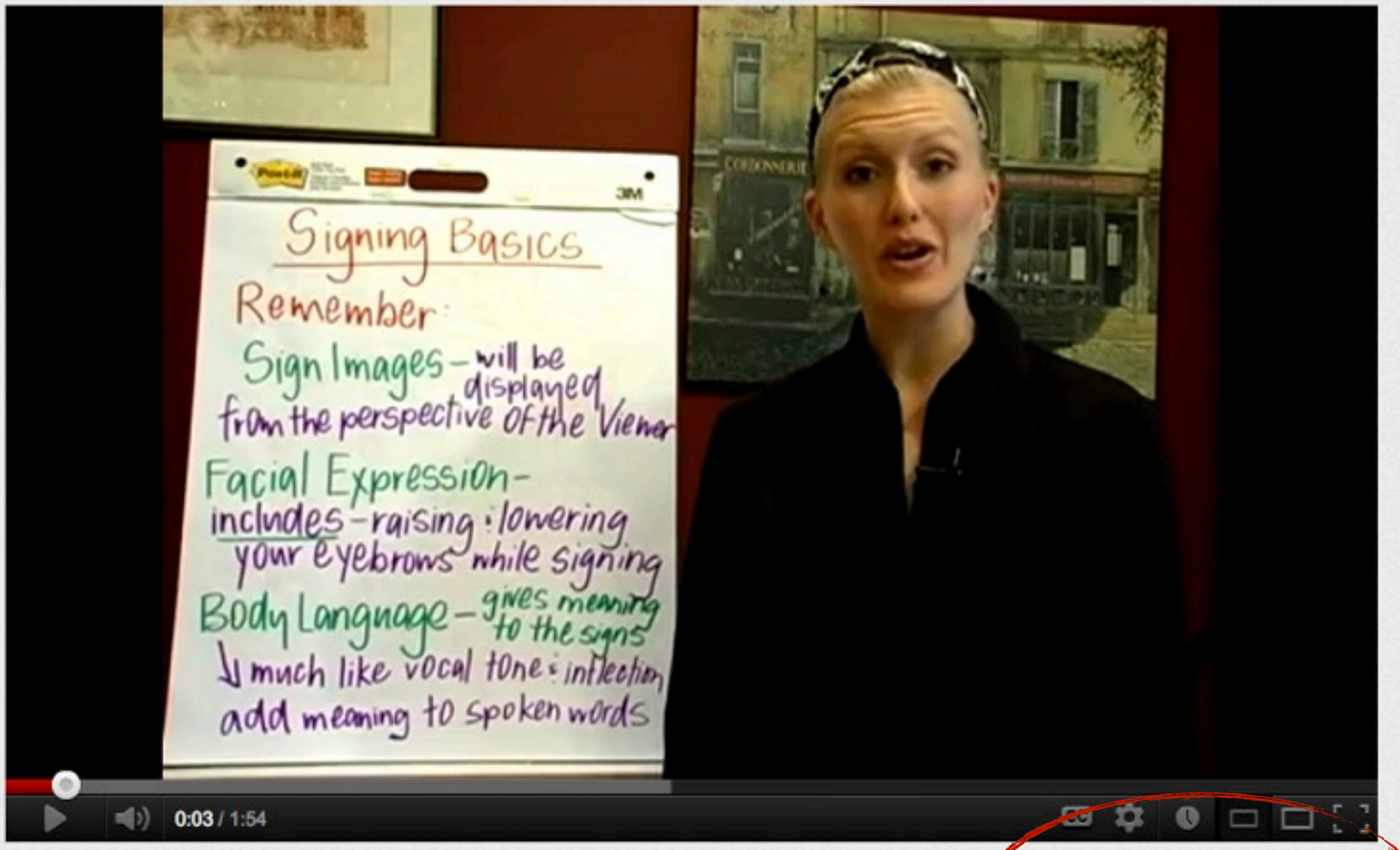

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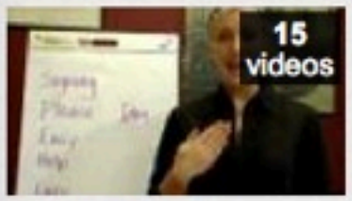

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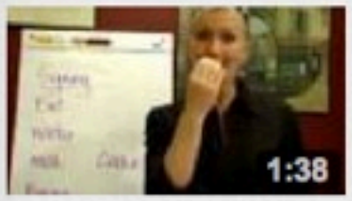

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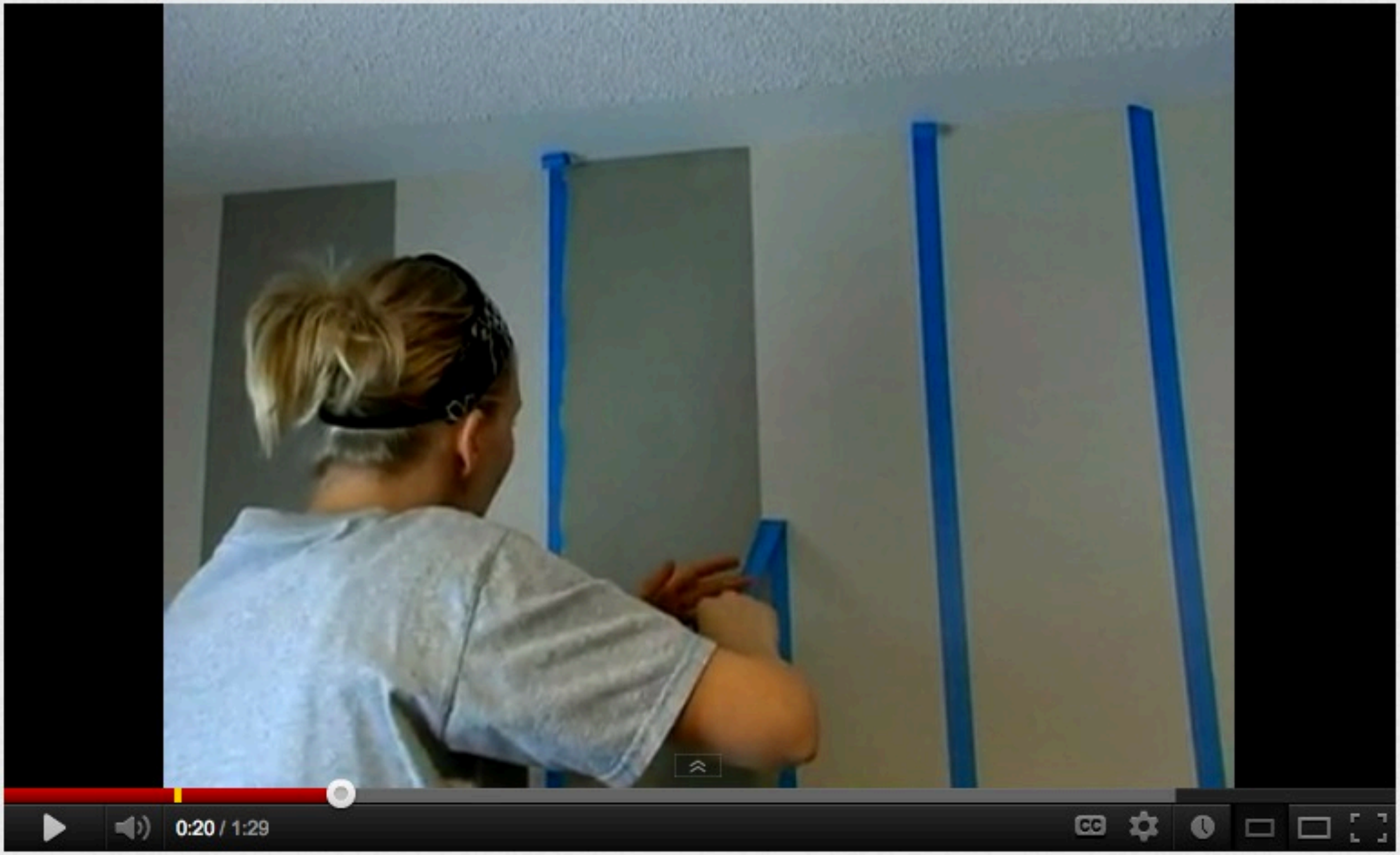

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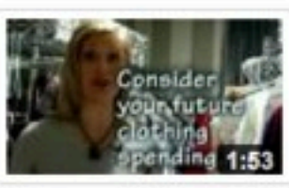

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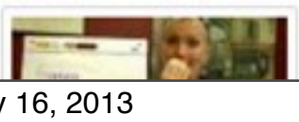

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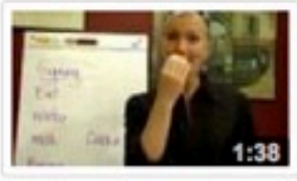

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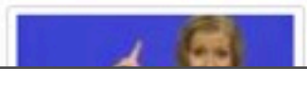

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47%

BROWSE SOCIAL NETWORKING SITES

62%

SEND RECEIVE INSTANT MESSAGES

29%

POST TO A MESSAGE BOARD

35%

COMMENT OF SOCIAL NETWORK SITE

34%

CHAT ON SOCIAL NETWORK SITE

33%

POST PHOTOS ON SOCIAL NETWORK SITE

33%

FORWARD ITEMS THROUGH SOCIAL NETWORKING SITE

28%

TAG PHOTOS

24%

COMMENT ON BLOG

29%

CONNECT WITH OTHER PROFESSIONALS ON SITE

*PERCENTAGE OF 500 PEOPLE STUDIED WITH MOBILE PHONES USED TO GO ONLINE.

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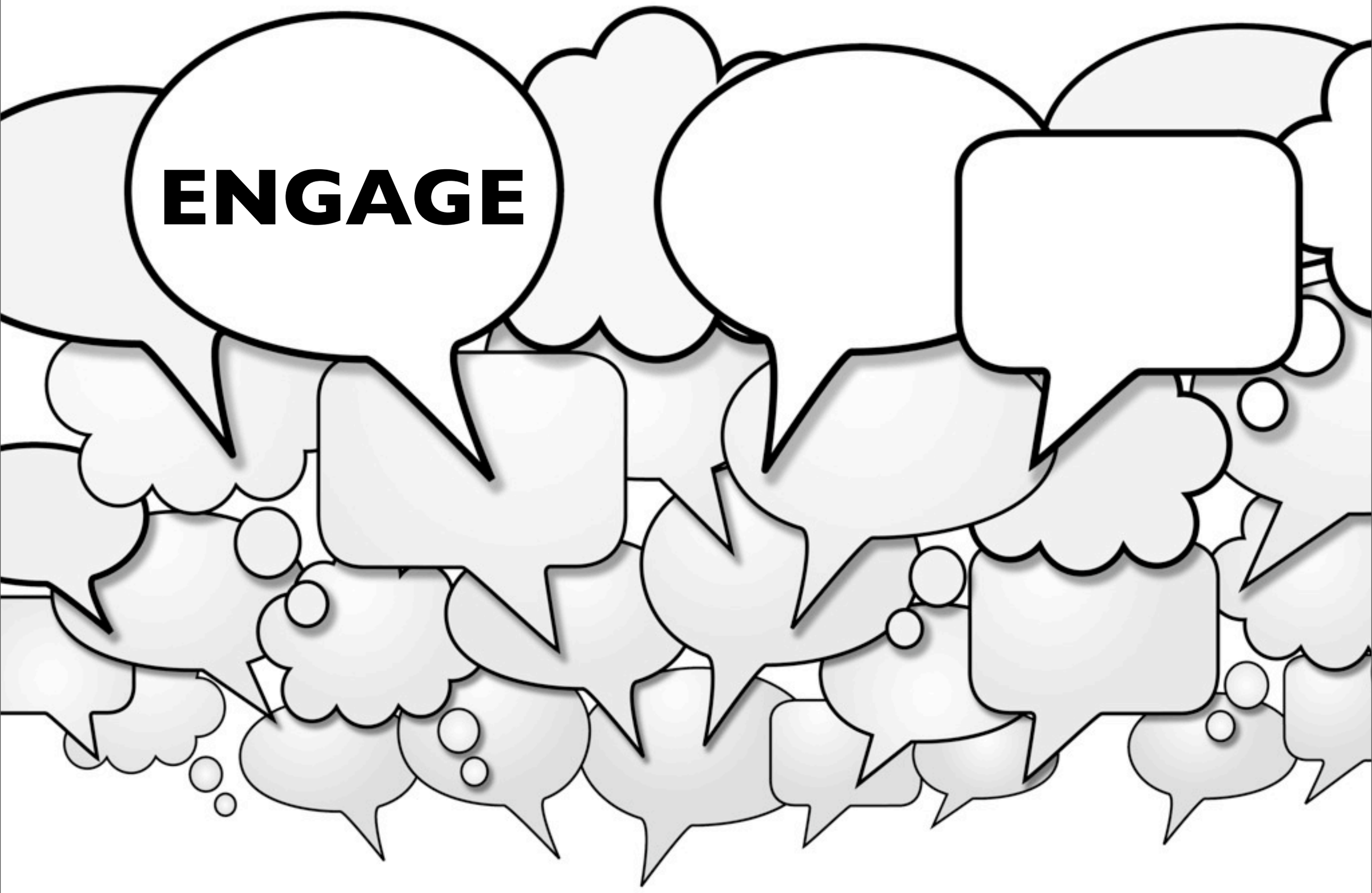

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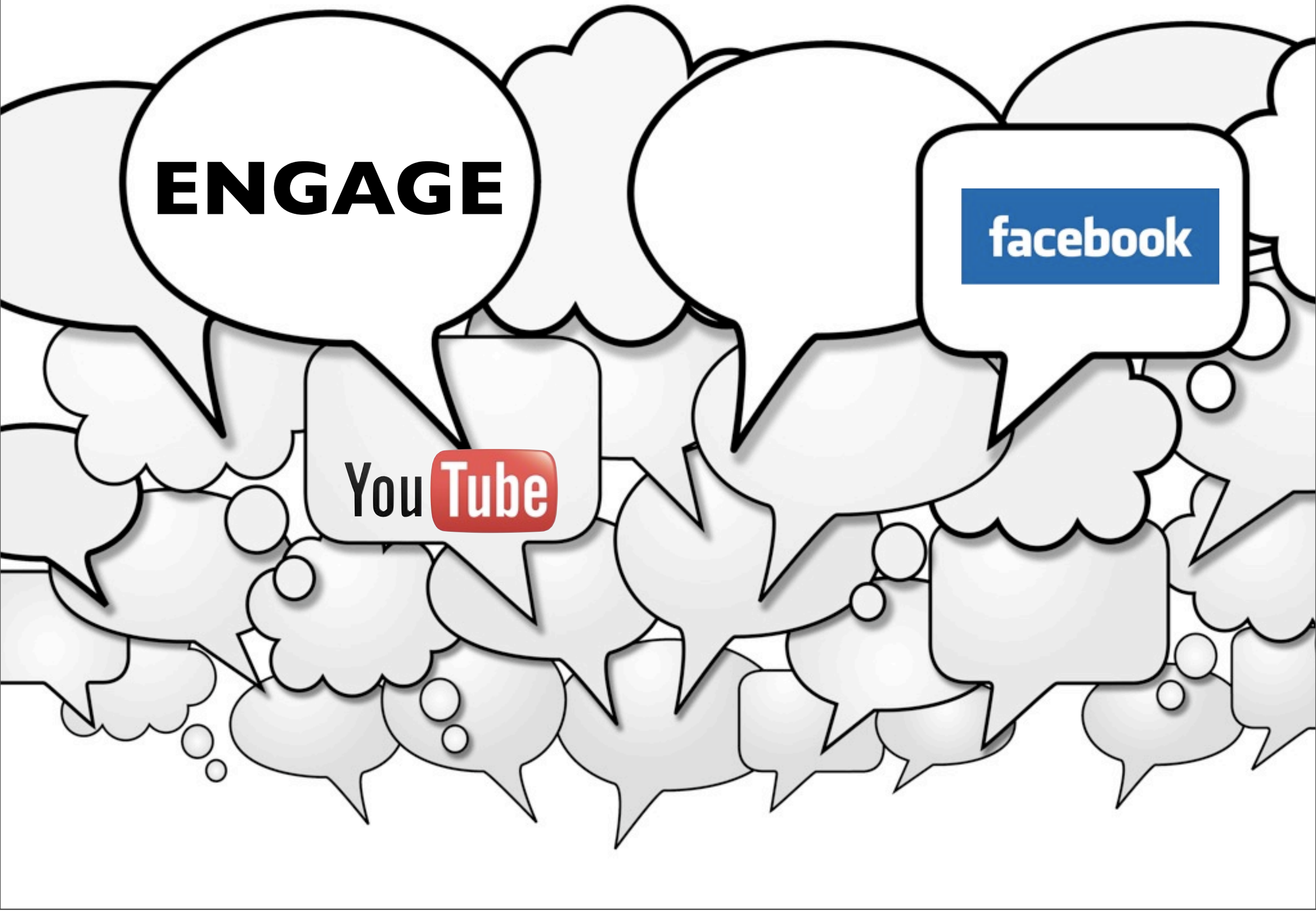
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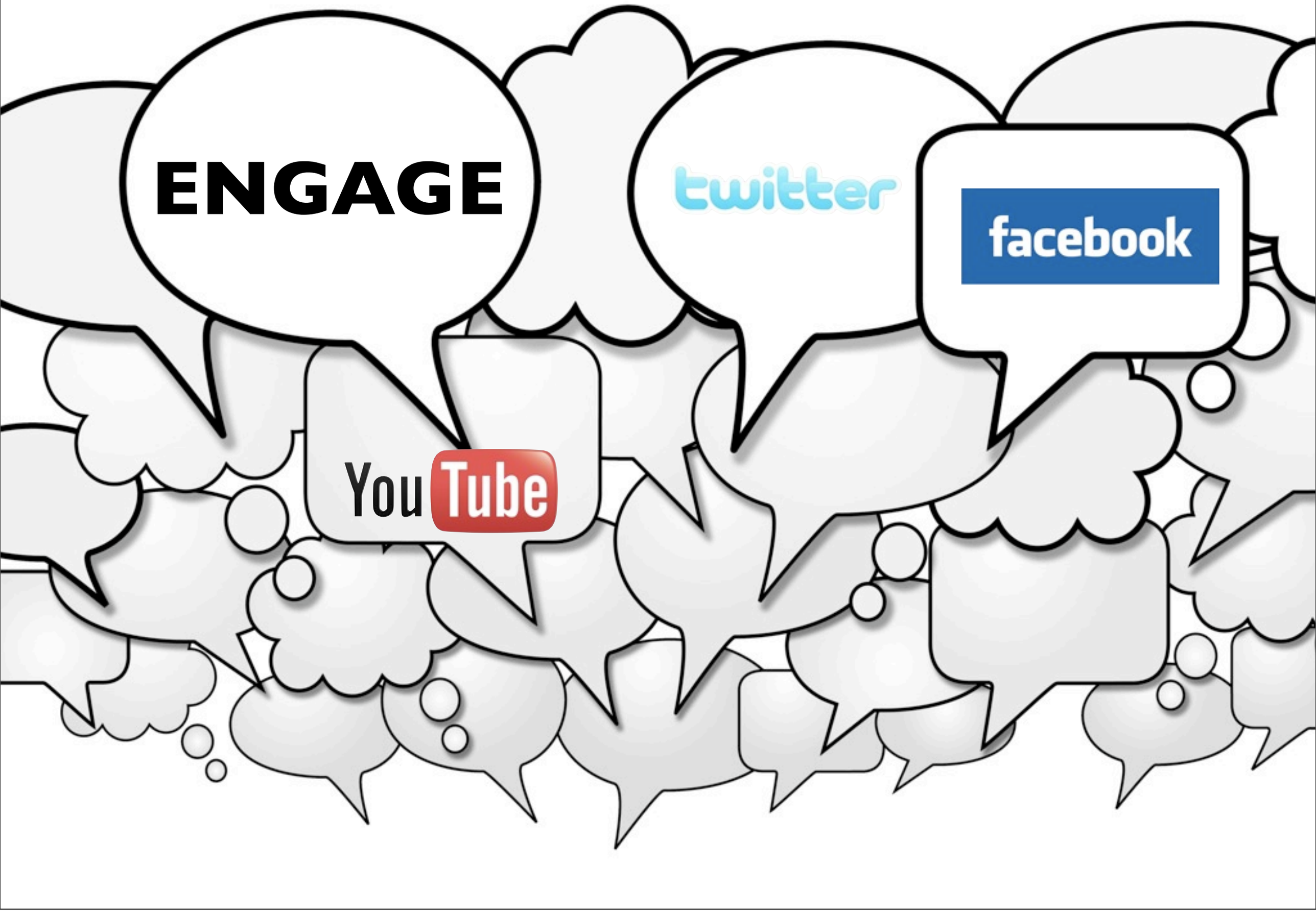
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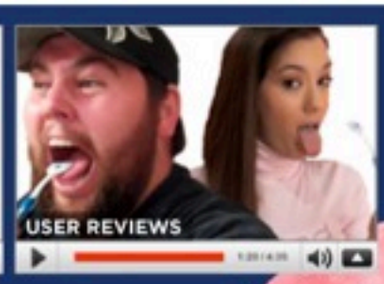
HELPS CURE BAD BREATH



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Chopsticks Duel with The Piano Guys

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http://www.orabrush.com/ - Morgan has a chopsticks battle with Jon Schmidt of The Piano Guys.
http://www.youtube.com/thepianoguys

Special Thanks to The Piano Gallery for letting us film at their store in Orem Utah!

... (more info)

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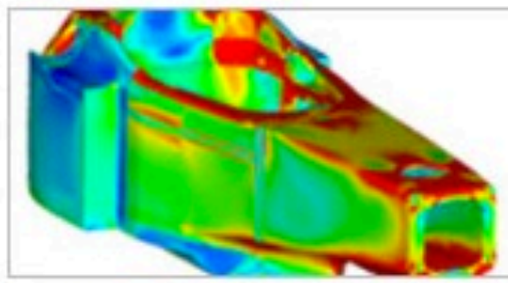

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True Ventures Funds Orabrush, the Justin Bieber of Mouth Care

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Now here's a funding deal you don't get to write about everyday. **True Ventures** has invested $2.5 million in a tongue scraper. That's not high-tech jargon for, say, a scummy site that steals private data off of your social networks and sells it to marketers. True Ventures newest portfolio company is a small consumer package good company out of Provo, Utah that sold a million tongue brushes last year for a few dollars each. And the hope is this little company can teach Silicon Valley a thing or two about how to use social media.

The company is called **Orabrush** and you may have seen its YouTube videos, which Advertising Age rated one of the **ten best social media campaigns** of 2010.

Except Orabrush's use of YouTube may be more impressive than say Pepsi or Old Spice, because it was promoting a product that no one knew about and no one wanted to sell. The

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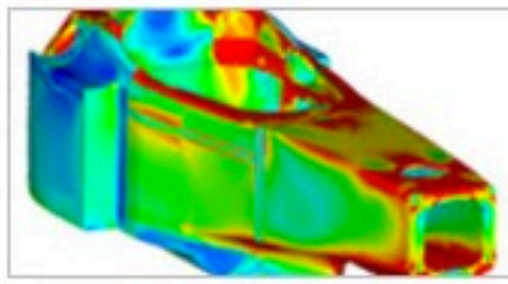

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Our YouTube Channel has sold over 1 million units online.
Dr. Bob Wagstaff
Founder, Orabrush

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Be Different. Be Remembered.

“PEOPLE

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REMEMBER

Exactly what You Did or Said, but they Will Always

REMEMBER

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