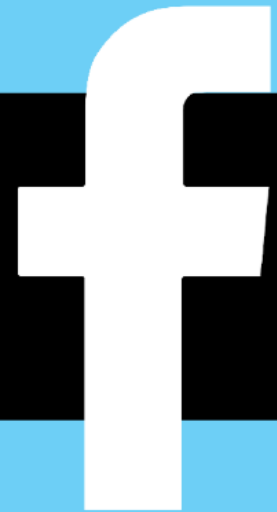


# SOCIAL MEDIA

From Stumped to Superstar - Actionable Strategies for Generating Leads with Social Media

## Facebook



THE  
**Marketing**  
FORUM

SPEAKER  
ANDREA LOUIS

## Investors Use Social Media

- **69% of online adults with investment accounts use social media.**

## HNW Investors Use Social Media

- **70% of millionaires have profiles on one or more social media platforms.**
- **More than 2/3 of millionaires aged 47 and younger use LinkedIn.**
- **Senior Corporate Executives are the most active Twitter users among working professionals. 45% check their accounts 2-5 times/day.**



<http://www.examiner.com/article/financial-advisors-these-social-media-stats-are-for-you>

[http://millionairecorner.com/Content\\_Free/Wealthy-Investors-Increasing-Social-Media-Usage-Yahoo-Finance---July-17-2013.aspx](http://millionairecorner.com/Content_Free/Wealthy-Investors-Increasing-Social-Media-Usage-Yahoo-Finance---July-17-2013.aspx)

<http://www.thinkadvisor.com/2013/07/19/where-to-find-wealthy-clients-on-social-media>



Facebook

**Facebook accounts for 15.8% of the total time spent on the Internet.**

**71% of adults online use Facebook, most of them every day. Of Facebook users, 63% visit daily and 40% visit multiple times per day.**

**Nearly half of Americans say Facebook is their number one influencer of purchases.**

**More than a third (36%) of online adults use only one social networking site. Of these, 83% choose Facebook.**



<http://rocketpost.com/blog/33-captivating-statistics-that-could-change-your-marketing-strategy/>  
<http://heidicohen.com/social-media-marketing-2014-where-your-audience-is/>  
<http://www.jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know-in-2014/>  
<http://heidicohen.com/social-media-marketing-2014-where-your-audience-is/>





SECURE FINANCIAL  
MANAGEMENT

Jay Kirkwood

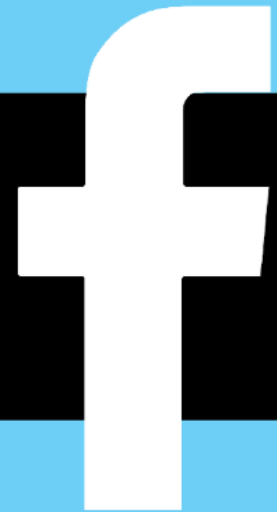
OWNER

San Antonio, TX

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