

# User Content and Curation

ICMA, 11/09/12

**Elisa Camahort Page**  
COO and Co-founder



# Agenda

- 1 State of social media adoption
- 2 Who we trust
- 3 Will we buy?
- 4 Why we engage
- 5 How to market

# BlogHer is...

**50mm**  
**WOMEN**

**3,000+**  
**Blog**  
**Communities**

## Research



Surveying the changing attitudes and behaviors of the online population

- Consumer Panel
- Surveys
- Sampling

## World's Largest Real-Life Social Media Events



Connecting the leading influencers in social media with each other and brands

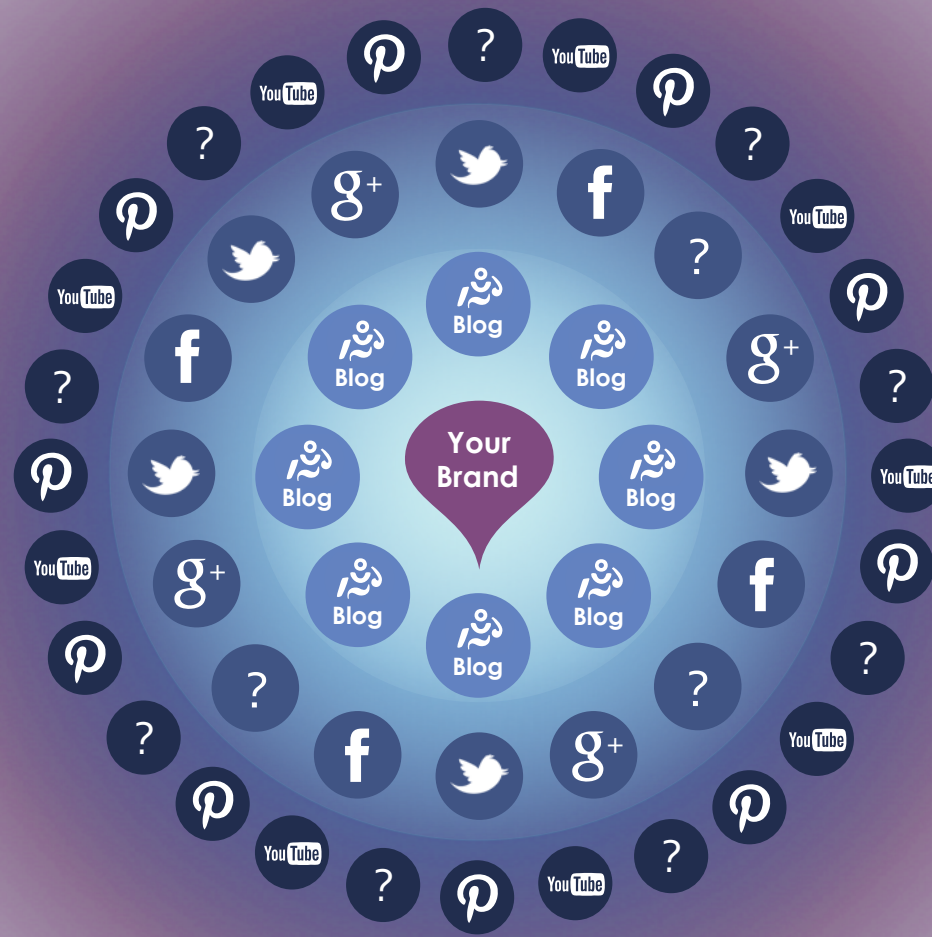
- BlogHer Conference
- BlogHer Food
- BlogHer Entrepreneurs
- BlogHer PRO

“BlogHer’s mission is to create opportunities for women in social media to pursue exposure, education, community and economic empowerment.”

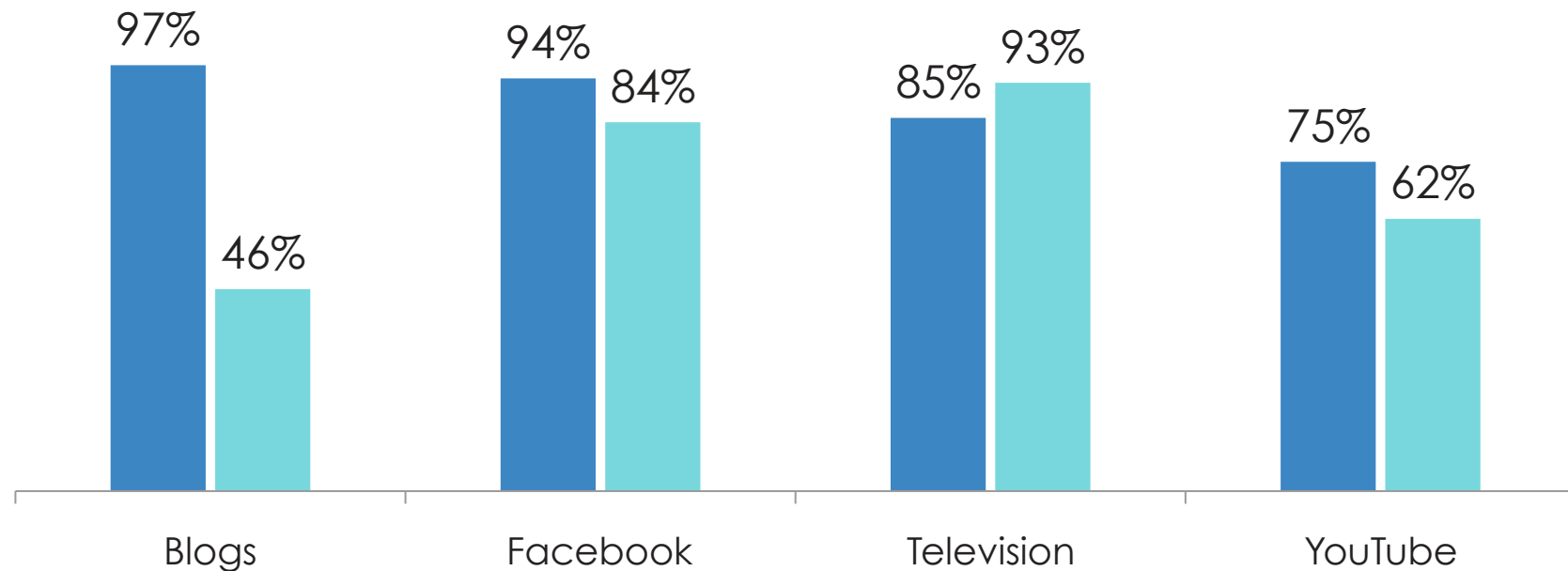
~ BlogHer Co-founders Elisa, Jory and Lisa



# Social Media Adoption



# BlogHer vs. General Population usage: What's mainstream?



Source: 2012 Women and Social Media Study :  
U.S. Total Online Population Sample vs. BlogHer Network sample  
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060

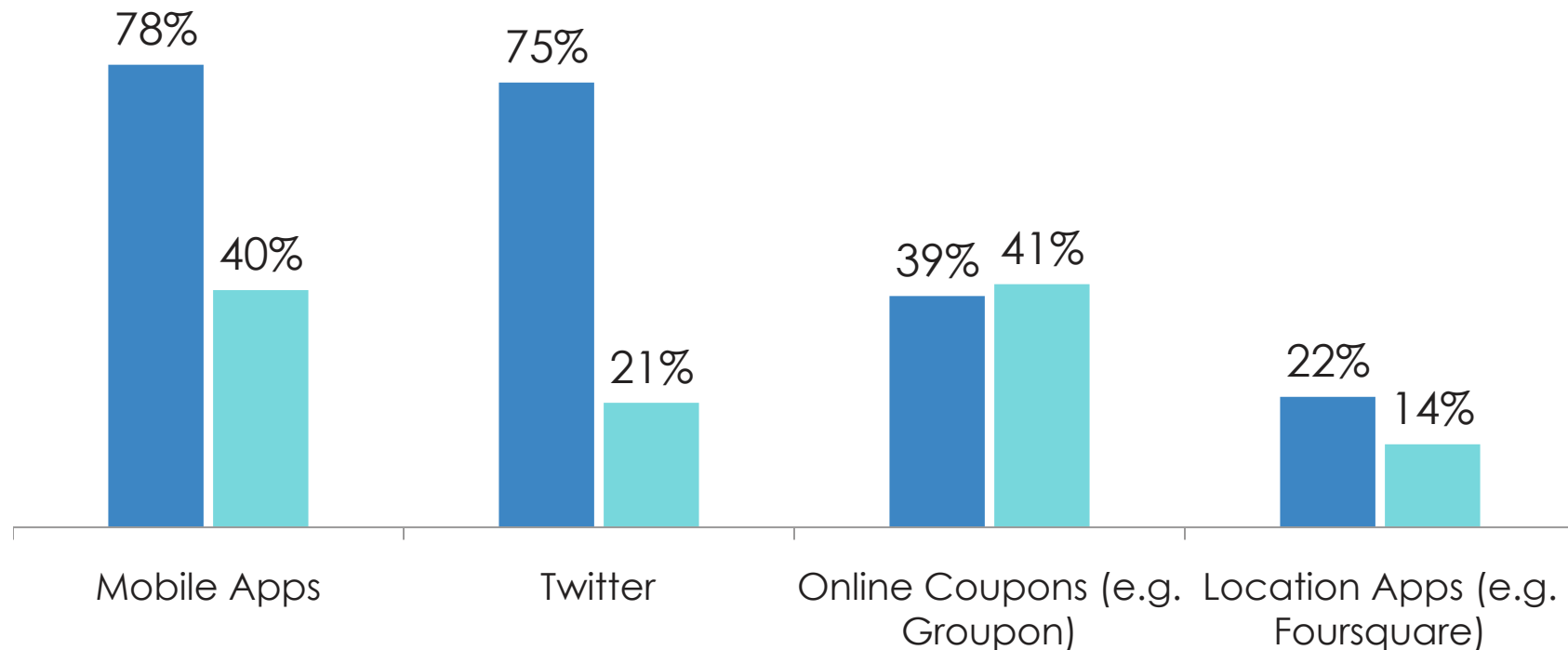
# BlogHer vs. General Population usage: What's simmering?



BLOGHER SAMPLE



TOTAL U.S. ONLINE POP



Source: 2012 Women and Social Media Study :  
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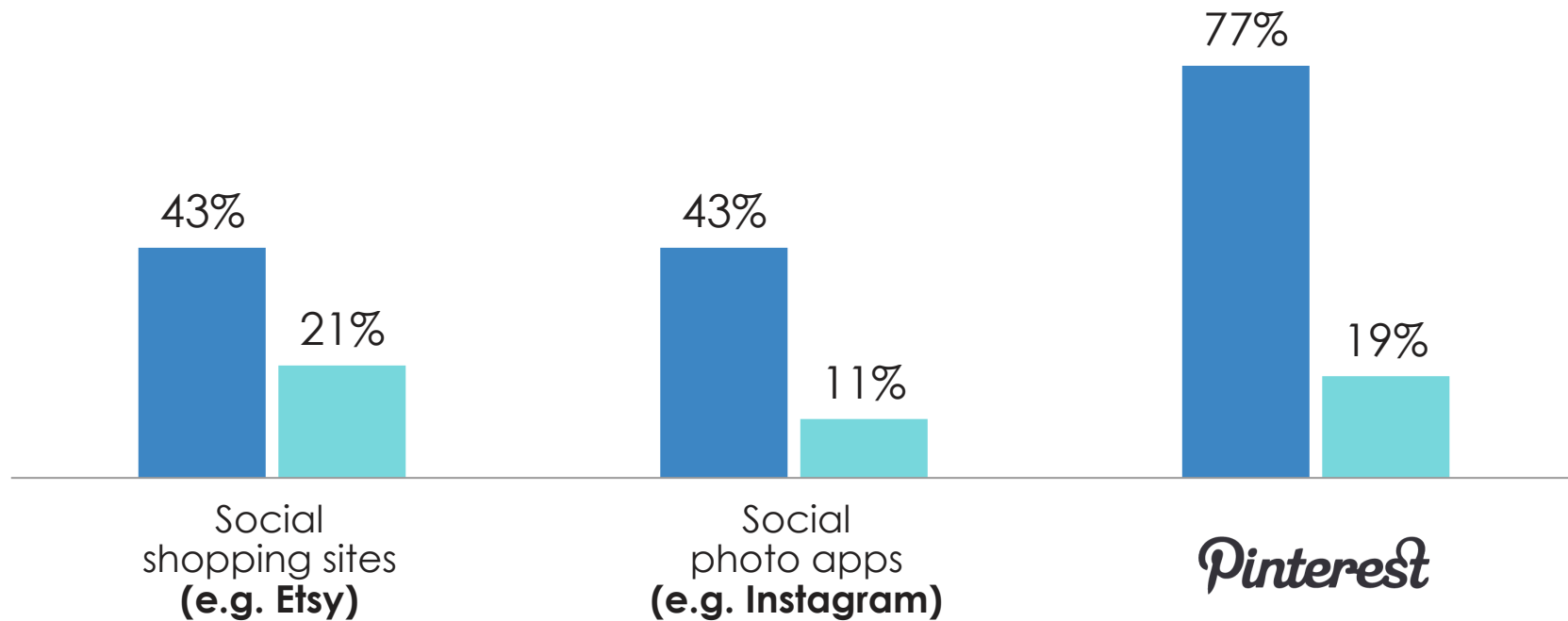
# BlogHer vs. General Population usage: What's leading edge for 2012?



BLOGHER SAMPLE



TOTAL U.S. ONLINE POP



Source: 2012 Women and Social Media Study :  
U.S. Total Online Population Sample vs. BlogHer Network sample  
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# Who We Trust

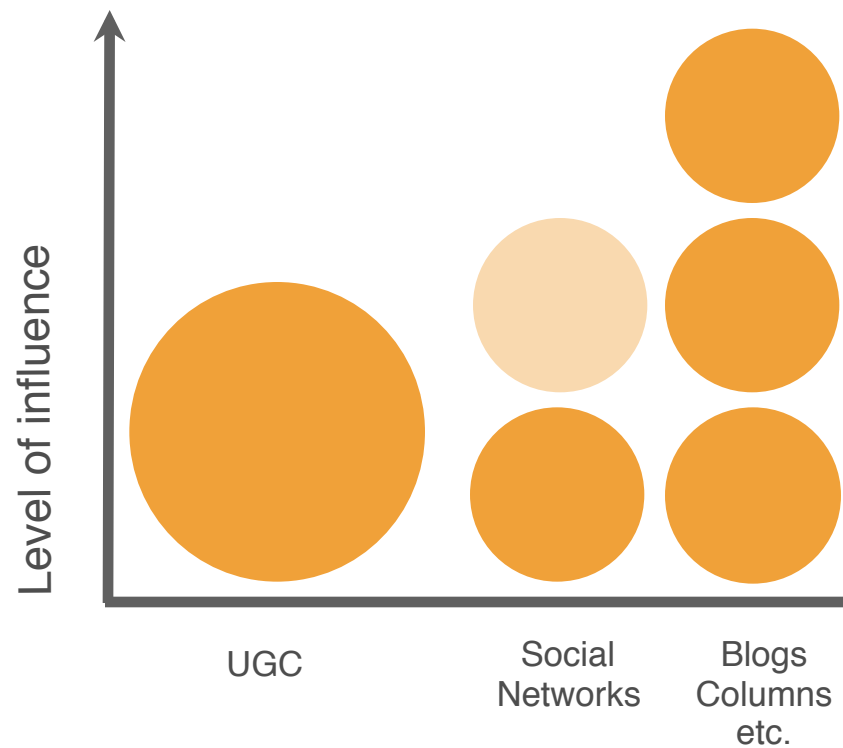
Photo Credit: Blog: Steamy Kitchen. Blogger: Jaden Hair. Photographer : Shauna James Ahern

# The factors of influence

-  Expertise:  
Experts vs. experience
-  Likeness:  
Similarities across diverse dimensions
-  Relationship:  
Online and off

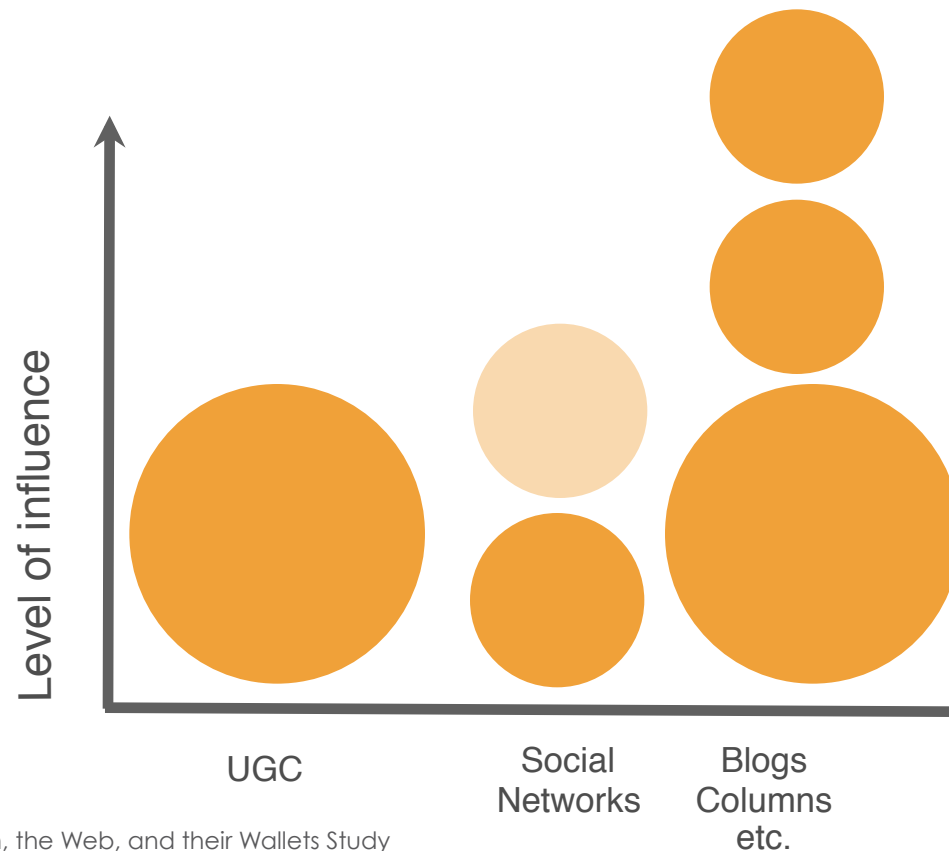
# Volume can amplify trust

While there is only one factor present for UGC, sites with many reviews can be more trusted due to the **volume** of reviews



# Depth of information can also amplify trust

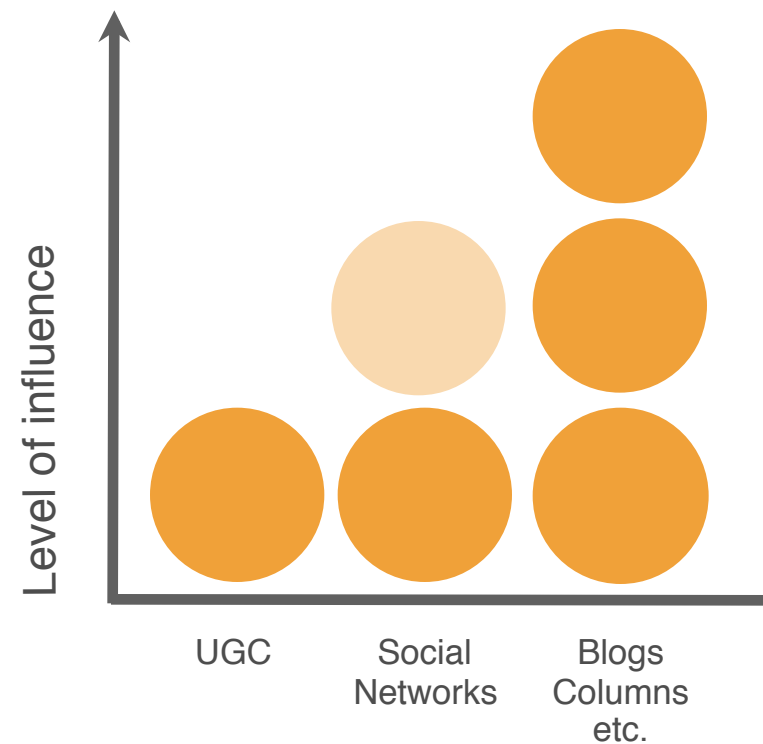
- Blogs provide more substantive conversations about every day use of products and services...the kind of opinions that can't be covered in 140 characters or by filling out a form



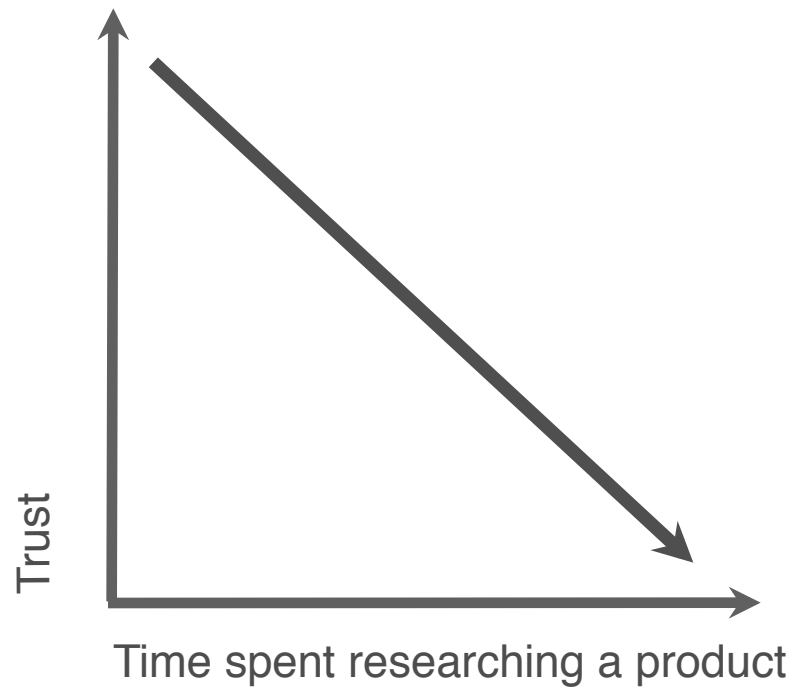
Source: 2010 BlogHer Women, the Web, and their Wallets Study

# Content creators with a personality and a following win on 3 factors

- Blogs or columns that women follow are most trusted because all three factors tend to be present: expertise, likeness, and relationship
- Social networking sites aren't as trusted. The relationship factor is high on social networks, but it doesn't always indicate that expertise or likeness (especially for a specific domain) are present
- User generated content such ratings and reviews only show expertise



# As trust increases, time decreases



Therefore, finding a highly tailored and trusted source is key to reducing time spent researching products

# No other source is as trusted by its active users

“Do you trust the information and advice that you get from the following sources?”

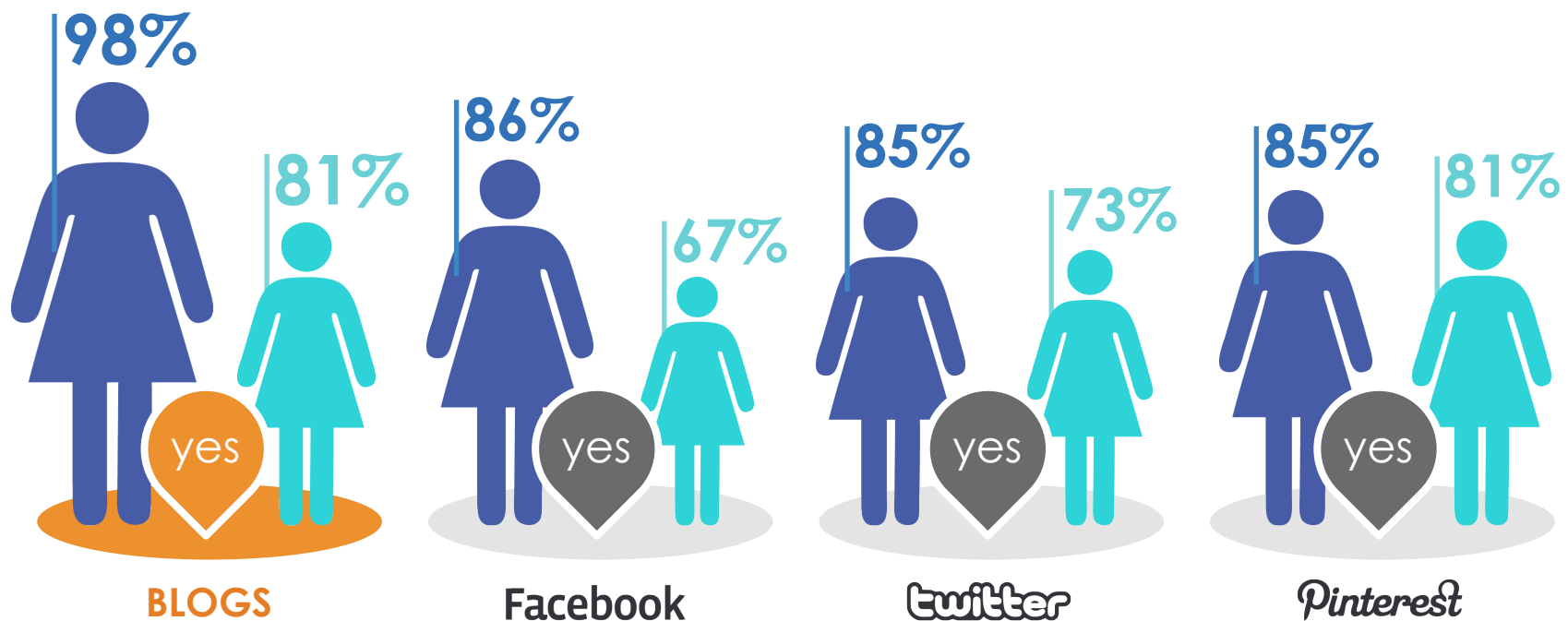


BLOGGER SAMPLE



TOTAL U.S. ONLINE POP

Blogs | Facebook | Twitter | Pinterest



Source: 2012 Women and Social Media Study


U.S. Total Online Population Sample vs. BlogHer Network sample ; active users of each media source

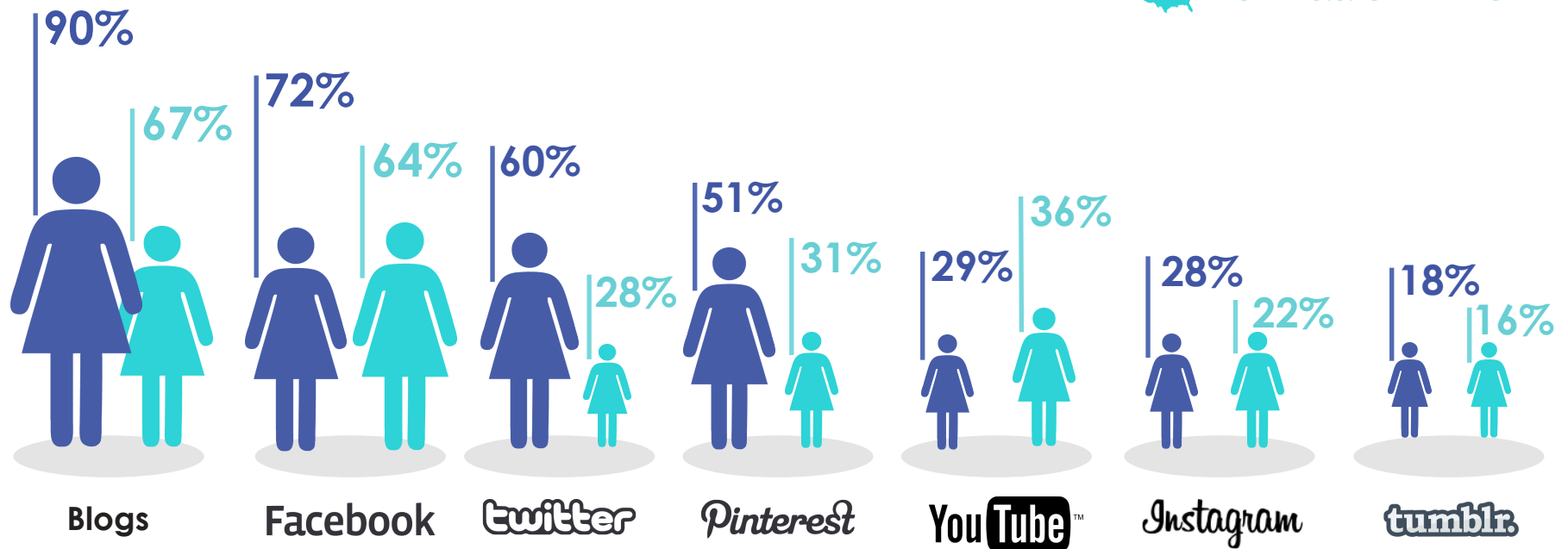
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users

© 2012 Women and Social Media Study by BlogHer | 15

# Moms **trust** blogs for parenting advice

**Q:** “Do you **trust** the parenting information and advice from the following media?”

 **BLOGGER SAMPLE**  
 **TOTAL U.S. ONLINE POP**



Source: eMoms 2012, a BlogHer Inc. study

BlogHer |



# Trust

“Why do you trust the advice & recommendations from blogs?”

73%

“The blogger I follow has **similar opinions** and **attitudes**”

58%

“I feel I know the blog writer like **a friend** because we have so much in common”

57%

“I’ve been reading the blogger I follow for a long time and we have **similar taste**”



“ The voice of the *user*, in every setting, is more trustworthy than the voice of the *company*. And the voice of *experience* is valued more than the voice of the *expert*. ...BlogHer's studies, surveys and analysis on what women are doing, saying, purchasing or using online can be found in [The BlogHer Research and Insights Center](#). This information is invaluable to major Fortune 500 brands who work regularly with BlogHer. ”

- *BlogHer Research*





# Will We Buy?

Photo Credit : Blog : ...Love Maegan. Blogger : Maegan Tintari

# We purchase based on trust, and blogs drive highest percentage conversion from trust to action

“Have you ever **made a purchase** based on a recommendation from...?”

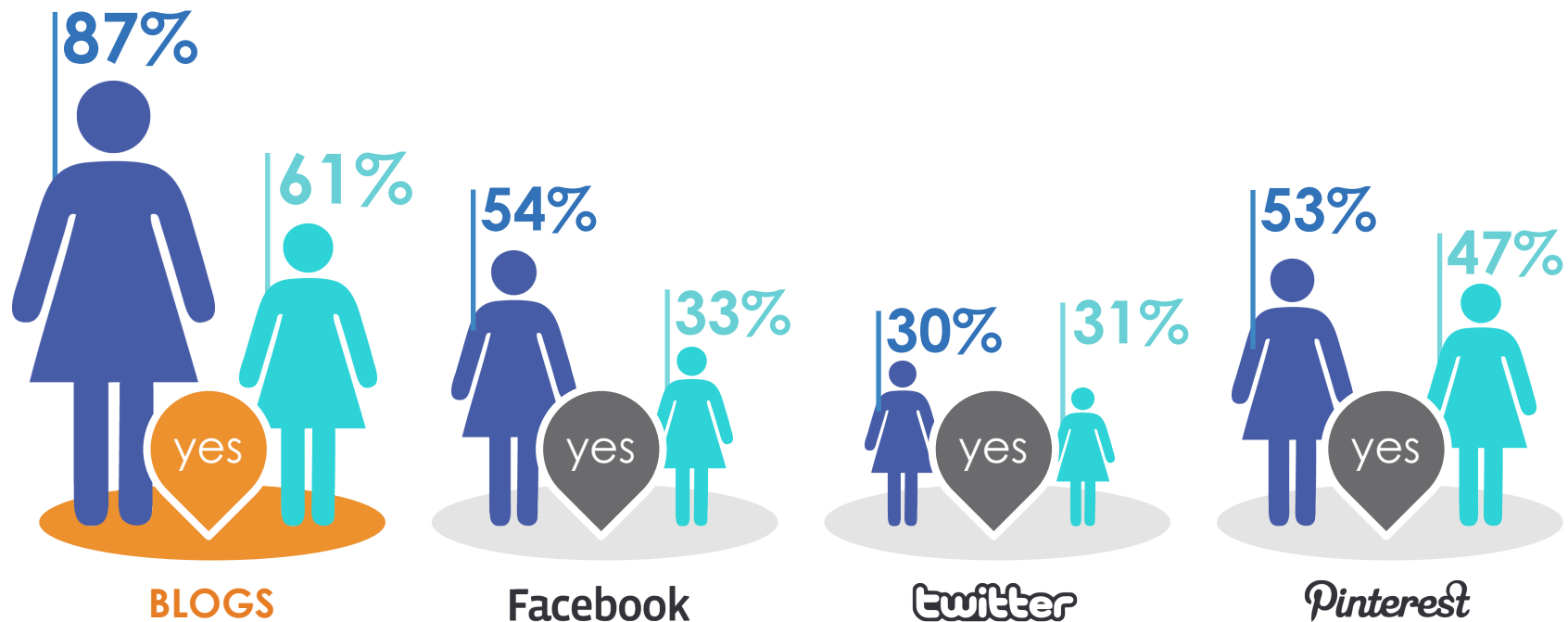


BLOGGER SAMPLE



TOTAL U.S. ONLINE POP

Blogs | Facebook | Twitter | Pinterest



Source: 2012 Women and Social Media Study

U.S. Total Online Population Sample vs. BlogHer Network sample; active users of each media source

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**87%** of BlogHer's audience has **made a purchase** based on a recommendation from a blog

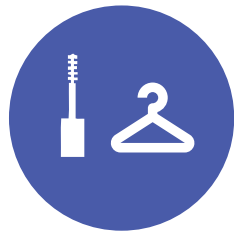


Photo credit: Blog: Sizzle Says

# Her-to-Her

Her-to-Her blog advice inspires beauty product purchases

“Which resources provide the most helpful advice and recommendations to assist with purchase decisions about beauty products?” N = 790



## Beauty

61%	Familiar Blogger
46%	Store Website
33%	Social Network
20%	Message Board
19%	Blog Found By Search



Photo credit: Blog: Hairdresser on Fire Blogger: Reagan Breinholt



# Her-to-Her

Consumer electronics purchasing intent drives women online for information, advice and user experiences. The BlogHer audience prefers blog reviews over other types of online content.

“What is your preferred source of information about consumer electronics products?”



## **Business-Tech**

**69%**

**Blog Reviews & Recommendations**

**48%**

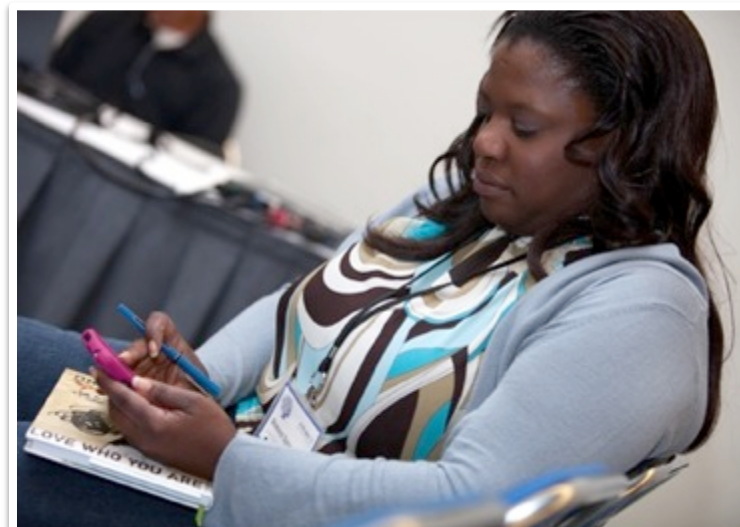
**CE Review Sites**

**47%**

**Visits to a CE Store**

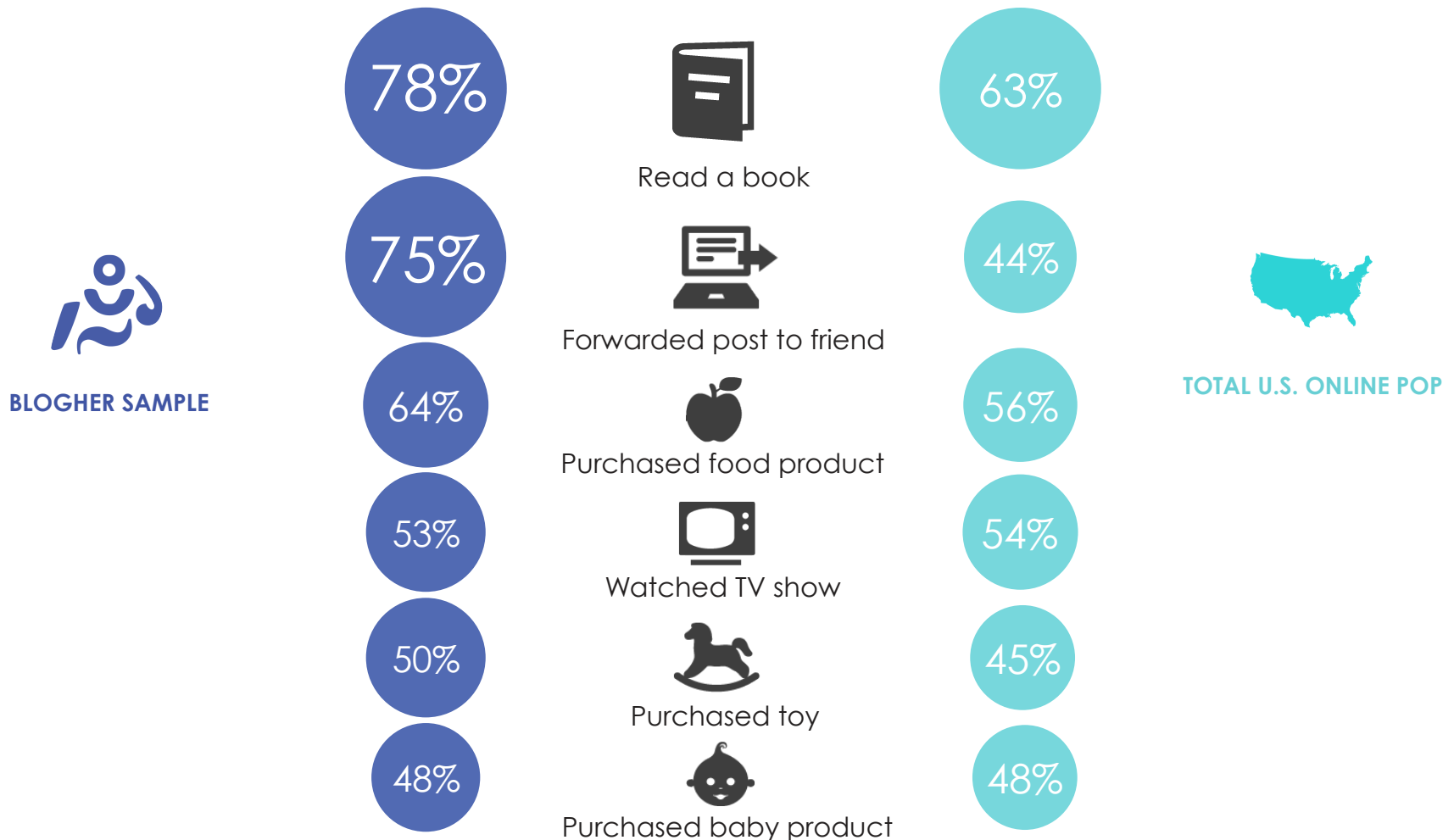
**46%**

**Manufacturer Site**



# Blog advice helps moms make decisions

## Actions Based on Mom Blog Recommendations

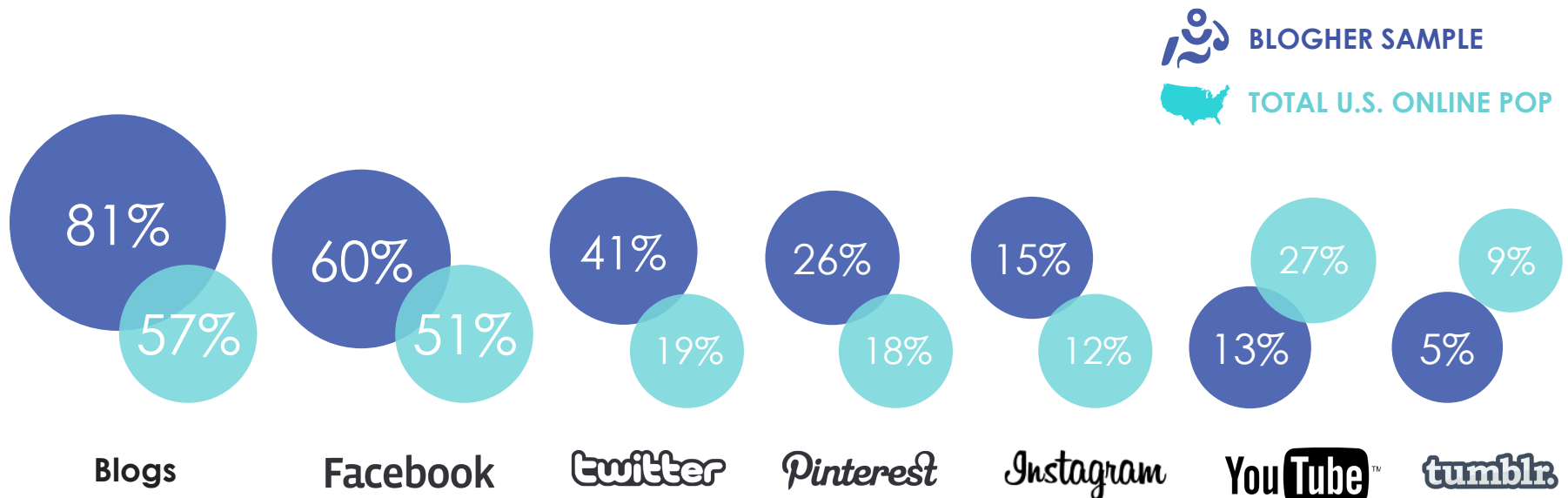


Source: eMoms 2012, a BlogHer Inc. study



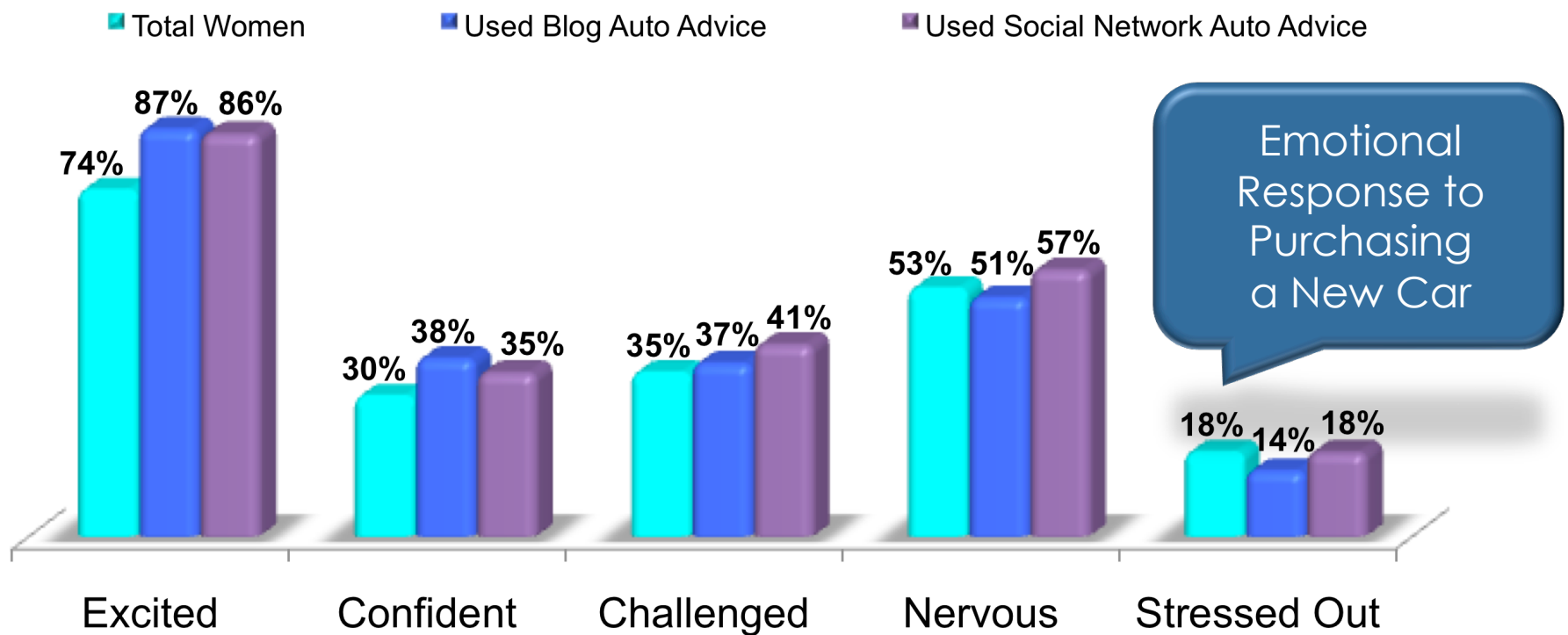
# Parenting advice and information from blogs builds the most confidence

Q: "What helps **build confidence** for your parenting skills?"



# Blogs, social media increase confidence

## Blogs also reduce nerves and stress





## Why We Engage

Photo Credit : Blog : Pioneer Woman. Blogger : Ree Drummond.

# Preference

Blog readers **prefer blogs for information**, Facebook is their source for play and friendship

“For each of these categories, which online source is best suited for your purposes?”



TOTAL U.S. ONLINE POP

	BLOGS	FACEBOOK
To help make purchase decisions	<b>36%</b>	17%
To get product information	<b>37%</b>	17%
To seek advice and recommendations	<b>39%</b>	35%
To find out about new products	<b>41%</b>	24%
To have fun	41%	<b>77%</b>
To contribute to a community	28%	<b>41%</b>
To stay up to date with friends and family	20%	<b>87%</b>
For Entertainment	50%	<b>69%</b>

# Trend watch: In less than one year, Pinterest has adoption to match Twitter, and relevance to beat Twitter

“For each of these categories, which online source is best suited for your purposes?”



TOTAL U.S. ONLINE POP

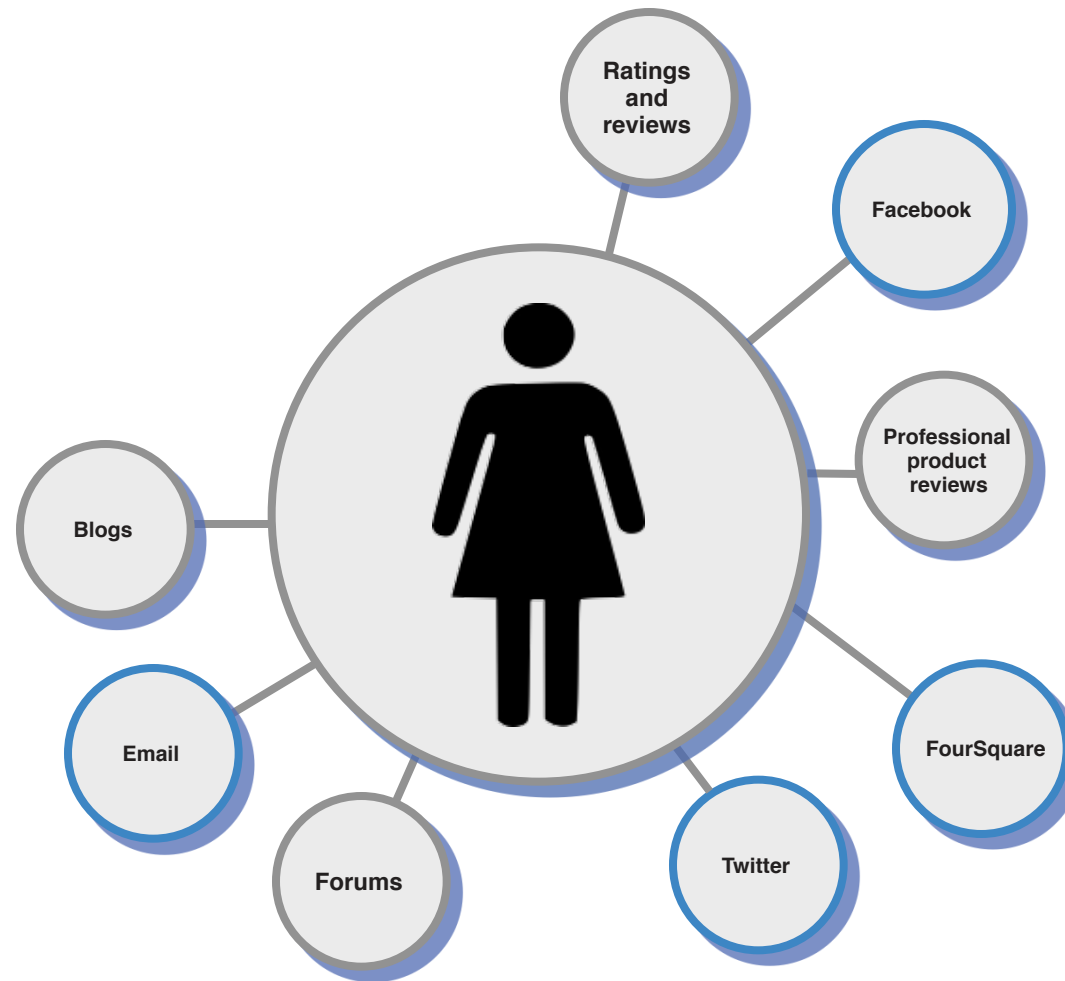
	Twitter	Pinterest
To help make purchase decisions	21%	18%
To get product information	18%	<b>26%</b>
To seek advice and recommendations	29%	30%
To find out about new products	24%	<b>39%</b>
To have fun	47%	<b>58%</b>
To contribute to a community	33%	32%
To stay up to date with friends and family	<b>39%</b>	13%
For entertainment	51%	54%

# Women use a variety of sources to make purchase decisions



# Social Networks: Works for local

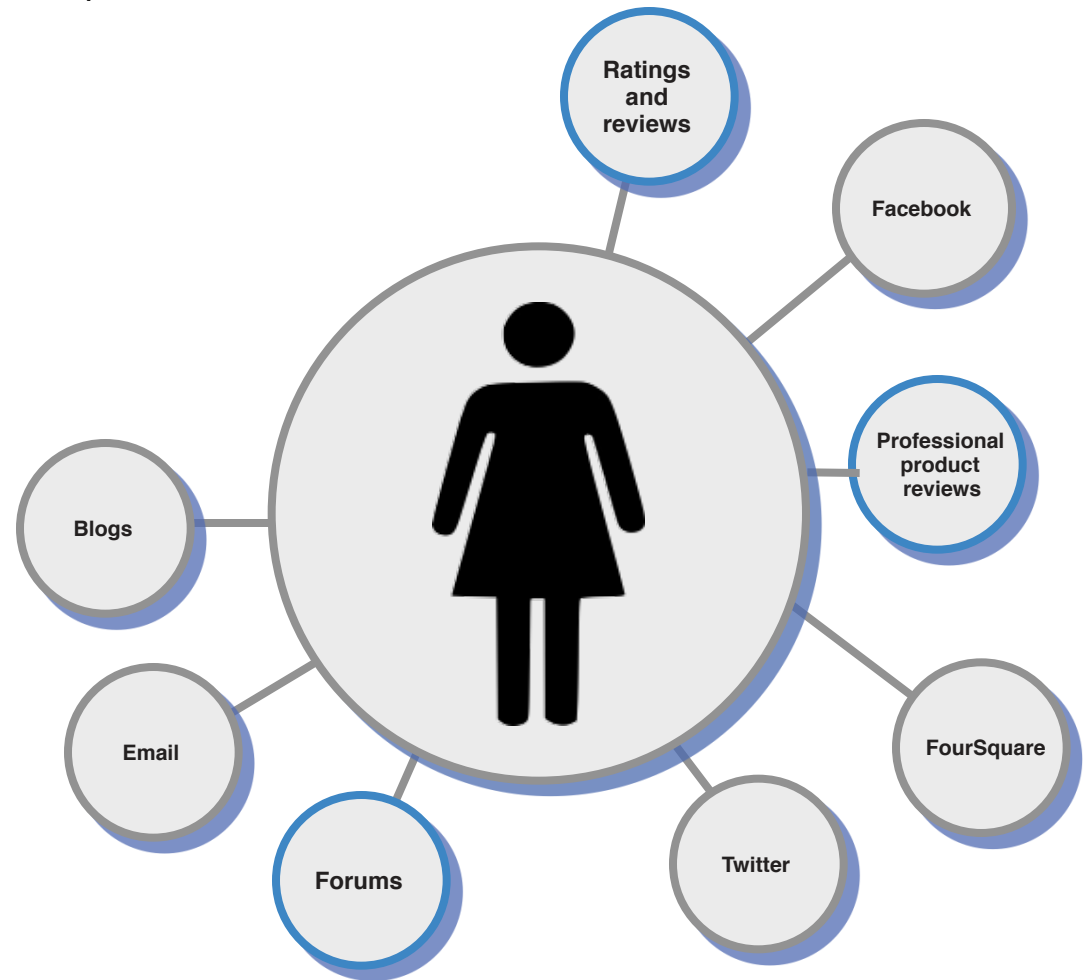
- Restaurant
- Hairdresser
- Plumber
- Fruit stand
- Accountant



# User review Sites: Works for impersonal/big ticket items

When a mass of opinions is important:

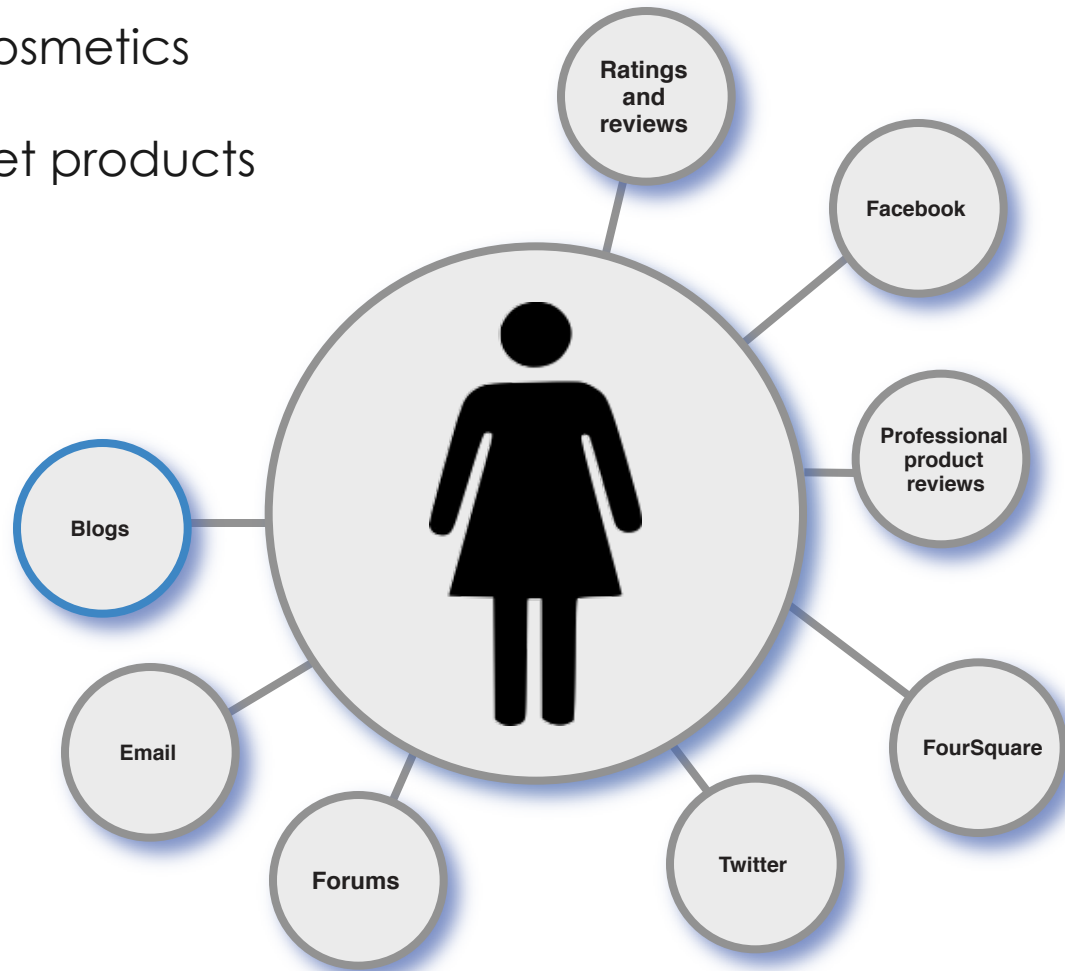
- Insurance
- Vacation destinations
- Gifts
- Software





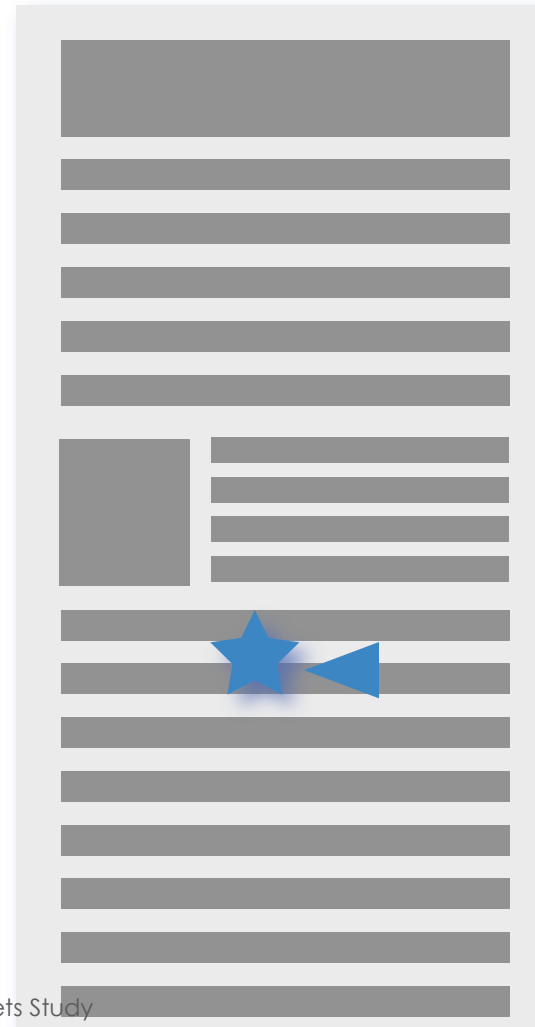
# Blogs: Works for personal items

- Beauty and cosmetics
- Health and diet products
- Clothing
- Media



# Long-form content issue: 'Finding the nugget'

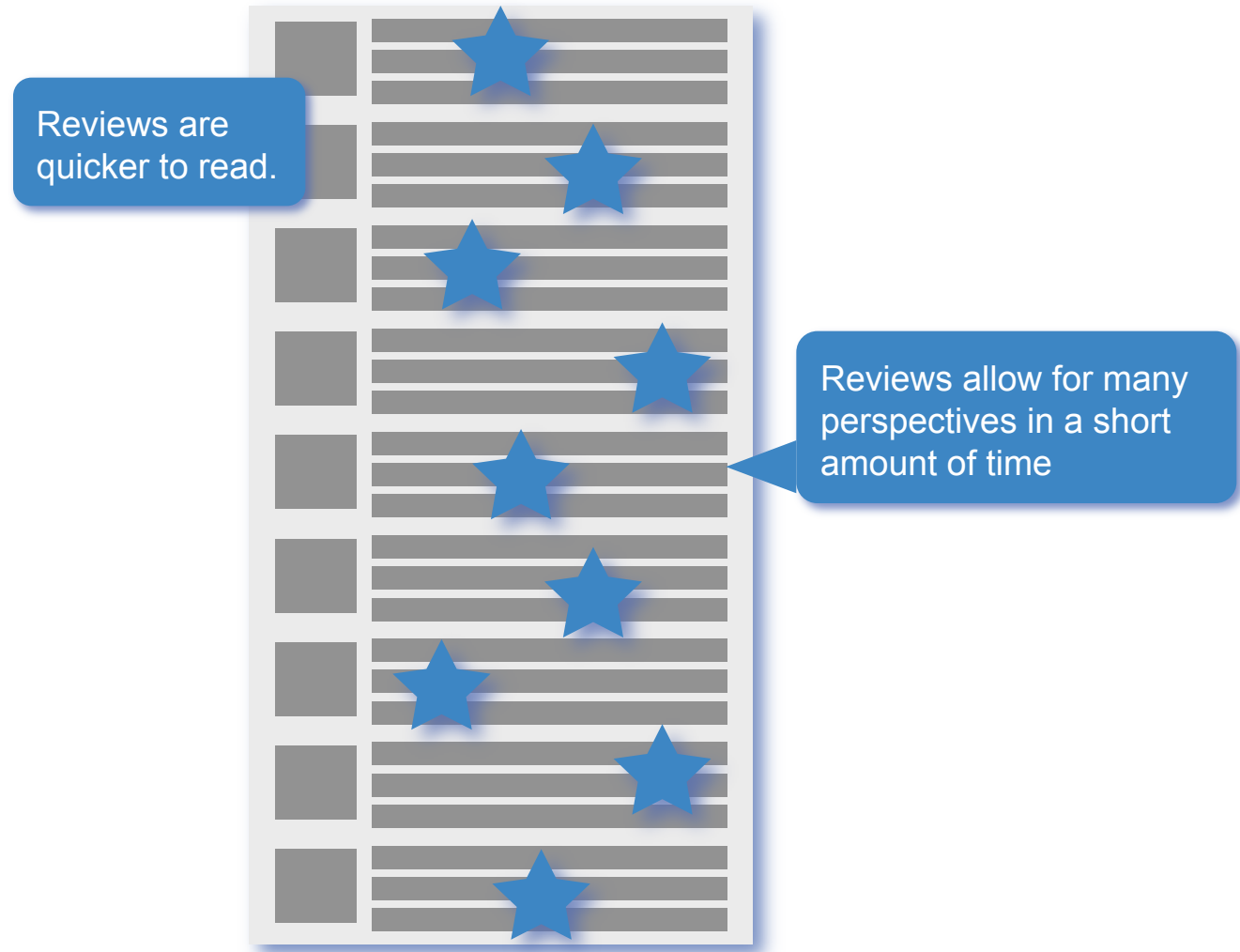
Long-form content provides a lot of \*context\*, but it take time to parse



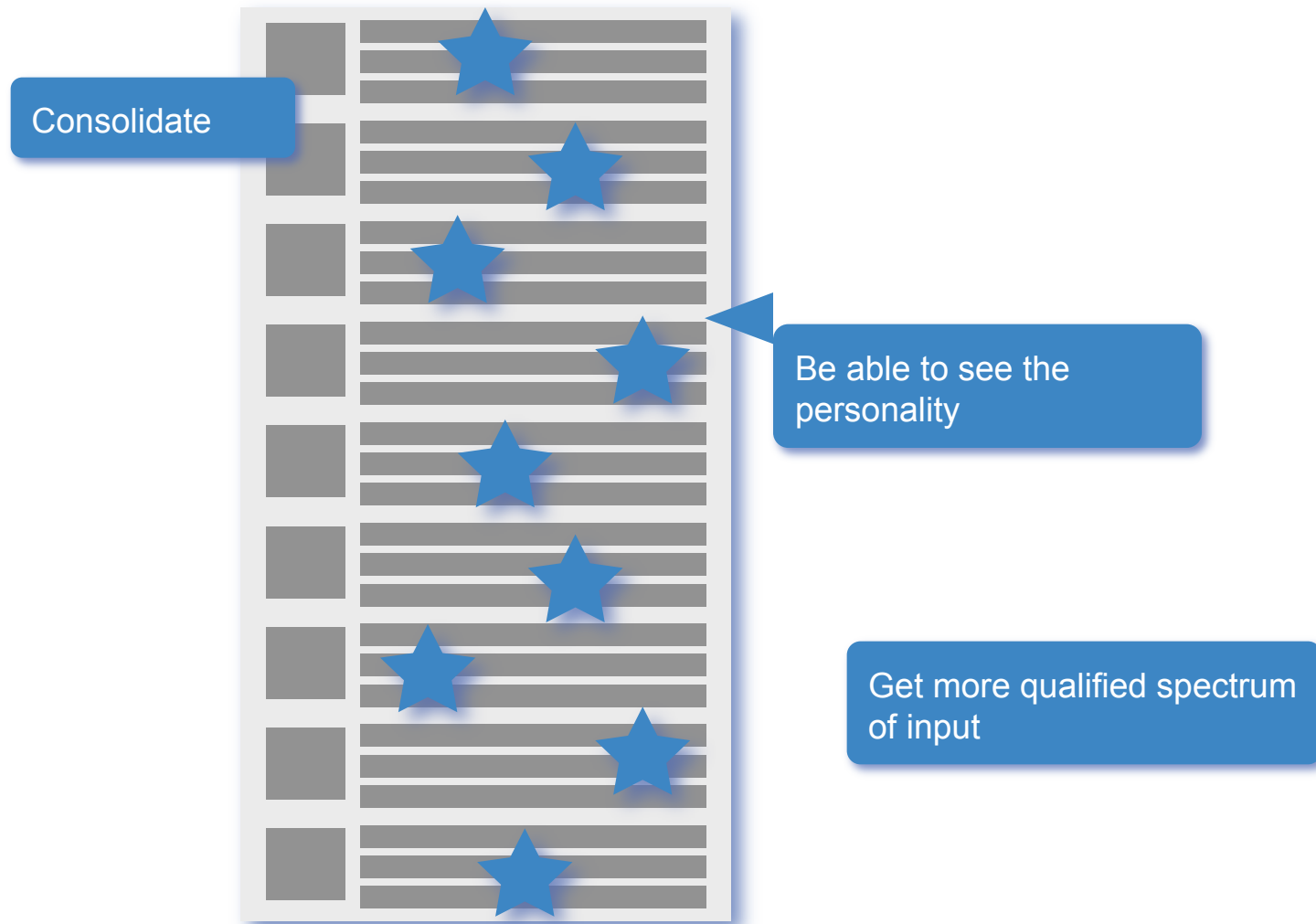
There is only one perspective, and you have to read a lot of text to get to the “good stuff”

# User-generated reviews issue:





## Many short-form reviews in one place



# Take the best from long-form and short-form content to win



# How to market

-  With social media gone mainstream, our motivations to use different tools are diverse
-  Content helps deliver value, not distraction. Content assets deliver **long-term** value
-  Deeper trust drives confidence in our decisions
-  Trust and confidence drives better conversion into action

# Thank You

# Elisa Camahort Page

[elisa@blogher.com](mailto:elisa@blogher.com)

@ElisaC

