

7 key consumer expectations impacting social media success today



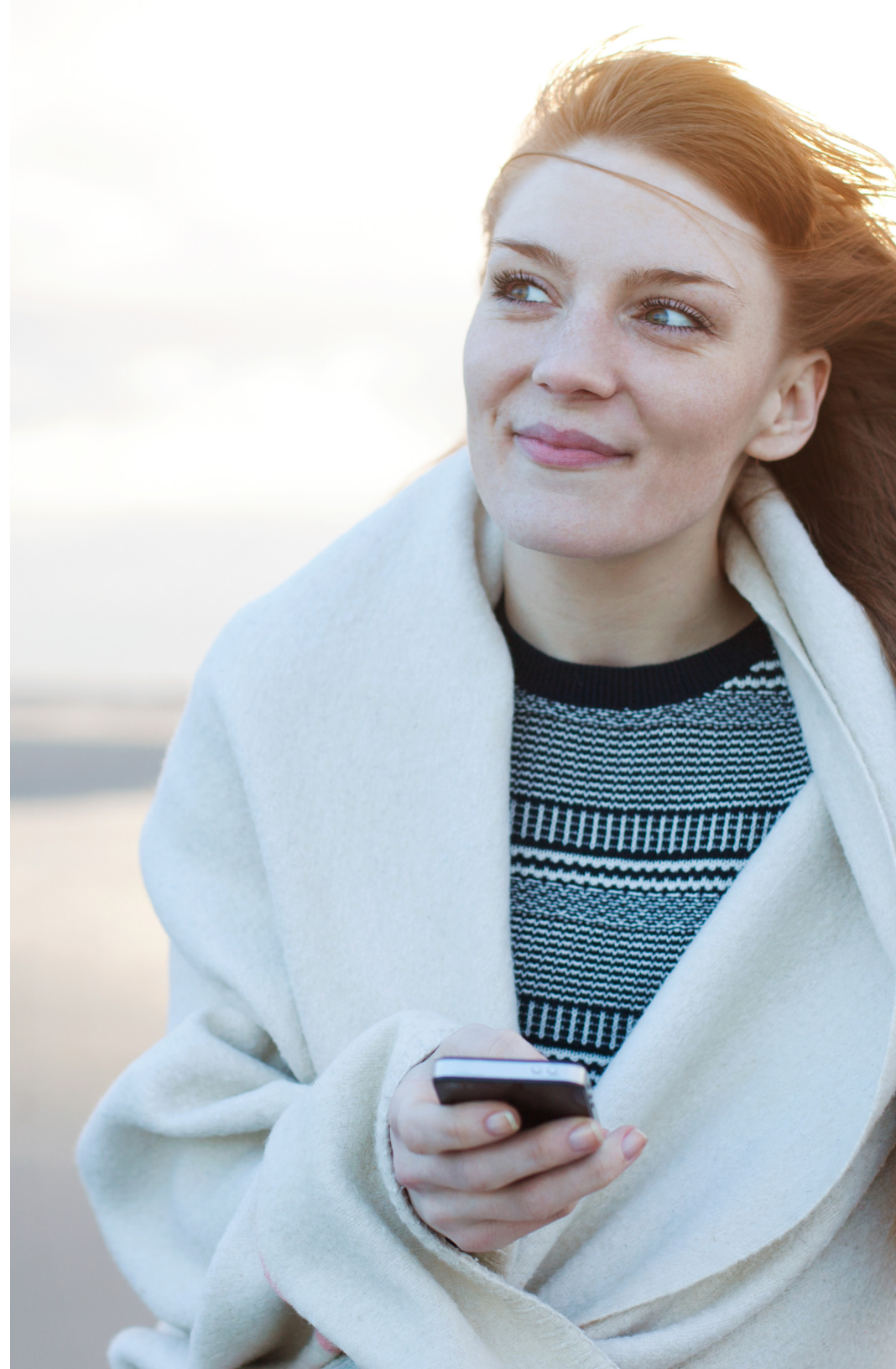
Introduction

More and more, social media is becoming the gateway that allows consumers to become closer to their favorite brands. In an age where consumers have access to more information and options at their fingertips than ever before, being able to forge deeper relationships with audiences – and to be more than just a product or service provider – is critical.

No two consumers are alike. It's time for brands to ditch one-size-fits-all CX strategies, and truly understand what their audiences need and expect from their social media experiences and adapt to them, at every stage of the customer journey, from product research to purchase to service and support.

This report explores what consumers expect from their social media experiences and brand interactions, and also how social media marketers can adapt their strategies to better meet these expectations. It will also highlight any significant differences in consumer expectations across age groups (Gen X vs. Millennials vs. Gen Z).

The findings in this report are based on the results of a November 2021 survey by Harris Interactive commissioned by Emplifi. View the appendix at the end of this report for a complete view of the data referenced.



Methodology and survey info

Emplifi commissioned Harris Interactive to conduct primary research to understand consumer sentiment and expectations around the customer experience.

The survey was conducted online in November 2021, and sampled social media users age 16-55 who are familiar with the concept of customer experience.

Geography	
US	1,064 responses

Are you...	
	US
Male	50%
Female	50%
I identify in some other way	<1%
I prefer not to answer	<1%

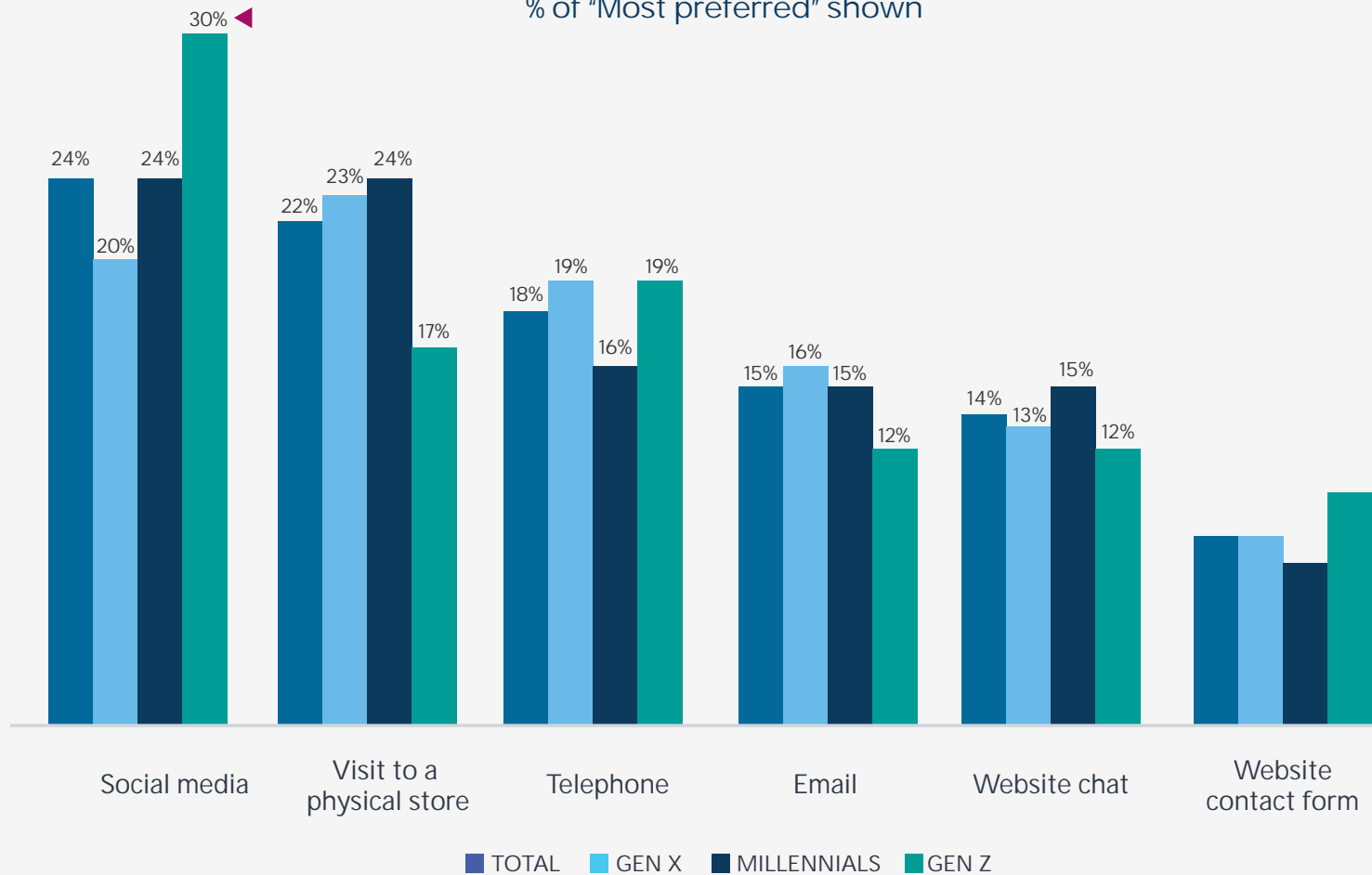
Age	
	US
Gen X (Ages 41-55)	408
Millennials (Ages 25-40)	409
Gen Z (Ages 16-24)	247

Appendix

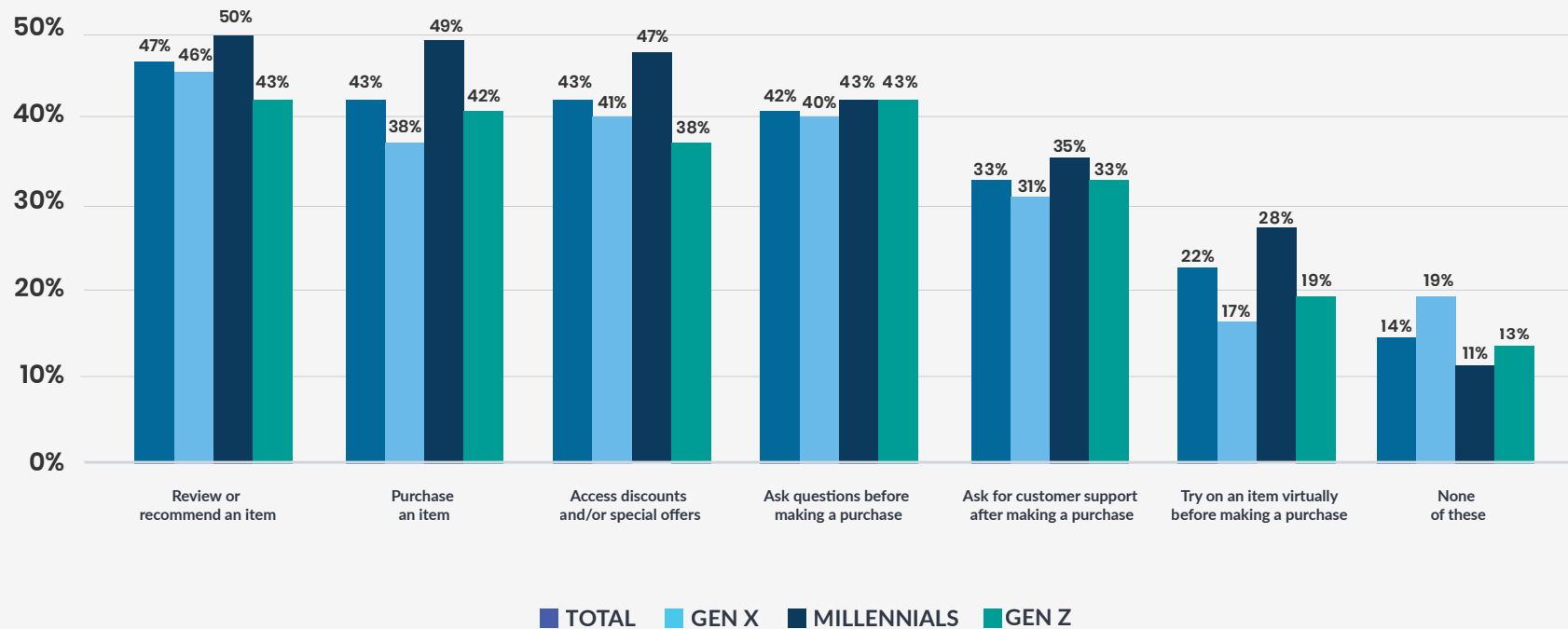


Preference for communicating with brands

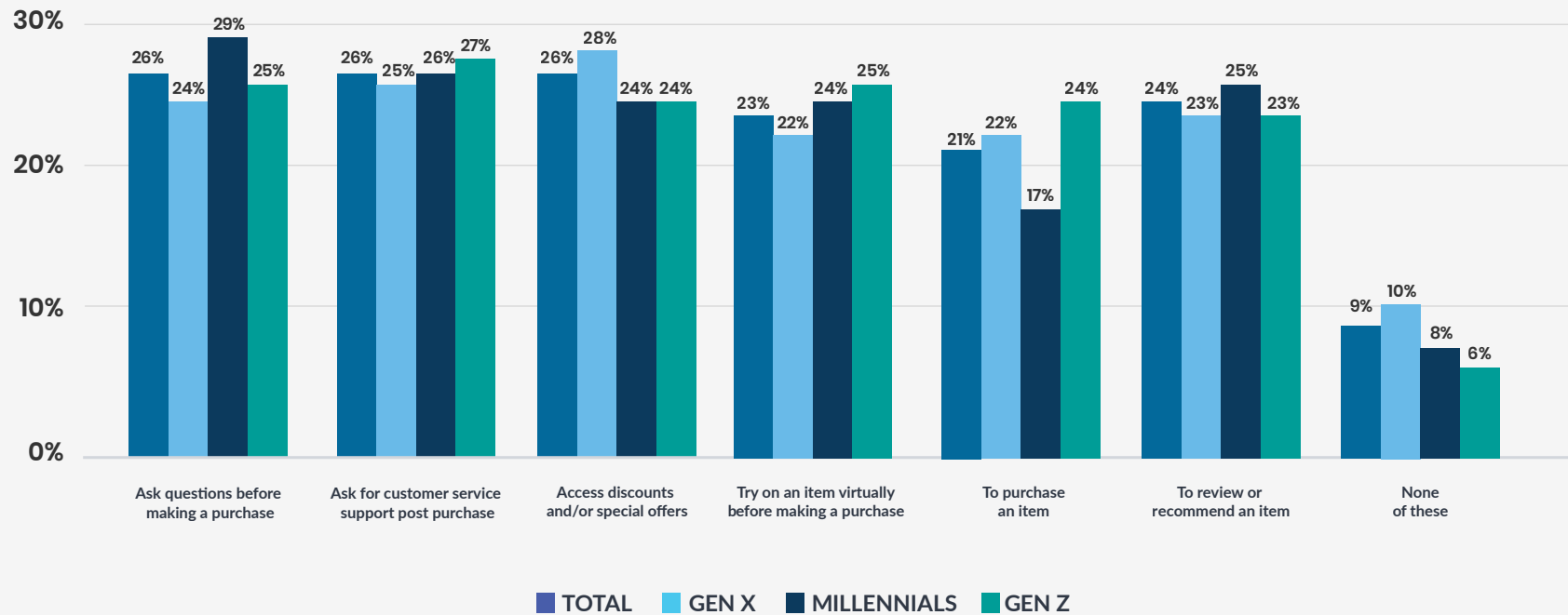
% of "Most preferred" shown



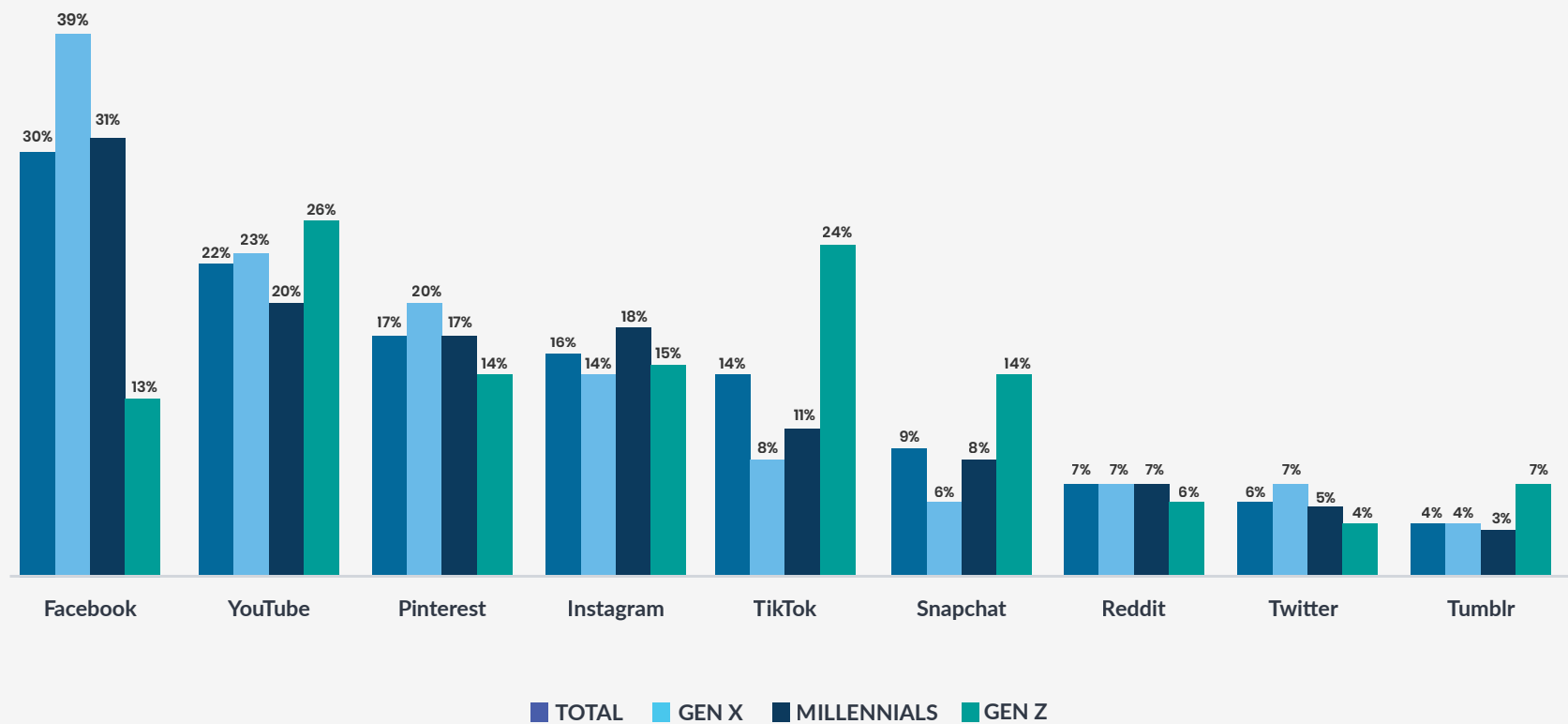
Ways in which consumers currently use social media platforms to engage with brands



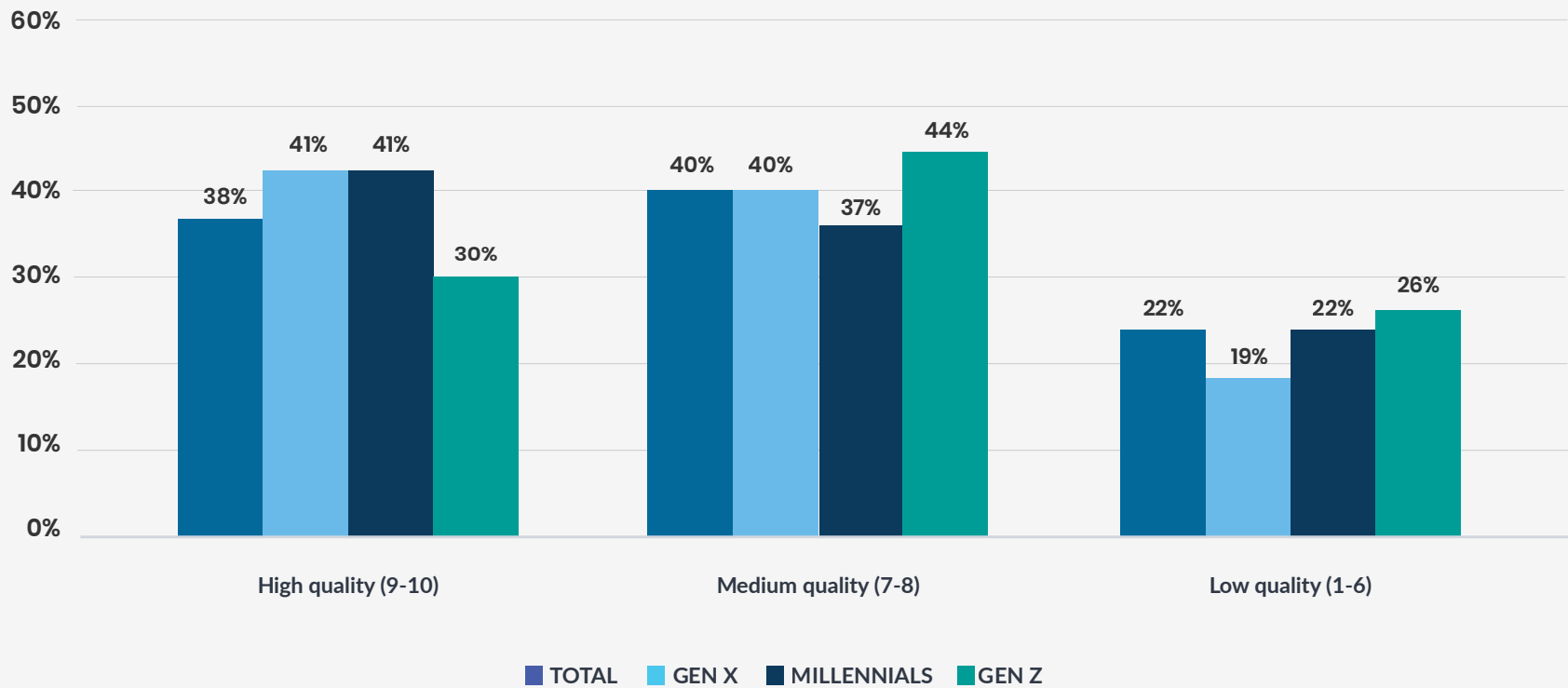
Ways in which consumers would like to use social media platforms to engage with brands (in which they are not doing so currently)



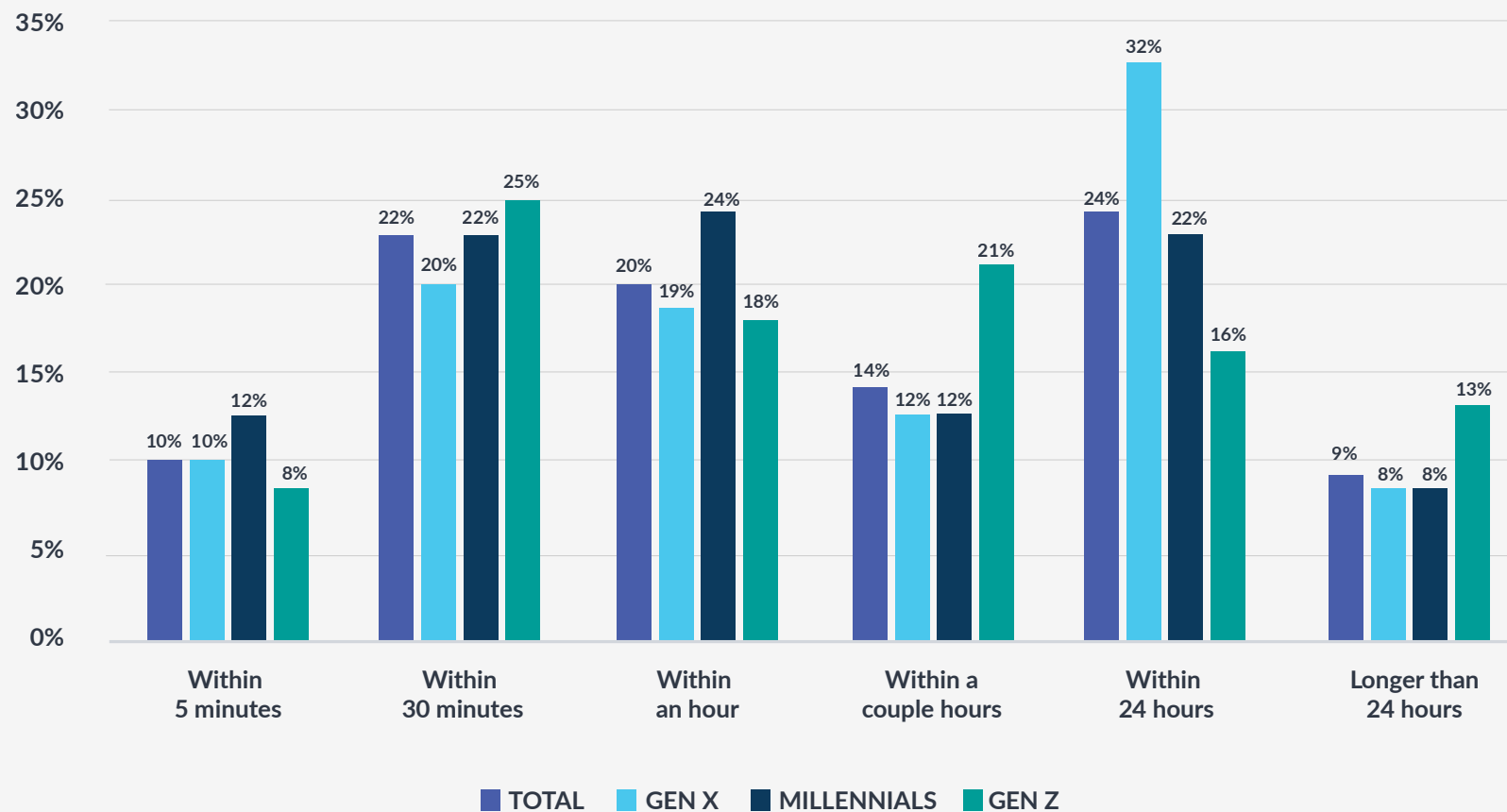
Which of these social media platforms do you get inspiration from for any purchases that you make?



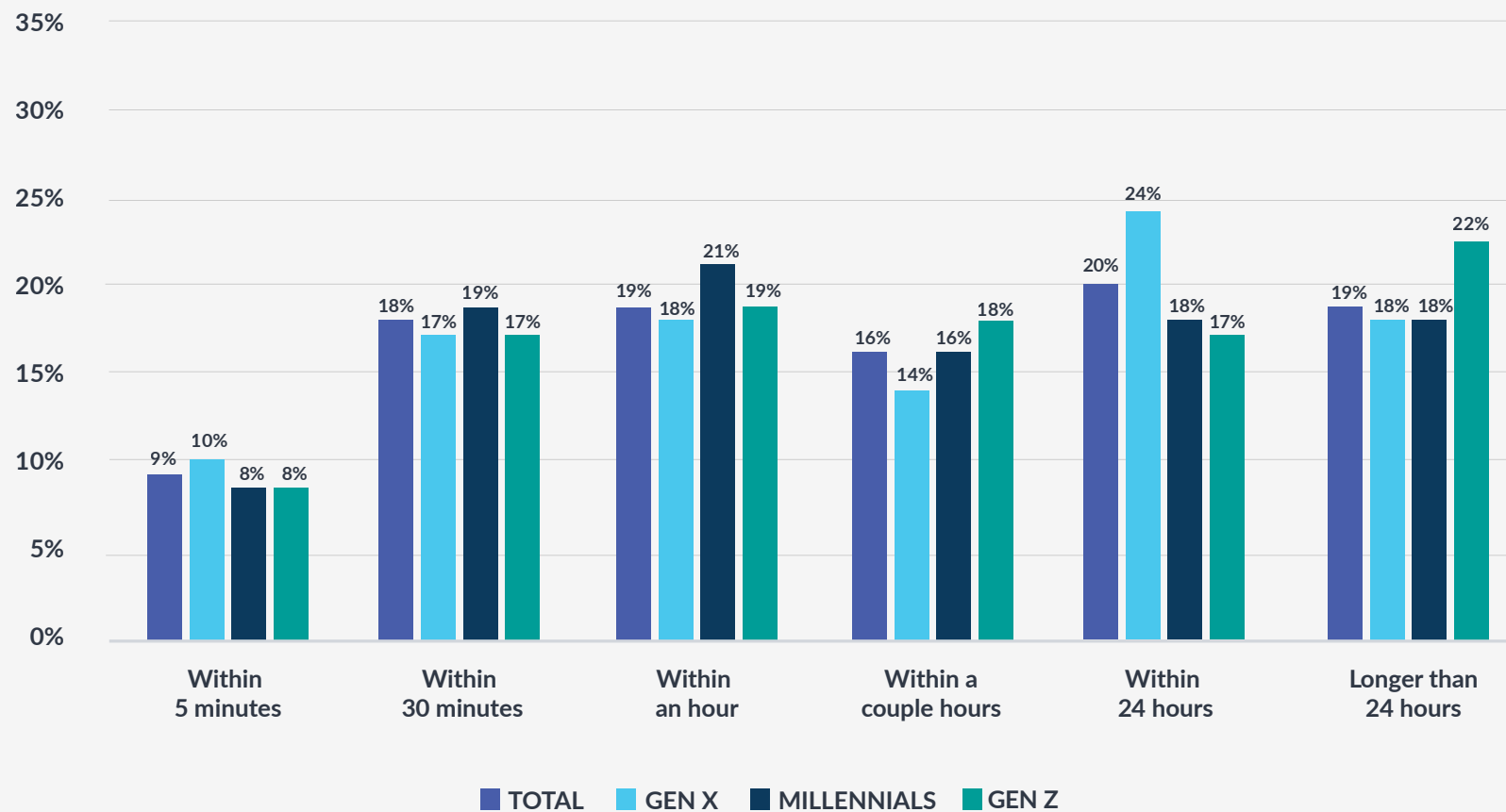
Quality of social media customer service received from brands when making a purchase



How quickly consumers expect a brand to respond to a message posted on one of its digital channels



Typically, how quickly do brands respond to a message posted on one of their digital channels



About Emplifi

Emplifi is the leading unified CX platform that brings marketing, commerce, and care together to help businesses close the customer experience gap. More than 7,000 brands, such as Delta Air Lines, Ford Motor Company, and McDonald's, rely on Emplifi to provide their customers with outstanding experiences at every touchpoint.

For more information, visit emplifi.io

