



After ThumbStopper, Dealers' Social Fan Growth Rate Increases 53%

The Challenge

Oftentimes small retailers and dealerships have little or no budget for a dedicated social media manager. Finding and creating compelling content on a consistent basis puts a burden on sales managers and staff and frequently is one of the last things a retailer thinks about when running day-to-day operations at their store.

On the other hand, social media benefits are well-documented and touted as a way to drive more visibility and more sales for a retailer. Social media allows retailers to talk directly to customers and followers and helps build credibility and top-of-mind awareness; more than 40% of digital consumers use social networks to research new brands or products. A big component of social discovery is letting your consumers know who you are as a business and what you stand for.

And it's not just about putting the posts out there, it's about creating

compelling, visual content that makes consumers stop their scrolling and pay attention. While a great image can be compelling for a social scroller, a great video generates twice the number of clicks. But for a small business, creating great photos or videos for social is oftentimes cost-prohibitive; outsourcing marketing video production costs can range anywhere from \$1,200 for a basic video, to \$50,000 for a premium video.

Between hard costs and time costs, social media content is often neglected by the very businesses that would see the greatest impact for that content.

The Solution



Retailers who onboard with ThumbStopper have high-quality, engaging content automatically fed to their business's social page on a consistent cadence.

Most retailers on ThumbStopper receive product or brand specific assets twice a week, with the brands they sell curating the images or videos, as well as the post text.

The ability for small retailers to rely on their brands to assist them without any need for intervention from the retailer ensures that only the most engaging content is posted by the retailer.

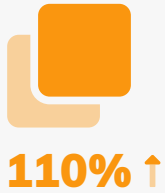
What's more, ThumbStopper's patented AI enables content to be syndicated out to retailers on different times and days, ensuring social algorithms don't penalize the content as spammy or artificial.

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The Results

ThumbStopper analyzed social media insights for a set of small business retailers and looked at their social insights over a six month period immediately before and immediately after implementing ThumbStopper's Brand Manager for their social content syndication.

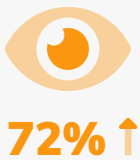
Of the retailers evaluated, here were the results:



Post volume increased by 110%, from an average of 97 posts per period to an average of 202 posts per period

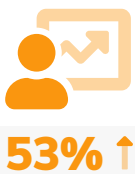
Prior to onboarding with ThumbStopper, the dealers surveyed had an average of 97 posts over a 6 month period. This is likely due the fact that producing social content is time-consuming and costly.

Once on ThumbStopper, these dealers immediately received consistently released, high-quality organic content to their social feeds, upping their post volume to an average of 202 posts over a 6 month period.



Post impressions increased 72%, from an average of 112,318 organic impressions per period to an average of 192,738 organic impressions per period

Social algorithms like Facebook award more organic visibility to pages that post consistently and that post content that gets engagements. Because the surveyed dealers began not only posting more content but also posting native, organic content on a consistent basis, organic post impressions increased period over period.



Fan growth increased by 53%, from a growth rate of 6.4% per period to 9.8% per period

Most notably in the survey, dealers saw a drastic increase in the rate at which they accumulated fans and followers to their pages. In the 6 month period before ThumbStopper, dealers experienced a fan growth rate of 6.4%, on average. In the six month period immediately following, after onboarding with ThumbStopper, dealers saw a growth rate in new fans and followers of 9.8%. The additional fans and followers also contributes to the growth in organic impressions seen by the dealers, period over period.