Social Media Marketing with no money?

John Bell
Blog posts written today: 4,182,368

Sources and methods:
The data on total number of blog posts published every day in the world displayed on Worldometers' counter is based on the latest statistics on worldwide blog activity published by Technorati. A formula based on the current data available, historical trends, and projections is used to estimate the total number of blog posts published every day on the web.

References and useful links
- Technorati - State of the Blogosphere - annual study analyzing the trends and themes of blogging
- Blogging: Statistics and Demographics
<table>
<thead>
<tr>
<th>Rank</th>
<th>Blog Title</th>
<th>Change</th>
<th>Twitter</th>
<th>Facebook</th>
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<td>Nomadic Matt</td>
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<td>Nomad Revelations</td>
<td>+2</td>
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<td>Expert Vagabond</td>
<td>+3</td>
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<td>Y Travel Blog</td>
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<td>Our Awesome Planet</td>
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<td>Pinoy Adventurista</td>
<td>+1</td>
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<td>Young Adventuress</td>
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<td>The Savvy Backpacker</td>
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About Randy Tinseth

Randy Tinseth has been with Boeing for more than 28 years - in a number of areas, including engineering, sales, and marketing. His wide-ranging background gives him a unique perspective on all things Commercial Airplanes.

Appointed vice president, Marketing, for Boeing Commercial Airplanes in April 2007, Randy frequently travels the globe sharing our view of the market and spreading the word about Boeing’s products and services.

A big part of the job involves understanding and communicating market requirements, our market outlook, and supporting market positioning and sales activities. He meets with financial analysts, industry observers, and airline customers, and talks with reporters in the aviation and business news media.
9,000 and counting

The world’s best-selling airplane just reached another impressive milestone. Today, we delivered the 9,000th 737.

The 9000th 737 is delivered to China United.

The airplane, a 737-800, is going to China United and we were excited to celebrate with them at Boeing Field.
Randys’ Journal
created in 2005 to expand conversations on the internet.
Corporate blogging at its best created
Four million hits and
2.5 million unique visitors
The sky is falling on print newspapers faster than you think

Last October, a McKinsey report declared, “We believe that many of the people likely to abandon print newspapers and print consumer magazines have already done so…. We believe most of this core audience—households that have retained their print subscriptions despite having access to broadband—will continue to do so for now, effectively putting a floor on the print markets.”

Wow. Just because of inertia? Is the only medium-term threat to print the fact that most of its current audience will gradually die over the next 30 years? That would be great news, especially because nearly all newspapers...
Total Market

95% of GB adults 15+ consume newsbrands & magazines across Print, PC & Mobile
digital delivers a +33.6% incremental increase to print readership across newsbrands

Download Slide

Latest Results

NRS Print Results
NRS PADD Results
Titles at a Glance
Facts and figures
- Newsbrands
- Total Market
- Magazines
More than 9 in 10 adults in Great Britain consume a newsbrand or magazine brand either in print or digitally. 81% of GB adults 15+ read a print newspaper or magazine and 75% consume newsbrand or magazine brand content via their PC or mobile device.
DIGITAL INCREMENTAL* | NEWSBRANDS & MAGAZINES

digital delivers...

+16.5% incremental increase to print readership across newsbrands & magazine brands

+33.6% incremental increase to print readership across newsbrands

+21.4% incremental increase to print readership across magazine brands

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet

The National Readership Survey was established in 1996 and today provides the most authoritative and valued audience research in use for print & digital advertising trading in the UK.

The survey covers over 250 of Britain's major newsbrands and magazines, showing the size and nature of the audiences they achieve.

MORE INFORMATION
Publishers Audience Measurement Company,
7/8 Market Place, London W1W 8AG
Tel +44 (0)20 7637 9822 www.nrs.co.uk
Topline Results

Click here for overall Total Market slides

Adults 15+

Daily Mail/The Mail on Sunday

Daily

Daily Mail/The Mail on Sunday

Publication frequency: Daily / Sunday
Website: dailymail.co.uk

Print & PC Net Reach

5455

net reach of the brand across Print & PC (de-duplicated)
Figure represents thousands.
Print

3765
readers of the print title (but could visit the website via PC)
Figure represents thousands.

PC

1918
visitors to the website via PC or Laptop (but could also read the print title)
Figure represents thousands.

PC Only

1690
visitors to the website only (and do not read the print title).
Figure represents thousands.

Increase with PC

+44.9%
percentage readership increase to the print title when PC visitors are included
Topline Results

Click here for overall Total Market slides

- Adults 15+
- The Guardian/The Observer
- Daily

The Guardian/The Observer

Publication frequency: Daily / Sunday
Website: theguardian.com

Print & PC Net Reach

Figure represents thousands.
Print

- 861 readers of the print title (but could visit the website via PC)

Figure represents thousands.

PC

- 1525 visitors to the website via PC or Laptop (but could also read the print title)

Figure represents thousands.

PC Only

- 1408 visitors to the website only (and do not read the print title).

Figure represents thousands.

Increase with PC

- +163.5% percentage readership increase to the print title when PC visitors are included