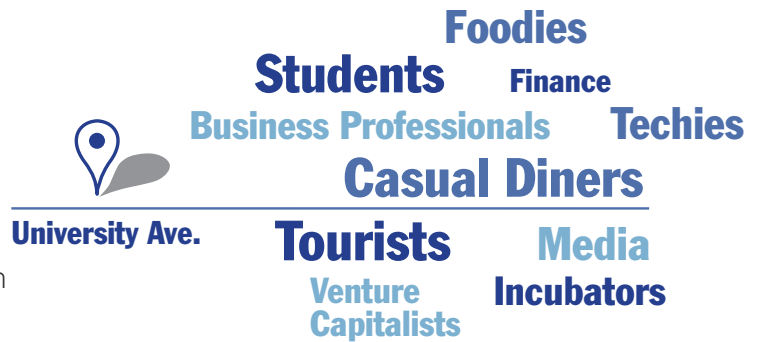


UNIVERSITY AVE PROJECT

How social media is being used in the epicenter of technology

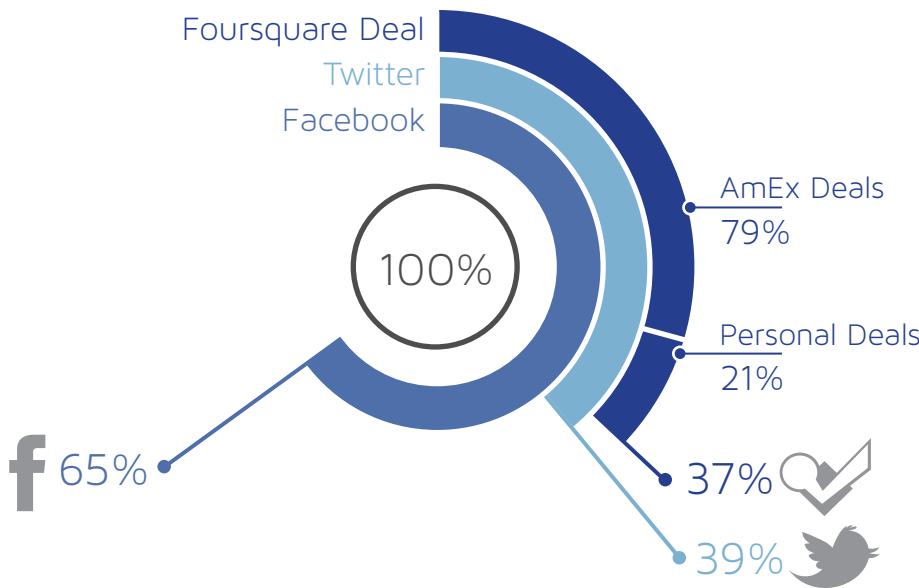
WHY UNIVERSITY AVE?

Downtown Palo Alto is the epicenter of technology—the country’s most tech-savvy clientele flocks to the many restaurants, bars and cafes on University Avenue; and at the same time social media start ups use the merchants to launch their new products. So in this bubble within the Silicon Valley bubble what is really working?



BIG IS BEST

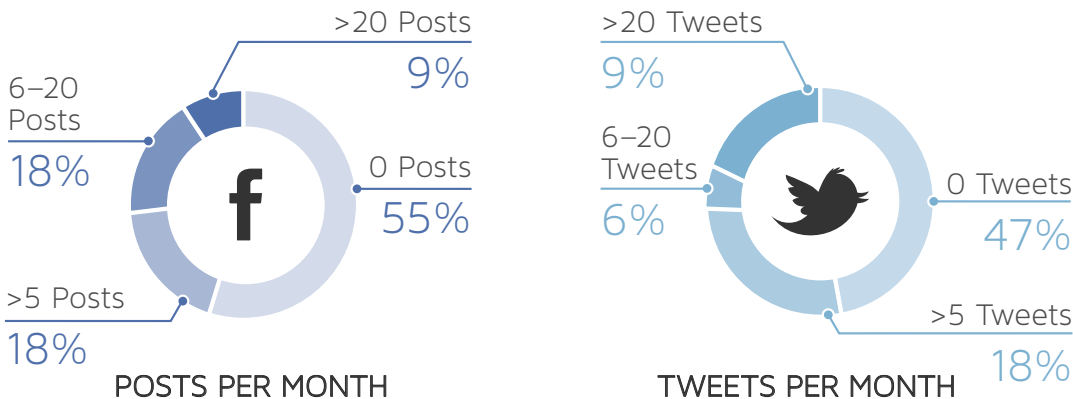
% OF MERCHANTS USING MAJOR SOCIAL MEDIA NETWORKS



Only the big social networks are being used. The smaller, more specific ones are getting lost in the noise.

MERCHANT ENGAGEMENT IS LOW

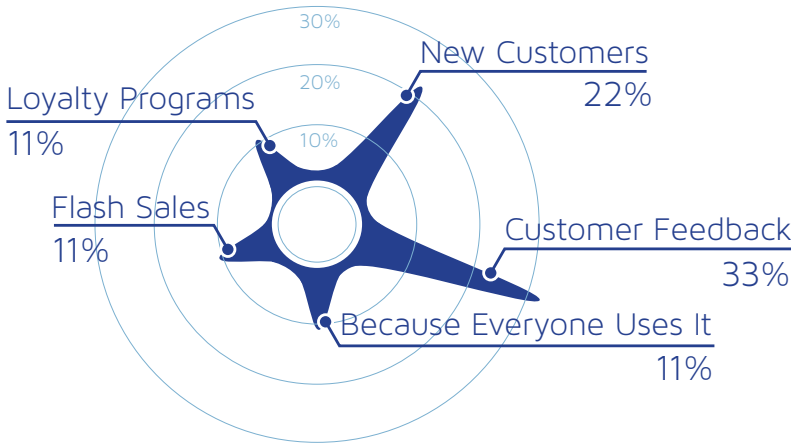
AVERAGE MONTHLY POSTS & TWEETS BY MERCHANTS



Few merchants take advantage of social media by regularly posting and tweeting.

NO CLEAR OBJECTIVE FOR USAGE

% OF EACH USAGE GOAL AS REPORTED BY MERCHANTS



Most merchants don't know how to use social media to drive traffic and loyalty.

PINCHED FOR TIME

TIME MERCHANTS SPEND MANAGING SOCIAL MEDIA



Average Time Spent
1.75 hr/wk

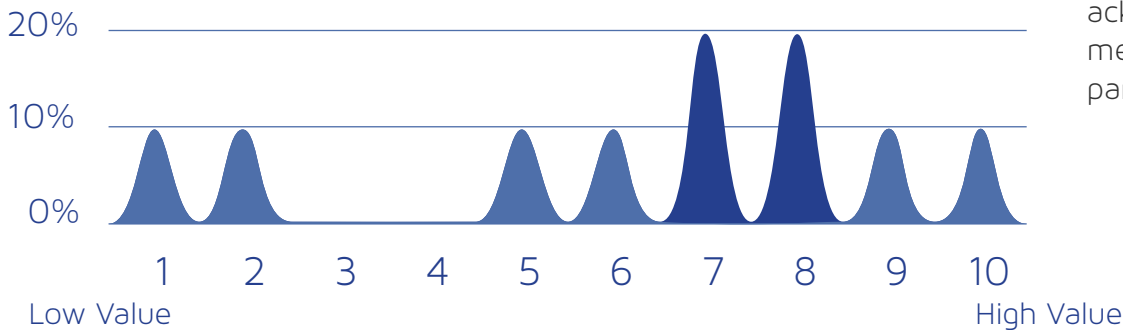
Additional Time Ideally Spent
1.5 hr/wk

Total Time Ideally Spent
3.25 hr/wk

Merchants who use social media would like to double the time they spend managing it.

RELEVANCE IS EVIDENT

% OF SOCIAL MEDIA VALUE RANKINGS ON A SCALE OF 1-10



Most merchants acknowledge that social media is an important part of business.

THE BOTTOM LINE

University Avenue merchants don't really understand social media but know it's important. Education is the key to adoption.

