Are Twitter Followers Better Than Facebook Fans?

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Twitter more likely to induce advocacy and future purchases

Marketers looking to push out the most effective messages to opt-in recipients must understand how audiences differ across channels and what causes them to connect with brands. Marketing venues that seem similar may differ strongly if their users have different needs and motivations.

According to the final edition of ExactTargetâ€™s â€œSubscribers, Fans and Followersâ€• report, the differences between emai Facebook and Twitter also include their influence on customer loyalty.

Daily Twitter users who followed a brand were more than twice as likely as daily Facebook users who â€œlikedâ€• a brand to say they were more likely to purchase from the brand after becoming a social media follower.

Whatâ€™s more, Facebook fans were the most likely group to actively disagree with the question.

Subscribers to opt-in marketing emails fell in the middle.

The pattern among Twitter followers, email subscribers and Facebook fans was similar when asked about whether they would recommend a brand.

A third of Twitter followers said they were more apt to make a recommendation now that they followed a brand, compared with 24% of email subscribers and 21% of Facebook fans.

Again, those who â€œlikedâ€• a brand on Facebook were most likely to actively disagree with the statement.

A February 2010 survey by Chadwick Martin Bailey also found that Twitter followers were more likely than Facebook fans to say they had an increased chance of buying or recommending the brands they connected with in social media.

These factors make Twitter followers attractive to marketers, but as the ExactTarget report notes, because of Twitterâ€™s much smaller user base just 3% of US internet users follow a brand through the microblogging service.

Those who do follow brands on Twitter are likely to be influencers in general, while Facebook users are more like the average consumer.

And since Facebook users often become brand fans on the site because they are already fans in real life and want to use the brand as part of their self-image, it may be more difficult for them to actually increase their spending or advocate for the brand more than they did before â€œliking.â€•

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