Amazon Tops Social Media Growth Table After The Biggest Follower Increase Since 2010

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Pure play retailing giant Amazon has seen the biggest growth to their UK Facebook follower numbers in the past three months, according to the latest Social Media Benchmark results from eDigitalResearch.

The study found that through a variety of sponsored stories, promoted social media links and high profile product launch, Amazon have managed to add almost 1.5 million followers to its UK Facebook account in the past three months, a growth figure higher than any other retailer has managed to achieve in the benchmarkâ€™s history.

The data was collected during an integral time for retailers using social media, after Facebook began stripping â€˜fakeâ€™ likes from branded company pages. However, this action appears to have had little or no impact on the Social Media Benchmark league table, with top of the table Topshop inching ever closer to 3million likes.

The study also measured retailers presence on a number of different social media platforms, including Google+. The results show that both All Saints and ASOS have managed to break the 1million follower barrier on the site within the past three months, suggesting that Google+ users are more likely to engage with retailers than on other social media platforms. For example, retailers at the top of the Twitter league table are a far stretch from reaching these sort of follower numbers.

The very first Pinterest league table found that fashion retailers and department stores dominate the Top 20, with Topman claiming the number one spot with over double the amount of followers than anyone else.

Derek Eccleston, Head of Research, at eDigitalResearch, comments,
â€œThe use of social media by consumers shows no signs of slowing down. With the introduction of Facebookâ€™s marketplac and integration of the â€˜wantâ€™ button, itâ€™s likely that more and more people will use social media sites to interact with bra Our Social Media Benchmark shows that, with the right strategy, brands are able to engage with social media followers and help to increase brand advocacy. It is therefore important that retailers and brands take the time to truly understand social media audiences and ensure that they give them exactly what it is that they wantâ€•.

Once again, the study also found that retailers are still neglecting their social media sites during weekend periods. Retailer social media use across 2012 shows that Wednesdayâ€™s and Fridayâ€™s are the most popular dayâ€™s to post con although this must be tied up and integrated with the brands overall marketing schedule and strategy.

To download a copy of the Social Media Benchmark, please complete the following short registration survey .

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