

Content Marketing Goof: Posting a 'Story' When Consumers Want a Coupon

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Marketers produce loads of different content types for social media, but are their posts in line with their consumers' preferences?

A May 2018 survey conducted by [Survata](#) for [Sprout Social](#) found that social media marketers aren't prioritizing the types of content that consumers want. And what consumers are most likely to want—not surprisingly—is value.

The Survata survey found that marketers prioritize posts that tell a story (58%), whereas only about one-third (37%) of internet users said they wanted to see that type of content.

Meanwhile, consumers reported wanting to see posts on potential savings as they scroll through their news feeds. In fact, 72% said they want posts about discounts and deals, yet just 18% of marketers said they prioritize that kind of content.

Social Media Priorities According to Social Media Marketers in North America vs. What Internet Users* in North America Want to See on Social Media, May 2018

% of respondents

	Social media marketers	Internet users*
Posts that teach something	61%	59%
Posts that tell a story	58%	37%
Posts that inspire	53%	49%
Posts that announce what is happening at a company	51%	41%
Posts that entertain	47%	56%
Posts that showcase new products or services	46%	60%
Posts that showcase a company's personality	44%	23%
Posts that showcase a company's employees	24%	13%
Discounts or sales	18%	72%
Posts that are partnerships with influencers	16%	12%

Note: *ages 18-64

Source: Sprout Social, "Sprout Social Index 2018," June 5, 2018

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There is a sweet spot, though: how-to content. Consumers and marketers were about equally likely to value "posts that teach something."

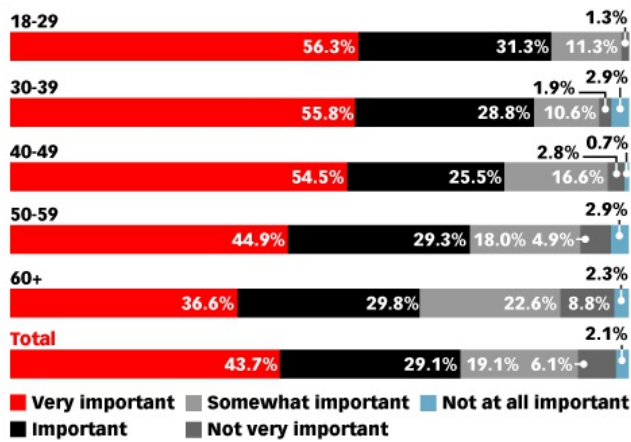
Surprisingly, marketers were unlikely to prioritize posts tied to influencers. And, equally surprisingly, consumers were similarly unenthusiastic.

It's difficult to overestimate the value that consumers place on discounts, however much brands may resist them.

According to the eMarketer Ecommerce Insights Survey conducted in May by [Bizrate Insights](#), nearly three-quarters of internet users consider discounts or coupons important or very important in making a digital purchase decisions—and younger consumers are the most likely to place a higher value on the offers.

Importance of Discounts/Coupons to Their Overall Digital Purchase Decisions According to US Internet Users, by Age, July 2018

% of respondents



Note: numbers may not add up to 100% due to rounding
 Source: "The eMarketer Ecommerce Insights Report" conducted in May 2018 by Bizrate Insights, July 3, 2018

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