

How savvy women turn social media into sales with the power of TPJ!



What is it about women that makes them the leaders in almost all of social media? Can it be their numbers or is it their temporo-parietal junction (TPJ)?

Here's where women rule over men by the numbers in social media.

- 76% women to 66% men on Facebook
- 54% women to 46% men on Tumblr.
- 33% women to 8% men on Pinterest
- 20% women to 15% men on Instragram

The key difference appears to be these social media sites incorporate a higher use of visual imagery along with text than Twitter (18% women

to 17% men) and LinkedIn (19% women to 24% men.). [Note: Twitter is adding an image feature.]

Are visual images enough to explain the higher use of social media by women?

Recent brain imaging research at UCLA indicates that when an individual's Temporo-Parietal Junction (TPJ) is activated by something, thoughts of sharing and who to share it with occur even if it may not be of interest to the individual. The greater the activation – the greater the inclination to share.

Why would women be more inclined to have their Temporo-Parietal Junction (TPJ) activated for social media sharing?

I think the answer is rather straight forward. Women are more inclined to share than men.

Women come from a long tradition of sharing with other women beginning with child-rearing, homemaking, recipes, remedies, and relationships. This long accepted interaction with other women might just be what's making their brains' temporo-parietal junction to have greater activation and more of an inclination to share a variety of information. And, social media by extension is an easy and accessible means of sharing.

By comparison, it isn't that men haven't had their own tradition of sharing. Their sharing has been more of control, secretive or one of earning the right to know as their concerns have focused on competition, protection and survival. In terms of today's social media, men are more inclined to keep their sharing to news and sports.

Here's how savvy women turn social media into sales –

Go to where social media is most likely to be accessed from

- 60% of social media is occurring on mobile devices and tablets
- 46% of women (men 43%) mobile devices
- 32% of women (men 20%) tablets

Find out where the best social media sales are coming from

- Pinterest generates 4x Twitter (per click) revenue and beats Facebook by 27%

Promote a brand (product/service) in social media growth areas

- in the last 12 months Instagram, Pinterest and Tumblr. have gained 10 million new users

Create a brand with a marketing strategy for TPJ sharing

- by 2016 \$327 billion will be spent online by shoppers (62% increase from 2011), Forrester Research Inc.
- women make 61% more purchases on line than men
- on a monthly basis, 30% more text messages are sent and received by women than men. (Nielsen 2010 data. Worldwide)

Use a proven social media tool that works

- **click on this link Pinterest Infographic to find out how you can rev up your temporo-parietal junction**

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Resources:

<http://www.internetretailer.com/2012/02/27/e-retail-spending-increase-45-2016>

<http://smallbusiness.foxbusiness.com/biz-on-main/2012/01/04/if-want-to-sell-online-target-women/>

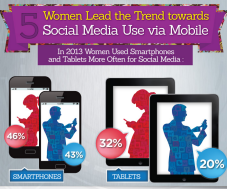
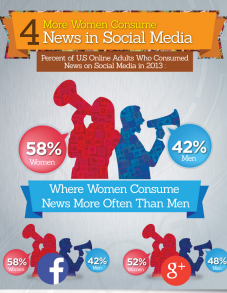
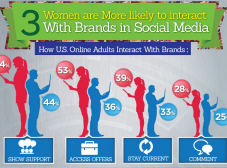
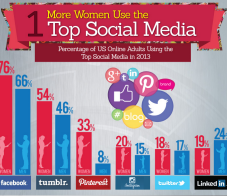
<http://newsroom.ucla.edu/portal/ucla/how-the-brain-creates-buzz-247204.aspx>

<http://mashable.com/2013/07/08/brain-science-social-media/>

Why Women Are The Real Power Behind Social Media

Women Use Social Media More Often And in More Ways Than Men

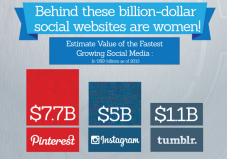
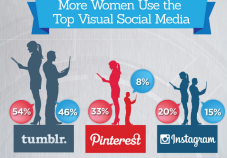
From photos and news sharing to brand interaction, women lead the way.



6 And They Drive the Growth of the 'Visual Web'

10M users!

Instagram, Pinterest, and Tumblr have gained ten million new users over the past 12 months, making them the fastest growing social media.



Will Social Media Become Girl Territory Soon?

References:
 1) Internet Project, Pew Research Center
 2) Journalism Project, Pew Research Center
 3) Expanding the Conversation, Brand Media
 4) The Social Media Report, Nielsen

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