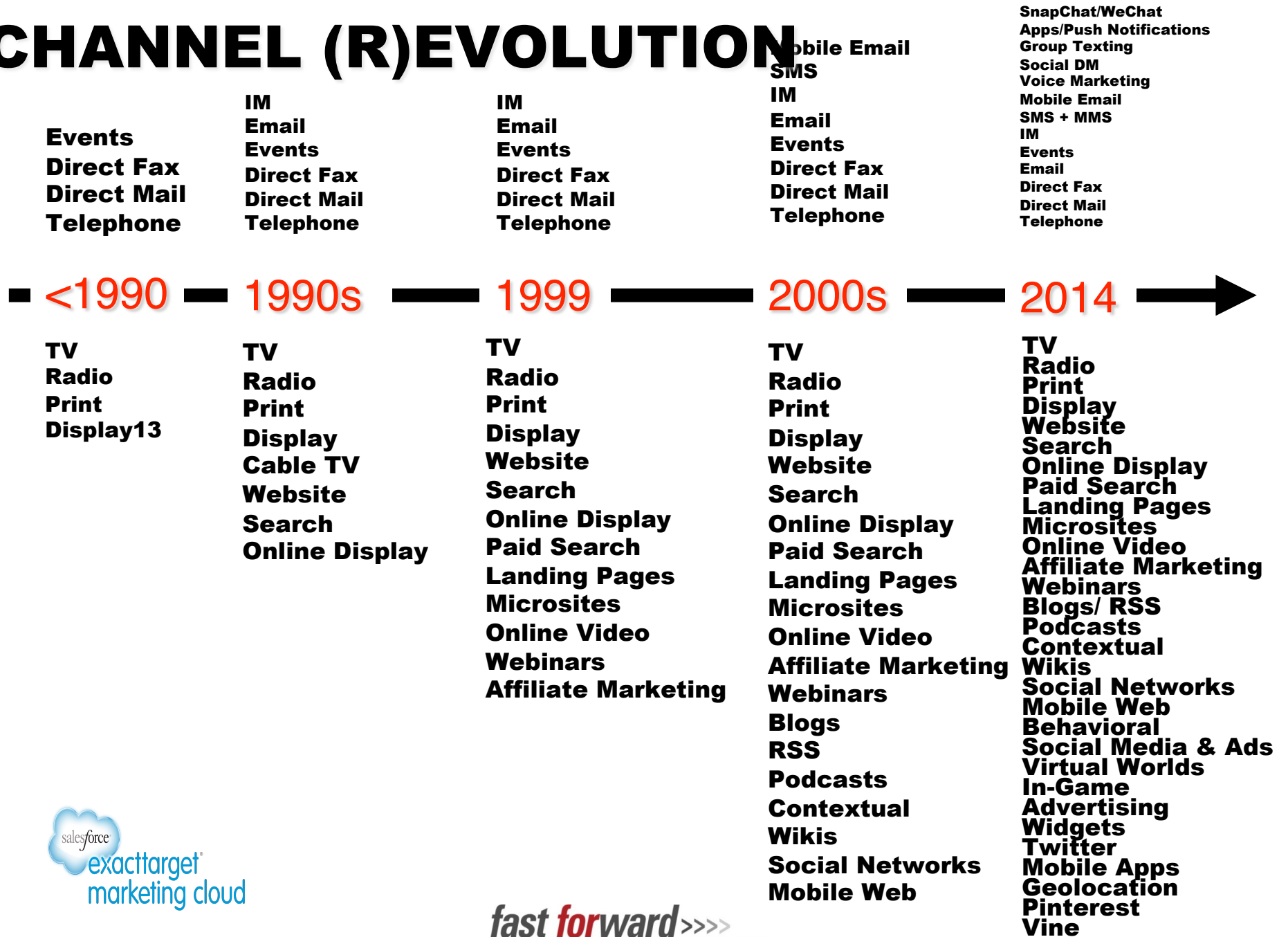


fast forward >>>>

Fast Track. Forward Thinking. Focused On Results.

www.4wardfast.com

CHANNEL (R)EVOLUTION



fast forward >>>>

Fast Track. Forward Thinking. Focused On Results.



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE



70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND



560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY



1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH 925,000

NEW USERS
EVERY DAY



400
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**



79% OF USERS
ARE 35
OR OLDER

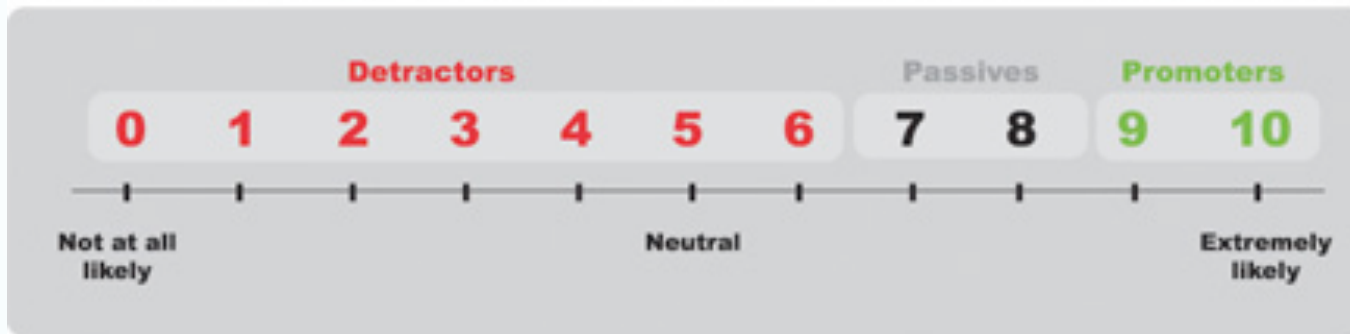


240
MILLION
ACTIVE USERS

Net-Promoter Score

Will You Recommend Us to Others?

How likely are you to recommend to a colleague or friend?



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$



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