



With Consumers Highly Engaged, Are Brands Listening?

THE SPROUT SOCIAL LATIN AMERICA INDEX

Q1 2016



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Latin America Edges out the Rest of the World in Social Responsiveness

When it comes to social media, Latin America shines—outperforming the rest of the world in a number of ways. To start, Latin American brands receive far more inbound social messages than the rest of the world (at 5,444 vs. 2,747). Yet in spite of having twice as many messages to manage—a sign that consumers are highly engaged—Latin American brands are also better at responding (at a rate of 12% vs. 10.7%).

At the same time, Latin American brands are a bit less balanced in their approach to sending out promotional updates vs. replies (at a ratio of 4:1 vs. 3.2:1). Latin American brands also take a bit longer to respond (12 hours on average vs. the world's 11).

Key Social Metrics for Latin America

Q1 2016

5,444

INBOUND
MESSAGES

(World Avg. = 2,747)

11.8%

RESPONSE
RATE

(World Avg. = 10.7%)

12 hrs

RESPONSE
TIME

(World Avg. = 11)

4.0

POSTS PER
REPLIES

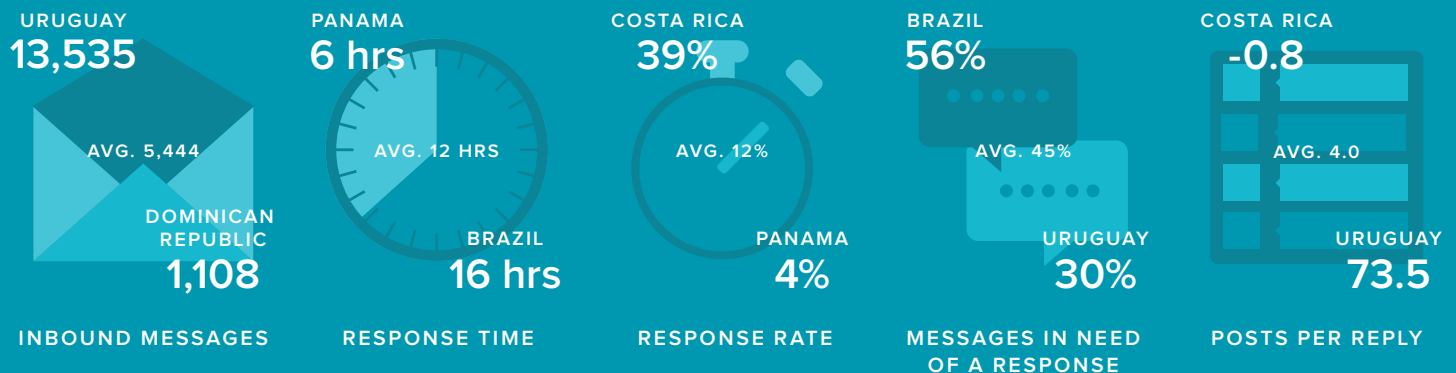
(World Avg. = 3.2)

Social Standouts (for Better or for Worse)

So who's driving up these numbers—and who's dragging them down? Let's take a look across industries and countries.

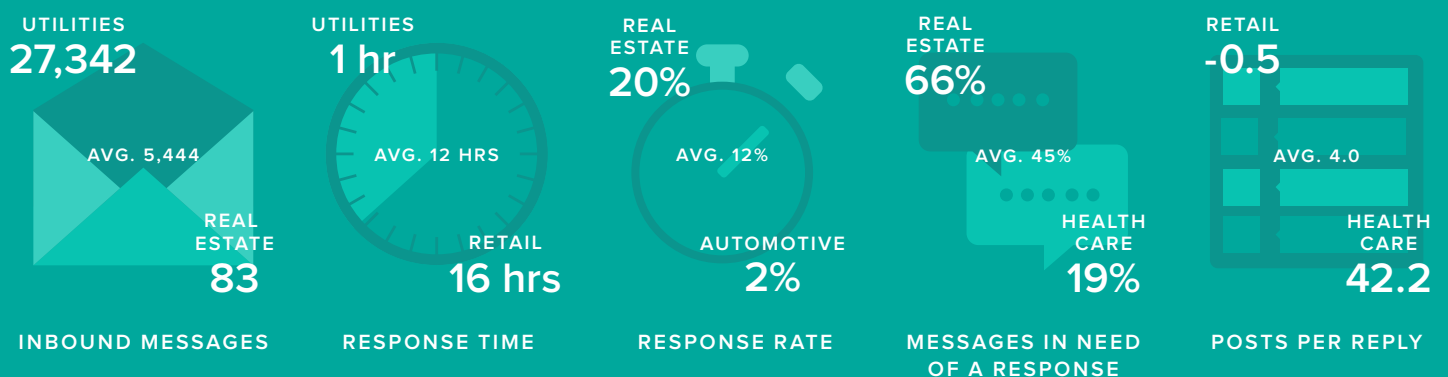
Stats by Country

Q1 2016



Stats by Industry

Q1 2016



National Nuances

There is a lot to learn from taking a deeper dive into several key Latin American markets. We've called out a few below based on what caught our attention in analyzing the data this quarter.

Argentina

In Argentina, the marketing and advertising industry receives the highest volume of social messages (62% of which requires a response). Yet in spite of this high consumer engagement, marketing and advertising brands respond just 10% of the time—while pumping out 5 promotional posts for every 1 reply.

Brazil

Similar to Argentina, the marketing and advertising industry in Brazil is falling behind. Last quarter, brands in this category responded to just 2% of their customers. What's worse, these customers had to wait about 20 hours to get a response.

Chile

In Chile, marketing and advertising brands are taking about 11 hours to get back to their customers (on par with the rest of the world but an hour quicker than the rest of Latin America). Chile also follows the world in responding to just 11% of customers.

Colombia

The internet and technology industry stands out in Colombia for receiving a lower volume of social messages compared to other industries throughout Latin America. The industry receives about 2,600 messages a quarter (50% of which requires a response). Yet it responds to just 8% and takes 14 hours to do so.

Costa Rica

In Costa Rica, the internet and technology industry is doing better than most industries throughout Latin America. Brands in this industry focus more on replies than on promotions—with a solid response rate of 40%.

Dominican Republic

Similar to Costa Rica, the internet and technology industry is doing a decent job of getting back to customers: 30% receive a response. Still, there is certainly room for improvement.

Ecuador

In Ecuador, the media and entertainment industry receives the most amount of incoming social messages. In spite of this, the industry has an abysmal post-to-reply ratio—sending out 100 promotional messages for every 1 response to a customer.

Mexico

The media and entertainment industry is by far more balanced in Mexico than it is in Ecuador, posting about 10 promotional messages for every 1 reply. But this is still far worse than the rest of Latin America as well as the world. Meanwhile, the internet and technology industry is on par with the global average of 11 hours to issue a response.

Panama

The media and entertainment industry in Panama has a lot of room for improvement, with a post-to-reply ratio of 50:1. The Latin American average is 4:1, while the global average is 3.2:1.

Peru

Considering that very few messages sent to the internet and technology industry in Peru require a response (at a rate of just 17%), you'd think that these sort of brands would be good at getting back to their customers. Unfortunately, only 8% get a response—and the wait is up to 15 hours.

Uruguay

Consumer engagement in the internet/technology industry in Uruguay is lower than the rest of Latin America, with just 14% of messages requiring a response. The good news is that these brands respond to 21% of incoming messages and take just 4 hours on average to get back.



Sprout's Stance

Overall, Latin America has a lot to be proud of when it comes to responsiveness on social media. Consumers here are more engaged, and brands are responding at a better rate than the rest of the world. But across several industries and in a few key countries, some brands still need to shift their thinking about social media, understanding that people will be more receptive to promotions once they have their questions answered first. Consider this: According to Rosetta Consulting, consumers are 7 times more likely to respond to a promotional offer if they feel you have engaged with them in a meaningful way.

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Sprout Social offers social media engagement, advocacy and analytics solutions for leading agencies and brands, including Anthropologie, GrubHub, Hyatt, Evernote and Zipcar. Available via web browser, iOS and Android apps, Sprout's engagement platform enables brands to more effectively communicate on social channels, collaborate across teams and provide an exceptional customer experience. Bambu by Sprout Social, a platform for advocacy, empowers employees to share curated content across their social networks to further amplify a brand's reach and engagement. Headquartered in Chicago, Sprout is a Twitter Official Partner, Facebook Marketing Partner, Instagram Partner Program Member, LinkedIn Company Page Partner and Google+ Pages API Partner. Learn more at sproutsocial.com.

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