

CHOOSING THE RIGHT SOCIAL MEDIA CHANNEL FOR YOUR DIGITAL MARKETING

& how to find the right mix for your business.

Each platform varies in its function and audience. Read below to see which platforms might be best for your company to meet your business' goals. *Keep in mind—each platform has targeting options to allow you to target the age, gender, location and more of your target audience.*

There are **4 billion social media users** in the world today. That number is expected to grow to almost **4.5 billion by 2025**.

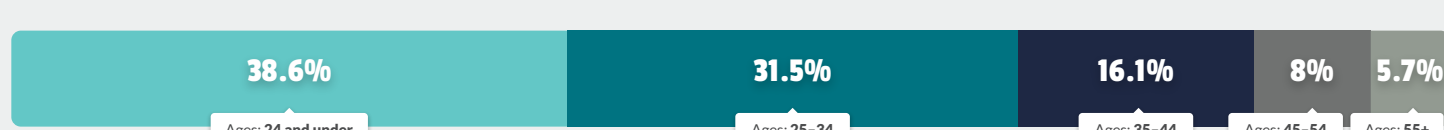
The average internet user spends over **2 hours on social media per day**, providing a significant opportunity to reach your target audience.

Instagram

Image and visual-focused; great if you have appealing pictures to share.

500 MILLION DAILY ACTIVE USERS

51% male 50% 49% female



Pro Tip: Stay true to the nature of this channel and focus on real imagery and user generated content (*people can spot images that are too "stocky" a mile away*). Develop relationships with influencers who can help curate content on your behalf and bring larger awareness to your business.

TikTok

Short-form video-based platform for a younger audience, specifically Gen Z and Millennials.

1 BILLION DAILY ACTIVE USERS

43% male 50% 57% female

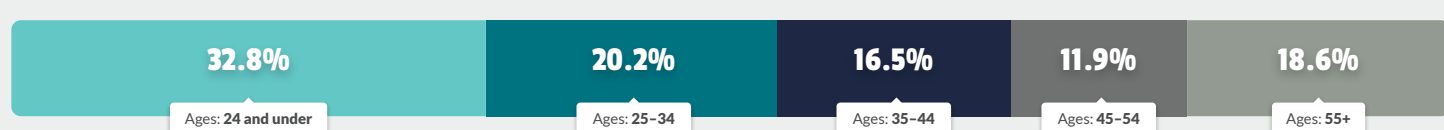


YouTube

Second most widely used search engine and second most popular social media platform.

315.12 MILLION DAILY ACTIVE USERS

54% male 50% 46% female

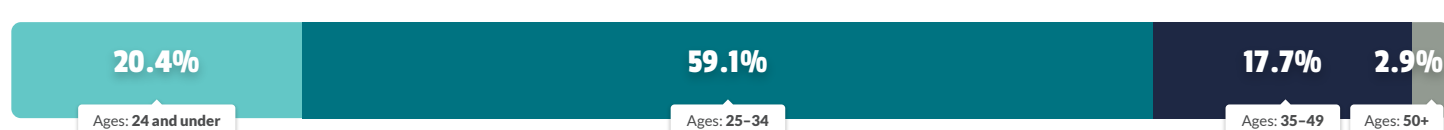


LinkedIn

Business and career focused; good for recruitment and lead generation.

310 MILLION DAILY ACTIVE USERS

57% male 50% 43% female



facebook

Most widely used platform. Great for enhanced targeting and reach.

1.93 BILLION DAILY ACTIVE USERS

57% male 50% 43% female



Pro Tip: Square ratios perform best since most users are scrolling through on their phones. Utilizing animations is also beneficial in getting users to stop scrolling and pay attention to you.

(Twitter)

Good for short, clever messages. Platform for many users to voice opinions.

211 MILLION DAILY ACTIVE USERS

56% male 50% 44% female



Pinterest

Good for sharing creative ideas and lead generation for products and services.

444 MILLION DAILY ACTIVE USERS

23% male 50% 77% female



Pro Tip: If you're an ecommerce business, connect your online store with your Pinterest profile to increase your organic reach.

(Snapchat)

Disappearing images and stories, great for targeting a younger audience.

306 MILLION DAILY ACTIVE USERS

46% male 50% 54% female

