

Which social media platform is best for your company?

Facebook

EVERYONE SHOULD BE ON FACEBOOK, NO MATTER WHAT FIELD OF BUSINESS YOU'RE IN. IT HAS THE MOST WIDESPREAD DEMOGRAPHIC OF ANY SOCIAL MEDIA PLATFORM, WHICH MAKES IT THE BEST PLACE TO INCREASE YOUR BRAND AWARENESS. IN ADDITION, FACEBOOK AD TARGETING ALLOWS YOU TO ATTRACT YOUR AUDIENCE WITH MORE THAN JUST DEMOGRAPHICS.

Tip

IDENTIFY WHICH SOCIAL MEDIA PLATFORM YOUR CUSTOMERS ARE ON AND ENGAGE WITH THEM ON THAT PLATFORM.

Twitter

USERS ARE MORE LIKELY TO FOLLOW BRANDS ON TWITTER THAN ON ANY OTHER PLATFORM. THIS IS BECAUSE TWITTER PROVIDES THE MOST UP-TO-DATE AND CURRENT INFORMATION. IF YOUR BRAND IS CONSTANTLY POSTING NEW UPDATES AND INFORMATION, THIS IS THE PLATFORM FOR YOU.

UNFORTUNATELY, ONLY ABOUT 18% OF THE US ADULT POPULATION IS ON TWITTER. WHILE THOSE NUMBERS ARE SURE TO INCREASE, IT CAN BE HARD REACHING AS MANY POTENTIAL CUSTOMERS AS YOU'D LIKE. ANOTHER DOWNSIDE IS THAT INDIVIDUALS TEND TO FOLLOW BRANDS ONLY TO GET EXCLUSIVE DEALS OR TO PARTICIPATE IN CONTESTS.

Instagram

IF YOU HAVE A VERY VISUAL BUSINESS, IT SHOULD BE ON INSTAGRAM. THE DOMINANT DEMOGRAPHIC IS BETWEEN THE AGES OF 18 AND 29, SO IF THIS IS YOUR TARGET MARKET IT'S A GREAT PLACE TO BE.

Remember

INSTAGRAM IS A MOBILE-ONLY PLATFORM, AND WON'T REACH DESKTOP USERS.

THE DOWNSIDE? ONLY 17% OF US ADULTS ARE ON THE SITE, AND IT'S A VERY SPECIFIC GROUP OF INDIVIDUALS. YOU ALSO NEED TO CONSIDER THE TIME IT TAKES TO MAKE YOUR PHOTOS STAND OUT. YOU CAN'T HAVE BAD QUALITY PHOTOS, AND IF YOU RUSH INTO INSTAGRAM POSTING (WITHOUT PUTTING IN THE TIME) YOU CAN CAUSE UNINTENTIONAL DAMAGE.

Pinterest

PINTEREST'S USERS ARE 84% FEMALE, WHICH MAKES IT A PRIME PLACE TO BE IF WOMEN ARE YOUR TARGET AUDIENCE. IT ALSO HAS A HIGH PERCENTAGE OF USERS WITH A HIGH INCOME. LOOKING FOR CUSTOMERS THAT WILL BUY YOUR PRODUCT? PINTEREST IS THE PLACE TO BE. ANOTHER FUN FACT: 78% OF USERS ARE ON PINTEREST FOR INSPIRATION ON WHAT TO BUY.

UNFORTUNATELY, PINTEREST HAS A VERY UNPREDICTABLE ALGORITHM. SOMETIMES SOMETHING YOU POST WILL GET TONS OF ENGAGEMENT, AND OTHER TIMES IT WON'T GET ANY AT ALL. IF YOU HAVE AN AWESOME PRODUCT, IDEA OR CONCEPT, CHANCES ARE GOOD THAT YOU'LL BENEFIT FROM USING THIS PLATFORM.

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