



# Rank Keywords Marketing Group

## Day 1

# Social Media Marketing



**Facebook:** Videos and curated content

**Instagram:** High-res photos, quotes, Stories

**Twitter:** News, blog posts, and GIFs

**LinkedIn:** Jobs, company news, and professional content

**Pinterest:** Infographics and step-by-step photo guides

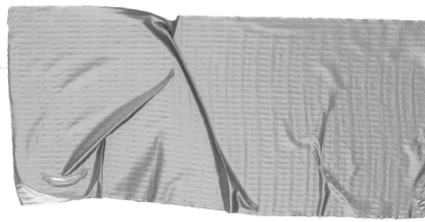
**Google+:** Blog posts that you want to rank on Google

**Snapchat:** LIVE event, private content



# Which platform you should use?





## Facebook

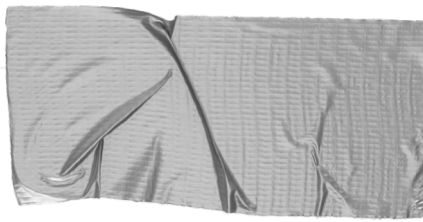
**Facebook is good for:** Just about any business. Facebook is like the “vanilla” of social media - it works for just about everyone since it has the largest user base of all social media platforms.

→ **1.9 Billion unique monthly users**

→ **83% female | 75% male**

→ **ages 18-49**

→ **20 mins+ per day**



# LinkedIn

**LinkedIn is good for:** B2B (business to business) partnerships, recruiting, looking for talent, job searching, and basically anything that has to do with working with other professionals online.

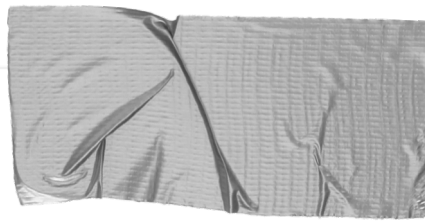
→ **106 million users**

→ **31% men | 27% women**

→ **ages 25-64**

→ **45% making \$75K+/yr &**

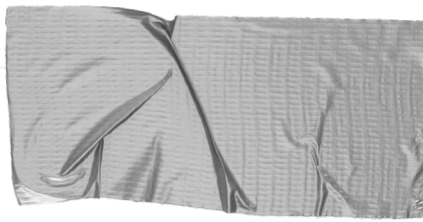
**LinkedIn users are less likely to use other social networks**



## Twitter

**Twitter is good for:** Businesses that are able to quickly tap into a customer's buying process in real-time and help them to make those last minute decisions.

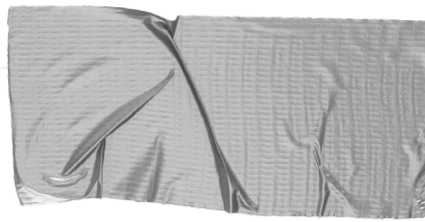
- 317 million users
- 22% male | 15% female
- ages 18-29
- 53% of users never post updates
- most spend 2.7 mins on Twitter



## Pinterest

**Pinterest is good for:** Any business that has visually-stimulating products to show off.

- 317 million users
- 45% women | 17% men
- ages 18-64
- 10% more likely to make an ecommerce purchase

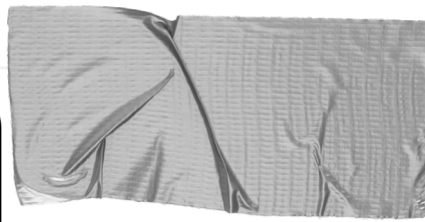


# Instagram

Instagram is good for: visually-stimulating content, providing access to live events, contests & promos, “behind-the-scenes” videos.

- 600 million users
- 38% women | 26% men
- ages 18-29
- 51% of Instagram users access the platform daily, and 35% say they look at the platform several times per day.





# SnapChat

SnapChat is good for: providing access to live events, delivering private content, contests & promos, “behind-the-scenes” videos.

→ 300 million users

→ 70% women | 30% men

→ ages 18-34

→ 30+ minutes per day



# TikTok

**TikTok** is an app for making and sharing short videos. The videos are tall, not square, like on Snapchat

→ 500 million users

→ 60% women | 40% men

→ ages 16-60

→ 30+ minutes per day

# Social Media is all about content

