

SOCIAL PLATFORM IN-DEPTH ANALYSIS /

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Instagram

WHAT IS IT?

A photo and video sharing networking service. Not including captions, Instagram hones in on being an entirely visual platform in contrast to Facebook and Twitter.

USER SIZE:

107 million United States users

DEMOGRAPHICS:

- 35.2% of U.S. Instagram users are between 25 and 34 years of age followed by those 18 to 24 years old at 21.4%.
- The platform skews female, as 56% of Instagram users in the U.S are female.
- 47% of U.S. adults aged 30-49 use Instagram.

AD PLATFORM: YES

Reach the people who matter the most through location, demographics, interests, behaviors, custom audiences, lookalike audiences, automated targeting

In 2018, there were approximately 3.7 million sponsored influencer posts on the platform.

Twitter

WHAT IS IT?

An American microblogging and social networking service; functions through “tweets” or posts of 280 characters. Twitter has become an increasingly relevant tool in domestic and international politics.

USER SIZE:

64.2 million United States users

DEMOGRAPHICS:

- U.S. adult users are younger and more likely to be Democrats than the general public.
- Most users rarely tweet, but the prolific 10% generate 80% of tweets from adult U.S. users.
- Twitter users are more highly educated and have higher incomes than U.S. adults overall.
- The median age of adult U.S. users is 40. Additionally, users are three times as likely to be younger than 50 (73%) as to be 50 or older (27%).

AD PLATFORM: YES

Twitter ads allow users to select campaign objectives that optimize toward the specified marketing goal.

Facebook

WHAT IS IT?

A platform that allows users to connect and share content online. It is the largest social network worldwide, as it accounts for 45% of monthly social media visits.

USER SIZE:

221.6 million United States users

DEMOGRAPHICS:

- 3 quarters women in the U.S. use the platform, compared to 63% of U.S. men.
- As of May 2020, male and female users aged 25 to 34 were the largest group of Facebook users in the U.S.

AD PLATFORM: YES

Ads can be targeted toward specific demographics, interests, behaviors, and connections.

The platform has remarketing and retargeting capabilities.

As the largest social network, Facebook tends to be the platform that businesses and advertisers utilize.



WHAT IS IT?

A video sharing social media app. Videos on the app can be up to 60 seconds or longer if the video was taken outside the app.

USER SIZE:

45.4 million United States users

DEMOGRAPHICS:

- Particularly popular with younger generations, specifically Gen Z.
- As of early 2020, over 37% of users in the U.S. were teenagers ages 10-19. 26.3% of users were reported to be 20-29 years old.
- 56.5% of users are female, while 43.5% are male.

AD PLATFORM: YES

Reach diverse audiences around the world through TikTok ads, an all-in-one marketing solutions platform, across some of the world's fastest-growing mobile apps



WHAT IS IT?

The second most popular search engine behind Google. As of May 2019, more than 500 hours of video were uploaded to YouTube every minute. Many Americans use YouTube to stay informed and learn new skills.

USER SIZE:

201.6 million U.S. YouTube viewers

DEMOGRAPHICS:

- 59% of Gen Z have increased their YouTube usage since last year, while 46% of Millennials have increased their YouTube usage since last year.
- 70% of Millennial users reported they have watched a YouTube video to learn how to do something new or learn about something they're interested in.
- 68% of U.S. internet users who use YouTube are male and 67% of U.S. internet users who use YouTube are female.
- YouTube users are more likely to have a college degree than the general population and are also more likely to have children.

AD PLATFORM: YES

Available ad options: skippable in-stream ads, non-skippable in-stream ads, video discovery ads, and non-video ads (overlays and banners)

Can use search based targeting, competitor channel targeting, demographics, interests etc.

Pinterest

WHAT IS IT?

An image sharing and social media service designed to enable the discovery and saving of information in the form of pinboards.

USER SIZE:

86 million United States users

DEMOGRAPHICS:

- In February 2019, 35% of Pinterest users were between 30-49, followed by those between 18-29.
- Skews female: in 2019, 79.5% of U.S. Pinterest users were projected to be female and only 20.5% were projected to be male.
- In 2019, it was also reported that 41% of U.S. adults who used Pinterest reported an annual household income of \$75,000.

AD PLATFORM: YES

Pinterest Ads Manager allows users to create, edit, and manage Pinterest campaigns.

LinkedIn

WHAT IS IT?

An employment-oriented online service that operates via website and mobile app. The platform is most commonly used for professional networking purposes.

USER SIZE:

160 million United States users

DEMOGRAPHICS:

- 37% of U.S. adults between the ages of 30 and 49 use the platform.
- The platform skews male.
- 51% of users are college graduates.
- 33% of users reside in urban areas, while 30% reside in suburban areas.

AD PLATFORM: YES

LinkedIn Audience Network is a native advertising network that enables businesses to reach even more professionals with ads by placing sponsored, high-quality, third-party publishers across mobile and desktop.

Tumblr

WHAT IS IT?

A cross between a blog and Twitter feed. Users can post multimedia and other content to this short-form blog platform.

USER SIZE:

29.4 million United States users

DEMOGRAPHICS:

- Most popular among those 18 to 29 years of age.
- User base is equally divided between men and women and the majority of users reside in urban areas.
- 8% of users reported using Tumblr with household income above \$75,000, while 6% reported using it with household income below \$30,000.

AD PLATFORM: YES

Audiences are targetable based on gender, location, interest.

Reddit

WHAT IS IT?

A social news aggregation, web content rating, and discussion website. Those who are registered through the website can submit content to the site. This content is then voted up or down by other members.

USER SIZE:

26.4 million United States users

DEMOGRAPHICS:

- As of 2019, 22% of those 18-29 used the platform followed by 14% of those 30-49.
- As of 2016, the platform skewed male, as 69% of Reddit users were male.

AD PLATFORM: YES

This ad platform allows user to target audiences, tell a story, and measure success.

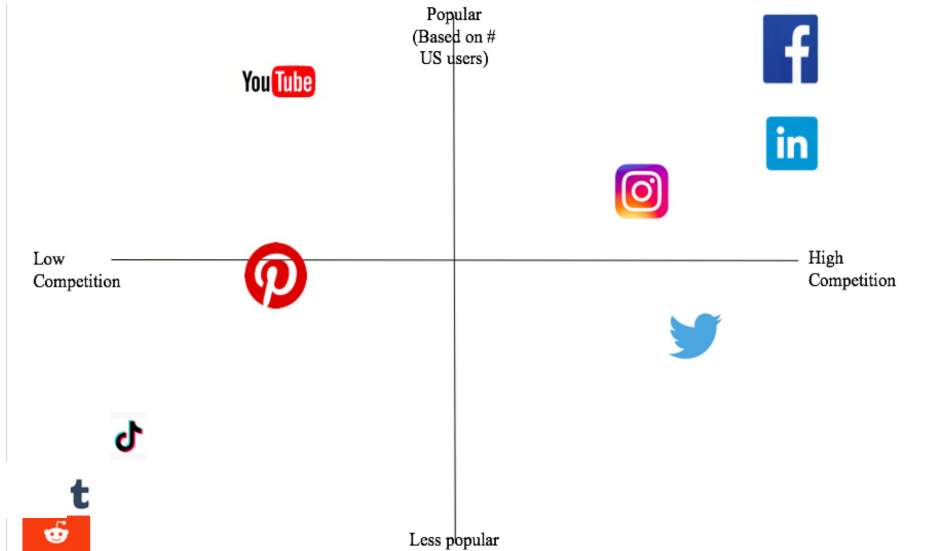
These ads can be in the form of Reddit promoted posts, allowing your business to “upvote your advertising.”

Perceptual Maps

The purpose of perceptual maps or positioning maps is to understand where various audiences are and what their current behaviors and interests are.

By categorizing these social media platforms into various categories, gaps can be identified that could be beneficial in future marketing strategy plans in regards to distinguishing competitive advantage.

Popularity vs Competition



This perceptual map analyzes these social media platforms based on popularity and competition.

High competition indicates that businesses commonly use the platforms for advertising, while low competition demonstrates an opening for advertising opportunity.

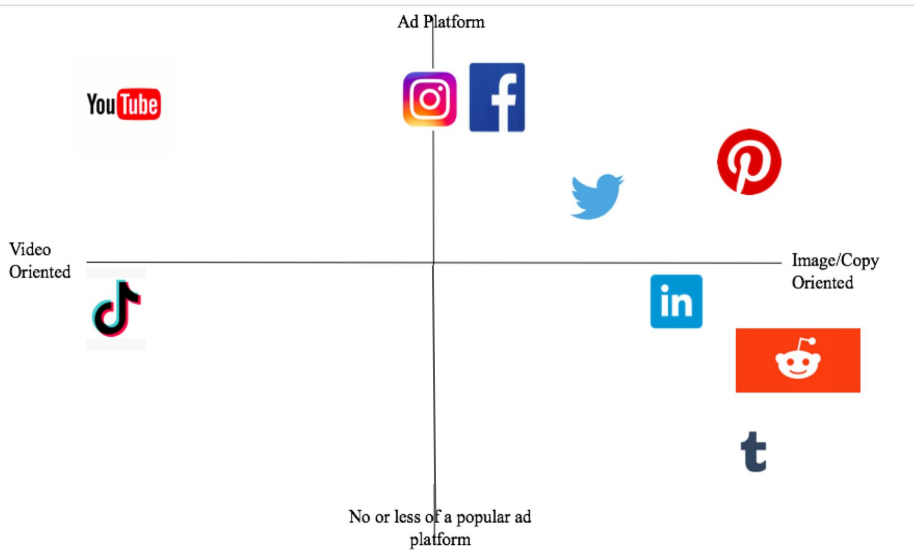
The platforms are also organized vertically by popularity; those with an abundance of users (i.e. Facebook) are much more popular than Tumblr for example.

Ad Platform vs Content Type

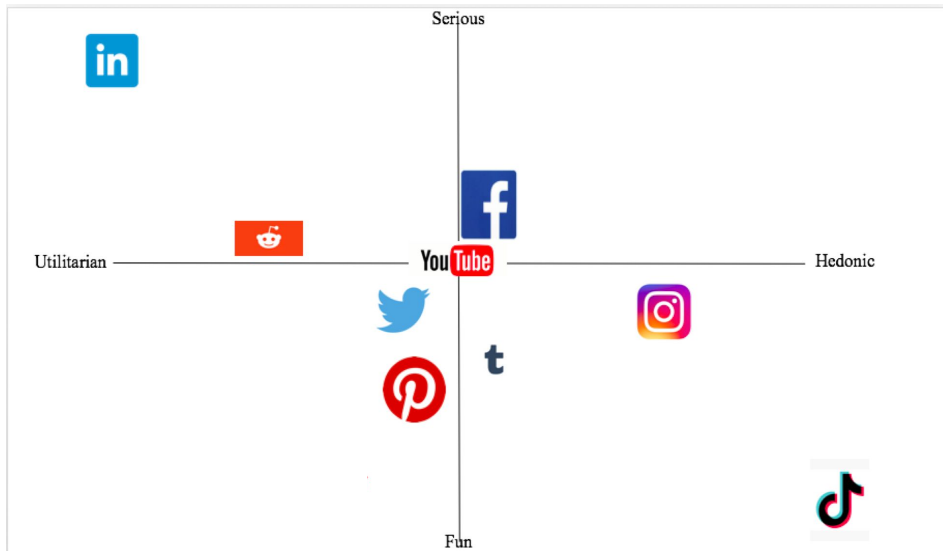
This perceptual map analyzes these social media platforms based on ad platform and content type.

Vertically, these platforms are categorized based on if or how much the platform is used for advertising purposes. Facebook, Instagram, and YouTube are advertising heavy platforms.

Horizontally, the platforms are categorized based on content type: if the platform is image/copy oriented vs video oriented.



Platform Personality vs Usage Purpose



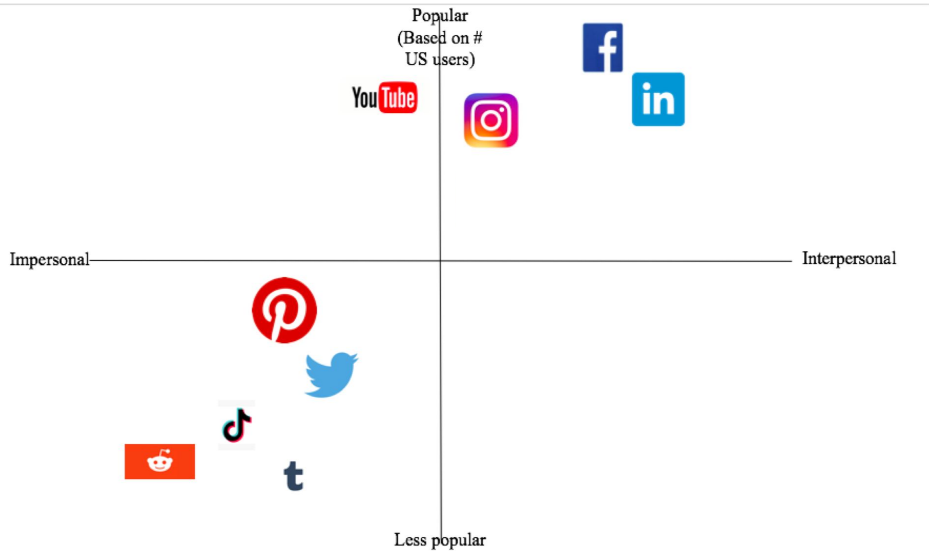
This perceptual map analyzes these social media platforms based on personality and usage purpose.

If the content within the platform is often news or professional based, such as LinkedIn, the platform is thought of as more serious.

Utilitarian social platforms are those used for more practical purposes, such as job searching. Hedonic platforms are for socializing or learning the newest TikTok dance, for example.

Generally, those platforms that are more serious tend to also lean utilitarian.

Popularity vs Communication Type



This perceptual map analyzes these social media platforms based again on popularity and communication type.

As mentioned, popularity is based on user size.

Communication type is categorized as impersonal vs interpersonal. Those with direct messaging capabilities skew interpersonal.

SUMMARY

1. A stronger Website Funnel for prospect qualification and conversion
2. Lead Magnets to aid in conversion
3. A detailed content plan for both Social Media and your Website
4. A CRM to help automate, track, and report on conversion and sales growth