

# It's a jungle out there.

The social media landscape is big and only getting bigger. It seems as if new applications and platforms are coming out almost daily.

You're probably familiar with most of the ones in this toolkit, but are you aware of just who uses them, and how you can use them for your business?

This toolkit goes over some of the key points and take aways of some of the biggest social platforms available.

Also, be on the lookout for toolkits of social platforms you may not be as familiar with, as well as handy guides for CRMs, email platforms, and more.

## SOCIAL MEDIA MARKETING



It is predicted that by the year 2020, over 5 billion people will use social networks, about 2/3 of the world's population.



CURRENTLY  
**28%**  
OF THE WORLD  
USES SOCIAL MEDIA

## TWITTER



USE IT. OFTEN.  
& USE PICTURES

### TAKE AWAY

**18%**  
OF THE US  
POPULATION USES IT



USED PRIMARILY FOR  
**EXCLUSIVE**  
DEALS & DISCOUNTS



GREAT FOR  
THINGS HAPPENING

**RIGHT  
NOW**

**BRANDS**



HIGHER TENDENCY  
OF FOLLOWERS  
THAN ANY  
OTHER PLATFORM

### IN-DEPTH

Twitter is a fast-paced platform, which allows for a rapid exchange and direct contact mechanism with your prospects and customers alike. It's also an effective customer service mechanism when managed properly.

## PINTEREST



PRODUCT  
INFLUENCER

### TAKE AWAY

**70%**  
USE IT FOR INFO  
ON WHAT TO BUY



**21%**  
OF U.S. ADULTS  
USE PINTEREST



**84%**  
OF USERS  
ARE FEMALE



**34%**  
HAVE HOUSEHOLD  
INCOME OVER  
**\$100,000**

### OTHERS TO CHECK OUT



### IS IT FOR ME?

Pinterest is great for those businesses with a product to showcase. Are you in the fashion, photography, or food industry? If so, then Pinterest is perfect for you.

## FACEBOOK



IT CASTS SUCH  
A WIDE NET.  
USE IT.

### TAKE AWAY

**73%**  
OF THE US  
POPULATION USES IT



**1.49 BILLION**  
MONTHLY ACTIVE USERS



GREAT FOR  
COMMUNICATING  
WITH CONSUMERS

TARGET AUDIENCE IS  
GRADUALLY GETTING  
OLDER IN AGE



### IN-DEPTH

Create a page for your businesses and share information with your fans. Pages (for business) and profiles (for personal) are indexed for optimal search engine positioning. Facebook has a page rank of #5 according to Alexa.

## INSTAGRAM



PICTURES,  
PICTURES,  
PICTURES.  
SEE TWITTER.

### TAKE AWAY

**17%**  
OF US ADULTS  
USE INSTAGRAM



PERFECT FOR THOSE  
WITH A VISUAL PRODUCT



**57%**  
ACCESS THE SITE  
ON A DAILY BASIS

**43%**  
OF MOBILE OWNERS  
AGED 18-29 USE IT



### IN-DEPTH

**2** % OF SMALL BUSINESSES  
CURRENTLY USING INSTAGRAM

While most businesses focus on Facebook and Twitter, this smaller market space could you a significant advantage over your competition.

## LINKEDIN



GREAT FOR  
NETWORKING

### TAKE AWAY

**364 MILLION**  
ACTIVE USERS

EVERY PROFESSIONAL  
SHOULD BE ON LINKEDIN



**79%**  
OF LINKEDIN USERS  
ARE 35 YEARS  
OR OLDER

FOLLOW INFLUENCERS  
TO HELP GROW  
MARKET CREDIBILITY



### IN-DEPTH

LinkedIn can be used for everything from network building to lead generation. Use LinkedIn Answers to interact and connect with thought leaders, and establish yourself as a thought leader in your industry. Create a group, to demonstrate your thought leadership in your market. You can even use LinkedIn's Direct Ads. This is very similar to using Google AdWords.

## GOOGLE+



THREE LETTERS.  
SEO

### TAKE AWAY

**67%**  
OF USERS ARE MALE



TOP 3 BRANDS ARE

**Mashable**



AVERAGE USER AGE IS

**28**

MAJORITY OF THE  
USER BASE COMES FROM  
THE FIELDS OF

**TECHNOLOGY  
&  
ENGINEERING**

### IN-DEPTH

68% of searches are conducted on Google. Everything you post on your Google+ business page is immediately indexed by Google. This means that, even if your website doesn't rank in search results, your Google+ page could.

## SOURCES

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