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 OF THE WORLD **USES SOCIAL MEDIA**

TWITTER



USE IT. OFTEN. & USE PICTURES

TAKE AWAY





GREAT FOR THINGS HAPPENING RIGHT **NOW**



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

ON WHAT TO BUY

USE PINTEREST

ARE FEMALE

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.

OF THE US POPULATION USES IT



1.49 BILLION MONTHLY ACTIVE USERS



TARGET AUDIENCE IS **GRADUALLY GETTING** OLDER IN AGE

TAKE AWAY



PICTURES, PICTURES, PICTURES.

SEE TWITTER.

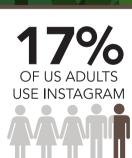


IN-DEPTH

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





PERFECT FOR THOSE WITH A VISUAL PRODUCT



57%

ON A DAILY BASIS

43% AGED 18-29 USE IT



IN-DEPTH



% 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

364 MILLION ACTIVE USERS



ARE 35 YEARS OR OLDER

FOLLOW INFLUENCERS TO HELP GROW MARKET CREDIBILITY

TAKE AWAY



SEO



TOP 3 BRANDS ARE Mashable

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.

TAKE AWAY



AVERAGE USER AGE IS

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.

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