

Assessing competing platform offerings

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martin



Picking Platforms

Facebook

Twitter

LinkedIn

Pinterest

YouTube

Snapchat

Facebook


Facebook - Social Media Behemoth



- 80 million businesses are on Facebook
- 68% of people in the US are on Facebook
 - 74% use Facebook daily
 - 78% have discovered products to buy on Facebook
- Messenger is the top mobile app by number of downloads
 - Respond to messages quickly and professionally
- Organic reach is down to about 2%, so paid is essential – especially with limited resources and/or a wide audience



Facebook - Capabilities


- Messenger
- Reviews
- Events
- Video
- Fundraisers for non-profit
- Sophisticated advertising capabilities
- Shopify




Help Keep Hearts Beating
Fundraiser for American Heart Association  by Christine Besecker · 

[Invite](#)

[Donate](#) [Share](#) [More](#)

\$115 raised of \$200 

You, Erica DiPasquale and 4 others donated.



Twitter

Twitter - Join The Conversation

- Connect with leaders in local/industry media to amplify coverage of your brand or story
- Send updates on events or important business information in real time to your followers
- Don't have to worry about "flooding the feed"
- Easy to jump on trending topics and join conversations in real time
- Gather community through Tweetchats

Twitter - Join The Conversation

Trends for you · Change

#TheLEGOMovie2 🤖
Now Playing in Theaters.
Promoted by The LEGO Movie 2

Whitaker
Acting Attorney General Matt Whitaker tells Rep. Nadler his 'five minutes are up'

Candace Owens
35.3K Tweets

#thankunext 🎤
Ariana Grande drops Thank U, Next and a new music video

#FridayFeeling
132K Tweets

Sean Penn
1,064 Tweets

Albert Finney
Oscar-nominated British actor Albert Finney dies aged 82


#SeattleSnowpocalypse
2,284 Tweets

#FlashbackFriday
29.1K Tweets

#LoveMeansNever
3,950 Tweets

Oreo Cookie @Oreo Follow

Power out? No problem.



8:48 PM - 3 Feb 2013

Netflix US @netflix Follow

brb changing my name to Netfliib

472K 12:23 PM - Jun 11, 2018

111K people are talking about this

Wendy's @Wendys Follow

TFW yo beef's still frozen



Big Mac: I don't feel so good.

LinkedIn

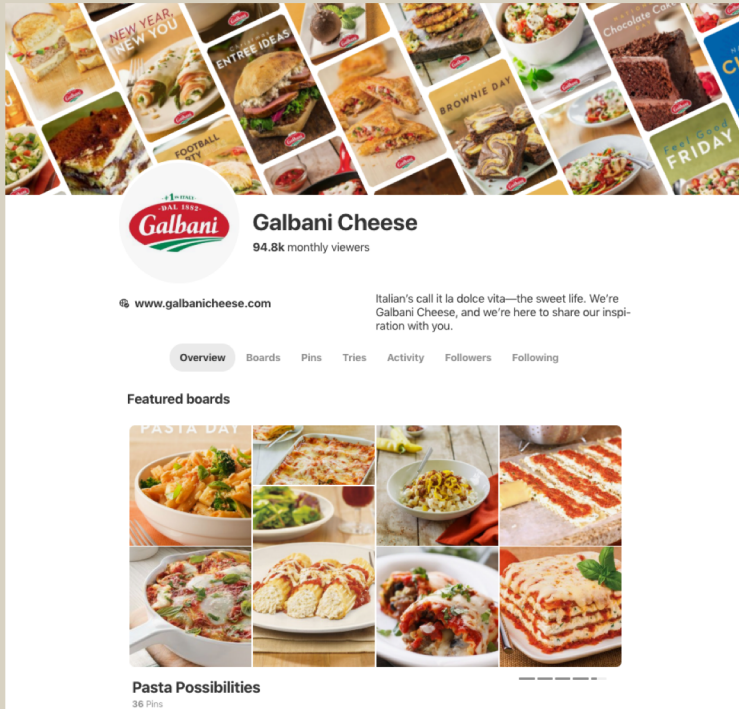
LinkedIn - Stay Professional

- Recruitment and Networking
 - InMail
- B2B Marketing
- Industry thought leadership
- Financial announcements



Pinterest

Pinterest - Drive Traffic and E-Commerce

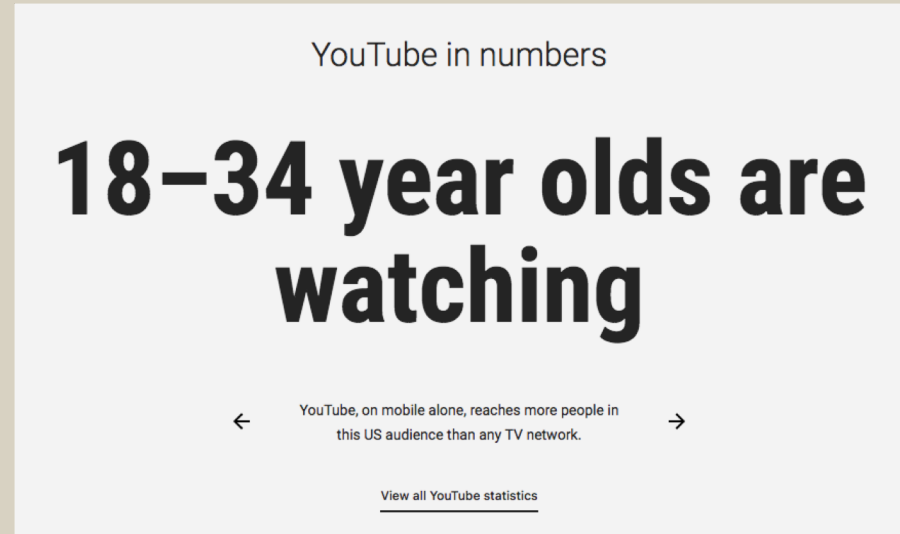


- Most active user base is Millennials
 - **Use Pinterest as much as Instagram**
 - Typically strong performance from referrals
- Helps users discover brands and new products to buy
 - Makes buying easy
 - 87% of users have purchased a product because of the network
- Most engaging pins are color heavy and images with multiple dominant colors are 3.25x more likely to be repinned.
- Video recently added for pins

YouTube

YouTube – Video is No Longer Optional

- YouTube has become the top search engine for Generation Z and Millennials
- Viewing time is important to YouTube’s algorithm, so longer versions of videos (1:30-2:00) can live here
- Think of this platform as your video library that can house all of your video content
- Crucial not to post YouTube links on other competing platforms; always post video natively
- 2B monthly users (the most-used platform in US)
- Experimenting with better discovery tools
 - Masthead ads, “Explore” tab




Snapchat

Snapchat - Stay Local

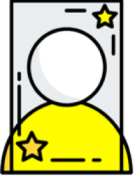
- Younger demographic
 - Average 18-24
 - Used by more Americans than LinkedIn + Twitter
- Easy to use and create filters and lenses
 - Events
 - Product announcements
- Slowing down in average daily use
 - Drastic redesigns
 - Instagram Stories
 - Weak ROI for brands

Creative Tools




Community Filters
Create a free filter for a location or moment that is special to you!

[Submit Now](#)



Filters
Frames and artwork friends can add to their Snaps.

[Learn more](#)



Lenses
Augmented reality experiences friends can play with.

[Learn more](#)

Key Takeaways

Which Networks Are Right For My Brand?

- **Facebook:** Beneficial for all businesses in all industries
 - Need to incorporate a paid strategy alongside organic
 - Manage and monitor followers, reviews, and engaging content
- **Twitter:** Beneficial for all businesses in all industries
 - Have a conversation with followers and users in real time
- **LinkedIn:** Professional networking and recruitment
 - Recruit professionals and engage with industry leaders
- **Pinterest:** Beneficial for e-commerce
 - Drives traffic to websites and helps convert browsers into buyers
- **YouTube:** Your video library
 - Tremendous long-term search value for your brand
- **Snapchat:** Events with a younger demographic
 - Localized filters and lenses for users to engage with

Dos & Don'ts

- **Do:** Assess which platforms are right for your business based on your audience
- **Do:** Stay visually and creatively on brand across all platforms
- **Do:** Use each network to its full potential
- **Don't:** Join every network because you feel you have to
- **Don't:** Underestimate the unique nuances of each network and its audience
- **Don't:** Put all your eggs in one basket (RIP Vine, Google+)

thank you.

martin.