

THE POWER OF DIGITAL MARKETING

OVERVIEW OF PLATFORMS AND DIGITAL MARKETING

WHO AM I

WHAT IS SOCIAL MEDIA?

- **What is social media?**

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

WHAT ARE THE BENEFITS OF USING SOCIAL MEDIA?

- Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

WHAT SOCIAL MEDIA SITES SHOULD MY COMPANY BE ON?

- With so many new social media sites launching each year, deciding which one is right for your department can be overwhelming. It is important to be aware of emerging social media sites, and understand how they could fit into your communications strategy. However, not all social media sites will be conducive to your department's brand or marketing goals.
- Before you launch an official account on a new social media site for your department, try it on a personal level. Create an account for yourself, and then use it. Study how other individuals and companies use the site. What type of content is posted on the site? Which posts are the most popular on the site? How often are users and companies posting?
- Then, think about how your department would fit in. Just because you can be on a social media site, doesn't necessarily mean you should be. Spreading yourself across too many social media sites could dilute your social strategy, preventing you from using any of them effectively. Instead, focus on the social media sites that allow you to share your content with the appropriate audience.

FACEBOOK – 2.23 BILLION MAUS

- [Facebook](#) is the biggest social media site around, with more than two billion people using it every month. That's almost a third of the world's population! There are [more than 65 million businesses using Facebook Pages](#) and [more than six million advertisers](#) actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media.
- It's easy to [get started on Facebook](#) because almost all content format works great on Facebook — text, images, [videos](#), [live videos](#), and [Stories](#). But note that the [Facebook algorithm](#) prioritizes content that sparks conversations and meaningful interactions between people, especially those from family and friends. If you want to learn more about succeeding with the updated Facebook algorithm, Brian Peters, our Strategic Partnership Marketer, shared [the secrets of the new algorithm and what you can do to thrive on Facebook](#).

WHAT DO WE MEAN BY ALGORITHMS?

YOUTUBE – 1.9 BILLION MAUS

- [YouTube](#) is a video-sharing platform where [users watch a billion hour of videos every day](#). To get started, you can [create a YouTube channel](#) for your brand where you can upload videos for your subscribers to view, like, comment, and share.
- Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google. (So if you want your brand to be on YouTube, I would recommend reading up on [YouTube SEO](#).)
- Finally, you can also [advertise on YouTube](#) to increase your reach on the platform.

WHATSAPP – 1.5 BILLION MAUS

- [WhatsApp](#) is a messaging app used by people in over 180 countries. Initially, WhatsApp was only used by people to communicate with their family and friends. Gradually, people started communicating with businesses via WhatsApp. (When I was in Bangkok to buy a new suit, I communicated with the tailor via WhatsApp.)
- WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases. For [small businesses](#), it has built [the WhatsApp Business app](#) while for medium and large businesses, there's [the WhatsApp Business API](#). Here are [some stories of how businesses have been using WhatsApp](#).

MESSENGER – 1.3 BILLION MAUS

- [Messenger](#) used to be a messaging feature within Facebook, and since 2011, Facebook has made Messenger into a standalone app by itself and greatly expanded on its features. Businesses can now advertise, create chatbots, send newsletters, and more on Messenger. These features have given businesses a myriad of new ways to engage and connect with their customers.

WECHAT – 1.06 BILLION MAUS

- [WeChat](#) grew from a messaging app, just like WhatsApp and Messenger, into an all-in-one platform. Besides messaging and calling, users can now use WeChat to shop online and make payment offline, transfer money, make reservations, book taxis, and more.
- WeChat is most popular in China and some parts of Asia. If you are doing business in those areas (where social media platforms like Facebook are banned), WeChat could be a good alternative.
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TUMBLR – 642 MILLION MUVS

- [Tumblr](#) is a microblogging and social networking site for sharing text, photos, links, videos, audios, and more. People share a wide range of things on Tumblr from cat photos to art to fashion.
- On the surface, a Tumblr blog can look just like any other websites. So many blogs that you come across online might be using Tumblr!
- If you want to consider Tumblr for your marketing, Viral Tag has written [a starter guide to Tumblr marketing](#).

TIK TOK – 500 MILLION MAUS

- [Tik Tok](#) (also known as Douyin in China) is a rising music video social network. It was the world's most downloaded app in the first quarter of 2018, beating Facebook, Instagram, and other social media apps.
- My initial impression is that it looks like Instagram for short music videos (though I'm sure it's more than that). Users can record videos up to 60 seconds, edit them, and add music and special effects.
- While it is most popular in Asia, my hunch is its popularity might spread to the west. It has recently acquired Musical.ly, a similar music video social network where

TWITTER – 335 MILLION MAUS

- [Twitter](#) is a social media site for news, entertainment, sports, politics, and more. What makes Twitter different from most other social media sites is that it has a strong emphasis on real-time information — things that are happening right now. For example, [one of the defining moments in the Twitter history](#) is when Janis Krums tweeted the image of a plane that landed in the Hudson River when he was on the ferry to pick the passengers up.
- Another unique characteristic of Twitter is that it only allows 280 characters in a tweet (140 for Japanese, Korean, and Chinese), unlike most social media sites that have a much higher limit.
- Twitter is also often used as a customer service channel. According to [advertisers on Twitter](#), more than 80 percent of social customer service requests happen on Twitter. And Salesforce calls Twitter “[the New 1-800 Number for Customer Service](#)“. There are many social media customer service tools, such as [Buffer Reply](#), available now to help you manage social customer service conversations.

REDDIT – 330 MILLION MAUS

- [Reddit](#), also known as the front page of the Internet, is a platform where users can submit questions, links, and images, discuss them, and vote them up or down.
- There are subreddits (i.e. dedicated forums) for pretty much anything under the sun (and above). Subreddits, however, have different levels of engagement so it's great to research to see if there are popular subreddits that your brand can be part of. For example, r/socialmedia tends to be pretty quiet so we are rarely on Reddit.
- Besides submitting your content to Reddit and participating in discussions, you can also [find content ideas](#) and [advertise on Reddit](#).

LINKEDIN – 294 MILLION MAUS

- [LinkedIn](#) is now more than just a resume and job search site. It has [evolved into a professional social media site](#) where industry experts share content, network with one another, and build their personal brand. It has also become a place for businesses to establish their thought leadership and authority in their industry and attract talent to their company.
- To help you grow your LinkedIn Company Page follower, we have written [a blog post covering a simple five-step strategy](#).
- LinkedIn also offers [advertising opportunities](#), such as boosting your content, sending personalized ads to LinkedIn inboxes, and displaying ads by the side of the site.

PINTEREST – 250 MILLION MAUS

- [Pinterest](#) is a place where people go to discover new things and be inspired, quite unlike most social media sites where engagement is the primary focus. According to Pinterest, [78 percent of users say that content on Pinterest from brands are useful](#) (much higher than that on other sites). This gives your brand an unique opportunity to shape their purchasing decisions.
- As Pinterest users want to be inspired to try or buy new things, having a presence on Pinterest could help put your brand on their minds. Here are [some tips on using Pinterest for business](#) that the Pinterest team shared with us.

INSTAGRAM – 1 BILLION MAUS

- [Instagram](#) is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos. It has also recently launched [IGTV](#) for longer-form videos.
- As a brand, you can have [an Instagram business profile](#), which will provide you with rich analytics of your profile and posts and [the ability to schedule Instagram posts using third-party tools](#).

INSTAGRAM & FACEBOOK BUSINESS TOOLS

HOW TO SET UP AS A CONSULTANT VS. BUSINESS

USE A SOCIAL MEDIA SCHEDULER

CONSISTENCY IS KEY!

CREATE A SOCIAL MEDIA CALENDAR

IDENTIFY WHICH PLATFORMS WILL WORK
BEST FOR YOUR CLIENT/BUSINESS