



# Social media for your business

Artūrs Homins  
/Project manager/

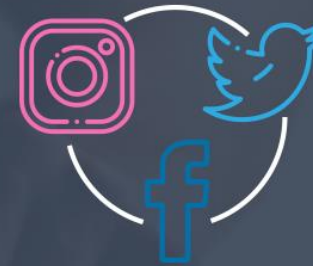
# Why You Should Be Using Social Media to Promote Your Business



**3+ Billion**  
social media users  
in the world



**81%**  
of millennials check  
Twitter daily



**56%**  
of online adults are on  
multiple channels



**75%**  
of FB Users & 50% of  
Instagram users check it daily



**100 Million**  
hours of video watched  
on Facebook daily



**50 Million**  
small businesses use  
Facebook



# 6 Effective Ways to Promote Your Business on Social Media



1. Choose the Right Platforms

2. Create a [Calendar](#)

3. Encourage Engagement

*Businesses need to be interactive too.*

*Ask questions and like, repost and comment on other users' posts.*

4. Don't Over-Promote

*Go by the one-in-seven rule, which says that for every one directly promotional post, six others should be content-based.*

5. Share Video

*Video content, especially, is ideal for grabbing people's attention as well as conveying your personality and passion to your customers.*

6. Address Problems Quickly

*Occasionally you may encounter someone who is upset, argumentative or has something negative to say about your company.*

Which *Social Media* channels suit your needs?



## FACEBOOK

- All age groups  
- To target Businesses and Individuals

## TWITTER

- Ages 18-49  
- To engage and get new customers



## INSTAGRAM

- Ages 18 - 35  
- To target the younger generation  
- 70% Instagram users are Females

## LINKEDIN

- Ages 25-49  
- To connect with Business professionals and B2B Firms



## GOOGLE+

- Ages 18-44  
- To promote your company page  
- Boosts SEO and webpage ranking

## PINTEREST

- Ages 25-49  
- To target bloggers  
- 80% Pinterest users are females



## PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**USERS ARE:**

**32% MALE**

**68% FEMALE**

**70 MILLION ACTIVE USERS**



## TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS**

**LARGEST PENETRATION**



**BUT SPREADING SLOWLY AND STEADILY**

**5,700 TWEETS**

**HAPPEN EVERY SECOND**

**560 MILLION ACTIVE USERS**



## FACEBOOK

**SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE**

**LARGEST OPPORTUNITIES**



**COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY**

**USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY**

**1 BILLION ACTIVE USERS**



## INSTAGRAM

**SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS**

**150 MILLION ACTIVE USERS**



## GOOGLE+

**SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES**

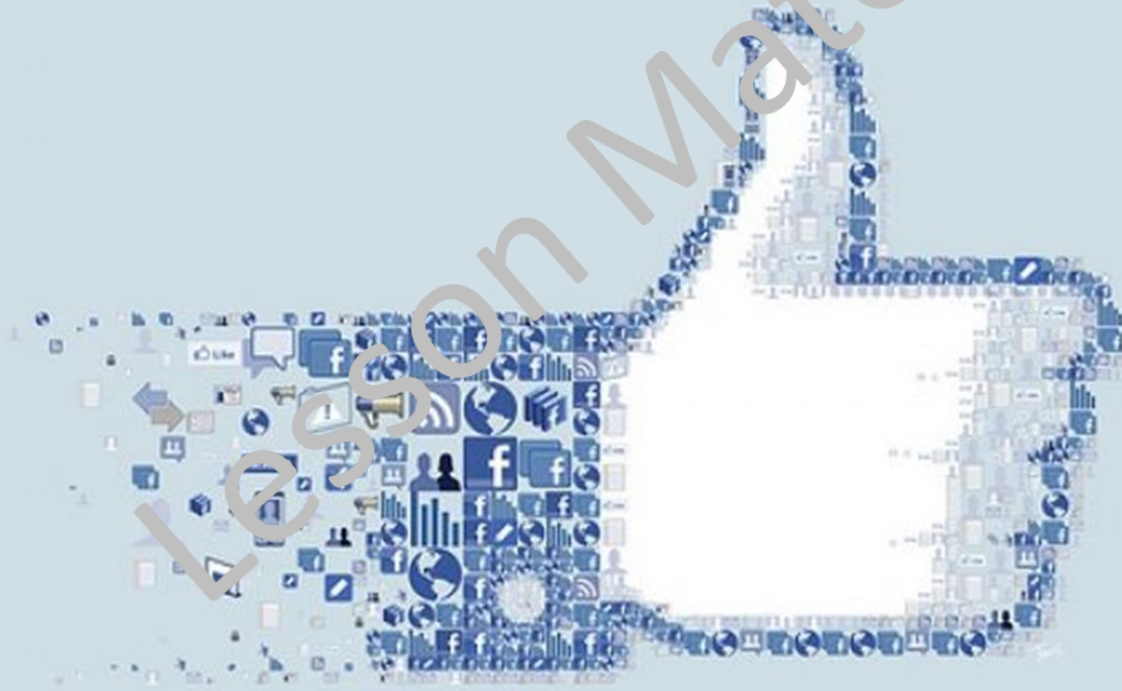
**NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING**

**GROWING RAPIDLY WITH 925,000**

**NEW USERS EVERY DAY**

**400 MILLION ACTIVE USERS**

*Thanks you!*



Lesson Material!