

# SOCIAL MEDIA MARKETING PLATFORMS

## PEOPLE

## CONTENT

## STRATEGIES

## CONS



- 25-34
- Boomers

- Photos & links
- Information
- Live video

- Local mkting
- Advertising
- Relationships

- Weak organic reach



- 18-25
- 26-35

- How-tos
- Webinars
- Explainers

- Organic
- SEO
- Advertising

- Video is resource-heavy



- 18-24, 25-34
- Millennials

- Inspiration & adventure
- Questions/polls

- Ecommerce
- Organic
- Influencer

- High ad costs



- 25-34, 35-49
- Educated/wealthy

- News
- Discussion
- Humor

- Customer service
- Ads for males

- Small ad audience



- 46-55
- Professionals

- Long-form content
- Core values

- B2B
- Organic
- International

- Ad reporting & custom audience



- 10-19
- Female (60%)

- Entertainment
- Humor
- Challenges

- Influencer marketing
- Series content

- Relationship building



- 13-17, 25-34
- Teens

- Silly
- Feel-good
- Trends

- Video ads
- Location-based mkting
- App mkting

- Relationship building