

The **Ultimate Guide** to Choosing the Right Social Media Platform

Make an educated decision on which platform is best for your **business**

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Introduction

Why It Matters?

One of the biggest mistakes that your business can make is thinking that you need to have a presence on every social media platform. When you do this, you're spreading yourself way too thin, which will prevent you from implementing an effective and successful social media marketing strategy. When you choose the right platforms for your business, you'll have an engaged and receptive audience

But how do you go about choosing the right social media platforms for your business? In this guide, we'll begin by walking through the important questions that your business must ask in order to have a successful social media presence. We will then breakdown the demographics, pros and cons, do's and don'ts, and best practices of each of the most popular social media sites to help you determine the right social media channels for your business.



Chapter 1: The Critical Questions Your Must Ask



LYFE
MARKETING

The Critical Questions You Must Ask

01 Who is your typical customer?

02 How do your customers like to interact on social media?

03 What do your customers want to see from bands like yours?

04 What is your business's overall social media goal?

Who is your typical customer?

As you begin considering options for social media platforms, the very first thing you must do is ask yourself some important questions about your target audience. You should be able to define your typical customer by age, gender, geographic region, income level, education level, interests, and more. You may find that you have more than just one buyer persona. Be sure to break these groups of customers out as this segmentation can offer much clarity when choosing the right social media platforms for your business.



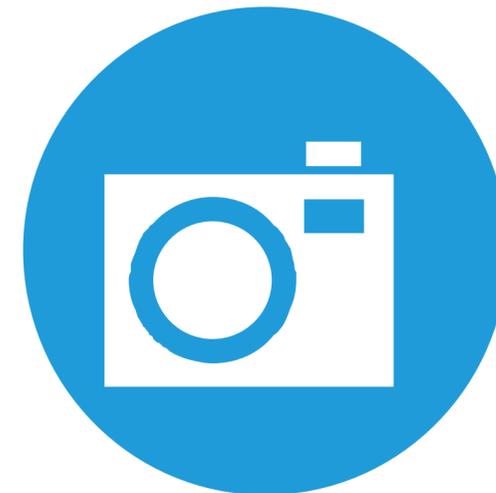
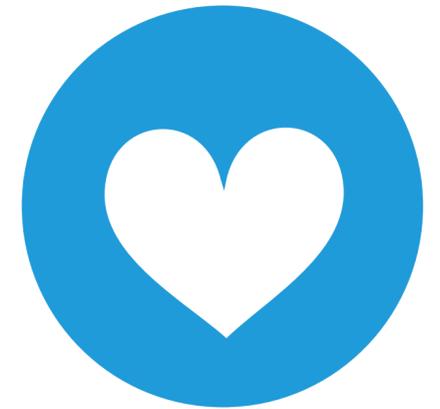
How do your customers like to interact on social media?

Knowing the answer to this question is just as important as knowing who your target audience actually is. If you already have a social media presence, take a look back to see which types of posts created the most engagement and buzz. You can do this simply by scrolling through your old posts or using a free analytics tool like Facebook Insights to determine your top performing content.

Another important element of how your customers interact on social media is the device (PC, tablet, smartphone, etc) that your audience is using to access social media. For example, if you find that the majority of your customers access social media from a mobile device, you may want to consider joining a social media platform like Instagram that has been designed specifically for mobile users to share images and video on-the-go.

What do your customers want to see from bands like

Knowing the answer to this question is just as important as knowing who your target audience actually is. If you already have a social media presence, take a look back to see which types of posts created the most engagement and buzz. You can do this simply by scrolling through your old posts or using a free analytics tool like Facebook Insights to determine your top performing content.



What is your business's overall social media goal?

If you're like most businesses, your primary goal of having an active social media presence is to raise awareness of your brand, which in turn will drive more traffic to your website. Other goals that you probably have are to earn loyal website visitors and increase conversions. You'll want to define these goals up front so that you can choose social media channels that will best align with your goals.



Chapter 2: The Platforms Explained

What Platforms?

Platforms Explained

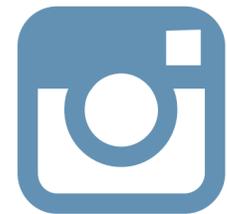
Now that we've talked about the important questions that your business must ask before considering which social media platforms, let's take a close look at each of the key social media platforms to see which ones will be best for your business.



Twitter



Facebook



Instagram



Google+



LinkedIn



Pinterest



Chapter 2: Platform: Facebook



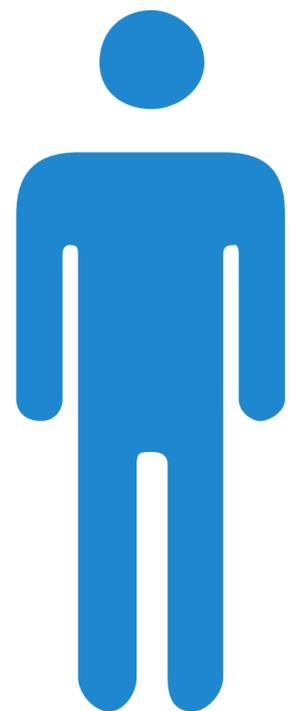
03

09

10

FACEBOOK

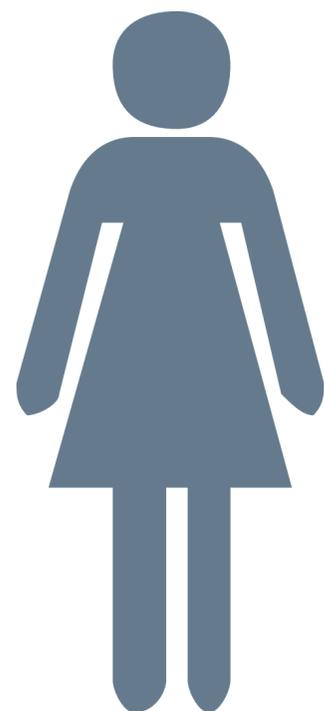
Demographics



Men

66%

Of men use Facebook



Women

77%

Of women use Facebook

87%

of adults between the ages of 18 and 29 use Facebook

74%

of adults who went to college use Facebook

77%

of adults making less than \$30,000 in annual income use Facebook



FACEBOOK

Pro's and Con's

Pro

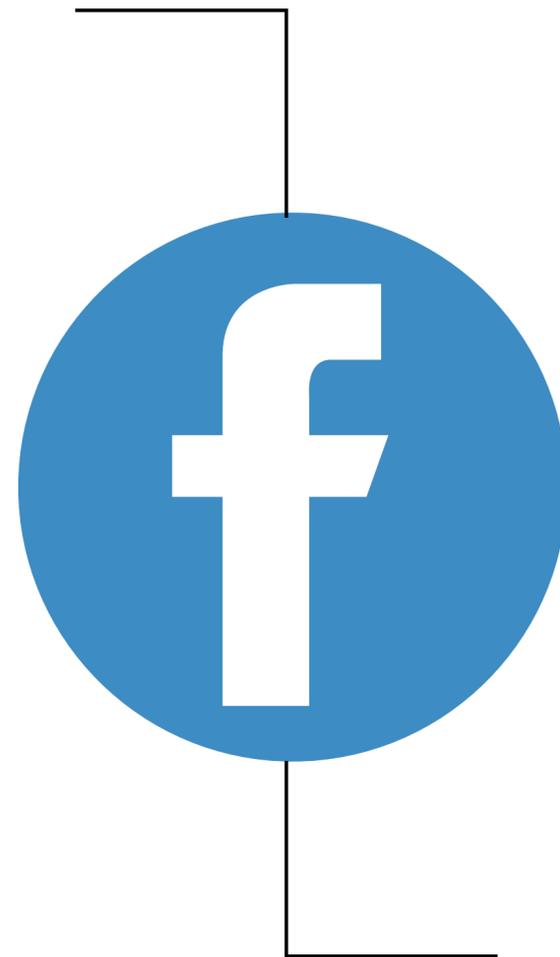
Facebook Insights offers businesses some powerful metrics to help them tweak their social media marketing strategies to be most successful.

Pro

Facebook business advertising offers highly coveted targeting tools that allows your brand to deliver custom-tailored content to specific groups based on defined demographic information that you provide.

Pro

Facebook Insights offers businesses some powerful metrics to help them tweak their social media marketing strategies to be most successful.



Con

Maintaining a Facebook page is a major time commitment. Developing a consistent posting schedule of compelling content and regularly engaging in Facebook conversations is key to being successful on this site.

Con

You'll find that a lot of your Facebook fans aren't even seeing your content, which makes it almost necessary to pay for Facebook advertising to snag a spot in your fans' newsfeeds.

Con

Maintaining a Facebook page is a major time commitment. Developing a consistent posting schedule of compelling content and regularly engaging in Facebook conversations is key to being successful on this site.

Expert Tips

01

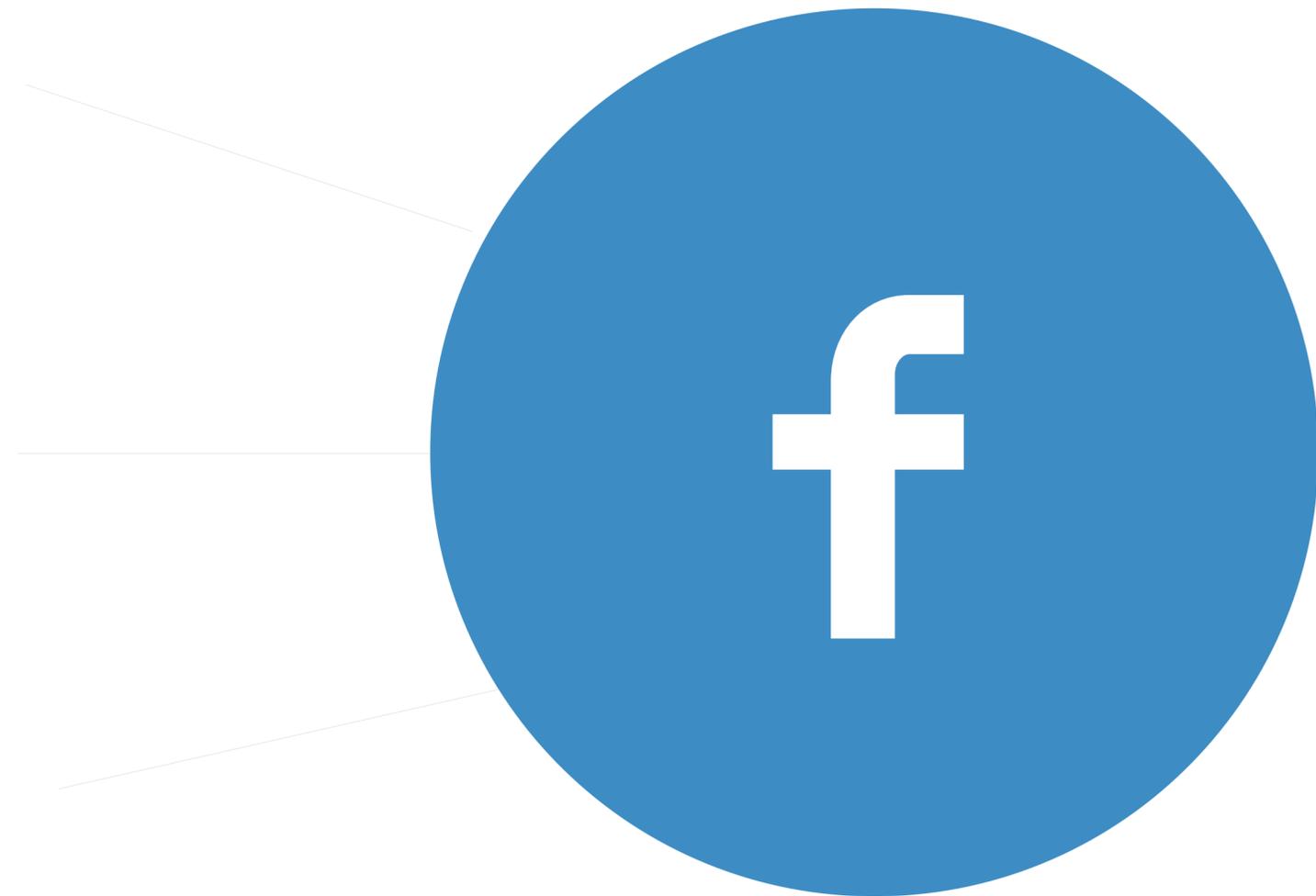
Use visuals (captivating images, engaging video clips, and helpful infographics as often as possible. This content will receive better placement in the Facebook newsfeed.

02

When advertising, use Facebook's Power Editor over Facebook's Ads Manager. Power editor provides a number of features not available in Ads Manager

03

Focus on creating a 2-way conversation with your Facebook fans rather than making a broadcast or sales pitch.

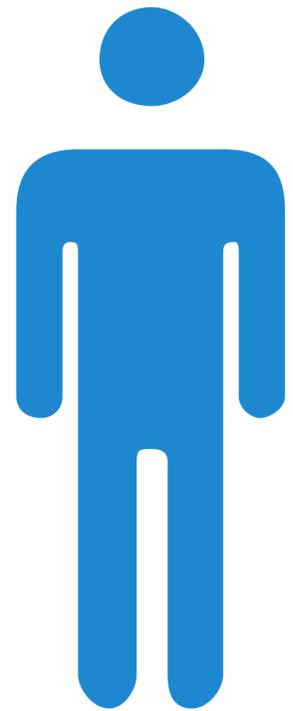
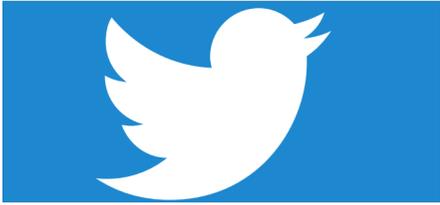


Chapter 2: Platform: Twitter



Twitter

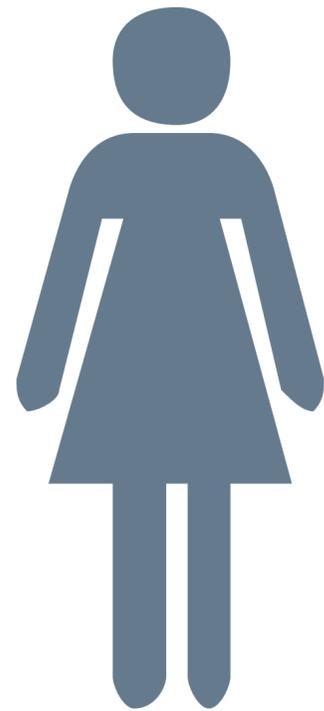
Demographics



Men

24%

Of men use Twitter



Women

21%

Of women use Twitter

37%

of adults between the ages of 18 and 29 use Twitter.

30%

of adults who went to college use Twitter.

27%

of adults making more than \$75,000 in annual income use Twitter.



Twitter

Pro's and Con's

Pro

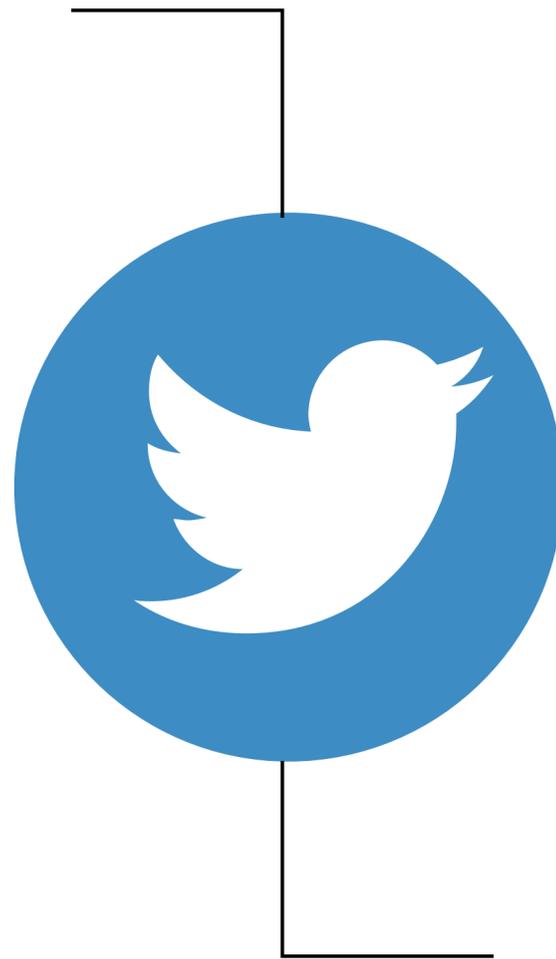
It's an ideal social platform for connecting with your audience at both a support and personal level.

Pro

Twitter allows you to reach all of your audience, unlike Facebook that only shows you up to 5-10% of your fans without paid advertising.

Pro

Finding potential leads and customers is free and easy due to Twitter's search features.



Con

Executing a Twitter marketing strategy properly takes a lot of time when it comes to creating content, interacting with users, scheduling posts, and more.

Con

The 140 character limit can make it more challenging to communicate a message, particularly for Twitter newbies that need to learn to be effective and efficient with tweets.

Con

Twitter, in terms of content, is very fast paced. Your content has to be exceptionally engaging for your audience to notice your business in their stream.

Expert Tips

01

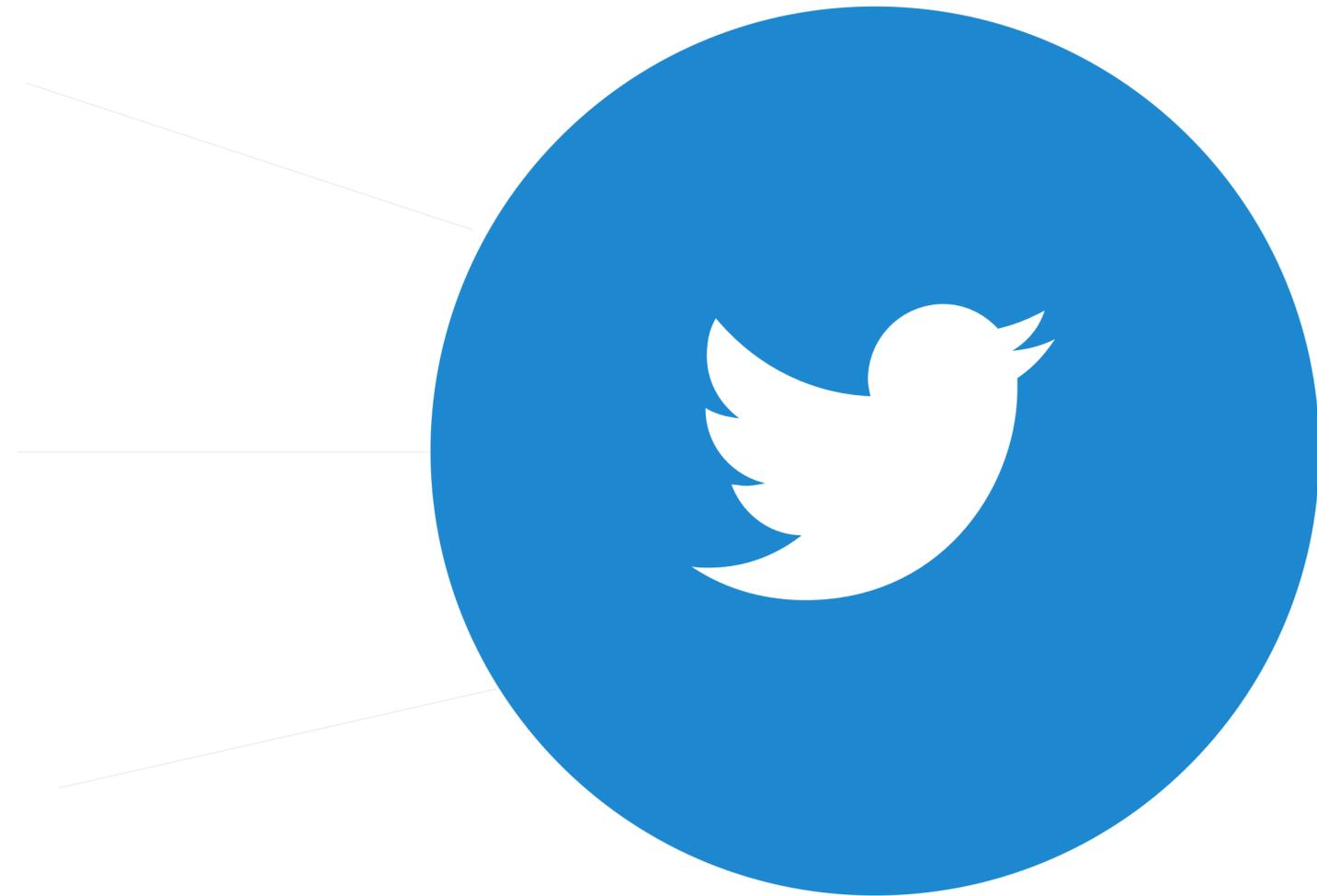
Make a list of the keywords that best describe your business and industry and find a way to naturally incorporate them into your tweets.

02

Incorporate an image into your tweets as often as possible. Tweets with images are proven to get more retweets than those without.

03

Take advantage of the Twitter header spot and pin a tweet to boost your brand's presence on the site and/or promote a new product or service.



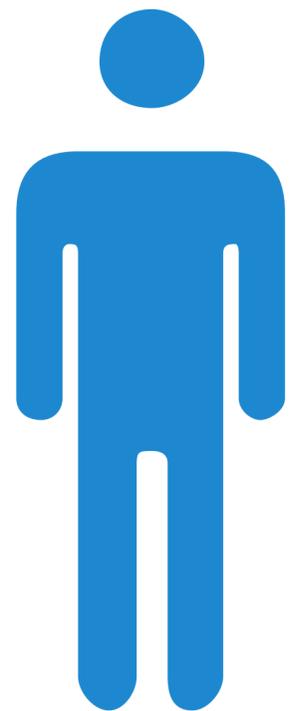
Chapter 2:
Platform: Google +

Google+



Google+

Demographics



Men

74%

Of Google+ users are male



Women

26%

Of Google+ users are Female

55%

of users are from the United States

60%

of adults who went to college use Google+.

28%

of people age 15-34 that use Google Plus



Google+

Pro's and Con's

Pro

The social platform works hand-in-hand with Google search, giving your business a much welcomed SEO boost.

Pro

Google Circles allows your business to quickly index friends and associates based on interests and such.

Pro

Google Hangouts allow your business to host or participate in a live broadcast video, and this video is automatically backed up to your Google+ profile and YouTube.



Con

The user pool is not as large as some of the social networking sites, which means that your audience may not be using this site yet.

Con

It's not as user-friendly as some of the other social networking sites like Facebook and Twitter.

Con

Unlike other social media networks, the Google+ contests and promotions policy prohibits businesses from hosting contests or promotions on Google+ pages.

01

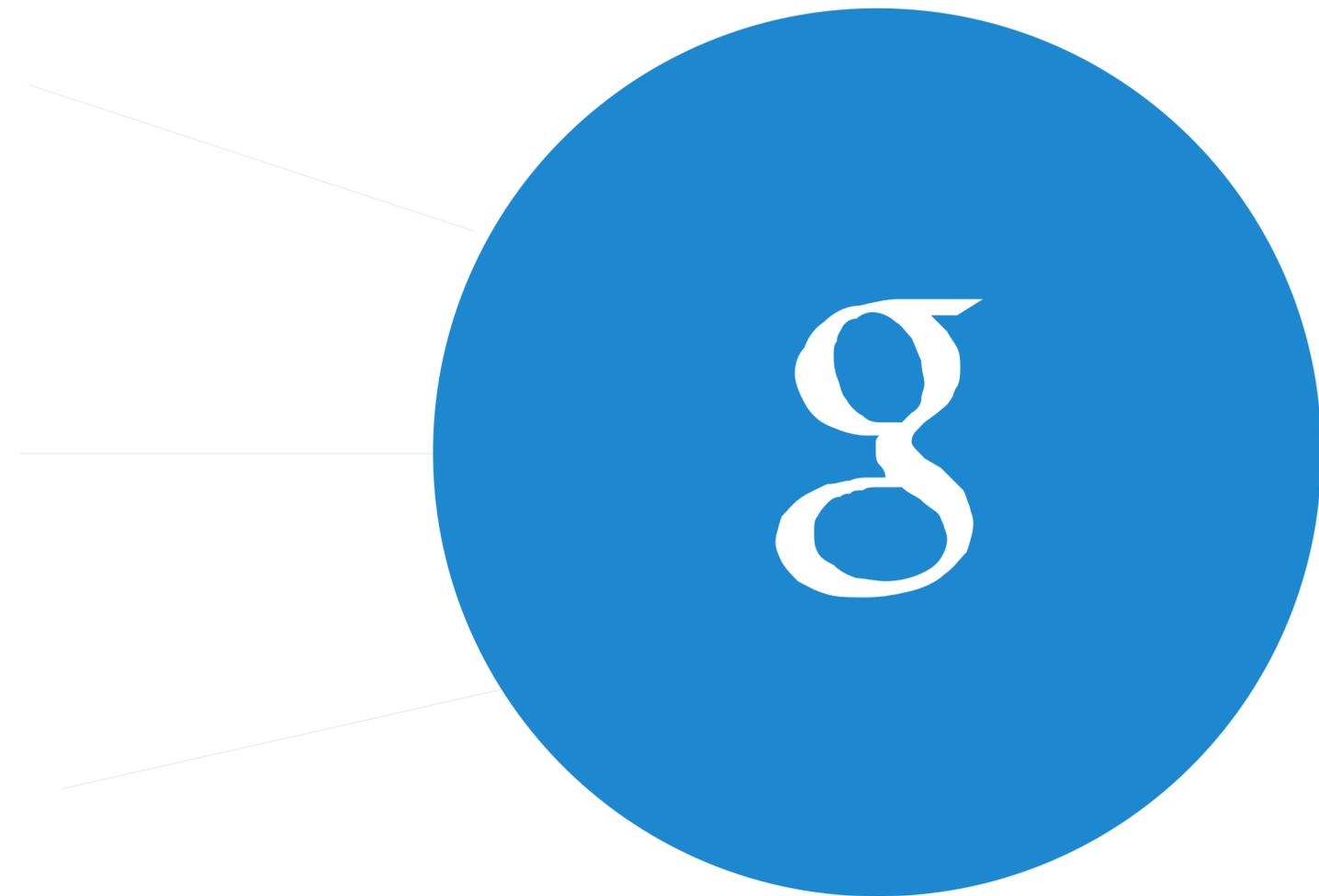
Take advantage of Circles. Add people to your circles so that they will feel inspired to add you to theirs. People to include in your circles include those in your same industry as well as customers and business colleagues.

02

Make the most of the SEO value offered by Google+ by combining your Google + Local Page with your Google+ Business Page.

03

Don't neglect your profile. Complete it in its entirety, and include as many images of your business as possible. You should also find ways to naturally incorporate relevant keywords.

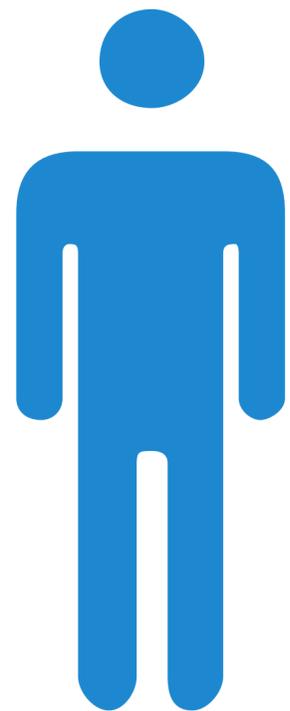


Chapter 2: Platform: Instagram



Instagram

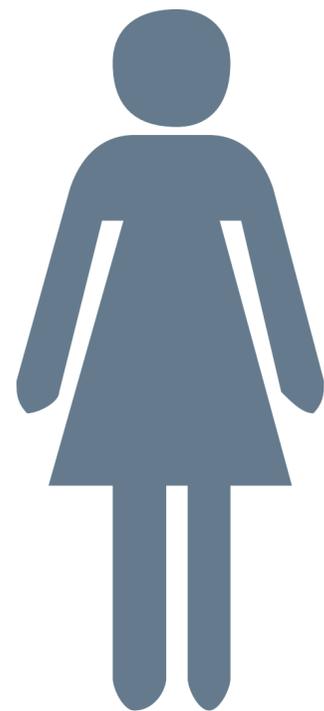
Demographics



Men

22%

Of men use Instagram



Women

29%

Of women use Instagram

53%

of 18–29 year olds use Instagram

26%

of adults making over \$75,000 use Instagram

26%

26% of Instagram users live in suburban areas



Instagram

Pro's and Con's

Pro

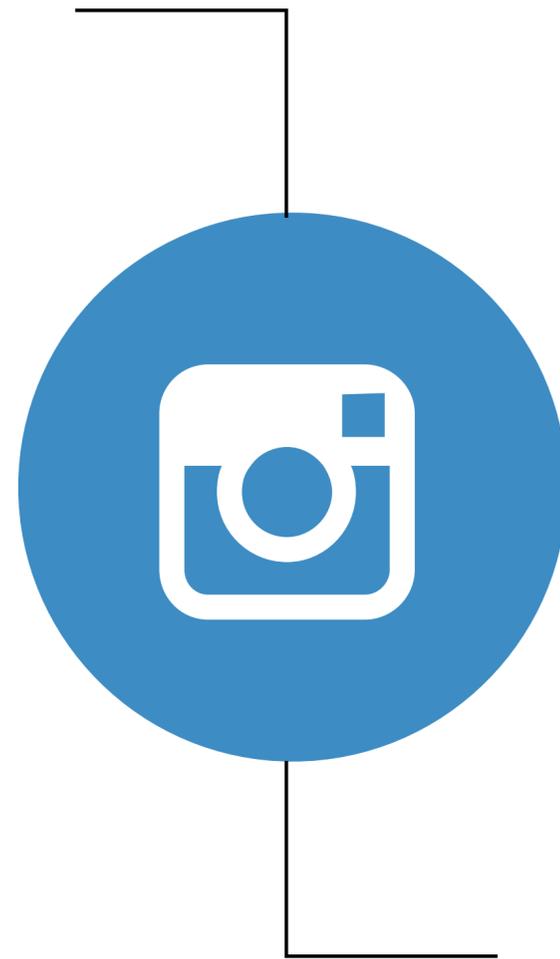
Instagram just opened up its advertising services to businesses of all sizes, and Now is a great opportunity for your business to get in on the ground floor of using Instagram for marketing purposes.

Pro

Like Twitter, your business can use hashtags to reach out to more users beyond their followers.

Pro

You can build a very large audience without advertising, unlike you can with Facebook.



Con

Because Instagram is highly visual, you will need to invest in quality images in order to be successful with your Instagram marketing strategy.

Con

Since Instagram is a mobile-specific platform, it limits businesses from reaching consumers that do not own a smartphone or tablet.

Con

The audience on Instagram is young (most users are between the ages of 18 and 29), so this site is not ideal if you are looking to reach a wide age range.

Instagram

Expert Tips

01

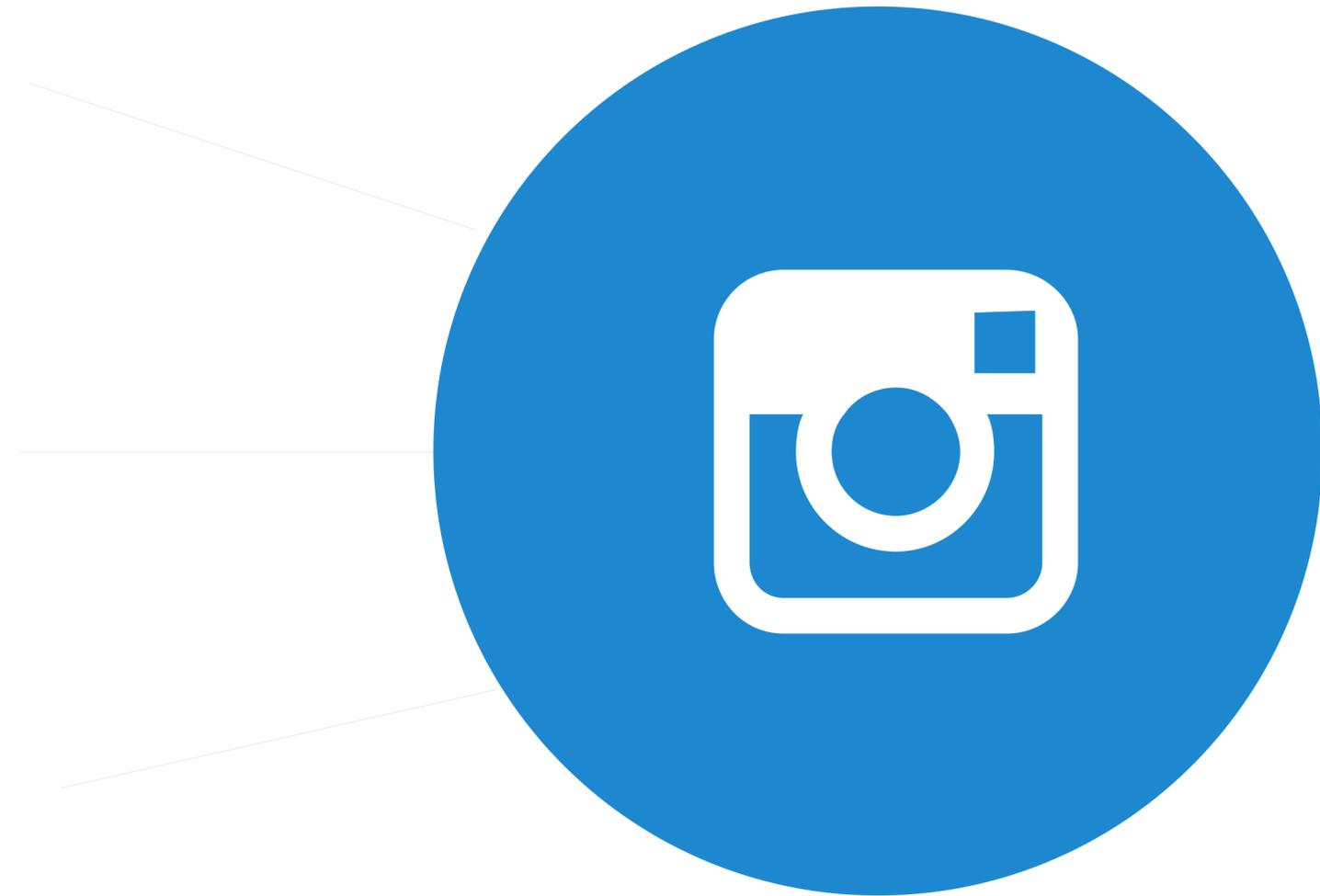
Repost relevant user-generated content. This is a great way to show appreciation for your followers, increase your brand's reputation, and show that your brand is personable.

02

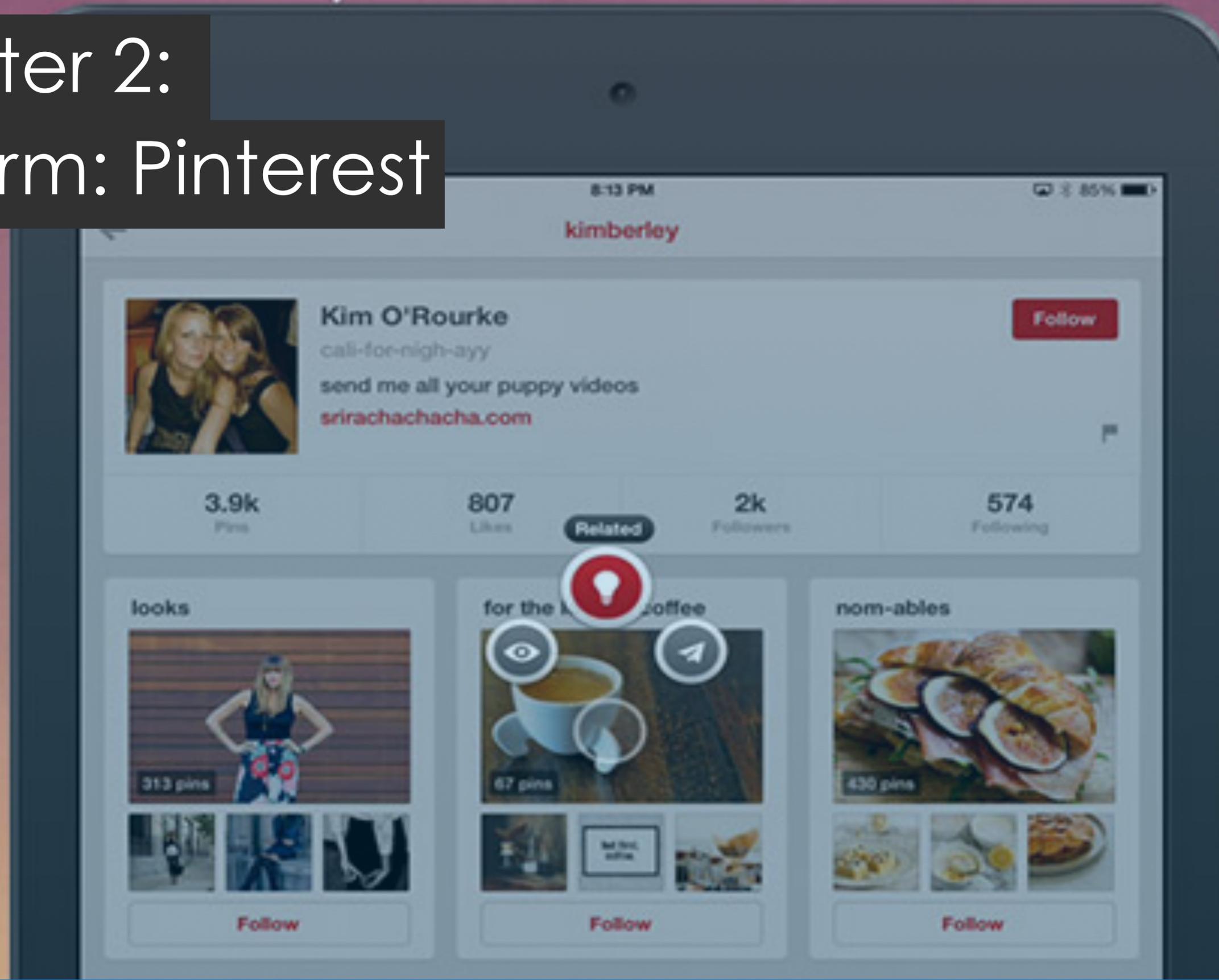
Don't post images that aren't relevant to your brand or industry. This can confuse your audience about what your brand is all about.

03

Don't forget to track the engagement levels on your content to find out which images really seem to create some buzz.

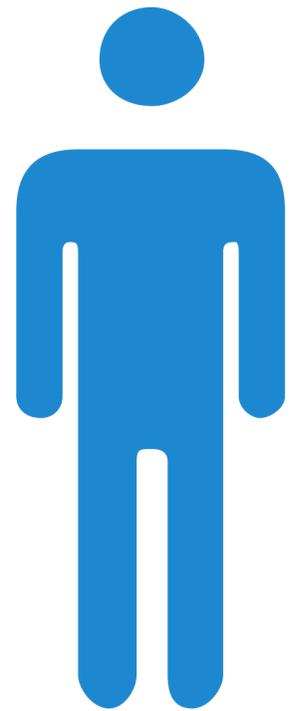


Chapter 2: Platform: Pinterest



Pinterest

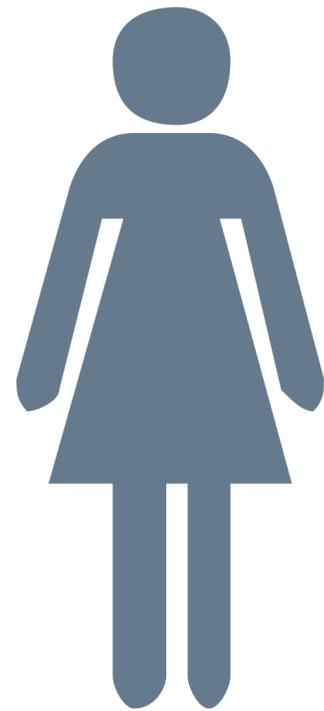
Demographics



Men

13%

Of online men use Pinterest.



Women

42%

Of online women use Pinterest.

34%

of adults 18–29 years old use Pinterest.

32%

of adult college graduates use Pinterest.

34%

of adults making over \$75,000 use Pinterest.



Pinterest

Pro's and Con's

Pro

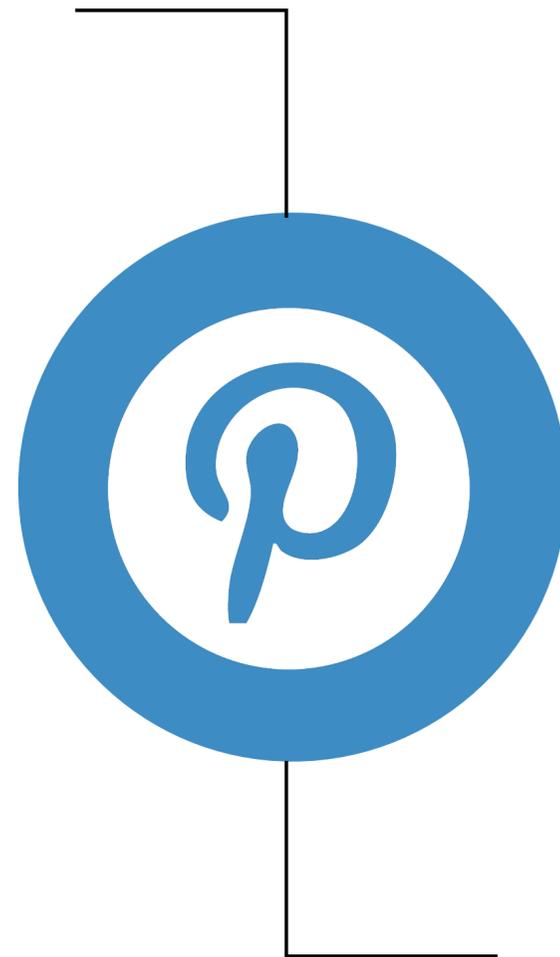
Pinterest users love to shop and have the budget to do so. The average amount of sale originated from Pinterest is more than double the average amount of sale from Facebook.

Pro

Pinterest is a powerful source for driving traffic to your website as every image on a user's board includes a hyperlink to the original source.

Pro

Pinterest boards make it easier for your business to appeal to more people as you have the ability to separate the content that you share into different category boards. This allows for selective following.



Con

Pinterest attracts a limited audience, primarily women under the age of 45. If you're looking to reach a wider audience, you may want to spend your social media resources elsewhere.

Con

You must invest in quality images in order to be successful with marketing your business on Pinterest.

Con

Pinterest is not business oriented. Even if you have a pin that goes viral, the original link to your webpage can become lost in the shuffle during the re-pinning process, preventing traffic from being directed to your website.

Expert Tips

01

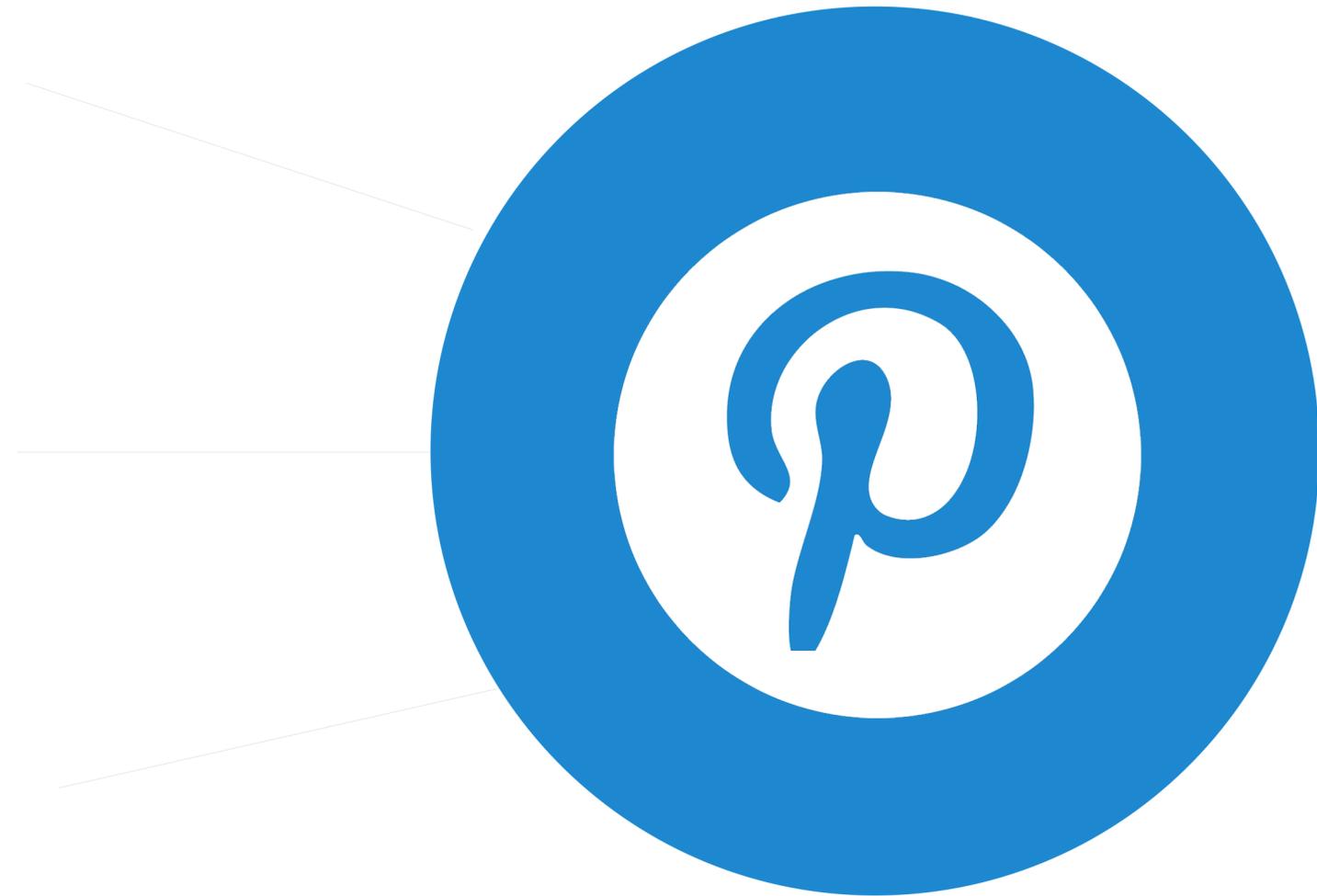
Take advantage of group boards. This enables both your business and your Pinterest followers to pin content to your boards, which is an excellent strategy for engaging your audience.

02

Try Pinterest advertising. It is extremely cheap, at the moment, and brands are seeing major results.

03

Don't limit the pins that you include in your boards to just your products and services. Instead, stretch your brand's personality by pinning other areas that are relevant to your business and branding strategy.

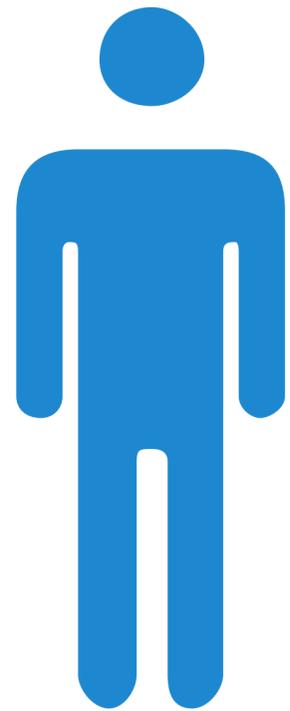


Chapter 2:
Platform: LinkedIn



LinkedIn

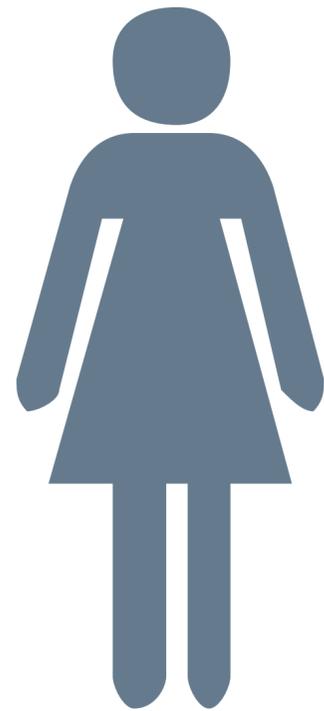
Demographics



Men

28%

of online men use LinkedIn.



Women

27%

of online women use LinkedIn.

31%

of adults 30–49 use LinkedIn.

50%

of adult college graduates use LinkedIn.

44%

of adults making over \$75,000 use LinkedIn



LinkedIn

Pro's and Con's

Pro

LinkedIn is the ideal social media platform for those looking for B2B lead generation due to the site's professional nature.

Pro

Being deemed a professional social networking site, LinkedIn can help your business to build a network of industry-related connections with colleagues, peers, and influencers.

Pro

LinkedIn is a powerful platform for demonstrating your knowledge and expertise in a way that adds value to your audience.



Con

If you're not a B2B business, you may not benefit from using this social media platform.

Con

LinkedIn works very well for individuals. Company pages on LinkedIn have to rely on advertising to really grow a presence and increase sales.

Con

Advertising on LinkedIn is extremely expensive compared to other social media networks.

Expert Tips

01

Take advantage of the new LinkedIn Publisher Stats to learn more about how many people are viewing your posts, the length of life that your posts have, and the demographics of the people that read and engage with your posts.

02

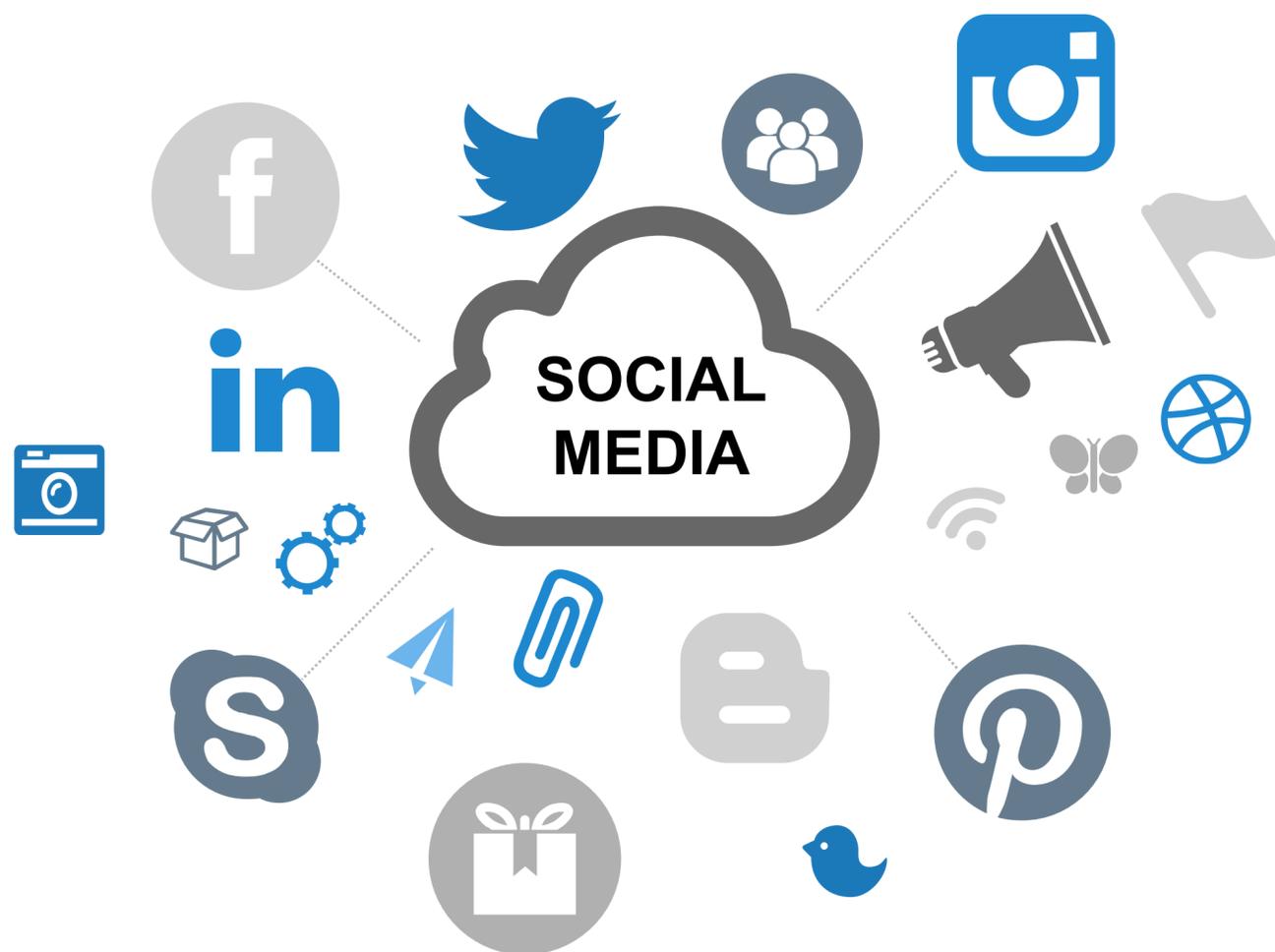
Optimize your LinkedIn company page for SEO by incorporating targeted keywords into your company description. Also be sure to pay attention to the Specialties section of your company page as this is a great place to add some additional targeted keywords.

03

Research what is trending and popular in the niche LinkedIn groups that you are a part of. This is a great way to find out the types of content that really seem to resonate with your audience.



Chapter 3: Which Platform is Best?



So, which platform is the best?

Good question! There is no one size fits all answer to this question. The “right” platform for your business will do the following:

- + Allow for easy reach of your target audience
- + Accommodate the type of content you can create
- + Accommodate the type of ROI you want

If are still having trouble deciding, Facebook is ALWAYS a go-to platform. Also, don't forget to answer the questions from Chapter 1 before you decide:

- + Who is your typical customer
- + How do your customers like to interact on social media
- + What do your customers want to see from brands they follow on social media
- + What is your business's overall goal for having a social media presence

Conclusion

As you can see, there are a number of factors that should play into your decision to choose a social platform for promoting your business. With the importance that social media plays in online marketing, you owe it to yourself to make strategic and educated decisions about how your business will spend its time on these social networking sites.

Take the time to think clearly about how your typical customer prefers to interact on social media and align that with your organization's social media marketing goals. Ready to take your social media to the next level, consider outsourcing it to a social media agency like LYFE Marketing. We provide affordable social media marketing services that range from \$500.00 to \$1,500.00 a month.

About LYFE Marketing

LYFE Marketing is a **social media marketing agency** based in the city of Atlanta, GA. We we work with business of all industries. You name it, we've helped them build an result focused presence. Our services allow businesses to save time, generate results, and focus on the more important facets of their business, while knowing that their social media marketing presence is optimized for success. We create, manage, and execute high-level social media, search engine, and website campaigns.

Website

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A close-up photograph of a man with dark hair, a beard, and glasses, wearing a blue denim shirt. He is smiling and looking down at a laptop screen. The background is a blurred office or library setting with bookshelves. A dark, rounded rectangular box is overlaid on the left side of the image, containing the text "Thanks For Reading" in a light blue font.

Thanks For Reading