

Your Guide To **Social Media Marketing**



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Introduction

In 2002, the meaning of the word “social” changed overnight. In a Harvard dorm room, Mark Zuckerberg launched Facebook.

Initially designed to be a college, campus-wide networking site, the founding father of social media became a sensation overnight.

Since then, many other platforms have emerged, changing the way society socializes and companies market.

In this ebook, we’ll be reviewing some of the most popular social media channels from the last two decades and providing you with relevant insights for your business.



2004

Facebook Launches

After discovering a “social gap” on the internet, Zuckerberg coded a networking site that allowed students at Harvard to connect virtually.

Following its initial launch, Facebook (now Meta) grew rapidly.

2011: Messenger launches

2012: Instagram’s acquisition is announced

2014: WhatsApp and Oculus are obtained

2018: Workplace and Portal launch

2020: Novi starts

2021: Meta is born

It's simple to see that Facebook is the Goliath of social media. Even though many suggest it's becoming archaic, having a presence here is important for your business.

If you're not advertising on social, meaning you're not spending ad dollars, you're missing out big time.

We recommend you start on Facebook first and test out different forms of content and paid ad campaigns until you find what resonates with your audience.

- Facebook has nearly 2.9+ billion users worldwide
- 3+ million businesses use the applications
- Male users between 25 and 34 make up the largest group
- Events, giveaways, live videos and user-generated content do best
- In 2021, the Facebook Ad spend was around \$2.9+ billion



2005

Reddit Launches

Reddit may not be the first platform you think of when someone mentions social media, but it's one of the best ways to gauge public sentiment.

Its true superpower lies in the subreddits that span every topic of conversation imaginable. And while it's known to get a little wild at times, the company has worked on enforcing policies to ensure safety.

One of the more recent examples of the platform's strength was demonstrated on the "wallstreetbets" sub when the GameStop stock was on fire. Anyone interested in the topic could contribute in real-time, making it an incredible tool for sales teams.

Put simply, there's a ton of eyes on Reddit. And while this might lead you to think it's a good place to promote your brand, the black sheep of the social media flock isn't a huge fan of brands marketing on the platform.

We recommend sticking to using this as a research tool, but if you choose to pursue this medium, you should do your research first.

- Reddit has 430+ million active users worldwide
- 36% of its users are between 18 and 29 years old
- In June of 2021, around 1.7+ billion visits were counted



2006

Twitter Launches

Originally designed as a place for microblogging, Twitter has grown into so much more.

It's not for everyone, but like Reddit, Twitter is a great place to get a sense of public sentiment. It's also extremely popular among journalists and news outlets.

Twitter is a great tool to use to stay up to date and in the know. It's also an incredible platform to use to build your brand's voice.

Since the platform limits character counts, many creators make threads that are multiple tweets organized together to form a microblog. These have a better chance of going viral.

Simply put, you either understand Twitter or you don't. Therefore, we recommend you get a solid idea of the amount of work that is required before you decide to commit to this relationship.

- Twitter has 330+ million active users a month (as of 2019)
- 61.6% are male while 38.4% are female
- 38.5% of the users are 25-34 years old



2010

Instagram & Pinterest Launch

Hang onto your glue guns! 2010 was a big year for creatives on social. Let's start by covering Instagram.

The photo-sharing application initially filled a gap in the market by placing priority on static visual content.

Today, it's grown to include video features through stories, reels and IGTV, but the primary focus remains on images and video, making it one of the most popular apps for creators.

It's obvious that like Facebook, Instagram is the next best place to be for your business if your customers match the user demographics.

With an audience of 1+ billion, your products/services have a great shot at gaining attention here.

And thanks to the shopping feature for business accounts, you're able to close a deal right on the platform. Just make sure that you keep your images clean and your captions social.



- Instagram has 2+ billion active users worldwide
- 72% of users research products and services on the platform and report making a purchase
- 48.4% of the users are female and 52% are male
- The average time spent daily on Instagram is about 30 min

2010

Instagram & Pinterest Launch

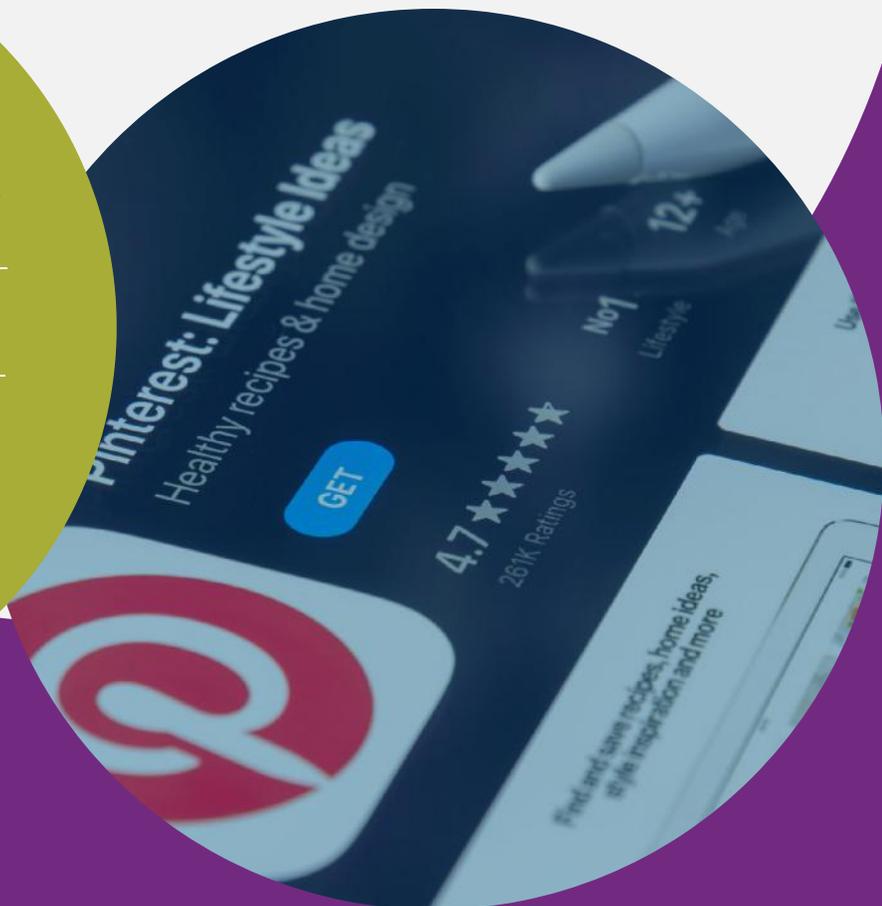
Now on to Pinterest! The concept for this platform was to create a virtual pinboard where the possibilities for customization were limitless and the only thing holding you back was your imagination.

The platform isn't just for stay-at-home moms or bloggers.

We believe that Pinterest is underutilized. With a larger user base, it has the potential to grow your business through paid and organic content.

If you're in F&B, travel, fashion, health, well-being, or anything DIY-related, we recommend you give Pinterest a try!

- Pinterest has about 431+ million users in the U.S.
- The platform is most popular with women, but male accounts increased by 50% in 2020
- Women aged 25-34 represent 30.4% of Pinterest's ad audience
- Advertisers can reach more than 200 million people on Pinterest



2011

Snapchat Launches

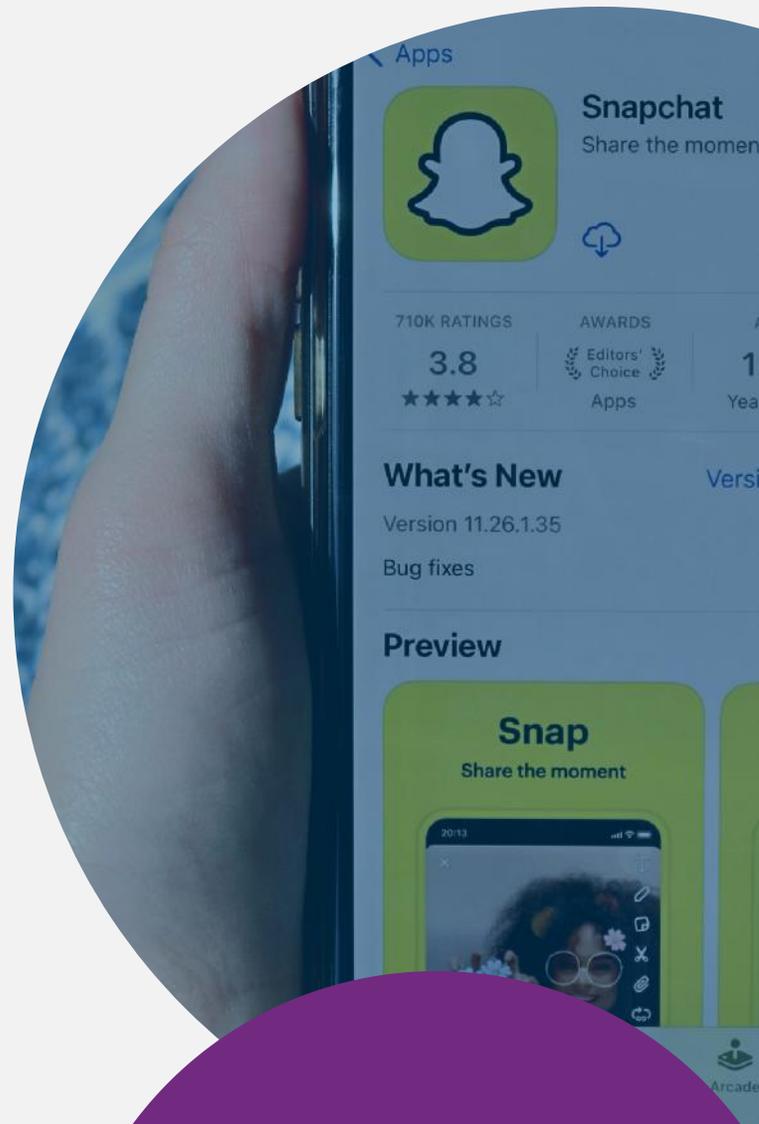
Immediately after its launch, Snapchat grew in popularity with a younger demographic as it became a new way to "text" friends and share updates.

It also was the first platform to introduce the "story" feature, which has since been adopted by Facebook, Instagram and LinkedIn.

Snapchat continues to maintain its "casual" environment for friends and family to use for messaging and has since added features such as stories, chats and Geofilters.

Bigger brands have used the platform features to create branded filters and even run paid ad campaigns.

And while this platform might not be the right fit for everyone, it's still important to keep in mind.



- 82% of Snapchat users are 34 or younger
- 46% of U.S. users visit the platform several times a day
- Snapchat's net advertising revenues are projected to reach \$2.62 billion
- 55% of users are female and 44% are male

2015

LinkedIn Puts Content First

Unlike the other channels mentioned so far, LinkedIn only recently made the switch to what most would consider a social platform.

While it was founded in 2002 (before Facebook), the company only began to prioritize content when it introduced Pulse, a publishing application that is now completely integrated within LinkedIn.

However, its reputation lingers. Many perceive it to be a place to find a job and upload your CV, but it has become one of the best platforms to market yourself and/or business.

- LinkedIn has 740+ million active users
- Four of five LinkedIn members drive business decisions at their companies
- 174 million U.S. workers have LinkedIn profiles
- 56.6% of the users are male and 43.4% are female

Allow us to geek out for a moment. **LinkedIn is hands down one of the best places for your business to be right now for two reasons:**

1. It helps you establish credibility because it's seen as a professional platform.
2. It has one of the best organic reach rates. What's that mean? Currently, you don't have to pay for eyes (aka impressions).

Unlike Instagram and Facebook, an organic post with no boosting can do extremely well. Additionally, LinkedIn advertising allows you to reach decision-makers in an organization. No matter if you're B2B or B2C, LinkedIn is where to be.



2018

TikTok Launches

Let's address the elephant in the room - TikTok isn't just for teenagers.

Like Snapchat, the platform is designed for creators to post “genuine” content that isn't perfectly curated.

Everyone's feed is entirely different based on each user's unique browsing characteristics. This pulls the focus away from whom you follow and focuses more on showcasing creators.

Focused on video, TikTok has grown like a weed and probably will continue to do so for some time. While it might not seem like this fits your brand, check to see if others in your industry are active.

Chances are high that they are. Just keep in mind that entertainment is key and working with an influencer is also always an option.

- TikTok has 1+ billion monthly active users
- In 2020, TikTok was the most downloaded app globally
- As of April 2021, 48% of U.S. adults between 18-29 use TikTok, compared to 20% of adults between 30-49 and 14% among 50-64-year-olds
- 40% of global TikTok users are male and 60% are female



We Know It's A Lot...

Having a strong online presence on social media should be top priority for you and your business. And while it might seem overwhelming at first, just know that you're not alone.

Here are some steps you can take to get started today!

1. Start by assessing your target audience and where they spend their time – then go there.
2. Make sure your pages and accounts are properly optimized. We believe that a poorly managed account can often cause more harm than not having one at all. So, make sure you keep everything up to date.
3. After you've got that going, make sure you research the type of content that works best on each platform. Post regularly, don't oversell, and most importantly, have fun! People care about people.

After all of this, if you still find yourself scratching your head, email us at wowme@grapeinc.com or call us at **941.351.0024**. We'd be happy to discuss your social media needs with you.

Until then, happy posting, tweeting, snapping and pinning!

