

Our Top 5 Social Media Platform Picks

1. facebook

With over 2 Billion active users (and increasing!) , having a presence on Facebook is a MUST for any type of business. The user-engagement on Facebook is unrivaled and would most-likely to remain so in the foreseeable future.

Highly Recommended for:

Targeted ADS, brand awareness, interacting with customers, developing promoters

2. YouTube

When it comes to marketing using videos, YouTube remains to be the strongest platform out there. It is also the 2nd biggest search engine. Being owned by Google, your video content will appear on Google searches boosting your SEO.

Highly Recommended for:

Video content, brand awareness, SEO, building credibility (videos have higher perceived value than written content)

3. Instagram

Instagram is popular for sharing photos and videos. Marketing here would involve capturing visually appealing pictures that would spark curiosity and interest.

Highly Recommended for:

Story-telling through compelling images, promoting physical products, brand awareness through Stories

4. twitter

With 317 million active users, Twitter is another great platform for marketing. Even though tweets have a short 140-character limit, they are highly shareable and can go viral.

Highly Recommended for:

Setting up and following trends, giving real-time updates, customer support, virality

5. Pinterest

Pinterest also involves visually appealing images. Different images are organized by creating interest boards and 'pinning' pictures in them. These images often contain links, so if they capture attention and get pinned a lot, they can generate traffic to a website/blog.

Highly Recommended for:

Visual content including DIY insturctables and infographics, brand awareness, sending traffic to website