Presentation Overview

1. Social Media Platforms - Top 20 Around the World
2. Top 10 Marketing Platforms
   a. How businesses/marketers use each platform
3. Top 5 Trends
   a. Social media marketing trends
   b. Content marketing trends
   c. Ecommerce trends
   d. Digital marketing trends
4. Social Media Marketing Events
5. Takeaways
Top 20 Platforms Around the World (April 2018)

Facebook: 2,234
YouTube: 1,500
WhatsApp: 1,500
Facebook Messenger: 1,300
WeChat: 980
Instagram: 813
Tumblr: 794
QQ: 783
Qzone: 563
Sina Weibo: 392
Twitter: 330
LinkedIn: 260
Snapchat: 255
Skype: 300
Reddit: 330
Baidu Tieba: 300
Viber: 260
LINE: 203
Pinterest: 200
Telegram: 200
Top 10 Platforms Businesses and Marketers Should Utilize

- Facebook
- LinkedIn
- Skype
- YouTube
- Instagram
- Twitter
- Tumblr
- Snapchat
- Facebook Messenger
- Pinterest
Which Platform is Best for What?

**Marketing/Branding**
- YouTube
- Instagram
- Pinterest
- Tumblr
- Twitter

**Connecting with Consumers/Businesses**
- Facebook
- Facebook Messenger
- Skype
- LinkedIn

**Publicity**
- YouTube
- Tumblr
- Facebook
- Twitter
- Instagram
- Pinterest
How Businesses Can Utilize Each Platform

- **Facebook**
  - Connect with other marketers, businesses, and consumers using groups (through pictures, ads, videos, and creating events)
  - Highlight business milestones and update audience
  - Advertise using Facebook ads to build brand awareness and expand audience

- **Youtube**
  - Advertise and educate consumers about company through video
  - Expand consumer audience
  - Engage with other business accounts
How Businesses and Marketers Can Utilize Each Platform

- **Facebook Messenger**
  - Create ads and events to engage participants
  - Implement chatbots to deliver targeted content
  - Tell your business’ story

- **Instagram**
  - Stream live video/Utilize Instagram stories
  - Collaborate with other businesses and tag them
  - Add call to action likes on content to drive engagement
How Businesses Can Utilize Each Platform

- **Tumblr**
  - Advertise your business using ads
  - Look at trending topics and find ways to implement them within your business
  - Use as a business website

- **Twitter**
  - Retweet and mention other marketers and businesses to build social capital and cultivate credibility
  - Integrate Twitter into your website to increase followers and online presence
  - Use hashtags to expand audience
How Businesses Can Utilize Each Platform

- **Skype**
  - Broadcast content to a larger audience
  - Conduct webinars that can be recorded and rewatched
  - Promote stories about current consumers to increase interest

- **LinkedIn**
  - Optimize company page for search
  - Use rich media to increase company page engagement
  - Sponsor best content
How Businesses Can Utilize Each Platform

- **Snapchat**
  - Use context cards to add extra information about your business
  - Partner with other businesses to increase visibility and brand awareness
  - Use ads that drive users to a call-to-action link

- **Pinterest**
  - Execute marketing strategy with CoSchedule to schedule and publish pins
  - Sell products directly with buyable pins
  - Track metrics
Most Important Marketing Trends

- Social Media Marketing
- Content Marketing
- E-Commerce Marketing
- Digital Marketing
Top 5 Social Media Marketing Trends

- Cross-platform integration
- Social listening
- Storytelling
- Timeliness
- Employee Advocacy
Top 5 Content Marketing Trends

- User generated-content (UGC)
- Authenticity
- Niche content
- Ephemeral content
- Multimedia content
Top 5 E-Commerce Marketing Trends

- Personalization
- Mobile advertising
- Influencer marketing
- Native social media selling
- Customer engagement
Top 5 Digital Marketing Trends

- Virtual and Augmented reality
- Adwords and SEO
- Live video
- Automation
- Artificial intelligence
Professional Events Marketers Should Attend

- **Conferences**
  - Midwest Digital Marketing Conference: April 15-18, 2019
    - Largest digital marketing conference in the Midwest
- **Seminars**
  - Social Media Advertising Seminars: April 18 and 25, 2019
- **Summits**
  - Social Media Strategies Summit: March 19-21, 2019 – Anaheim, California
    - The #1 social media marketing event for senior-level marketing professionals
- **Webinars**
  - The Science of Social Media: The Largest Online Marketing Seminar Ever
- **Workshops**
  - Social Media for Business: April 17, 2019
Top 5 Reasons Marketers Attend These Events

1. Network with other marketers and businesses in their industry
2. Learn how to determine where, what, and how often to post on social media platforms
3. Understand how to use social media to build brand recognition, market themselves, and attract followers, increasing traffic to their content
4. Learn new ideas, tactics, and strategies to grow their audience, increase engagement
5. Understand how to use social media to attract followers that reflect your target audience
5 Key Takeaways

1. Social media is here to stay, so familiarize yourself with platforms
2. Content is king
3. Stay updated on industry trends, as they’re constantly changing
4. Take advantage of SEO to increase brand awareness
5. Attend events to familiarize yourself with new knowledge
THANK YOU!