



UNAFRAID
OF
MAKING
NOISE

Selecting the right social platform to transform your brand

As of August 2023, 4.89 billion people use social media. That's over half of the world connected through social media! It's no surprise then, that social media is a crucial element to any brands marketing efforts. A successful social media strategy will increase your brand awareness, build relationships with your desired target audience and enhance your reputation. But before you begin planning your super strategy, you need to decide which platforms are going to bring your brand the most value.

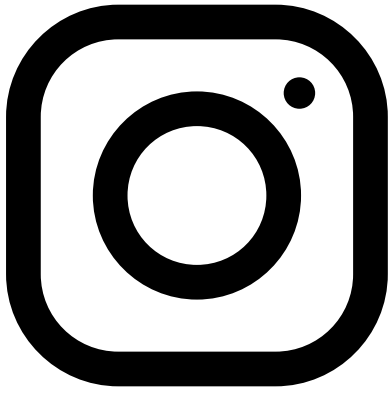
Instagram

Instagram is a great tool for reaching a younger demographic, with the majority of its users between 18 and 34 years old. Instagram is a highly visual platform, so for highly photographic brands with a strong aesthetic this is a great place to shout about yourself. But remember, it requires a consistent presence. The algorithm favours accounts that post more regularly, so posting 3-5 times a week with mixed content such as carousels, reels, static posts.

Establishing content pillars to inform posts will attract the correct target audience and form a strong brand identity. Content pillars will help plan an engaging content calendar for the month ahead. Planning your posts in advance will help you to avoid repetition and sticking to planned content pillars provides structure and consistency.

On such a visual platform, it's a good idea to establish some clear brand guidelines, this will ensure your desired aesthetic flows throughout the feed. There are even apps that allow you to preview your grid before posting, to make sure your aesthetic is spot on.





1 billion

monthly active users



Instagram ads reach nearly 30% of internet users



Fourth most popular social networking site in the world

The average users spends

11.7 hours

per month on Instagram

*hootsuite.com

LinkedIn

LinkedIn is a platform for professionals, making it ideal for B2B brands and those looking to establish themselves as sector leaders. With a focus on long-form writing and with a 60% demographic of users between the age of 25 and 34,

LinkedIn provides brands with the opportunity to dig deep into industry issues, share company wins and build employee reputation. What's more, it's the ideal platform to generate valuable business leads (if approached strategically), as it is the social media of choice for senior-level executives and managers to use. For B2B businesses in particular, LinkedIn is fundamental to a marketing strategy because it is the most suitable platform in terms of audience, tone of voice and type of content it favours.

If you want to enhance your brands LinkedIn presence further, go beyond a company page and into personal branding, ensuring your C-suite and other key employees have an active and aligned LinkedIn presence is the best starting point to generate those valuable leads.



875M

users worldwide



61M

Users Look for Jobs Through LinkedIn Weekly

Over **58 Million** Companies Are On LinkedIn

75%

of B2B marketers advertise on LinkedIn

*thesocialshepherd.com

X

X (formally known as Twitter) is the ninth most visited website globally and has over 200 million daily active users. This platform was built on the premise of engaging in conversation and was even referred to as a digital town square by its recent owner, Elon Musk. X is great for formulating relationships with a target audience and posting informal, short form content.

Operating on real time, X is where users head to when they want to find out what is going on in the world right now. This means it's also where your customers will head to when they have a query or complaint, so having someone appointed to respond to ad-hoc enquires is paramount.

While X doesn't offer much in terms of formal long-form content or images, it's the perfect platform for engaging with customers and stakeholders, either through tags or hashtags. A lot of brands worry that having a presence on Twitter can open themselves up to complaints and customer issues, but if you manage your account properly, it can help build relationships and reduce customer churn.



396.5M

users worldwide



Circa 70% male users

52%

of all Tweets are
from Gen-Z users



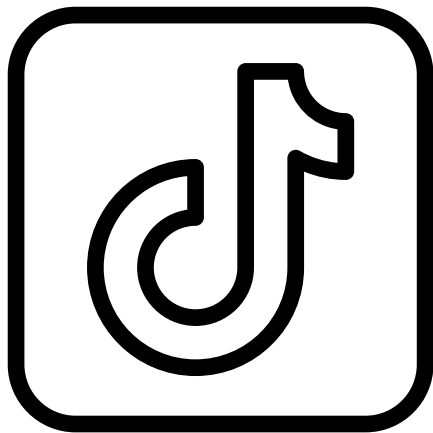
500M

posts published
each day

Tik Tok


Similarly to Instagram, Tik Tok is used purely for visual content. This app has seen exponential growth in recent years and is expected to have 1.8 billion users by the end of 2023. Particularly popular with Gen Z, TikTok comes out on top when it comes to user activity, averaging 55.8 minutes a day for each of its users. It currently exists as the most popular app downloaded globally, making it a highly useful app for brand exposure.

Despite this, you should not feel compelled to use social platforms to market your brand just for the sake of it. When planning a social media strategy, the most effective platforms are dependent on your target audience and tone of voice. For many B2B brands, Tik Tok may not be worth the investment in time that it takes to create such regular video content. The app is largely more suited to clever, yet informal aesthetic, as well as humorous content.



1.7bn
monthly active users

Adverts reach over
1bn adults
over the age of 18 each month

 **672M**
downloads
in 2022

Over 1bn
videos viewed
each day.

*shopify.com

*demandsage.com

Social media platforms should be carefully considered when planning your brand's social media strategy and it's always helpful to prioritise platforms based on how they align with your business objectives and target audience. By understanding the demographics and niche of each social media, you will gain a good idea of which to focus on. And by getting your strategy right, your brand can effectively communicate with the correct audience and express its identity, values and expertise.



Call us for a natter
0161 942 9988



Email us your thoughts
info@rumpuspr.com

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