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Social Media Marketing Platforms and Companies



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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

Whatsapp: 1,500

WeChat: 980

Tumblr: 794

YouTube: 1,500

Facebook Messenger: 1,300

Instagram: 813

QQ: 783

Sina Weibo: 392

Twitter: 330

Skype: 300

Qzone: 563

Reddit: 330

Baidu Tieba: 300

LinkedIn: 260

Snapchat: 255

Pinterest: 200

Viber: 260

LINE: 203

Telegram: 200

Top 10 Platforms Businesses and Marketers Should Utilize

Facebook

LinkedIn

Skype

YouTube

Instagram

Twitter

Tumblr

Pinterest

Snapchat

Facebook Messenger

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**
- **Automation**
- **Adwords and SEO**
- **Artificial intelligence**
- **Live video**

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!