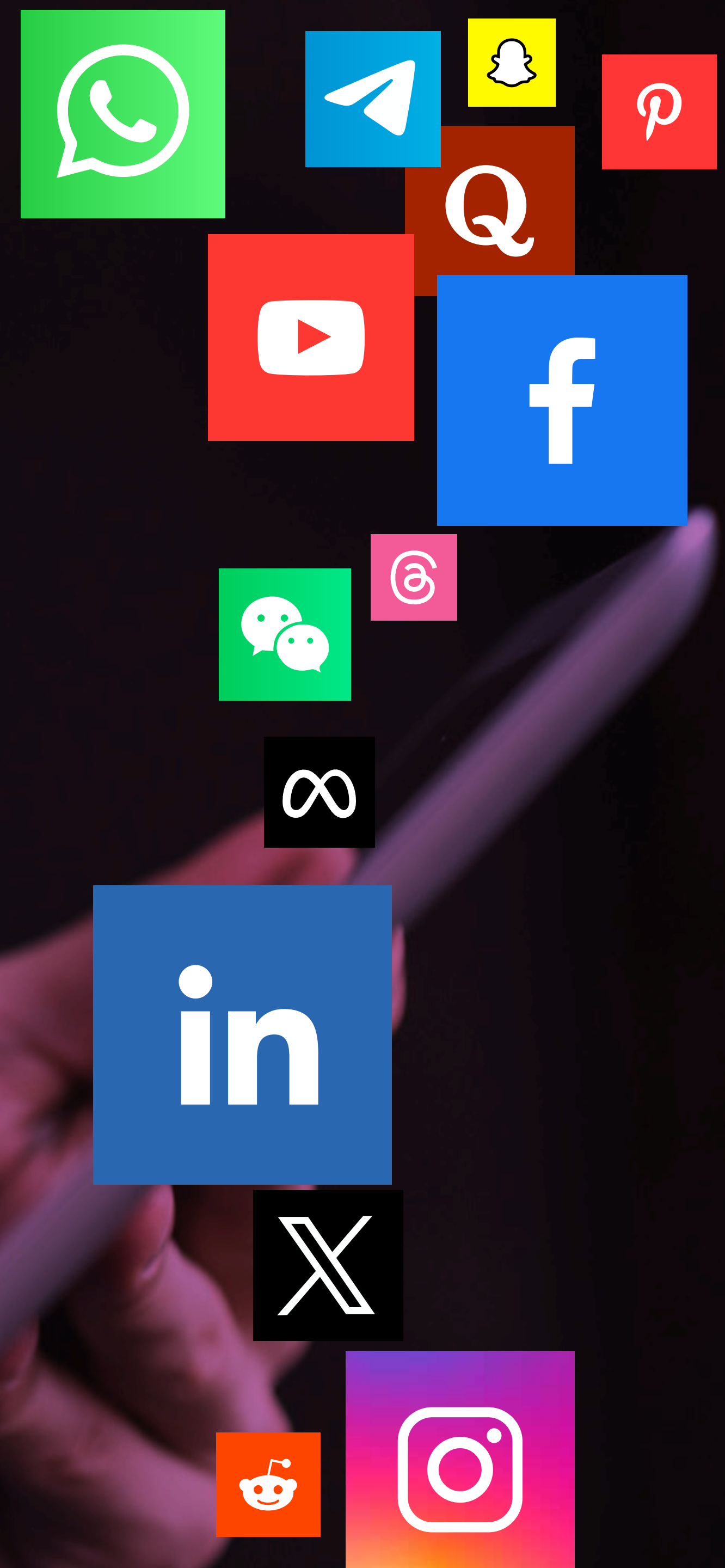
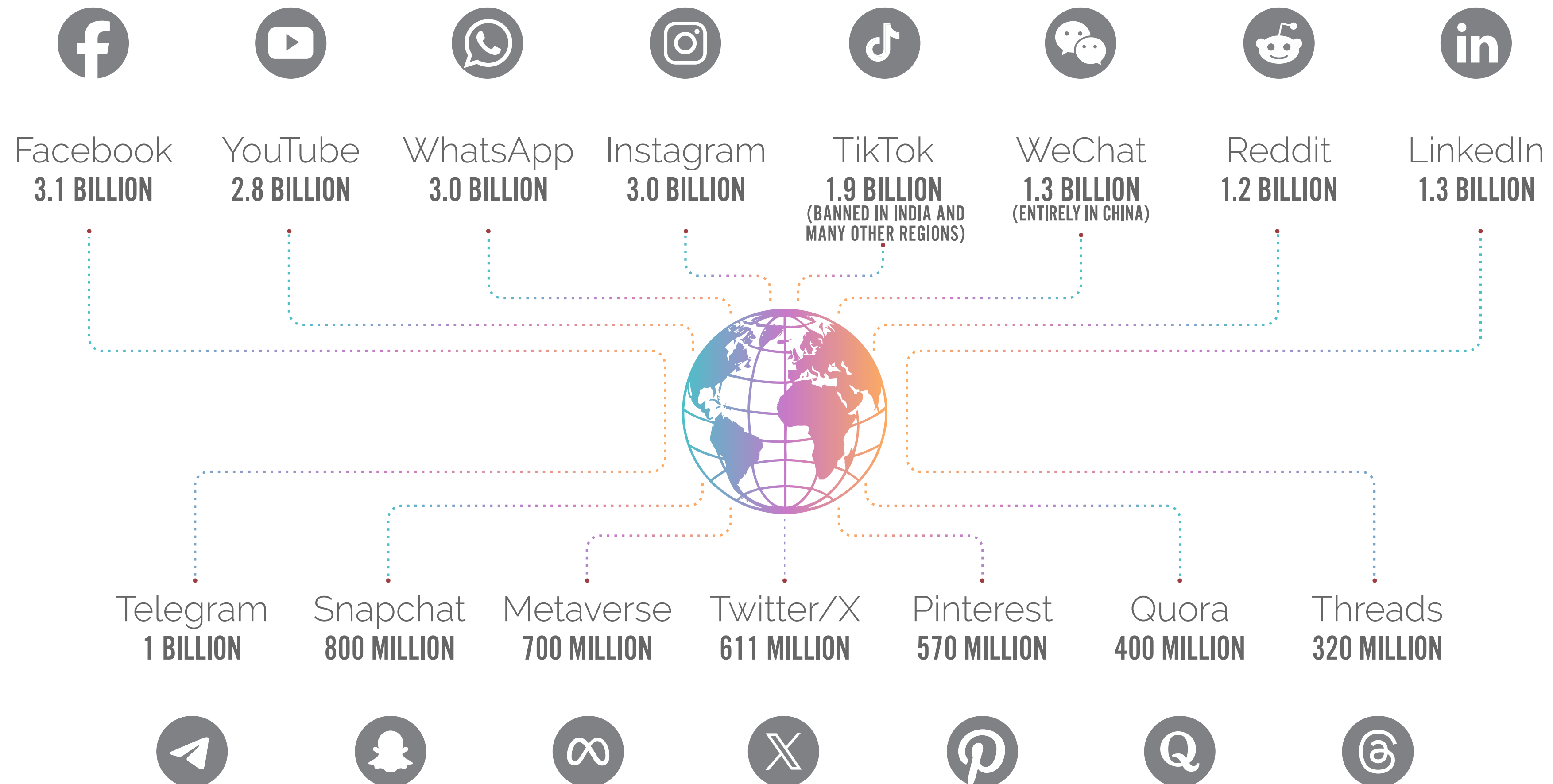


SOCIAL MEDIA MARKETING: A READY RECKONER



FACTOR 1: PLATFORM SIZE

HOW LARGE IS THE PLATFORM?



These are the latest available Global Monthly Active Userbase numbers for each platform

FACTOR 2: AGE GROUP


WHICH GENERATION ARE YOU TARGETING?

AGES 18-29




YouTube, Instagram, Snapchat, TikTok, Threads

AGES 30-49




Facebook, YouTube, WhatsApp, Pinterest, LinkedIn, Twitter/X, Quora

AGES 50-64



Facebook, YouTube, LinkedIn, Pinterest, Quora

AGES 65+



Facebook, YouTube, Pinterest

FACTOR 3: TIMING

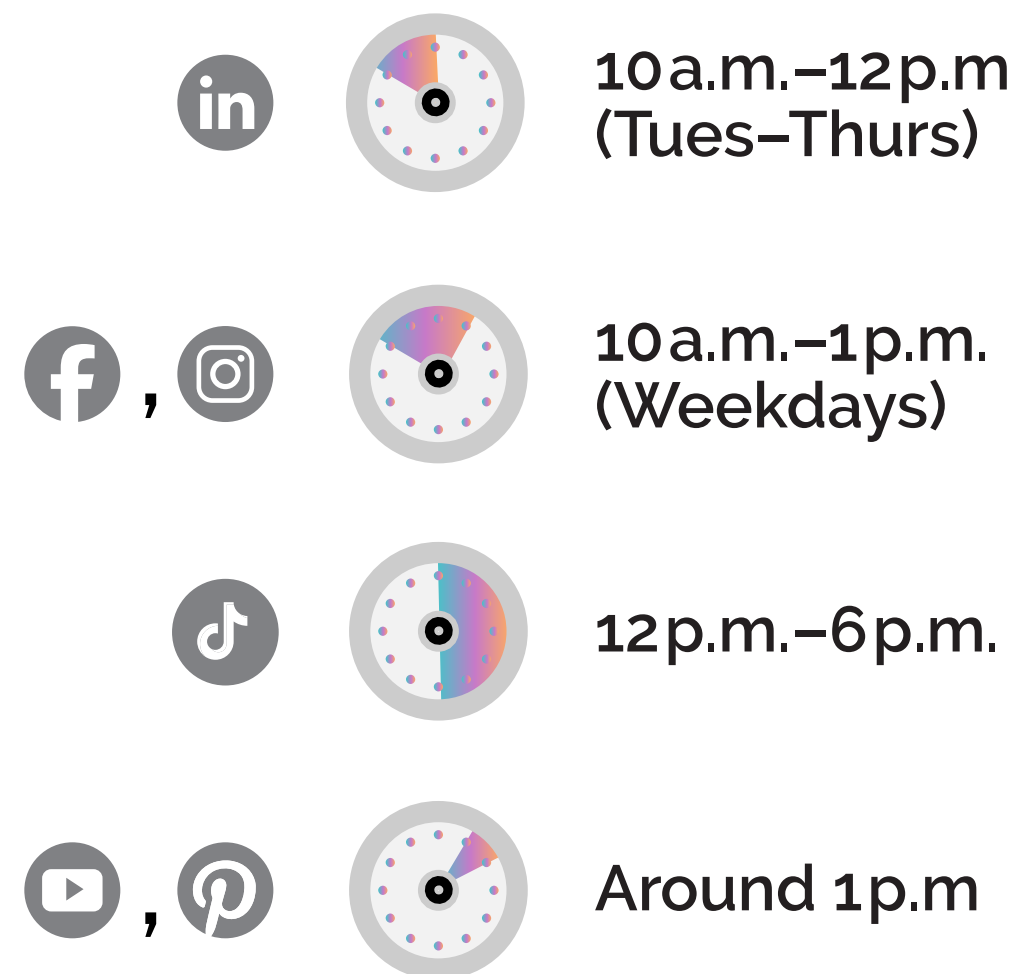
WHEN DO PLATFORM USERS LOG ON?

DAILY AVERAGE USE ON SOCIAL MEDIA

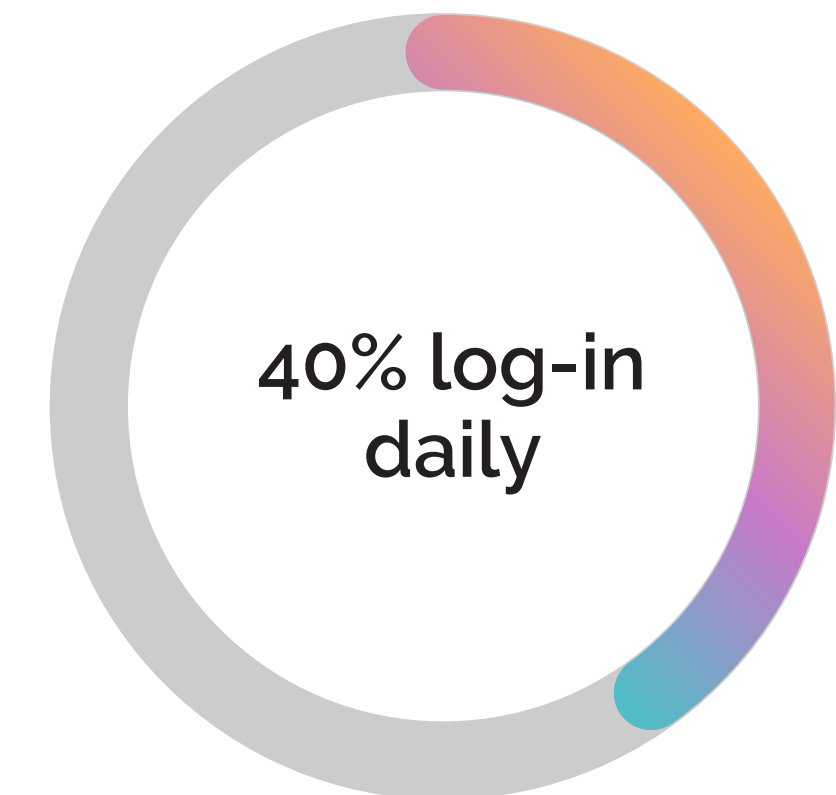


2 hours
21 minutes

MOST ACTIVE TIMES ON SOCIAL MEDIA



DAILY LOG-IN ON LINKEDIN



We highlight LinkedIn here as we work primarily with B2B businesses, for whom LinkedIn is often the best-fit social media platform

FACTOR 4: GEOGRAPHY

WHICH REGION ARE YOU ACTIVE IN?



SOUTH AMERICA

High usage of  

Rapid expansion of  

MIDDLE EAST & AFRICA

Rapid increase in social media penetration

Growth of    














Emerging interest in 

EUROPE

Highly connected on social media

Especially active on  

High usage of    

-  LinkedIn
-  YouTube
-  Facebook
-  Instagram
-  Pinterest
-  TikTok (banned in India and many other regions)
-  Twitter/X
-  Reddit
-  WhatsApp
-  Quora
-  Threads
-  Metaverse
-  WeChat

ASIA

The largest user base across age groups

Total userbase: ~2 billion

China:  dominant (~1.31 billion MAU in China alone)

India:  strong, plus    (~100 million users)

 and  growing among GenZ

NORTH AMERICA

High penetration of



AUSTRALIA

Similar to North America in social media use and penetration

Strong presence of



FACTOR 5: MATERIAL

WHAT KIND OF CONTENT ARE YOU PUTTING UP?

VIDEO

Video is the top-performing content type across all social media platforms.

Long-form



Short-form



Native video sees high engagement on



IMAGES & VISUALS

Ideal for



Great for showing product details, aesthetics, or design credentials

Images see more engagement than text on all social media.

TEXT & THREADS



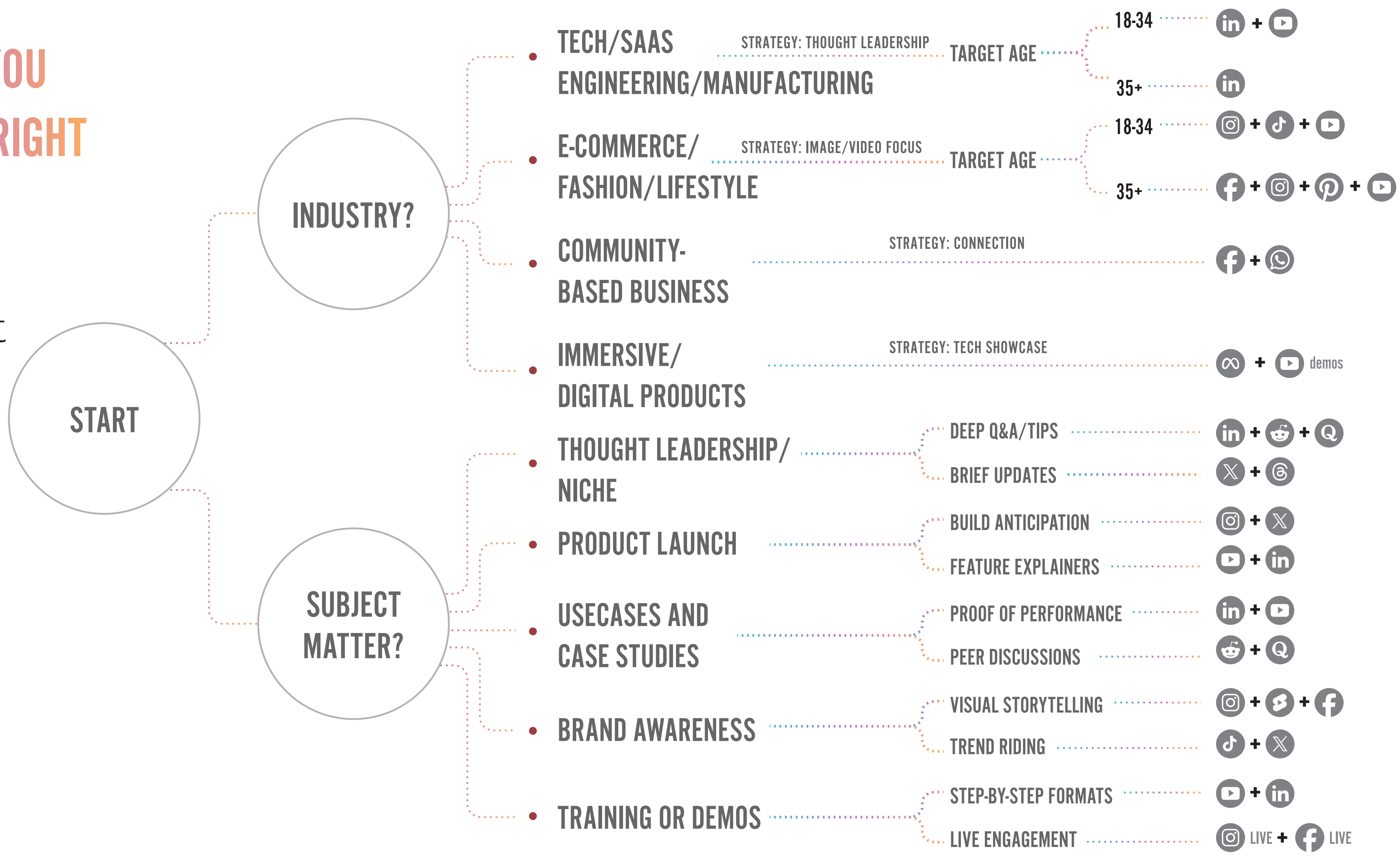
Best for thought leadership, technical discussion, and commentary

Text sees lower engagement but is a requirement for more detailed communication

Formatting and quality of writing are essential to improve engagement.

SO, HOW DO YOU CHOOSE THE RIGHT PLATFORM?

Here's a simple chart that could help.















SUMMARY:

WHICH CATEGORY FITS YOU BEST?

PLATFORM

BEST FOR

 LinkedIn	Thought leadership; recruitment; posts for B2B, tech, SaaS, engineering industries
 YouTube	Product demos; explainers; training
 Facebook	Events; communities; targeted ads
 Instagram	Visual branding; e-commerce; product teasers
 Pinterest	Manufacturing visuals; design inspiration
 TikTok	Brand personality; behind-the-scenes
 Twitter/X	Real-time updates; tech & media
 Reddit	Niche engineering communities; peer insight
 WhatsApp	Customer support; broadcast messaging
 Quora	Thought leadership; customer Q&A; FAQ; deeper topic insights
 Threads	Gen Z engagement; microblogging; real-time voices
 Metaverse	Immersive experiences; interactive demos



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