

Social Media Platforms

BUSINESSto**BRUCE**

Sarah Saso & Genny Smith

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Agenda

- Social Media 2020 overview
- Platforms
 - Facebook
 - Snapchat
 - Instagram
 - Twitter
 - YouTube
 - TikTok
 - Pinterest
 - LinkedIn



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SaySmith – Who We Are



Sarah Saso
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Genny Smith
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At **SaySmith** we work with you to get
YOUR WORD OUT.

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We're Sarah Saso and Genny Smith and for more than twenty years, we have each been working in the fields of Business Development, Corporate Branding, Marketing Communications and Social Impact. We are connectors, relationship builders and strategic brand marketers.

We coach start-ups, entrepreneurs, women-owned businesses, nonprofits and small to medium enterprises to help them get their word out to build a successful business.

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Why is Social Media Important?

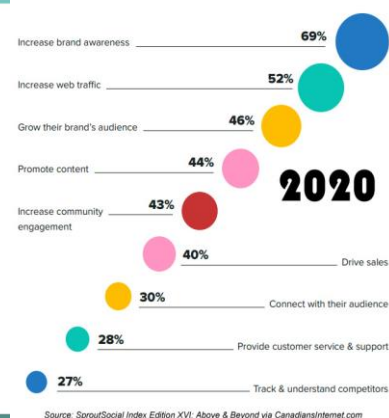
- Build relationships
- Build your brand
- Drive Traffic to your website
- Establish expertise
- Make sales



Marketer's Primary Goals for Social Media

1. Increase Brand Awareness - 69%
2. Increase Web Traffic - 52%
3. Grow their Brand Audience - 46%
4. Promote Content - 44%
5. Increase Community Engagement - 43%
6. Drive Sales - 40%
7. Connect with their Audience - 30%
8. Provide Customer Service & Support - 28%
9. Track & Understand Competitors - 27%

Marketer's primary goals for social media



Selling on Social Media

The most frequently shopped networks among Canadians include:

1. Facebook (29%)
2. Snapchat (26%)
3. Instagram (25%)



Selling on Social Media

The most commonly-purchased items include:

1. Fashion items (54%)
2. Electronics (26%)
3. Toys & games (21%)
4. Home décor (20%)
5. Event tickets (19%)



Social Media 2020

- 3.6 Billion social media users worldwide in 2020
- A 25.9% increase since 2017
- For marketers this represents a huge opportunity



Social Media 2020

- According to a Hubspot Report 71% of consumers are more likely to make purchases based on social media referrals.
- 74% of consumers rely on social media to make buying decisions



What Social Media Platforms Do You Use?

- Facebook
- Instagram
- Twitter
- Pinterest
- Youtube
- Tik Tok
- Snapchat
- LinkedIn

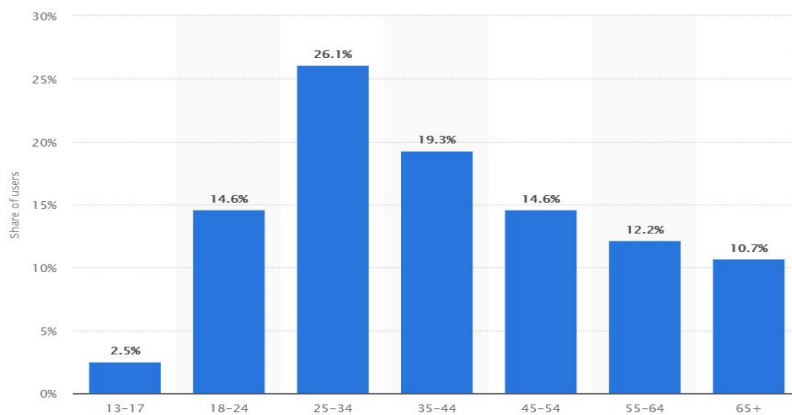


The answer should depend on your audience!

Facebook



Distribution of Facebook users in Canada as of August 2020, by age group - 53% are women



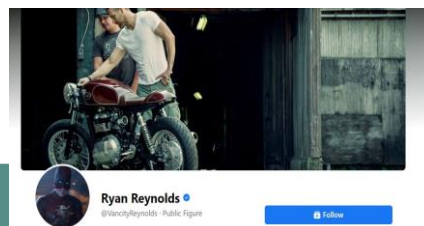
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Facebook



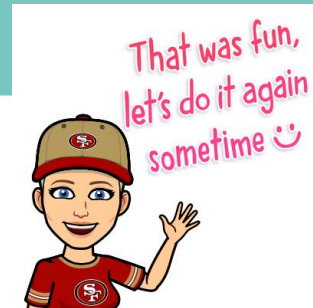
- Facebook is the most commonly used Social Media platform on the planet
- Users can share direct messages (DM's), links, pages, images and videos with their FB friends
- You can join groups, pages, follow famous people and brands
- Brands can promote their products using targeted paid ads
- Target age 30+
- You should use FB if you want an easy way to create an online community around a topic or business



Snapchat



- As of January 2020, Snapchat had approximately 8.15 million users in Canada.
- Snapchat use in Canada is almost entirely Millennials
- Women accounted for 54.5% of Snapchat users in Canada, while male user made up 45.2% of the platform's Canadian audiences
- This platform is following in the footsteps of Instagram and TikTok with an official music library to enhance content



Snapchat



- One of the principal features of Snapchat is your 'story' with pictures and messages available for 24 hours before they become inaccessible to their recipients
- Service based industry providers use Snapchat as a medium to provide fun, quick content
- Video/Photo-driven storytelling. Selfie style short videos with interactive, creative filters
- Use Snapchat if you want to reach a young audience and can create bite sized video content engaging content



Instagram



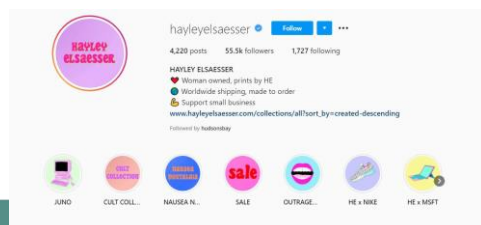
- 3.8% of Instagram users in Canada were aged between 13 and 17 years old,
- 21.8 percent of platform users were aged between 18 and 24 years.
- 69% of Canadian Instagram users are on the network every day
- Men and Women almost equal in their use of Instagram



Instagram



- Home of the influencers, brands, bloggers, small business owners
- Most popular for teens and young adults
- Best content, beautiful photography, stunning visuals, unique designs, selfie style videos through posts and stories
- Speak directly to your audience
- If your customers are under 40 and you run a lifestyle social commerce, or photography business.



Twitter



- 6.8 million active Twitter users in Canada
- 55.9% of Twitter audiences in Canada are male, leaving 44.1% were female
- 46% of Canadians on Twitter say they use the platform regularly between the hours of 6:00 pm and 9:00 pm



Twitter



- Lets users stay on top of trending topics and engaged in relevant conversations
- Users active multiple times a day
- 65% of users are between the ages of 35 and 65
- Popular to communicate breaking news, digest bite sized content, communicate in real time
- Opinions, videos and images stand out.
- Audience mature males between 30-60



YouTube



- 71% of Canadian Internet users, or 17.6 million people, visit YouTube every month
- Only 55% of Americans users hit the video site every month
- The most dominant age group in Canada is between 18 and 24
- They spend an average of 360 minutes viewing videos every month



YouTube



- If your audience is below the age of 50
- Consumes video content for education or entertainment
- Platform to host video content
- Link or connect to other social media platforms



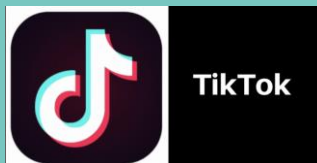
<https://www.youtube.com/watch?v=WI5nYDlawYk&t=12s>

TikTok

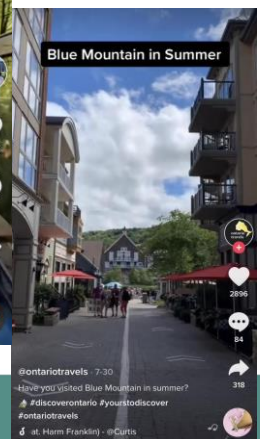
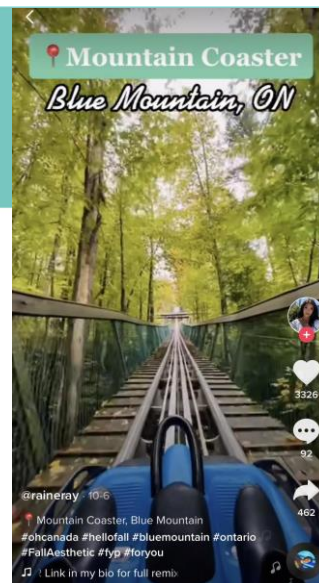
- TikTok is on the rise in Canada and the world
- TikTok has been downloaded over 2 billion times
- Users spend 45 minutes on the app on average
- Users open the app 8 times everyday on average
- The top 50 TikTok influencers have more followers than 16% of the world's population



TikTok



- Content that works well on TikTok has to be entertaining, comedic, nonsensical short form video content
- Usually set to popular songs
- Think fun, engaging, catchy music-video style content
- If you want to reach a young audience with fun video content that doesn't often have a direct connection to your products and services.



Pinterest



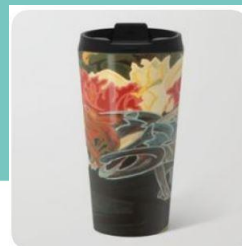
- 78% of active Canadians on Pinterest are female
- 77% are under 44 years old
- 31% of Canadian pinners are single
- 47% have children
- 73% are employed part-time or full-time
- 34% of Canadians using Pinterest are early adopters
- 86% own mobile devices
- 50% own desktop devices



Pinterest



- 36–39% are replacing search engines or other social media networks with Pinterest
- It's a browsing experience, though 'Boards'
- Polished vertically formatted images work best
- Clear copy. Numbers, lists, and quotes do well.
- Key words are a big part of search
- For adult women and your business is related of lifestyle, fashion, decorating, DIY



Detail – Two Figures on the Avon Travel Mug by lonnydoherty

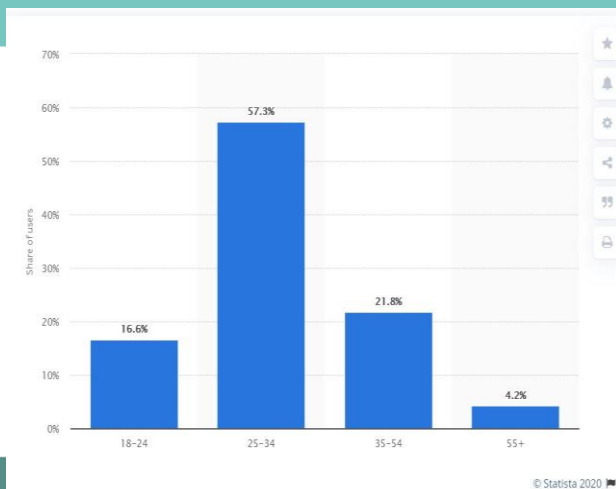


SPEAK
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LinkedIn



- There were 16,570,000 LinkedIn users in Canada in September 2019,
- Canadians represent 44.1% of its users.
- People aged 25 to 34 were the largest user group
- Canadians visit LinkedIn about twice per week.
- This network is very popular with middle-aged Canadians (GenX, 45-54 years of age).



LinkedIn



- LinkedIn is an excellent platform to share your professional expertise
- Publish blog posts, articles on the platform
- Members expand their professional networks
- Showcase portfolios, resumes, products
- Search and apply for jobs
- If you are looking to grow your professional network or looking to attract employment LinkedIn is a good platform

Sarah Saso, CSR-P
Corporate Communications | Corporate Social Responsibility | Brand Marketing...
2173 Followers

HOW GIVING CAN BE GOOD FOR YOUR BUSINESS
A healthy community is good for the bottom line.

The advantages of giving to your business are that it can:

- Drive competitive advantage
- Attract and retain customers
- Provide a platform for innovation
- Engage with and motivate your employees
- Ensure business sustainability

For bigger impact you can align your giving to make sense from the perspective of the business you're in. Doing this can actually help grow and sustain your business. Take for example Terry Wilkins at QPRA in Owen Sound. Terry has set aside a realistic annual "discretionary" budget to offer grants, design and printing services to support local charities for various events and programs. In this way Terry has aligned his company's giving with the service his business offers to the community.

68 • 13 Comments

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Questions?

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Next Session

BUSINESS  **BRUCE**

Social Media – Content Development

November 23, 2020 – 10 am

So, what's your story? You and your business have one. A compelling story drives traffic to your website and social media pages and attracts customers to your brand.

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Other Sessions

<https://www.eventbrite.ca/o/business-to-bruce-17900946577>

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11/23/2020	Social Media - Content Development
11/25/2020	Video Marketing

