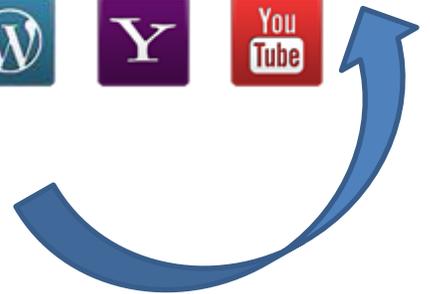


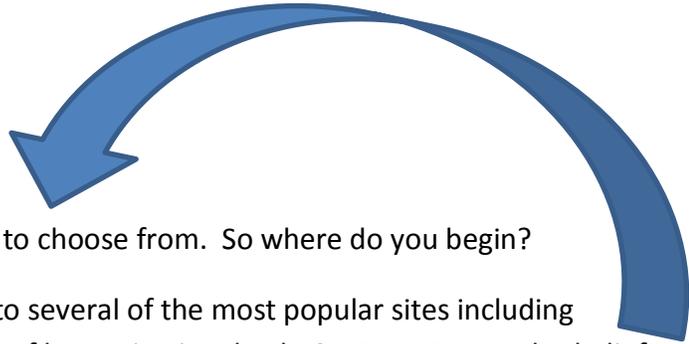


*Choosing the Best Social Media Sites
For Your Brand or Business*



1

Where to Begin



There are hundreds of social media sites to choose from. So where do you begin?

This e-book is designed to give insight into several of the most popular sites including demographics, statistics and the benefits of becoming involved. Contrary to popular belief, social media is not one-size-fits-all. Choose the sites that best compliment your online marketing goals.

Our team is on hand to help you select, set-up and create a manageable marketing plan for your business. For more information please visit us online at www.webworldadvantage.net or call 517.294.8149 to schedule an appointment.

A Note About Email Marketing

Recent studies have showed that email is the #1 way of communicating socially. Remember this important fact when planning your online marketing campaign.

There are many tools available for email marketing, but one rises to the top for our customers. Constant Contact has stayed ahead in the game of integrating social media efforts with email marketing. They have made it easy to share your email pieces across social platforms.

We are proud to partner with Constant Contact. As an expert service provider we are able to offer you support and service so that you feel confident with your email campaign. Please let our team know if you would like more information. *(You can click the image below to be directed to our partner page.)*





Facebook

Statistics

- One in 7.7 people in the world have a Facebook account
- Daily active users are up to 526 million (up from 372 million last year)
- 3.2 billion Likes and Comments are posted daily
- The average Facebook user has 130 friends and is online for 23 minutes

Demographics

- 46% of Facebook users are over the age of 45
- 57% of Facebook users are female, 43% male
- 57% of Facebook users report having been to “some college”, 24% have a degree
- 47% of Facebook users report making between \$50k – \$99k, 33% between \$25k – \$49k

Benefits

- Great for engaging people who like your brand and want to interact with giveaways etc.
- Brand exposure is excellent
- May help increase traffic to your site with links, however people do not like to leave Facebook once they are “inside”



Twitter

Statistics

- 13% of Internet users also use Twitter
- 54% of Twitter users use it on their mobile devices
- 36% of Twitter users tweet at least once a day
- The average visit on Twitter lasts for 14 minutes

Demographics

- 33% of Twitter users are over the age of 45
- 59% of Twitter users are female, 41% male
- Twitter users tend to be higher income and education, popular in City/Urban areas

Benefits

- Keyword monitoring helps to see what people are saying about you or your competition
- Great website integration
- Tweets can rank high in search results when linked back to your website



LinkedIn

Statistics

- LinkedIn has 150 million registered users
- 75% of LinkedIn users use it for business purposes
- There are 2 million companies on LinkedIn

Demographics

- 50% of LinkedIn users have a bachelors or graduate degree
- 58% of LinkedIn users are male
- 70% of users are age 25-54

Benefits

- Great for personal branding, connecting and demonstrating your professionalism
- High page ranking for SEO



Google+

Statistics

- Google+ has had 90 million unique visitors
- The top 5 countries of use are US, Canada, Brazil, India, UK
- Friends and networking are the top priorities of G+ users

Demographics

- Google+ users are 71% male, most popular age group is 18-34
- The most common occupation of a Google+ user is an engineer
- 44% of Google+ users are “single”

Benefits

- Integration with Google +1 button on searches, add links directly to your G+ page
- Ability to segment your reach through circles
- For businesses with a storefront, integration with Google places is a bonus

*Want to see our
Social Media brand pages?
Click on any of the icons in this
guide and you will be
redirected to our sites.*





Pinterest



Statistics

- Pinterest has had 21 million unique visits
- The top interests of Pinterest users are crafts, hobbies, interior design and fashion
- The average Pinterest visit lasts 17 minutes

Demographics

- The top locations for Pinterest users are Mississippi, Alabama, Kentucky and Tennessee
- 82% of Pinterest users are female, 18% male
- Average annual household income 100k

Benefits

- Pinterest can be very effective in driving traffic to your website
- Great for brand awareness and building a brand "story" through images



Wordpress

Statistics

- Companies like Ford, Sony, People Magazine, and CNN use Wordpress to power their website
- Interaction is intuitive to WordPress
- Almost 3 million people visit over 100 million WordPress pages each month

Demographics

- An equal amount of men and women visit the sites
- 18-44 is the largest noted age group
- Most users have attended college/grad school

Benefits

- Great way to create a blog/website you can control
- Easy to optimize your SEO and link traffic back to your site
- You can update your site from anywhere on any device



YouTube

Statistics

- Over 800 million unique users visit YouTube each month
- YouTube is available on over 350 million devices
- 500 years of video is watched every day on Facebook

Demographics

- 51% of users are men and 49% are women
- 48% have do not have a college degree
- Most users are in the age range of 18 to 34
- Largest viewing group is age 18-54

Benefits

- Video is a powerful channel to inform and entertain
- One of the most powerful branding tools on the web with Google integrations
- Great way to link back to your website because video visibility ranks so high



StumbleUpon

Statistics

- Most users stumble from Firefox or Chrome due to easy to use plugins
- Longer "shelf life" for your blog posts and articles
- 2.2 Million web pages are added every month

Demographics

- 54% of Stumblers are Male, 46% Female
- The most popular age group is 18-49
- Most have had "some" college
- Average income is 30k

Benefits

- Enables a diverse group of people to find your web page
- Proper page labeling can give you a boost to the top page and a lot of website traffic
- Works best in conjunction with your blog

*Want to learn more like this?
[Click here to join our mailing list.](#)*