**Comparing Social Media Marketing**

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|  | **Facebook** | **Instagram** | **Twitter** | **Vine** | **Youtube** | **Pinterest** | **tumblr.** |
| **# of Actiive Users per month** | **1.23 Billion** | **200 million** | **215 million** | **40 million** | **1 billion** | **70 million** | **50 Million** |
| ***% of Internet Users within each age group who utilize each site.***  **Example: 83% of all internet users between the ages of 18-29 use Facebook** | | | | | | | |
| **18-29 year old users** | **83%** | **27%** | **27** | **40%** | **44.24%** | **16** | **11** |
| **30 – 49** | **72%** | **8%** | **15** | **12.2%** | **36.11%** | **12** | **4** |
| **50 – 64** | **56%** | **6%** | **12** | **.4%** | **34.67%** | **13** | **2** |
| **65 + years old** | **40%** | **4%** | **17** | **.2%** | **34.74%** | **4** | **1** |
| **Target market** | **Slightly more female (54%), between the ages of 35-54.**  **Family Oriented** | **Younger, females in urban areas** | **Slightly more female (52%),**  **18-29 year olds** | **Slightly more female (57%);**  **Late teens/early 20’s**  **(18-20 is biggest group)** | **Males,**  **14 – 29,**  **Interested in Entertainment, Gaming, & Comedy** | **Middle-Class Women;**  **30-49** | **18-29**  **Live in Urban area** |
| **Popular Brands / Business** | **Amazon, GoDaddy, Telsa, Dropbox, Red Bull, Chipotle, Google, PayPal, McDonalds, Visa, Disney, Coca-Cola, Nutella, Target, Skittles, Converse, YouTube, Cheesecake Factory, SoundCloud, & Burberry** | **Retailers & Fashion Brands:**  **GE, The NFL, Red Bull, Sharpie, Topshop** | **HTC, The New Yorker, Rolling Stone, MAC Cosmetics, Burger King, Sprite, Vogue Magazine, Michael Kors, Adidas, Dunkin Donuts, Urban Outfitters, Lulullemon, Hershey Kisses** | **Lifestyle Brands:**  **Gap, Sephora, Burberry, Samsung, Puma, Target, Volkswagon, General Electric, eBay, Lowes, Oreo, Dove, Etsy** | **Red Bull, PlayStation, Rockstar Games, Apple, GoProCamera, Nike Football, DC Shoes, Pepsi** | **The Perfect Pallette, Whole Foods, IKEA, Diesel, Wall Street Journal, Nordstrom, GE, Etsy, Travel Channel, Chobani, Drake University, Madewell, Sharpie, Modcloth, & Lowes** | **Calvin Klein, Disney, GQ, Lexus, Adidas, Ann Taylor, The Daily Beast, Coca-Cola, Comedy Central, Whole Foods, Glamour, J. Crew, Life, Sesame Street, & Target** |
|  | **Facebook** | **Instagram** | **Twitter** | **Vine** | **Youtube** | **Pinterest** | **tumblr.** |
| **What Makes Their Ads Work** | **Feature products, ask audience questions, interesting photos, post links & videos, create discussion topics, keep content current, strong cover photo.**  **Offer give-aways that require users to provide email & share with friends.**  **Surveys & Sweepstakes are also popular.** | **Picture Ads are sophisticated, clean, and professional.**  **Quality over Quantity.**  **Be creative, be active, stay timely, & build a community.**  **Users are encouraged to post pictures that include #’s with prizes. Goal is to drive people to the company website.**  **Photo Contests.** | **Share links, tag users, rely on hashtags, update frequently, cool graphics / backgrounds, Founder is tweeter, & consistent posts**  **Include a prize for retweets, added followers, or comments.**  **Contest prizes for creative answers / tweets.**  **Retweet sweepstakes prize.**  **Follow brand for chance to win.**  **Photo Contests.** | **Tweet the ad with Vine Link and include effective hashtag.**  **Fast-paced, easy to follow, different.**  **The user shouldn’t blink.**  **Users are encouraged to post videos that are funny and include brand.**  **Goal is to drive people to the company website.** | **Speak to the audience by making it personal.**  **Grad their attention.**  **Keep it short.**  **YouTube ads are clickable so remind the audience of this feature.** | **Pleasant Pictures, humor, tutorials, food pics, colors, interesting categories, Easy to organize/sort categories, Easy to repin, DIY Pins, Typography, Showcase employees, & Educational.**  **Offer contests that require #’s that increase your brand.**  **Contests should allow viewer to display creativity in fashion or in kitchen.** | **Images are different, unique, and make people think.**  **Key is to connect with audience.**  **Pictures will usually promote a lifestyle choice or popular interest.**  **Use words, phrases, and strong images to make people think.** |
| **Whats New?** | **Embedded Feed ads** | **Outdoor Ads (Pepsi Max)** | **A download button is now included in select ads that take users directly to app’s download page.** | **On air Promotions**  **(Example: ESPN & Dunkin Donuts)** | **YouTube wants to compete with television advertising.** | **Promoted Pins offer cash prizes** | **Apple & other unique brands promoted. Sponsored Ads.** |