

Social Media Marketing 101

5 Facts That May Surprise You

1. The fastest growing demographic on Twitter is the 55-64 year age bracket. The 45-54 year age bracket is the fastest growing demographic on both Facebook and Google+.
2. Facebook and Twitter users are predominately mobile.
3. YouTube reaches more adults aged 18-34 than any cable network.
4. Social Media has overtaken porn as the #1 activity on the web.
5. 93% of marketers use social media for business.

Twitter Stats:

1. Click through rates are 17% higher on weekends (Fri-Sat-Sun)
2. Tweets with image links get 2x engagement rate
3. The sweet spot for tweet size is 120-130 characters
4. Tweets with hashtags get 2x more engagement

Forbes Magazine Social Media Trends for 2014

1. Investment in social media will become a necessity, not a luxury
2. Google+ will become a major factor
3. Image-Centric networks will see huge successes
4. Rise of the Micro-Video
5. Foursquare will decline
6. MySpace will grow (but not a serious contender)
7. LinkedIn will become major player for B2B business growth.

Demographics

1. Facebook - over 1 billion users. Majority of users are women and young adults (18-29)
2. YouTube - 1 billion users, 4 billion views per day. Is the #2 search engine on the web.
3. Twitter - over 500 million users. Young adults (18-29), African American, urban areas.
4. Google+ - over 500 million users. 70% are male, educated, technical.

Social Media Marketing strategies for 2014

1. Work to build a large following: likes, followers, etc.
2. Make your events social. Create an event hashtag and share it
3. Make frequent short posts with photos and video
4. Use hashtags and encourage re-posting/sharing
5. Write social media-friendly press releases

Strategies To Optimize Your Posts

1. Ask questions
2. Make it a game or trivia (avoid meaningless quotes - this is overdone)
3. Interact with followers
4. Almost always include photo or video
5. Relate to current events
6. Include links to web site for more information
7. Include explicit call to action