

FINDING YOUR BEST OUTLET

WHICH SOCIAL MEDIA IS RIGHT FOR YOU?



FACEBOOK

PROS: People are most likely to buy from this platform and it has a wide range of ad features, built-in scheduling capabilities, tons of intuitive insights and the largest audience out of all social media platforms.

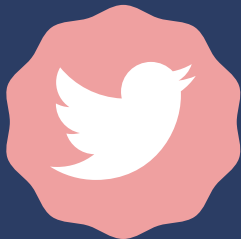
CONS: It's saturated with businesses and hard to get organic traction; there's a lot of 'noise' which means you need to maintain innovation and creativity with your approach.



INSTAGRAM

PROS: Great ads potential, very visual, easy tagging and personalization. IG story ads are underutilized and super impactful. You can also cross-post directly to Facebook.

CONS: No direct links in posts, ability to hyperlink to outside sources or scheduling capabilities.



TWITTER

PROS: Most personalized one-on-one conversations, strong analytics and quick, sure-fire way to establish thought leadership on trending topics.

CONS: The time needed to make an impact is high and you have to find a very niche angle to cut through the noise; you'll need a lot of resources to manage your business on Twitter successfully.



LINKEDIN

PROS: Great for establishing yourself as a thought leader, good for building B2B relationships and for promoting a strong, company culture. Also a fantastic tool for job recruitment.

CONS: Least likely to drive B2C sales, lower usage rates compared to other platforms, and cost of advertising is higher.



SNAPCHAT

PROS: Find local consumers, target younger demographics and create edgier content.

CONS: Lack of organic potential, lifespan of content very short.