

What Social media platform is best for my business?



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Top 8 Social Media Sites for Your Business

Facebook. It shouldn't come as a huge surprise that Facebook is number one on our list of the top 10 **social media** sites for **business**

Facebook Messenger

Instagram

Pinterest

Snapchat

YouTube

Twitter

LinkedIn

Yelp



What Social media platform is best for my business?

How Large are the Best Social Media Platforms for Businesses

1. Facebook. Number of monthly users: 2+ billion
2. YouTube. Number of monthly users: 2 billion
3. Instagram. Number of monthly users: 1+ billion
4. Twitter. Number of monthly users: 330 million
5. Pinterest. Number of monthly users: 300 million
6. LinkedIn. Number of monthly users: 303 million



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Whether your business goal is brand awareness, website traffic, lead generation, or online conversions, Facebook should (and more than likely will) make a notable difference in reaching your goals when used properly.



Facebook's wide user base and demographic of users is the main reason it's at the top of our list; almost anyone can find their target audience on this platform and get in front of them.



What Social media platform is best for my business?



On Facebook, you can target by age, gender, employment, interests, purchasing behaviors, relationship status and so much more! This gives you the power to target your exact audience and put your ads and content in their newsfeed where they are already scrolling.



What Social media platform is best for my business?



Instagram is owned by Facebook

Because Instagram is owned by Facebook, it has access to the same extensive user base and [advertising platform](#) just like the Facebook Messenger app does.

On Instagram, you can grow your followers organically and therefore grow the reach of your profile and posts organically as well!

This makes Instagram a great option for both businesses with and without an advertising budget.



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Instagram is also a visual platform, as you can only publish posts that include photos and videos (as opposed to posting copy without a visual creative). This works to your advantage as a business since people remember 80% of what they see as opposed to what they read or hear!

Posts need to be made from your mobile device



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Instagram Posts need to be made from your mobile device

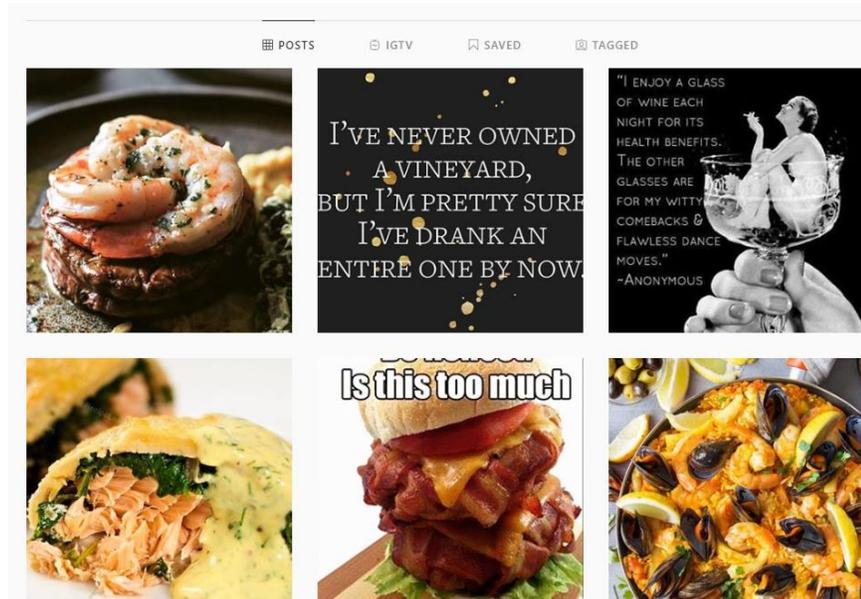




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Instagram is more visual than Facebook because you can only post images and videos

Instagram



Facebook





What Social media platform is best for my business?

Pinterest

- If your business falls within a creative industry of any kind or caters more so to females, then Pinterest is a social media platform you want to be on.
- Pinterest has 291 million monthly active users. Out of those users, 81% are women, 93% of active pinners said they use Pinterest to plan for purchases and 87% said they've purchased something because of Pinterest.
- Food recipes, lifestyle how-to articles, wedding inspiration, and outfit ideas are some of the top searches on Pinterest.





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YouTube

- YouTube is a video platform that allows users to watch videos and/or upload them.
- YouTube has 2 billion monthly active users, giving your business the chance to share company content with over 30+ million daily active users who are likely to watch it.
- YouTube has the benefit of visual content, but unlike the other social media sites for business that we've listed so far, it has the unique stance of being owned by Google!
- Because of this, YouTube has access to [Google's advertising platform](#), and you can use this to your advantage when running [YouTube ads](#).

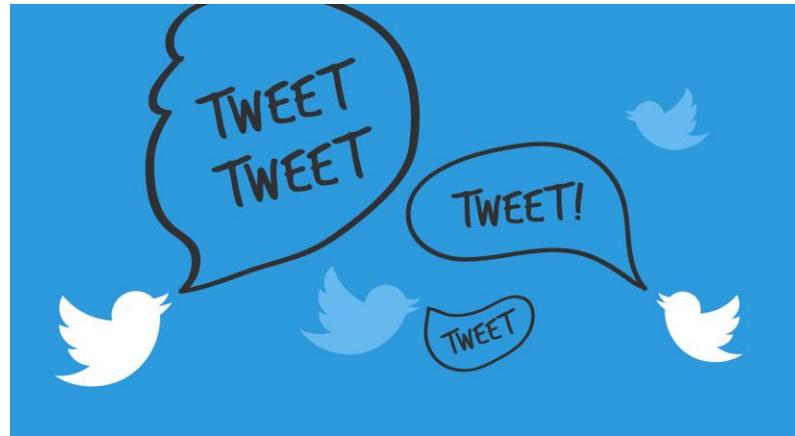




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Twitter

You can post photos and videos along with character-limited copy, but Twitter is most known for its feed of real-time updates. Is the term “live-tweeting” ringing a bell now?



For example, if you're a car wash company, you can literally find people tweeting about how they need to get their car washed depending on how they've used hashtags in their tweet. You can then tweet them with a discount for your car wash, and wa-la, you've most likely got a new customer.



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LinkedIn

If your business follows a B2B model, or targets consumers based on job titles, then LinkedIn can be a powerful tool for you!



Because LinkedIn is considered to be a [social media platform for business](#), people often include more accurate information about their employers, job positions, work email addresses and more than they do on other social media platforms that are utilized more for personal use.



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Yelp

Yelp plays an important role in maintaining your company's brand and image!



Due to the nature of Yelp, this gives your business the chance to keep up your reputation by encouraging strong reviews and responding to the negative reviews.

By doing this, you build an organic sense of transparency and trust between your business and your consumers, and this can play a huge part in growing and retaining your customer base.



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Yelp

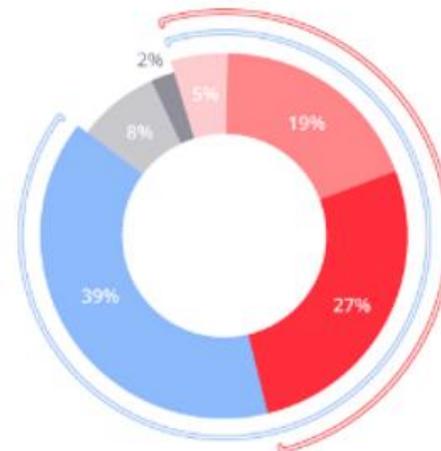
Yelp has a very high customer conversion rate.



97% of people make a purchase after visiting Yelp

90% purchase within a week

- Immediately
- Within a few hours
- Within a day
- Within a week
- Within a month
- After a month



51% purchase within a day



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Advertising on Facebook

On Facebook, you can target by age, gender, employment, interests, purchasing behaviors, relationship status and so much more! This gives you the power to target your exact audience and put your ads and content in their newsfeed where they are already scrolling.

Boost your most popular posts

SQUAREMKTG.COM
Dinner Tonight (Sunday) @ Uncorked!..Fried Chicken Dinner
Click here for an update from Uncorked Wine Tasting & Kitchen!

Get More Likes, Comments and Shares
This post is performing better than 85% of other posts on your Page. Boost it to get more great results.

141 People Reached	60 Engagements	Boost Post
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8 Likes 2 Comments 4 Shares

Like Comment Share

Most Relevant ▾

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