

# Social Media Marketing Guide



## FACEBOOK

**Users:** 2.8 billion daily active users worldwide  
**Audience:** Generation X and millennials  
**Industry impact:** B2C  
**Best for:** Brand awareness; advertising



## TWITTER

**Users:** 206 million daily active users worldwide  
**Audience:** Primarily millennials  
**Industry impact:** B2B and B2C  
**Best for:** Public relations; customer service



## INSTAGRAM

**Users:** 1 billion monthly active users  
**Audience:** Primarily millennials  
**Industry impact:** B2C  
**Best for:** Natural-looking media, behind-the-scenes, and user-generated content; advertising



## LINKEDIN

**Users:** 756 million monthly active users worldwide  
**Audience:** Baby boomers, Generation X, and millennials  
**Industry impact:** B2B  
**Best for:** B2B relationships, business development, and employment marketing



## YOUTUBE

**Users:** Over 2 billion logged-in monthly users worldwide  
**Audience:** Millennials, closely followed by Generation Z  
**Industry impact:** B2C  
**Best for:** Brand awareness; entertainment, and how-to videos



## SNAPCHAT

**Users:** 249 million daily active users worldwide  
**Audience:** Primarily Generation Z  
**Industry impact:** B2C  
**Best for:** Brand awareness; advertising



## PINTEREST

**Users:** 416 million monthly active users worldwide  
**Audience:** Primarily older millennials & younger baby boomers  
**Industry impact:** B2C  
**Best for:** Visual advertising; inspiration



# Media Services Commercial Guide 2015

**R Sanford**



## **Media Services Commercial Guide 2015:**

## **Media Services Commercial Guide 2015** Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Media Services Commercial Guide 2015**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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