

Choosing the Perfect Platform for your Business

FACEBOOK



B2C Marketing

Advertising

Communities

Pros:

Large and diverse user base
Advanced targeting options for ads

Cons:

Organic reach has decreased
Consistent Ad spend required

INSTAGRAM



Visual Branding

Influencer Mktg

E-Commerce

Pros:

Great for product-based brands
High engagement rates

Cons:

Requires visually appealing content
Algorithms make it hard for new accounts

LINKEDIN



B2B Marketing

Networking

Pros:

Professional audience ideal for B2B
Strong organic reach

Cons:

Requires professional content
Not for B2C marketing

X (FORMERLY TWITTER)

Real-Time

Cust. Service

Public Relations

Pros:

Real-time conversations and trends
Broad audience & quick engagement

Cons:

Content has a short lifespan



TIKTOK

Brand Awareness

Viral Content

Young Audience

Pros:

Appeals to younger audience
Creative and fun, great for brand storytelling

Cons:

Hard to convert directly to sales



YOUTUBE

Education

Entertainment

Long Form Content

Pros:

Evergreen content with long lifespan
Second largest search engine

Cons:

High quality production required
Competitive platform

