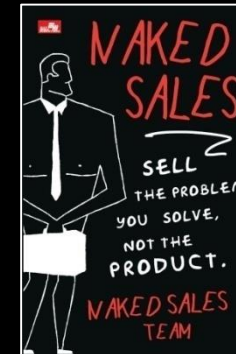




# JUANDA ROVELIM S.KOM S.SI CPI CT

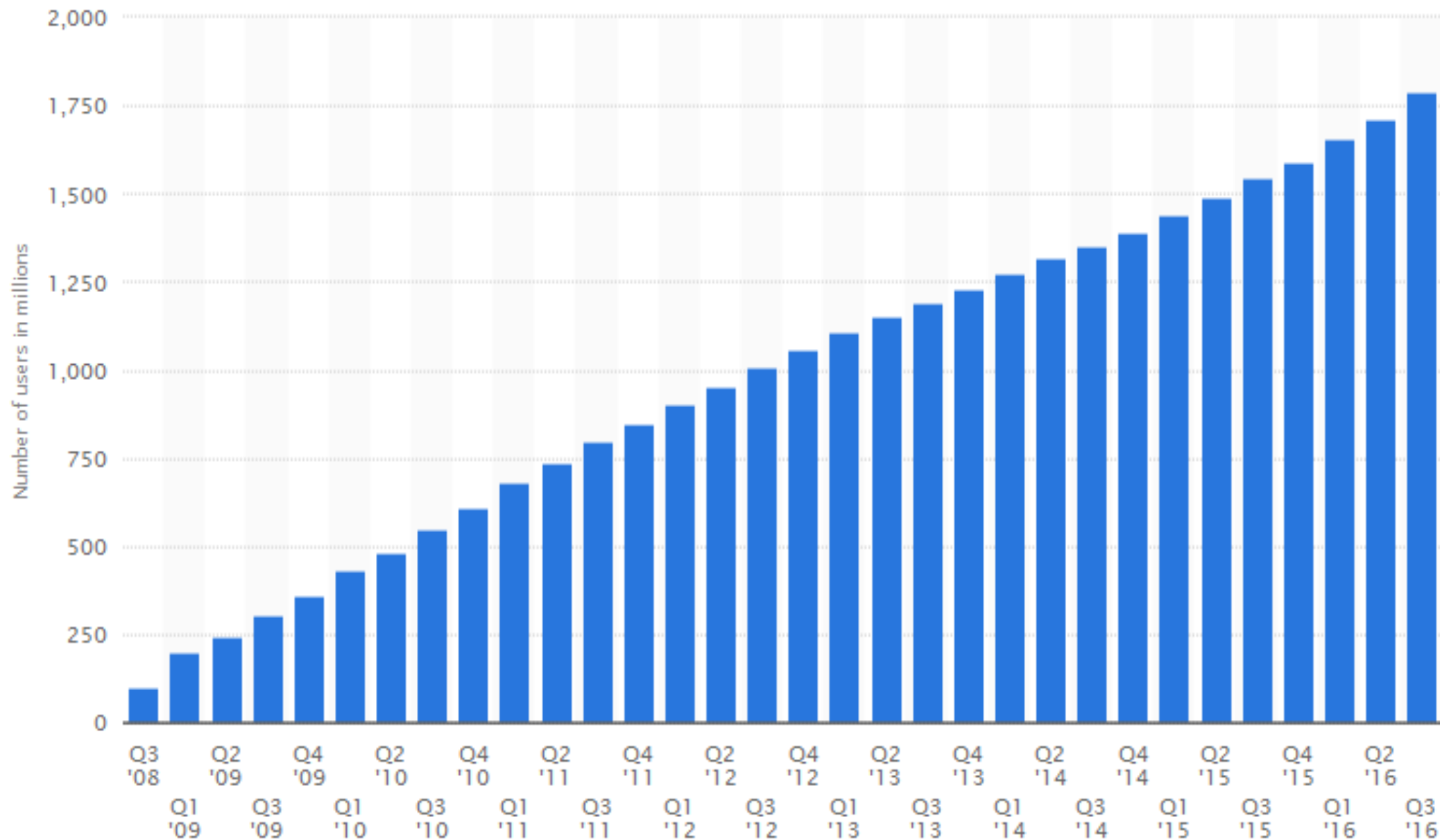


- Founder Digital Marketing In Action
- Owner 6 Website bisnis online
- Certified Property Investor
- Certified Trainer
- Digital Marketer
- Penulis buku



[www.juandarovelim.com](http://www.juandarovelim.com)

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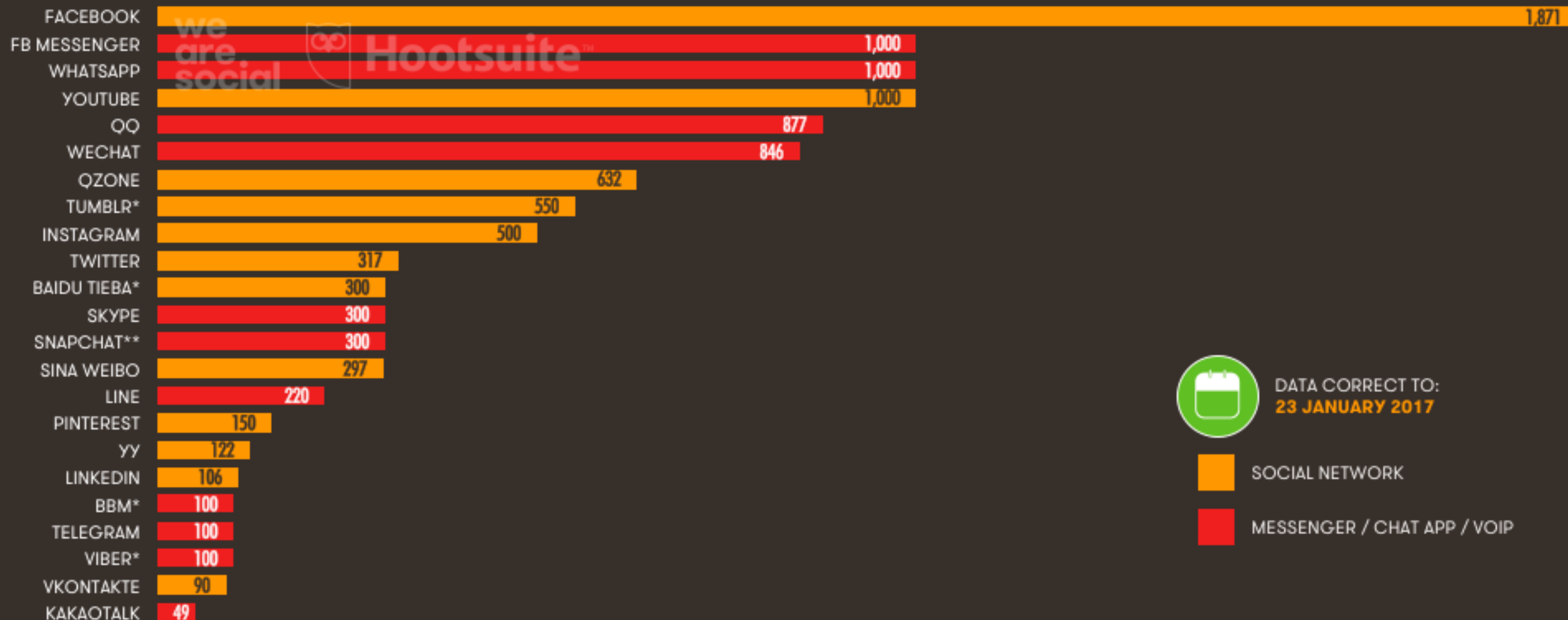
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Source information for logged in users only.

**JAN  
2017**

# ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:  
**23 JANUARY 2017**



SOCIAL NETWORK



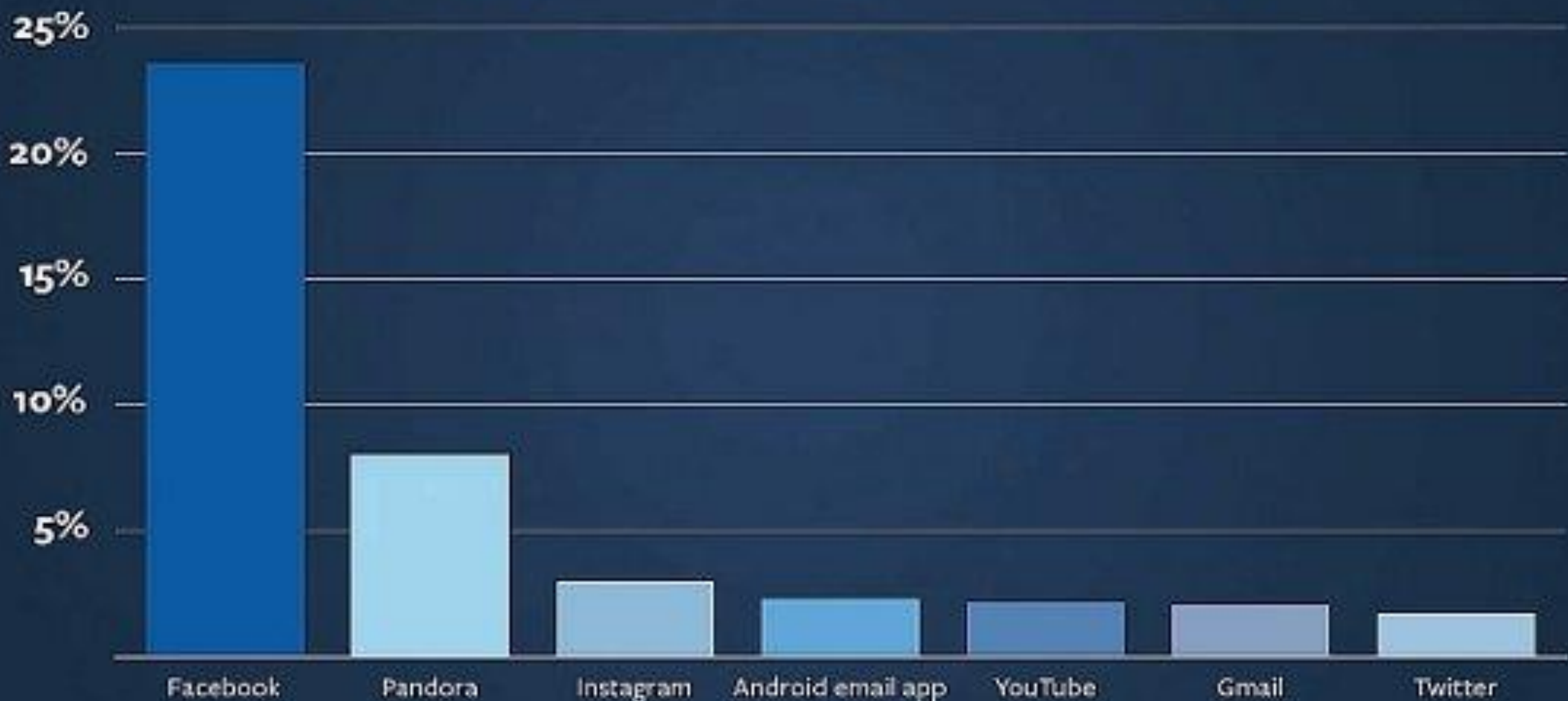
MESSENGER / CHAT APP / VOIP

**SOURCES:** WE ARE SOCIAL ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2017.

**\*NOTE:** PLATFORMS IDENTIFIED BY AN ASTERISK (\*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE OUT OF DATE AND LESS RELIABLE.

**\*\*NOTE:** SNAPCHAT DOES NOT PUBLISH MONTHLY ACTIVE USER DATA. THE FIGURE USED HERE WAS REPORTED BY BUSINESS INSIDER IN JUNE 2016, BASED ON DAILY ACTIVE USERS.

# Mobile apps by percentage of time spent



U.S., Feb. 2013. Source: comScore



# Sosial Media Marketing

## Facebook:

Strategi 32: Pilih Jadwal Posting Anda

Strategi 33: Katakan Dengan Gambar

Strategi 34: Update Status Secara Konsisten

Strategi 35: Stimulate Engadgement

Strategi 36: Make it Viral

Strategi 37: Facebook Graph Search

Strategi 38: Facebook Ads

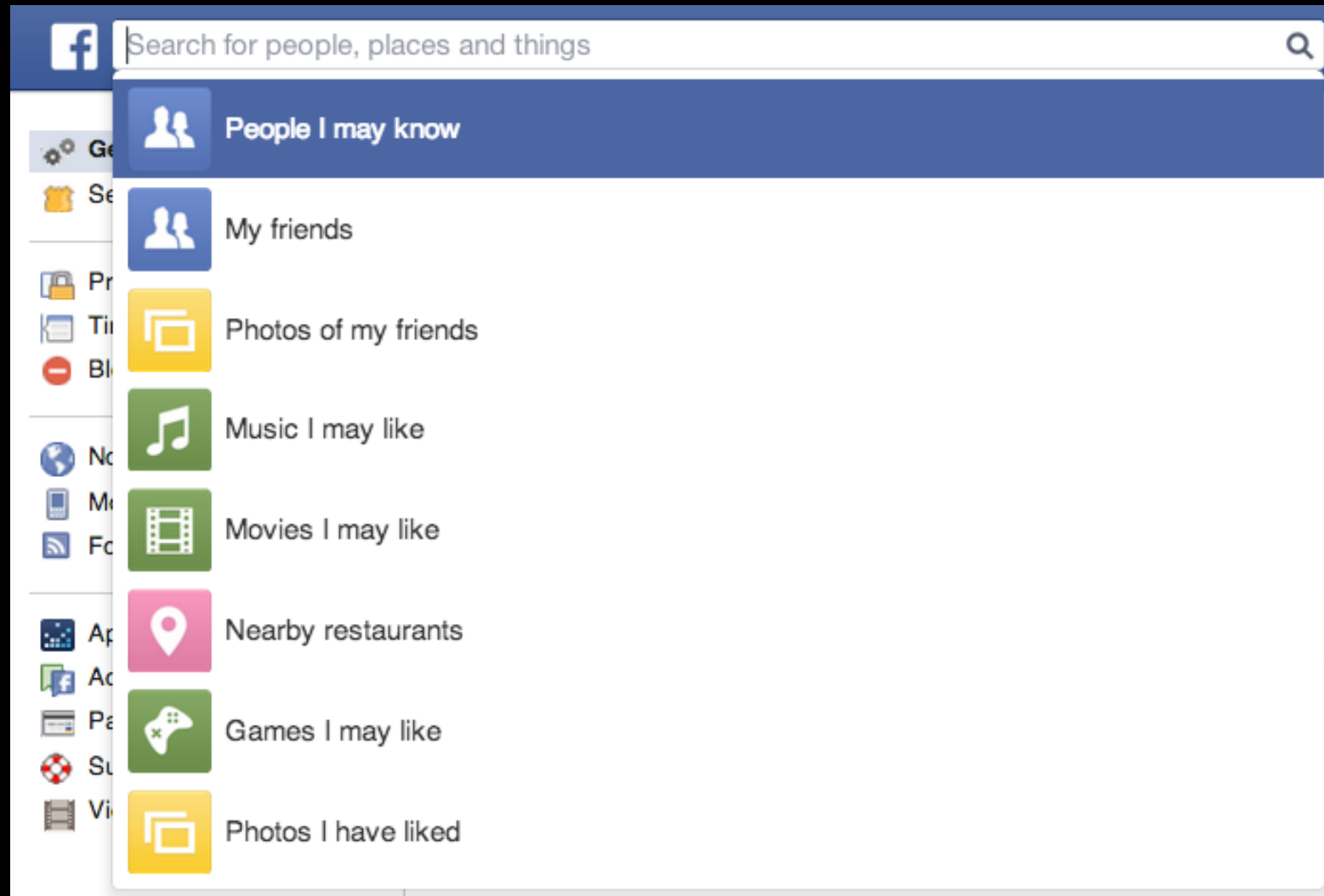
Strategi 39: Audience Insight

Strategi 40: Facebook Pixel

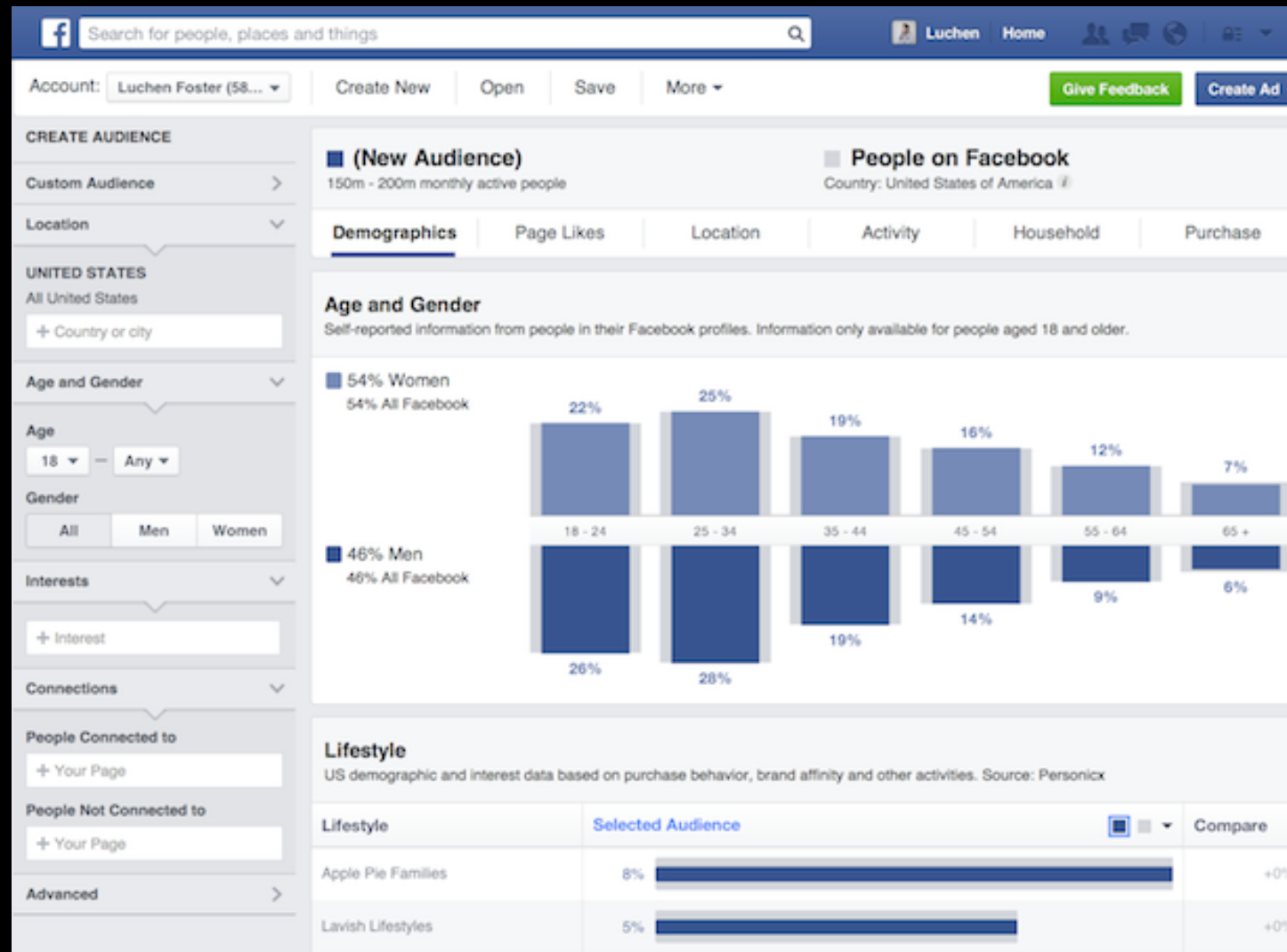
Strategi 41: Otomatisasi Postingan Anda



# Facebook Graph Search



# Facebook Audience Insight





# Facebook Pixel

Search Facebook

Home

Manage Ads

Account Settings

Billing

Power Editor

Tools

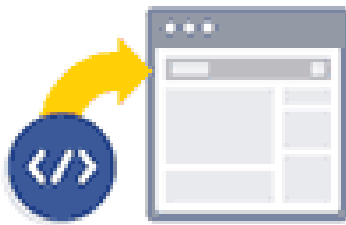
Facebook Pixel

Conversion Tracking Pixel (Old)

Last 7 days


## Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.




### 1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



### 2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



### 3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

Create a Pixel

# Facebook Ads

facebook Search for people, places and things Ofra Lior Find Friends Home

Ofra Lior Edit Profile

FAVORITES

- Welcome
- News Feed
- Messages
- Events
- Photos
- Find Friends

APPS

- App Center
- Games Feed
- Music
- Notes
- Links
- Pokes

PAGES

- Create a Page...
- Pages Feed
- Like Pages

FRIENDS

- Close Friends
- Family

Friends on Chat

Update Status Add Photos/Video

What's on your mind?

Post

**wix**  
Create Your Own Website.  
www.Wix.com/HTMLsites/Build-Your-Websites  
It's Free!

Create Your Own Website.  
It's Easier than Ever!

Like · Comment · Share · 99 · 2 · 19 · 4 hours ago ·

People You May Know See All

Mamoru YO Add Friend

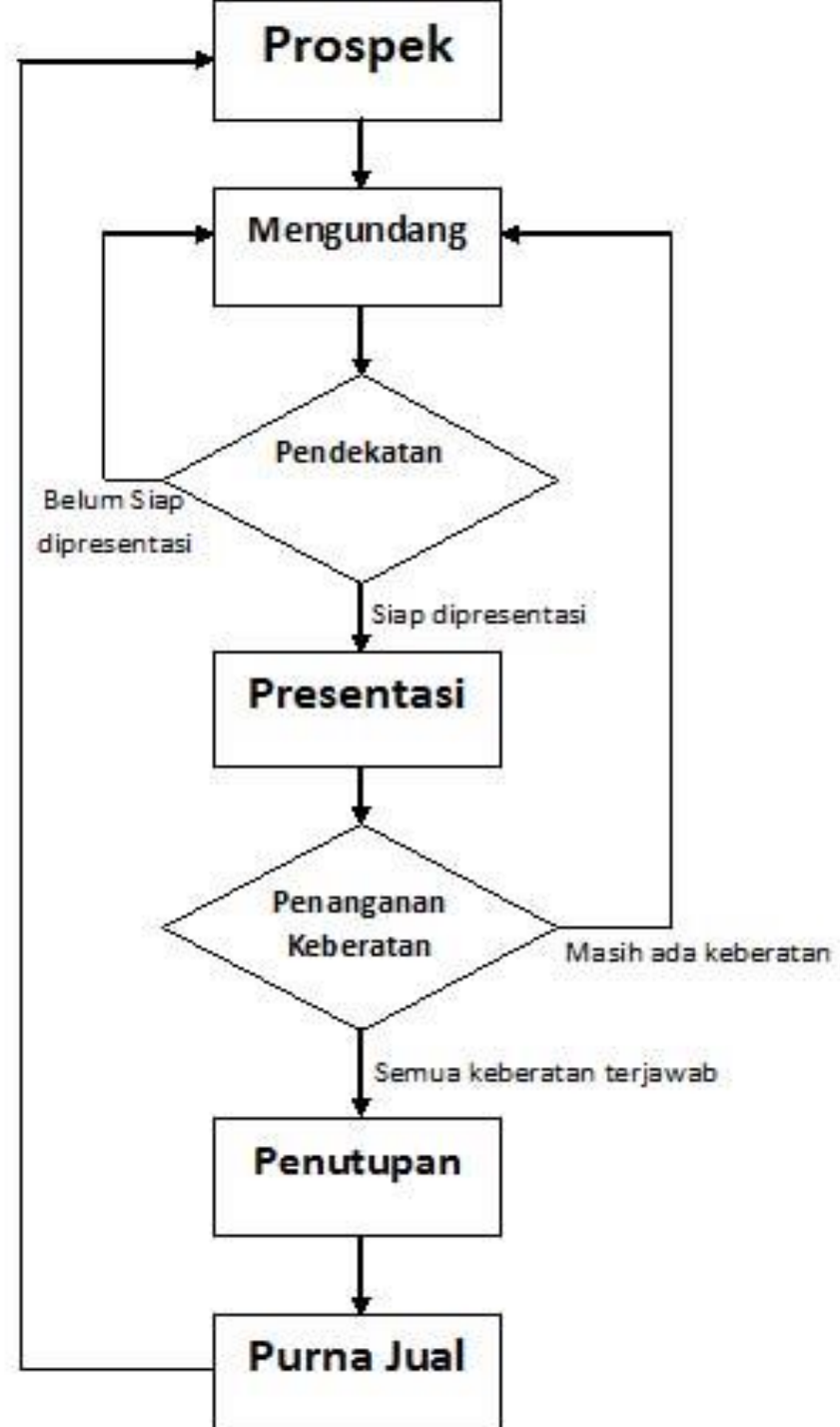
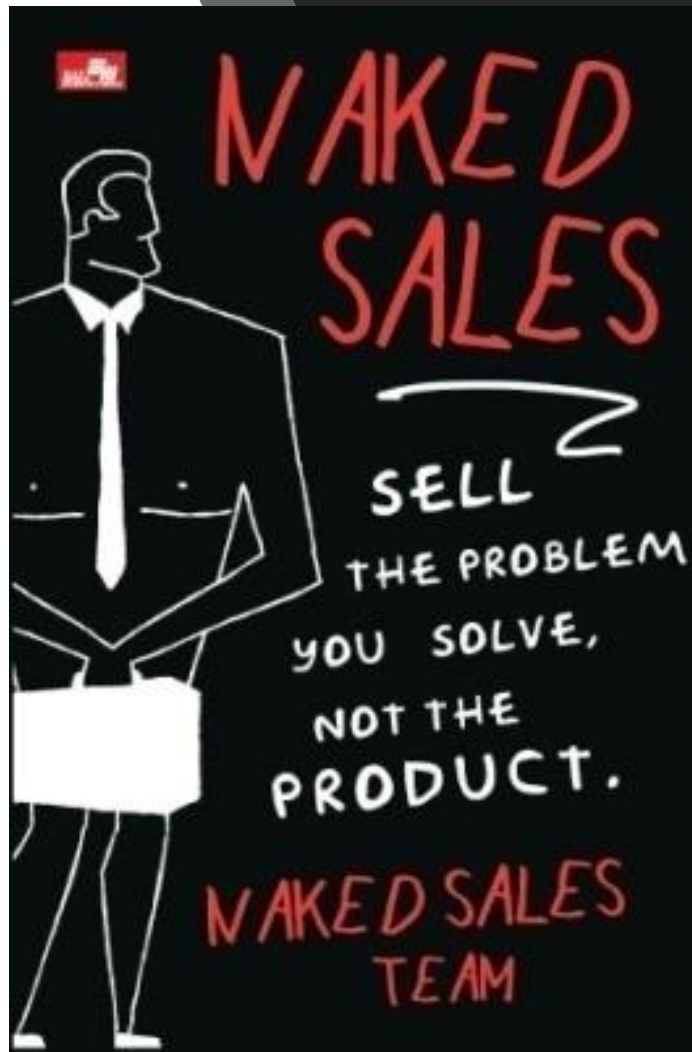
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