**Social Media Marketing**

**Week 1: Social Media Marketing**

**Basics.**

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**Objective: Understand the fundamentals of social media, major platforms and their purposes.**

**TASK 1:** List **5 top social media platforms** and explain their primary audience and uses.

Social media is integral to our lives. With 5.17 billion social media users worldwide-accounting for 59.9%of the world population-social platforms have become necessary hub for gathering information, connecting with our friends and loved ones, and growing our businesses.

For marketers, the world of social media represents an expensive area of opportunity-and every user is a potential customer. With the right tools, resources and a strong social media strategy, marketers can leverage social media platforms to boost awareness for their business, engage their target audience and even nurture a loyal community.

Here is a list of 5 top social media platforms, their primary audience and uses:

1.Facebook

2.Youtube

3.Instagram

4.Whatsapp

5.Tiktok

**Facebook:**

Facebook was launched in 2004 by Mark Zuckerberg and its monthly active users are 3.07 billion. Its demographics include 56.8% male, 43.2 % female, with the largest age groups being 25-34 (30.6%) and 18-24 (23%). Most popular in the United States, India and Brazil. While Facebook might not be the exciting new platform it once was- and might have fallen out of favor with younger users-make not mistake: it's still around and more popular than ever.

Today Facebook operates under the umbrella of Meta, which also owns platforms like Instagram, WhatsApp and Threads. Per Meta's full year earnings report, its "Family of Apps"-which include Facebook, Instagram, Messenger, WhatsApp and another apps-generated a total of $114.45 billion in revenue in 2022.

The Facebook target market spans a wide range of ages, from 13 to 34, with adults aged 25 to 34 making up a more significant portion of the platform's users. This group typically includes young professionals, parents and digital natives who appreciate Facebook's social networking and connectivity features. The platform also attracts users under 44, encompassing established professionals and tech-savvy individuals looking to connect for personal and business drives. While the platform appeals to male and female users, it has a slightly larger male audience.

Facebook is the most popular social media platform for brands. 57% of marketers use Facebook to market their business. Industries such as financial services, ecommerce, retail, media, telecom, technology and consumer goods continue to harness Facebook's expansive reach to connect with consumers and grow their brand awareness-with newer sectors like gaming, entertainment and automotive businesses also finding their footing on the platform.

**YouTube:**

YouTube was founded in 2005 and its active users are 2.49 billion. 54.4% male, 45.6% female, with the largest age group being 25-34 (21.5%). Most popular in South Korea, the United States and India. YouTube is more than a video sharing platform-it's the second largest search engine in the world (after Google, its parent company). With users watching over a billion hours of video daily, it's a must have platform for any brand investing in video content.

YouTube supports both long form and short form videos and works well for search-driven discovery and subscriber growth. SEO plays a huge role in visibility here. Optimizing your videos with the right keywords, thumbnails, and engagement strategies can help your content reach the right viewers over time.

**Instagram:**

Instagram was founded in 2010 and its monthly active users are 2 billion. 50.6% male and 49.4% female. Dominated by users aged 18 to 24(31.7%). Most popular in the United States, India and Brazil. Instagram is one of the most visual social media platforms, built for sharing photos, videos, stories and short-form video content like Reels. With over 2 billion monthly active users, it's especially popular with millennials and Gen Z-making it a top choice for brands looking to connect through visual storytelling.

A wide range of formats- including Reels, Stories and Live video- keeps content fresh. Strong discovery tools like the explore tab and hashtags help grow reach and encourages user-generated content through mentions, tags and branded campaigns. You can switch to an Instagram business profile to unlock in-depth analytics and scheduling tools. It's also easy to cross post to Facebook, threads and messenger since they're all part of the Meta family of platforms.

**WhatsApp:**

WhatsApp was founded in 2009. It is the world's most popular messaging app, used in over 180 countries and by nearly 3 billion people every month. 52% male, 48% female. Predominantly used by those aged 18-34 (45.3%). Most popular in Brazil, India and Mexico. Originally built for personal messaging, it has since evolved into a valuable social media platform for customer service, community updates and business marketing.

It is designed for small businesses to share updates, showcase products and answer question directly. Larger teams can use the WhatsApp business app to automate responses and integrate customer communication at scale. Whether you are updating customers on orders, offering real time support, or broadcasting limited-time deals, WhatsApp is a great platform to reach users where they are most engaged, especially in regions where text messaging is the primary form of communication.

**TikTok:**

TikTok was founded in 2016. TikTok has quickly become the go-to short for video content platform, especially among younger audiences. With 1.5 billion monthly active users and a global reach, it's one of the most engaging social media platforms out there- and a top choice creators, small businesses and brands looking to show up in a more personal, creative way. Its demographics include 52% female and 48% male. Most popular in the United States, Brazil and Indonesia.

Users can create videos up to 10 minutes long with built-in music, voice effects and editing tools. The algorithms laser-focused on user behavior -meaning anyone can go viral. Challenges, duets and trends help brands participate in culture, not just broadcast messages. If your target demographic includes Gen Z or younger millennials, TikTok can be a powerful place to connect through authentic, fast-moving content.

**Task 2:** Research and summarize the **history and evolution of social media marketing** (250-300 words).

The history of social media marketing is a journey that began in the early 2000s when platforms like Friendster and Myspace introduced the concept of connecting with people online. Friendster, launched in 2002, became one of the first social networks to gain global attention, allowing users to create profiles and connect with friends. Myspace followed in 2003, offer a more customizable experience that attracted millions of users and caught the attention of brands eager to explore online engagement through these emerging social media channels.

By 2004, Facebook emerged as a game-changer. Facebook's introduction of business pages in 2007 marked the start of structured social media marketing, enabling companies to create dedicated spaces to interact with audiences. Brands and business across the globe began to create brand pages to engage with their customers. New platforms began to emerge around the same time, such as twitter and Instagram.

Marketers also rushed to these platforms once they saw the impressive growth figures. LinkedIn stands out due to its unique business-to-business proposition. The professional social network's primary focuses are business networking and career progression. Now with 810 million users worldwide it remains a firm favorite for B2B marketers.

As social media platforms evolved, marketing strategies shifted from simple interactions to advanced techniques like data-driven targeting, influencer partnerships and tailored content creation. Tools like analytics dashboards and sophisticated algorithms allowed businesses to fine-tune their campaigns, making social media marketing a cornerstone of modern digital strategies and driving the continuous innovation.

Where previously brands would purchase advertising space in newspaper and on television to promote themselves, they now had the world of social media as their oyster. Unlike those traditional offline channels, social media offered marketers the ability to collect consumer data and performance metrics to their campaigns could be evaluated and targeted like never before.

Today, 60% of marketing professionals worldwide say that their customer data influences marketing decisions always or at least most of the time. As social media continues to evolve, businesses must stay informed about emerging trends and adapt their strategies accordingly.

**Task 3:** Choose a niche and identify **3 popular pages or influencers** in that niche with their follower’s count.

**Niche:** Fitness

**Most popular pages/influencers:**

1. Nehafun&fitness (Instagram): 5.4 M

2. FitnessForAllPk (Instagram): 233K

3. Zohaib Fitness Official (Instagram): 202K

**Task 4:** Design a **basic social media profile bio and display image concept** for your niche.

**Niche:** Fitness

**Social media profile bio:**

"Fitness enthusiast | Personal Trainer | Share workout tips, healthy recipes, and motivation to help you reach your fitness goals! Follow me for daily inspiration!

#fitness#healthyliving"

**Display image:**

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**Task 5:** Write a **short post caption** for each platform (Facebook, Instagram, LinkedIn, Twitter).

**Facebook:**

Fitness isn't just about hitting the gym-it's a commitment to becoming stronger, healthier and more confident every day. Whether it's a quick workout, a healthy meal or a good night's rest, every small step counts. Stay consistent, push your limits and remember: progress is progress, no matters how slow. Let's keep moving forward!

# HealthyLiving #WellnessJourney

**Instagram:**

Your body can stand almost anything-it's your mind you have to convince. Every drop of sweat, every sore muscle, every early morning-it's all part of process. Fitness isn't just a goal; it's a lifestyle. Stay consistent, stay motivated and trust the journey. The result will speak for themselves.

#FitnessMotivation #WorkoutJourney #StayStrong

**LinkedIn:**

Staying fit isn't just about physical strength-it builds mental resilience, discipline and consistency. The same principles that drive progress in the gym apply in our careers. Show up, push through challenges and keep improving. Invest in your health; it's the foundation for success.

#Leadership #Wellbeing #FitnessLifestyle #PersonalGrowth

**Twitter:**

"What hurts today makes you stronger tomorrow".

No shortcuts. No excuses. Just consistent effort, one rep at a time. Your fitness journey isn't about being perfect-it's about showing up, pushing forward and becoming a stronger version of yourself every day. Stay committed, stay focused and the results will follow.

#FitnessMotivation #NoExcuses #TrainHard