

THE IMPACT OF SOCIAL MEDIA ON BUSINESS

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TOTAL
POPULATION



we
are
social

7.91
BILLION

URBANISATION
57.0%

UNIQUE MOBILE
PHONE USERS



5.31
BILLION

vs. POPULATION
67.1%

INTERNET
USERS



4.95
BILLION

vs. POPULATION
62.5%

ACTIVE SOCIAL
MEDIA USERS



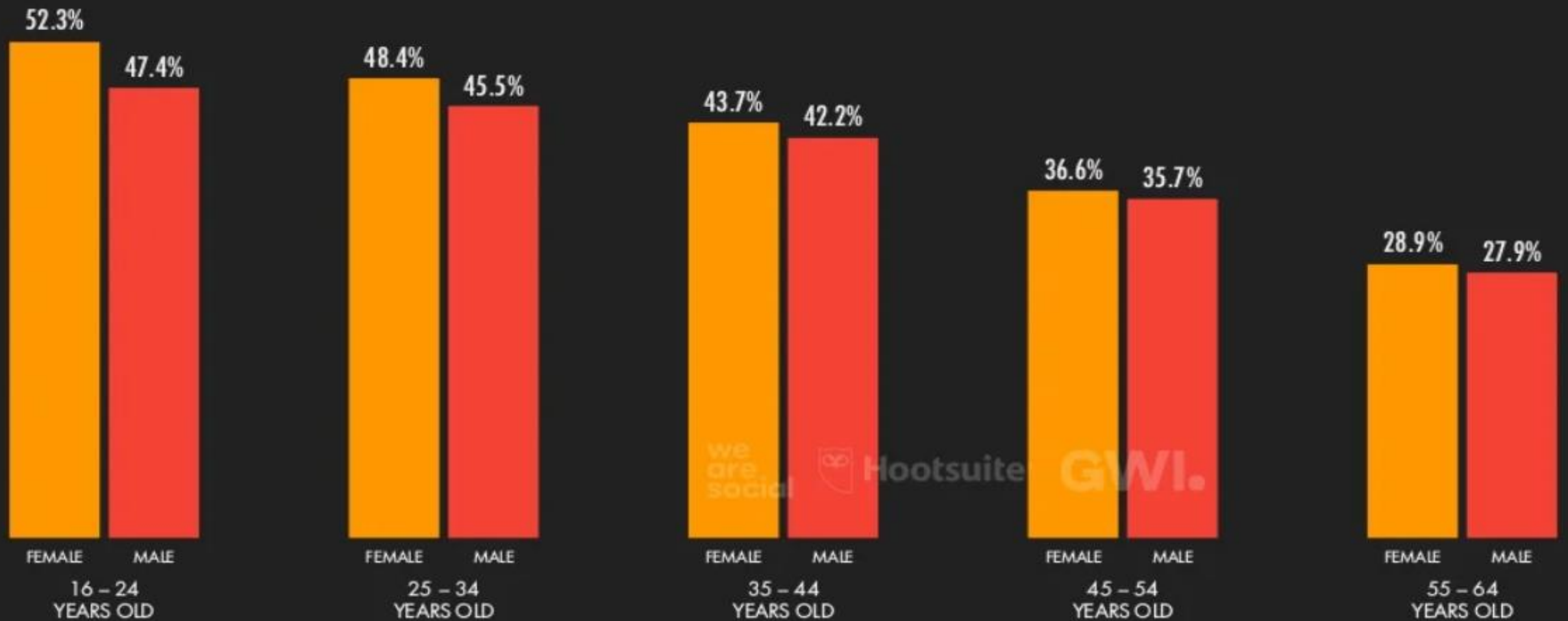
4.62
BILLION

vs. POPULATION
58.4%

GLOBAL DIGITAL FOOTPRINT: JAN 2022

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%
TWITTER USERS	0.2%	83.7%	80.1%	75.5%	87.6%	54.9%	52.3%	40.8%	100.0%	21.8%	44.1%	39.8%
REDDIT USERS	0.1%	81.2%	81.8%	69.6%	82.1%	54.6%	51.1%	49.8%	71.6%	100.0%	58.6%	50.7%
PINTEREST USERS	0.2%	82.7%	79.8%	77.5%	86.2%	56.5%	49.9%	43.6%	58.9%	23.8%	100.0%	41.8%
LINKEDIN USERS	0.2%	87.8%	77.8%	82.6%	83.3%	49.1%	55.4%	41.8%	64.7%	25.1%	50.9%	100.0%

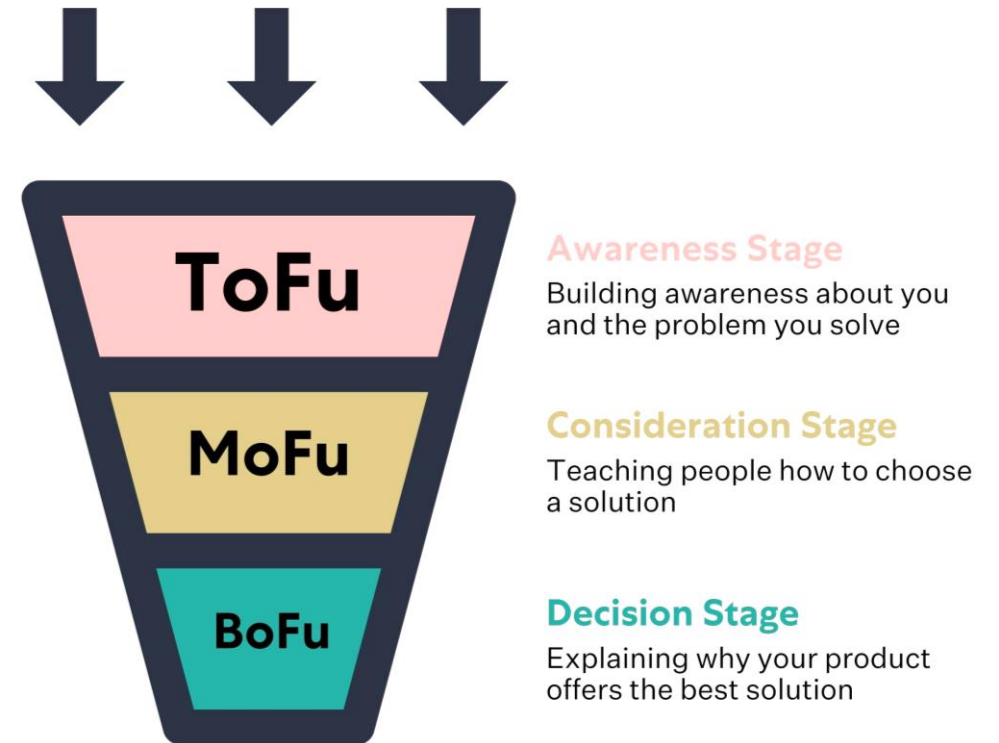
SOCIAL MEDIA PLATFORM USER OVERLAP: APR 2022



USE OF SOCIAL NETWORK FOR BRAND RESEARCH: APR 2022

SOCIAL MEDIA AND ITS IMPACT ON BUSINESS

Increase brand awareness.	Increase website traffic.	Generate lead.	Boost sales
Reputation management.	Crisis Customer service and support.	communication.	Gauze sentiment about brand.
Targeted advertising.	Reporting and analytics.	Brand Royalty.	Keep an eye on competition.
Building trust.	Update on marketing trend.	Hear about customer.	Recruiting.

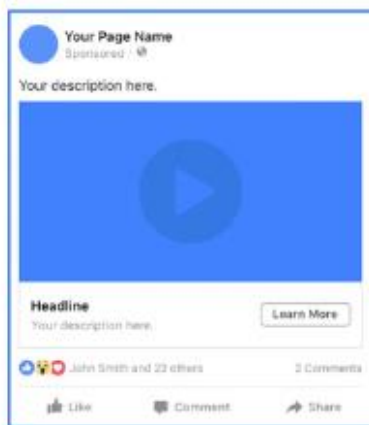


Which Facebook ad objective should you choose?

Stage of funnel	TOF	MOF	BOF
Objective	<ul style="list-style-type: none">• Awareness• Consideration	<ul style="list-style-type: none">• Consideration• Conversion	<ul style="list-style-type: none">• Conversion
Subcategory	<ul style="list-style-type: none">- Brand awareness- Reach- Traffic- Engagement- Video views	<ul style="list-style-type: none">- Messages- Lead generation- App installs- Conversions	<ul style="list-style-type: none">- Conversions- Catalog sales- Store visits

TOFU

Attract Cold Audiences



MOFU

Generate Leads



BOFU

Acquire Customers



Post-purchase

Encourage Repeat Purchase



Strangers



Prospects



Leads



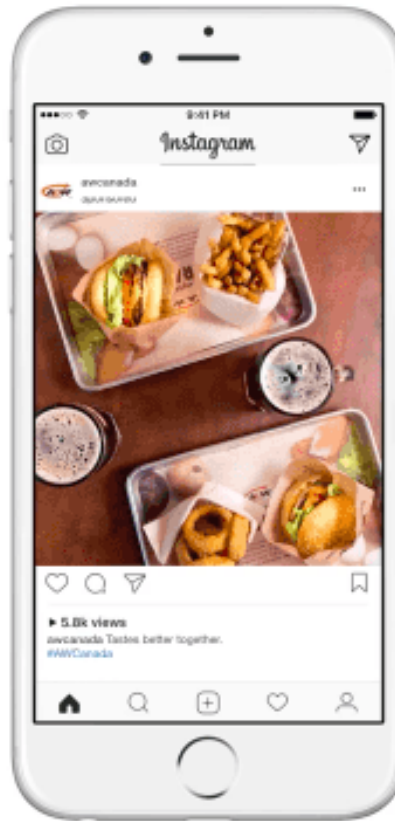
Customers



Loyal Promoters

FACEBOOK ADS FUNNEL

PHOTO



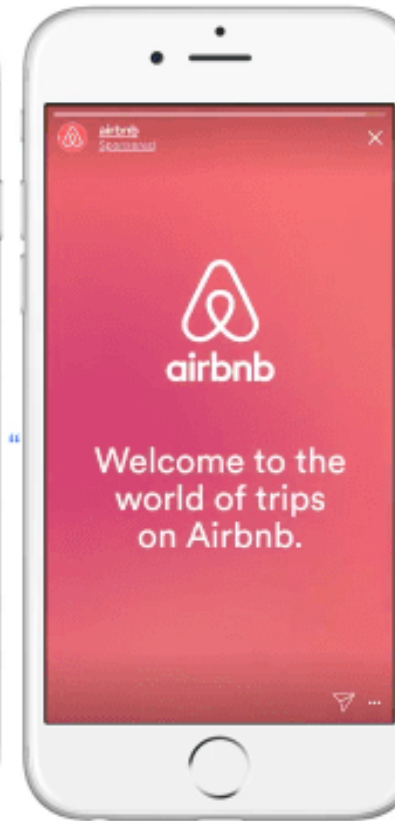
VIDEO



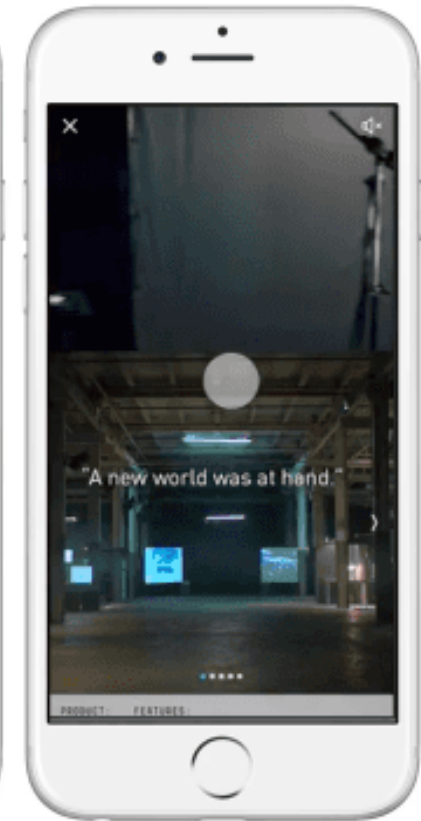
CAROUSEL/
DYNAMIC ADS



STORIES



STORIES CANVAS



INSTAGRAM ADS FUNNEL

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