



**FEED BASED**  
**SEARCH ENGINE BASED**  
**VIRAL/TRENDING**  
**BASED OR ALL?**

#PERCEPTION2PERFORMANCE



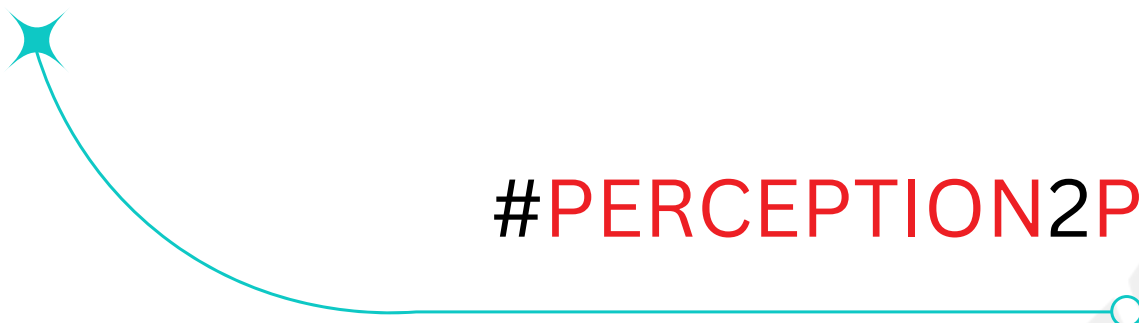


# 1 FEED BASED CONTENT

Instagram Stories are used  
by over **500 million** users  
daily.

Source: **Hootsuite**

#PERCEPTION2PERFORMANCE





# 2 SEARCH ENGINE BASED CONTENT

**Organic search is the largest source of website traffic,** driving **53.3%** of website traffic on average for businesses.

**Source:** BrightEdge

#PERCEPTION2PERFORMANCE





# 3 VIRAL/TRENDING BASED CONTENT

**Viral content** on Facebook  
**generates an average of** **258%**  
**more engagement** than non-  
viral content.

#PERCEPTION2PERFORMANCE





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