

FIREMAN RICK / LITTLE ITALY

FOR THE



Q6.2025 MARKETING STRATEGY | OPTIMIZING PLATFORM IMPACT & REACH

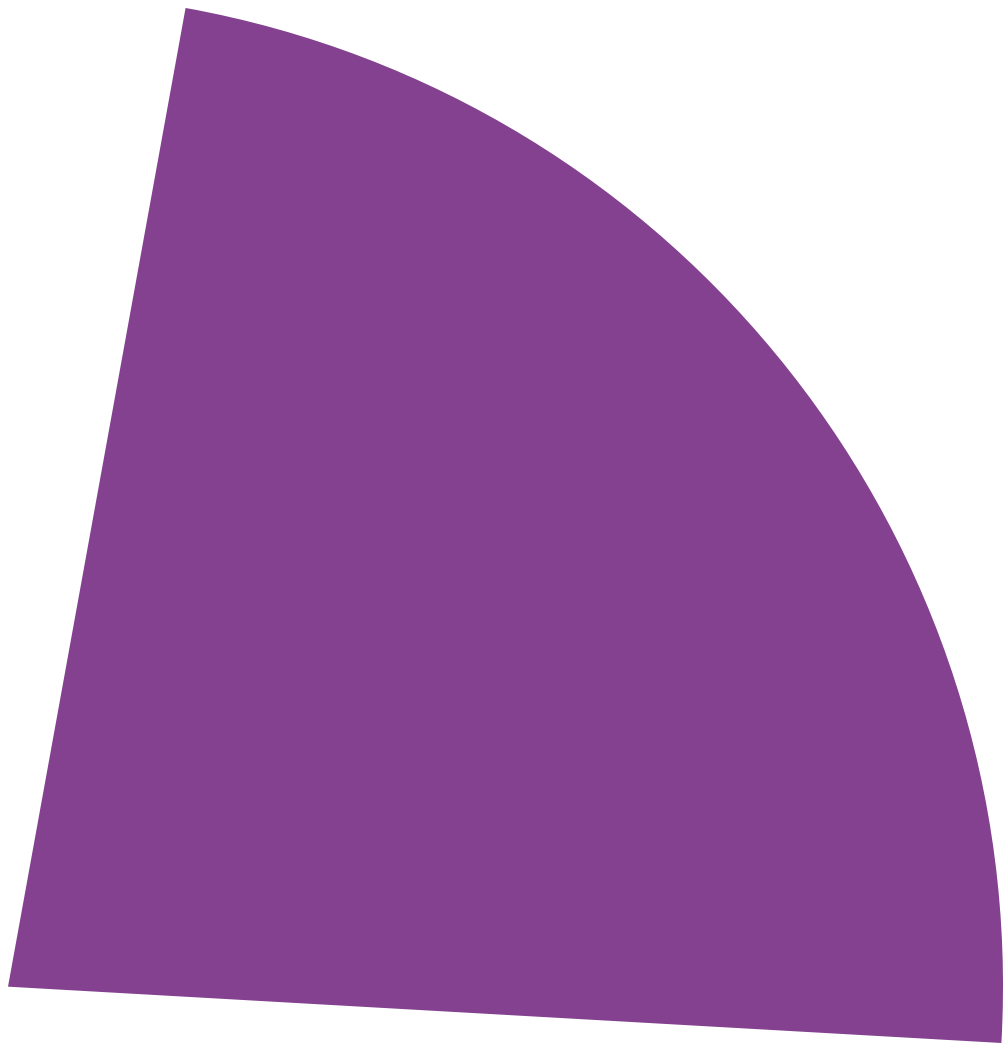


TOPICS ON AI AND DATA FOR 2024

TikTok, YouTube, Facebook, WhatsApp, and Instagram comprise **86%** of all social media use in Singapore.

Having a brand presence on these platforms is essential and can be done efficiently and effectively.

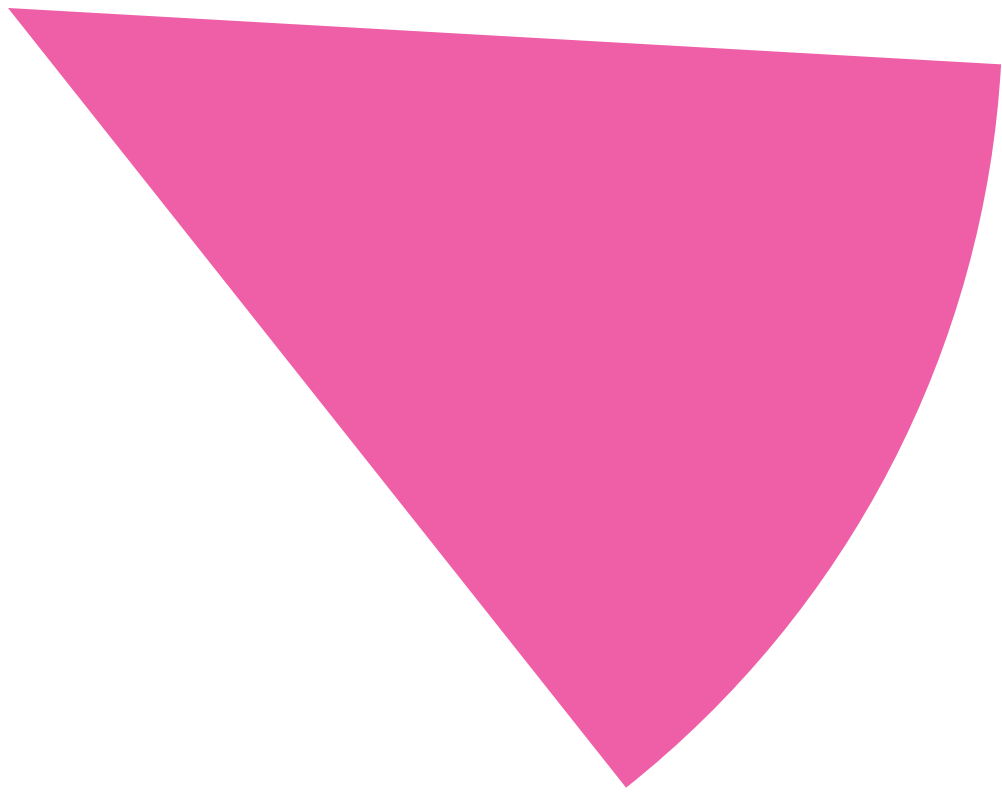
With a DAM system, content can be created once and posted to the desired platforms at the optimal times both maximizing impact and ad spend.

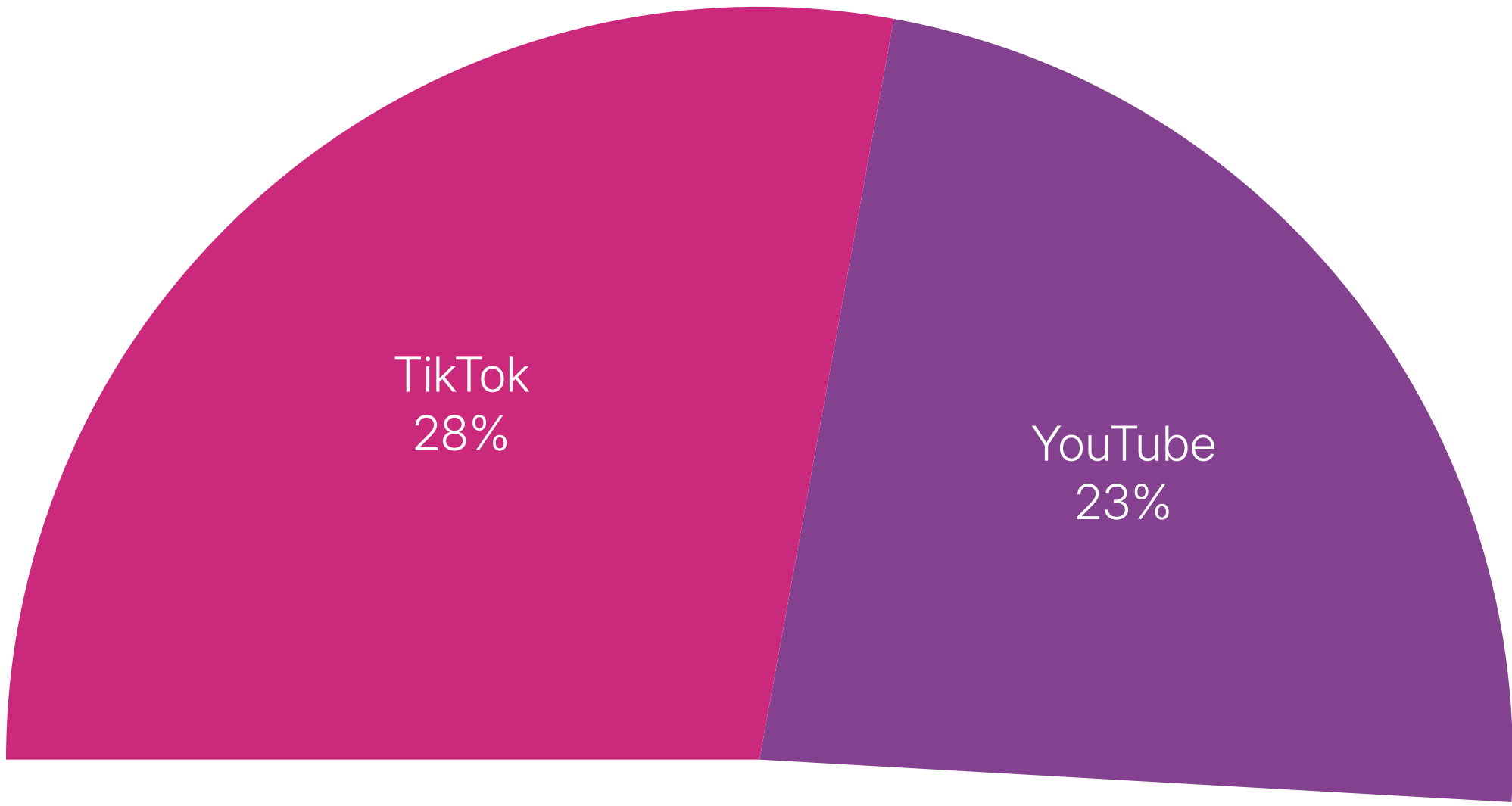


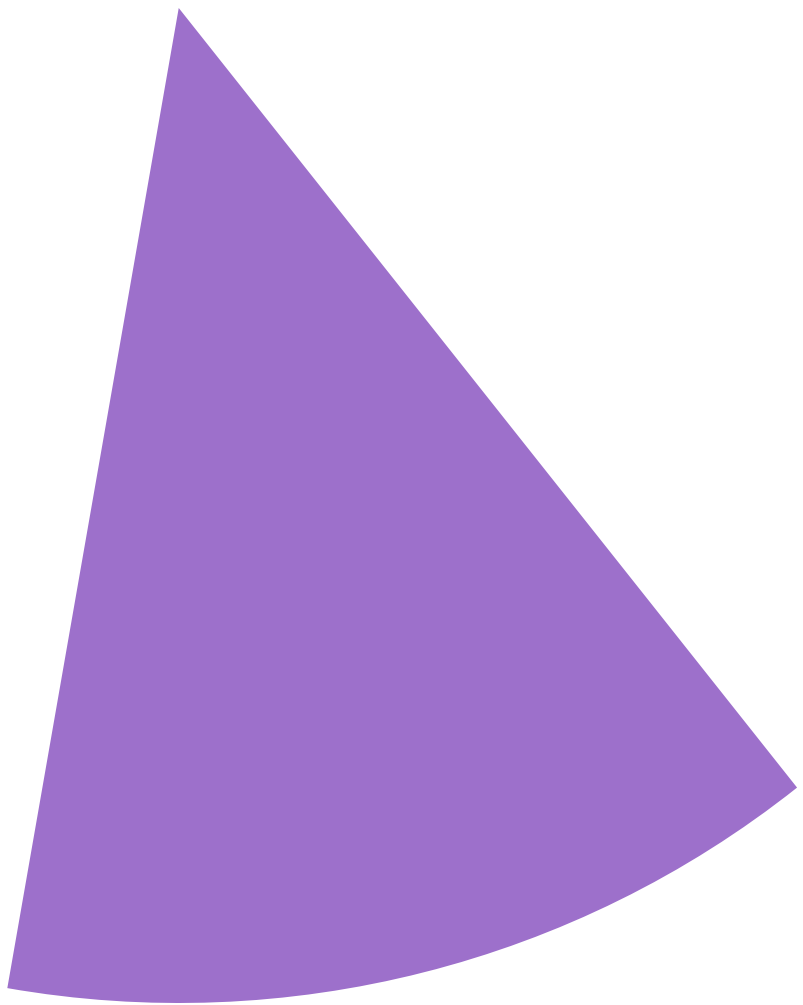


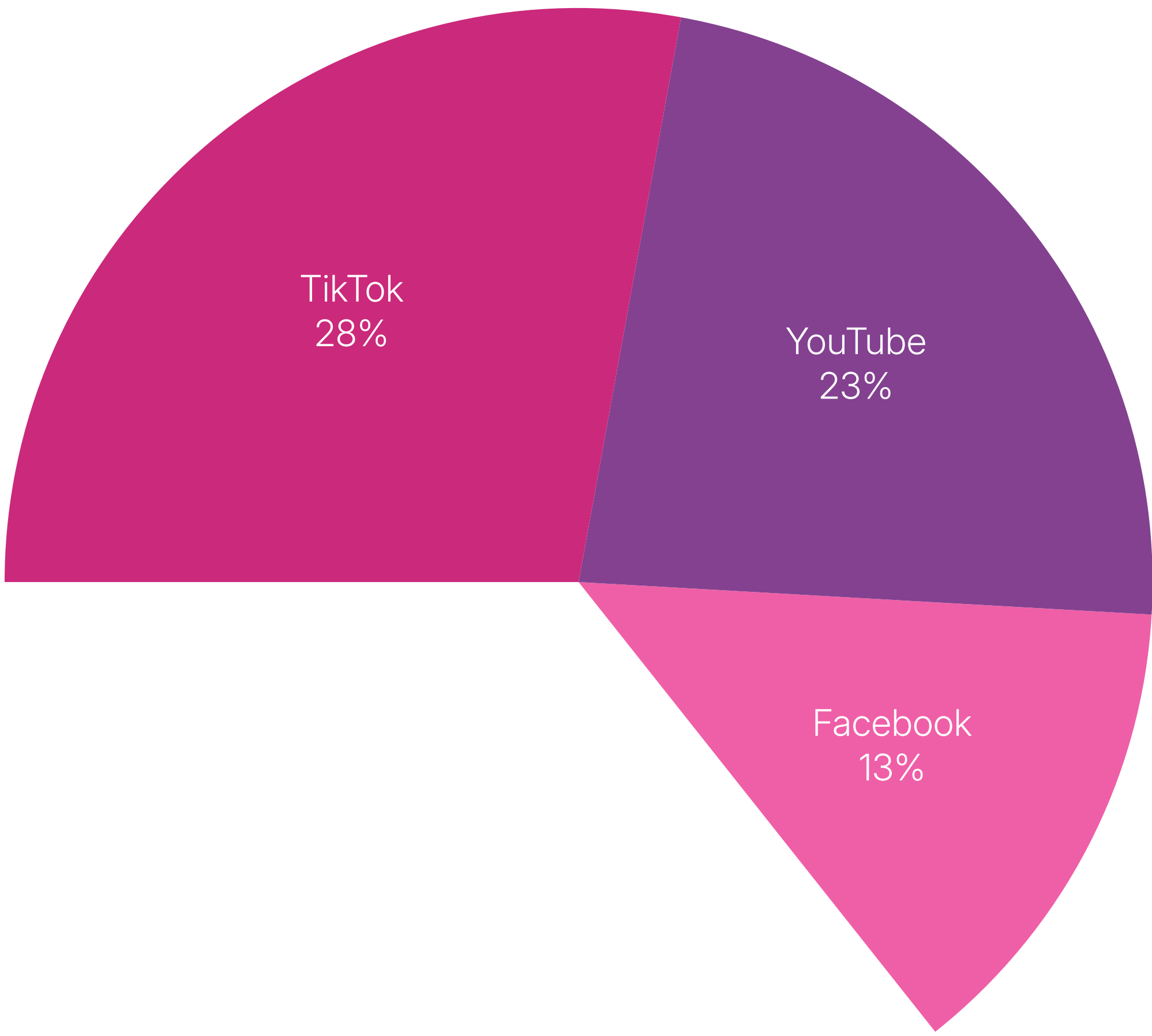
TikTok
28%

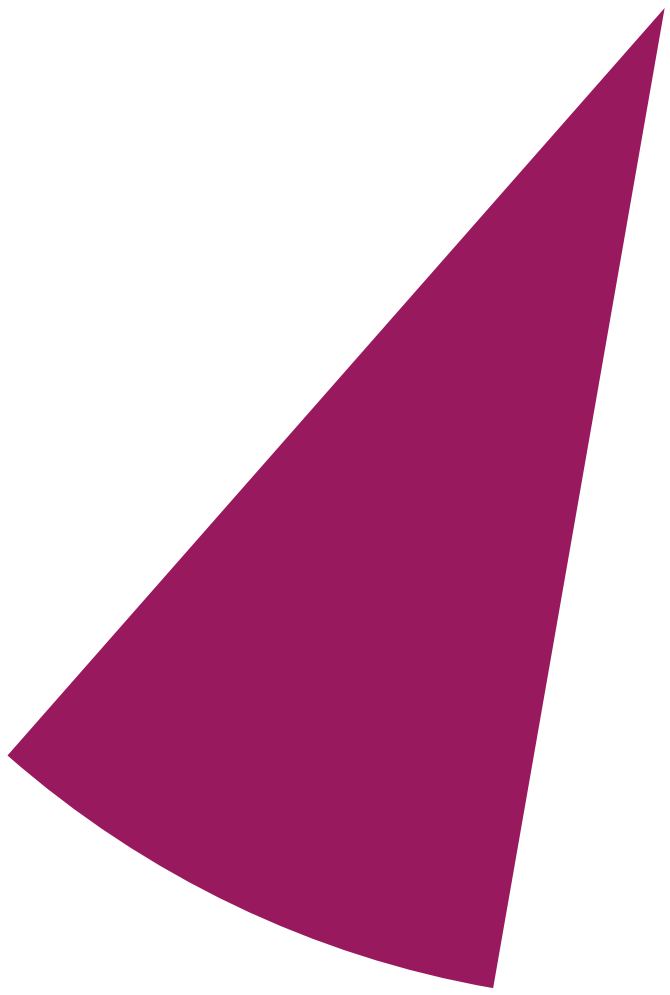
Platform	Percentage
TikTok	28%

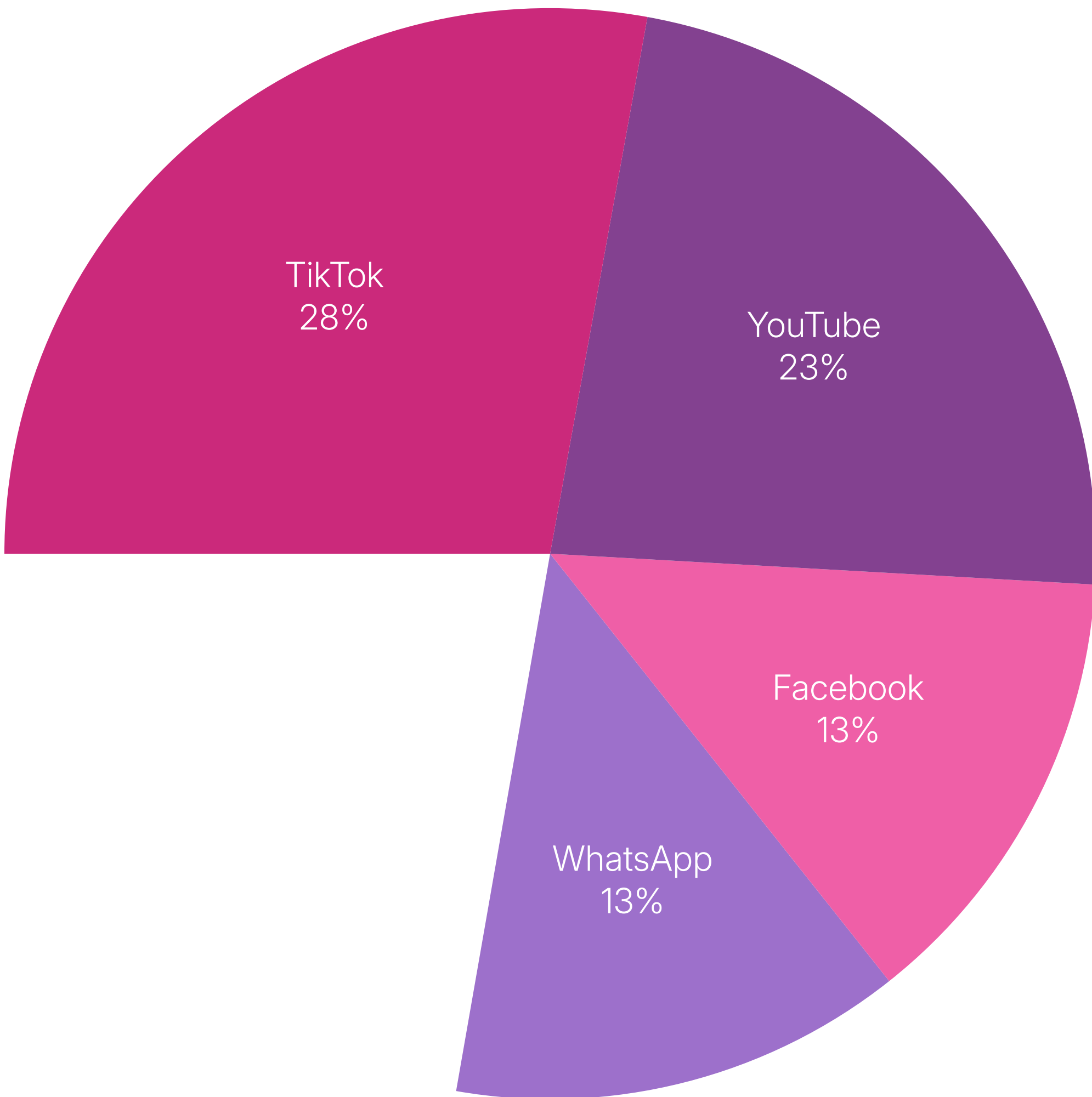


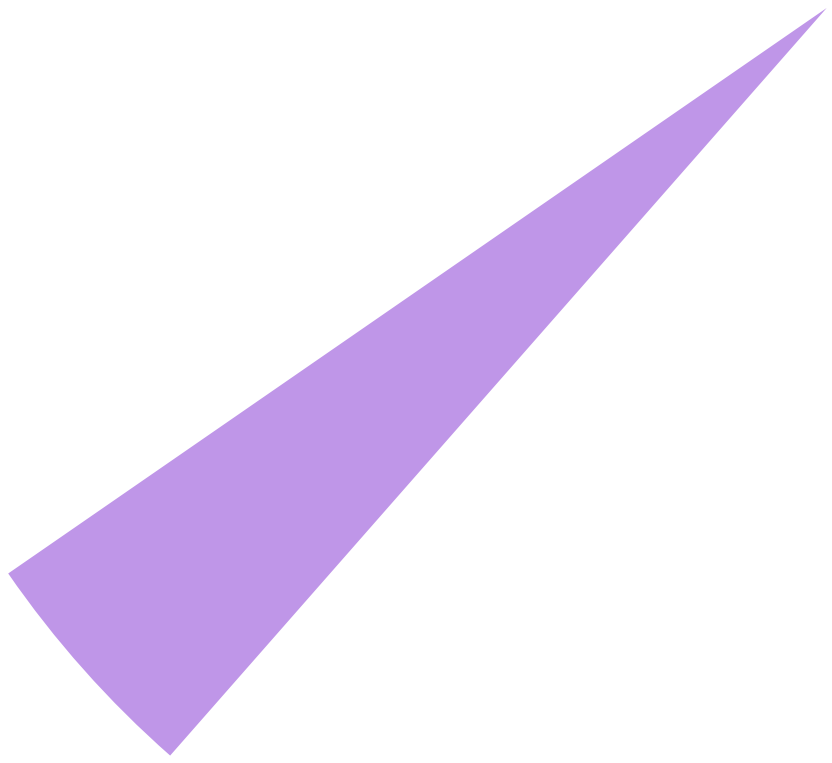


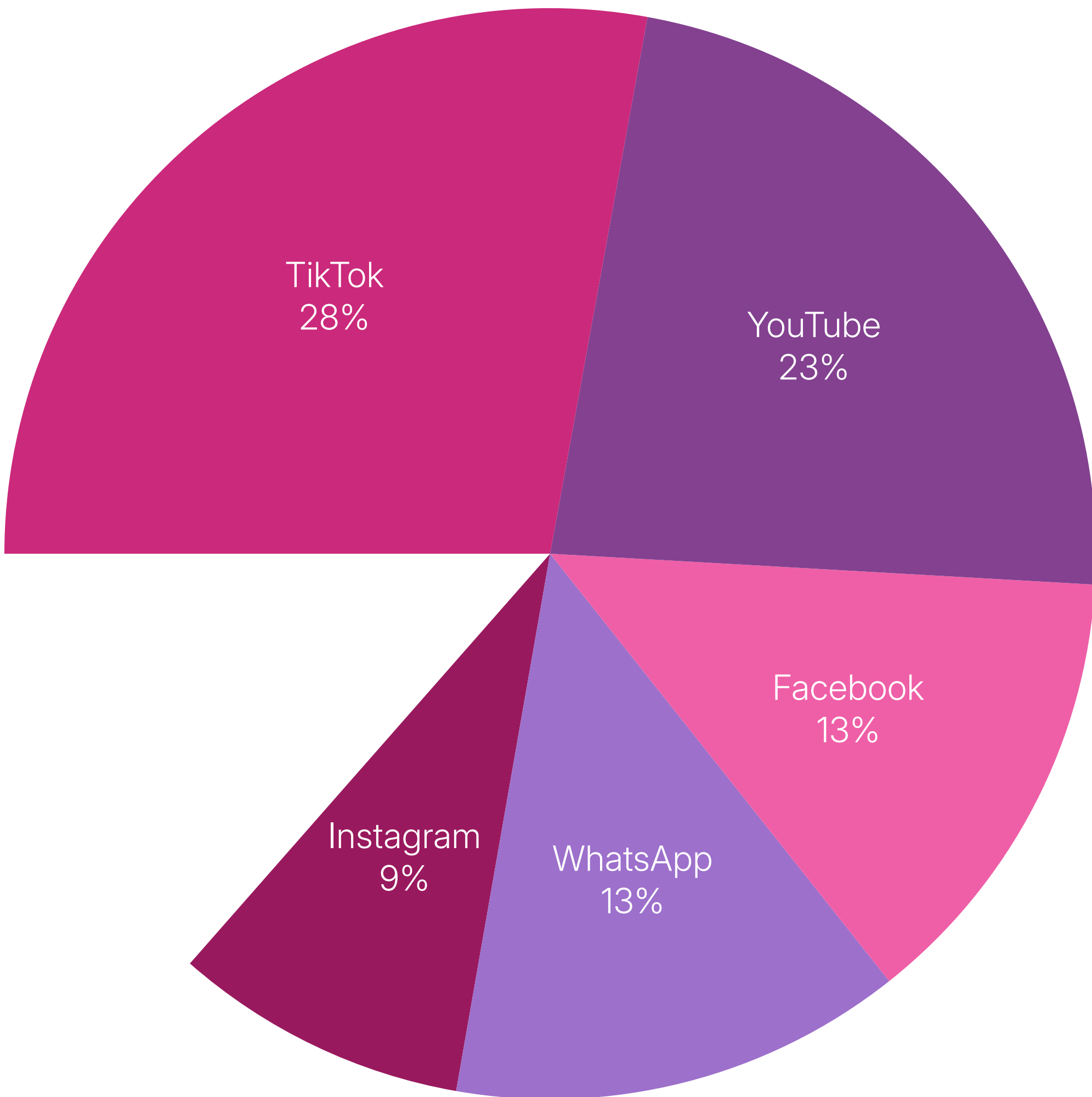




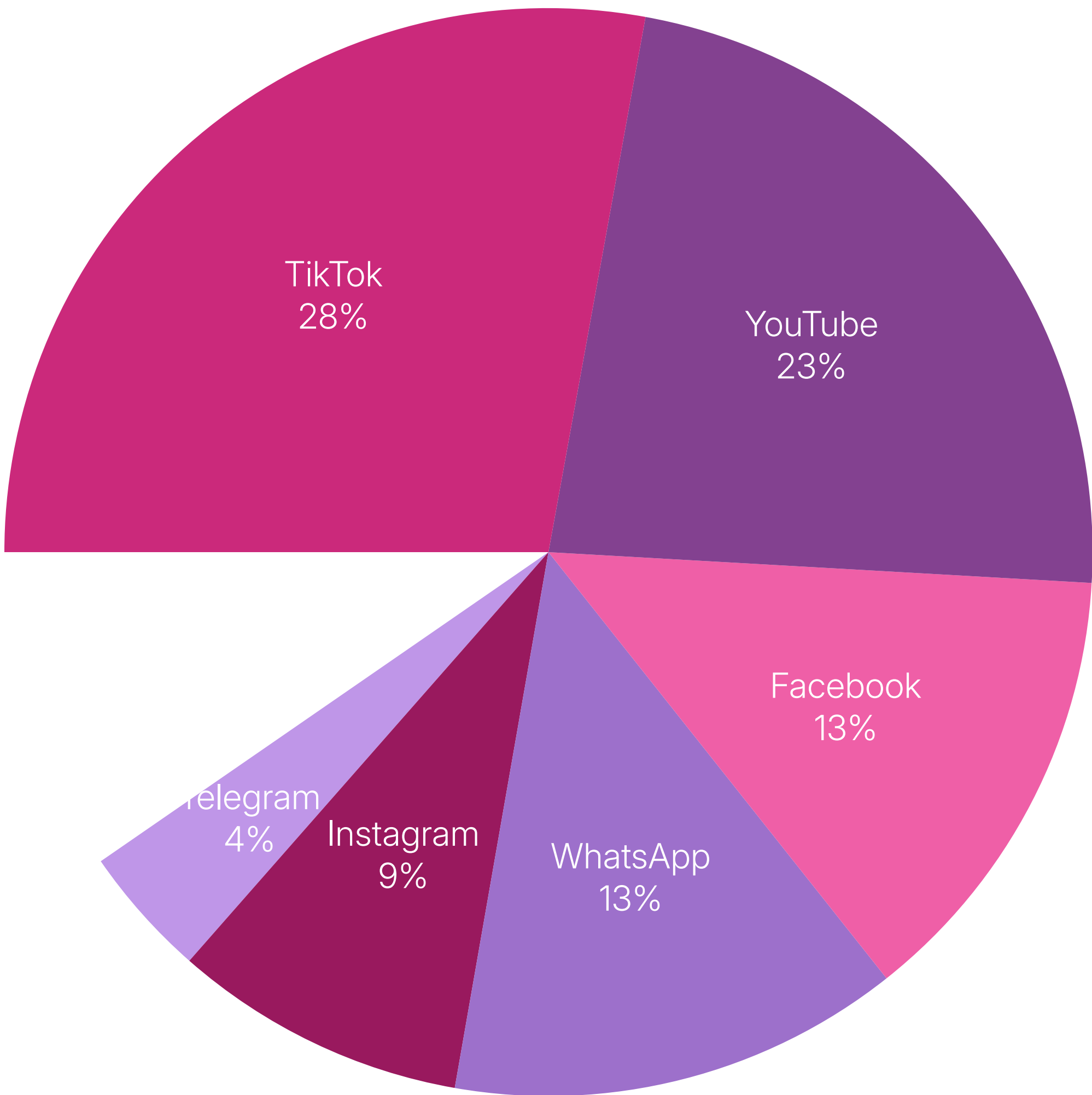




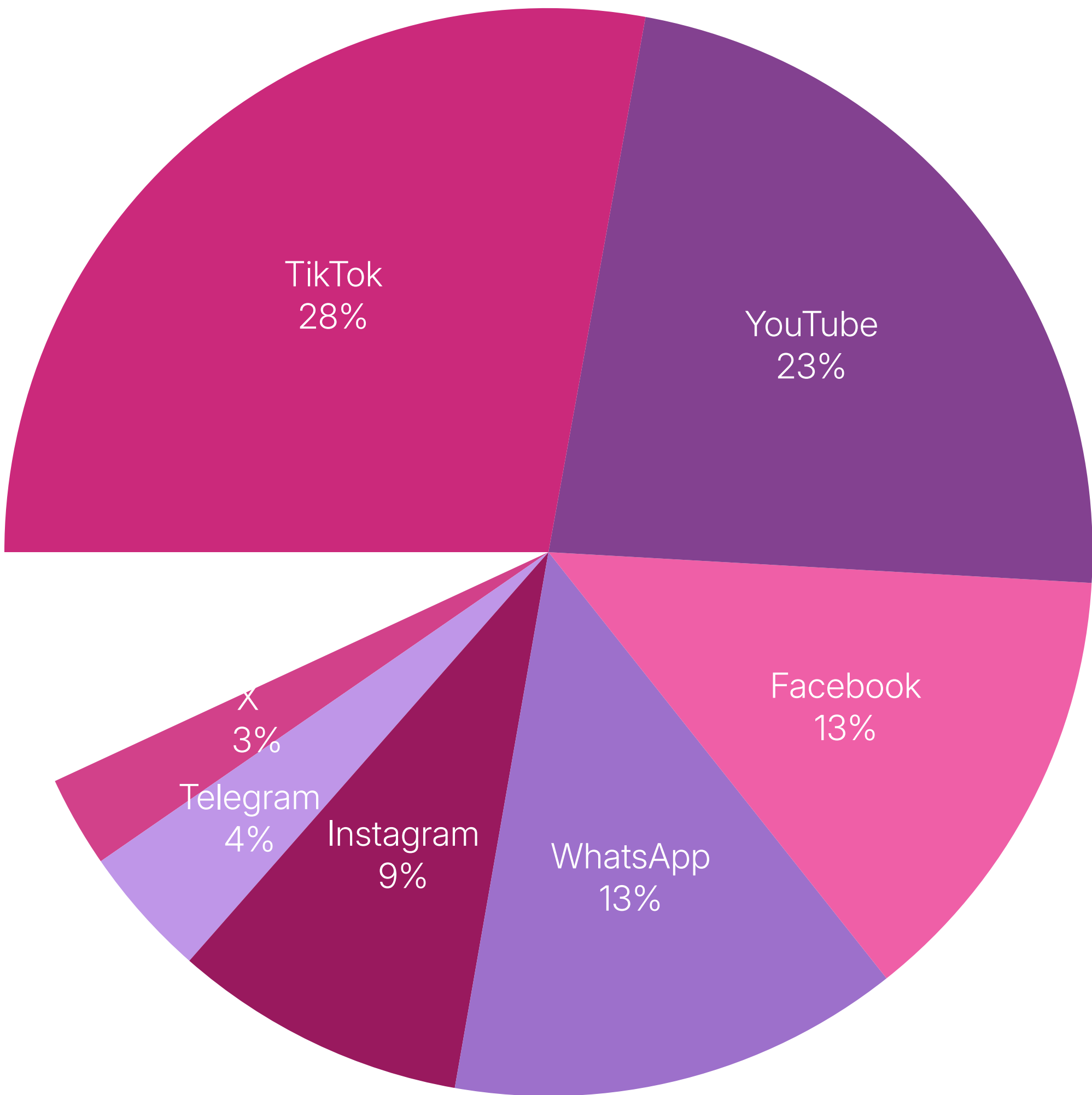








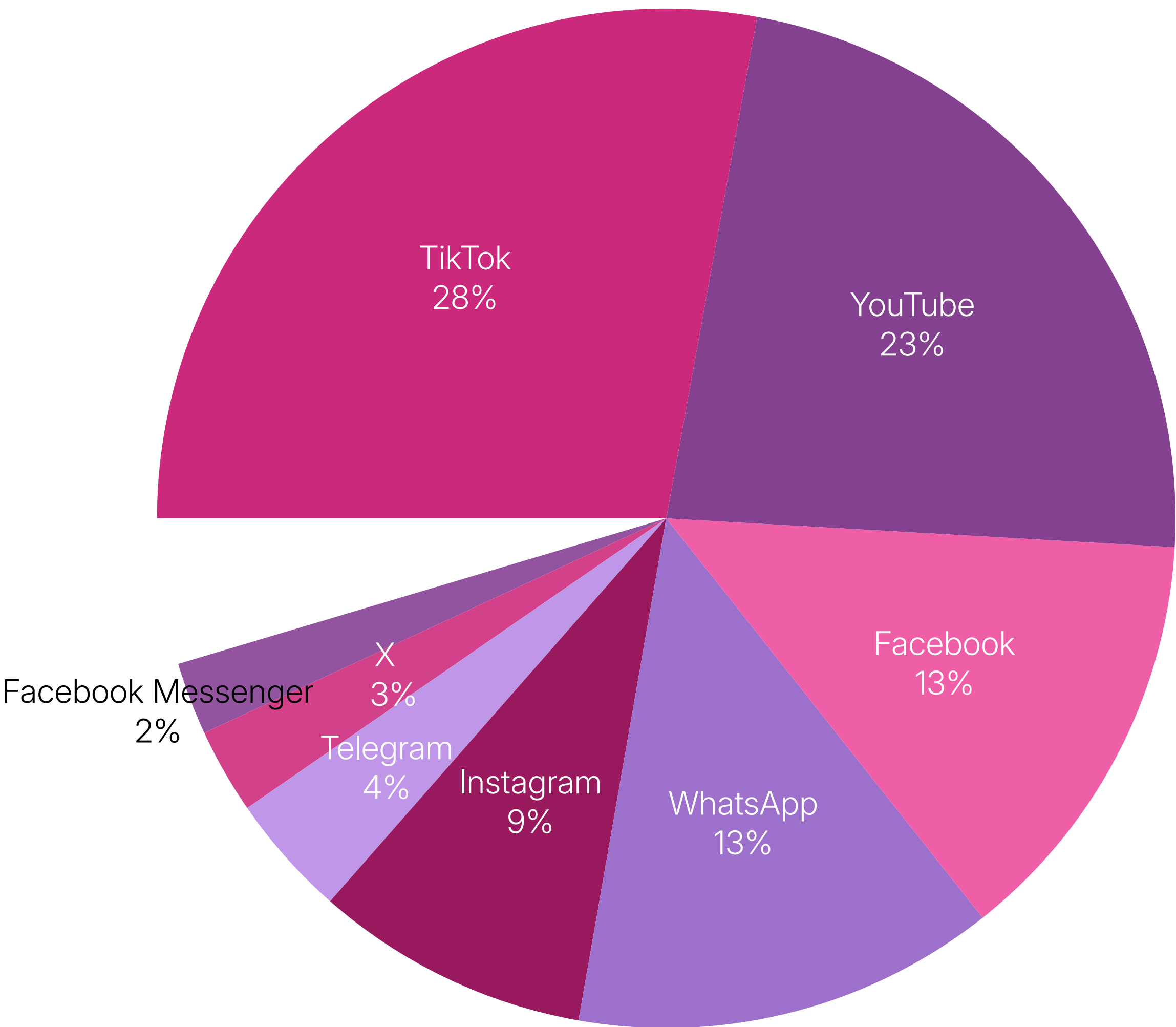


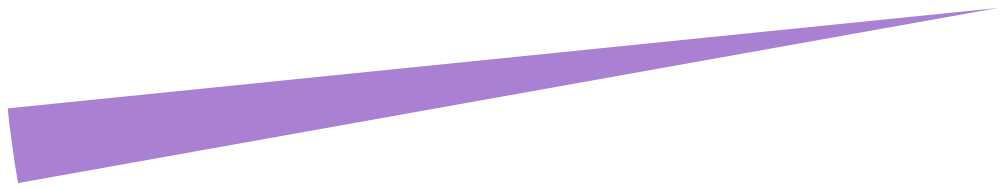


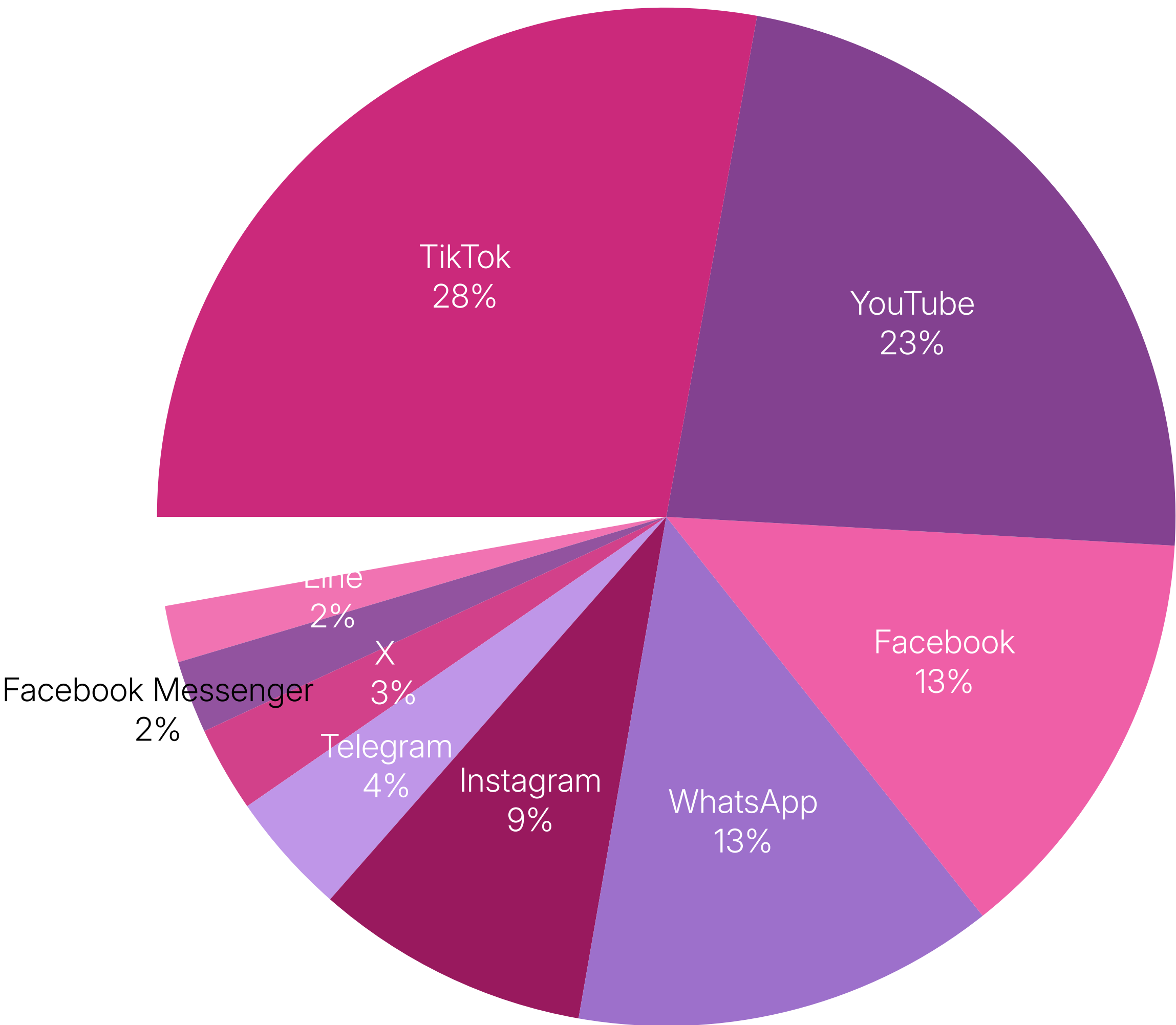
Facebook Messenger

2%

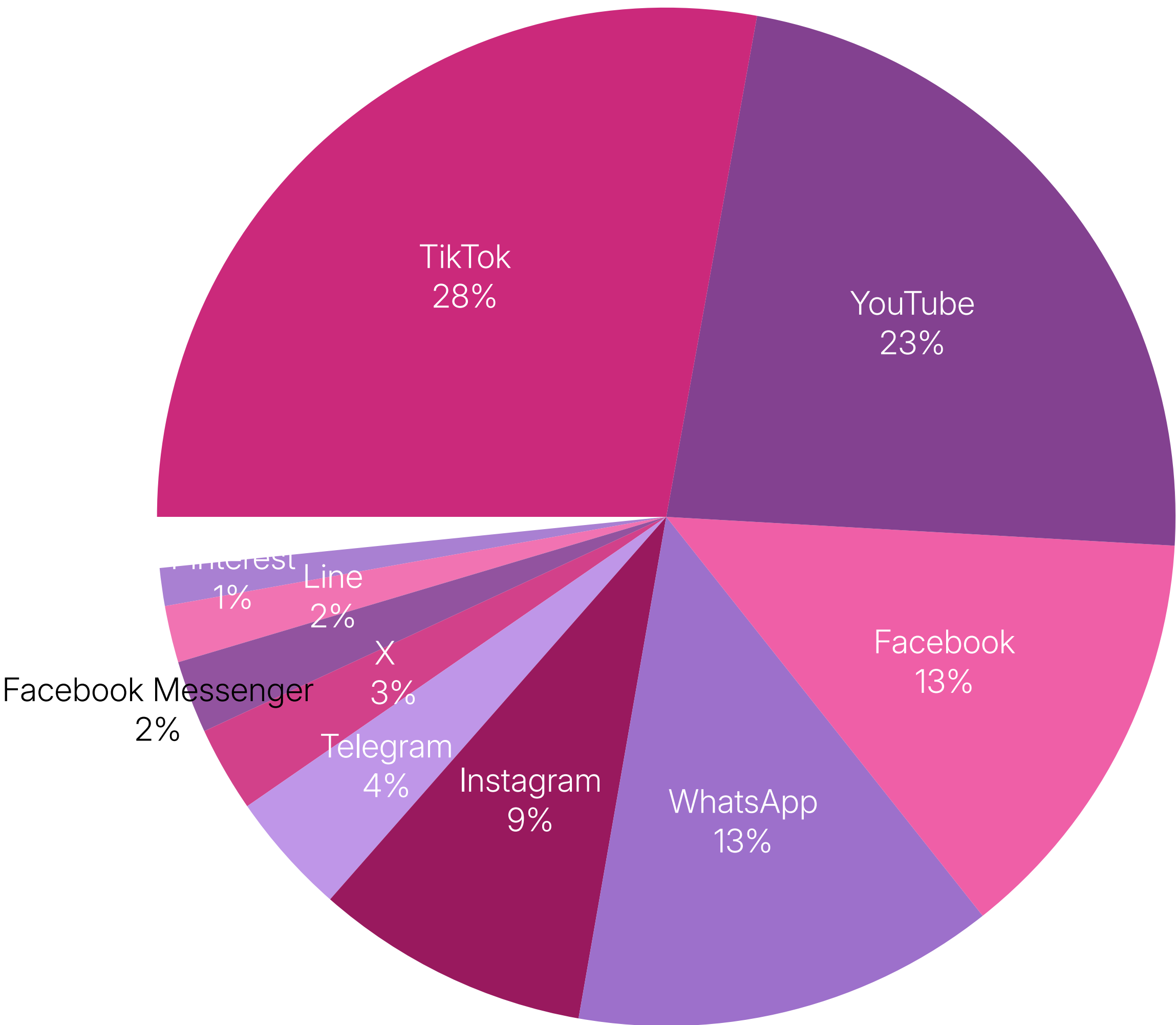








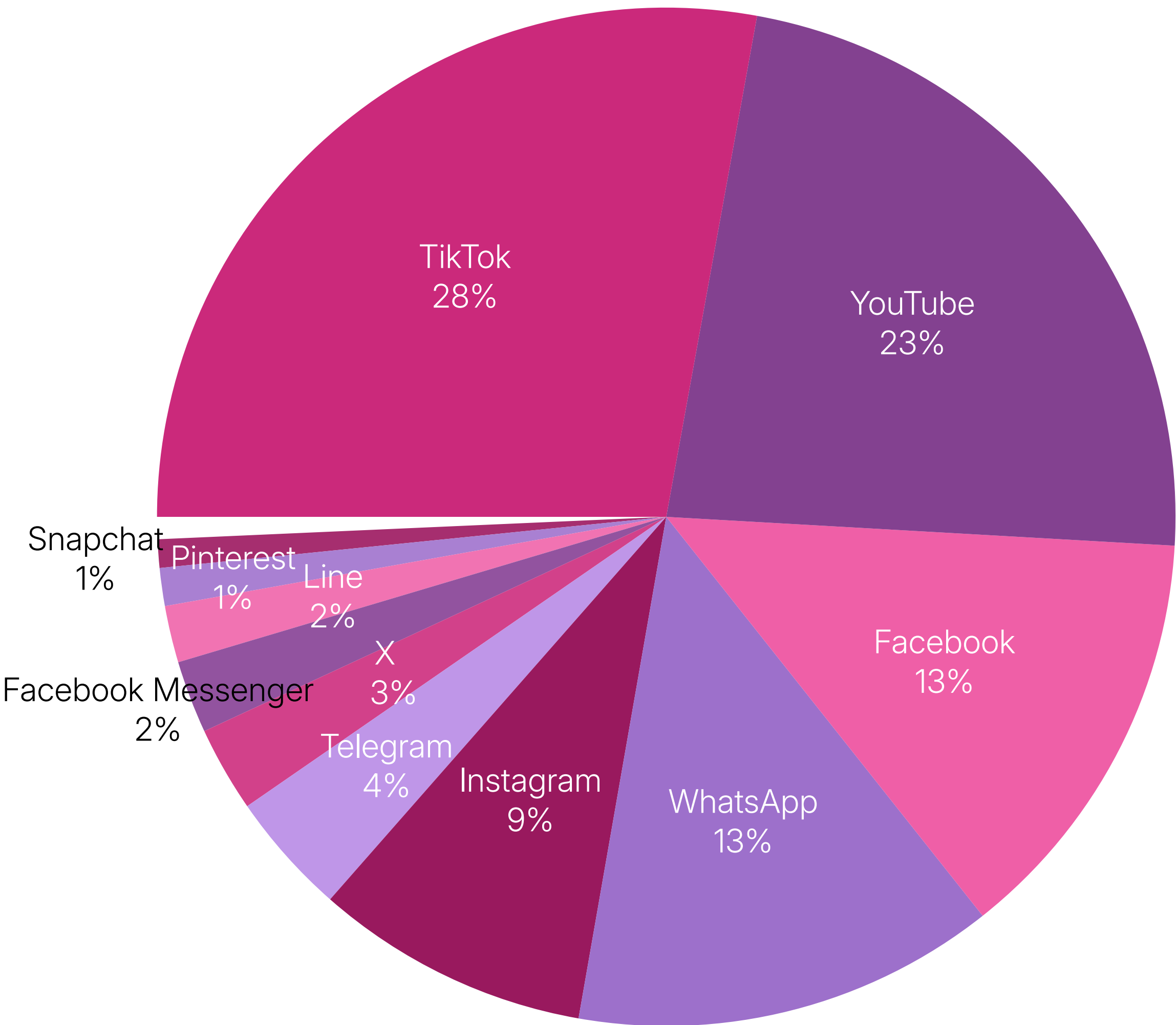




Snapchat

1%





LinkedIn

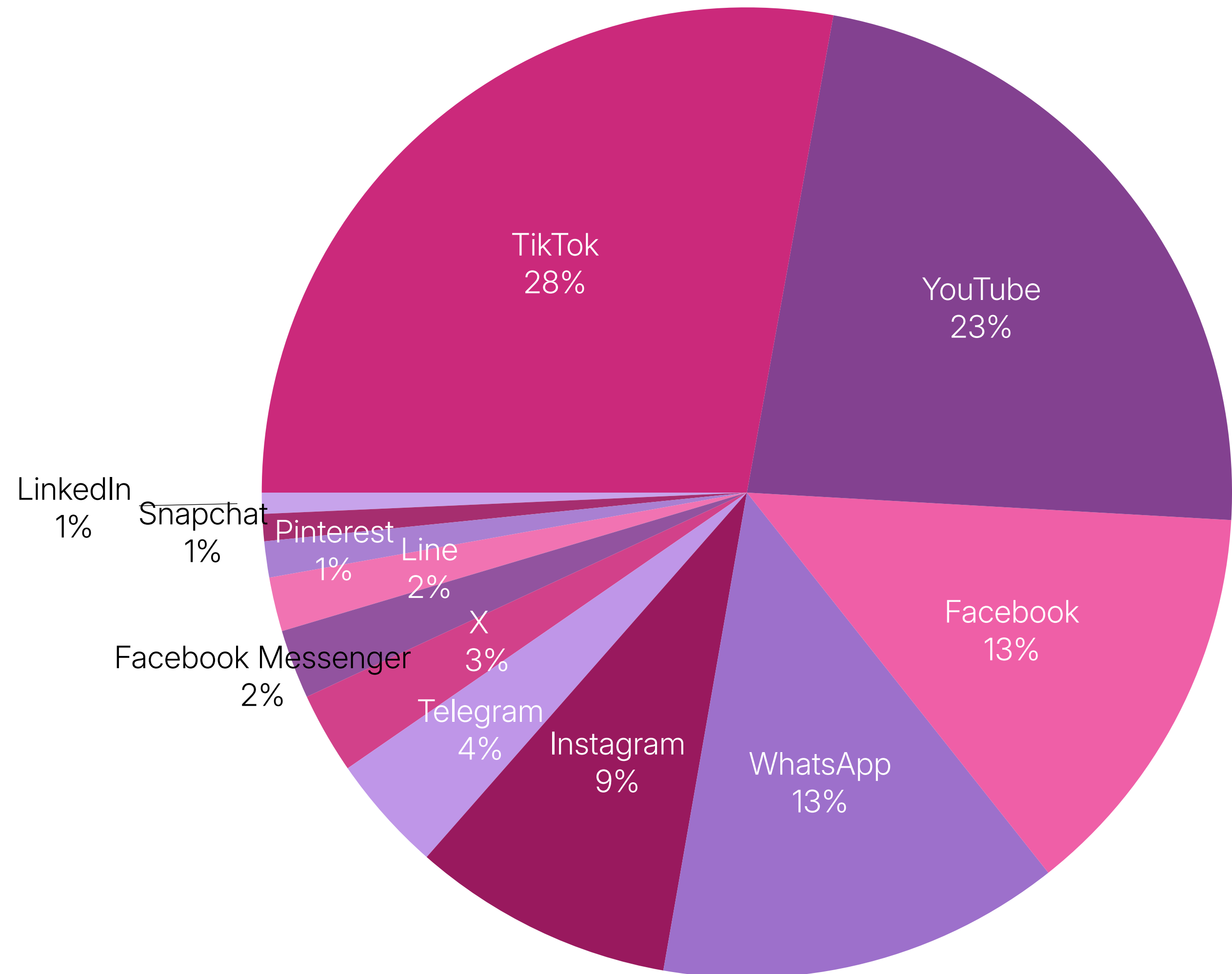
1%

TOP SOCIAL MEDIA PLATFORMS - SINGAPORE 2024

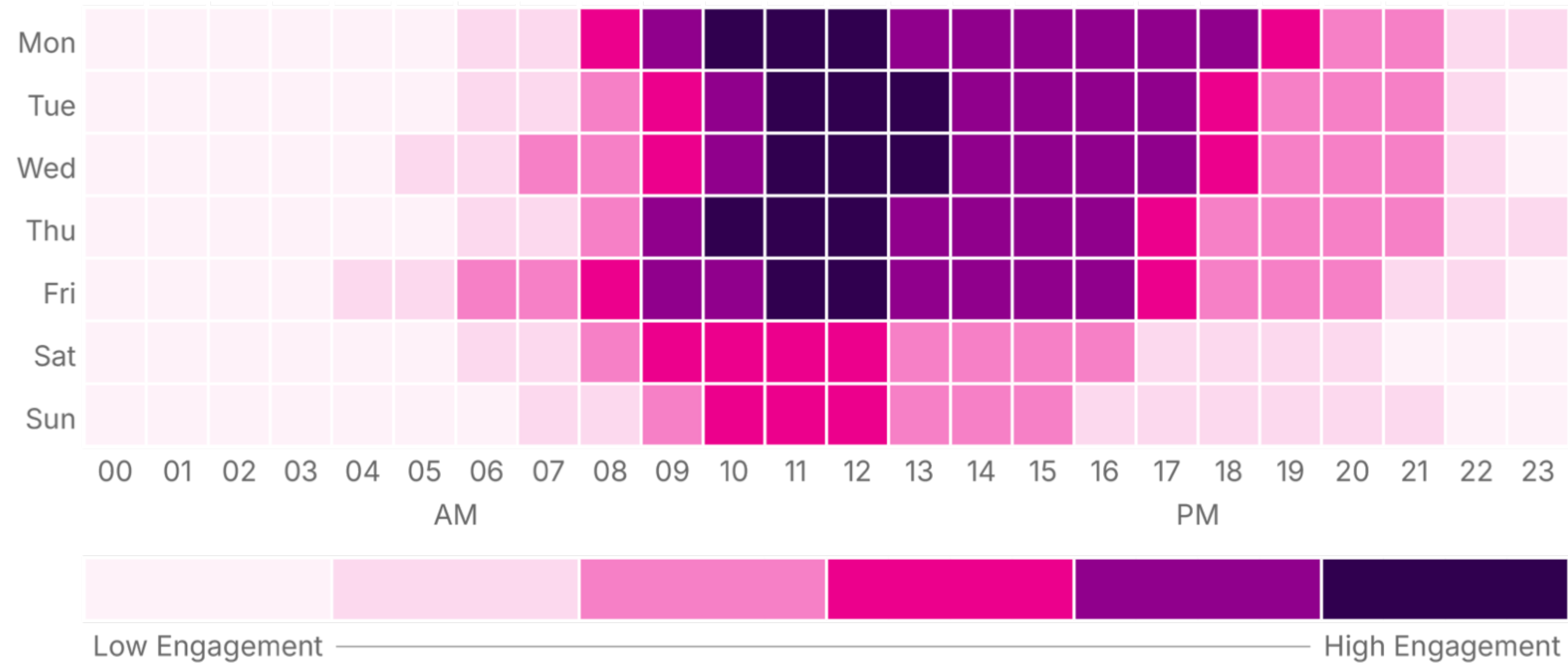
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INSTAGRAM OPTIMAL POSTING TIMES - SINGAPORE F&B



Source: <https://sproutsocial.com/insights/best-times-to-post-on-instagram/>