

DCBKK Exclusive Guide to Social Media Platforms



A Relationship Profile for Platforms

Dating in the modern world has become something like a strange video game that seeks to amalgamate all of our features into some brief blurbs before some random stranger decides our dating value to them with the exquisite clarity of Ooo vs. Meh. The swipe right system is so attractive because it leaves us with very little digging to do, we just read the summary and make the call we feel is best for us.

While I can't account for the impact that such platforms have on human relationships, and nor would I want to. It appears to me that it's a great way to choose the social media focus that will produce the best results for your business.

Countless hours were spent pulling together data for this chapter, but many people like you spend even more time slogging through the hype and noise to make accurate and data backed choices about where to spend their marketing time on social media.

In order to save you some measure of trouble, we have brought you the most relevant research we can find on the major social media platforms and why you might or might not choose to focus your efforts on them. Since this is NOT a one-size-fits-all operation, we wanted to help you make an informed choice without getting lost in the very loud world of social media marketers.

In the following pages, we summarize the traits and demographics of the most relevant social media sites in the US. If a platform you're interested in isn't on the list, feel free to use these as a template guide. Go research your favorite platform, ask the same kind of questions you read below, and see if it really is the perfect fit for your business niche.

One final note, each of these entries contain opinion summaries regarding things like engagement and growth. All of these opinions are taken from an organic growth position and that is highly intentional. What makes infinite upcycle so valuable, is that it focuses on building high brand value with targeted and highly engaged audiences over time. The benefits provided by advertising can be incredibly useful when wielded wisely, but are never a substitute for a brand that can attract and keep audience attention organically.

Note: _____

If you live in the english speaking world there is a specific set of social media platforms that stand tall among the rest. Since I and Ray are both members of these linguistically connected cultures, this book focuses on leveraging those platforms to their greatest benefit. If you or your business conducts business primarily in Asia or Eastern Europe or Africa, then I encourage you to take our templates and ideas and try using them within the unique social media and internet landscapes that permeate those areas. And if you find unprecedented success, please let us know. It would be nothing short of idyllic to see this work become a seres that brought effective and ethical marketing practices to all corners of the world.

The Seven

While no one would accuse today's social media giants of being heroes, there is no denying that their work and innovation has powerfully changed the way we live and work in the world today. And for the business looking to grow their brand and connect with new audiences and customers, there are seven platforms that gobble up the vast majority of market opportunities. Unless you are in a unique and obscure niche, one of these seven is likely to be your focus platform. And you are likely to engage with three to five of them even if your engagement is simply the sharing of posts automatically and following up with comments.

So without further ado, the seven.

Facebook

URL : <https://www.facebook.com>
Founded on : 2004
CEO : Mark Zuckerberg
Headquarters : 1 Hacker Way, Menlo Park, California 94025
Employees : 10,955 employees as of June 30, 2015



Penetration (Percentage of Internet users who frequent the platform)

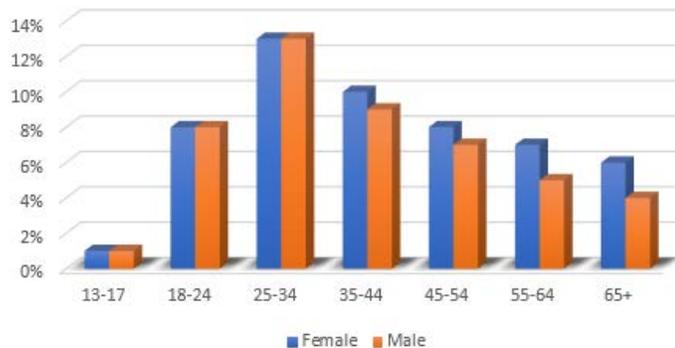
US	80%
UK	78%
AU	79%

US : 80% **UK : 78%** **AU : 79%**



Demographics by Gender and Age

Age Range	Female	Male
13-17	1%	1%
18-24	8%	8%
25-34	13%	13%
35-44	10%	9%
45-54	8%	7%
55-64	7%	5%
65+	6%	4%



Income Levels

	Less than 30k	30k-60k	60k-70k	70k-80k	80-100k	100k+
Adoption Rate	85%	88%	81%	88%	86%	86%

Tagline: Tu vida son mis datos

Unique Feature: Reach. Nearly everyone is on facebook. This means that your ability to cast a wide net and find groups of your target prospects hanging out together is really really high.

Summary: The world's largest social media platform by far with over 2.7million monthly users worldwide. The juggernaut that owns another 3 of the top 5 social media channels (Instagram, Messenger & Whatsapp). Facebook is the place to be if you need a wide net or you are a master of writing highly engaging content.

Business to Business Marketing

Pros: With 79% (Pew) of facebook users checking their feeds daily, facebook is an excellent place to share content that is valuable to top of funnel (awareness) prospects. It's reach also tends to find people outside of work and it's lack of enthusiasm among b2b companies means less competition.

Cons: Most businesses on facebook are there to sell rather than buy. It is not a preferred place to approach contacts who are further along the buyer's journey, because they are not looking to facebook for decision level resources like they would with other sites.

Business to Consumer

Pros: Facebook is a great place to find your tribe. Nearly every interest is represented and smart work can still yield excellent organic results. In addition, facebook is now becoming an acceptable way for people to shop. Due largely to its size and impressive reach with the facebook pixel, FB is the undisputed leader for sending traffic to your site purely due to exposure.

Cons: Facebook collects a ton of data, but tends to reserve those insights for paid advertisers. Organic growth can be tricky, and many people are frustrated that facebook's ever changing algorithms limit their ability to reach the people who already follow them, let alone new audiences.

Ideal Posting Times

- The best times to post are weekdays between 9am and 3pm CST (Central Standard Time or GMT -6) This shows us that most Facebook engagement happens on people's breaks or lunches.
- Early Mornings, Evenings and all of Sunday have the least engagement so skip these.
- The absolute best time is Wednesday between 11am and 1pm, so if your using facebook, make sure that at least one post is going here.

Instagram

URL : <https://www.instagram.com>

Founded on : 2010

CEO : Kevin Systrom

Headquarters : Menlo Park

Employees : 550+



Penetration (Percentage of Internet users who frequent the platform)

US	51%
UK	47%
AU	46%

US : 51%

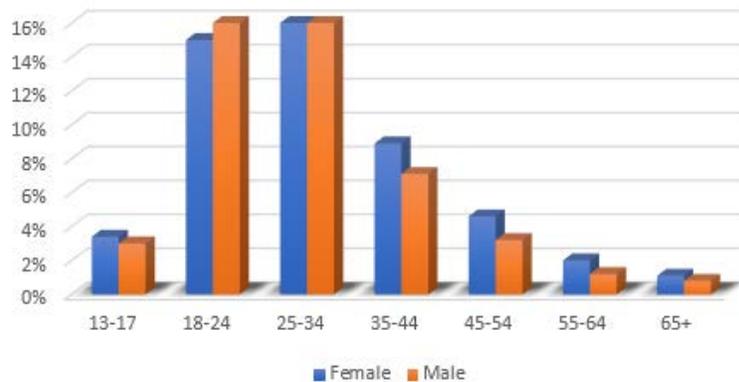
UK : 47%

AU : 46%



Demographics by Gender and Age

Age Range	Female	Male
13-17	3.4%	3%
18-24	15%	16%
25-34	16%	16%
35-44	8.9%	7.1%
45-54	4.6%	3.2%
55-64	2%	1.2%
65+	1.1%	0.8%



Income Levels

	Less than 30k	30k-60k	60k-70k	70k-80k	80-100k	100k+
Uses Instagram	44%	88%	81%	88%	86%	86%

Tagline: Tap Heart to Stalk your favorite celebrity

Unique Feature: Brand Engagement. 53% of teens say that instagram is the best platform to inform them of new products and 53% of all users follow brands directly.

Summary: The premier image sharing network, Instagram is similar to facebook and twitter in that all users create profiles, upload/create content and consume content in a scrolling feed based on their interests and the people they follow.

Business to Business Marketing

Pros: Instagram is THE place to go right now for direct to consumer marketing. If you are selling a product or service to the masses, most of them are here. Additionally, interacting with brands is an accepted norm on instagram and this reduces the need to advertise when you're making great content.

Cons: Getting traffic from your instagram audience to your website where you can convert them into subscribers is difficult because Instagram only allows you one link from your profile until you have over 10k subscribers, which means that your link is not relevant to your latest content.

Business to Consumer

Pros: Instagram is an ideal platform to talk about the visually exciting parts of your business. There are plenty of entrepreneurs who frequent the platform to follow each other and their favorite business influencers. It's a great place to build a network, and promote content to your brand.

Cons: Getting direct links to your content is a big problem for B2B companies as well. In addition, instagram, like facebook is not ideal for low funnel (decision driving) content.

Ideal Posting Times

- The best times to post are Tuesday through Friday between 10am and 3pm CST The densest part of this engagement also happens on people's breaks or lunches.
- Sundays and late nights/early mornings 11pm to 3am are the least engaging times, which makes sense for sleeping and activity, but also shows us that IGers are more likely to lay in bed and check their feed late at night and first thing in the morning. That can be a massive advantage for direct to consumer brands.
- The hottest time to post is Wednesday at 11 a.m. and Friday from 10am-11am. You can start to see a trend with how people distract and entertain themselves on hump day.

Twitter

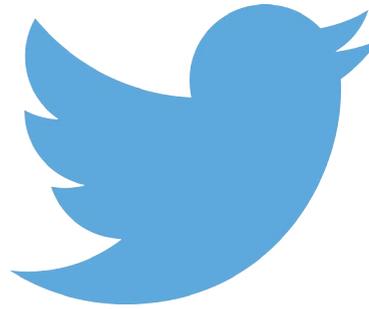
URL : <https://twitter.com/>

Founded on : March, 2006

CEO : Jack Dorsey

Headquarters : San Francisco, CA

Employees : 4100



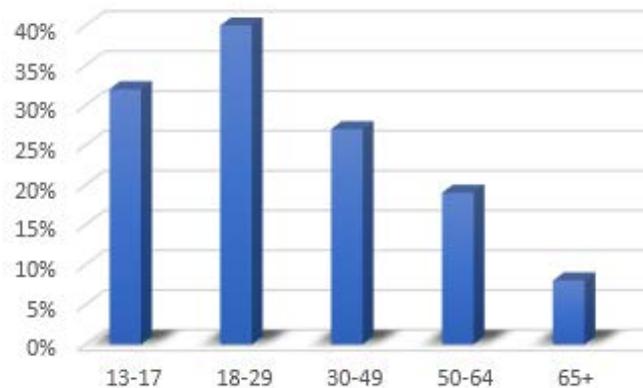
Penetration (Percentage of Internet users who frequent the platform)

US	42%
UK	46%
AU	26%



Demographics by Gender and Age

Age Range	Female 53% of Users, Male 47% of Users
13-17	32%
18-29	40%
30-49	27%
50-64	19%
65+	8%



Income Levels

	Less than 30k	30k-49k	50k-75k	75k+
Uses Twitter	20%	21%	26%	32%

Tagline: "On Twitter, you get 140 characters to be worth paying attention to, no matter who (or what) you are." - @graemem

Unique Feature: . 84% of twitter users use twitter to find coupons, reviews, deals and ideas, and 79% of twitter users between small/medium sized businesses.

Summary: Twitter news and social networking service on which users post and interact with short messages known as "tweets". Tweets are restricted to 280 characters. This creates a fast paced social environment driven by whatever is "Trending."

Business to Business Marketing

Pros: Twitter is an excellent place to reach and engage with your target audience and your customers. The high level of brand activity makes it an excellent place to find people at every level of your sales or conversion funnel.

Cons: Twitter is fast, like stupid fast. It is easy for your awesome tweet to get lost in the shuffle. Twitter will have the highest amount of social content required and will require your consistent attention to get the best results.

Business to Consumer

Pros: Twitter is not only a place to expand your reach, but it is an ideal platform for communicating with your target audience in the kind of thoughtful and authentic voice that people want to hear from you. In addition, twitter is a great platform for providing easy and publicized customer service experiences for your customers.

Cons: Twitter has a significant bot problem which is compounded by the fact that most people follow several hundred accounts. You will have to be consistent and creative to cut through the noise to reach your own followers. In addition, more chances for positive exposure with customers also means that negative exposure is just as possible. Your goofups are just as likely to be trending with your customers as your wins, if not more so.

Ideal Posting Times

- The best times to post on Twitter are weekdays from 8am to 4pm which makes sense given the speed at which people can access their twitter feeds.
- Latenight 10pm to 4am and Saturdays are the least engaging times on Twitter. This shows the same trend as Instagram, that people like to check their feed while lounging in bed in the evenings and mornings.
- The most engaging times to post on Twitter Wednesday and Friday at 9am.

Pinterest

URL : <https://www.pinterest.com/>

Founded on : March, 2010

CEO : Ben Silbermann

Headquarters : San Francisco, CA

Employees : 500+



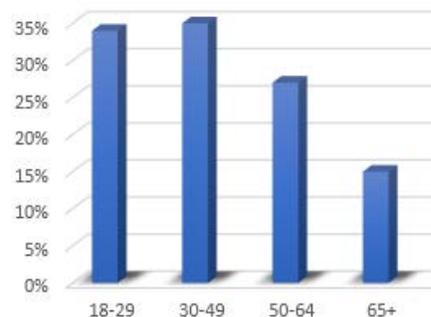
Penetration (Percentage of Internet users who frequent the platform)

US	36%
UK	27%
AU	24%



Demographics by Gender and Age

Age Range	Female 81% of Users, Male 9% of Users
18-29	34%
30-49	35%
50-64	27%
65+	15%



Income Levels

	Less than 30k	30k-60k	60-70k	70k-80k	80k-100k	100k+
Uses Instagram	45%	52%	55%	62%	58%	58%

Tagline: “Pinterest is like the gated community to imgur's wild party town.” — Shebani

Unique Feature: . 80% of millennials say Pinterest helps them find things they want to buy, and half of Pinterest users earn \$50K or greater per year, with 10% making greater than \$125K.

Summary: “Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. Your home feed is the center of Pinterest. It's where you'll find ideas, or Pins, with recommendations based on your interests, as well as what people you follow on Pinterest are saving.” - Pinterest

Business to Business Marketing

Pros: Pinterest is an underutilized platform for B2B brands because many lack the creative will to make their materials visually appealing. Additionally, if your target clients tend to have customers that frequent Pinterest, it can be a great place to showcase your style apart from your competitors.

Cons: Pinterest has a lower average conversion rate after referral than other social media platforms. Some of this is made up by referral volume, but Pinterest visitors to your site tend to convert at under 1%.

Business to Consumer

Pros: Pinterest is an ideal place to position brands in front of Millenials (who currently have the majority of the spending power in the USA). This makes it a must have for direct to consumer brands looking to be included in that purchasing power.

Cons: Pinterest is fairly narrow demographically. Even though 40% of new signups are men, over 80% of users are still female. So knowing your persona’s and target audience information will be important here. Also be aware that pinterest can be difficult to automate well with several automation platforms offering very little automation.

Ideal Posting Times

- The best times to post on Pinterest are 7pm to 10pm when people have the most time to browse and follow pins.
- 2am to 4am are also peak engagement times suggesting a significant amount of Pinterest engagement is international.
- Weekends in general are going to be the most effective days to upload your latest pins.

Snapchat

URL : <https://www.snapchat.com/>

Founded on : September, 2011

CEO : Evan Spiegel

Headquarters : San Francisco, CA

Employees : 330 as of August, 2015



Penetration (Percentage of Internet users who frequent the platform)

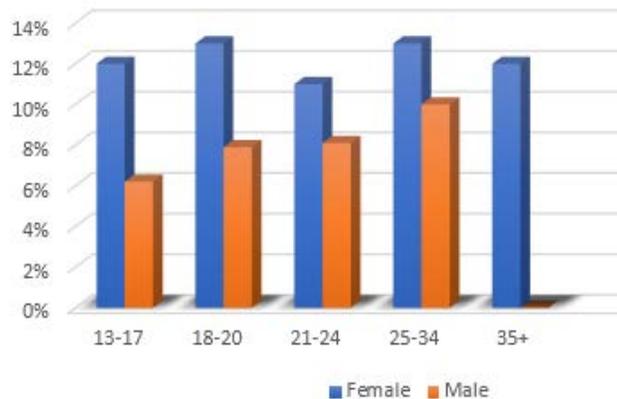
US	31%
UK	27%
AU	27%

US : 31% **UK : 27%** **AU : 27%**



Demographics by Gender and Age

Age Range	Female	Male
13-17	12%	6.2%
18-20	13%	7.9%
21-24	11%	8.1%
25-34	13%	10%
35+	12%	5.7



Income Levels

	Less than 30k	30k-60k	60k-70k	70k-80k	80-100k	100k+
Adoption Rate	32%	33%	31%	42%	39%	39%

Tagline: Snapchat really has to do with the way photographs have changed. Historically, photos have always been used to save really important memories: major life moments. But today... pictures are being used for talking. Evan Spiegel

Unique Feature: Frequency: Active snapchat users open the app an average of 25 times per day.

Summary: Snapchat is more than just sharing photos or videos, snapchat is about making your camera the vehicle for sharing vibrant and fun stories about your life with the people and brands that matter to you. The ephemeral nature of the platform makes people more likely to post fun authentic pieces than ultra polished posts you see on other platforms.

Business to Business Marketing

Pros: Snapchat has enough of a strong userbase that many types of B2B companies can and will find their target market active on the platform. Temporary posts mean your audience checks in more frequently and the sense of urgency is real. This can be a powerful place to launch a new service or product to early adopters who hate missing out.

Cons: Snapchat's users are overwhelmingly young, so if your average business client is in a professional field (lawyer, doctor etc,) you won't find many of them here. Additionally the temporary nature means you will spend more time creating and posting content that disappears. This can be a hard pill to swallow for some marketing plans.

Business to Consumer

Pros: If your average customer is under 40, then snap chat is the place for you. Full of students, entrepreneurs and vibrant personalities from every corner, Snapchat is an ideal place to deeply engage with these customers to build real brand advocates.

Cons: Snapchat lacks a robust analytics feature for businesses trying to evaluate the success of their brand on the platform. The lack of a share feature also makes the exponential growth people see on other platforms less likely here.

Ideal Posting Times

- Snapchat has significantly more flexibility about when you can post because the audience can access snaps quickly and is incentivised to do so because of their temporary nature.
- The best times to post new Snaps are between 9pm and Midnight. This stays consistent throughout the week as most Snapchat users tend to be nocturnal.

Youtube

URL : <https://www.youtube.com>

Founded on : February 2005

CEO : Susan Wojcicki

Headquarters : San Bruno, CA

Employees : 2000+



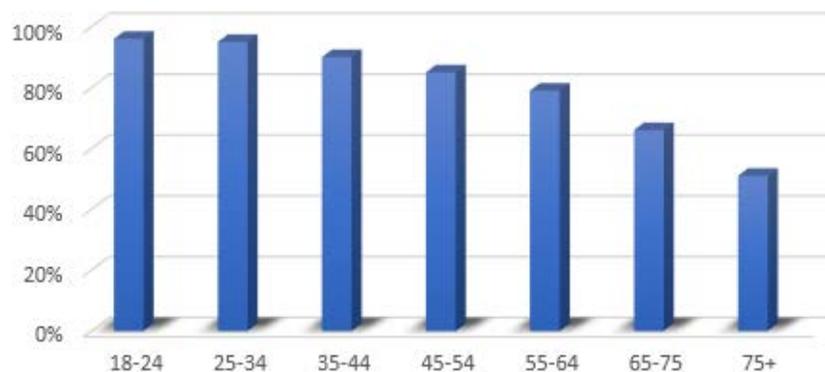
Penetration (Percentage of Internet users who frequent the platform)

US	82%
UK	80%
AU	79%



Demographics by Gender and Age

Age Range	Female 50% of Users, Male 50% of Users
18-24	96%
25-34	95%
35-44	90%
45-54	85%
55-64	79%
65-75	66%
75+	51%



Income Levels

	Less than 30k	30k-60k	60k-70k	70k-80k	80-100k	100k+
Adoption Rate	83%	81%	80%	80%	82%	89%

Tagline: The thing that has made YouTube so successful is that you can relate to the people you're watching to a much higher degree than to the people you see on TV. PewDiePie

Unique Feature: Flatness. Youtube has fundamentally leveled the playing field of video entertainment. While quality still matters, youtube has made it possible for anyone to educate, entertain or enrage the masses with content that is easy to digest and relate to.

Summary: The only platform to come close to facebook with 1.9 billion global users and services in native languages to over 88 countries (95% of all internet users). Youtube is the place that most people go to learn new skills, find fresh entertainment, or just follow their favorite hobby.

Business to Business Marketing

Pros: Youtube reaches more 18-49 year olds than any cable network in the US. If you live in the western world, your audience is there. It is an ideal place for deep-funnel content that asks hard questions or tackles complex topics.

Cons: Small and medium sized businesses are the exception to this rule as only 9% of them are active youtuber users. Additionally youtube has a problem with people using copyright protections to silence competitors and steal their content. So knowing the source for all of your production components becomes a key concern.

Business to Consumer

Pros: Youtube is one of the places on the internet that people still congregate. More than 10% of all internet traffic worldwide went through youtube in 2018. Additionally, youtube is very light handed with most aspects of your content, so it leaves you ample room to develop your brand channel in a way that reflects your ideal relationship to your audience.

Cons: Advertisements and related videos can be a crapshoot of relevance or even sometimes que up your competitors videos to play right after yours and there isn't really anything you can do about it. Additionally, good video is more expensive to make than a good podcast or blog article, so putting your best foot forward may require a significant investment.

Ideal Posting Time

- The best times to post to Youtube are Friday, Saturday, and Wednesday from 4pm-8pm.
- Sunday morning from 7am-10am or after 4pm are highly engaged as well.
- Most other daytime and weekday posts show significantly lower engagement, this is probably due to the attention demands of longer form content. It's harder to multitask while watching a video vs following a twitter trend.

LinkedIn

URL : <https://www.linkedin.com/>

Founded on : May 5, 2003

CEO : Jeff Weiner

Headquarters : Mountain View, CA

Employees : 14,000



Penetration (Percentage of Internet users who frequent the platform)

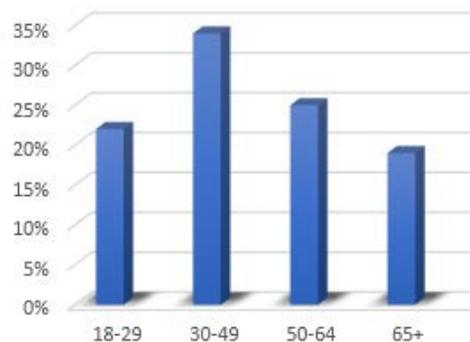
US	28%
UK	27%
AU	24%

US : 28% **UK : 27%** **AU : 24%**



Demographics by Gender and Age

Age Range	Female 31% of Users, Male 69% of Users
18-29	22%
30-49	34%
50-64	25%
65+	19%



Income Levels

	Less than 30k	30k-60k	60k-70k	70k-80k	80-100k	100k+
Adoption Rate	27%	38%	40%	49%	50%	60%

Tagline: “Active participation on LinkedIn is the best way to say, 'Look at me!' without saying 'Look at me!’” –Bobby Darnell, Principal of Construction Market Consultants

Unique Feature: Professionalism. LinkedIn is one of very few platforms dedicated to the persona people create for their professional lives. As such, it’s an ideal place to interact with people while they are in that professional thought space.

Summary: Lifewire explained the concept of LinkedIn brilliantly: “You can think of LinkedIn as the high-tech equivalent of going to a traditional networking event where you go and meet other professionals in person, talk a little bit about what you do and exchange business cards. It's like one big virtual networking event.”

<https://www.lifewire.com/what-is-linkedin-3486382>

Business to Business Marketing

Pros: LinkedIn has evolved into a very egalitarian content marketing platform. Combined with the less personal nature of the platform means people are willing to engage with great content and that great content is spread more freely than other platforms.

Cons: LinkedIn is still fairly opaque regarding their content filters and no one will accuse them of giving you too much multimedia space, as a result the type of content you can post is fairly limited.

Business to Consumer

Pros: If your target market are professionals, then LinkedIn is a goldmine of opportunity. The nature of the platform makes it relatively straightforward to build a following based on your professional knowledge and savvy.

Cons: You are not going to reach a younger audience on LinkedIn, so be aware. Also the post update is limited to 600 characters, severely limits what you can accomplish in a single post.

Ideal Posting Time

- The ideal times to post to LinkedIn is Tuesday through Friday from 8am to 2pm. This shows another important trend for professionals, they are often very busy on Mondays and spend less time engaged online compared to later in the week.
- The least effective times are late nights 9pm-3am and Sundays which is appropriate for people trying to leave their professional lives at work.
- The best time to post to LinkedIn is Wednesday 9-10am and 12pm. Another significant humpday bonus.

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Explode Your Traffic.**

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And finally as a special bonus to you for being members of our first cohort of cyclenauts we'll also throw in \$200 of free software to everyone who enrolls. This will shave hours of each cycle so you can see results faster.

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Infinite Upcycle is a Content Marketing Agency Designed to Focus On You.

You have heard it from your friends that run companies, or you have said it yourself. “I don’t think they have time to focus on us.” or maybe “With so many clients, how can we expect to be treated like a priority?” This problem persists because the standard agency model is designed to service as many clients as possible for as little money as possible while making as much margin as possible.

Not bad in its own right, but it’s difficult to scale because your priority has to be centered on volume and overhead. While, we do have overhead, we designed our teams to operate in cells with a small number of clients they are permitted to with. The result is teams that have the time and the incentive to get deep into your business and your customers needs. This depth allows us to produce world-class content, and consistent results that your average article farm could only dream of.

When you hire Cyclenauts, you are getting a system that works, a digital product that you will want to brag about, and a team of content creators ready to treat you like a priority.

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Solid-Fuel Rocket (Lite)

~~\$1099~~

1273 US

monthly

- Over 30% Off!
- 1 skyscraper article
- 8 creatives
- 1 email to your readers
- 40 social media posts
- 1 round of email outreach
- A personal project manager
- An editor
- An email researcher
- An email outreach specialist
- A graphic designer

GET STARTED TODAY

Liquid-Fuel Rocket (Standard)

~~\$2099~~

1818 US

monthly

- Over 40% Off!
- 2 skyscraper articles
- 16 creatives
- 2 email to your readers
- 80 social media posts
- 2 rounds of email outreach
- A personal project manager
- An editor
- An email researcher
- An email outreach specialist
- A graphic designer
- 1 infographic every month

GET STARTED TODAY

Plasma Rocket (Premium)

~~\$5499~~

3064 US

monthly

- Over 45% Off!
- 4 skyscraper articles
- 32 creatives
- 4 email to your readers
- 120 social media posts
- 4 rounds of email outreach
- A personal project manager
- An editor
- An email researcher
- An email outreach specialist
- A graphic designer
- 2 infographics every month
- 1 ebook every 6 months

GET STARTED TODAY

Email Ray@infiniteupcycle.com to arrange a free 30 minute consultation with our team to discuss your business and how we can use the infinite upcycle to benefit you.