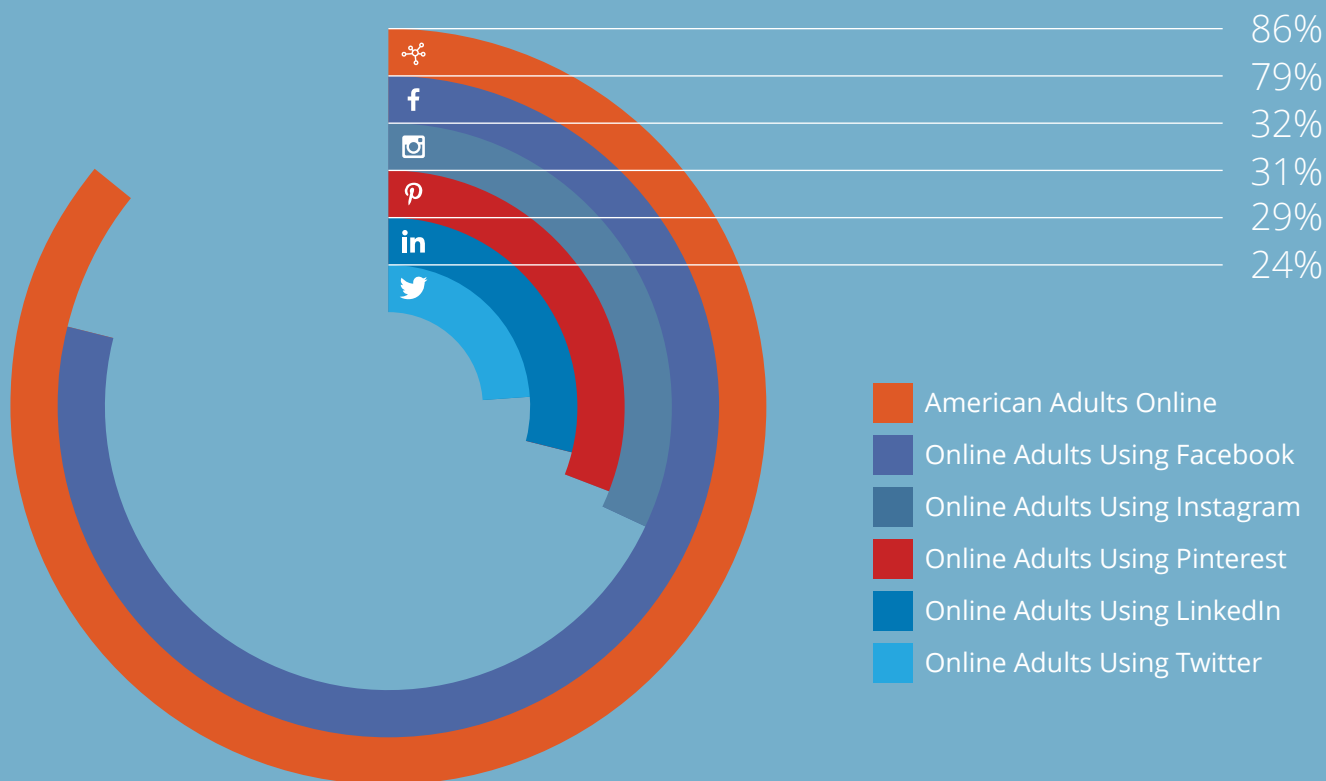


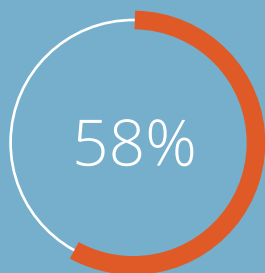
# UP YOUR SOCIAL MEDIA GAME HANDY REFERENCE GUIDE

The When, How and Where of Social Posting

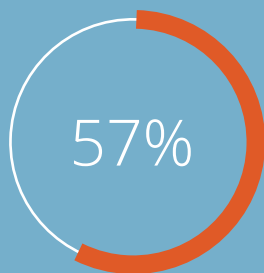
## Your Customers Are Using Social Media



## The Social Media Tipping Point



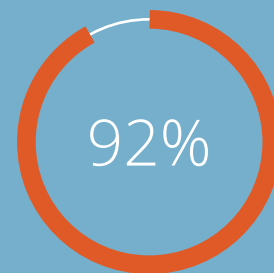
Of Small Businesses  
Use Social Media



Of Consumers Say They're  
Influenced to Think More Highly of  
a Business After Seeing Positive  
Comments or Praise Online



Of Marketing Budgets of All  
Companies Is Expected to Be  
Focused on Social Media  
Marketing in the Next 5 Years



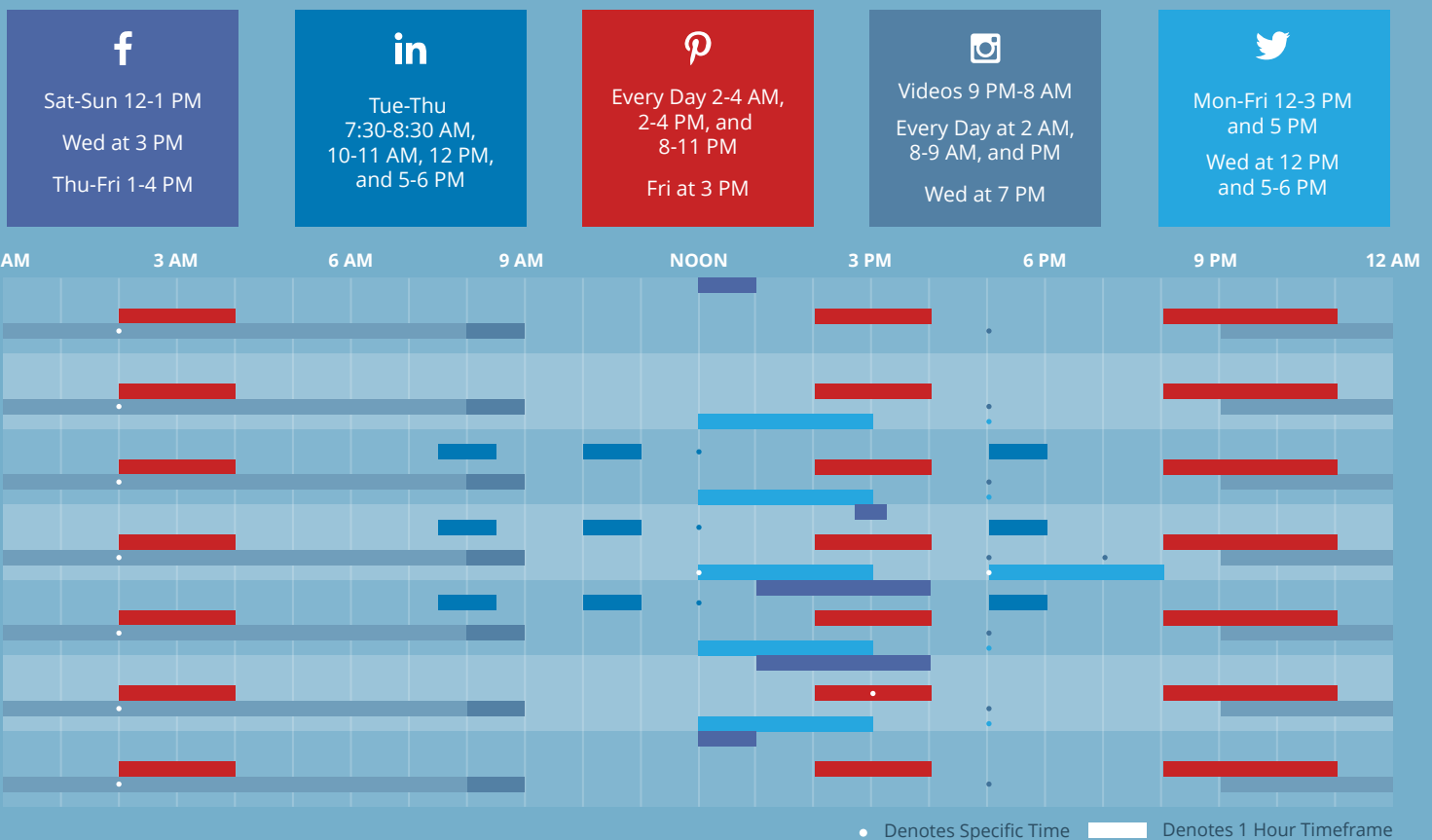
Of Small Business Owners  
Who Use Social Media Say  
Social Media Marketing Is  
Important for Their Business

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# What Social Media Channel Do Your Customers Prefer?

	Who Uses Facebook Most?	...LinkedIn?	...Pinterest?	...Instagram?	...Twitter?
♀	83% of Online Women	27% of Online Women	45% of Online Women	38% of Online Women	25% of Online Women
♂	75% of Online Men	24% of Online Men	17% of Online Men	26% of Online Men	24% of Online Men
👤	88% of 18-29 Year-olds	34% of 18-29 Year-olds	36% of 18-29 Year-olds	59% of 18-29 Year-olds	36% of 18-29 Year-olds
👤	84% of 30-49 Year-olds	33% of 30-39 Year-olds	34% of 30-49 Year-olds	33% of 30-49 Year-olds	23% of 30-49 Year-olds
💰	84% of Those Making Less Than \$30K/Year	45% of Those Making More Than \$75K/Year	35% of Those Making More Than \$75K/Year	38% of Those Making Less Than \$30K/Year	30% of Those Making More Than \$75K/Year

## Best Times to Post



## Social Network Ad Spending to Hit \$35.98 Billion Worldwide in 2017

<p>\$10.03 Billion Planned Digital Display Ad Investment</p>	<p>\$4.13 Billion Planned Digital Display Ad Investment</p>	<p>\$2.54 Billion Planned Digital Display Ad Investment</p>	<p>\$0.43 Billion Planned Digital Display Ad Investment</p>
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