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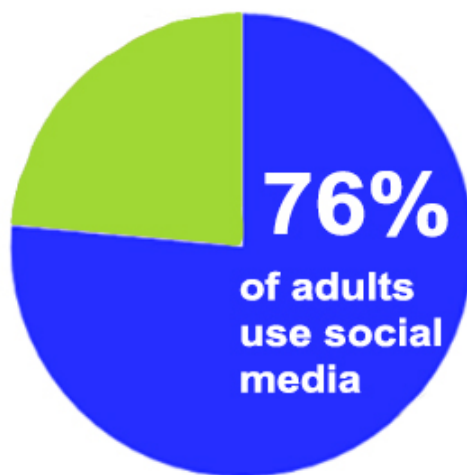


How Do You Reach Your Customers On Social Media?

According to [Pew Research](#), as of July 2015, 76% of all adults who use the Internet also use social media. With those numbers, marketers know they need to use social media and networking sites to reach their target customers. But how do you reach them and do it effectively?

In today's digitally cluttered world, to effectively reach your customer on social you need to understand the difference between the major social sites and how your customers use them.

Assuming your audience is active and engaged on a particular social media site could be a big mistake, costing you valuable employee resources and hard costs. Below is a breakdown of some popular sites, who is using them and how you can maximize results with your social media strategy.





How to Reach Customers on Facebook

While we do encourage you to go beyond using only Facebook for social media campaigns, you simply can't ignore this social media giant. Facebook is still the most used social site with over 890 million daily users from all age groups and countries.

While it is said today's younger audience favors sites like Instagram, the 18-29 demographic still makes up a sizable amount of Facebook users. Statistics show 87% of online users 18-29 are using Facebook, followed by 73% of adults 30-49, 63% of adults 50-64, 56% of adults 65+, and over [40 million](#) small businesses. More women are using Facebook, 77%, but men are close behind at 66%.

With so many users, chances are at least a portion of your audience is on Facebook - both for B2C and B2B. But with more users, photos and pages than ever, Facebook has become a pay to play network. Meaning unless you allocate a budget towards Facebook ads or boosted posts most of your content won't get seen even by people who like your page.



Simply put, paid Facebook ads and boosted posts get more real estate and are seen in news feeds more often.

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Why Pay To Play On Facebook?

Each time the average Facebook user signs in there are 1,500 news updates that could appear in their news feed. Realistically no one is going to spend that much time in one session, or could process all that information. Facebook's answer to this information overload is to filter your newsfeed and decide what it thinks you need to see and who gets top priority. Facebook is also a publicly traded company with investors looking for profits. Simply put, paid ads and boosted posts get more real estate in more news feeds and are seen more often.

How Much Should You Spend On Facebook Ads?

The good news is that Facebook advertising is very affordable. Start by boosting a post for \$10.00 or run a 30-day campaign with a \$100.00 budget, then track the results and adjust if necessary. You may find you can spend less than you budgeted and still get the desired results.



How to Reach Customers on Instagram

Instagram is the fastest growing social network in the world and recently saw a 23% increase in active users in a six month period. With over 80 million photos a day uploaded, the visually based site functions on desktop but is primarily a mobile platform. If you are thinking about Instagram for marketing, make sure your website is [mobile responsive](#).

In 2014, 26% of all online adults were using Instagram, 53% between the ages of 18-29 and 25% between 30-49. Not surprising, the majority of Instagram users are female.

Instagram User Engagement

Instagram has an extremely high level of user engagement over other social sites. It delivers a whopping 58 times more brand engagement than Facebook and 120 times more than Twitter making Instagram a natural choice for brands trying to reach female millennials. See [Social Media Marketing World's](#) tips to building an engaged Instagram audience.

Is Advertising On Instagram Worth It?

Advertising on Instagram is fairly new and expensive, but the site is slowly rolling out options to make it affordable for small businesses. Plan on Instagram ads costing at least twice as much Facebook, but if your target is females in the 18-29 demographic, advertising on Instagram could bring you much bigger results which can justify the cost. Specific advertising rates aren't published, so visit the [Instagram Business Guidelines](#) for more information.



How to Reach Customers on LinkedIn

LinkedIn is a professional networking site and where B2B marketers should focus more of their time and at least some of their social advertising budget.

Of all adults online, 28% are LinkedIn users. The majority of users are employed, or looking for employment, are college graduates between the ages of 30-64, the highest percentage falling between 30-49.

However, it is worth noting that over 39 million students and recent college graduates use LinkedIn. According to the company, the group is LinkedIn's fastest-growing demographic. This is something to keep an eye on as this could change the dynamic of the site in the future.



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Building A B2B LinkedIn Following

The best way to engage the current LinkedIn audience, and brand your company, is to join relevant groups and participate in the conversation.

Sharing interesting articles and answering relevant questions will establish your brand as an expert and thought leader. Just taking a few seconds to like an article you see on LinkedIn will share it with your followers and reach more users in your target audience.

LinkedIn Advertising

LinkedIn offers a number of different paid options to sponsor a post or run a larger campaign. With LinkedIn ads you can target who sees your ads based on factors such as geographic region and job title. Advertising here isn't going to break your budget either, but boosting a post will cost more than Facebook to get the same results (plan on \$30-\$40 per post). You can choose to pay per click or number of impressions - but we recommend choosing the PPC option for a more efficient spend. See more about LinkedIn ads [here](#).



How to Reach Customers on Pinterest

Pinterest is a visual lifestyle site that focuses on what the user wants to do now or in the future. Typically people pin ideas such as what they want to cook for dinner, a craft they want to remember for the holidays, ideas for their garden or where they want to go on vacation. It is less about sharing immediate updates and more about gathering ideas or products that resonate.

The site has over 100 million users, 85% female, and captures a larger percentage of the 25-44 age group than other visual sites like Instagram. The majority of Pinterest users, 22%, are 25-34, followed closely by 21.3% in the 35-44 range, and 20.4% in the 18-24 demographic.

Pinterest is a great opportunity for brands or companies to connect with females in the 25-44 age group, especially moms. According to [Nielsen](#), moms are 61% more likely to visit Pinterest than the average American. Pinterest is also widely reported to drive 300% more referral traffic to websites than other social outlets - meaning Pinterest alone is responsible for more traffic to websites than Twitter, LinkedIn and Google+ combined.

Pinterest Posts Last Longer

Pinterest is unique as posts have more longevity than any other social media site. Pinterest is about searching and gathering ideas, not a real time news feed, so pins last longer. It is reported that up to **80%** of pins are re-pins (which equates to a share on Facebook or re-tweet on Twitter). A Pinterest pin can appear in feeds for weeks compared to a typical Twitter post which has a life expectancy of about 30 minutes to 1 hour.

Pinterest Advertising

Brands can up their Pinterest engagement even more through promoted pins. Using a CPC format, advertising on Pinterest has proven to be very affordable for many advertisers with the average cost between .50 and - \$1.50 per click.



How to Reach Customers on Twitter

Pew Research reported that in 2014 23% of online adults were using Twitter, compared with 18% in August 2013. Twitter is more popular with college-educated adults with 37% of adults 18-29 using the site and 25% of adults 30-49. Overall, those making over \$50,000 per year use Twitter more, with 27% of users making over \$75,000 annually.

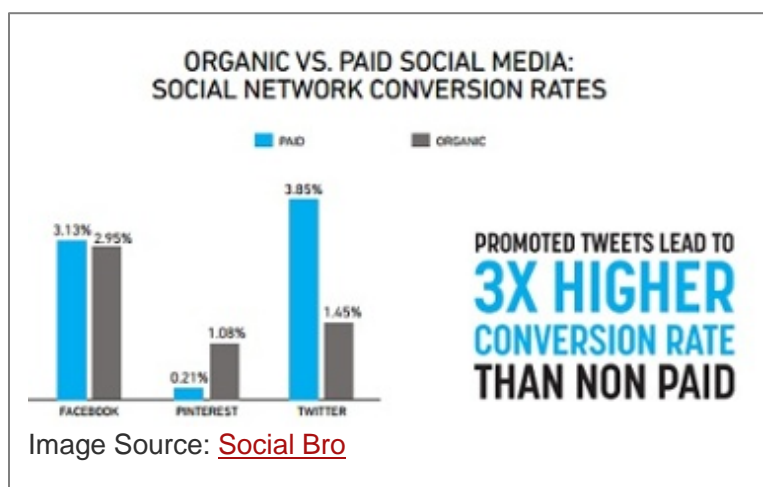
Twitter is a mix of B2B and B2C communications and [16% of B2B organizations](#) rank Twitter as a top social media outlet, making it the second most popular B2B social media communication tool behind LinkedIn.

How to Use Twitter as a Business

Twitter limits updates to a short 140 characters, providing an opportunity to share a quote, link to a blog post, website or statistic. However, unlike Facebook that filters what users see, every tweet appears in every follower's feed.

Like LinkedIn, the key to getting engagement and building your brand visibility is to follow relevant groups, customers and thought leaders. Share information with them and tag others in your updates. Pay attention to what people are saying about your products and your company by using the Twitter search tool or other social media monitoring tool. If people are talking about you - good or bad - respond to the message.

Advertising on Twitter lets you target your audience based on interests, geography and many other factors including keywords.



Like Facebook and other social media sites, there is no minimum spend and you can start or stop the ads at any time. According to [Social Bro](#), paid tweets lead to a 3x higher conversion rate.



How to Reach Your Customers on Google+

As a social media tool, Google+ can be confusing for anyone, including seasoned marketers. Almost everyone has a Gmail account now meaning B2B and B2C audiences are technically on Google+, but the platform just doesn't have the same engagement rates as others.

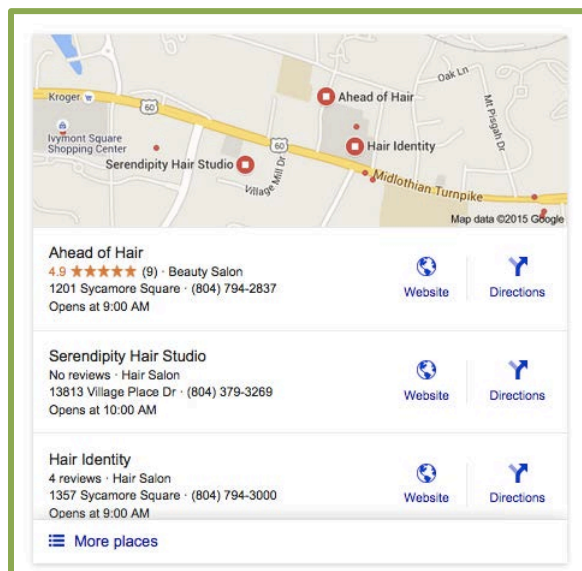
Why? For starters Google hasn't made it very easy to use or clearly defined how or why you should use Google+ (other than it is a part of Google). And Google has an annoying habit of duplicating Google+ and creating new Google *My Business* pages without you knowing. Even if you've taken the time to create and officially verify your Google+ page, many businesses find they have multiple pages on Google+ they didn't know existed.

While it isn't the easiest platform to use, or understand, you can't entirely ignore Google+.

Google+ Gets You Better Search Results

Information from your Google+ page(s) will show up in Google search results. For example, if someone searches *Hair Salon Midlothian, VA*, Google shows top results with a map, phone number, link for directions and even a star rating based on customer reviews.

Guess where Google finds this information and these reviews? You got it, on the company's Google+ page. This alone is a reason to use G+. Hash tags are particularly important on this platform so it's a good idea to update your Google+ page with your content and then add the right hash tags since that can help the information appear in search results.



Perhaps it's best to think of Google+ as a way to maximize search results instead of as a social media platform.

To get started:

- Create and verify your Google+ page
- Look for duplicate Google+ pages and work to consolidate them
- Ask your clients or customers to leave reviews on your chosen Google+ page and respond to all reviews, even the negative ones
- You don't have to spend a lot of time on Google+ but you should post updates, at least link to all your blog posts



Does Anyone Use Google+ As A Social Tool?

There are some companies and individuals who do very well on Google+ and have a huge following. These are typically the early adopters – the ones who jumped on board during the first release and work very hard to build their audience and understand how to best utilize the platform.

[Guy Kawasaki](#), founder of Canva, currently has 7,030,896 followers. Even Guy knows the average person is either confused by Google+ or just doesn't see the benefits. He wrote and published [What the Plus? Google+ for the Rest of Us](#) which can provide guidance if you really want to excel in the Google+ world.

One component of Google+ called *Hangouts* has been popular with niche groups. For example, those who teach classes on podcasting use the Google+ Hangout platform to host their classes.



Tips for Your Social Media Campaigns

There are some guidelines you should follow no matter which site, or sites, you include in your social media campaign:

- Know your goals ahead of time - what does success look like to you and how do you plan to measure it?
- Have a content marketing plan
- Educate - don't sell. Provide relevant information, not a sales pitch
- Post, and post often. Even if you are utilizing paid social media advertising, plan to post or share at least 2-3 times per week if not more
- Post the same message multiple times - don't assume everyone who logs into their social media account will see your message. Post the same message 2 or 3 times and track the results
- Who is going to manage the campaign? Designate a specific person or team to take on this task
- Don't be afraid to experiment - test different messaging, budgets, and times of day to post and track the outcomes so you can refine later for even more success
- Have a sense of humor - not everything has to be serious. Don't be afraid to post a funny story or photo you think your audience will like

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About the Author



Kira Routh is a social media expert and Client Account Manager with Impression Marketing, a full-service, results-oriented digital marketing agency. Kira has big brand and big agency experience with brands such as Yoplait, Capital One, P&G and more. She specializes in developing strategic web content and digital advertising to increase website conversions and get results. Kira graduated from Virginia Tech with a B.A. in Liberal Arts with concentrations in Professional Writing, Communication Studies and Psychology.