



25 Stats to Help you Determine the Best Social Media Platform to Grow your Business

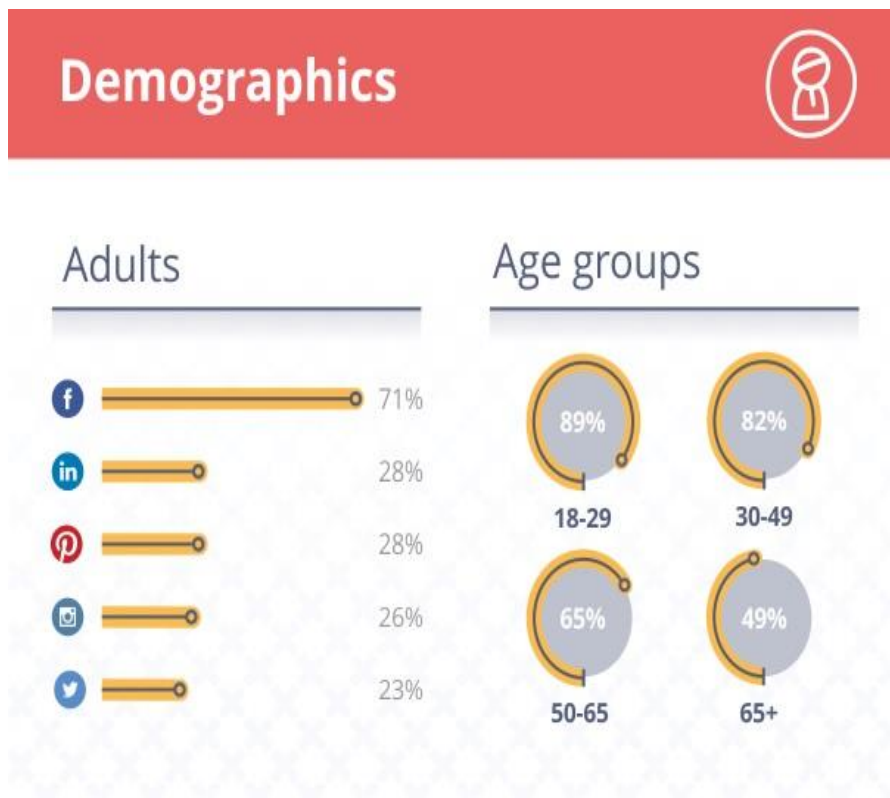
Did you know that Facebook has 1.55+ Billion monthly active users who collectively generate 4.5 Billion likes each and every day?

Would you be interested to know that more than 2.1 Billion people have social media accounts? That video increases organic traffic from search engines by 157%? How about that 93% of pinners on Pinterest shopped online in the past six months?

Perhaps you'd be fascinated to know that 47% of internet users have a Facebook account and that over 37% of Twitter users will buy from a brand they follow.

Let's start with demographics, shall we?

Source: Search Engine Journal



- 1. 3 BILLION INTERNET USERS GLOBALLY**
- 2. 2.1 BILLION PEOPLE HAVE A SOCIAL MEDIA ACCOUNT**
- 3. 1.7 BILLION PEOPLE HAVE ACTIVE SOCIAL MEDIA ACCOUNTS**

Source: Search Engine Journal

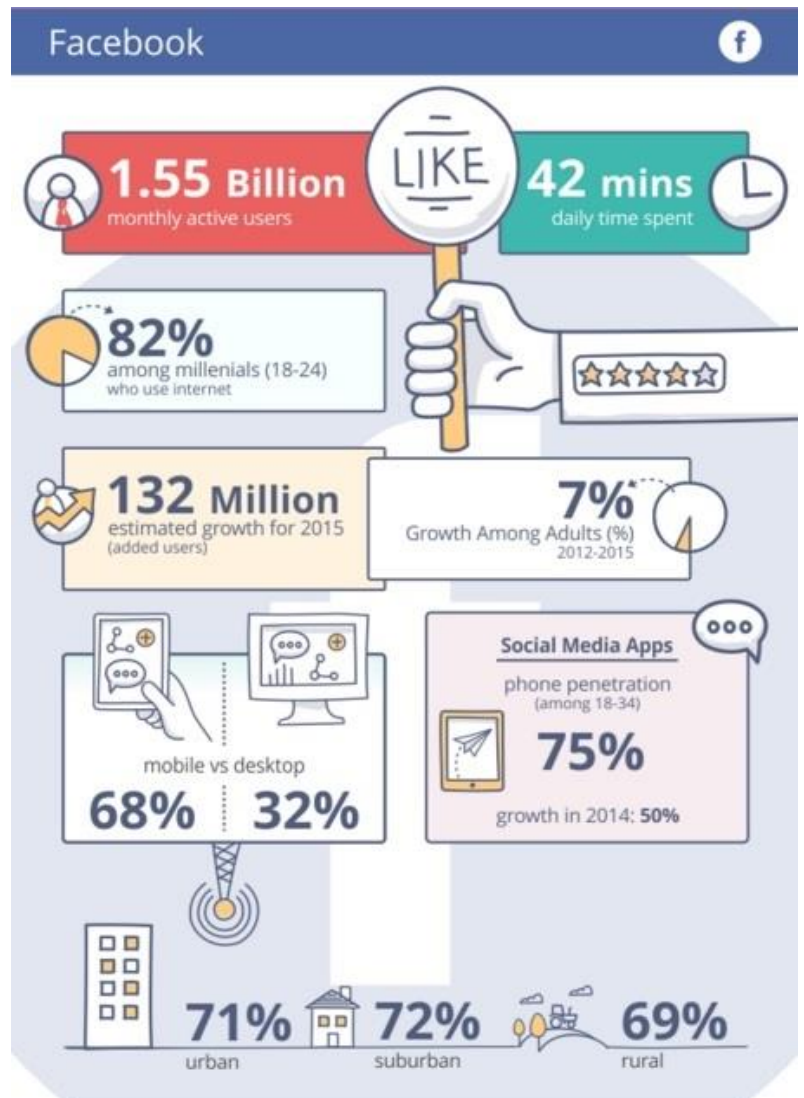
4. 47% OF INTERNET USERS ARE ON FACEBOOK

5. 4.5 BILLION LIKES ARE GENERATED DAILY

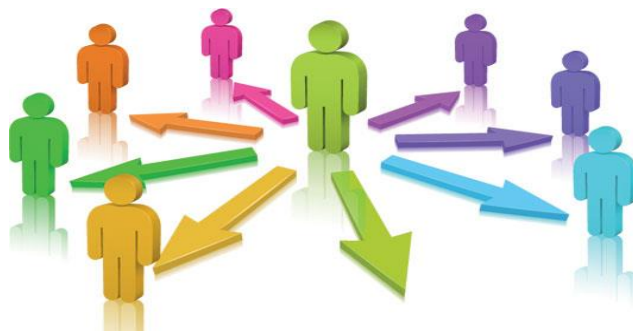
6. DIRECT UPLOADS OF USER VIDEOS TO FACEBOOK NOW EXCEEDS YOUTUBE

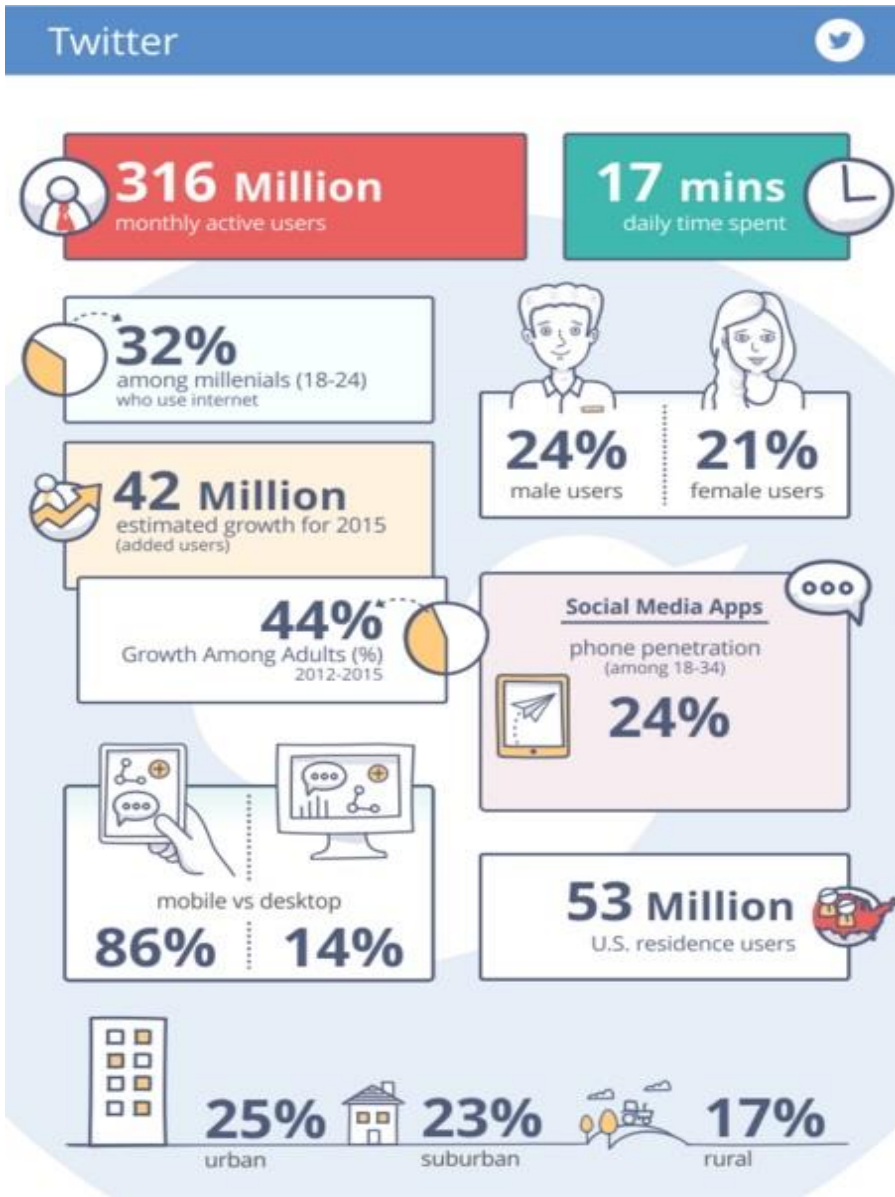
7. FACEBOOK SERVES 4 BILLION DAILY VIDEO VIEWS

8. FACEBOOK TARGETS SPECIFIC AUDIENCES



Source: Search Engine Journal





- 9. TWITTER HAS INCREASED BY MORE THAN 50 MILLION USERS IN THE PAST YEAR**
- 10. OVER 37% OF TWITTER USERS WILL BUY FROM A BRAND THEY FOLLOW**
- 11. 85% OF CUSTOMERS SAY THAT THEIR SHOPPING BEHAVIOR DEPENDS ON SOCIAL CONTENT**
- 12. SOCIAL MEDIA ALLOW YOU TO GAIN KEY INFORMATION FROM YOUR COMPETITORS**

Source: Search Engine Journal



13. MONTHLY MALE USERS ON PINTEREST HAS INCREASED BY 120% SINCE 2015

14. WOMEN MAKE UP 92% OF ALL PINS ON PINTEREST

15. TOP CATEGORY ON PINTEREST IS FOOD

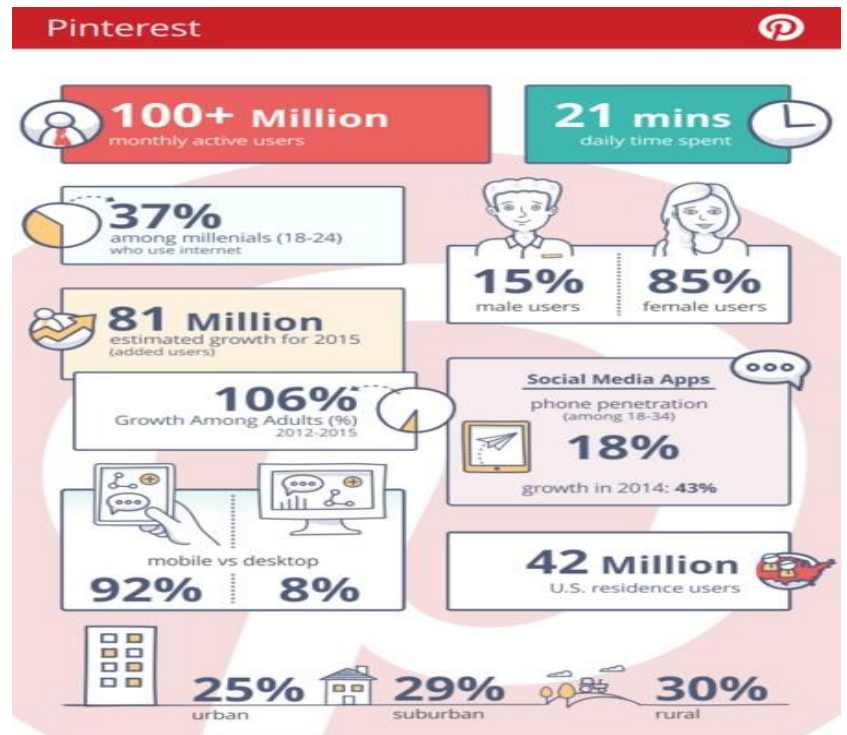
16. MONTHLY PINTEREST PAGE VIEWS IS 2.5 BILLION

17. 75 MILLION DAILY ACTIVE USERS ON INSTAGRAM

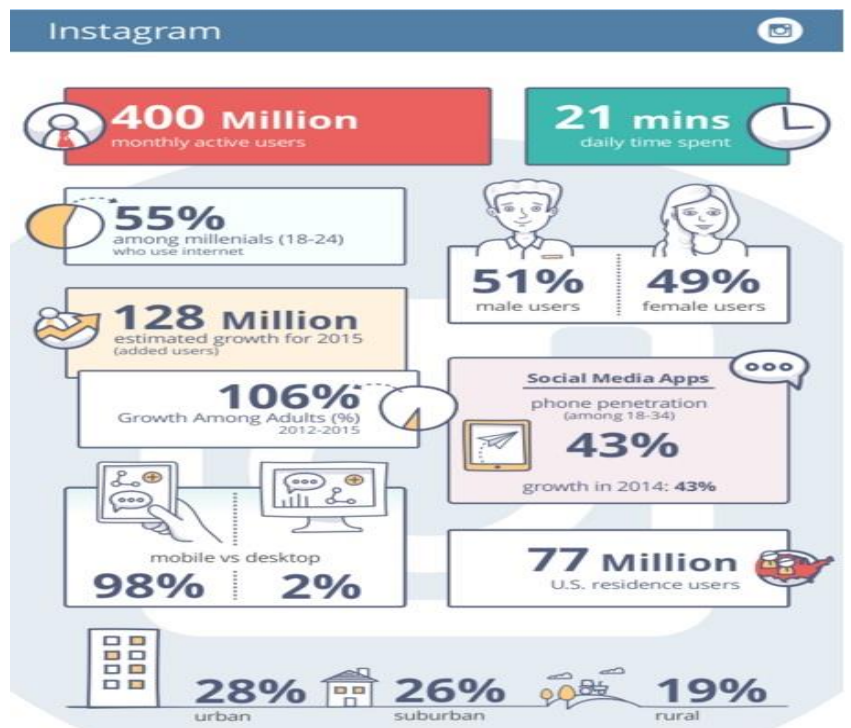
18. 90% OF INSTAGRAM USERS ARE UNDER AGE 35

19. INSTAGRAM HAS 400 MILLION MONTHLY USERS

20. OVERALL, SOCIAL MEDIA HELPS YOU LEARN YOUR AUDIENCE



Source: Search Engine Journal





Source: Adelle Studios



21. SOCIAL VIDEO GENERATES 1200% MORE SHARES THAN TEXT & IMAGES COMBINED

22. COMPANIES USING VIDEOS ENJOY 41% MORE WEB TRAFFIC THAN NON-USERS

23. 62% OF CONSUMERS ARE MORE LIKELY TO HAVE A NEGATIVE PERCEPTION OF A BRAND WHO HAD A POOR QUALITY VIDEO

24. VIDEOS ON A LANDING PAGE INCREASE CONVERSIONS BY 80%

25. VIDEO DRIVES A 157% INCREASE IN ORGANIC TRAFFIC FROM SEARCH ENGINES





Still not sure which social media outlet is best for your business growth?



For a limited time I am offering a FREE "Grow My Social Media" Strategy Session (valued at \$249). It only takes a few minutes.

In this complimentary session we will:

- ✓ Discover where you are leaking money in your social media strategy or lack there of
- ✓ Create a clear plan that describes in detail the steps you need to take to leverage the power of social media in your business
- ✓ The one simple step you can take immediately to get into action

To apply for this session, [click here](#) to be directed to the contact page on my website.

You'll receive an email from me within 48 hours with directions on how to apply. Due to the demand of these sessions, not everyone will get a spot, so be sure to respond to my email!

I'm looking forward to hearing from you!

All the best,

Jenna Redlin

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Watch my videos:

[Getting Started with Social Media Marketing on Pinterest for Beginners](#)

Ask me about Video Marketing!