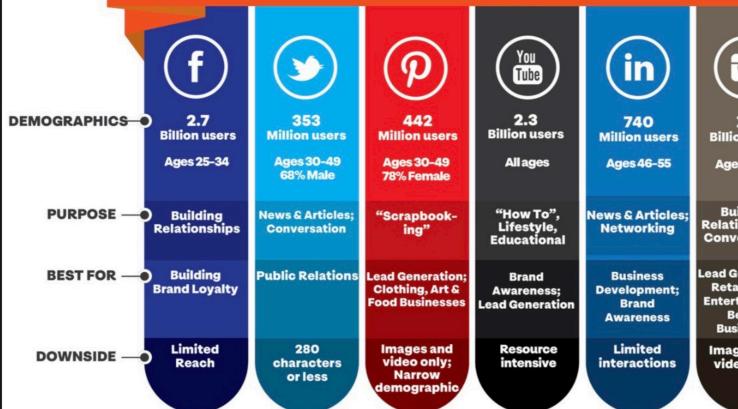
source: minter.io

Who is your audience? How can you reach them?

What are your goals?

## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM





**Billion users** 

Ages 25-34

Building Relationships: Conversation

Lead Generation: Retail, Food. **Entertainment.** Beauty **Businesses** 

**Images** and video only



689 **Million users** 

Ages 18-24

Building Relationships. Conversation

Building **Brand Loyalty** & Community

Videos only: **Very specific** demographic