



exesios bdd

dba Association
Member

IBRAVE PROJECT
SOCIAL MEDIA

SOCIAL MEDIA

WHY USE SOCIAL MEDIA

WHY USE SOCIAL MEDIA

**1.73 BILLION USERS
AROUND THE WORLD**



WHY USE SOCIAL MEDIA

CONNECTS PEOPLE



SOCIAL MEDIA

WAYS TO USE SOCIAL MEDIA

WAYS TO USE SOCIAL MEDIA

SPREAD THE WORD



WAYS TO USE SOCIAL MEDIA

DRIVE SALES



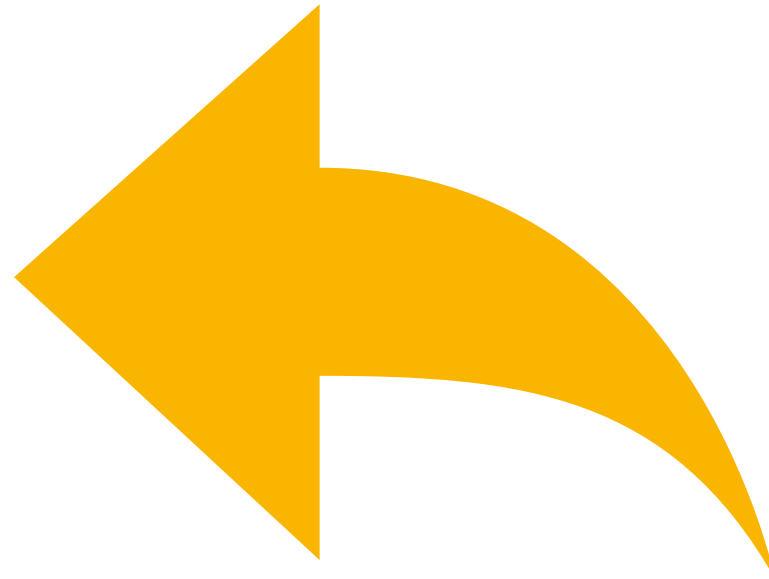
WAYS TO USE SOCIAL MEDIA

PROVIDE GREAT CUSTOMER SERVICE



WAYS TO USE SOCIAL MEDIA

KEEP CUSTOMERS COMING BACK



SOCIAL MEDIA

THE TOP 5



FACEBOOK



- 1.01 Billion monthly active users
- 23% of Facebook users login at least 5 times per day
- 70% of marketers used Facebook to gain new customers

GOOGLE+



- Over 1 billion with Google+ enabled accounts
- 359 million monthly active users
- Google+ is growing at 33% per annum

TWITTER



- Over 550 million registered users
- 215 million monthly active users
- 34% of marketers use Twitter to successfully generate leads
- Twitter was the fastest growing network with a 44% growth from 2012-2013

INSTAGRAM



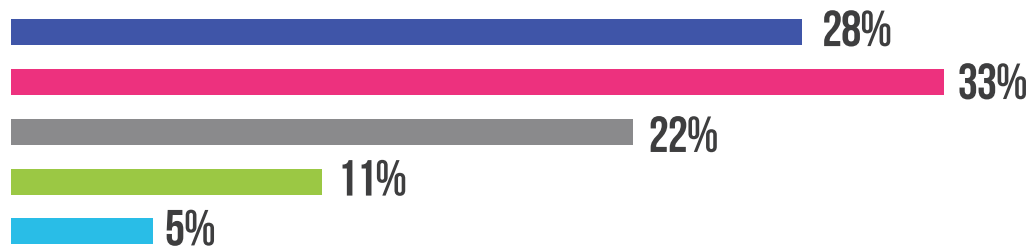
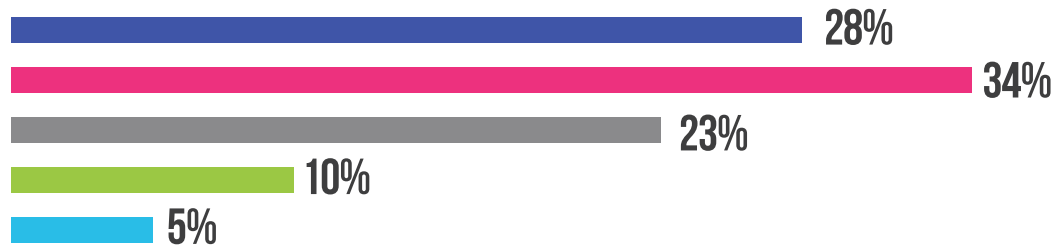
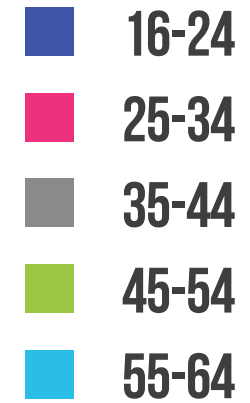
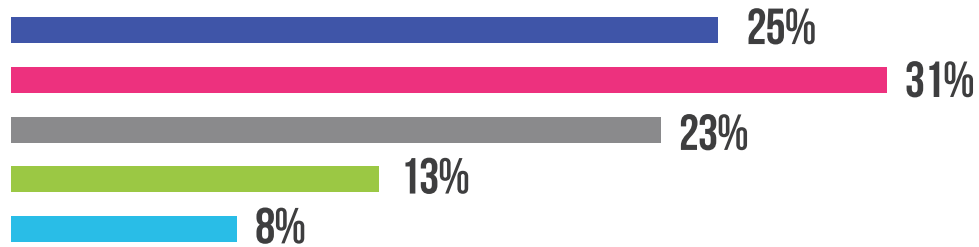
- 200 million registered users
- 20 Billion+ photos shared
- 23% of teens consider it to be their favourite social network

PINTEREST



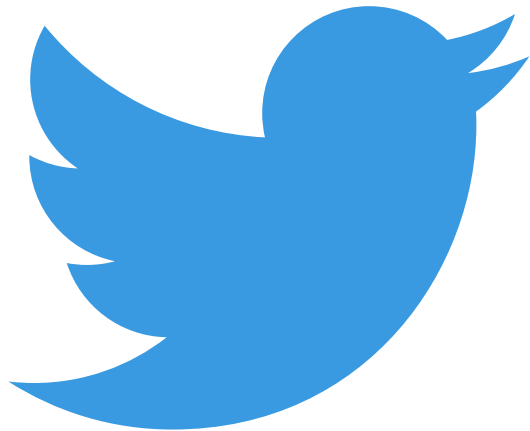
- 70 million registered users
- 80% of users are female
- 23% of pinterest users use it at least once a day

SOCIAL MEDIA AGE

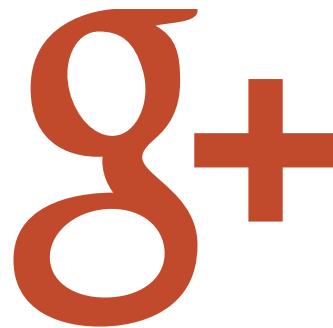


SOCIAL MEDIA

GROWTH AMONG TOP 3



44%



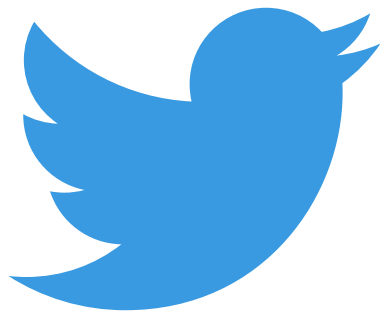
33%



23%

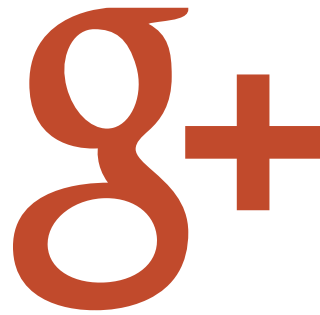
SOCIAL MEDIA

FASTEST GROWING SECTORS



79%

55-64



56%

45-54



46%

45-54

SOCIAL MEDIA

FIX MY STREET

