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Send a copy of "Top 10 Social Media Books" to a friend Loading ... The opinions expressed by the contributors of the entrepreneur are its own. You are reading US entrepreneurs, an international franchise of media entrepreneurs. When a company is built, an entrepreneur knows one of the first questions he or she will be asked is "who is your client?" Social media can help you get the word, but how do you know where your audience will be? V3im.com Well, the Pew Research Center may be able to shed light. Under his Internet and American Life project, The Washington, DC, without profit has released a relationship that has taken stock of the year in social media and discoveries show that we are all insupentably by linking one with the Other in great way, with 73% of "adults online" using social media. While Facebook continues to dominate space with 71% of adults using it, 42% of this audience uses more networks. Pew data comes from telephone interviews with 1,801 Internet users, 18 years old and more years, conducted by Princeton Survey Research Associates International in August and September. "But with the increase in social media network choices - all from Twitter to Pinterest and Instagram - and the diversification that occurs, determining where to invest time and resources can be complicated. Fortunately, PEW provides a demographic breakdown exactly. Who uses these social networking sites and how often. The following is a quick summary. If you want more in-depth research, go to PEW. Related: because it may be the time to abandon your Facebook strategy Facebook Senity-Ten percent Facebook users visit the site at least once a day and 40% visit several times during the day. Forty-taking percent of adults online 65 and older to use Facebook, up 35 percent in 2012. The largest age group it is between 19 and 29 and 29 (84%), followed by the group from 30 to 49 years sixty-nine percent of adults with an income over \$ 75,000 use the network, a percentua The highest of its counterparts (LinkedIn arrived in second place with 38%) Facebook has the highest percentage of people who have completed 68%. Twitter Quarantase-Six percent of users Visit daily and twenty-nine percent check their feeds more during the day the amount of Twitter users who are certainly held costs, with 18% of adults online at the site, up 16% in 2012. Twitter is slightly more popular among women (18 percent) compared to men (17 percent), and use is higher among ages between 18 and 29 years old. Related: A, begins to build your brand on Twitter LinkedIn treden percent of users visiting every day and about half use LinkedIn less than once a week Men (24 percent) use the most women's site (19 percent), and comes Used the maximum among adults online with an income of \$ 75,000 / year or more is the only social network in which we use between 50 to 64 were higher than those of ages between 18 and 29 years old. LinkedIn arrived in the second place for the completion of college (behind Facebook) at 38% of Pinterest, twenty-seven percent of Pinterest users visit sites every day and about half dies that use the site less than once a week . About 21% of Internet users is on Pinterest, from 15 percent in 2012. The site tilts more towards female users (33 percent) instead of males (8 percent) and users also tend to be on " Rich side ". Related: A, the 10 most faceted order words on LinkedIn (Infographic) Instagram about 57 percent of the installations visiting the site more than once a day, with 35 percent that use it several times during the Seventeen percent of adults online are on Instagram, compared to 13% in 2012. Pew also noted that Facebook purchased Instagram last spring, which could explain the jump. Instagram is used by 20 percent of women, 15% of men and is more popular among people between 18 and 29 years old. Adoption rate for African american African American It has increased from 23 percent to 34%. When it comes to determining the optimal frequency for social media publication, even the industry giants may not seem to be able to come to a consensus. A publication or study will tell you to post three times a day and the next will tell you 20. Lucky for everyone, however, the data do not lie, and the Costeshedule (AA, a pre-planning tool for social media) crosses the numbers from 10 Data-guided studies to end the debate once and for all. Acting in search of the company, this is how often you should publish on each of the main social media platforms on a daily basis: Facebook: 1 post per day Twitter: 15 tweets a day Pinterest: 11 Pins per day LinkedIn: 1 Post per day Instagram: 1-2 Messages for DayNotice Something on these numbers? They are quite dammed high. The cold truth is difficult for social media marketing is that it will take a great amount of work of the legs to build an active public busy and become a thought leader in your niche. What he says, there is still no need to be overwhelmed. There are ways to unpack this information and apply it without losing your head. Here's where Start. Start the social media platforms that come and go to year after year, e-mail addresses are relatively immutable. You, resetting on one or two channels of social media together with the e-mail marketing, not only do you save you from a pain of Head of publication a thousand times a day, you will also expect for future success by investing in an unlikely medium to change at any time. Inditally, many entrepreneurs outside may not have the financial resources to be assigned to a team or agency that posts all the main channels of social media every single day. Management of one or two platforms on social media is a reasonable request that will not take too long from managing your actual business. Imbitely "cross movements" on social media will not necessarily lead to results, so thinking about social media a checklist is a dangerous mentality to have. Quality, in-depth content Mediocre Beats, high volume content any day of the week. However, people often mistakenly interpreted this advice as an excuse to postpone the creation of social media content first. You still have to enter the job and use the recommendations above as a guide, but if you know for a fact, you will only be able to publish three high quality tweets a day, it's better to do that post 15 malcolucini, spamyA c tweets. There are a number of apps outside that allow you to pre-program, all your social media content from a dashboard: Hootsuite, buffer, Meedar, Agorapulse, Boschedule and more. Choose one, block a piece of time on Sunday or evening to create your content and let the tool take care of the rest. In this way, you will only have to worry about answering comments. Develop an efficient sound The restore strategy is absolutely crucial for social media success. For beginners, I recommend the chalene Johnson restoration strategy, where his team creates hundreds of social messages from a single video of facebook live video.begin determining which will be your core piece of content (a YouTube video, a medium Post, etc.), then obtain creative on ways to create content for each of the social channels you are active. For example, if you have written a medium post, create dozens of tweets with quotes from your post that guides the traffic to your original article. Then, create infographics on Pinterest using Canva covering the content of your blog post. Word Art quotes on Instagram and more. From the development of a solid strategy for content Planning to process high quality content. Social Media Marketing is already hard enough, so don't let it allow your frequency publication Add to that list. Use this data as Blueprint to take the presence of social media to the next level. Good luck. The Social is looking a little overnight lately. With the price of the actions of the Behemoth Facebook looking at anemy and a handful of voices questioning the impact of advertising up Sites, the enthusiasm for the social is not at the time of the fever that was once. And maybe that's how it should be according to a Fresterter's new studio. The research traced the origins of 77,000 purchases to determine exactly what prompted customers to buy. The answer was almost never social sites. Only a measured 1% of sales came to I like Facebook, so what did it work? Old stand-by as email marketing and research, Mashable Reports: the e-commerce websites also convert more highly than any other channel, accounting for 30% of transactions. So it's intelligent for retailers to promote their domain names as much as possible. The following direct visits, organic research and paid research are the two largest drivers of buying from new customers, representing 39% of the new customer transactions. This is because the web continues to be a useful tool for what Forrester calls "lance fishermen" - consumers who know what they are looking for and find them through research. For repetition buyers, e-mail is the most effective sales influencer: almost a third of purchases from regular customers started with an e-mail. As such, companies must their effort to collect e-mail addresses and adapt their e-mail marketing messages to each recipient device and preventive purchase behavior. But while the results of the study could make you think more accurately as your social media marketing efforts are valid in terms of time and dollars, since the improvisations of the Mit Sloan Management Review approach the blog, the search has limits and is not. A total indication of involvement in social sites. The post makes a solid task of putting results in perspective, remembering to the owners of small entrepreneurs who ", research has not traced small businesses, which ... establish better with social trade, particularly in Facebook stores." Continue. Another important factor is that research does not comment if these social sites were trying to provide sales. Measure the way the Social is used now - and the most often, social sites are not set up to produce direct sales. It also does not show if some sites consisting of producing direct sales were performed in any kind of effective or ineffective mode. During the Social Investment it can help you build brand awareness and inform customers of new developments, the notes of blogs improvised, which do not minimize the hard realities revealed by Forrester's research. "We think that the research does exactly what he says: that at this point in time, sales are not coming directly from social sites. This fact should be an important consideration in how companies think about their social business activity: in short, Don't count on it for direct sales ", it concludes the post.Do these findings make you reconsider as you invest in Social? social?

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