


Most popular social media 2020

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effectiveness of paid videos or advertising. 3. WhatsApp: 2 billion MA facts in a nutshell. Company: Meta Country: USA Launch: 2009 WhatsApp - It is a messaging platform that processes 100 billion messages per day. In the beginning, WhatsApp users mainly used the app to communicate with family and friends. It's still a convenient way of communication. People around the world, regardless of the phone supplier. Currently, the application is also provided by WhatsApp Business and WhatsApp Business API. WhatsApp Business is a free application created for small businesses. Company owners can create a catalog of their own products and services. And quickly answer messages. WhatsApp Business API is the best choice for medium and large companies. This helps the owners of enterprises provide customer service and send important notifications to customers. Here are a few things that companies can do with WhatsApp accounts: send customers an order and send notifications. Instagram: 1.47 billion facts Maumfast: Company: Meta Country: The United States is based: Instagram 2010 - this is an application in which users curse visual content. Including photos, stories, pain, television on Instagram and living films. And he earns a lot of money for advertising. The calculated income from advertising in the United States in 2021 amounted to \$ 25.05 billion. Create a business professional on Instagram and start using Instagram. This type of account allows you to view analyzes and plan messages with other business tools. Here are just a few things that you can do with your business record: Set a store where users can buy your products directly, book users and plan a message. If you want to start, click the Blue New Post button in the upper left corner of the screen. Click on the profile that you want to publish and add your image and signature. The first comment from your profile can even add and update the link in the biography. Then the plan to start living. Having filled out your message, you will see the message of the message on the right side of the screen, what messages will be, what is alive. You can also switch to the calendar and view any other planned messages on the selected platform. You can plan news on Instagram, Facebook, Twitter, Pinterest, LinkedIn and Google. 5. WeChat: 1.26 billion Mausfanov Facts: Company: Tentence Country: China was founded: 2011, when Wich began as a post platform. But Like WhatsApp, much more today. Users can send calls and messages, make online shopping, transfer money and make more. Many WeChat users call it "any application" or "super application" because of its wide range of features. Facebook and Twitter were prohibited in China. But WeChat is a popular alternative. In fact, it is the most popular application on social networks in China. Therefore, WeChat is a good option if you want to increase your brand notoriety in China. If you want to advertise at WeChat, he offers three main advertising establishments: WeChat Moments ADS Wechat Article ADS WECHAT MINI ADS6 program. Tiktok: 1 billion Mau Broits Information: Business: Bytedance Country: Chinese Eatehment Year: 2016 Tiktok (or Dogin in China) is a short -form video hosting application created by bytedance in 2016. The application is mainly based on trends and memes. Users can "reach" or duet other videos. Or send your reflections to the latest viral trends. Tiktok was the fastest global social network which reached 1 billion mau in 2021. It is between 10 and 19. and 22.4% between 20 and 29. A tiktok video cannot exceed 15 seconds at the start. Today, users can publish videos for up to 10 minutes. Here are some ways to use Tiktok for business: publish from top or flow view in flow announcements (when a user appears when a user opens the application, while flow announcements are read Between videos) create brand effects (filters, games, stickers, etc.), start a brand competition to increase the awareness that users can use for videos and increase participation (obtain an interaction on average of 17 . 5%) 7. Facebook Messenger: 988 million short information Mau: Company: Meta Pays: The United States Itabment Year: 2011, also known as "Messenger", is another member of the Meta Family. Admittedly, but the latest searches show that the application store has been downloaded about 2 million times a month. In Messenger, with more than 20 billion messages sent by companies and customers, you lack new customers and potential transformations if you do not use it. Messenger is an ideal place to get quality quality customers. As soon as the customer has contacted you, the message history is saved. You may want to think about many reasons, to provide coupons at the request of their latest purchases. Also 65% of people More willing to buy from a company with which you can communicate through a conversation. 8. Douyin: 600 Million Mouse fat Facts: Company: Bitendence Land: China The year of foundation: 2016 Douyin is the Chinese equivalent of Tiktok. It can only be downloaded in continental China. Tiktok users do not have access to Douyin (and vice versa). The key functions of Douyin include: advanced live streaming functions, including live group purchases, where the Douyin users base (80%) is from 19 to 40. This means that Chinese companies are a great place to reach younger generations. Douyin also limits the program of younger children in the program. This is unheard of in the case of a social platform. People under the age of 14 can spend a maximum of 40 minutes a day in it. 9. QQ: 574 million. Mouse Facts: Company: TENCENT LAND: China The year of foundation: 1999 PO Wechat and Douyin The most popular Chinese social platform is QQ. In addition to the chat function, QQ offers many possible applications. This includes games, music, shopping and microblogging. Some QQ advantages for companies are: purchases in the application with hyperspecific target segments (depending on the location, age, sex and interests), which both QQ and Qzone (both belonging to Tencent) are available for advertising in addition to traditional social media. QQ It allows influencers (called KOLS) to run groups of fans of influencers col. They can work with the brand, invite followers to large group chats and promote products. Usually after logging in, users receive an offer or discount code. 10. Weibo: 573 million Maumas Facts: Company: Sina country: China The year of foundation: 2009 Weibo, previously known as Sina Weibo, means a microblog in Chinese (微博). Users can publish photos, send private messages to observers, publish stories, track trends and much more. Like Wechat, Weibo speaks to younger users. It is often compared to Twitter and Instagram, but Weibo also offers opportunities for companies. Companies can develop through influencers campaigns, sponsored posts and Weibo lotteries (where the observer can win company prizes) and increase brand awareness. Kuaihou: 573 million Maumastu Facts: Company: country Kuaihou: China The year of foundation: 2011 Kuaihou is a video sharing platform similar to Douyin and Tiktok. Users spend an average of over two hours a day on Kuaihou, which makes him the greatest competitor of Douyin in China. The company was founded in 2011. As GIF Kuaihou. It was an opportunity to produce GIFs. In 2013, Kuaihou presented short films. In 2016, you added a live streaming feature. Nowadays, other areas such as e-commerce and mobile games are starting to penetrate. Events are received by the user directly in the Application Access Application. As a rule, brands work with influencers live and promote products. In 2020. At that time, Kuaihou increased its partnership with Chinese e-commerce giant JD.com. More than \$200 million was sold in one day. Snapchat: 557 million successfully created an idea (as in Instagram stories). This competition makes it difficult to keep up with Snapchat. With a Snapchat business account, you can: Create sponsored geofilters that are available to users. Ads starting at just \$5 a day (which means a lot of options for small companies) are targeted to users based on interests, behavior, location and more from 13. QZone: 553.5 million users can blog, journal, post journal images , Listen to music, play games and watch movies. IS's mix is similar to both Facebook and Myspace, an old-school favorite. While users can customize their blogs or spaces, many add-ons add money. QZone's audience is younger. This means you probably don't have much purchasing power. However, many celebrities and influencers use QQ and QZone to connect with fans. Therefore, there are opportunities to run influencer marketing campaigns. Marketers can also display different ads for brand advertising or product advertising. 14. Telegram: 550 million mice Facts: Company: Telegram Land: Dubai Foundation Year: 2013 Telegelegram is a messaging application known from its encryption. In other words, classified information. It also supports messages that will destroy themselves after a certain time, much like Snapchat. BOT (or business account) or API Business Télégramme sends messages to an unlimited number of recipients15. Pinterest: 444 million facts mouse speed: Company: Pinterest Country: The Year of the United States: 2009 Pinterest is a social image sharing platform. This allows users to preserve the images and save them to the boards. This means that there are many ways to reach new customers. Here are some tips for attaching as a business. Carefully plan boards: 97 % of Pinterest boards are brand -free. So plan attractive content that is not sold. For example, if you have a clothing brand, you could create boards for summer trends, wedding guest outfits and so on. Optimize the pins SEO: Include keywords in your descriptions, plan tips based on keyword study, and use appropriate grille tag. Advertise Pinterest: Choose users based on who visited your site, who interacted with your pins and who interact with similar Pins, can also connect Pinterest to our set of social media. If you use a social poster, you can add a link to the planned PIN and select a PIN card. Twitter: \$ 436 million Facts Maufast: Company: Twitter Country: The Year of the United States: 2006 Twitter is a social network where consumers can publish news. These messages (or tweet) must consist of 280 or less characters. It focuses on current events and trends. However, brand growth in 2022 increased by 84%. Twitter business management is a smart idea. About what? Because Twitter is often the first contact between customers with frustrations or complaints. Twitter allows companies to monitor complaints and quickly resolve problems. to buy. "According to Twitter, they are the number one discovery platform. And people spend 26% more time watching ads on Twitter than any other platform. You will also see the counter planning a tweet using a social media poster Thanks to this, you will learn how many signs you have. 17. Reddit: 430 million active users monthly Fast Details: Company: Reddit country: USA Founded: 2005 Basically, this is a page where people can find a community for everything. The site is divided into "subdirectages" or forums devoted to specific topics. Members can ask questions, take part in AMA live (ASK Me Anything), as well as "vote" to the content they like and move them to Subreddita Mountain. Companies are recommended to attach to Subreddits related to your community. You can interact with users, but do it carefully. Reddit has guidelines on how to advertise correctly, but some sub -moderators are more severe in this respect than others. Failure to comply with these instructions may cause your account suspension. Regardless of the region, you will have a huge range - Reddit records a total of 1.5 billion visits per month. Short information: Company: Microsoft Country: USA year of foundation: 2003 LinkedIn is no longer just a job search engine. Users can now employ new employees into their company, interact with clients, become influencers, etc. Microsoft has clearly noticed the potential of the Platform, buying LinkedIn for \$ 26.2 billion in 2016. Companies can also use LinkedIn. Expand your target group. Publishing provocative and appropriate content on topics related to your industry can help build a group of recipients. And connect with other leading voices in your field. You can also connect your LinkedIn account with a set of social media tools to plan posts and analyze data. Quora: 300 million active users per month: Company: Quora country: USA founded: 2009 Quora is a social network with questions and answers. Questions and answers can be found on almost every topic. But remember: the whole network consists of content created by users. There is no guarantee that all answers will come from reliable sources. Users can vote for answers and distinguish those that they consider the most useful and accurate. Or vote something that is not helpful or untrue. This can be useful in the case of crowdsourcing and answering questions based on opinions. Companies may interact with clients in addition to displaying ads on a quora. Answer and ask questions, communicate directly with the recipients and watch how users interact with each other. However, as a seller, you must avoid confrontation. Think about it as an exercise of thought leadership. If these VNiche sees him as a knowledgeable and helpful resource that can build your reputation. And this can increase sales and revenue.20. Viber: 250 million Mausfast Product: Company: Rakuten Country: Japan Year. Viber has been around since 2011. It was acquired by Rakuten in 2014. \$900 million. Viber prioritizes security by using end-end encryption by default on all messages, presenting "missing messages" and allowing users to delete and edit any message. You can also create a professional Viber account. It allows customers to interact with your brand. If customers contact you, you can send individual messages or broadcast messages to a larger group. OMI: 200 million is a free, easy to use and simple option for international calling. IMO also offers discussion rooms and large groups where you can meet new people who share your interests. Companies can create professional accounts. These accounts allow you to post ads and set a weekly budget. And since OMI is smaller, there may be less competition in your niche. Line: 178 million. Allows users to follow and post video content. Users can also make purchases using online payment (similar to Apple Pay). For business purposes, companies can set up a professional account line to communicate with customers and disseminate different types of advertising. Here are some things you can do with setting up your professional account: create brand tags that users can post about cats, video ads that appear at the top of the cat screen, visit your shop and get an overview of their shopping behavior23. Picsart: 150 million Mausfast Facts: Company: Picsart Country: United States Year Created: 2011 Picsart is a photo and video editing application. Users can share edited photos and videos in the app or any other social network You have a small company, and you do not have busy designers, PicsArt is a good option. You can use images, symbols and stickers for applications if you are marked on the day #FreeForbusiness. Create a logo, create images on social networks and so on. The standard type of photo is free. However, there are also two paid options that cost less than \$ 10 per month for the user. If you often use the Picsart design in your company, you should choose a paid account. Thus, you can access several images, symbols and not only.24. How: 150 million facts Maufast: Company: Joy Inc. Land: China LA Fund year: 2017 Mikee is a platform for short films similar to Tikkok. If your content is popular, you can earn "crows" that lead to real money. Observers can also make virtual "gifts" or money during a live broadcast. In addition to ordinary advertising in a similar application, it also supports purchases in the application. If you use yourself, you can force potential customers to buy. 25. Discord: 150 million facts Maufast: Company: Country Discord: United States Year: 2015 Discord was created to allow people around the world on the Internet. Users can include or create various communities (server) and install a connection through text messages, voice chats and videos. Many companies are interested in buying contention, including Microsoft. But there is a private company. On average, users are 4 billion minutes of conversation on the server per day. However, remember that Discord does not allow advertising. Instead, companies can create a server for their community, and then contact users. Here is an example: Spotify has a channel in the Discord community. There, users are divided by what they are currently listening, and their favorite playback lists. Each company could use Discord if your recipients use it. I consider this as frequent issues, share updates about new products and beyond. 26. Twitch: 140 million Maufast: Company: Amazon Country: United States Year: 2011 Twitch - this is a live transmission service, which is focused mainly on video games. Nevertheless, some users convey live music, other creative content or vlogs content. In the first quarter of 2021 alone, users saw 6.13 billion hours of content on Twitch. Amazon clearly saw Twitch in advance. The company took on Twitch for 970 million US dollars in 2014. There are three main methods of advertising on Twitch: influential Campaigns marketing; brands can work with workLaunch banners or video ads on specific channels (channels must be part of Twitch Partner) on specific channels: live transitions, interviews with people, interviews with people in your workforce, and share 27 updates. Stack Exchange: 100 Million Mousefasts Facts: Company: Stack Exchange Inc. Country: United States Establishment: Stack Exchange Like 2009 Quora is a question and answer platform. The site is organized by more than 170 communities where users can ask and answer questions. Users can vote for the best answers. And the person asking the question can take his preferred answer as accepted. Goals, answers to questions are your company's niche. This will help put your name there and increase your reputation. Last year, users asked 3.1 million questions and answered 3.5 million. Tieba: 45 million mousefast Facts: Company: Baidu Country: China Established Year: 2003 Baidu Tieba, users can communicate with each other in different forums or colors. . It offers the possibility to observe or communicate directly with the public. However, Tieb seems to be having a hard time competing with QQ, Qzone and Weibo. Since 2015 Tieb has lost 90% of its users. In 2022, there were only 45 to 300 million mice. Although Tieba is increasingly popular, 45 million users are still important. Especially if you have a large user base in China. If so, you can use TEB to connect with potential customers. With Semrushonce you decide which social media sites to focus on in relation to your social media profiles and it is important to follow your analysts and competitors. With Social Media Vehicle Set it's all from one free website: Happy Futureing! Reinforcement!