

4343
ASCENDING
HOUSE

DREAMS HAPPEN HERE

Mini Guide

DEVELOPING YOUR SOCIAL MEDIA STRATEGY

Digital Sales Strategy Development & Execution
 Extend Your Reach By Being On More Platforms
 Interact with People Often - Comment & Share
 Find Your Soulmates & Soulmate 100
 Gain Exposure Through Others
 Build Your Social Media Authority

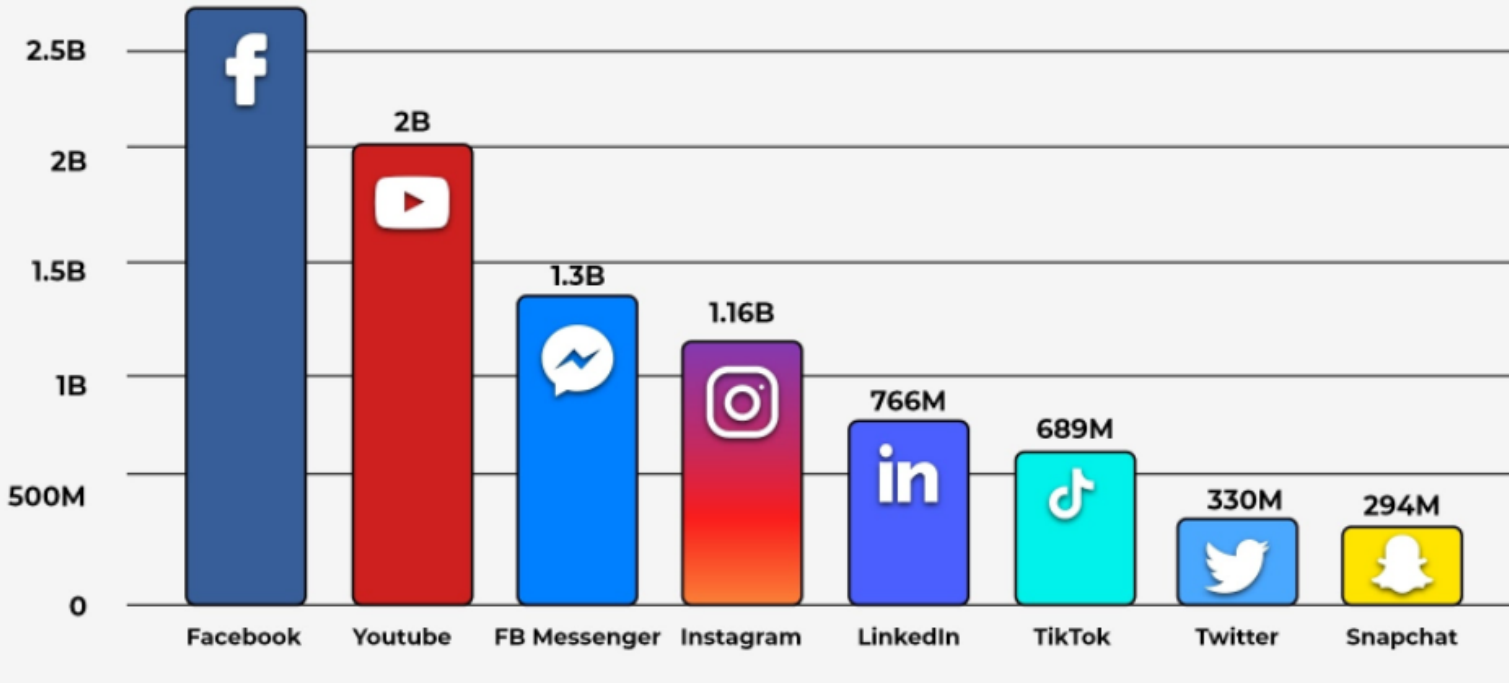
Increase Your Social Media Currency



Social Media Platform Monthly Users

Most Popular Social Platforms

Total Active Users

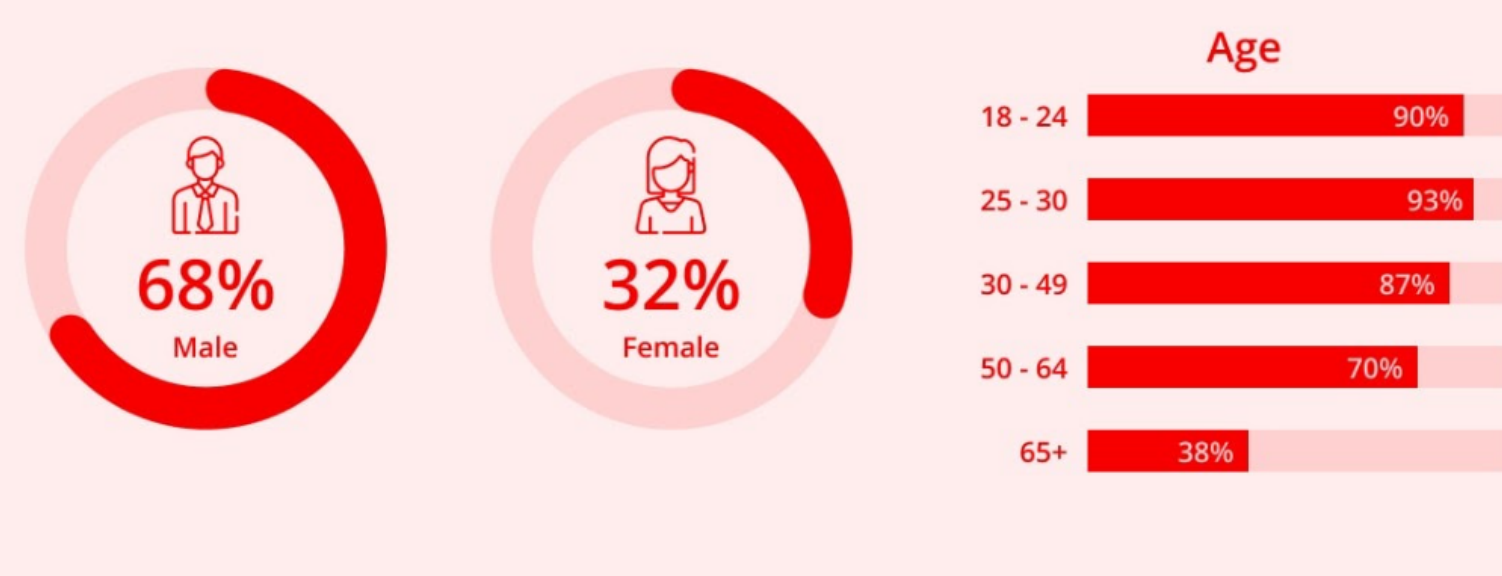


Facebook Demographics

FACEBOOK'S ADVERTISING AUDIENCE					
POTENTIAL REACH OF ADVERTISING ON FACEBOOK BY AGE GROUP AND BY GENDER*					
AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	109,000,000	48,700,000	2.5%	60,300,000	3.1%
18-24	474,800,000	196,300,000	10%	278,500,000	14%
25-34	627,000,000	253,400,000	13%	373,600,000	19%
35-44	332,500,000	148,200,000	7.6%	184,300,000	9.5%
45-54	201,500,000	97,200,000	5.0%	104,400,000	5.4%
55-64	119,000,000	63,000,000	3.2%	56,000,000	2.9%
65+	85,100,000	45,100,000	2.3%	40,100,000	2.1%
TOTAL	1,949,000,000	851,900,000	43.7%	1,097,100,000	56.3%

YouTube - Remember Google Owns Google and Google Loves Google!

YouTube Age & Gender Demographics



Tremendous amounts of users
 Wide range of demographics
 Checkout platforms and how they are used
 Choose main platform that matches your business

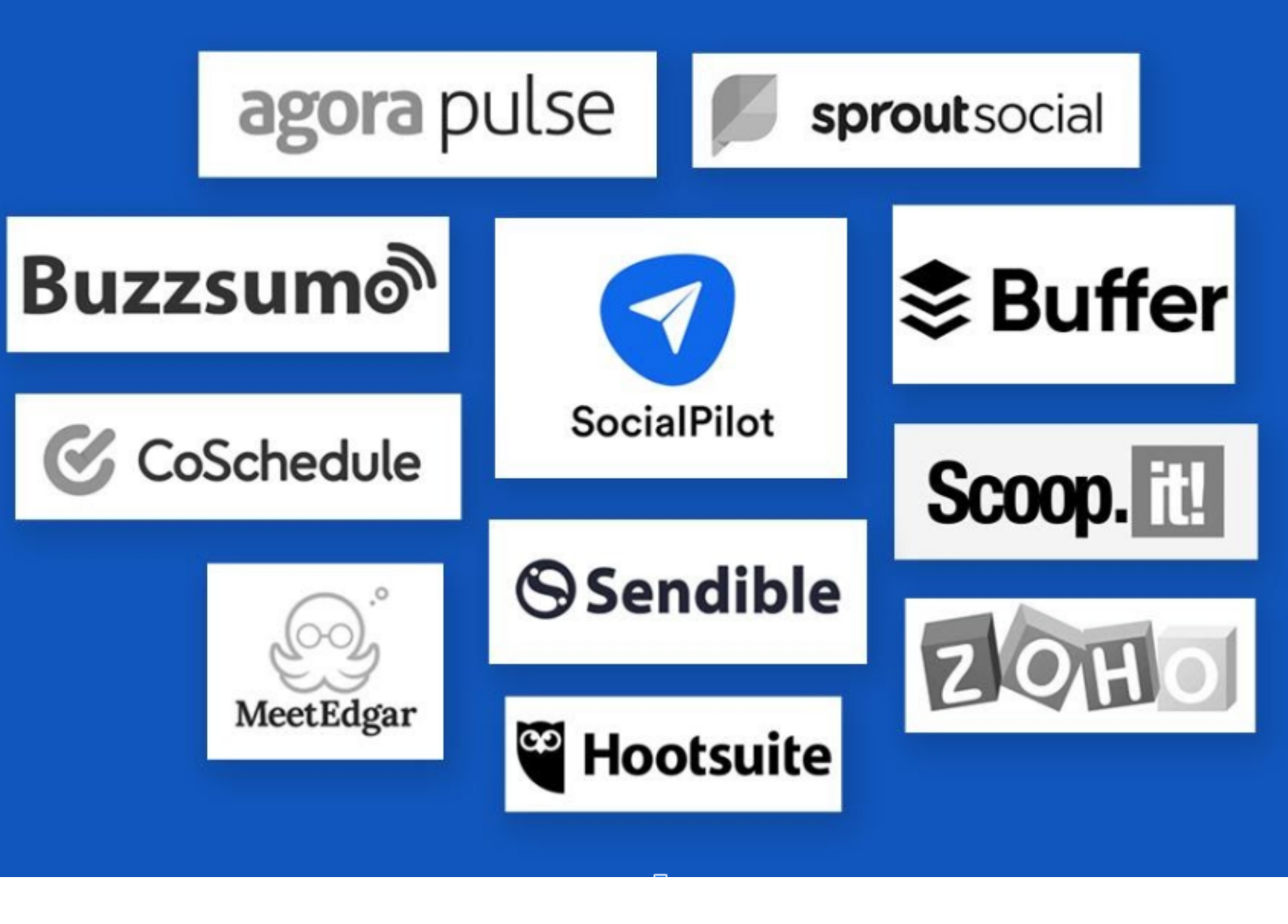
Remember
 Social media is an active sport!

THERE IS NO MORE
B2B OR B2C
 IT'S **H2H:**
 HUMAN **TO** HUMAN

Loving What You Do - So Share It, People Love
 Good Stories & Building Emotion

Give Your Visitors Goosebumps

Make Your Life Easier
 Use Social Media Automation



The Psychology of Social Media

It's proven Dopamine plays a huge role in reward processing, social cognition, imitation, and attention spans.

One reason people post on social media.
 "Journal of Experimental Social Psychology, is because social media sharing can link to positive social media FEEDBACK and self-esteem".

When Social Media Habits Turn to Social Media Addictions.

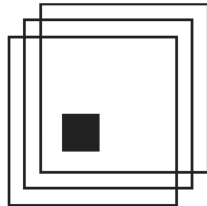
Social media dependency has received more and more consideration in the last five years.

Social media addiction is gaining traction in the academic world because a growing number of people are reporting problems of dependence.

Due to the gaining addiction to social media it shows the large opportunity available social media can plan in your business!



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