

TikTok

the little one who became big

Audience

ACTIVE USERS
1 billion monthly

3 BILLION downloads
(App Store, Google Play Store, ...)

MAJOR PART
of the population on TikTok is men between 16 and 24 years old, at 60%



Goals

- Propose challenges** to bond with your community
- Get closer** to your youngest customers
- Create and share** viral content
- Benefit** from a very high engagement rate
- Offer** creative and humorous content
- Humanize** your company

Figures

Tips

Tips to apply: TikTok offers a lot of effects, so take advantage of them to create quality videos

Make contests: it is possible to offer gifts on the network¹

Don't be too serious, the social network is meant to be entertaining

Follow the trends to gain virality²

Interact with influencers

- to attract new members to your follower base
- especially popular music and hashtags to gain viral potential

TikTok tools

- TikTok Analytics** Performance tracking
+ of your account, and better understand your subscribers to adapt your content
- TikTok Shopping** E-commerce feature
+ in partnership with Shopify that allows you to buy products directly on the platform
- TikTok Live** Real-time interactions

Accounts to follow

- @gymshark** Nothing to do with sharks. Something to do with the gym.
- @chipotle** Cultivate a better world.
- @target** No list, just vibes
- @amazon** We work with bosses





Instagram

Photography on Social Networks

Figures Formats

Audience

ACTIVE USERS

1.478 billion monthly

500 MILLION users connect everyday on the social platform

MAJOR PART of the population on Instagram is men between 18 and 24 years old, at 17.9%

GENDER DISTRIBUTION

women 48%

52% men

Goals

Highlight your activity and create a universe around your visual identity

Reach out to a young audience

Promote your products

Bond with your community

Adopt an influencer marketing strategy

Tips

Dramatize your offer by putting your products in situation

Build a strong visual identity + propose quality images!

Show authenticity and spontaneity by using the Story and Live features!

Study the most relevant hashtags & add them to your publications to gain visibility & virality!

Organize contests with prizes to increase your viral potential

Study influencers and use them

- with quality photos
- by using Instagram's stories or Lives
- to be easily found

Instagram tools

Instagram Shopping Upload your products

+ add a link directly to your product, on your photos (advertising being managed on Facebook)

Instagram Business Meta's ad network

+ 2 types of ads on Instagram: the publication format (image or video), or the story format. You must have at least 10,000 followers to add links in your posts

Favikon This tool helps you target

+ evaluate & contact influencers

Mojo create original and creative stories

InShot easily edit your videos

Accounts to follow

- Nike** Follow
- Victoria's Secret** Follow
- Huda Beauty** Follow
- Chanel** Follow



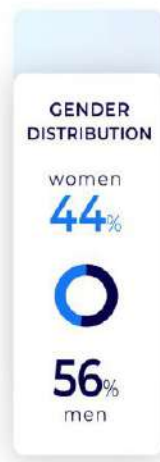
Figures Formats

Audience

ACTIVE USERS
2.912 billion monthly

MONTHLY USERS
79% connect everyday on the platform

MAJOR PART
of the population on Facebook is men between 25 and 34 years old, at 18.4%



Goals

- Build** a community and build loyalty
- Take advantage** of an additional sales channel¹
- Highlight** your products and generate more sales
- Set up** targeted marketing campaigns thanks to the advertising network

Tips

1. Publish visual content, these are the types of content that have the most potential for sharing²

2. Seek to create a reaction among users, thanks to short, impactful and even humorous messages³

3. Use Facebook's visibility and targeting tools

Use Facebook Live to create appointments and interact with the community

- that can meet the usage or consumption habits of a part of your prospects
- video is the most shared type of content
- short messages and humor

www.ecommerce-nation.com

Facebook tools

- Facebook Ads** Meta's ad network
+ precisely target Internet users
- Facebook Shops** E-commerce platform
+ sell your products on the Facebook platform
- Facebook Insights** Analytics
+ choose your KPIs for your Page and track them
- Facebook Pixel** Retargeting tool
+ tracking the actions by visitors
- Facebook IQ** Data and analysis tool
+ data and analysis behavioral data / marketing advice

Accounts to follow

- Samsung** Like
- Coca-Cola** Like
- YouTube** Like
- McDonald's** Like

LinkedIn

The professional platform

Figures Formats

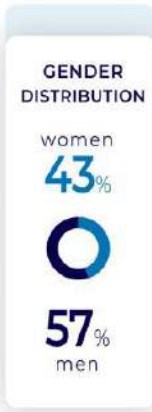
Audience

ACTIVE USERS

808.4 million monthly

40% USERS connect everyday on the platform

MAJOR PART of the population on LinkedIn is men between 25 and 34 years old, at 59.2%



Goals

- Do commercial prospecting** and develop your network
- Develop personal branding** and employee advocacy
- Promote your activity** and show your expertise in your field
- Increase the visibility** of your company
- Share the life** of the company and put your employees in the spotlight
- Monitor** the media and the competition

www.ecommerce-nation.com

Tips

- Use hashtags in your publications¹
 - Prefer the publication of visual content²
 - Build your publications with the objective of creating engagement and comments
 - Pay attention to your taglines³
 - Identify the people involved in your publication
 - Have a good frequency⁴
1. between 3 and 5 maximum. They should be adapted to your target and to the community's interests
2. (images, videos, PDFs) in order to stand out and gain visibility
3. (3 first lines) Catch the audience's attention
4. several posts per week

2022

LinkedIn Tools

- Sales Navigator** Commercial tool
 - + prospect and quickly find the most interesting leads
- Campaign Manager** Advertising management tool
 - + 5 types of advertising from Text Ads to sponsored publications
- Waalaxy** Sales prospecting tool
- Shield** Monitoring & analysis tool
 - + complete analytics for your LinkedIn account

Accounts to follow

- Amazon** Internet . Seattle, WA [Follow](#)
- Google** Internet . Mountain View, CA [Follow](#)
- Microsoft** Software development . Redmond, Washington [Follow](#)

Don't forget

- ECN** E-Commerce Nation - Web Media & Training Center [Follow](#)
Internet publishing. Caen, Calvados



Audience

ACTIVE USERS
433 million monthly

+40% GEN Z & male users in one year

+35% GEN Y users in one year



Goals

- Drive traffic** to your website and improve your SEO
- Showcase** and highlight your products with quality visuals
- Target** a female clientele
- Take advantage** of the very high retention time
- Sell** thanks to the numerous e-commerce features

Figures Formats

Tips

- Insert the most important keywords for you in the name of your board
- Pin content regularly on your profile
- Create inspiring visuals of good size and quality
- Create collaborative boards to reach new visitors
- Create rich product pins
- Offer video content

www.ecommerce-nation.com

2022

Pinterest tools

- Pinterest Business** Ads tool
- Tailwind** Scheduling tool
saves you time and gives you information about your audience
- Shop The Look** Clic & Buy
feature that allows users to click on the product they want, then proceed directly to purchase
- Try On** Try-on feature
using augmented reality

Accounts to follow

- Harper's Bazaar** @harpersbazaar
- Nordstrom** @nordstrom
- L.L.Bean** @llbean
- April and May** @aprilandmay



Snapchat

100% mobile social media

Figures Formats

Audience

ACTIVE USERS

557.1 million monthly

332

MILLION

users connect on the platform everyday

MAJOR PART

of the population on Snapchat is men between 18 and 24 years old, at 38.9%

GENDER DISTRIBUTION

women

54%



46% men

Tips



Snapchat has a lot of filters available to its users, so take advantage of them!



Snapchat content is time-based, so don't hesitate to post several times a week



As on other social networks, videos generate more engagement than other formats



Advertise to promote your business



Use influencers

Goals



Connect

with your community



Reach

a young target



Create

& share viral content



Propose

creative content



Showcase

your products



Snapchat tools



Story Studio

Edit your videos



Snapchat Trends

Find themes



+ find the most popular themes

Accounts to follow



SHEIN

Fashion company

Subscribe



Bumble

Dating app

Subscribe



GoPro

Cameras

Subscribe



Red Bull

Energy drinks

Subscribe





twitch

The #1 streaming platform

Figures Formats

Audience

ACTIVE USERS

140 million monthly

31 MILLION daily active users on the platform

75% OF USERS are between 16 and 34 years old

GENDER DISTRIBUTION

women 35%



65% men

Tips

Get the right equipment!

Be regular & learn the language used on the platform

Do online events²

Have a real project and be creative

Advertise through an influencer

Test your new products

Create entertaining content

1. (powerful computer, camera, microphone..) and a very good connection

2. to gather your community

Goals

Reach a young and connected target

Stand out from the competition

Show inventiveness and innovation

Strengthen the relationship with your customers & interact directly with them

Make your company more human and authentic

Showcase your expertise

Twitch tools

Ads Twitch Advertising Ad network

OBS Open Broadcast Software

+ Record your screen

StreamLabs Streaming software

+ allows to manage with viewers interactions, chat management and donations

NightBot Moderation

Accounts to follow

Alienware 115,000 followers

Wendy's 113,000 followers

Porsche 22,900 followers

Burberry 4,200 followers



Discord

The community platform

Figures Formats

Audience

ACTIVE USERS
150 million monthly

390 MILLION registered users on the platform

12,000 bots are available on the platform

TIME SPENT
9 minutes spent per day and per user every day

Goals

- Bond with your customers** and interact directly with them
- Reinforce the feeling** of belonging to the company thanks to private servers
- Create servers that group** together customers and allow them to communicate with each other
- Gather feedback** from your customers
- Regular promotion of** products with the community (private sales etc.)

Conseils

- Create a server to create a club and community
- Set up different channels:
 - "idea box" dedicated to customer feedback and suggestions
 - promotions of good deals
 - customer advice
- Create roles for the moderators of the server: they will have the power to manage the community
- Promote strong values and exclusive content
- Promote your server by advertising on other servers

Discord tools

- Discord Nitro**
Paid subscription service
with over 1 million users
- Bubble plan**
Task management
to be used in parallel with Discord as a freemium software for task management
- Patreon**
Crowdfunding

Accounts to follow

- GucciVault**
Official SuperGucci Vault [Accept the invitation](#)
- Fulllife**
Gameswear Company [Accept the invitation](#)
- Just Lego Things**
Lego [Accept the invitation](#)



WhatsApp

The #1 instant messenger

Figures Formats

Audience

ACTIVE USERS

2 billion monthly

100 BILLION messages are sent every day

20% OF ADULTS in the world use the messenger

GENDER DISTRIBUTION

women **48%**



men **52%**

Goals

Get closer to your customers

Use the app as a customer service platform

Answer quicker and customize the conversation

Share your company's news

Showcase your products & services

Tips

Share all relevant information about your business¹

Create an e-commerce website with Catalog²

Focus on your loyal customers by sending them customized offers and tips

Share your news with "Statuses"³

Segment your directory⁴

1. (name, logo, contact details, news...) on WhatsApp business

2. through Whatsapp Business application to showcase your products

3. a kind of story that appears in a tab next to conversations and lasts 24 hours

4. to send customized messages and offers

WhatsApp tools

WhatsApp business Simple interaction

it allows you to easily interact with your customers and showcase your products and services

Landbot Create a chatbot

Polls for WhatsApp Create polls

Accounts to follow

Gymshark 3.5M followers

Chipotle 1.7M followers

Target 1.6M followers

Amazon 542.5K followers

