

Summary comparisons of Social networks

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Platform Marketing Overview

Unique value proposition for users and marketers 2025

2025 Value proposition for the Users

Social Media Platform	Unique Value Proposition
Facebook	Acts as a one stop shop social hub powerhouse that integrates personal, professional, and community interactions. Tools such as social groups, community events and online marketplace where users can shop with other users which allow users on the platform to stay engaged with content they like.
Instagram	Focuses on visual storytelling and creativity, allowing users to share engaging photos and videos, with innovative features like AR filters. Users can also go live with their followers in real time.
LinkedIn	Serves as a professional networking platform, focusing on career growth, job searching, and industry insights through personalized content.
X (Twitter)	Provides real time news updates, which spark conversations on current events and trends. Also, allows users to engage directly with public figures.
TikTok	Offers a unique short few seconds video format that promotes creativity and entertainment. Has strong emphasis on user generated content and new trends.
Threads	Emphasizes text based conversations and discussions. Aimed to create an authentic community focused on sharing thoughts and their ideas or feelings.

2025 Value proposition for the Marketers

Social Media Platform	Unique Value Proposition
Facebook	Provides a powerful advertising platform with advanced user targeting options. Diverse ad formats to select which allow businesses to reach their specific audiences. This helps build brand reputation, loyalty and user engagement. Plus robust business analytics.
Instagram	Leverages visual content to create engaging brand narratives, offering features like shoppable posts and influencer partnerships to enhance brand visibility and drive sales.
LinkedIn	Serves as an essential platform for professional branding. Enables businesses to share valuable content, engage with industry professionals and build credibility through targeted B2B advertising.
X (Twitter)	Helps businesses connect with users in real time and boost brand visibility. They can join in on trending topics and hashtags, making it easier to engage in conversations and quickly answer customer questions.
TikTok	The increasing popularity of short form videos of typically 1 minute offers brands a strategic advantage. By creating easily digestible and engaging content, brands can appeal to a mobile audience. This method resonates with users who are always on the go.
Threads	Provides a platform for brands to foster community engagement through authentic conversations, allowing businesses to share insights and connect with customers in a more personal and interactive manner.

Free and Paid media opportunities for brands in 2025

Social Media Platform	Organic media opportunities	Paid media opportunities	New or recent features added
Facebook	Community driven <ul style="list-style-type: none"> - Groups, page posts, Live Videos, Q&A posts & interactive polls. Engagement <ul style="list-style-type: none"> - Images, videos, carousels, Stories, Reels. Customer Service <ul style="list-style-type: none"> -Direct messages from posts. 	<ul style="list-style-type: none"> - Targeted ads. - Personalized videos. - Collections (Multiple product showcase). - Lead ads 	<ul style="list-style-type: none"> - Video reels - Ai powered ads - Ads backed into Facebook Messenger
Instagram	<ul style="list-style-type: none"> - Storytelling (Explains why, user needs what they are selling). - Reposts (Word of mouth). - Interactive posts. 	<ul style="list-style-type: none"> - Ad storie (Full screen ads on the channels account). - Reels. - Shoppable posts - Carousel ads (Multiple product showcase). - Influencer or verified ads. 	<ul style="list-style-type: none"> - Soppable reels - Collabs (You can share posts between other creators). - Enhanced tagging.
LinkedIn	<ul style="list-style-type: none"> - Company posts. - Groups and pages. - Job postings. 	<ul style="list-style-type: none"> - Sponsored Content. - Sponsored Messaging. - Dynamic Ads. - Text Ads. 	<ul style="list-style-type: none"> - Creator mode.
X (Twitter)		<ul style="list-style-type: none"> - Promoted Ads. - Vertical Video Ads. - X Amplify. - X Takeovers. - X Live. - Dynamic Product Ads. - Collection Ads. - Branded hashtags & notifications. 	<ul style="list-style-type: none"> - X money. (Bambrough) (Broadbent) - Hashmojis. (Merencillo et al.) - Hashfetti. (Merencillo et al.) - Custom likes. (Merencillo et al.)

TikTok	<ul style="list-style-type: none"> - Leveraging the current trends. - Duet videos (Make content with a partner). - Live Streaming. 	<ul style="list-style-type: none"> - In feed ads (Ads that blend into user feeds). - Takeover (Full screen ad when app opened). - Top viewing ads. - Branded hashtags. 	<ul style="list-style-type: none"> - TikTok shops. - Always new filters & effects. - E-commerce Integrations.
Threads			

Currently Threads does not have any sort of ad capabilities but should be arriving in early 2025.
(Roth)

Visual representations of paid ads on these 6 Social Networks

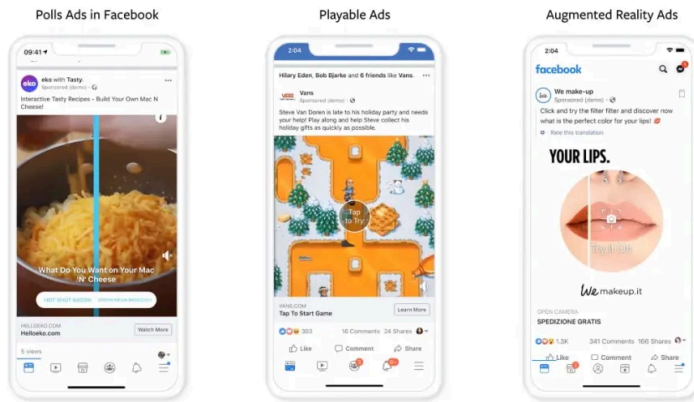
Facebook:



<https://www.wordstream.com/wp-content/uploads/2021/07/why-advertise-on-facebook.png>

Fig 1:

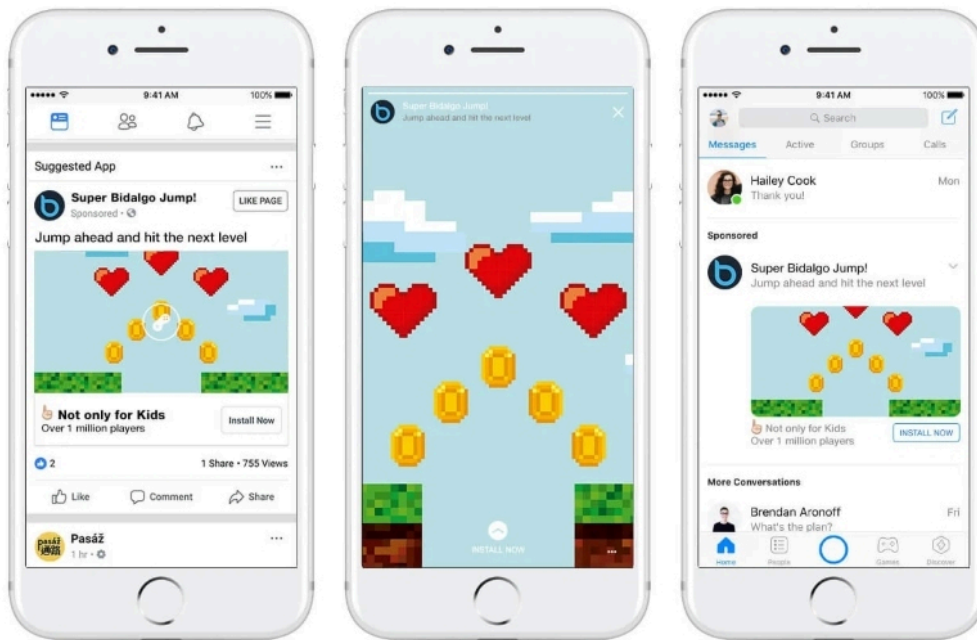
Facebook showing the 4 ways news feed ads can be shown.



<https://www.adweek.com/wp-content/uploads/2019/09/FBPollPlayableARAds.jpg?w=1140>

Fig 2:

This image is displaying 3 different options of interactive Facebook ads.

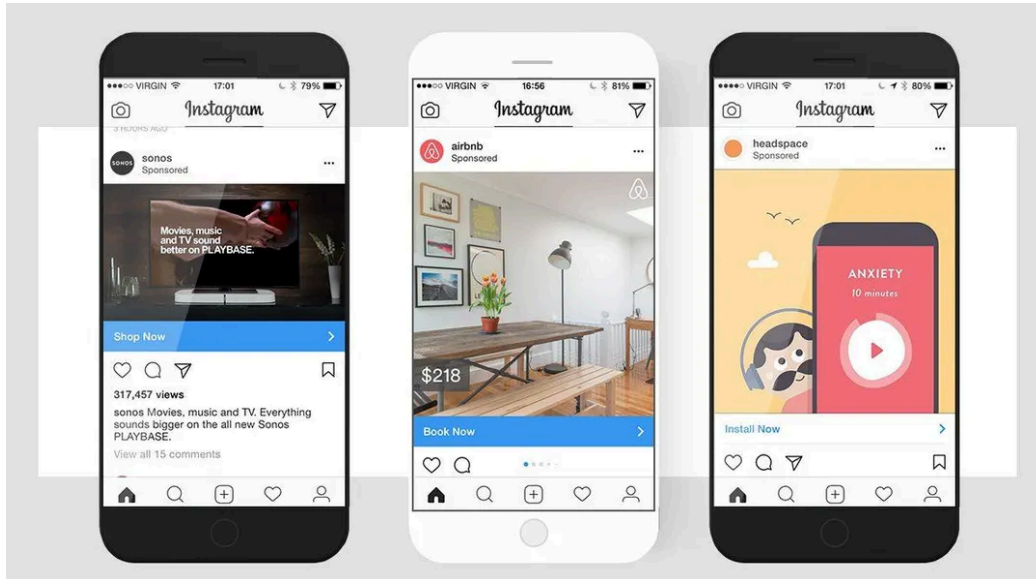


<https://megadigital.ai/wp-content/uploads/2024/01/Playable-ads.jpg>

Fig 3:

This image is showing how the same ad can be used in different ways on Facebook.

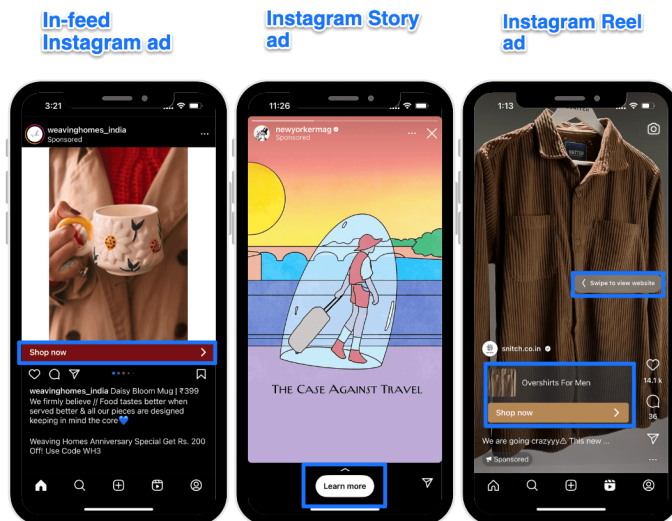
Instagram:



<https://imageio.forbes.com/blogs-images/gabrielshaoilian/files/2017/04/BFM-Header-Image-1200x666.jpg?format=jpg&height=600&width=1200&fit=bounds>

Fig 4:

Some of the many ways in which interactive shopping ads are displayed on Instagram.



<https://buffer.com/library/content/images/2024/02/IG-ads-examples.png>

Fig 5:

Ways the user can see and interact with screen ads on Instagram.

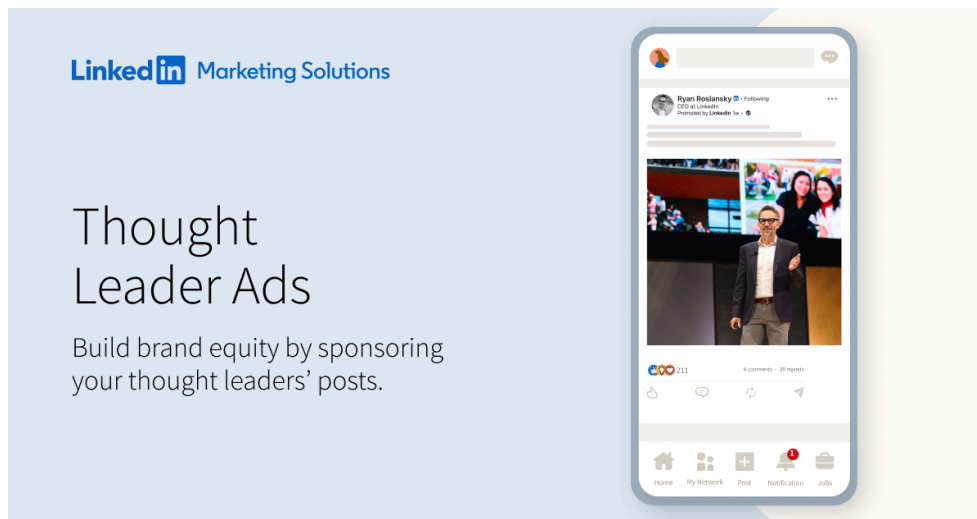
LinkedIn:



<https://impactable.com/wp-content/uploads/2023/02/Why-You-Should-Use-LinkedIn-Text-Ads.png>

Fig 6:

This picture is displaying LinkedIn Text Ads.

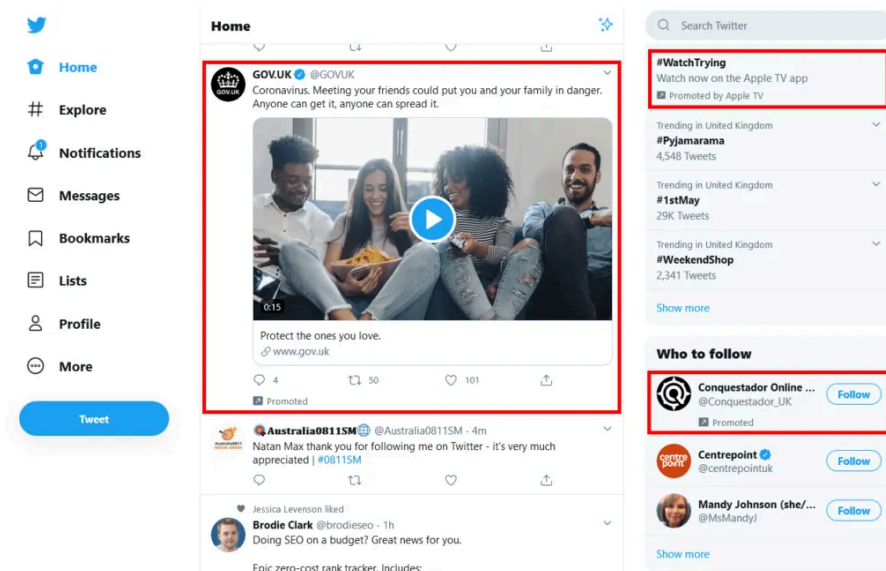


<https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/ms-thought-leader-ads/social/thought-leader-ads-social-share-v01.jpg>

Fig 7:

Official LinkedIn page showing off their Thought Leader Ads.

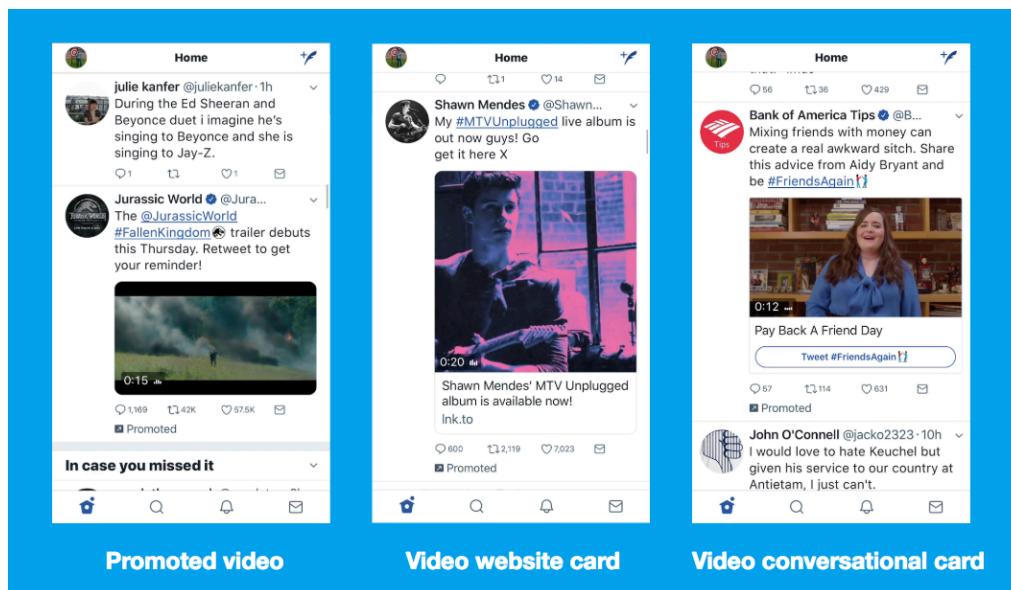
X (Twitter):



<https://theonlineadvertisingguide.com/wp-content/uploads/Twitter-Ads-Examples-min-1024x647.png>

Fig 8:

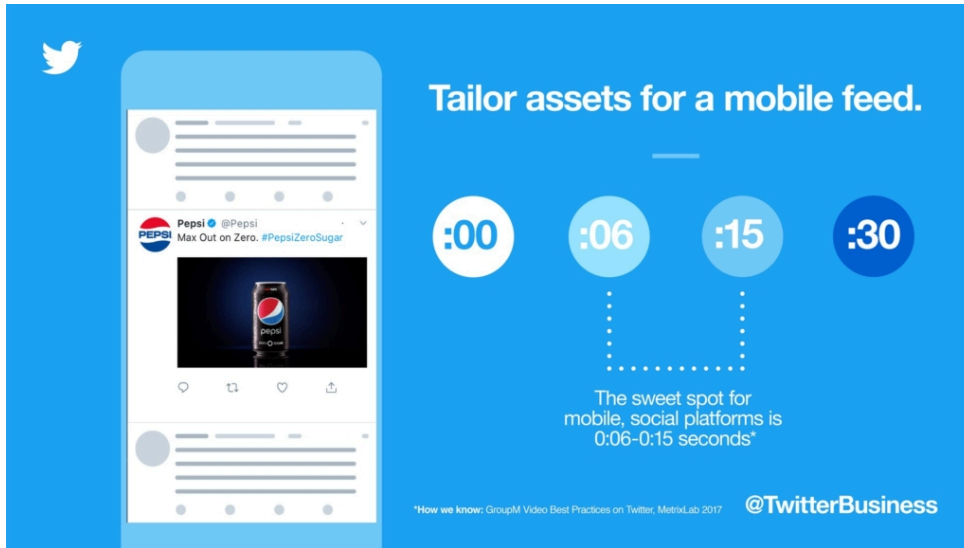
The Twitter page shows the many ways of how promoted ads are shown to users.



<https://business.twitter.com/content/dam/business-twitter/help-center/campaign-objectives/video-views/video-views-tweets.png.twimg.1920.png>

Fig 9:

The X page shows three distinct ways to have video ads.

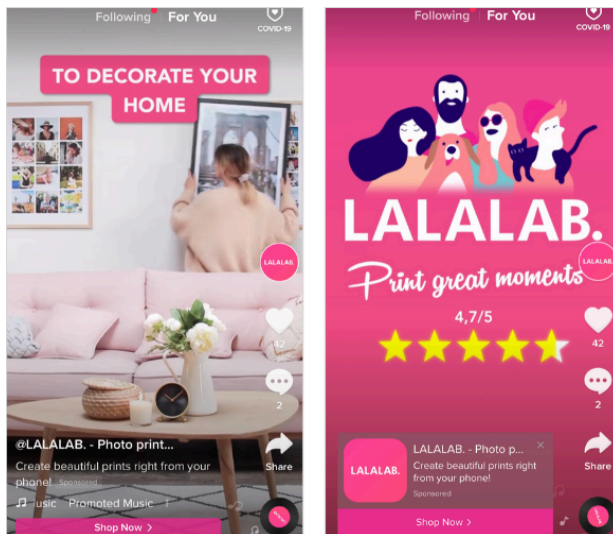


<https://www.flyingvgroup.com/wp-content/uploads/2023/02/M11-P-Twitter-ads-specification-for-mobile.jpg>

Fig 10:

Twitter for Business page showing what they feel is the best length for video ads.

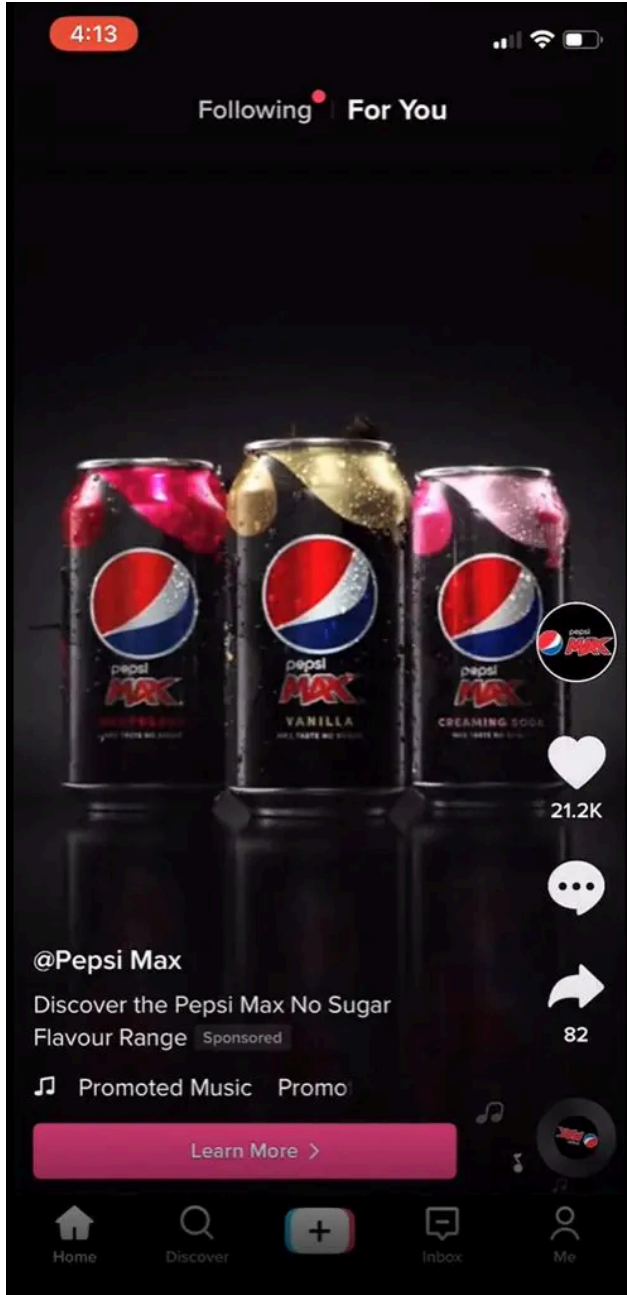
TkTok:



<https://images.squarespace-cdn.com/content/v1/5e54136084eb7003c922d318/1629766675634-12UX3R2XFWQVG1M1WD9O/In-Feed+Ad+Example>

Fig 11:

How full screen shopping ads are displayed on a user's TikTok account.



<https://www.yellowhead.com/wp-content/uploads/pepsi-max-tiktok-brand-takeover.jpg.webp>

Fig 12:

Pepsi displaying a full screen promo ad for Pepsi Max soda pop.

Threads:

Currently Threads does not have any sort of ad capabilities but should be arriving in early 2025.
(Roth)

Detail targeting capabilities

Facebook:

AI Enhanced Audience Segmentation: Facebook utilizes advanced algorithms to analyze user behavior and preferences, allowing advertisers to create highly specific audience segments.

First Party Data Utilization: Advertisers can leverage first party data from their own customer lists to create custom audiences, retarget website visitors and engage with users directly who have interacted with their content.

Detailed Demographics and Psychographics (Interests): Facebook offers extensive demographic targeting options, including age, gender and location. They also have in depth psychographics such as user interests and behaviors. This allows Facebook to have very precise ad placements for their users.

Instagram:

Integration with Facebook's Ad System: Instagram shares Facebook's robust targeting capabilities, allowing advertisers to use the same tools available on Facebook's platform.

Visual Engagement Metrics: Instagram's focus on visual content allows for targeting based on engagement with specific types of posts, such as images or videos. This lets marketers enhance audience relevance by targeting tailored media to their users..

Influencer Collaborations: Brands can target audiences through influencer partnerships, leveraging the influencer's followers for a more widespread reach.

LinkedIn:

Professional Demographics: LinkedIn excels in B2B targeting, offering options based on job title, industry, company size, and professional interests.

Account Based Marketing: LinkedIn allows advertisers to target specific companies. This makes it ideal for businesses looking to engage with that specific company.

First Party Data Integration: Companies can upload their own lists to create targeted campaigns aimed at their pre existing customers.

X (Twitter):

Real Time Engagement: X allows advertisers to target users based on real time conversations and trending topics. Targeting in real time helps advertisers effectively display ads for precise marketing campaigns.

Interest and Behavior Targeting: Advertisers can specifically target users based on their interests, behaviors and engagement with specific tweets or hashtags (user posts).

Custom Audiences: Similar to Facebook, X enables the use of first party data to create custom audiences for retargeting efforts.

TikTok:

Algorithm Centered Content Discovery: TikTok's created algorithm analyzes the user interactions to serve personalized content to them. This algorithm allows advertisers to target specific users based on their engagement patterns on the platform.

Interest Based Targeting: Advertisers can target users based on their interests and the types of content they engage with, enhancing ad relevance.

Creative Engagement Metrics: TikTok provides insights into how users interact with ads, allowing for adjustments in targeting strategies based on performance data.

Threads:

Emerging Targeting Features: Since Threads is a very new platform arriving in July 2023, Threads is still developing its targeting capabilities. Since they are leveraging Instagram's user data, they use this database for audience insights.

Interest Based Targeting: Threads focuses on community engagement, allowing brands to target users based on shared interests and discussions within specific threads.

Integration with Meta's Ecosystem: Being part of the Meta ecosystem, Threads may eventually offer similar targeting capabilities as Facebook and Instagram, enhancing its advertising potential.

Marketer Considerations

Main benefits and opportunities for Organizations

Social Media Platform	Benefits & Opportunities
Facebook	<ul style="list-style-type: none"> - Widespread reach. - Targeted advertising. - Mass community engagement. - Rich analytics.
Instagram	<ul style="list-style-type: none"> - Visually pleasing content. - Influencer Marketing. - Shoppable posts. - Able to easily leverage user content.
LinkedIn	<ul style="list-style-type: none"> - B2B Networking. - Leadership (Companies can share they are the industry leader). - Recruitment on job postings. - Tailored advertising.
X (Twitter)	<ul style="list-style-type: none"> - Real time user engagement. - Content promotion.

	- Brand reposting.
TikTok	- Viral Marketing chance. - Quick bite sized engagement.
Threads	- Integrated with Instagram. - Cross platform with Meta.

Optimal post times

Facebook:

Key Findings:

Overall Best Time: The best time to post on Facebook is 7:00 AM PST on Tuesdays.

Peak Days: Mondays through Wednesdays are identified as the most effective days for posting.

Daily Breakdown:

- Monday: 8 AM PST.
- Tuesday: 7 AM PST.
- Wednesday: 7 AM PST.
- Thursday: 8 AM PST.
- Friday: 7 AM PST.
- Saturday: 10 AM PST.
- Sunday: 11 AM PST.

Industry Specific Insights:

Different industries have unique peak times for engagement. For example:

Construction: 11 PM on Mondays

Consumer Goods: 7 AM on Wednesdays

Dining: 7 PM on Sundays

Healthcare: 5 PM on Tuesdays

Factors Influencing Engagement:

- **Audience Behavior:** Understanding your audience's habits, such as their work schedules and demographics, is crucial for timing posts effectively.
- **Geographical Trends:** Local events and holidays can impact when your audience is most active on Facebook.
- **Facebook Algorithm:** The algorithm prioritizes content based on user interactions, so posting at optimal times can enhance visibility.

Tools for Optimization:

- Hootsuite offers tools like Best Time to Publish and Recommended Times in Composer to help users identify the best posting times based on their specific audience data.

To maximize engagement on Facebook, it is essential to post at the right times, understand your audience, and utilize available tools for scheduling and analytics. Regularly reviewing performance metrics can help refine posting strategies.

Instagram:

Best Times to Post on Instagram in 2025:

General Best Times:

- Weekdays: 3 p.m. and 6 p.m.
- Weekends: 6 p.m. on Saturday and Sunday.

Daily Breakdown:

- Monday: 3 p.m. (4 p.m. and 5 p.m. also good).
- Tuesday: 3 p.m. (4 p.m. and 5 p.m. slightly lower).
- Wednesday: 3 p.m. (2 p.m. and 5 p.m. also effective).
- Thursday: 3 p.m. (2 p.m. and 4 p.m. close behind).
- Friday: 3 p.m. (2 p.m. and 4 p.m. good options).
- Saturday: 6 p.m. (3 p.m. and 2 p.m. also viable).
- Sunday: 5 p.m. to 6 p.m. (not the best day overall).

Key Insights:

- **Weekday Patterns:** Reach tends to peak around 3 p.m. on weekdays, likely due to users checking their feeds after work.
- **Weekend Behavior:** Engagement drops significantly on weekends, especially on Sundays.
- **Content Type:** Videos, particularly reels, are the most engaging content type, while carousels tend to get more engagement than static images.

LinkedIn:

Optimal Posting Times:

General Recommendations:

Best times to post are generally between 9 AM to 12 PM, 12 PM to 3 PM, and 3 PM to 6 PM. Weekdays are preferred, with Tuesdays, Wednesdays, and Thursdays being the most effective days.

Specific Findings from Studies:

Hubspot:

Best times: 9 AM to 12 PM, 12 PM to 3 PM, 3 PM to 6 PM.

Most effective days: Mondays, Wednesdays, Tuesdays.

Sprinklr: Highest engagement during mid-morning (10-11 AM) and lunchtime (12-1 PM) on Tuesdays, Wednesdays, and Thursdays.

Tuesday is noted as the most active day.

Buffer:

Effective posting times:

- Monday: 4 PM.
- Tuesday: 4 PM.
- Wednesday: 2 PM.
- Thursday: 4 PM.
- Friday: 1 PM.
- Saturday: 10 PM.
- Sunday: 7 AM.

Slightly higher engagement on Thursday and Friday.

For effective audience engagement on LinkedIn, it is important to try out different posting times and analyze how your audience responds. Use data-driven insights alongside experimentation with various content types to discover the most effective strategy for your unique audience.

X (Twitter):**Best Times to Post:****Overall Best Times:**

11 a.m. on Monday and Friday are identified as the peak times for engagement.

Daily Breakdown:

- Monday: 4 a.m., 11 a.m., 4 p.m.
- Tuesday: 9 a.m., 11 a.m., 4 p.m.
- Wednesday: 12 p.m., 3 p.m., 4 p.m.
- Thursday: 12 a.m., 10 a.m., 11 a.m.
- Friday: 12 a.m., 11 a.m., 1 p.m.
- Saturday: 8 p.m., 9 p.m., 10 p.m.
- Sunday: 12 a.m., 3 p.m., 7 p.m.

Best and Worst Days to Post:

Best Days: Monday is the best day for engagement, followed by Friday and Tuesday.

Worst Days: Saturday is the least effective day for posting, with Sunday slightly better.

Content Types for Engagement:

Most Engaging: Video content is the most engaging format, followed by text-only tweets.

Less Engaging: Retweets, links, and images tend to generate lower engagement.

TikTok:

In Canada, the optimal times to post on TikTok for maximum engagement are as follows:

- Monday: 10:00 PM
- Tuesday: 9:00 AM
- Wednesday: 7:00 AM
- Thursday: 7:00 PM
- Friday: 3:00 PM
- Saturday: 11:00 AM
- Sunday: 4:00 PM

Key Insights on Posting Times:

Importance of Timing: Posting at the right times can significantly enhance visibility and engagement due to TikTok's algorithm favoring recent content.

User Activity: Understanding when your target audience is most active is crucial for maximizing reach and interaction.

Experimentation: It's beneficial to experiment with different posting times to find what works best for your specific audience.

For enhanced engagement on TikTok in Canada, pay close attention to the ideal posting times for each day of the week. Consistently monitor your audience's habits and tweak your posting schedule to maximize your impact.

Threads:

Since Threads is still a new form of social platform there is not enough data to determine what the best posting times/days are. However, since Threads is based upon Instagram and also uses Meta's database they can use the pre existing historical data to optimize the posting schedule.

Is The Social Platform More Of B2C or B2B

Facebook:

Facebook is considered more on the B2C side of things.

Reasons:

- Facebook's vast user base primarily consists of consumers, making it ideal for B2C organizations aiming to reach a broad audience.
- The platform offers robust advertising tools and detailed targeting options. Allowing businesses to tailor their marketing efforts to the customers.
- B2C brands can leverage Facebook for community building, customer engagement, and direct sales through shoppable posts.

Instagram:

Instagram is heavily on the B2C side.

Reasons:

- Instagram's visually driven content is effective for B2C brands that focus on lifestyle, fashion, beauty, and consumer goods to be specific.
- The platform's strong emphasis on influencer marketing allows B2C organizations to collaborate with influencers to reach targeted audiences authentically.
- Features such as Instagram Shopping facilitate direct purchases, enhancing the buying experience for consumers.

LinkedIn:

LinkedIn is considered professional and is tailored for the B2B world.

Reasons:

- LinkedIn is the leading professional networking platform, making it inherently more tailored directly for B2B organizations.
- It provides tools for targeting specific industries, job titles, and company sizes, which is a crucial step in a business context.
- B2B organizations can establish thought leadership, promote professional content, and engage in meaningful networking opportunities.

X (Twitter):

I would argue that X (Twitter) can go both ways for B2C and B2B.

Reasons:

- Allows for real time engagement and communication with its audiences.
- B2C brands can use X for customer service, brand awareness, and trend engagement, while B2B companies can share industry news, insights, and connect with professionals.
- The platform's hashtag functionality enables both types of organizations to increase visibility and engage with relevant topics.

TikTok:

TikTok is absolutely on the B2C side.

Reasons:

- The platform thrives on creative and entertaining content, allowing brands to connect with consumers in a fun and engaging manner.
- B2C brands can leverage trends and challenges to increase visibility and drive brand loyalty.

Threads:

Threads is an emerging platform that it is hard to state whether it is B2C or B2B. However, I would argue that it is leaning on B2C as of now. There are no ads on the platform right at this

moment but individual users engage with each other through text. So, with knowing this I would assume the users would perhaps reach out to the businesses.

The Typical Canadian

Social Media Platform	Demographic	Usage Behaviour	Emerging Trends
Facebook	<ul style="list-style-type: none"> - Older users between 35 -65. - High use in rural areas. 	<ul style="list-style-type: none"> - Primarily used for staying connected with friends and family. - Sharing personal updates, photos, and videos. - Group chats. - Local news. 	<ul style="list-style-type: none"> - community building and local businesses. - Growth of Facebook Groups. - Increased use of Facebook Marketplace.
Instagram	<ul style="list-style-type: none"> - Young users between 15-35. - Most usage in urban settings. 	<ul style="list-style-type: none"> - Sharing visual content. - Discovering new brands. - Engage with influencers or stars. - Posting stories. 	<ul style="list-style-type: none"> - Rise of reels posts. - Growing popularity of shopping.
LinkedIn	<ul style="list-style-type: none"> - Primarily used by professionals 21-55. - High concentration of post secondary students. 	<ul style="list-style-type: none"> - Networking with professionals. - Job hunting. - Career development. - Building a professional portfolio. 	<ul style="list-style-type: none"> - Online learning and skill development. - Building authentic and engaging professional profiles.
X (Twitter)	<ul style="list-style-type: none"> - Very diverse age. 	<ul style="list-style-type: none"> - Real time engagement. - Discussions and debates on current events. 	<ul style="list-style-type: none"> - Shifting to be more conversational. - Long form content.
TikTok	<ul style="list-style-type: none"> - Very young users between 13-20. 	<ul style="list-style-type: none"> - Fast paced videos. - Brain rot. - Watching creators. 	<ul style="list-style-type: none"> - More beneficial videos of less brain rot appearing.

Threads	- Still in the new product phase.	- Text based conversations. - Sharing updates on current topics.	- New platform so still work in progress.
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Measurement and Analytics

Metrics And Analytical Tools Available

Facebook:

Metrics: Reach, impressions, engagement, video views, website clicks, conversions, cost-per-click, cost-per-thousand impressions.

Analytics Tools: Facebook Page Insights, Facebook Ads Manager, and Meta Business Suite.

Instagram:

Metrics: Reach, impressions, engagement, website clicks, profile visits, story views.

Analytics Tools: Instagram Insights, Meta Business Suite, Google Analytics 4.

LinkedIn:

Metrics: Impressions, reach, engagement, website clicks, profile views, follower growth.

Analytics Tools: LinkedIn Page Analytics, Campaign Manager, third-party tools like Oktopost.

X (Twitter):

Metrics: Impressions, engagement, profile clicks, link clicks, video views.

Analytics Tools: X Analytics, third-party tools like Brandwatch or SproutSocial.

TikTok:

Metrics: Video views, likes, comments, shares, followers, reach, engagement rate, average watch time, traffic source.

Analytics Tools: TikTok Analytics, third-party tools like SproutSocial or Hootsuite.

Threads:

Metrics: Reach, impressions, engagement, profile visits.

Analytics Tools: Currently limited native analytics; insights available through Meta Business Suite.

KPIs That Align With Different Campaign Objectives

Facebook:

Engagement: Post engagement rate, video view rate, click-through rate.

Conversion: Conversion rate, cost-per-conversion, return on ad spend.

Brand Awareness: Reach, impressions, brand mentions.

Instagram:

Engagement: Engagement rate, story completion rate, reach.

Conversion: Website clicks, link in bio clicks, product page views.

Brand Awareness: Impressions, reach, hashtag performance.

LinkedIn:

Engagement: Engagement rate, comment rate, shares.

Conversion: Lead generation, website traffic, content downloads.

Brand Awareness: Impressions, reach, company page followers.

X(Twitter):

Engagement: Engagement rate, retweet rate, replies per tweet.

Conversion: Link clicks, website traffic, lead generation.

Brand Awareness: Impressions, reach, mentions.

TikTok:

Engagement: Average watch time, engagement rate, comments per view.

Conversion: Link clicks, website traffic, conversion rate.

Brand Awareness: Video views, reach, hashtag challenges participation.

Threads:

Engagement: Engagement rate, replies per thread.

Brand Awareness: Reach, impressions.

AI-Powered Analytics To Enhance Performance Evaluation

There are many ways that AI can significantly improve campaign performance evaluation through predictive analysis and forecasting. Another way is through identifying unusual patterns that require attention. Next would be based on data analysis they could generate actionable recommendations. Suggesting improvements and suggesting improvements is another way AI

can improve campaign performance as well. Lastly, they could identify and target specific audience segments through personalized messaging.

Brand Examples

Facebook:

Paid Ad Campaign: Shopify runs Facebook advertisements directed at entrepreneurs and small business owners, and many of them highlight success stories and testimonials which show how easy and affordable it is to use their platform. This strategy works because it relies on social proof and offers a solution to the customers' struggles.

Organic Post: GoPro is great at organic content on Facebook because they post user-created content of adventurous things shot with their cameras. This helps build a tight-knit community, promotes interaction, and strengthens the association between the brand and exciting adventures.

1. Shopify Paid Ad Campaign:

Creative Strategy: Shopify uses testimonials and success stories to create relatable content that resonates with their target audience of entrepreneurs. This strategy leverages social proof, showcasing real experiences to build trust.

Audience Engagement: By addressing the pain points of small business owners, Shopify fosters a connection that encourages potential customers to consider their platform.

Measurable Outcomes: Increased brand awareness and lead generation can be tracked through metrics like ad engagement rates and conversion rates from the ads.

2. GoPro Organic Post:

Creative Strategy: GoPro encourages user-generated content, which not only showcases the product but also highlights the community aspect of adventure photography.

Audience Engagement: This approach builds a tight-knit community, inviting users to share their experiences, thus enhancing interaction and brand loyalty.

Measurable Outcomes: Engagement can be measured through likes, shares, and comments on posts, as well as tracking the growth of their community.

Instagram:

Paid Ad Campaign: Airbnb ads unlock the users' five senses through stunning imagery and storytelling by inspiring wanderlust and showing off elaborate spaces across the world. Their ads focus on gorgeous locations and real-life experiences and cater to tourists looking for something out of the box.

Organic Post: With its exceptionally huge library filled with marvelous photography and videography, National Geographic is able to create stunning posts organically on Instagram.

Their posts frequently show animals, gorgeous landscapes, and cultures from around the world, enabling them to capture a large and dedicated audience.

1. Airbnb Paid Ad Campaign:

Creative Strategy: Airbnb's ads utilize stunning imagery and compelling storytelling to evoke emotions and inspire wanderlust.

Audience Engagement: By showcasing unique experiences, they attract users looking for memorable travel options, encouraging clicks and bookings.

Measurable Outcomes: Metrics like click-through rates, booking conversions, and user interactions provide insight into campaign success.

2. National Geographic Organic Post:

Creative Strategy: National Geographic leverages its vast library of stunning visuals to create captivating posts that educate and inspire.

Audience Engagement: Their focus on nature and culture attracts a dedicated following, where audiences engage deeply with the content.

Measurable Outcomes: Engagement can be tracked through follower growth, likes, and shares on posts.

LinkedIn:

Paid Ad Campaign: Microsoft runs specialized advertisement campaigns on LinkedIn, using the professional network to market its products and services. Because their ads are directed at specific job titles and industries, they usually promote solutions to businesses and professionals that are centered on innovation and efficiency.

Organic Post: HubSpot is active on LinkedIn and regularly posts articles, ebooks, and participates in webinars focused on marketing, sales, and customer service. This strategy is effective for creating thought leadership and attracting more leads to their business.

1. Microsoft Paid Ad Campaign:

Creative Strategy: Microsoft's targeted approach, focusing on specific job titles and industries, ensures relevance and precision in their advertising.

Audience Engagement: By promoting solutions tailored to business needs, they effectively connect with their audience.

Measurable Outcomes: Success can be measured through leads generated and engagement rates on ads.

2. HubSpot Organic Post:

Creative Strategy: HubSpot's focus on providing valuable content positions them as thought leaders in their industry.

Audience Engagement: Regular posts and participation in discussions attract professionals looking for insights, fostering engagement.

Measurable Outcomes: Metrics such as article shares, engagement rates, and lead generation provide insight into their effectiveness.

X (Twitter):

Paid Ad Campaign: Slack sponsors posts on X to advertise its workplace collaboration tool. These ads are targeted to professionals and emphasize specific features and benefits in their concise and informative copies.

Organic Post: It's come to light, with the sudden surge, that Wendy's, a famous American fast-food chain, is known for throwing shade at other brands and users with their witty and often downright rude replies on X. This tactic has allowed them to grow their brand immensely and get a lot of media attention.

1. Slack Paid Ad Campaign:

Creative Strategy: Slack's ads are concise and highlight specific features that appeal to professionals, making them informative and relevant.

Audience Engagement: Targeting professionals ensures the ads reach a relevant audience, increasing the likelihood of engagement and conversions.

Measurable Outcomes: Metrics such as impressions, engagement rates, and click-throughs can measure campaign effectiveness.

2. Wendy's Organic Post:

Creative Strategy: Wendy's employs a unique voice through witty and sometimes rude replies, creating a distinct brand personality that stands out.

Audience Engagement: This approach generates conversation and media attention, leading to viral content that enhances brand visibility.

Measurable Outcomes: Engagement metrics, including retweets and mentions, can quantify the impact of their social strategy.

TikTok:

Paid Ad Campaign: Duolingo ads on TikTok are catchy and use humor to make learning a new language seem entertaining and TikTok friendly. They usually include catchy songs, funny situations, and use very relatable scenarios that a younger audience can connect with.

Organic Post: Humor and self-deprecation is very popular on TikTok, and Ryanair has taken advantage of this with their self-mocking videos. They use short and witty content that makes fun of themselves or everyday travel scenarios and are able to achieve high engagement and brand awareness.

1. Duolingo Paid Ad Campaign:

Creative Strategy: Duolingo employs humor and catchy visuals to create entertaining and engaging ads that appeal to a younger audience.

Audience Engagement: The relatable scenarios resonate well with TikTok's demographic, encouraging shares and interactions, which boosts brand exposure.

Measurable Outcomes: Success can be measured through metrics like video views, shares, and user-generated content inspired by the ads.

2. Ryanair Organic Post:

Creative Strategy: Ryanair's self-deprecating humor makes their content relatable and shareable, effectively humanizing the brand.

Audience Engagement: This strategy fosters high engagement rates as users appreciate the witty content and are more likely to share it within their networks.

Measurable Outcomes: Engagement metrics such as likes, comments, and shares serve as indicators of the campaign's effectiveness.

Threads:

Paid Ad Campaign: Due to its infancy, paid advertisements have not yet made their way to Threads. However, brands such as Netflix tend to use Threads for more engaging forms of advertisement like captivating threads that promote upcoming releases and spark conversation.

Organic Post: Sephora engages with its beauty community on Threads by conducting polls and question-and-answer sessions, which enables them to actively engage with the audience and gain deep insights into customer preferences.

1. Netflix Paid Ad Campaign:

Creative Strategy: Netflix creates engaging threads that promote upcoming releases and spark conversations, utilizing the platform's strengths.

Audience Engagement: This strategy encourages interaction and community discussions around shows and movies.

Measurable Outcomes: Engagement can be assessed through replies and interactions on the threads.

2. Sephora Organic Post:

Creative Strategy: Sephora uses interactive content like polls and Q&A sessions to connect with their beauty community.

Audience Engagement: This strategy actively involves customers, providing valuable insights into their preferences while building loyalty.

Measurable Outcomes: Success can be gauged through engagement metrics including responses and participation rates.

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