



# TOP 10 DIGITAL MARKETING DOs & DON'Ts



## SOCIAL MEDIA CHANNELS

44% of teenagers who were asked to choose one social network if they were trapped on a deserted island chose Snapchat (Instagram 24%, FB 14%)

81% of millennials check Twitter at least 1x per day

On an average day, Snapchat reaches 41% of 18-34 year olds in the US.

51% of Instagram users access the platform every day

80% of time spent of social media is on mobile

400 million snaps are shared on Snapchat every day

93% of Pinterest users use the platform to plan or make purchases and drives 25% of all retail website referral traffic

39% of LinkedIn users pay for premium accounts

82% of all social advertising is spent on Facebook



## MOBILE WEB USERS

Most internet use smartphones and mobile devices to access the internet.

80% of internet users own a smartphone

American adults are expected to spend 3 hours and 23 minutes per day on a mobile device, 51 minutes of that on the web

57% of users say they won't recommend a business with a poorly designed mobile site



## EMAIL

42% of emails are opened on a smartphone and 17% on a tablet

Mobile email opens have grown by 200% in 3 years

91% of email users check their email every day

Email coupons and offers drive online and in-store sales

64% of internet users have printed a coupon from an email for use in a store

37% of national brands use email marketing for local promotion



## VIDEO

82% of Twitter users watch video on Twitter

Youtube has over 1 billion unique users... the internet has 3.5 billion

45% of social media users watch more than an hour of video on Facebook or Youtube every week

More than 500 million hours of videos are watched on YouTube every day

More video content is uploaded in 30 days to social channels than the major U.S. television networks have created in 30 years.

1/3 of online activity is spent watching video

Over half of online video content is viewed on a mobile device

92% of mobile video viewers share videos

Marketers who use video grow revenue 49% faster than non-video users

59% of executives say if there is a text version and a video version of the same content, they will choose video

Social video generates 1200% more share than text and images combined

85% of Facebook videos are watched without sound

Viewers retain 95% of a message when its in a video vs 10% when reading it in text

By 2019, video traffic will account for 80% of all consumer Internet traffic



## VOICE SEARCH

1 in 6 Americans own a voice activated smart-speaker

50% of all searches are expected to be voice searches by 2020