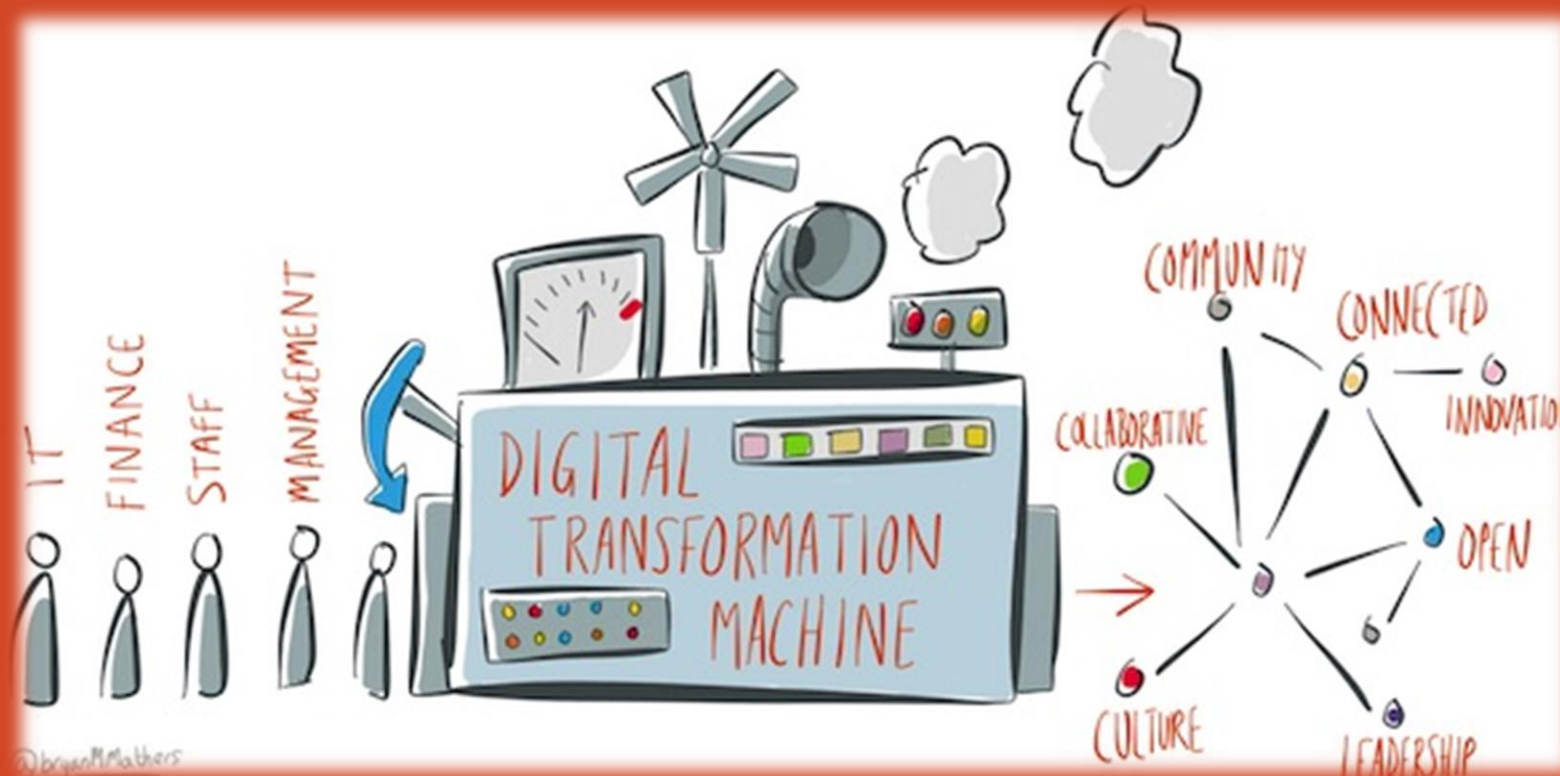


Eleonora Escalante, MBA-MEng

Strategic Corporate Advisory Services

Creating Corporate Integral Value (CIV)

Social Media Segmentation



→ Volvo Ocean Race 2017-2018: Route from Alicante to The Hague (Updated 13-1-2018)



13-Jan-2018

→ Leg 4. From Melbourne to Hong Kong.

Outline Theme 2. Social Media Segmentation.



→ Leg 4. From Melbourne to Hong Kong.

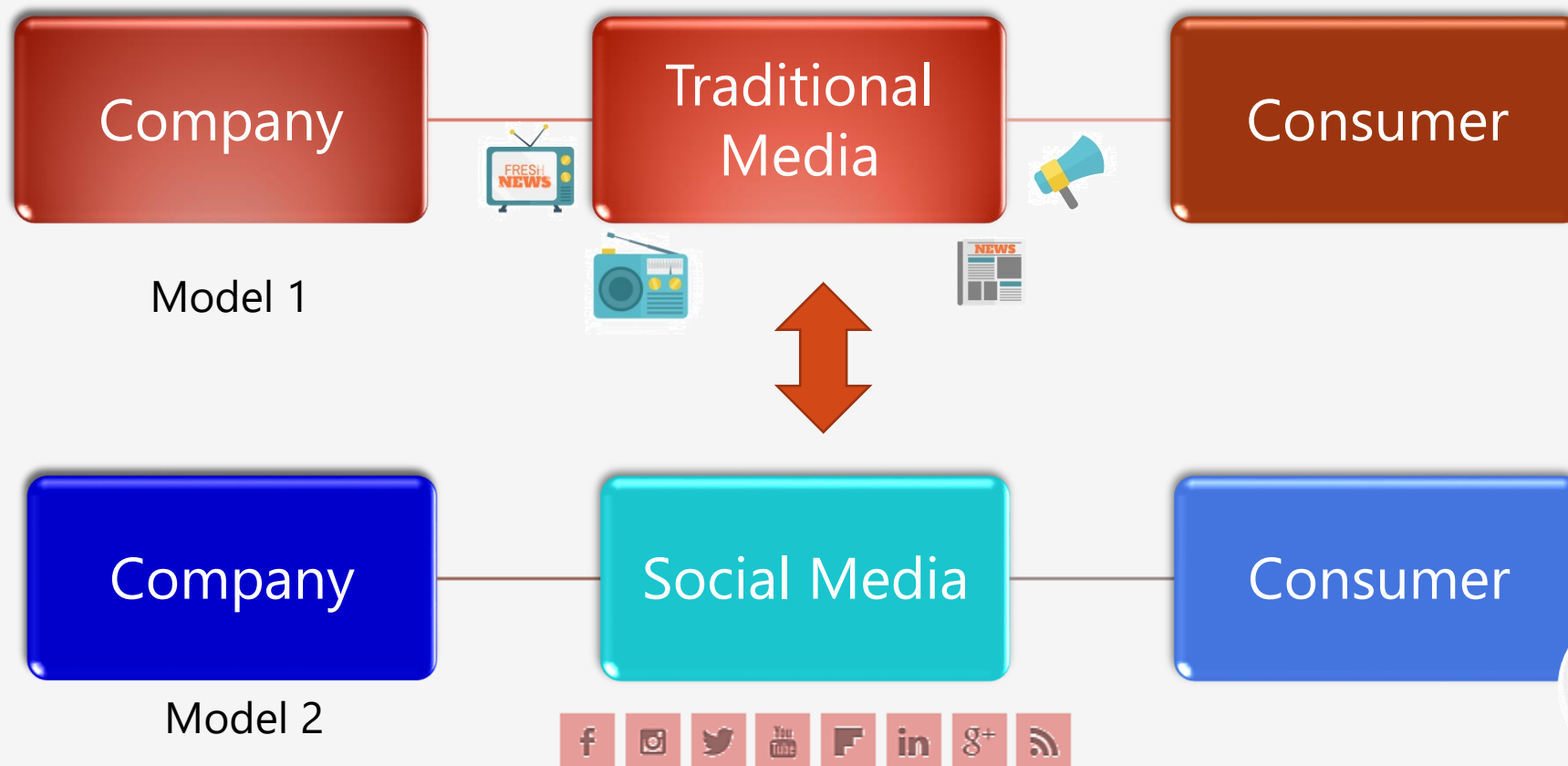
Theme 2. Social Media Segmentation.

1. Social Media Platform Uses



↑
We are here!

Since the 2000s, the Social Media companies started to change the model of traditional media.



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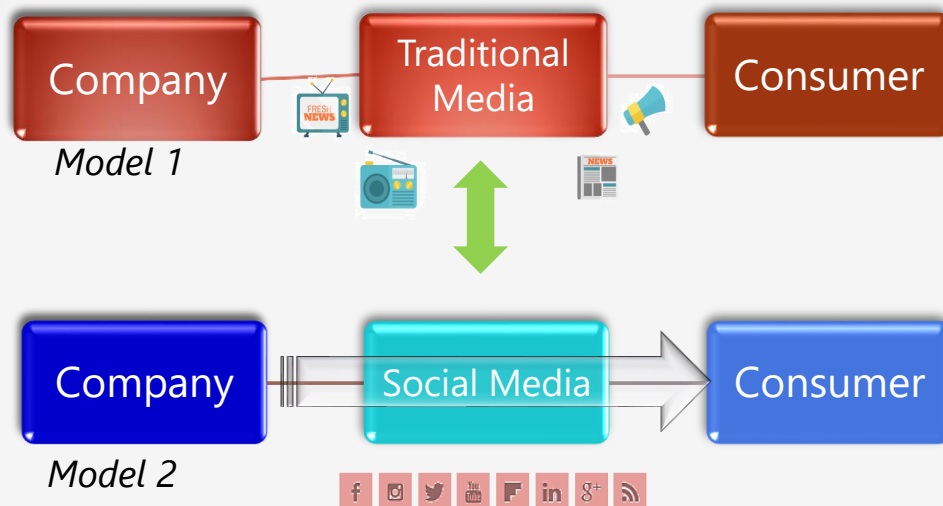
Theme 2. Social Media Segmentation.

1. Social Media Platform Uses



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Since the 2000s, Social Media companies started to change the model of traditional media, and in consequence the same fundamentals of marketing..



- During the last 20 years (one generation) the internet has changed the traditional media industry.
- With the appearance of social media platforms, individuals and companies are able to communicate directly whenever they wish.
- Social media help companies to amplify their marketing mix (product, price, promotion, place)
- Social media has changed the media industry: it has removed the figure of a third party media. They can go directly to the client.
- Social media helps to build trust, credibility and strong relationships DIRECTLY one to one, or one to many or many to one.

"Both models have cohabited together for last 20 years, but social media has been unstoppable". EEscalante

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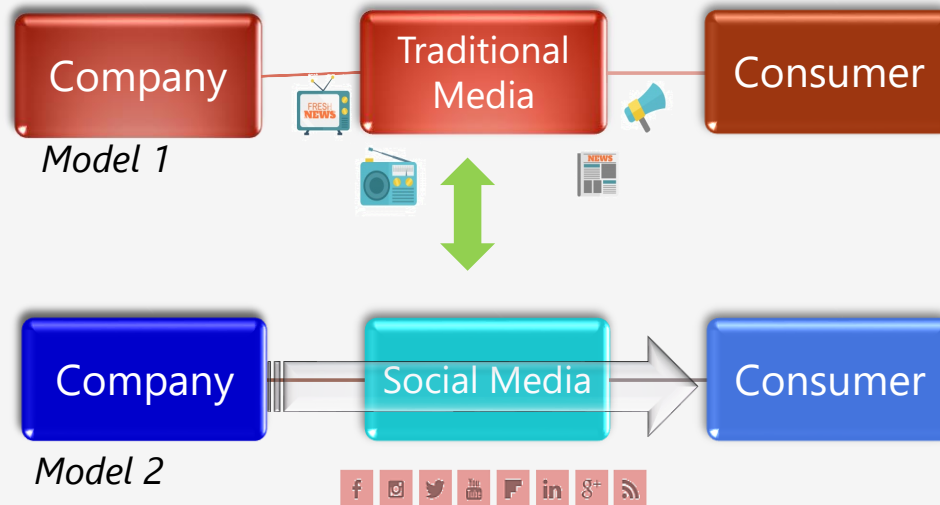
Theme 2. Social Media Segmentation.

1. Social Media Platform Uses



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The success of social media is linked to the Internet penetration and the usage of Mobile Phones. "If you have a Mobile and access to Internet, you have access to social media"



"Both models have cohabited together for last 20 years, but social media has been unstoppable". EEscalante

"It's not just the internet and social media are growing rapidly, but in addition:

- More than half the world now uses a smartphone;
- Almost two-thirds of the world's population now has a mobile phone;
- More than half of the world's web traffic now comes from mobile phones;
- More than half of all mobile connections around the world are now 'broadband';
- More than one in five of the world's population shopped online in the past 30 days."

Source: <https://wearesocial.com/special-reports/digital-in-2017-global-overview>



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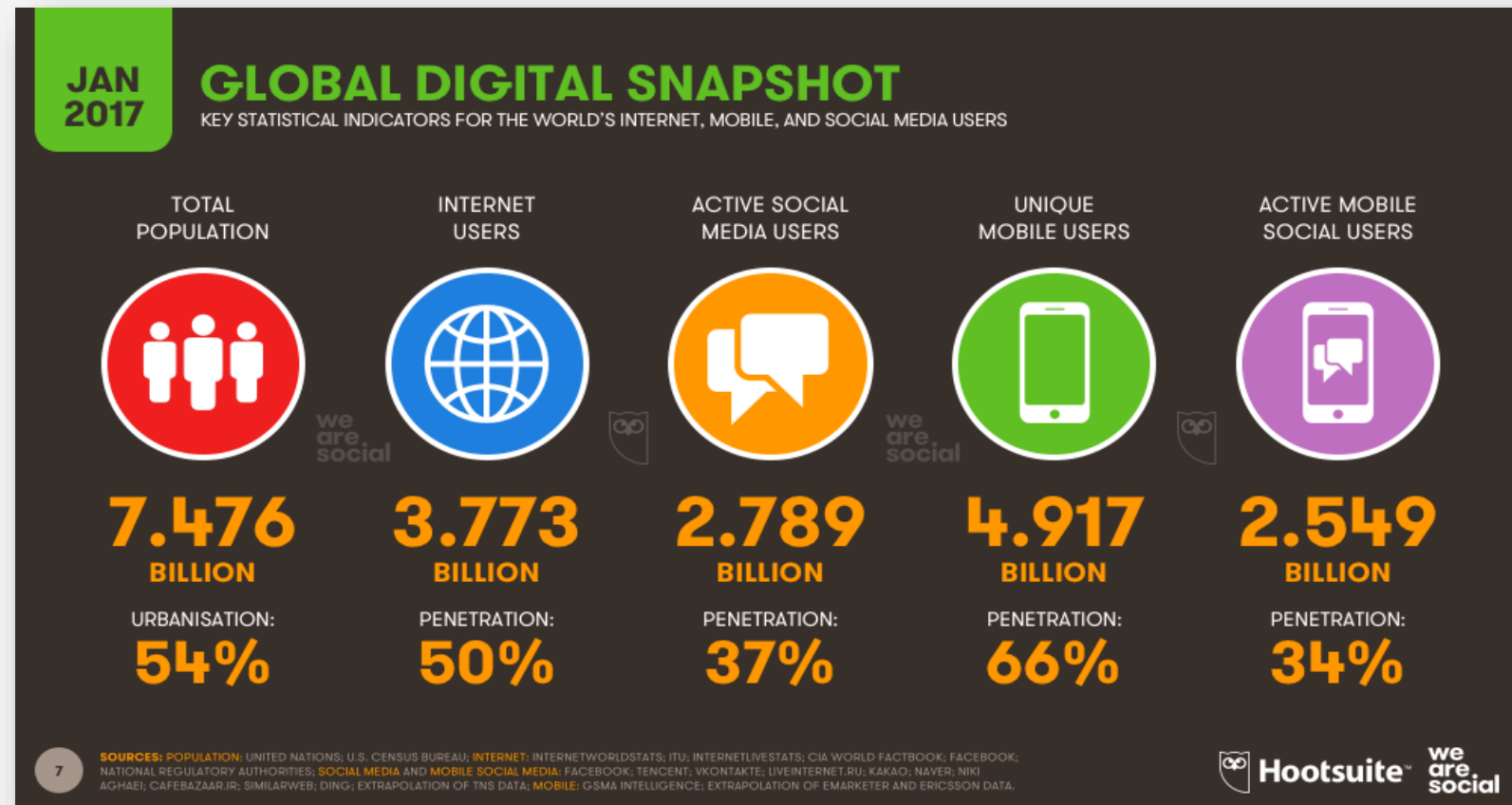
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1. Social Media Platform Uses



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Social Media is the partner in love with the Internet. They are mutually and passionately in love. "Social Media has grown because the Internet penetration has grown"



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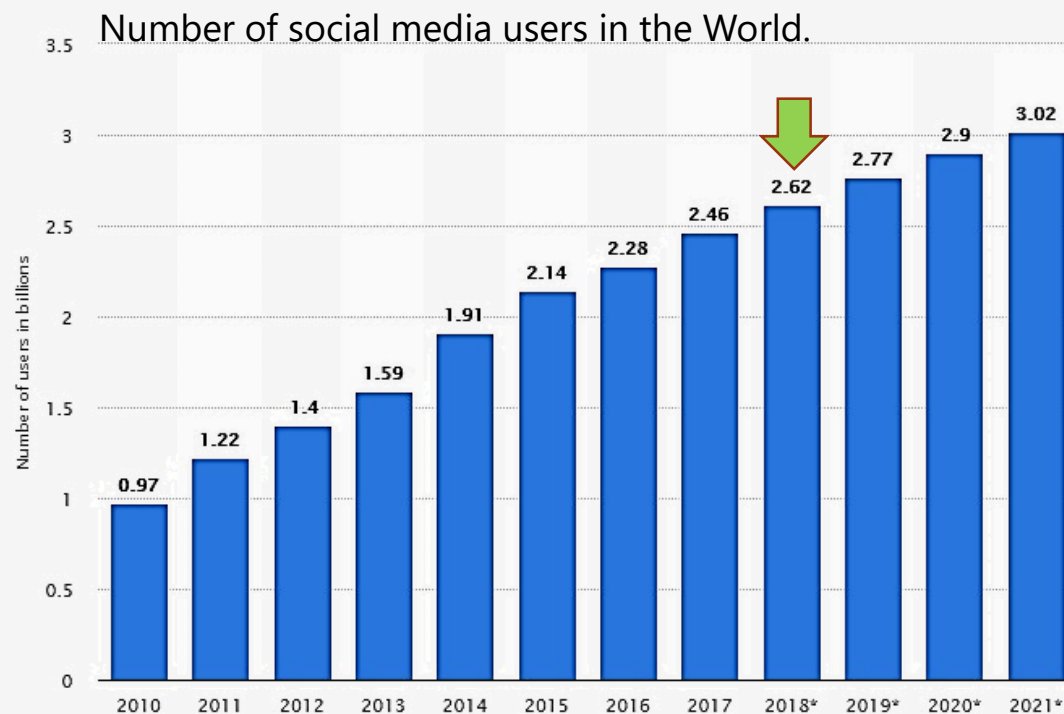
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1. Social Media Platform Uses



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Almost 36% of the world total population is a user of at least one social media platform.. China has built their own social media tools such as Tencent Weibo. Half of the Chinese population has access to internet.



Total World Population is 7.442 Billion.
China population is 1.379 billion.
Source: World Bank (2016 data)

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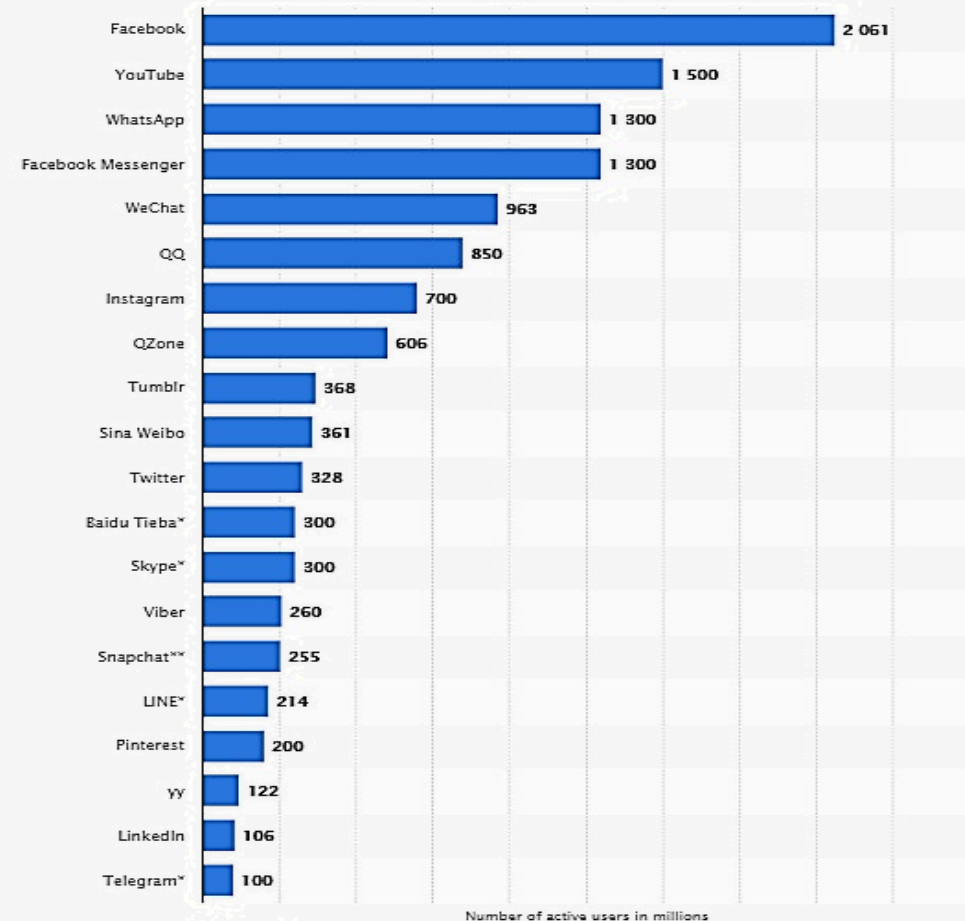
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1. Social Media Platform Uses



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Preferred social media in the world...
Source: Statista 2018.



Data visualized by + a b l e a u

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1. Social Media Platform Uses



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Global Social Media Statistics by Vincenzo Cosenza, February 2017 (based on official information).

<http://vincos.it/social-media-statistics/>

Social Media	Registered Users	Monthly Active Users	Daily Active Users	Source
Facebook	n.a.	2070000000	1370000000	Facebook
YouTube	n.a.	1500000000	n.a.	YouTube blog
Instagram	n.a.	800000000	500000000	Instagram
Qzone	n.a.	568000000	n.a.	Tencent
Weibo	n.a.	376000000	165000000	Weibo
Twitter	n.a.	330000000	147000000	Twitter
Google+	n.a.	300000000	n.a.	Google blog
Snapchat	n.a.	250000000	178000000	Snapchat
Pinterest	n.a.	200000000	n.a.	Pinterest blog
Linkedin	467000000	106457000	n.a.	LinkedIn
Foursquare	60000000	50000000	n.a.	Venture Beat



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Picture source: <http://forfreeblog.blogspot.com>

