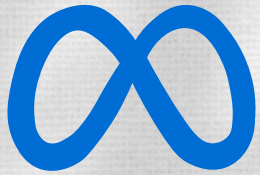


Idaho SBDC Digital Marketing Universe



Facebook

68% of internet users
Far higher female usage,
67% 18-64 y-o, 58% 65+



Instagram

47% of internet users
Far higher female usage,
18-49 yo highest usage
49%: \$75k+



Threads

Twitter/X competitor
Reached 100 million users in
one month
Usage has dropped 50%



Pinterest

35% of internet users
Far higher male usage
40%: 18-49
35%: \$75k+



Snapchat

65% of 13-24 y-o

Keep an Eye on:

Snapchat
WhatsApp
Reddit



TikTok

33% of internet users
Higher female usage
62%: 18-29



LinkedIn

30% of internet users
31-40%+: 18-64
53%: \$100k



Twitter/X

22% of internet users
Higher male usage
42%: 18-29



NextDoor

Online neighborhood
community, referrals, news



Google

92% of internet searches
GBP is a direct link to Google &
allows you to manage your listing.
Google.com/business



YouTube

83% of internet users
93%+ of 18-49, 83% of 50-64
SEO benefits



Bing

3-5% of internet
searches, older
demographic
Bingplaces.com



Yelp

Review site, claim profile to
protect online reputation



Blog

Establishes you as an
expert/builds credibility
SEO benefit



E-Mail

Business industry standard.
Excellent for relationship building,
customer retention and revival.