



Intro to sosmed

Pemasaran Digital

FEB  
2022

# TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP



SOURCE: APP ANNIE. SEE [STATEOFMOBILE2022.COM](http://STATEOFMOBILE2022.COM) FOR MORE DETAILS. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2021.



# Apa itu sosial media?

Sosial media artinya teknologi interaktif dimana kita bisa berbagi konten dan berinteraksi secara virtual dengan banyak orang lalu membuat koneksi dari hal-hal itu. Karakteristik sosial media:

- interaktif web app yang berbasis internet
- berbagi konten dan bisa berinteraksi lewat komen, like, share lalu menjadi data engagement
- bisa buat akun profil yang akan jadi basis dalam berinteraksi dan hal lainnya (link ke luar medsos)
- ada fitur yang memungkinkan kita saling terhubung (social network)



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*“Social media marketing itu tentang bagaimana membuat konten yg dapat membuat audience-mu jadi komunitas dan membangun percakapan yg otentik sambil meningkatkan brand awareness bisnis mu”*

-Krystal Wu, Hubspot Community manager-



# jenis-jenis platform sosial media

- Web Blog atau Berita = artikel yang bisa dikomentari
- Discord, ome.tv = livestreaming app
- WhatsApp & Telegram = chat + grup
- Quora, Brainly, AskFM = tanya jawab
- Bukalapak, Tokopedia, Shopee = marketplace
- Pinterest, Flipboard, Instagram = konten kurasi/koleksi
- Kaskus, Reddit, Stackoverflow = forum diskusi online
- Yelp, TripAdvisor, Zomato = review produk online
- Etsy, Polyvore, fancy = social shopping
- Facebook, Linkedin = social networking
- 9GAG, 1CAK = meme konten



# Kenapa kita pakai sosial media?

- untuk tetap terhubung dengan teman dan keluarga (42%)
- agar up to date terhadap berita dan kejadian di sekitar (41%)
- mengisi waktu luang saja (39%)
- Mencari konten lucu dan menghibur (37%)
- networking secara umum dengan orang satu peminatan (34%)
- karena banyak teman disini (33%)
- share foto atau video (32%)
- share opini mengenai banyak hal (30%)
- riset produk yang mau dibeli (29%)
- untuk bertemu orang baru (27%)



# Sosial media di mata marketer

- untuk tetap terhubung dengan teman dan keluarga (42%)
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# Sosial media di mata marketer

- Saluran marketing yang bisa dipakai untuk mendapatkan calon pelanggan baru
- Sarana untuk mempertahankan pelanggan lama
- Membuat sumber trafik sendiri
- Mengakuisisi trafik yang ada di web-web
- Sebagai tempat membangun engagement
- Untuk mendapatkan satu pesan yang kuat
- Berjualan yang tetap sesuai kebutuhan audiens



# Sosmed untuk Bisnis

- Buat goals (reach, engagement, dm, click link, profile visit, dll)
- Pilih platform yang terdapat audience-mu dan fokus
- Expand audience, besarkan akun-mu bertahap
- Bangun hubungan lewat konten dan fitur yang ada
- Perhatikan trend yang viral di platform itu
- Fokus ke kualitas tapi kuantitas jangan kurang
- Pakai tools yang tepat untuk bantu prosesnya



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# Boohoo

boohoo

Message Follow ...

17,407 posts    13M followers    209 following

boohoo

Shopping & retail

TikTok: @boohoo

SIGN UP FOR DROP 2 OF BOOHOO BY KOURTNEY KARDASHIAN BARKER

[boohoo.app.link/e/jlpX7YGDStb](http://boohoo.app.link/e/jlpX7YGDStb)

Banyak fashion retailer yg terganggu karena covid tapi boohoo malah naik salesnya 45% karena pemanfaatan influencer dgn budget ditaksir hingga 80m pounds, juga pembawaan yg sangat asik muda pop kultur, dan selalu mampu ikut trend seperti #BoohooInTheHouse



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PS merupakan brand paling banyak di follow di twitter, sangat aktif dan terus update terkait game terbaru di PS (trailer, footage, livestreaming), mengikuti trend covid lewat #PlayAtHome untuk download game uncharted secara gratis dan dapat 10m download

# PlayStation

← PlayStation 41.4K Tweets



**OVERWATCH 2**



TV-14 T GAMES

**Follow**

**PlayStation**   
@PlayStation

Official Twitter updates on PlayStation, PS5, PS4, PS VR, PlayStation Plus and more. Support: [@AskPlayStation](#)

📍 California ⚡ [playstation.com](#) 🎪 Born December 3  
📅 Joined November 2007

750 Following 27.3M Followers



# Tools Sosmed

- Canva untuk desain semua size format dan platform ada, pro bisa scheduling
- Facebook creator studio untuk otomatis pos sisanya manfaatin analitik bawaan
- Hootsuite, Buffer, Social sprout, Buzzsumo, Later, Klear, Social status, postoplan = pro tools yg ada free trials bisa dicoba dulu
- Biolinky, linktree, bitly, brandly shortener link dan tracking data per click link itu
- Brand24, audiense, Nuvi, Keyhole, Mention untuk melihat bagaimana kita di mention dan dibicarakan lintas platform dg visualisasi data (social listenings)
- IFTTT untuk automasi konten agar bisa langsung pos di platform yg terhubung, ini gratis dan harus di setup dulu, zapier yg berbayar
- Kicksta automasi kegiatan engagement (30k like/bln) untuk dapat quality leads
- Adespresso untuk kelola google fb ig ads sekaligus dalam satu dashboard



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# Organic Strategy Sosmed

- Masuk ke explore (umum)
- Masuk di feed (khusus)
- Ketemu saat online (komen)
- Dishare ke temannya teman
- Kolaborasi brand strategis



# Organic Strategy Sosmed

Algoritma sosmed menyortir milyaran  
konten yang setiap hari diproduksi  
penggunanya agar lebih relevan untuk  
masing-masing orang lalu experience  
platform sosmed jadi semakin baik



# Konten = Brand

- Bukan foto produk saja tapi apa value yang akan dirasakan oleh audience sosmed-mu
- Coca cola tidak selalu menampilkan botol tapi cerita kebahagiaan saat bersama
- 70:30 80:20 90:10 perbandingan konten untuk orang banyak (audience) dan konten promosi
- Konten yang berguna untuk audience (tips, motivasi, fun)
- Mix format konten jangan ngebosenin



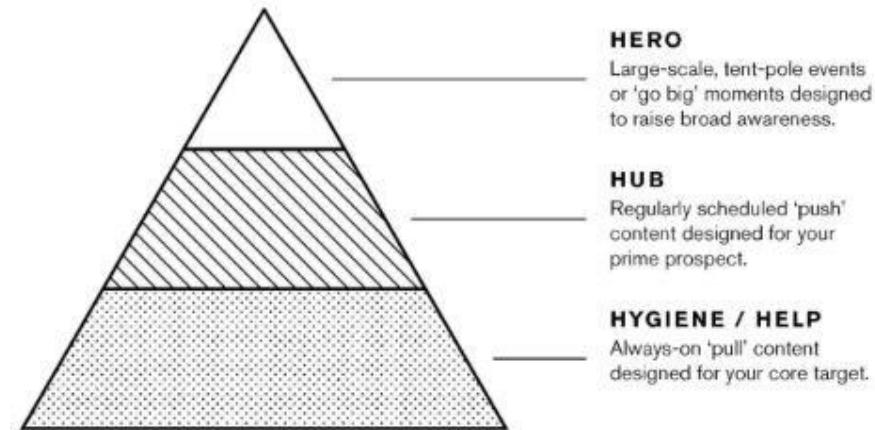
# Piramida Konten

- Bukan foto produk saja tapi apa value yang akan dirasakan oleh audience sosmed-mu
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- Mix format konten jangan ngebosenin



# Piramida Konten

- **Hero**, konten yang jadi suara utama brand yg dibangun,  
cth: campaign nonton avengers pake cemilan x
- **Hub**, konten yg jadi penghubung antara audience luas dg brand,  
cth: rasanya yg nikmat atau pas bgt utk penikmat film aksi
- **hygiene/help**, konten sehari-hari kayak sosmed biasa untuk yg suka film aksi juga update apa aja yg terjadi di topik ini





# Murni Engagements

- Gunakan CTA yg untuk spesifik engagement seperti: yuk like postingan ini, bagikan ke teman seperjuangan, jangan lupa save ya (satu aja fokus)
- Banyak like biasanya motivasi, doa, single image yg fantastis, ini engagement paling mudah didapat untuk akun awal
- Banyak komen bila konten cenderung kontroversi dan akan banyak terjadi perdebatan antara pro kontra atau minta pendapat terbuka
- Banyak share bila berguna dan praktikal biasanya tips, how to, hal yg sangat ngena dirasakan oleh sekelompok orang
- Banyak save bila berguna untuk sendiri biasanya konten panjang dan value nya besar seperti rangkuman topik besar
- UGC (User Generated Content) konten yg dibuat customer yg kemudian di review secara langsung lewat ngerekam/ngefoto produk saat dipakai



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# Beli Engagements

- Giveaway menggunakan komen like share
- Kuis akan lebih natural interaksinya
- Games sesuai tema yang cocok
- Kontes besar yg panjang waktunya
- Hadiah paling di suka saldo gopay/diskon



# Berusaha viral

- Ikuti trend besar yang banyak dibicarakan
- Konten yang mencengangkan/luar biasa
- Mudah dicerna tapi dalam maknanya
- Sangat bermanfaat tapi tidak umum
- Sudut pandang baru di konten lama



- Persaingan ketat tapi audiencenya paling besar diantara semua sosmed yg ada
- Fokus ke kualitas video dan lakukan riset keyword seperti blog (tubebuddy)
- Video durasi panjang bagus untuk konten utama dan short untuk promosi konten
- Perbesar watch time dengan upload video panjang sesering mungkin (20 menit an)
- Buat judul video yg bikin orang mau click tapi tetap relevan dan thumbnails dengan gambar yg menarik
- Gunakan hashtag yg sesuai (besar=industri, kecil=spesialisasi)
- Buat playlist yg bikin orang nonton dalam waktu yg lebih lama berurutan
- Promote ke sosmed lain

# YOUTUBE: ADVERTISING AUDIENCE OVERVIEW



THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

POTENTIAL REACH OF  
ADS ON YOUTUBE**139.0**  
MILLIONYOUTUBE AD REACH  
vs. TOTAL POPULATION**50.0%**YOUTUBE AD REACH vs.  
TOTAL INTERNET USERS**67.9%**YEAR-ON-YEAR CHANGE  
IN YOUTUBE AD REACH**+29.9%**  
+32 MILLIONYOUTUBE'S ADVERTISING  
REACH: USERS AGED 18+**106.5**  
MILLIONYOUTUBE'S AD REACH AGE 18+  
vs. TOTAL POPULATION AGE 18+**55.0%**FEMALE YOUTUBE AD REACH AGE 18+  
vs. TOTAL YOUTUBE AD REACH AGE 18+**46.9%**MALE YOUTUBE AD REACH AGE 18+  
vs. TOTAL YOUTUBE AD REACH AGE 18+**53.1%**

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION.



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- Basis utama foto dan video
- Reels penghasil reach terbesar
- Gunakan feed untuk audience baru
- Dm, story, live untuk audience lama
- Percantik konten dengan stiker lucu
- Hashtag cukup 5 mix besar kecil
- Profil dan link di bio yg jelas
- Save jadi kunci growth organiknya

# Instagram



# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW



THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

TOTAL POTENTIAL REACH  
OF ADS ON INSTAGRAM**99.15**  
MILLIONINSTAGRAM AD REACH  
vs. TOTAL POPULATION**35.7%**QUARTER-ON-QUARTER CHANGE  
IN INSTAGRAM AD REACH**+5.3%**  
+5.0 MILLIONYEAR-ON-YEAR CHANGE  
IN INSTAGRAM AD REACH**+16.6%**  
+14 MILLIONINSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS**48.4%**INSTAGRAM AD REACH  
vs. POPULATION AGED 13+**45.8%**FEMALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH**52.3%**MALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH**47.7%**

**SOURCES:** META'S ADVERTISING RESOURCES; KEPiOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.



- Tweet lebih sering karena sangat time
- sensitive rata2 sejam sekali hingga 30x sehari
- Gunakan postingan berupa foto video agar lebih menarik
- Hashtag minimal ada satu tiap post
- Balas komen, retweet, dan ikuti tags
- Dibanding platform lain disini lebih banyak laki-laki yg aktif
- Perhatikan trending hashtag dan ikuti sesuai brandmu

# TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER



POTENTIAL AUDIENCE  
THAT TWITTER REPORTS  
CAN BE REACHED WITH  
ADS ON TWITTER



**18.45**  
MILLION

TWITTER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL POPULATION



**6.6%**

TWITTER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
POPULATION AGED 13+



**8.5%**

TWITTER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



**9.0%**

QUARTER-ON-  
QUARTER CHANGE IN  
TWITTER'S POTENTIAL  
ADVERTISING REACH



**+5.1%**  
+900 THOUSAND

**SOURCES:** TWITTER'S ADVERTISING RESOURCES, KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. FIGURES PUBLISHED IN TWITTER'S ADVERTISING RESOURCES ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT PERIODS OF TIME.  
**NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. DUE TO ANOMALIES IN SOURCE DATA, WE ARE CURRENTLY UNABLE TO OFFER DATA FOR TWITTER USE BY GENDER. **COMPARABILITY:** BASE CHANGES.



- Social network yg tak bisa tumbuh dari feed kecuali teman ada yg suka share karena reach konten alaminya sangat kecil
- Perbanyak teman yg aktif dan juga aktif di grup yg relevan dengan produkmu
- Sangat bergantung dg konten yg shareable biasanya bisa dilihat berapa kali nya
- Berbisnis di page fb dan berteman dg akun biasa, mirip seperti linkedin maka bisa promosikan page ke teman fb yg ada nantinya
- Fokus ke konten yg berkualitas dan panjang karena platformnya sudah cukup berumur, persaingannya cukup intens
- Buat komunitas yg kuat lewat fb group, masih jadi grup paling enak untuk diskusi
- Gunakan messenger untuk konversi dan jangan lupa coba semua fitur baru

# FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK



POTENTIAL AUDIENCE  
THAT META REPORTS  
CAN BE REACHED WITH  
ADS ON FACEBOOK

FACEBOOK'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL POPULATION

FACEBOOK'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
POPULATION AGED 13+

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE



**129.9**  
MILLION

**46.8%**

**60.0%**

**44.0%**

**56.0%**

K  
KEPIOS

D  
KEPIOS

K  
KEPIOS

D  
KEPIOS

**SOURCE:** META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.  
**NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSANGER



POTENTIAL AUDIENCE  
THAT META REPORTS  
CAN BE REACHED WITH  
ADS ON MESSENGER



**28.40**  
MILLION

MESSENGER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL POPULATION



**10.2%**

MESSENGER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
POPULATION AGED 13+



**13.1%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT MESSENGER  
REPORTS IS FEMALE



**45.0%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT MESSENGER  
REPORTS IS MALE



**55.0%**

SOURCE: META'S ADVERTISING RESOURCES. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, AND THIS MAY HAVE A SIGNIFICANT IMPACT ON POTENTIAL ADVERTISING REACH FIGURES IN THOSE COUNTRIES. NOTES: FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". COMPARABILITY: META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.



- Terkenal dengan joget-joget dan potongan lagu yg anak muda banget, sedang grow 2x lipat
- Cocok untuk bisnis baru karena belum padat
- Ikut trend baik audio maupun visual nya yang pas untuk masuk fyp
- Punya personalisasi yg unik, audio maupun visual nya
- Sisanya mirip instagram

# TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

POTENTIAL REACH OF ADS  
ON TIKTOK (AGE 18+ ONLY)**92.07**  
MILLIONTIKTOK AD REACH AGE 18+  
vs. TOTAL POPULATION**33.1%**QUARTER-ON-QUARTER  
CHANGE IN TIKTOK AD REACH**+5.2%**  
**+4.6 MILLION**YEAR-ON-YEAR CHANGE  
IN TIKTOK AD REACH**[N/A]**  
[NEW DATA POINT]TIKTOK AD REACH AGE 18+  
vs. TOTAL INTERNET USERSTIKTOK AD REACH AGE 18+  
vs. POPULATION AGE 18+**47.6%**FEMALE TIKTOK AD REACH  
vs. TOTAL TIKTOK AD REACH**66.0%**MALE TIKTOK AD REACH  
vs. TOTAL TIKTOK AD REACH**34.0%**

**SOURCES:** BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MID-POINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".



# Biaya organik growth

- Admin antara 1 – 3,5jt
- Tools canva 95rb
- Beli engagement 1jt
- Promo produk 1jt
- Gaji diri sendiri 4jt

Total 7,1 – 9,6jt per bulan

masih masuk tidak dari total profit yg didapat?

# LINKEDIN: ADVERTISING AUDIENCE OVERVIEW



THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

TOTAL POTENTIAL REACH  
OF ADS ON LINKEDIN**20.00**  
MILLIONLINKEDIN AD REACH  
vs. TOTAL POPULATION**7.2%**QUARTER-ON-QUARTER CHANGE  
IN LINKEDIN AD REACH**+5.3%**  
**+1.0 MILLION**YEAR-ON-YEAR CHANGE  
IN LINKEDIN AD REACH**+17.6%**  
**+3.0 MILLION**LINKEDIN AD REACH  
vs. TOTAL INTERNET USERS**9.8%**LINKEDIN AD REACH  
vs. POPULATION AGED 18+**10.3%**FEMALE LINKEDIN AD REACH  
vs. TOTAL LINKEDIN AD REACH**44.6%**MALE LINKEDIN AD REACH  
vs. TOTAL LINKEDIN AD REACH**55.4%**

**SOURCES:** MICROSOFT'S LINKEDIN ADVERTISING RESOURCES, KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH VS. POPULATION AND REACH VS. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

# SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW



THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

TOTAL POTENTIAL REACH  
OF ADS ON SNAPCHAT**3.30**  
**MILLION**SNAPCHAT AD REACH  
vs. TOTAL POPULATION**1.2%**QUARTER-ON-QUARTER CHANGE  
IN SNAPCHAT AD REACH**+3.1%**  
**+100 THOUSAND**YEAR-ON-YEAR CHANGE  
IN SNAPCHAT AD REACH**-54.5%**  
**-4.0 MILLION**SNAPCHAT AD REACH  
vs. TOTAL INTERNET USERS**1.6%**SNAPCHAT AD REACH  
vs. POPULATION AGED 13+**1.5%**FEMALE SNAPCHAT AD REACH  
vs. TOTAL SNAPCHAT AD REACH**77.6%**MALE SNAPCHAT AD REACH  
vs. TOTAL SNAPCHAT AD REACH**19.7%**

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEPPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, BUT GENDER AUDIENCE VALUES MAY NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER PERCENTAGES MAY NOT SUM TO 100%.



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