**Social media advertising**

Social media is great for creating additional channels for businesses of any size, allowing companies to have more direct and informal route to their customers. It is important to make an informed decision on which platform to be on, rather than adopting a general approach and creating an account on each social media platform.

It is important to understand that, while it is crucial to be active and engaging on chosen social media channels, advertising is vital to reach the customer segments you are targeting.

**Facebook** – incredibly flexible and specific advertising tools, allowing marketers to target users by demographic, geological location, jobs, interests, etc. Facebook Insights serve as an important and easy-to-use analytical tool.

**Twitter** – similar to Facebook in flexibility and precision, but allows more detailed keyword targeting and offers break-down by audience segment (interest, language, gender, etc.), which Facebook doesn’t. Also, since fewer businesses use Twitter’s ad platform, it is cheaper than Facebook.

**LinkedIn** – completely different audience to Facebook and Twitter, it’s focus is on B2B. It offers similar levels of depth to the aforementioned platforms but is the most expensive one. If you are in a B2B industry, LinkedIn is the way to go.

Depending on your business, customer segments, message you want to convey and your goals – all three platforms can prove very effective.