



**Coates Communications**  
RESULTS-ORIENTED MARKETING



# How to Reach the Right Audience





# Overview

**In this course we will be talking about how to reach the right audience on social media.**



# Key Terms

**Demographic:** A social media demographic is a category of a group of users, usually determined by their age, job title, income level, education, location, behavior, etc.

**Targeting:** Targeting is when a social media user gears their content to their target audience

**Target Audience:** A social media target audience is a group of people that you've identified that you want to appeal to.



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# **Step 1. Defining Your Target Audience**

# How to Define Your Audience

**Ask yourself these 3 questions when defining who your audience is:**

- **What product or service am I offering?**
- **Who uses this product or service the most often?**
- **What are those people interested in?**



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**Step 2.  
Developing  
Content Your  
Audience is  
Interested in**

# Developing Content for Your Audience

**When developing content for your audience, consider researching what your demographic is interested in. This could be pop culture references, trending songs, etc.**



# Developing Content for Your Audience

**Also try including these elements in  
your post:**

- **Humor**
- **Interesting statistics**
- **Clean and sophisticated  
graphics**







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# **Step 3. Utilizing the Right Hashtags**

# Using Brand Specific Hashtags

**When posting, use hashtags that are specific to your brand so that your content can be placed in front of the right people.**

**Some examples include:**

- **#[Location]RealEstate**
- **#[Location]NewListing**
- **#[Location]NewHomes**
- **#[Location]HomeListings**
- **#RealEstateReels**
- **#NewListingReels**
- **#NewHomeReels**
- **#HomeReels**



# **2021 Social Platform Demographics**

# Facebook 2021 Demographics

- # of monthly active users: **2.7 billion**
- Largest age group: **25-34 (26.3%)**
- Time spent per day: **38 minutes**

# Instagram 2021 Demographics

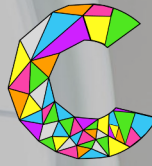
- # of monthly active users: **1 billion**
- Largest age group: **25-34 (33.1%)**
- Average time spent per day: **29 minutes**

# Twitter 2021 Demographics

- # of daily active users: **187 million**
- Largest age group: **30-49 (44%)**
- Time spent per day/week: **3.53 minutes per session**

# LinkedIn 2021 Demographics

- # of total users: **738 million**
- Largest age group: **46-55**
- 63% of **LinkedIn users access** the network monthly, and 22% weekly.



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# Thanks for Listening!

