SCORPION

9:41
Search
Scorpion
Today at 4:49 PM
Guide to Social Media Advertising:
Home Services
Two out of every three American adults (that's more than 168 million people!) belong to at least one social media platform—is your home services business doing all it can to reach this audience of potential customers?
349
173 comments
65 shares
Like
Comment
Share

Facebook

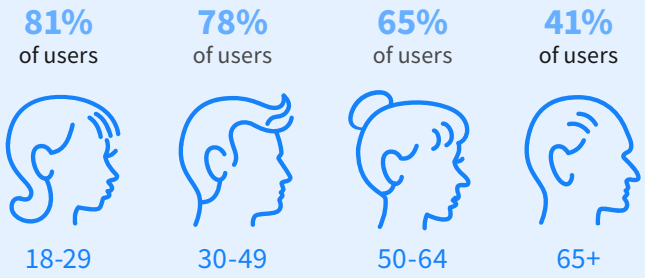
SUMMARY

Facebook's appeal lies in its access to diverse demographics, which gives home services businesses the ability to reach niche audiences with targeted messaging.

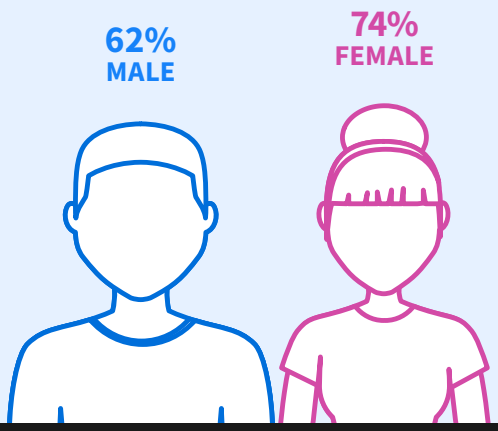
DEMOGRAPHICS

Percent of U.S. adults who say they use Facebook monthly

75% of online users who make more than $75,000 are on Facebook.



The best performing content includes: Videos, blogs, and high-resolution images.



Education level of Facebook users

High School or less: 60%

Some college: 71%

College+: 77%

URBAN VS RURAL DEMOGRAPHICS

Urban	Suburban	Rural
75%	67%	58%

Source: http://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/

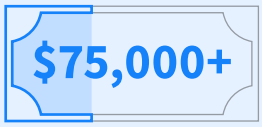
Twitter

SUMMARY

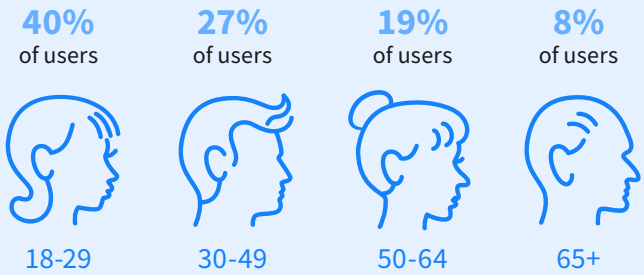
For home services businesses looking to have direct conversations with their consumers on a daily basis, there's no better social media platform than Twitter.

DEMOGRAPHICS

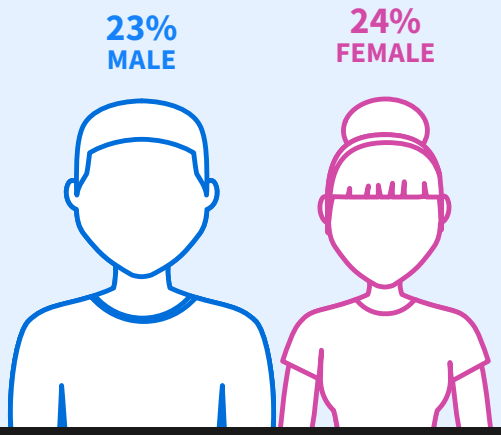
Percent of U.S. adults who say they use Twitter monthly



32% of online users who make more than $75,000 are on Twitter.



The best performing content includes: Live news updates, blogs, and customer engagement (e.g., live Q & A with consumers).



Education level of Twitter users

High School or less: **18%**

Some college: **25%**

College+: **32%**

URBAN VS RURAL DEMOGRAPHICS

Urban	Suburban	Rural
29%	23%	17%

 Source: http://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/

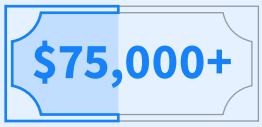
LinkedIn

SUMMARY

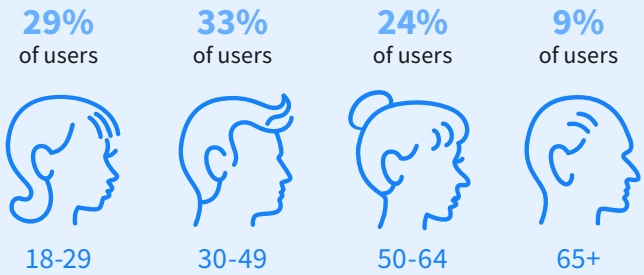
As the world's most popular social media platform for working professionals, LinkedIn is a powerful tool for home services businesses looking to advertise their services and job opportunities to highly qualified prospects.

DEMOGRAPHICS

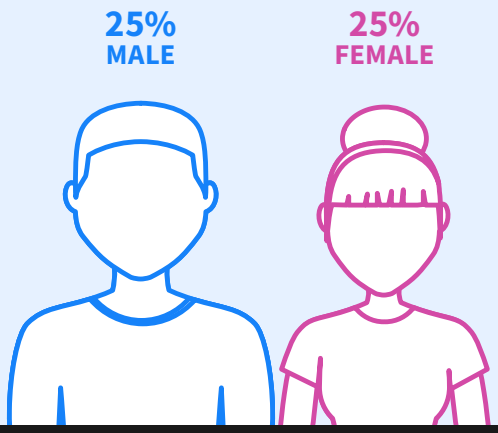
Percent of U.S. adults who say they use LinkedIn monthly



44% of online users who make more than $75,000 are on LinkedIn.



The best performing content includes: Videos, blogs, white papers, case studies, and press releases.



Education level a LinkedIn users

High School or less: 9%

Some college: 22%

College+: 50%

URBAN VS RURAL DEMOGRAPHICS

Urban	Suburban	Rural
30%	27%	13%

Source: http://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/

YouTube

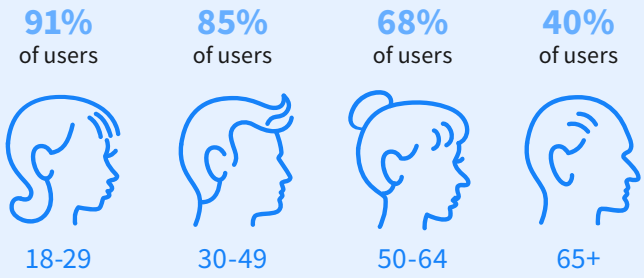
SUMMARY

As the #2 search engine in the world, and the most popular video hosting platform on the Internet, YouTube is an exceptional social media tool for the home services industry.

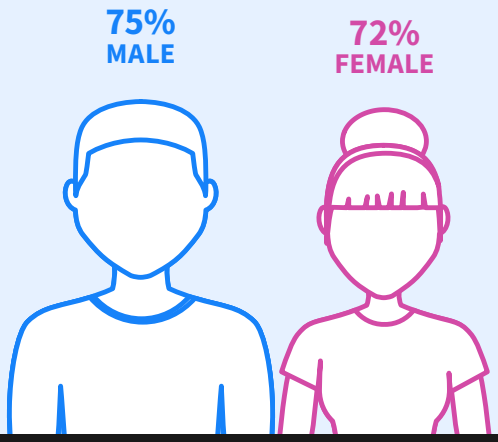
DEMOGRAPHICS

Percent of U.S. adults who say they use YouTube monthly

84% of online users who make more than $75,000 are on YouTube.



YouTube Power Rankings: #2 search engine in the world, #3 most-visited site after Google and Facebook



Education level of YouTube users

High School or less: 65%

Some college: 74%

College+: 85%

URBAN VS RURAL DEMOGRAPHICS

Urban	Suburban	Rural
80%	74%	59%

 Source: http://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/

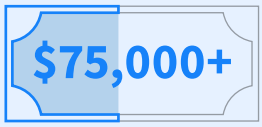
Instagram

SUMMARY

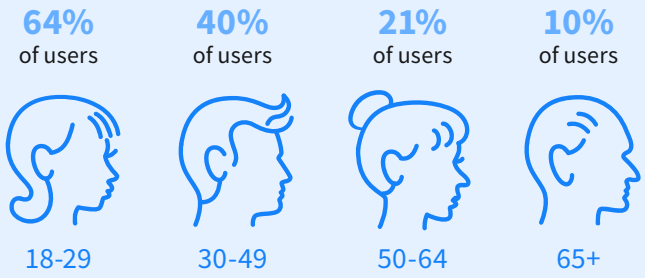
With over 1 billion monthly users—71% of whom are under the age of 35—Instagram is the social media platform for home services businesses looking to improve their engagement with younger consumers.

DEMOGRAPHICS

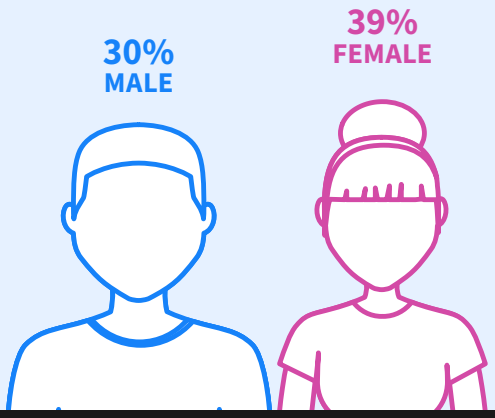
Percent of U.S. adults who say they use Instagram monthly



42% of online users who make more than $75,000 are on Instagram.



The number of monthly Instagram users: 1,000,000,000



Education level of Instagram users

High School or less: 29%

Some college: 36%

College+: 42%

URBAN VS RURAL DEMOGRAPHICS

Urban	Suburban	Rural
42%	34%	25%

 Source: http://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/