

In video 22 we have learnt about other popular social media marketing platforms such as Twitter, LinkedIn, Snapchat and Tiktok.

Although Facebook and Instagram are a marketer's dream, other social media platforms are not far behind with their potential to reach audiences. While each of the following platforms are unique with their structure, offerings, and usage behaviors, they all offer trackable 'awareness to conversion' metrics for brands looking to increase their digital marketing ROI.

Advertising on Twitter

The best feature about Twitter is the ability to have easy and quick two-way communication between brands and consumers, as well as between prominent public figures and the general public. In fact, the [top ten Twitter accounts in India](#) include the Prime Minister, and leading Bollywood actors and cricketers.

Twitter enables brands to advertise through demographics, 'rule-based keyword' systems, event-targeting, polls GIFs and more, using a variety of formats such as text ads, skippable pre-roll videos, as well as First View autopay videos and Promoted Live Videos.

Compared to Facebook or Instagram, users can consume content much quicker on this platform making it imperative for brands to be at their wittiest with catchy ads, timely memes, and fast replies.

Advertising on LinkedIn

With a completely different purpose of professional networking, the LinkedIn advertising platform is a favorite for B2B companies. Sponsored content enables brands to present themselves directly in the feeds of users they have identified through career-related targeting.

Not only that, but companies also looking to hire can target potential candidates by their job title, location function, industry, and send them sponsored messages and InMail's with job advertisements, event promotions and any other career opportunities.

Think of it like email marketing to high-intent leads, but with better engagement rates and likelier responses.

Advertising on Snapchat

With over 28 million users and growing in India, Snapchat is the ultimate place for brands looking to capture the attention of younger audiences. It's one of the few platforms that enable advertisers to experiment with augmented reality (AR), filters and innovative tools like Snap Publisher and Lens Web Builder, making it a unique opportunity for brands to get creative and push the limits.

At the same time, commercials on the platform are non-skippable and up to 3 minutes long, giving brands an option to engage in similar storytelling styles as the other social media platforms.

Advertising on Tiktok

Providing an easy to use platform, and the opportunity to go viral in seconds, Tiktok has always been a magnet for millennials.

Brands can reach users on Tiktok with interest targeting (based on interests that users indicate during the sign-up process) as well as behavioral targeting (based on a user's activity on the app).

Because of the easy swipe-up feature of the app to transition from one video to the next, In-Feed video ads are integrated seamlessly within the user's browsing path.

Other options include the Brand Takeover ads, which show up immediately upon opening the app - prime property for brands who want to gain high impressions, or a Top View ad which is the same concept but with a delayed display.

For the creative advertisers, there is also an option of Branded Effects ads with shareable stickers, filters and effects, encouraging users to create brand-themed content in exchange for shoutouts or prizes.

One of the most effective ways to engage the community however is the branded hashtag ad. Utilizing the power of Tiktok creators, brands can create large communities around their desired hashtag that they've paid to show up on the Discover Banner.

Compared to some of the other platforms, Tiktok is a great way for brands and influencers to engage in fruitful partnerships.

