

The **11** MOST IMPORTANT SOCIAL NETWORKS & APPS FOR GREEN INDUSTRY COMPANIES



OVERVIEW

Your customers expect to find you and your company online. If they don't, they will find your competition! Now is the time to get social!

82% of internet users over age 15 use social networking sites.

1 of every 5 minutes spent online is spent on a social networking site

60% of social media users create personal reviews on products/services

SOCIAL NETWORKS

Facebook

Founded: February 2004

901 Monthly Active Users

Over **50%** of US population is on Facebook

70 Available in over languages

- Green industry companies who want to connect and stay top-of-mind with the greatest number of their customers, prospects, peers and other business contacts.
- Best for:** Real-time complement to a website. Show followers what business is up to.

Twitter

Founded: March 2006

140 Monthly Active Users

340 million Tweets a day. That's more than **1B** every 3 days.

20 Available in over languages

- Green industry companies and professionals who want to connect with industry influencers
- Best for:** Displaying expertise and thought-leadership

LinkedIn

Founded: May 2003

161 Members

LinkedIn operates the world's largest professional network on the Internet

61% of LinkedIn members are located outside of the United States

200 Available in over countries & territories

- B2B green industry companies
- Networking with your green industry peers
- Best for:** Recruiting

Google +

Founded: June 2011

170 Million Total Users: **

** Users that have upgraded their google account to use Google + estimated by Google.

The fastest growing network of all time.

Google + evolution (Million of total users)



- Green industry companies focused on search engine optimization
- Best for:** Search engine optimization

BLOGGING PLATFORMS

WordPress

Founded: May 2003

74 Million Sites in the world

352 million people view more than **2.5 billion** pages each month

48% of the top 100 blogs in the world use WordPress

Currently the most popular self-hosted blogging tool and CMS on the Internet.

- Green industry companies serious about blogging
- Displaying expertise and thought-leadership
- Best for:** Search engine optimization

Tumblr

Founded: April 2007

50 Million Hosted Blogs:

Tumblr has an unchallenged dominance among the **youth demographic**

20 Billion posts

637 posts per second

- Large, national green industry brands who want to appeal to a younger, hip demographic
- Best for:** Sharing lots of photos and short-form content

PHOTO SHARING APPS

Pinterest

Founded: March 2010

11.7 Million Monthly US visitors

68.2% of the U.S. users are women

- Design-centric green industry companies like landscape designers and landscape architecture firms
- Green industry growers and retailers like garden centers
- Green industry e-commerce retailers

Instagram

Founded: March 2010

50 Million Registered Users

acquired by Facebook April 2012 for **\$1 Billion**

5 Million New Users Per Week

40 Million of the users are on iPhones

the app was recently released for Android

- Quickly and easily sharing photos to Facebook and Twitter
- Best for:** Visually show followers what your company is doing right now

Flickr

Founded: February 2004

7 Billion Hosted photos

80 million unique visitors worldwide every month spending an average of **2.7 minutes** per visit on the site

- Hosting and organizing a company's photos online so they can be accessed from the cloud from any device.
- Best for:** Hosting and organizing a company's photos online so they can be accessed from the cloud from any device.

VIDEO SHARING

Youtube

Founded: October 2006

4 Billion Views per day

Over **800 million** unique visitors each month

60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second

- Hosting a company's videos online
- Best for:** For embedding videos on a blog or website

MOBILE location-based social networking

Foursquare

Founded: March 2009

20 Million Monthly Users:

Over **750,000** businesses are using the Merchant Platform

Over **2 billion** check-ins, with millions more every day

- Retailers like garden centers
- Reward customer loyalty
- Best for:** Attract new customers and increase repeat purchases

Sources:

http://www.thenewage.co.za/38836-1021-53-Social_networking_is_the_most_popular_online_activity

<http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>

<http://www.crunchbase.com>

<http://newsroom.fb.com/content/default.aspx?NewsAreaId=22>

<http://blog.twitter.com/2012/03/twitter-turns-six.html>

<http://press.linkedin.com/about>

<http://google-plus.com/4811/google-has-90-million-users-according-to-official-statistics-as-of-jan-2012-from-google/>

<http://google-plus.com/5847/its-official-google-now-has-more-than-170-million-total-users-according-to-googles-senior-executive/>

<http://en.wordpress.com/stats/>

<http://royal.pingdom.com/2012/04/04/tumblr-50-million-blogs-20-billion-posts/>

<http://techcrunch.com/2012/02/07/pinterest-monthly-uniques/>

<http://mashable.com/2012/02/25/pinterest-user-demographics/>

<http://advertising.yahoo.com/article/flickr.html>

http://www.youtube.com/t/press_statistics

<https://foursquare.com/about/>

Courtesy of:

www.LandscapeLeadership.com

(800) 681-9169

LANDSCAPE LEADERSHIP

An inbound marketing agency for green industry companies