

[COMPANY NAME REDACTED]

MARKETING PRESENTATION

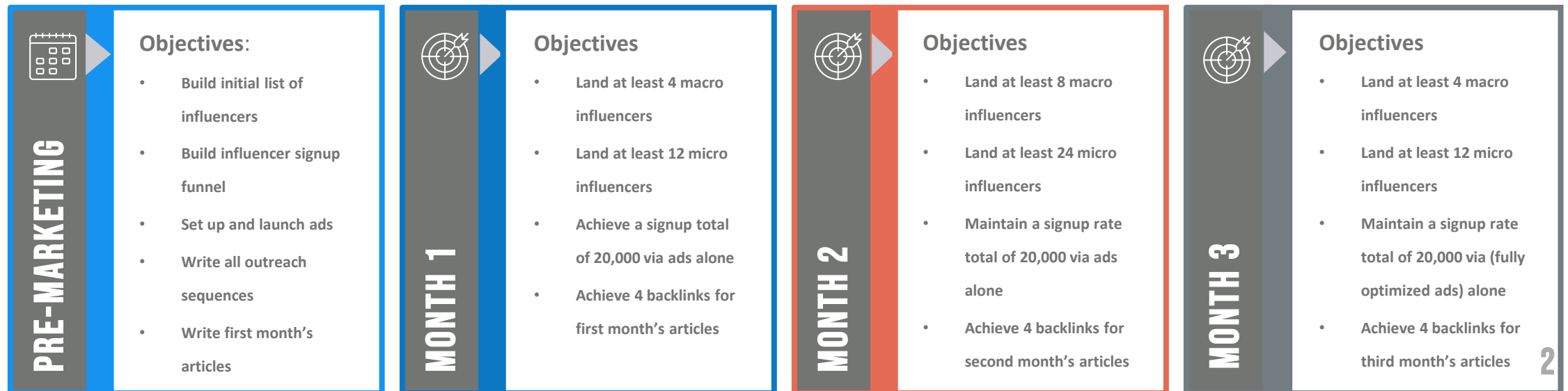
4-PHASE PROCESS FOR THE FIRST QUARTER

GOALS:

- ACHIEVE 5,000 USERS IN THE FIRST WEEK OF LAUNCH.
- MAINTAIN A STEADY GROWTH RATE OF 5,000 SIGNUPS PER WEEK THROUGHOUT THE QUARTER.

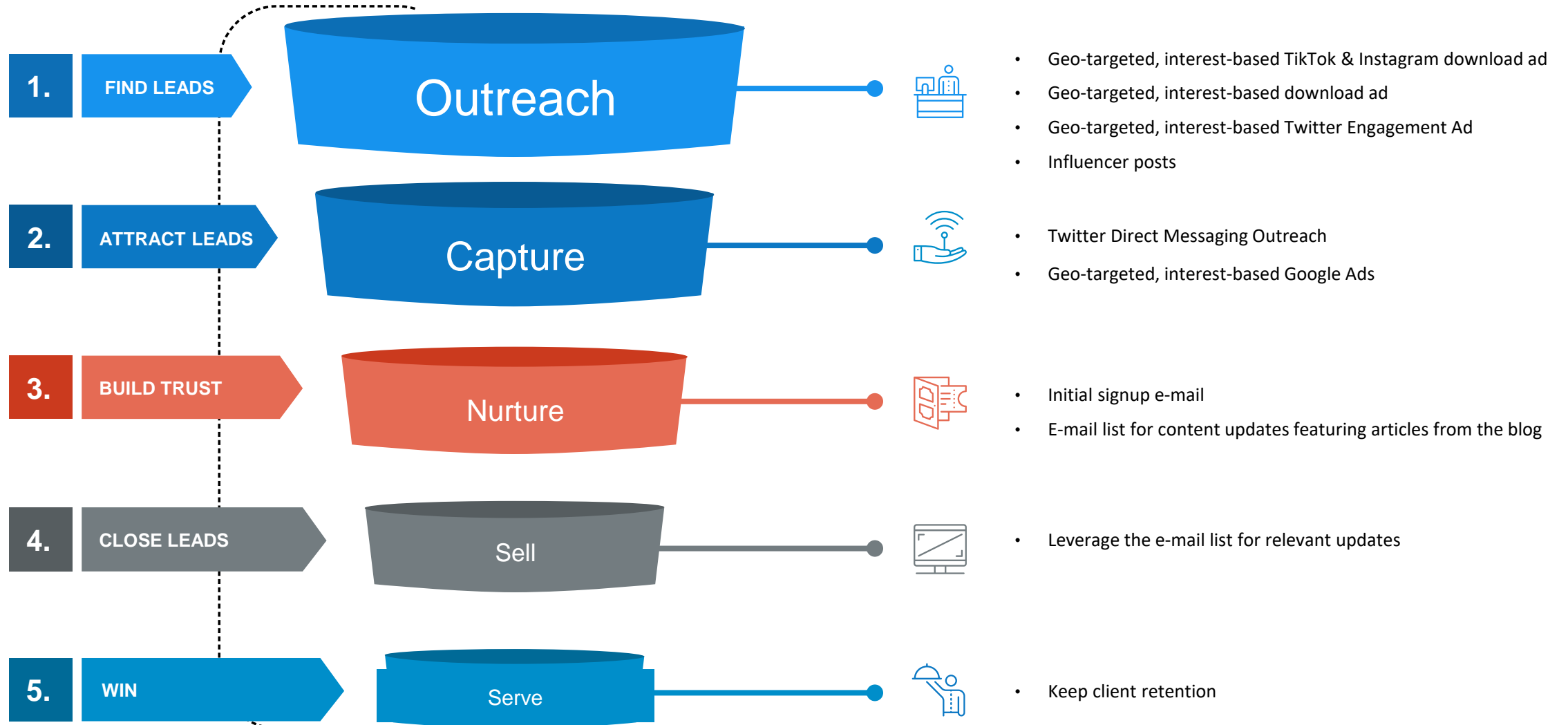
The goals *may* be completely achievable if market conditions (basically “the weather”) favor us. However, if not, it is a great goal to behave in such a manner that we make decisions based on that kind of growth for the maximum of what *can* be achieved within our control. The methodology: Shoot for the absolute stars with full self-confidence so that even in the worst-case scenario, we still succeed in landing on the moon.

STEPS TO ACHIEVE THE GOALS

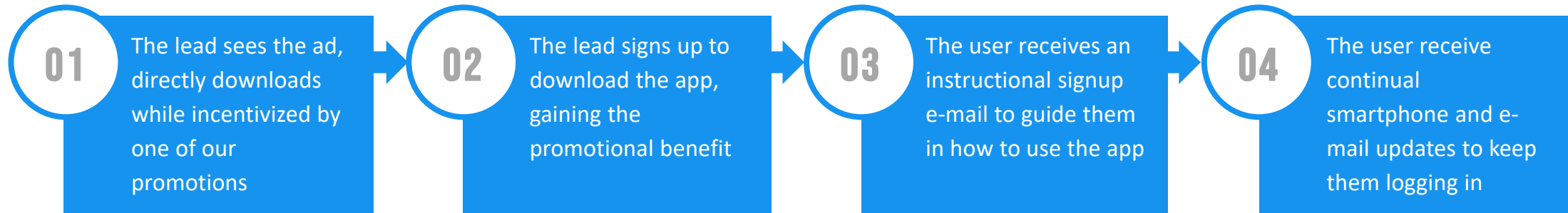


THE OVERALL MARKETING FUNNEL

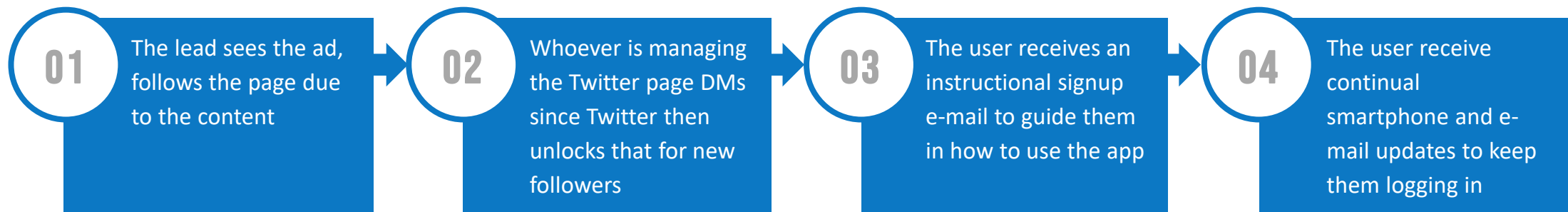
THE RECOMMENDED CORE ELEMENTS OF
THE MARKETING STRATEGY



THE TIKTOK, GOOGLE, FACEBOOK, & INSTAGRAM AD PROCESS



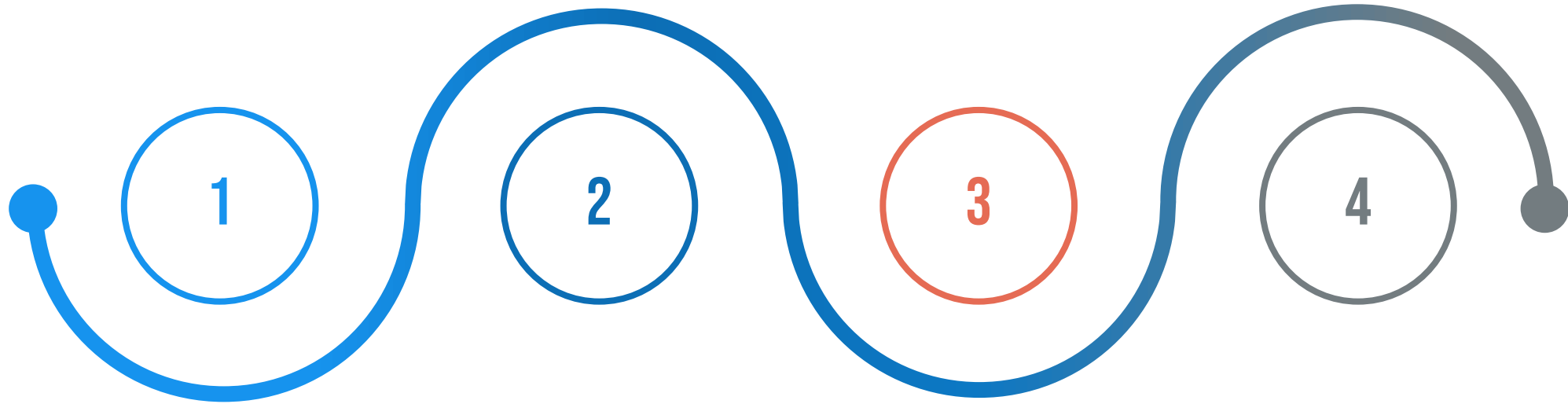
THE TWITTER AD PROCESS



THEY FUNCTION ESSENTIALLY THE SAME WAY, EVEN THOUGH ON DIFFERENT PLATFORMS.
THE SAME AD CAN BE USED.
A/B SPLIT TEST WHICH ONE DRIVES MORE RESULTS.
DROP WHICH ONE UNDERPERFORMS.
TRIPLE-DOWN ON THE ONE THAT WINS.

RECOMMENDED CONTENT DEVELOPMENT PROCESS

THE WAY CONTENT SHOULD BE DEVELOPED FOR THE BRAND



PLANNING

Mike plans the initial content, bi-weekly.

OUTLINING

Mike outlines the content to guide the brand's writers, rather than burning time and resources writing everything himself.

1ST DRAFT

One of the brand's writers writes the first (English) version of the content Mike outlined.

TRANSLATIONS

A native or fluent speakers in the varying dialects of Spanish writes the articles.

As a cultural thing, it matters because European Spanish is not the same as Portuguese or Mexican Spanish, and so forth.

IDEAS FOR BLOG ARTICLE HEADLINES

THE WAY SEO MARKETING SHOULD BE EXECUTED FOR THE BRAND

- **Top X Best Happy Hour Bars in (Location)**
- **X TGI Friday's Happy Hour Specials You Must Try (or any other brand)**
- **Monday Happy Hour in (Location): X Places You Can't Miss**

There is also the notion of “newsjacking” for faster SEO growth and virility: Rewriting the headlines that we know are relevant to college students as they appear on Google, and then immediately covering the same topic in a charismatic way the same way YouTube react videos work.

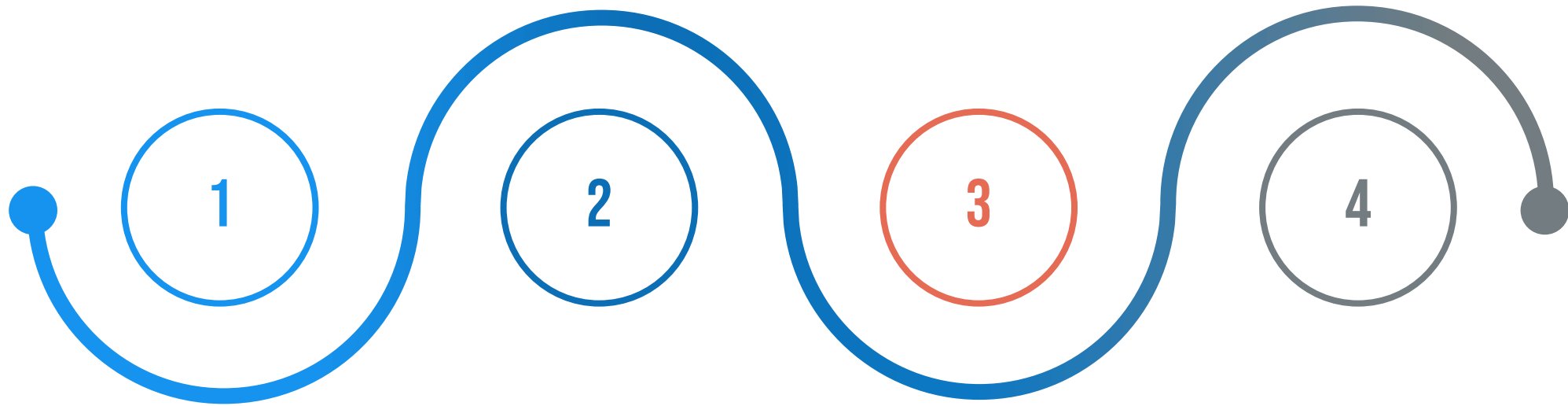
Blog articles should be between 600 to 800 words, typically. Though, how to optimize each for SEO specifically will depend on the article. There is no one-size-fits-all standard way of doing so that can game the search engines. It’s about looking up the headline you want to write about in Google, seeing what’s already been published with similar headlines and/or keywords, and then outperforming whatever those are, on a case-by-case scenario.

I recommend a total of 12 articles per month; however, they don’t all have to be ready ahead of time.

So long as we stay one-week ahead in our publishing schedule, we can still meet our goals.

RECOMMENDED SEO MARKETING PROCESS

THE WAY CONTENT SHOULD BE DEVELOPED FOR THE BRAND



GET THE TOOLS

The company buys a subscription to the recommended SEO outreach & discovery tools.

ARM THE TEAM

Mike writes the initial outreach content that the company's SDR team can use at scale.

REACH LEADS

The company's team follows Mike's script guidelines for how to reach out to backlink opportunities at scale.

SECURE LINKS

As stats come back on conversion rates, Mike will optimize the writing of the campaign to increase how many deals we can close.

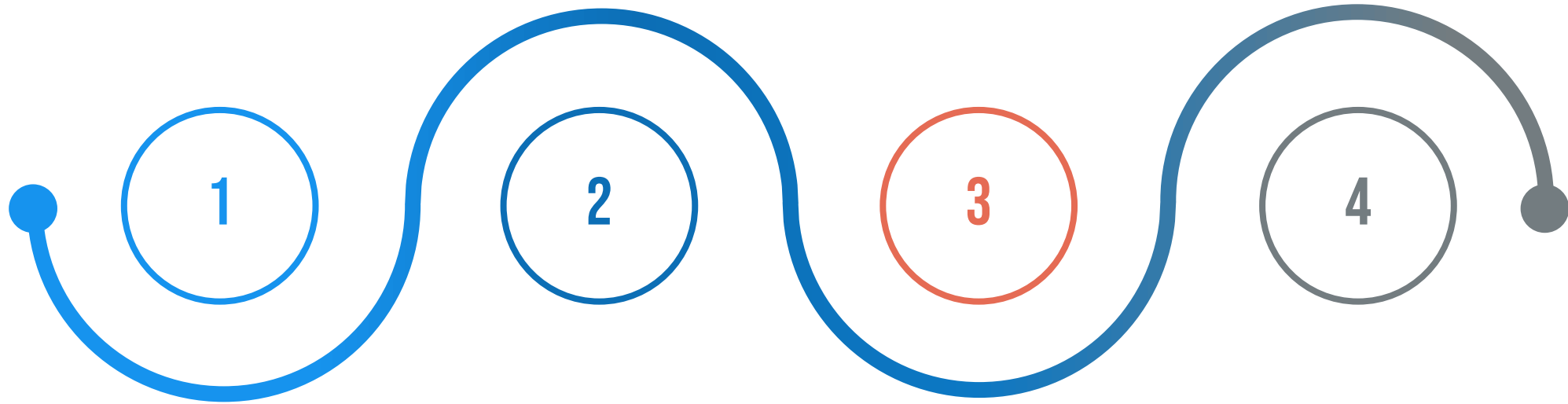
The SEO outreach campaign would be exactly like a cold e-mail campaign.

Only, instead of trying to close sales, we'd be closing the blog articles to post guest blogs or backlinks for us.

Many will decline us. That's a natural part of the process. The price range to expect for each article or link will range between \$50 to \$250 dollars on average.

RECOMMENDED INFLUENCER MARKETING PROCESS

THE WAY CONTENT SHOULD BE DEVELOPED FOR THE BRAND



GET THE TOOLS

The company buys a subscription to the recommended influencer outreach & discovery tools.

ARM THE TEAM

Mike writes the initial outreach content that the company's SDR team can use at scale.

REACH THEM

The company's team follows Mike's script guidelines for how to reach out to influencers at scale.

SECURE DEALS

As stats come back on conversion rates, Mike will optimize the writing of the campaign to increase how many deals we can close.

The influencer outreach campaign would be exactly like a cold e-mail campaign.
Only, instead of trying to close sales, we'd be closing the influencers to post for us.
Many will decline us. That's a natural part of the process.

EXAMPLE INFLUENCERS

EXAMPLES OF THE TYPES OF INFLUENCERS USING ACTUAL ACCOUNTS

Example college influencers (Brazilian):

- <https://fashionista.com/2016/08/best-brazilian-instagram-to-follow>
- <https://www.instagram.com/camilacoelho/>
- <https://www.instagram.com/petisco/>

A smaller influencer, but potentially highly effective:

- <https://www.instagram.com/julianaluna/>

Can repeat the same mining process for influencers in Columbia, Peru, Chile, and Argentina
with the use of the recommend influencer outreach and discovery tools.

ON INFLUENCERS

THE WAY INFLUENCER MARKETING SHOULD BE EXECUTED FOR THE BRAND

There are three kinds of influencers we should target to get the highest amount of virility:

- Mega influencers (like actual celebrities, i.e. Megan Fox)
- Macro influencers (such as the first three examples who actually are college students but with huge followings)
- Micro influencers (who have smaller followings, but very high percentage of engagement. This means that even though they are not famous, they have a lot of influence on their respective peers and can actually counter-intuitively yield better results than the macro influencers if we scale the way we communicate to them)

Can repeat the same mining process for influencers in Columbia, Peru, Chile, and Argentina
with the use of the recommend influencer outreach and discovery tools.

RECOMMENDED INFLUENCER MARKETING TOOLS

THE WAY INFLUENCER MARKETING SHOULD BE EXECUTED FOR THE BRAND

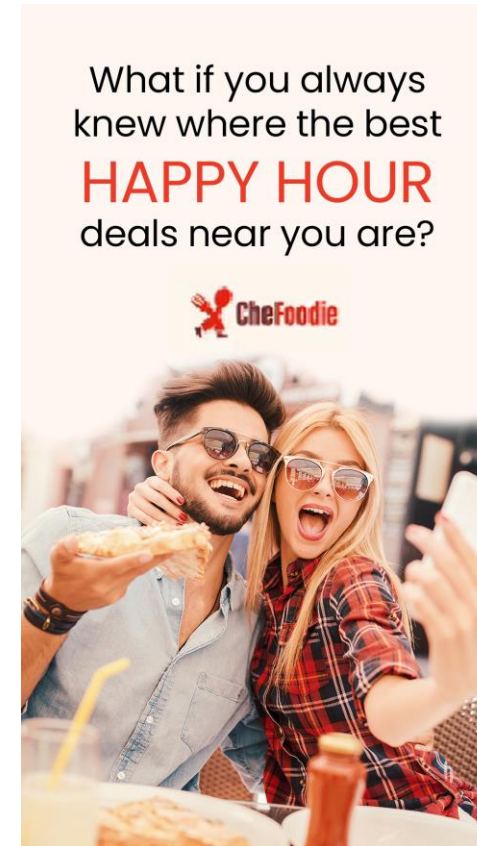
How to scale outreach for influencers:

- CreatorIQ (Great for discovering influencers at every major level that would be very difficult and time consuming to, otherwise)
- Izea (Like an Upwork website, but for influencers).
- Pitchbox (Great for scaling outreach, like a Mailshake specifically for influencers)

Each influencer has their best way of posting for them, according to their audience. This is why you may see, such as in YouTube influencer marketing, the YouTuber slides the plug into the content itself as relevant to the audience. The audience doesn't even see it coming, and sometimes doesn't even realize it was a plug.

BRAND ASSETS FOR INFLUENCERS

EXAMPLE GRAPHICS INFLUENCERS CAN USE IN THEIR CONTENT



Influencers can use graphics like these at the end of a funny reel (or whatever content they create, such as the final slide of an Instagram image slideshow).

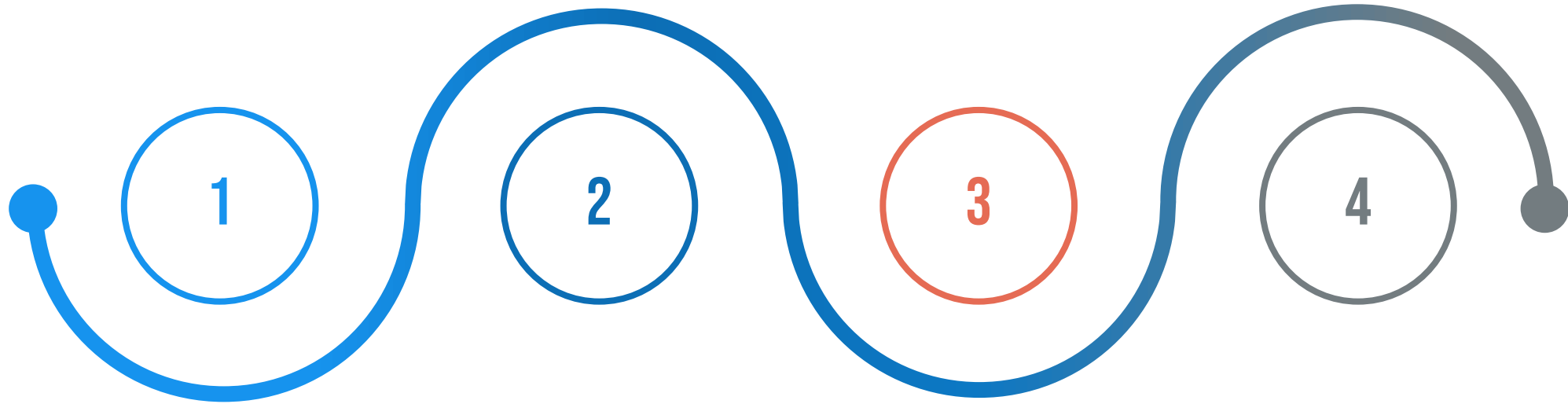
The influencers can then receive financial compensation on a results basis (i.e. signups).

***Can come up with more/better copywriting given more time to work on the graphics/ads.

***Logo in these examples was taken from screenshot in the previous call.

RECOMMENDED PAID AD OPTIMIZATION PROCESS

THE WAY CONTENT SHOULD BE DEVELOPED FOR THE BRAND



DRAFT THE ADS

Mike drafts the ads, writes the scripting, etc. that the brand will approve (with any requested changes it wants).

LAUNCH THE ADS

Mike will launch the ads on each respective social media platform.

GET RESULTS

Mike will optimize the ads over time.

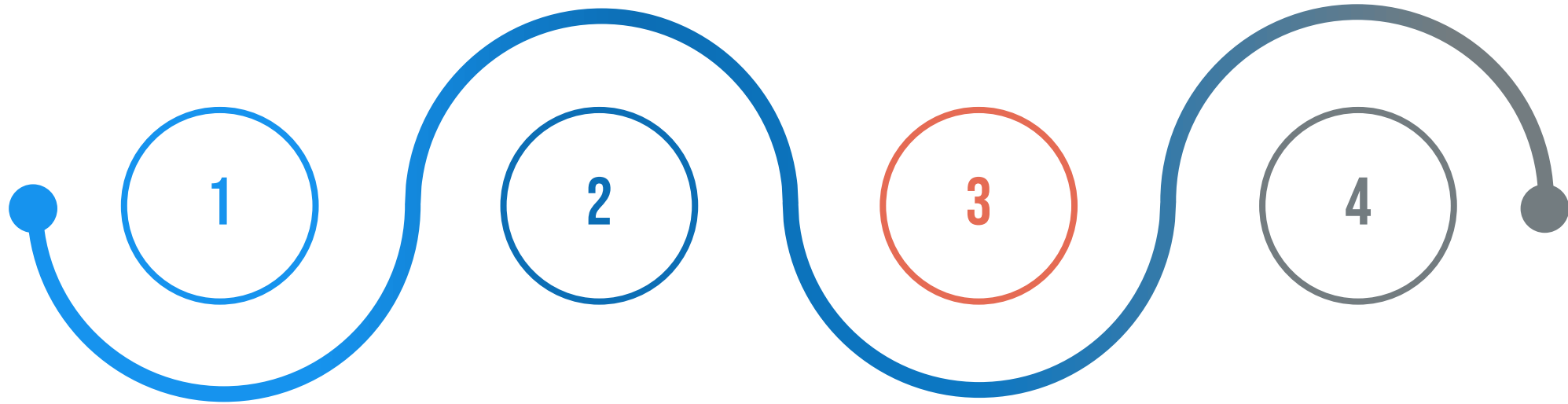
OPTIMIZE

Mike will cut the ads that underperform and construct entirely new ads as high-performing ones achieve market exhaustion.

Each new ad campaign takes the most time to set up, initially; however, once they are set up, optimizing them requires fewer and fewer hours per week.

RECOMMENDED E-MAIL MARKETING PROCESS

THE WAY CONTENT SHOULD BE DEVELOPED FOR THE BRAND



GET THE TOOLS

The company will pay for a subscription to a recommended inbound e-mail marketing platform if he hasn't already.

PLAN CAMPAIGNS

Mike will plan the e-mail campaigns to match the publishing schedule of both the brand and influencers.

GET RESULTS

Mike study the open and click rates to see what types of subject lines and content is working and which are not.

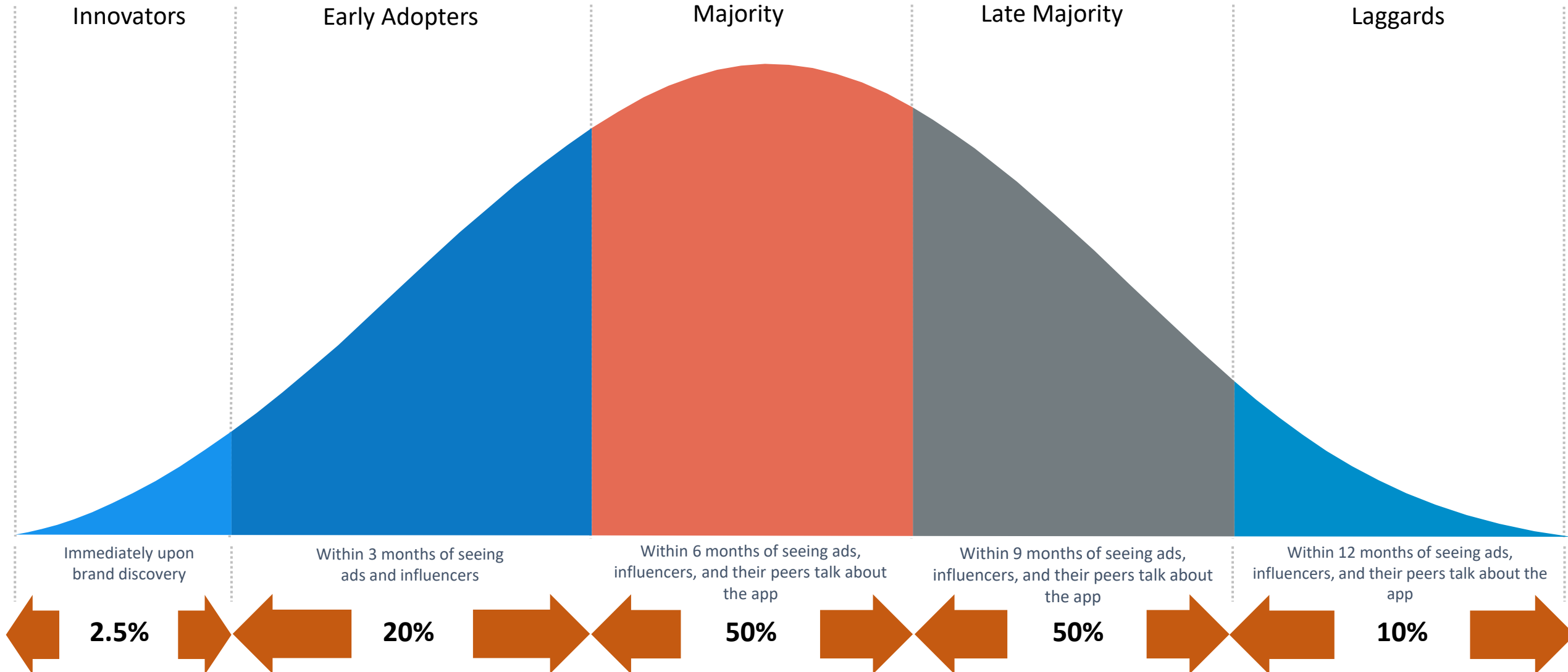
OPTIMIZE

Mike will write new subject lines and change content planning based on what the data tells him to keep people addicting and using the app.

Each new ad campaign takes the most time to set up, initially; however, once they are set up, optimizing them requires fewer and fewer hours per week.

THE CONVERSION CYCLE FORECAST

THE USER IS THE PRODUCT, BUT HERE ARE THE EXPECTED CONVERSION RATES IN EACH TARGET POPULATION VIA ADVERTISING BEFORE WE'D NEED TO CREATE A NEW AD CAMPAIGN



MARKET CONDITIONS & CONTINGENCIES

WHAT CAN FORESEEABLY GO WRONG IF WE'RE FAILING TO REACH OUR GOALS AND WHAT TO DO ABOUT IT

1. PAID ADVERTISING

- People are unresponsive to the ads

Analyze why: Are they responding angrily? Are they saying nothing? Are they not clicking? Are they clicking but not converting? All of these have different psycho-analytical answers that would need tweaking accordingly.

If they are responding angrily, observe the qualitative data and launch a new set of ads that respect the anger points.

If they are not responding at all (including not clicking), then check the targeting of the ad, or go for a more emotionally spiking approach with a new ad set.

Are they clicking but not converting? Check the targeting: There is a mismatch with the offer and its audience. Refer to the brand about a possible new promotional incentives to hook them if the targeting is already correct.

2. INFLUENCER MARKETING

- Influencers are unresponsive to the outreach.

Analyze why: Are they not responding at all? Are they responding angrily? Are they responding but not converting?

If they are not responding at all, it could be for a multitude of reasons, such as that their inbox is too busy to even see that we messaged them. In that case, try harder to reach out to them via different means respective to them.

If they are responding but not converting, read in between the lines of both what they say and don't say.

3. E-MAIL MARKETING

- The e-mails are not returning people to the app.

Analyze why: Are they still logging in even if they simply don't check their e-mail that much? Are they clicking to open the e-mail, but not clicking on the links of the content within? Are they neither logging in nor clicking on anything pertaining to the e-mails?

If they are still logging in even if they simply don't check their e-mail that much, disregard. As long as they are still using the app, the marketing campaign is genuinely successful.

If they are clicking to open the e-mail but not clicking on anything else leading them back to the app, it could be several factors such as the e-mail is too long, uninteresting, etc. which should be analyzed and tweaked on a case-by-case scenario.

If they are both ignoring the e-mails and falling off the app, that begs the question why they downloaded it in the first place. It happens, but a deeper discussion would be needed to explore why.

I've run into each of these problems before in varying ways and contexts for different companies. They all have solutions.

IDEAS FOR THE IN-APP AD SPACE

THE WAY AD SPACE CAN BE USED AFTER WE SURPASS 5,000 USERS

Ideas for ad space on homepage:

1. Bring an X number of friends to unlock the social feature.
2. Sign up for newsletter to receive e-mails about top X best deals/events in your area this week.
3. Review the app to enter brand merch giveaway (boosts app rating, merch spreads word about the brand). Think of something like Hooters top (sexy) with branding that can be shared on social.
4. Enter your food, drink, partying preferences (user data) to get personalized push notifications on relevant events in the area.
5. Boost their profile's visibility (with the implication being to the sex they're attracted to) the more friends they can get to sign
6. Gamify the process of getting friends to sign up for the app by adding status tokens/icons to their profile. By "status" I mean that which would convey sexual status to the sex they're attracted to in the social feature. The more friends, the higher their status and visibility, the more attractive they can appear to the sex they're attracted to.

Only focusing on that which we can control in our own space, rather than anything that would require direct interaction and negotiation with bars and restaurants.

IDEAS FOR THE IN-APP AD SPACE

THE WAY AD SPACE CAN BE USED AFTER WE SURPASS 5,000 USERS



The **MORE,**
the **MERRIER!**

Happy hours are a lot more fun when shared with others.
Bring more friends, unlock new status points, and **GET SEEN!**



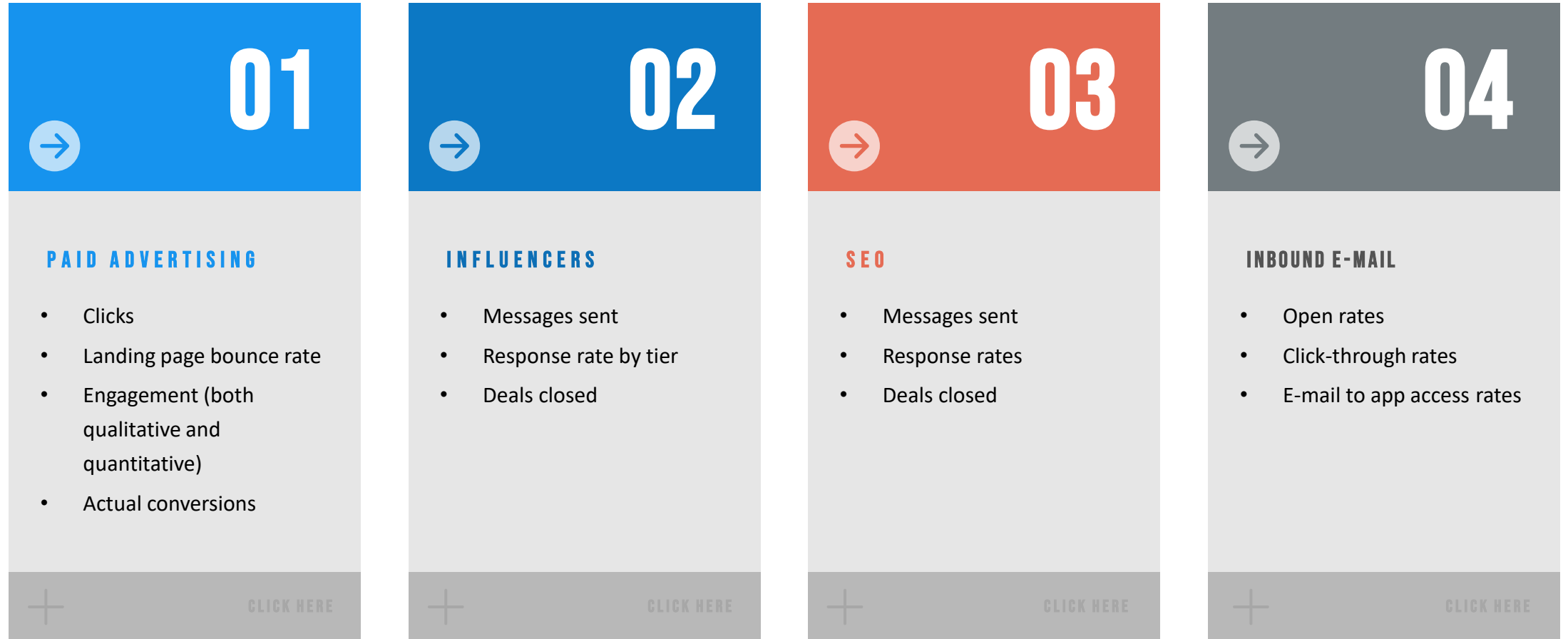
The **MORE,**
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These are example ads we can create, control, and place within the app.

KEY PERFORMANCE INDICATORS (KPIs)

WHAT TO VALUE IN HOW TO UNDERSTAND WHAT'S WORKING IN WHAT'S
NOT IN ANY SEGMENT OF THE CAMPAIGN



These metrics are what I'm going to report the progress of the campaign every week or bi-weekly in an organized presentation like this one, so you don't have to do anything but sit back as the "emperor" Aurelius, while I report to you as Maximus, your general. If any specific KPI isn't being met throughout the campaign, I'll provide custom recommendations for you to approve (or not) on what I should do to differently along the way, to roll with the punches of the market.

STATISTICAL RESEARCH

CREDIBLE ANSWERS TO CRITICAL QUESTIONS FOR DECISION-MAKING
DURING THE CAMPAIGN AND WHY

1. Which social media platform should we allocate the most resources to and why?
2. How many relevant users are there for each major social media platform?
3. How long should our written content be? (i.e. e-mails, outreach content, etc.)
4. What are the user percentages comparisons?
5. What is the most popular social media app per target country on average?
6. What is the least popular social media app per target country on average?

See the ideal customer persona files for what I'd use as the guidelines for typing in the backend of any paid advertising campaign or how to choose which influencers.

STATISTICAL RESEARCH

WHICH SOCIAL MEDIA PLATFORM SHOULD WE ALLOCATE THE MOST RESOURCES TO AND WHY?



The answer:

- Facebook/Instagram

Why?

▸ According to data from multiple sources, we initially *assumed* that TikTok seemed like the obvious choice, because there is a lot of hype about the app as its increasingly successful with the teen/college-aged audience we want to win in our target countries (Brazil, Mexico, Chile, Colombia, and Argentina). However, the flaw with that reasoning is because while TikTok may indeed have hundreds of millions of installs in our target countries, the users have a different mentality when using it than Instagram or Facebook.

▸ The following data suggests that users indeed install TikTok, but don't take it as seriously. They *play around* with TikTok, while they *actually* rely and continually use Facebook and Instagram.

▸ In some target countries (namely Chile and Colombia), TikTok *didn't even rank* as a "most popular" or "most used" app, thereby suggesting that there is a difference between *casual users* fragmented attention invested into an app, and *continual users* with sustained attention and activity invested into an app that would see an advertiser like us first (when they check their phones) and take that advertiser seriously.

- **Therefore, I conclude that Facebook and Instagram are what we should allocate most of our advertising budget into.**

This is actually a wonderful thing, because Facebook & Instagram are managed by the same company: Meta.

This means that we only need one budget for both platforms; they share the same business account.

To advertise on Instagram *is* to advertise on Facebook with the click of a single button on the backend.

STATISTICAL RESEARCH

HOW MANY TOTAL USERS ARE THERE FOR EACH SOCIAL MEDIA PLATFORM?



TikTok

▶ Brazil	215,313,498
▶ Mexico	127,504,125
▶ Colombia	51,874,024
▶ Chile	19,603,733
▶ Argentina	45,510,318

Instagram

▶ Brazil	76,800,000
▶ Mexico	41,418,100
▶ Colombia	15,240,000
▶ Chile	12,126,800
▶ Argentina	20,810,000

Facebook

▶ Brazil	117,200,000
▶ Mexico	100,100,000
▶ Colombia	37,840,000
▶ Chile	15,640,000
▶ Argentina	35,550,000

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STATISTICAL RESEARCH

HOW MANY USERS ARE THERE FOR EACH SOCIAL MEDIA PLATFORM THAT
ARE RELEVANT TO US?



TikTok

- ▶ Brazil (34.6% est.)
74,498,471
- ▶ Mexico (34.6% est.)
44,116,428
- ▶ Colombia (34.6% est.)
17,948,413
- ▶ Chile (34.6% est.)
6,782,892
- ▶ Argentina (34.6% est.)
15,746,571

Instagram

- ▶ Brazil (58.8%)
45,158,400
- ▶ Mexico (67.1%)
27,791,545
- ▶ Colombia (63%)
9,601,200
- ▶ Chile (58.5%)
7,094,178
- ▶ Argentina (55.8%)
11,611,980

Facebook

- ▶ Brazil (51.2%)
60,006,400
- ▶ Mexico (56%)
56,056,000
- ▶ Colombia (54.9%)
20,774,160
- ▶ Chile (49.9%)
7,804,360
- ▶ Argentina (48.9%)
17,383,950

I was not able to find specific statistics on percentages of users per country for TikTok the way I was able to for Instagram and Facebook.

However, I did find one reliable source that benchmarked the *meta-analytical average* percentage at 34.6%.

So, I performed my own math to figure these metrics out, as well as the rest that follow on other pages.

STATISTICAL RESEARCH

THE TIKTOK VS. THE META OVERVIEW



TikTok

- ▶ Brazil 74,498,471
- ▶ Mexico 44,116,428
- ▶ Colombia 17,948,413
- ▶ Chile 6,782,892
- ▶ Argentina 15,746,571

Meta

(Facebook & Instagram combined)

- ▶ Brazil 105,164,800
- ▶ Mexico 83,847,545
- ▶ Colombia 30,375,360
- ▶ Chile 14,898,538
- ▶ Argentina 28,995,930

As we can see in the data, Meta (which owns both Facebook and Instagram together) is still superior across the board when it comes to the total amount of users, continual activity, sustained attention of users. That doesn't mean that TikTok will never surpass Meta, only that the less obvious answer is not to take Meta for granted now as consumers are creatures of habit. Even as there is inevitable user overlap (people installing both or all three apps on their phone) what it means is that Meta has the highest amount of touchpoints for our brand, as we can apply *one* budget to *two* companies, thereby making Meta the objectively superior answer, even though there is *hype* about TikTok.

STATISTICAL RESEARCH

THE TIKTOK VS. THE META OVERVIEW



TikTok

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STATISTICAL RESEARCH

HOW LONG SHOULD OUR WRITTEN CONTENT BE?
(I.E. E-MAILS)

The answer:

- ▶ Blog articles: 400 to 600 words (on average, with graphical breaks in between every 200 words)
- ▶ E-mails: 120 - 200 words (maximum)
 - ▶ The e-mails can link to longer-form content if and when necessary.

Why?

- ▶ Average IQs per country:
 - ▶ Brazil: 98
 - ▶ Mexico: 87.73
 - ▶ Colombia 83.13
 - ▶ Chile: 87.89
 - ▶ Argentina: 98

While there is no *direct* causation between IQs and reading speeds, because the *average* reading speed is 200-220 words per minute, and we want to hold people's attention for 30 seconds to 3 minutes at a time, we can set a 100 IQ differentiator as the control for 200 wpm. Because the target are below that, you can then write a proportions equation for determining roughly where the word count should be to hold their attention, on average.

WHAT I NEED TO SUCCEED

FOR THE EXECUTION OF THE STRATEGY AS A WHOLE

- Subscriptions and access to all recommended influencer, and e-mail software
- Backend access to website analytics, preferably something advanced like GA4 (for the sake of cross-referencing the data of the backend of the website with the e-mail open rates)
- Backend access to app access analytics for the sake of seeing more clearly how what I'm doing is working to connect the marketing directly to our goals with the app
- Direct communication with the team of writers and SDRs so that you don't have to do anything yourself; you can just watch me work with them and report to you the results
- Trust from you, needed to leverage my own media contacts for achieving our SEO goals
- Budget information (because if the budget is too low, that will affect what can and cannot be accomplished in every aspect of the campaign). Anything is possible, especially our goals (not being actually that ambitious in my opinion, but *normal*) if we're adequately funded to give the offers influencers really want and the paid advertising really needs to achieve our weekly goals.
- Flexibility on hours with manual hours enabled – My assistant helps me in different ways. I can't do everything alone, and I need to establish with you an understanding that I'm going to need my assistants to help me with certain things to achieve our goals in such rapid time.

See the ideal customer persona files for what I'd use as the guidelines for typing in the backend of any paid advertising campaign or how to choose which influencers.

GENERAL RECOMMENDATIONS

FOR THE EXECUTION OF THE STRATEGY AS A WHOLE

- Prioritize Facebook and Instagram; the previous assumptions about TikTok were incorrect.
- Don't count out the 25 to 34-year-old bracket for the statistical analysis, because they can be college students as well, or direct contact with college students. I am one of them; I'm in college right now.
- Twitter came in overall in 4th place, though not last place in some aspects of the analysis. This means that there is potential to Twitter, but to hit the ground running the hardest we can with the maximized concentration of resources in the most effective way, we should bypass Twitter, until a later time.
- Use the SDR team to scale the outreach of all forms to conserve budget while rewarding loyal people with more work.

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SOURCES

WHERE DID I GET MY INFORMATION FROM, 1

WHAT IS THE MOST POPULAR SOCIAL MEDIA APP PER TARGET COUNTRY?

- ▶ Brazil -- [Instagram, Facebook, TikTok, Twitter](#)
- ▶ Mexico -- Facebook, Twitter, Instagram, TikTok (<https://www.statista.com/statistics/754482/colombia-penetration-social-networks/>)
- ▶ Chile -- Facebook, Instagram, Twitter, [TikTok did not rank] (<https://www.statista.com/statistics/754480/chile-penetration-social-networks/>) and (<https://gs.statcounter.com/social-media-stats/all/chile>) Got two sources just to double verify
- ▶ Colombia -- Facebook, Instagram, Twitter, [TikTok did not rank] (<https://gs.statcounter.com/social-media-stats/all/colombia>)
- ▶ Argentina -- Instagram, Facebook, TikTok, Twitter (<https://www.statista.com/statistics/284401/argentina-social-network-penetration/>)

Making it very easy to double-check my work and thought-process if you feel it necessary.

SOURCES

WHERE DID I GET MY INFORMATION FROM, 2

FACEBOOK USERS

- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Brazil about 51.2%, out of 117,200,000.
<https://napoleoncat.com/stats/facebook-users-in-brazil/2019/03/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Mexico about 56%, out of 100,100,000.
<https://napoleoncat.com/stats/facebook-users-in-mexico/2021/02/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Colombia about 54.9%, out of 37,840,000.
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- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Chile about 49.9%, out of 15,640,000.
<https://napoleoncat.com/stats/facebook-users-in-colombia/2021/01/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Argentina about 48.9%, out of 35,550,000.
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- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Colombia about 54.9%, out of 37,840,000.
<https://napoleoncat.com/stats/facebook-users-in-colombia/2021/01/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Chile about 49.9%, out of 15,640,000.
<https://napoleoncat.com/stats/facebook-users-in-colombia/2021/01/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Facebook in Argentina about 48.9%, out of 35,550,000.
<https://napoleoncat.com/stats/facebook-users-in-argentina/2021/02/>

Making it very easy to double-check my work and thought-process if you feel it necessary.

SOURCES

WHERE DID I GET MY INFORMATION FROM, 2

INSTAGRAM USERS

- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Instagram in Brazil about 58.8%, out of 76,800,000.
<https://napoleoncat.com/stats/instagram-users-in-brazil/2020/01/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Instagram in Mexico about 67.1%, out of 41,418,100.
<https://napoleoncat.com/stats/instagram-users-in-mexico/2022/01/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Instagram in Colombia about 63%, out of 15,240,000.
<https://napoleoncat.com/stats/instagram-users-in-colombia/2021/01/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Instagram in Chile about 58.5%, out of 12,126,800.
<https://napoleoncat.com/stats/instagram-users-in-chile/2022/02/>
- ▶ According to a study published by Napoleancat.com, the percentage of people between the ages of 18 to 34 who use Instagram in Argentina is about 55.8%, out of 20,810,000.
<https://napoleoncat.com/stats/instagram-users-in-argentina/2021/03/>

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SOURCES

WHERE DID I GET MY INFORMATION FROM, 2

GENERAL NOTES

- According to a study published by demandsage.com, 35% of TikTok users are 19-29 years of age.
<https://www.demandsage.com/tiktok-user-statistics/#:~:text=As%20per%20the%20company%20data,billion%20are%20monthly%20active%20users>
- TikTok users by country
<https://worldpopulationreview.com/country-rankings/tiktok-users-by-country>

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