

New Report Suggests Social Media Marketing Could Help Increase Customer Engagement

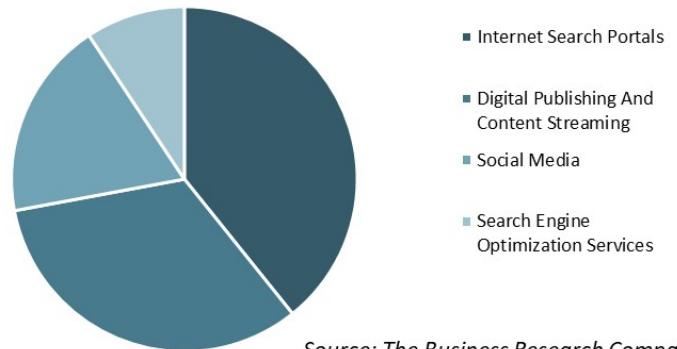
LONDON, GREATER LONDON, UK, January 18, 2019 /EINPresswire.com/ -- Marketing specialists have started using social media platforms to acquire new customers and further engage existing customers through social media campaigns which often feature celebrities, [Web Content, Search Portals, SEO Services And Social Media Opportunities](#) And Strategies To 2022, a report from [The Business Research Company](#) shows. For instance, a Nike advertising video campaign featuring Cristiano Ronaldo, a Portuguese professional football player, was circulated on social networks such as Facebook during March 2016 – April 2017. Marketing specialists also started connecting with social media influencers to promote their products/services through sponsored video and image content. For example, Philips, a leading manufacturer of electric personal care devices, in February 2016 started a digital center with 60 experts to focus on social media marketing and content marketing.

The global [web content, search portals, SEO services and social media](#) market was valued at almost \$400 billion in 2018. The global social media market held almost 19% of the total web content, search portals, SEO services and social media market in 2018.

The social media segment is expected to grow at a CAGR of 27.7% during 2018-2022. The fast growth of the social media market can be attributed to rapid rise in the number of businesses in emerging economies, and rapid increase of social media users in countries such as India and China, where the number of social media users grew at a CAGR of 16.7% and 6.06% respectively during the period 2015-2018.

According to a survey conducted in the USA by Adobe Digital Advertising in March 2018, 57% of

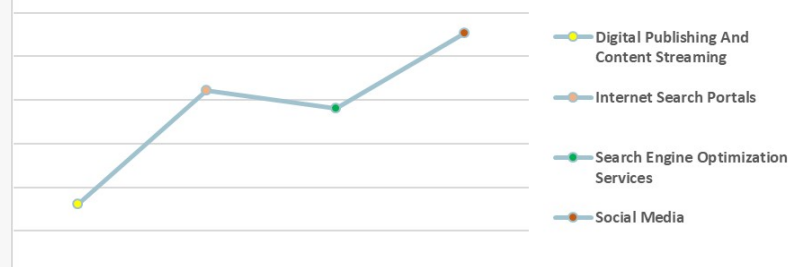
Global Web Content, Search Portals, SEO Services And Social Media Market, 2018, Split By Segments



Source: The Business Research Company

Global Web Content, Search Portals, SEO Services And Social Media Market, 2018 Analysis, Split By Segments

Global Web Content, Search Portals, SEO Services And Social Media Market, 2014 – 2022, Forecast Growth Rates, Split By Segments



Source: The Business Research Company

Global Web Content, Search Portals, SEO Services And Social Media Market, 2014-2022, Forecast Growth Rates, Split By Segments

millennials are interested in short digital advertisements with improved quality. 89% prefer 5 seconds intros of sponsors or products, 80% prefer 15 seconds ads and 53% are fine with one minute ads on live streaming platforms.

According to a study conducted on millennials by The McCarthy Group, 84% of millennials do not prefer traditional marketing. They prefer digital advertisements over traditional advertisements.

Celebrities and online influencers have a large number of followers/ subscribers. Companies take advantage of this by asking influencers to promote products on their social media page. This increases audience reach and coverage, thus making advertisements more effective.

Web Content, Search Portals, SEO Services And Social Media, Opportunities And Strategies To 2022 is one of a series of new reports from The Business Research Company that identify opportunities and explain strategies, provide a market overview, analyse and forecast market size and growth, market trends, drivers, restraints, and leading competitors' revenues, profiles and market shares in over 300 industry reports, covering over 2400 market segments and 56 geographies. The market reports draw on 150,000 datasets, extensive secondary research, exclusive insights and quotations from interviews with industry leaders. Market analysis and forecasts are provided by a highly experienced and expert team of analysts and modellers.

Where To Learn More

Read Web Content, Search Portals, SEO Services And Social Media, Opportunities And Strategies To 2022 from The Business Research Company for information on the following:

Markets Covered: Global media market, digital publishing and content streaming, internet search portals, social media, and search engine optimization services.

Data Segmentations: Web content, search portals, SEO services and social media global and regional total market size and growth rates; global, country and regional historic and forecast data, market share of competitors, market segments- internet search portals, digital publishing and content streaming, search engine optimization services, social media- historic and forecast growth rates, global, region and by country, web content, search portals, SEO services and social media supply chain analysis, customer information, and market subsegments.

Web Content, Search Portals, SEO Services And Social Media Organizations Covered: Alphabet Inc. (Google LLC), Facebook Inc., Netflix Inc., Baidu and Tencent Holdings.

Regions: North America, Western Europe, Eastern Europe, Middle East, South America, Africa, Asia Pacific

Time Series: 2014-16 actuals, 2017 estimates, 2018-22 forecasts.

Other Data: Web content, search portals, SEO services and social media market analysis and market size, percentage of GDP, global and by country, per capita average web content, search portals, SEO services and social media expenditure, global and by country, per household average web content, search portals, SEO services and social media market expenditure, by country, 2018, web content, search portals, SEO services and social media market comparison with industry metrics.

Other Information And Analyses: Processes involved in web content, search portals, SEO services and social media, global web content, search portals, SEO services and social media sales, market drivers, market restraints, market opportunities, top 5 company overviews, business strategy, financial overview, products and services, PESTEL analysis, recent developments, key mergers and acquisitions, top 5 global websites, top non-english social media networks.

Sourcing and Referencing: Data and analysis throughout the report are sourced using end notes.

Strategies For Participants In The Web Content, Search Portals, SEO Services And Social Media Industry: The report explains over 40 strategies for the web content, search portals, SEO services and social media sector companies, based on industry trends and company analysis. These include offering music and video streaming services with user options such as Netflix and Amazon Prime, and the options of using new gadgets for projecting shows and movies through the internet onto a television. Many companies are developing dedicated devices for streaming. Netflix's growth strategy aims at increasing its customer base by creating high quality original content.

Opportunities For Companies in the market: The report reveals the global, regional and country sub segments where the web content, search portals, SEO services and social media industry will put on most \$ sales up to 2022.

Number of Pages: 503

Number of Figures: 193

Number of Tables: 194

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