**Social Media Marketing**

Student’s Name

Institution Affiliation

Course Name

Instructors Name

Date

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Elan should recommend YouTube as the best platform where SameDay can market its services to the consumers. There are several benefits associated with choosing YouTube. First, it is a platform that has a lot of users (Velos, 2020). Billions of videos are viewed on the platform daily. Hence, there is a huge chance that people will view SameDay products and services and make a purchase. Secondly, choosing to market product and services on YouTube will help SameDay be found on Google. Videos will often come up in Google searches. Therefore, it is possible to write quality articles about products and services offered by SameDay and create complementary videos on YouTube. That implies that the company will be found more often by people searching on Google. Thirdly, content created to market SameDay in YouTube can be repurposed. For example, it can be used in formats such as podcasts, infographics, and video series. Such content will make marketing different and more effective. Lastly, choosing YouTube gives SameDay the possibility of having a global client base for its products. There is a huge chance of people from all over the world coming across products and services offered by SameDay.

Characteristics of each social media platform will affect the selection process. Instagram is not a good choice since it has a limited audience. As well, this platform does not allow users to leave a clickable link to their website. Facebook is not the best platform to advertise products and services offered by SameDay. That is because it is currently not the preferred social media platform. The emergence of platforms such as Instagram has overshadowed Facebook. As a result, Facebook will have a limited audience to view the products. Lack of a broad audience limits the reach of the advertisements. Selecting Twitter as the platform to advertise is also not a good choice. That is because it lacks features that ensure advertising is effective. For instance, there is the possibility of an advertisement being lost in the clutter of information. That is due to the constant flow of information through Twitter. YouTube provides the best platform for SameDay, given its broad audience and user-friendliness. SameDay will get more value by selecting YouTube.

References

Velos, E. (2020, September 23). *Benefits of using YouTube marketing for business*. Thrive Internet Marketing Agency. <https://thriveagency.com/news/why-your-business-needs-to-be-using-youtube-video-marketing/>