

# Current Leading Social Media Platforms Used by Marketers and its Benefits

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**Abstract:** In 2024, focusing on social media in marketing is paramount due to its unparalleled reach, influence, and ability to engage diverse audiences. With consumers increasingly reliant on digital platforms for information and interaction, leveraging social media ensures brands remain visible, relevant, and competitive in an ever-evolving marketplace. This paper provides an analysis of the rapidly evolving landscape of social media marketing, with a focus on discerning trends, data preferences, and strategic platform utilization among marketers worldwide. The research draws upon extensive data collected from diverse industries, aiming to illuminate the shifting strategies employed by marketers to amplify their impact on various social media platforms. Examining trends, as indicated by marketers', constitutes a significant aspect of this study. Furthermore, the paper delves into the types of marketing data deemed indispensable by global marketing decision-makers, categorizing them based on their perceived importance. Additionally, the paper explores the domains where enhancing marketing data quality is believed to yield the most substantial benefits according to decision-makers in marketing roles across the globe. Moreover, the research endeavors to uncover the social media platforms perceived to offer the highest return on investment (ROI) by marketers, as well as identifying the platforms considered most critical for their marketing endeavors. We also analyze the leading social media platforms preferred by marketers and outline the primary benefits attributed to the utilization of social media for marketing purposes. The findings of this comprehensive analysis offer invaluable insights for marketers, empowering them to refine their strategies, allocate resources more effectively, and harness the full potential of social media platforms. By providing an overview of emerging trends, data preferences, and platform utilization strategies, this paper serves as a strategic roadmap for marketers navigating the ever-evolving digital landscape, facilitating the optimization of marketing outcomes and business success.

**Keywords:** Social media, Marketing, Marketers, Social media trends

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## 1. Literature Background

Bartoloni and Ancillai (2023) claim that social media profoundly affected the dynamics of interactions between companies and customers. Studies have increasingly focused on how firms effectively use social media in their marketing strategies. However, the literature appears highly fragmented. Scholars have tended to investigate individual facets of social media marketing (SMM) behaviours, adopting a narrow perspective on their antecedents and outcomes. The other authors (Sutrisno et al, 2023) see that social media has evolved beyond being merely a tool for social interaction; it has become an integral part of corporate business strategies. This shift has given rise to a dynamic, competitive, and constantly changing business environment. Strengthening online reputation, consumer data analysis, product innovation, online reputation risk management, internal transformation, team collaboration, and fostering an innovative culture are key elements in the concept of optimizing business management strategies in the social media era. If we take look at challenges, Tarigan et al (2023) understand that companies in today's social media era are faced with a number of challenges that are dynamic and multifaceted. These challenges involve fast-changing trend fluctuations, significant shifts in consumer behaviour influenced by intensified interactions on social media platforms, and mounting competitive pressures. The other important information is that (Ohara, 2023) the success of a company now depends not only on the quality of the products or services offered, but also on the extent to which they are able to explore the potential of social media to build and strengthen brand image, establish effective communication with customers, and gain a competitive advantage in a changing market. In the current digital era, social media platforms have become the hub of communication, information sharing, and networking. The evolution of social media has redefined the way people connect and interact, making it an essential tool for individuals and organizations to showcase their skills, products, and services. The 21st century skills are a set of competencies that are essential for success in the present-day world. These skills include critical thinking, communication, collaboration, creativity, and digital literacy. When aligned with social media, these skills have the potential to compound growth for individuals and organizations, says Vangani et al (2023). Zhang et al, (2023) see five major trends in the current social media industry in this form- 1) content is king, and that content is moving to visual; 2) artificial intelligence is key to competitive advantage; 3) network effects still matter, but business model innovation can overcome that barrier; 4) the need to broaden revenue sources; and 5) the strive for the everything app. In this changing environment, social media companies need to adapt and innovate their business models proactively to stay ahead. More than half of the global population now uses social media, says Behrend et al, (2024), this technological ubiquity has transformed the way that

individuals communicate and engage with the world around them, and consequently has had drastic effects on modern work. In the 20 years since early social media platforms such as LinkedIn and Myspace were first launched, much research on the consequences of social media has been conducted in the fields of organizational psychology and organizational behavior. Content forms the backbone of social media platforms, with studies indicating that ease of content creation leads to prolonged user engagement. The importance of content extends to its fit across various platforms and its ethical usage, leading researchers like Bashar et al. (2024) to explore optimal content strategies that enhance peer-to-peer interactions and effective corporate responses to consumer content. Building on these content strategies, Wayan, S., M. et al. (2023) highlight advanced social media marketing tactics such as the use of video content, influencer collaborations, and immersive technologies like augmented and virtual reality. These methods not only engage but also retain audience interest through dynamic and responsive content strategies. Such marketing innovations are essential for businesses like those described by Setiawan, A. et al. (2024), who utilize social media to forge robust brand identities and cultivate relationships with potential customers across platforms like Facebook and Instagram. These interactions are pivotal in reinforcing brand values and deepening customer connections.

To optimize these interactions, organizations apply various market research techniques and analytics tools, as noted by Udyakar & Choudhary (2024). This approach enables businesses to personalize content effectively, aligning closely with individual consumer preferences and behaviors, thereby enhancing engagement and ensuring marketing messages resonate deeply with their target audience.

The discourse around social media's impact on business strategies underscores its transformative role in customer-company interactions. Bartoloni and Ancillai (2023) note the significant influence of social media on these dynamics, highlighting a fragmented literature landscape focused narrowly on specific behaviors within social media marketing (SMM). Meanwhile, Sutrisno et al. (2023) argue that social media has evolved into a vital component of corporate strategies, adapting businesses to a dynamic and competitive environment. This includes optimizing elements such as online reputation and innovation, as companies face multifaceted challenges like rapidly changing trends and consumer behaviors as per Tarigan et al. (2023). Ohara (2023) stresses the importance of leveraging social media to enhance brand image and competitive positioning in the market. These shifts reflect broader social media trends towards visual content, artificial intelligence, and innovative business models as essential for staying competitive in the industry (Zhang et al., 2023). Lastly, the integration of 21st-century skills with social media is seen as crucial for organizational and individual growth, highlighting the enduring importance of adaptive strategies in the face of global social media ubiquity (Behrend et al., 2024).

## 2. Methodology

The aim of the present paper is to determine the current state of social platforms, specifically in the area of use by ordinary users and marketers, based on data from respondents. Emphasis is also placed on the RIO of social platforms and the benefits of social media. The data is drawn from Statista <https://www.statista.com/>. In the first part of the paper, we focus on current views and knowledge in the field of social networking and its role in the marketing and everyday world. This is followed by a brief methodology of the paper and the statement of the research questions. We then look at specific survey results, which we describe and outline possible future developments in the area under study.

Research questions set for the purpose of these paper are these –

*Is Facebook still the most used social platform by ordinary users in the world?*

*Is Facebook still the most used social platform in the world by marketers?*

Determining if Facebook is still the primary choice for marketers worldwide is vital to evaluate its effectiveness in reaching target demographics and achieving marketing objectives. It underscores the platform's viability as a tool for promotional activities, consumer engagement, and advertising reach. It also provides a benchmark against which the utility of emerging platforms can be measured.

*Are the most used social platforms in the world also the networks that have a high ROI?*

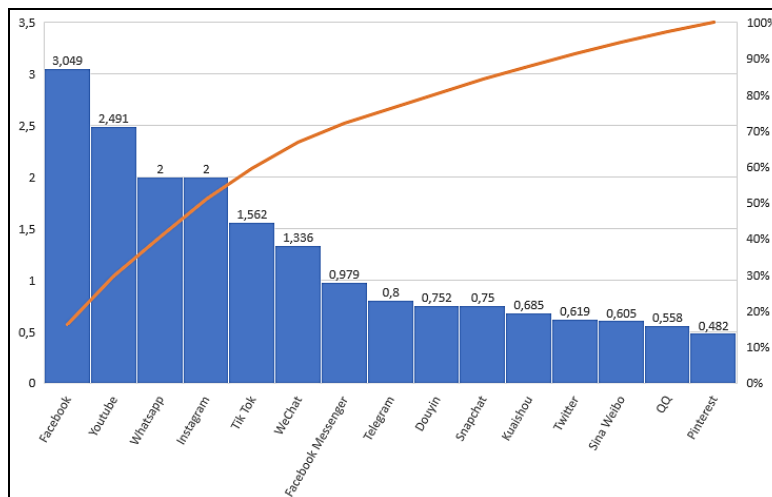
Investigating the correlation between platform usage and return on investment (ROI) is essential for justifying marketing spend and strategy. It aids in discerning whether high user engagement translates into tangible business benefits, such as increased sales or improved brand awareness.

*What are the biggest benefits of using social platforms by marketers?*

Understanding the primary benefits of social media platforms for marketers is fundamental to comprehending why these tools remain integral to modern marketing strategies. It helps delineate the specific advantages, such as targeted advertising, customer interaction, and direct feedback mechanisms, that make social media an indispensable resource for marketers aiming to optimize their outreach and influence.

### 3. Results

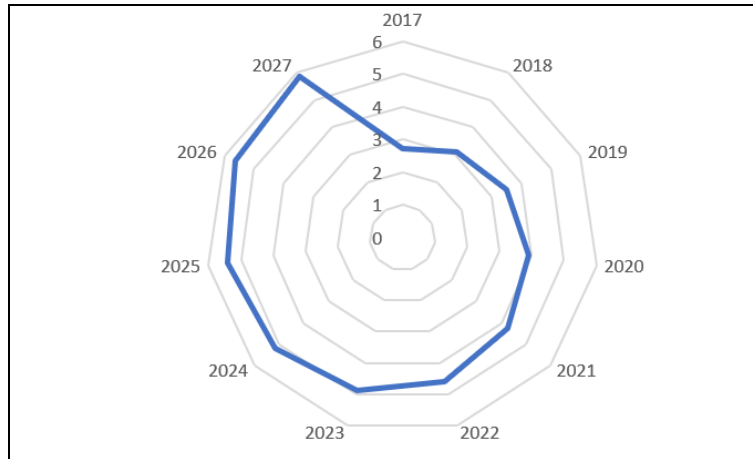
The landscape of social networking as of January 2024 reveals a diverse ecosystem dominated by several major platforms. Facebook maintains its position as the largest platform worldwide, boasting 3.049 billion monthly active users, while YouTube follows closely with 2.491 billion users, emphasizing its role as the premier video-sharing platform. WhatsApp and Instagram, both owned by Facebook, each boast 2 billion monthly active users, showcasing the social media giant's multifaceted reach. TikTok has surged in popularity with 1.562 billion users, particularly among younger demographics, owing to its short-form video content and algorithm-driven discovery. WeChat continues to dominate in China, with 1.336 billion users, offering a comprehensive array of services beyond messaging. Facebook Messenger remains a popular messaging platform globally with 0.979 billion users. Other notable platforms include Telegram, Snapchat, and Kuaishou, each attracting significant user bases with distinct features and target audiences. Meanwhile, Twitter, Sina Weibo, QQ, and Pinterest round out the list with varying degrees of monthly active users, contributing to the rich tapestry of global social networking. These platforms serve as vital channels for communication, content creation, and community-building, reflecting the evolving nature of digital interaction in the modern age. Release date of this study is from January 2024, data is worldwide, survey time period is January 2024.



**Figure 1: Most popular social networks worldwide as of January 2024, ranked by number of monthly active users (in billions)**

Source: Own processing based on <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

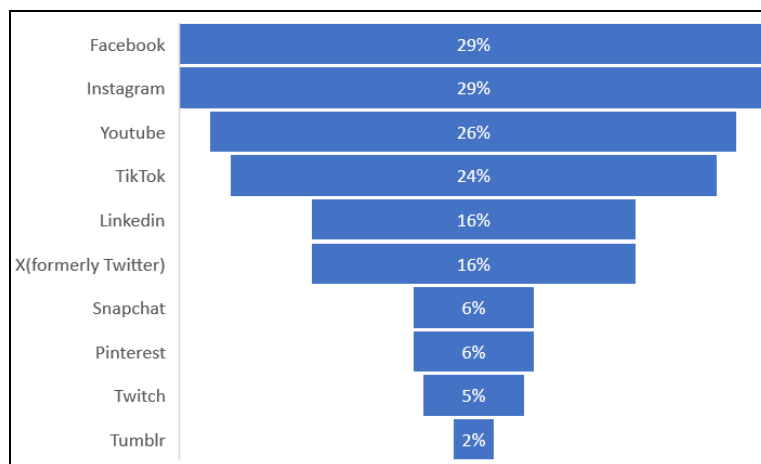
The dataset comprises the number of global social media users from 2017 to 2027, measured in billions (Internet users who use a social network site via any device at least once per month), It reveals a consistent upward trend in usership over the specified timeframe. Starting at 2.73 billion users in 2017, there is a noticeable increase each subsequent year. By 2027, the number of social media users reaches 5.85 billion, indicating substantial growth over the decade. This steady expansion suggests a widespread adoption of social media platforms worldwide. The data underscores the pervasive influence and importance of social media in contemporary society. Survey time period of this study is 2017 – 2022, region is worldwide.



**Figure 2: Number of social media users worldwide from 2017 - 2027 (in billions)**

Source: Own processing based on <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

As of September 2023, marketers (among global marketers from across B2B and B2C companies) worldwide identified Facebook and Instagram as the social media platforms with the highest return on investment (ROI), both yielding an ROI of 29%. Following closely behind, YouTube and TikTok boasted ROIs of 26% and 24%, respectively. LinkedIn and X (formerly Twitter) shared an ROI of 16%, indicating significant returns for marketers utilizing these platforms. Snapchat and Pinterest exhibited lower ROIs of 6%, while Twitch trailed slightly behind at 5%. Meanwhile, Tumblr recorded the lowest ROI among the listed platforms, with only 2%. These findings highlight the effectiveness of Facebook-owned platforms, as well as the growing influence of video-centric platforms like YouTube and TikTok in generating returns for marketers. Number of respondents of this study represent 1460 worldwide, survey time period is September 2023.



**Figure 3: Social media platforms with the largest return on investment (ROI) according to marketers worldwide as of September 2023**

Source: Own processing based on <https://www.statista.com/statistics/1284484/social-media-platforms-highest-return-on-investment/>

The data presents the leading social media platforms utilized by marketers worldwide as of January 2023 (63% of marketers work in B2C, 37% in B2B), measured by the percentage of marketers who employ each platform in their strategies. Facebook emerges as the dominant platform, with a substantial 89% of marketers incorporating it into their marketing efforts. Following closely behind is Instagram, with 80% of marketers leveraging its features for promotional purposes. LinkedIn ranks third in usage among marketers, with 64% utilizing the professional networking platform to engage with their target audience. YouTube and Twitter also exhibit significant adoption rates, with 54% and 44% of marketers utilizing these platforms, respectively. TikTok, a relatively newer entrant into the social media landscape, demonstrates a notable presence among

marketers, with 26% incorporating it into their marketing strategies. Number of respondents of this study is 2133 worldwide, survey time period is January 2023.

**Table 1: Leading social media platforms used by marketers worldwide as of January 2023**

Social media platform	Usage by marketers in %
Facebook	89%
Instagram	80%
Linkedin	64%
Youtube	54%
Twitter	44%
TikTok	26%

Source: Own processing based on <https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/>

The data outlines the primary benefits of utilizing social media for marketing purposes worldwide, as of January 2023 (63% of marketers work in B2C, 37% in B2B.), expressed as percentages representing the prevalence of each benefit among marketers (multiple answers were possible). The most prominent benefit identified is "Increased exposure," with a substantial 86% of marketers acknowledging the platform's effectiveness in enhancing brand visibility and reach. Following closely behind is "Increased traffic," cited by 76% of marketers, indicating social media's role in driving users to websites or other digital properties. "Generated leads" emerge as another significant benefit, with 64% of marketers recognizing social media's capacity to generate potential customers or clients. Additionally, "Developed loyal fans" is noted by 56% of marketers, highlighting social media's ability to cultivate a dedicated following and foster brand loyalty. "Improved sales" rounds out the list, acknowledged by 55% of marketers, indicating the platform's contribution to driving conversions and boosting revenue. Release date of this study was June 2023, number of respondents represent 2133 worldwide.

**Table 2: Leading benefits of using social media for marketing purposes worldwide as of January 2023**

The benefits	
Increased exposure	86%
Increased traffic	76%
Generated leads	64%
Developed loyal fans	56%
Improved sales	55%

Source: Own processing based on <https://www.statista.com/statistics/188447/influence-of-global-social-media-marketing-usage-on-businesses/>

The data presents planned changes in the use of selected social media platforms for marketing purposes worldwide, as reported by marketers (63% of marketers work in B2C, 37% in B2B), with percentages indicating the proportion of respondents intending to increase, maintain, decrease, or abstain from utilizing each platform.

For Facebook, 53% of marketers express intentions to increase their usage for marketing purposes, indicating a notable inclination towards leveraging the platform's capabilities for brand promotion. A substantial 32% plan to maintain their current level of utilization, reflecting the platform's enduring relevance in marketing strategies. Conversely, only 5% of marketers anticipate decreasing their use of Facebook, suggesting a prevailing confidence in its efficacy. Meanwhile, 10% of marketers have no immediate plans to utilize Facebook for marketing.

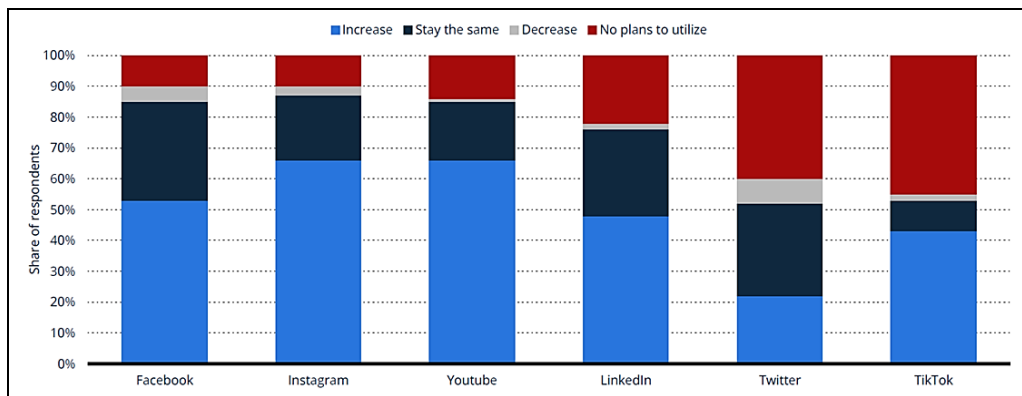
Similar trends are observed for Instagram and YouTube, with 66% and 65% of marketers respectively intending to increase their usage, highlighting the platforms' growing importance in marketing strategies. Both platforms also exhibit low percentages of marketers planning to decrease their usage (3% for Instagram and 2% for YouTube), indicating a strong preference for maintaining or enhancing their presence. However, 10% of marketers for both platforms report no plans to utilize them for marketing purposes.

LinkedIn shows a slightly different pattern, with 48% of marketers intending to increase their usage, indicative of its importance for professional networking and B2B marketing. A notable proportion (22%) of marketers

have no immediate plans to utilize LinkedIn, suggesting potential areas for growth or untapped opportunities within the platform.

Twitter displays lower rates of planned increases in usage compared to other platforms, with only 22% of marketers intending to do so. Additionally, 9% of marketers plan to decrease their usage of Twitter, possibly reflecting evolving preferences or challenges associated with the platform's effectiveness in certain marketing contexts. A significant portion (40%) of marketers report no plans to utilize Twitter for marketing, indicating a perceived mismatch between its capabilities and their marketing objectives.

TikTok emerges as a platform with notable potential for growth, with 43% of marketers planning to increase their usage, underscoring its rising prominence in marketing strategies. However, a sizable proportion (45%) of marketers report no plans to utilize TikTok for marketing, suggesting varying levels of readiness or apprehension regarding its suitability for their brand or target audience. Survey time period is January 2023 with 2133 respondents worldwide



**Figure 4: Planned changes in use of selected social media for marketing purposes worldwide as of January 2023 (in percentage)**

Source: Own processing based on <https://www.statista.com/statistics/258974/future-use-of-social-media-among-marketers-worldwide-by-platform/>

The global landscape of social media in January 2024 shows a diverse ecosystem led by major platforms such as Facebook, with 3.049 billion monthly active users, and YouTube at 2.491 billion. Instagram and WhatsApp also hold significant shares with 2 billion users each. TikTok has rapidly grown to 1.562 billion users, popular among the youth for its short-form videos. WeChat dominates in China with 1.336 billion users, and Facebook Messenger has 0.979 billion users globally. Other platforms like Telegram, Snapchat, and Kuaishou have substantial user bases with unique features. The data from 2017 to 2027 indicates a consistent increase in social media users worldwide, forecasting 5.85 billion by 2027. Marketers find Facebook and Instagram to offer the highest ROI, significantly impacting marketing strategies. The primary benefits of using social media for marketing include increased exposure, traffic, leads, loyalty, and sales. Current trends show a growing inclination among marketers to enhance their use of these platforms to capitalize on their vast potential for brand promotion and audience engagement.

#### 4. In Conclusion

The analysis of data reveals dynamic trends in the utilization of social media platforms for marketing purposes worldwide. Facebook and Instagram emerge as the dominant platforms, offering marketers unparalleled opportunities for increased exposure and engagement. YouTube and LinkedIn also command significant usage among marketers, emphasizing the importance of video content and professional networking in contemporary marketing strategies. Meanwhile, Twitter exhibits lower rates of planned increases in usage, potentially indicating shifting preferences or challenges in maximizing its effectiveness for marketing.

The benefits of using social media for marketing purposes are rich, with increased exposure, traffic, lead generation, and the development of loyal fan bases cited as primary advantages. These findings underscore the multifaceted benefits that social media platforms offer marketers in enhancing brand visibility, driving engagement, and ultimately, contributing to business growth.

Looking ahead, the data suggests several noteworthy trends and potential future assumptions. The continued dominance of Facebook-owned platforms, the growing influence of video-centric platforms such as TikTok and

YouTube, and the rise of professional networking platforms like LinkedIn are expected to shape the landscape of social media marketing. Additionally, the emergence of newer platforms and technologies may offer new opportunities for marketers to connect with their target audiences in innovative ways.

The data highlights the indispensable role of social media platforms in modern marketing strategies. With the majority of marketers planning to increase their usage of key platforms such as Facebook, Instagram, and YouTube, it is evident that social media will remain a cornerstone of marketing efforts across industries. The ability to harness the benefits of increased exposure, traffic, and lead generation underscores the significance of social media as a powerful tool for driving business growth and cultivating brand loyalty.

As technology continues to evolve and consumer behaviors evolve in tandem, marketers must remain adaptable and proactive in leveraging emerging trends and platforms to stay ahead of the curve. By understanding current trends, anticipating future developments, and aligning strategies with evolving consumer preferences, businesses can maximize the potential of social media platforms to achieve their marketing objectives and thrive in an increasingly digital-centric landscape.

The analysis of data pertaining to the usage of social media platforms by both ordinary users and marketers, as well as the associated return on investment (ROI) and perceived benefits, offers valuable insights into the future landscape of marketing on social media platforms.

For future marketing on social media platforms, several possible key implications emerge:

*Continued Importance of Facebook.* Despite the emergence of new platforms and shifts in user preferences, Facebook remains a cornerstone of social media marketing. Its enduring popularity among both ordinary users and marketers, coupled with its high ROI, suggests that Facebook will continue to play a pivotal role in marketing strategies.

*Rise of Visual Platforms.* Platforms such as Instagram and TikTok, which prioritize visual content, have seen significant growth and are favored by marketers for their high ROI. This trend underscores the increasing importance of visual storytelling and short-form video content in capturing audience attention and driving engagement.

*Integration of Marketing Strategies.* The alignment between the most used social platforms and those with high ROI indicates a convergence between user engagement and marketing effectiveness. Marketers are likely to prioritize platforms that offer both a large user base and strong returns on investment, leading to a more integrated approach to social media marketing.

*Focus on Benefits.* The identified benefits of using social platforms for marketing, including increased exposure, traffic, leads, loyal fans, and sales, underscore the multifaceted advantages that social media offers for businesses. Future marketing strategies are likely to continue leveraging these benefits to enhance brand visibility, drive engagement, and ultimately, achieve business objectives.

Research questions set for the purpose of the paper were as we mentioned in methodology, and are answered below.

*Is Facebook still the most used social platform by ordinary users in the world?*

According to the data provided, Facebook maintains its position as one of the most widely used social media platforms, with consistently high monthly active user counts. While other platforms such as Instagram and TikTok have seen significant growth, Facebook remains a dominant force in the social media landscape.

*Is Facebook still the most used social platform in the world by marketers?*

Yes, Facebook continues to be one of the most utilized social platforms by marketers, as indicated by the high percentage of marketers planning to increase their usage of the platform for marketing purposes. Instagram, another platform owned by Facebook, also ranks high among marketers, underscoring the continued importance of Facebook-owned properties in marketing strategies.

*Are the most used social platforms in the world also the platforms that have a high ROI?*

The data indicates that platforms like Facebook, Instagram, and YouTube, which are among the most used social platforms globally, also exhibit high returns on investment (ROI) according to marketers. These platforms consistently rank among the top in terms of planned increases in usage and perceived ROI, suggesting a correlation between platform usage and ROI.

*What are the biggest benefits of using social platforms by marketers?*

The primary benefits identified by marketers in using social media platforms for marketing purposes include increased exposure, increased traffic, generated leads, developed loyal fans, and improved sales. These benefits underscore the multifaceted advantages that social media offers in enhancing brand visibility, driving engagement, and ultimately, contributing to business growth.

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