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Facebook has been labelled as the next MySpace and perhaps this label scares them? MySpace slowly petered out and despite efforts to revive the social network, it was never revived.

Advertising space

As a professional in the social media industry, where do you focus your marketing?

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On your mobile phone's home screen, most users will have four apps owned by Facebook: Instagram, Facebook, WhatsApp and Facebook Messenger. So the question arises: does Facebook have the same clout that it used to?

Demographics

Where are under 17s going instead? Not surprisingly, they are moving to mobile chat services like WeChat, and photo-sharing apps like Instagram and Snapchat.

What's interesting is how quickly teenagers globally are taking up other services instead of Facebook.

Conclusion

In reaching teenagers under 17 and people over this age, your brand must have a strong mobile presence, whether it be app-based or a mobi-friendly website. One key point is that your brand must be interactive.

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ABOUT CHRISTOPHER SMITH

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