

Social Media in Global and Local Figures

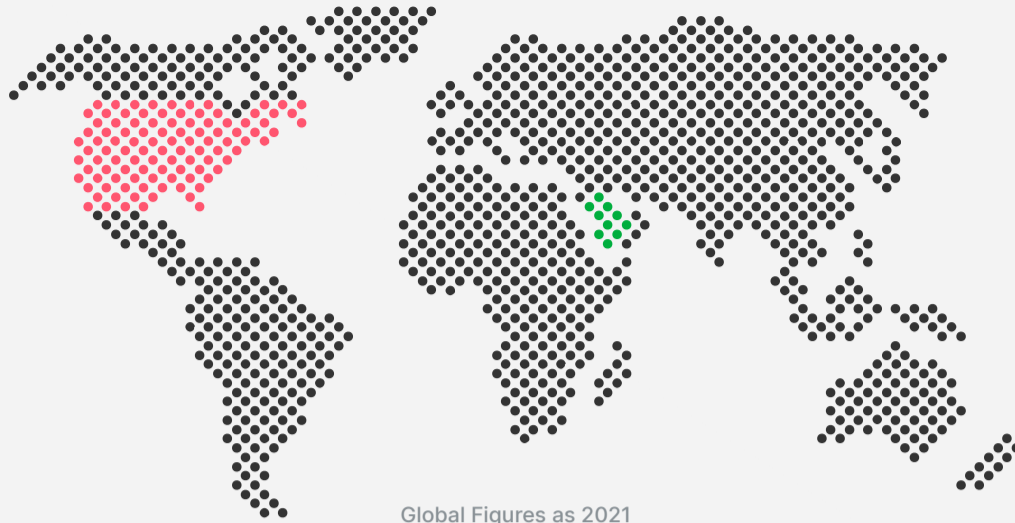
Worldwide
Social media users

4.59B

Social media AD spend

181B USD

Leading social
media AD market
United States



Global Figures as 2021

Saudi Arabia
Social media users

29.50M

The total

82.3%

of country's population

Average daily time spent
on social media

3H:24M



Utilizing social media as marketing strategies

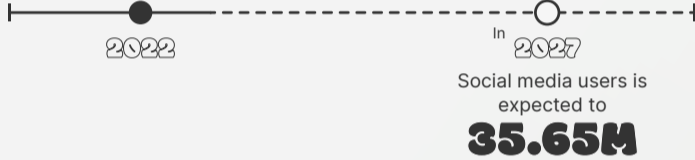
Ad spending in social media reach

1.612B SR

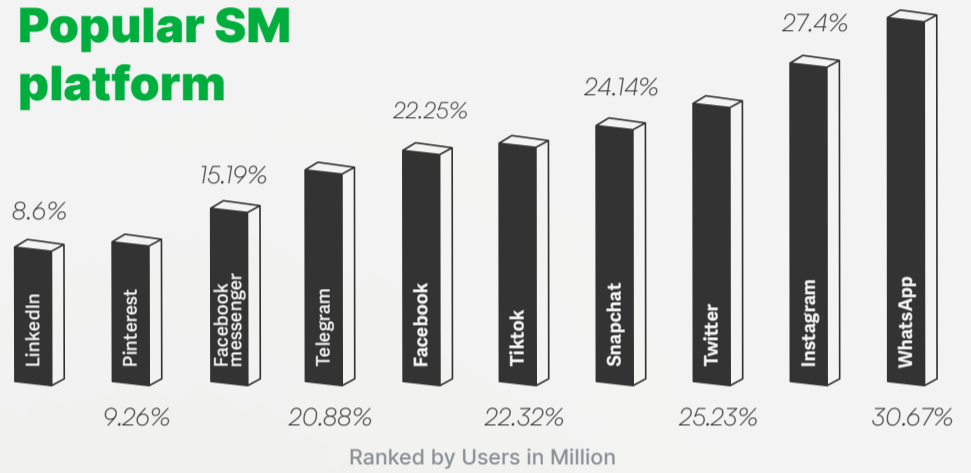
Annual growth rate
13.1%

Resulting in a projected market volume

2.9B SR



Popular SM platform



Why Are companies using social media?

HubSpot
research

In
2021
76%

of marketers

Their goals for utilizing their online presence and investment will change.

To adapt to consumers' needs and changes in the market, companies are setting new goals:

39%

Increasing brand awareness. Reaching new audiences.

33%

Fostering relationships with customers. Increasing brand loyalty.

32%

Improving customer service and retention.

While it remains a fact that social selling is simplifying the buyer's journey and is giving unprecedented access for businesses to new markets, these figures show that brand awareness and customer retention are the new focus.

Primary goals of social media strategy 2021 VS 2022



Why advertise on social media?

- An easy way to track your ROI through analytics of views, clicks, and conversions your ads generate.
- A great setting for A/B testing. You receive almost immediate feedback and can tailor your ads to the right audience faster than you would be able to with other forms of advertising.
- Customized reach to an audience you otherwise wouldn't via traditional marketing channels.

What is Social Media Advertising?

Includes all ad revenue generated by social networks or business networks such as Facebook, Twitter or LinkedIn. Ads in social networks can appear as sponsored posts within organic content or besides the newsfeed. Social Media Advertising does not include ads within online games nor revenues generated from membership subscriptions or premium fees.