

# STRATEGY Global Business Development Social Media Users Statistics 2016



Tumblr  
230 Million

Instagram  
430 Million

**Fast-Tracking Your Success**  
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Google+  
440 Million

**Social Media: B2B vs B2C**

*Leverage & Consistently Integrate Brand Identity*

✓ Brand Identity: Foundation for Conversion

### B2B

- LinkedIn
- SlideShare
- Twitter
- YouTube
- Facebook
- (Pinterest)
- (Reddit)

### B2C

- Twitter
- Facebook
- Instagram
- YouTube
- Pinterest
- (Reddit)
- (Tumblr)

Facebook  
1.6 Billion

LinkedIn  
429 Million

**Catapult Profitability with Proven Expertise:**

T Buckman, MBA  
US Based, International Reach

Executive Consultant: Specialized Generalist  
Australia, Europe, GCC, Indonesia, Japan, Peru, Singapore



Pinterest  
110 Million

Twitter  
325 Million



YouTube  
1 Billion

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DigitalSapiens  
http://www.digitalsapiens.com

Time is the one resource we cannot manufacture or reproduce

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