

POPULAR TYPES OF COMMUNICATIONS BY CATEGORY

(As Compiled by Greg Colello, Eldorado at Santa Fe, NM)

1. **US Mail** (US Postal Service Only)
2. **Contract Bulk Zone US Mail** (USPS Contractors)
3. **Package Delivery** (UPS, FedEx, USPS, DHL, YRCFreight, TNTExpress, BoltExpress, OnTrac)
4. **Cable TV, Internet, Telephone** (Comcast, DirecTV, Charter, DISH Network)
5. **Telephone Landline Voice, Fax, Modem** (AT&T, Verizon, TimeWarner, CenturyLink)
6. **Cell Phone Wireless Telephone, Text Messaging** (AT&T, Sprint, T-Mobile, Verizon)
7. **Smart Phone Messaging Services** (WhatsApp, FacebookMessenger, WeChat, QQ, Viber)
8. **Smart Phone Apps** (Facebook, YouTube, GoogleMaps, GoogleSearch, GooglePlay, Gmail, Instagram, AppleMusic, AmazonApp)
9. **Email** (AppleiPhone, Gmail, AppleiPad, AppleMail, Outlook, SamsungEmailApp, Outlook.com, GoogleAndroid, Yahoo!Mail, WindowsLiveMail)
10. **Forums** (Reddit, Craigslist, StackOverflow, Quora.com, ign.com/boards, VideoGameCheats, 4chan, 2ch.net)
11. **Videoconferencing** (Skype, FacebookLive, Periscope, Zoom, AnyMeeting, Vyew, Mikogo, TokBoxVideoChat, BuddyMeeting)
12. **MicroBlogs** (Twitter, MailChimp, Tumblr, SinaWeibo)

13. **Discussion Blogs** (Facebook, Google Groups, Wordpress, Qzone)
14. **Online Encyclopedias** (EncyclopediaBritannica, Encyclopedia.com, Bartleby, Infoplease, Questia, dkonline, EncyclopediaOfLife, Scholarpedia, Wikipedia)
15. **Search Engines** (Google, Yahoo, DuckDuckGo, Bing, Dogpile, Yippy, GoogleScholar, Webopedia, TheInternetArchive, BaiduTieba)
16. **WWW Website Communications** (Public HTTP, Secure HTTPS)
17. **WWW Website Hosting** (HostGator, 1&1, InMotion, DreamHost, Liquid, GoDaddy, Hostwinds, A2, SiteGround, BlueHost, AsmallOrange, Site5, GreenGeeks, HostPapa, Facebook)
18. **Social Networks** (Facebook, LinkedIn, Google+, VK, Tagged, Ask.fm, MeetMe, Classmates)
19. **Social News Rating** (Delicious, StumbleUpon)
20. **Video and Image Media Sharing** (YouTube, Flickr, Pinterest, Instagram, Vine, Facebook, Snapchat, Line)
21. **Face-to-face Meetings** (Meetup, Peoplehunt, Foursquare, Nearify, MeetMyDog)
22. **Online Voting** (SimplyVoting, SurveyMonkey, election buddy, doodle)
23. **Podcast RSS Audio Streaming** (Wordpress, LibSyn, TypePad)
24. **Podcast Receivers** (Overcast, PocketCasts, Castro, Spotify, Deezer)

25. **Ecommerce Social Media** (Olapic, Soldsie, Shopial, Beetailer, inSelly, Chirpify, Heyo, Poshmark, FacebookForBusiness, PinterestForBusiness)
26. **Ecommerce For-FREE Web Site Builders** (Wix, WebsiteBuilder, IMCreator, SiteBuilder, Sitey, Weebly, Jimdo, ucraft, SITE123, WebStarts, WebNode, Webs, Magento, 3dcart, ecwid, ShopLocket, WooCommerce)
27. **Ecommerce For-FEE Site Builders** (Shopify, Bigcommerce, Squarespace)

SOCIAL MEDIA (#UserAccts-Rank) AS OF AUGUST 2017

#1 Facebook (USA): 2,047,000,000

#2 YouTube (USA): 1,500,000,000

#3 WhatsApp (USA): 1,200,000,000

#4 FacebookMessenger (USA): 1,200,000,000

#5 WeChat (CHN): 938,000,000

#6 QQ (CHN): 861,000,000

#7 Instagram (USA): 700,000,000

#8 QZone (CHN): 638,000,000

#9 Tumblr (USA): 357,000,000

#10 Twitter (USA): 328,000,000

#11 SinaWeibo (CHN): 313,000,000

#12 BaiduTieba (CHN): 300,000,000

#13 Skype (USA): 300,000,000

#14 Viber (JPN): 260,000,000

#15 Snapchat (USA): 255,000,000

#16 Line (JPN): 214,000,000

#17 Pinterest (USA): 175,000,000

SOCIAL MEDIA BUSINESS USAGE (#UserAccts-Rank)

[Business usage is the most popular angle that researchers and reviewers cover social media, so that's what I have done here. It's an interesting angle. I review the top 10 ranked, and then three lower ranked ones considered critical for business usage (Pinterest, LinkedIn and Yelp).]

#1 Facebook - With more than 1.59 billion users, Facebook comprises of the largest blend of demographics of any social platform. It provides an extraordinary medium for your business to connect with your prospective customers all around the world. And from an advertising perspective, it's the easiest to manage and allows for the best possible targeting. We use Facebook Ads to match our current buyers with over two million similar prospects who possess similar characteristics. We then push them to an opt-in page where we can capture their name and email.

#2 YouTube - Aside from being the second largest search engine, YouTube is owned by Google. So when it comes to search engine optimization, videos are more likely to appear in search results than other websites. With Google's acquisition of YouTube, we use Google Hangouts On Air to do interviews with our authors and industry leaders. Then our interview is automatically posted to YouTube under our account for added visibility.

#3 WhatsApp - (I couldn't find anything that was brief, so here's some business use bullets and a description of it) WhatsApp can be used creatively for Internal Team Communications, Customer Communications, Customer Support, Marketing & Promotion. WhatsApp Messenger is a freeware and cross-platform instant messaging service for smartphones. It uses the Internet to make voice calls, one to

one video calls; send text messages, images, GIF, videos, documents, user location, audio files, phone contacts and voice notes using standard cellular mobile numbers.

#4 Facebook Messenger - Increasing numbers of consumers are turning to social media messaging, including Facebook Messenger, to contact businesses with questions, comments, and complaints. While there are tools that will help you manage the influx of customer messages, sometimes they're just not enough, particularly when social users are accustomed to a timely response from you. Facebook Messenger chatbots will let you automatically provide consumers with immediate responses. They can answer basic questions like "What is your return policy?" (even though it's posted in three different places on your site), freeing up your customer service team to handle more serious customer concerns or issues.

#5 WeChat - Known in Chinese as Weixin, "micro letter", WeChat is first and foremost a messaging app for sending text, voice, and photos to friends and family. It was launched just 4 years ago by Chinese investment holding company Tencent, one of the largest internet companies in the world. WeChat cares more about how relevant and central WeChat is in addressing the daily, even hourly needs of its users. Instead of focusing on building the largest social network in the world, WeChat has focused on building a mobile lifestyle — its goal is to address every aspect of its users' lives, including non-social ones. The way it achieves this goal is through one of the most unsurfaced aspects of WeChat: the pioneering model of "apps within an app". Millions (note, not just thousands) of lightweight apps live inside WeChat, much like webpages live on the internet. This makes WeChat more like a browser for mobile websites, or, arguably, a mobile operating system — complete with its own

proprietary app store. Not what we'd expect from a messaging app. Developing official WeChat accounts has become so popular in China that new startups sometimes test their version 1.0 product on WeChat's platform before dedicating resources to building and marketing a standalone native app. The apps-within-an-app model described above is all about the official accounts platform. But the cornerstone of this model is payments, which are managed through a portal that lives in a completely separate part of the app from official accounts (yet is still readily accessible). That portal takes the form of the WeChat "Wallet", which is not a traditional wallet but a menu of carefully curated, pre-selected service providers that users can transact with after inputting their payment credentials. At the time WeChat was first created (2011), a Chinese Twitter-like service for 140-character posts called Sina Weibo already existed and had hundreds of millions of users. Celebrities, influencers, brands, and companies had official Weibo accounts and used them to broadcast public messages to millions of followers. For WeChat to make its official accounts platform work, then, it had to move beyond the framework and limitations of a social network — where content is king — to a system that prioritized usefulness and functionality above everything else.

#6 QQ – Investors and musicians can profit from QQ. While more people move to streaming music over downloading as a consumption method, global providers like Spotify still struggle to turn a profit. But thanks to its massive scale and diverse revenue opportunities, China's version of Spotify, QQ Music, is actually making money, the company claims. According to Chinese reports, the general manager of the music division of QQ's owner Tencent, Wu Weilin (Andy Ng), said this week at a music industry forum that the service has

managed to turn a profit. Tencent is a Shenzhen-headquartered internet giant that is perhaps better known for its dominant WeChat messaging app. Its other big brand name, QQ, is a family of sites that includes a blog, a games platform, and a social network. QQ's user numbers have also well eclipsed the competition. QQ Music reports 100 million daily active users, and 400 million monthly actives. Spotify, in comparison, has about 100 million monthly actives, although it has 30 million paying subscribers — three times QQ's 10 million paying subscribers.

#7 Instagram - We use this popular photo-sharing platform at events and tradeshow. Whenever we're hosting events, we always have an incentive for the attendees to post photos to Instagram using our event hashtag. We'll also offer a free giveaway or raffle for those who participate.

#8 Qzone - Qzone is a social networking site created by Tencent. It permits users to write blogs, keep diaries, send photos, and listen to music. With almost 600 million registered users and 150 million updating their accounts at least once a month, Qzone is one of the most active communities in the whole industry also the closest thing to Facebook in terms of usage, functionality and influence. Let's take a look at a 10 things you can do with Qzone to market your brands and products: Ad links, Write an original article, Reposting, Create Photo albums, Commenting, QQ signatures, VIP member, Regular updates, Sharing, QQ microblogging.

#9 Tumblr - Tumblr is a microblogging and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers many of the website's features

are accessed from a "dashboard" interface. A business can profit from its usage by Building Your Audience, Affiliate Programs, Use Ads, Uploading Files, Shrink URL's, Uploading Pictures.

#10 Twitter - Twitter's value lies in its ability for your posts to go viral: the more people share your posts and "retweet" your content, the more followers you will attain. We post recent news, updates and articles we have in major media. Hashtags make a big difference in building momentum for your posts, so pay attention to what is trending today and include relevant hashtags. We also retweet people who have many followers to increase the likelihood of them following us back.

#17 Pinterest - Only use this channel if you have great images to share. Quality images are likely to go viral on this site due to its visual nature. If your image is pinned by a highly-followed member, it has the potential to be viewed by millions. It's also great for promoting products. We post photos of book covers and images with quotes accredited to our authors to promote their books. Adding the Amazon link to their books also helps boost sales.

#? LinkedIn - If you are working in a B2B field, this is the social media network for you to focus on. Connecting with business professionals in any industry is easiest with LinkedIn as it allows you to target them by industry, job title, etc. As with all social media, LinkedIn prioritizes relationship building more than any other. Don't lead with a sales pitch; start by building a connection. One of the best features for businesses are LinkedIn Groups. Businesses should establish Groups in your target niche or industry and invite others in your target market to join.

#? Yelp - Yelp is critical for businesses today. If you don't have an active strategy to build reviews on Yelp, your customers may do it for you soon enough. All it takes is one poor review to harm your abilities to build your social platform. Asking your customers to review your business on Yelp prevents any negative review from standing out. We hold campaigns to get our authors to post reviews about us on Yelp in return for a reward. For example, if they post a review, we'll offer them 10 percent off their next order or give them an added service.