

# Global Social Advertising & Social Media Marketing Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.

### SCOPE OF THE REPORT:

The global Social Advertising & Social Media Marketing market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Social Advertising & Social Media Marketing.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Social Advertising & Social Media Marketing market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Social Advertising & Social Media Marketing market by product type and

applications/end industries.

Market Segment by Companies, this report covers

Facebook

LinkedIn

Google Edition

Twitter

Instagram

Snapchat

WeiBo

Tencent

LINE

Kakao Talk

MoMo

Microsoft

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Social Advertising

Social Media Marketing

Market Segment by Applications, can be divided into

Social Media Platforms

Websites

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