

## Social Media: TikTok is the most frequently used platform

European SMEs and freelancers rely increasingly on social media and digital platforms for their communications and marketing strategies.

If the majority use Google, Facebook, Instagram and/or Twitter, starting from 2022 the average number of transactions by organization was higher for TikTok than the other channels mentioned above.

When looking at the average number of transactions carried out by SMEs and freelancers for their social media marketing, the data shows that they spend more frequently on TikTok than they do on the other channels: compared to transactions for Google, Facebook, Instagram and Twitter, TikTok accounts for 65% in Germany, 70% in France and Italy, and 81% in Spain. The average amounts spent, however, haven't exceeded the ones spent on other channels.

Such trends suggest that businesses are ready to embrace newly-emerging social networks in order to keep up with global trends and adapt to their customers' life changes.

### TikTok transactions Vs other digital channels in France

Jan 2022 – Mar 2023

