



A really helpful social media guide

Module 1: Understanding your digital ecosystem

Your digital ecosystem

Social media works best when it's part of your broader digital ecosystem. This includes:



Your
website



Email
marketing



Online
advertising



Customer service
channels

Clients use different platforms for different needs. They might turn to LinkedIn for work, Facebook for friends and family, Google to search and their inbox to stay informed.

Your goal is to meet them where they are, with content that's relevant, timely and useful.

Marketing in the ecosystem



What social media can do for your business

When used well, social media helps you:



Stay connected
with clients



Build networks
and attract new
opportunities



Gather
feedback



Expand your
market reach



Conduct market
research



Strengthen
your brand

Each platform plays a unique role. Together, they create a system that drives engagement and growth.

Choosing the right channel

Here’s a quick guide to help you match platforms to your audience and goals:

Platform	Audience	Best for
 Facebook	25-65, strong each in suburban and regional areas	Community building, local marketing, testimonials
 LinkedIn	30-55, professionals, small business owners	B2B networking, thought leadership
 Instagram	25-40, urban professionals, young families	Visual storytelling, brand personality
 YouTube	All ages, especially 25-45	Educational content
 TikTok	18-35, growing among first-home buyers and young professionals	Creative engagement, short-form video



References: DataReportal, Australia Digital 2025 Overview. Statista, Social Media Usage in Australia. YouTube & TikTok usage, Roy Morgan Digital Media Report 2025



This document is a guide only and not to be used as a substitute for qualified professional advice. The information is believed to be correct at the time of distribution. Pepper Money does not accept responsibility for any outcomes resulting from reliance on the content of this guide.

This guide is intended for brokers only and must not be copied or shared with anyone outside the intended audience without Pepper Money's prior permission.

© Pepper Money Limited ABN 55 094 317 665; AFSL and Australian Credit Licence 286655 ("Pepper"). Pepper is the servicer of home loans provided by Pepper Finance Corporation Limited ABN 51 094 317 647