


The Campaigns of Marketing and Growth Backing Inbound Impact on Millennial New Generations of Colombia's Consumers

El impacto de las campañas de inbound marketing y growth hacking en las nuevas generaciones milenial de consumidores en Colombia

 <https://doi.org/10.21803/adgnosis.11.11.529>

Marlon Granados Niebles

Specialist in Management and Innovation, Universidad Simón Bolívar, Politécnico de la Costa Atlántica, SENA Tutor, Atlántico.
E-mail: marlongranados@misena.edu.co

Germán Velásquez Vargas

Business Consultant, Master in Marketing, Business Administrator and Information Systems Analyst, tutor SENA, Atlántico, e-mail: germanvelasquez@misena.edu.co

Andrés Estrada Echeverry

Master in innovation and specialist in management of commercial companies. Teacher at Corporación Universitaria Reformada. e-mail: asestrada921@hotmail.com

How to cite this article:

Granados, M.; Velásquez, G. & Estrada, A. (2022). The impact of inbound marketing and growth hacking campaigns on new millennial generations of consumers in Colombia. *ADGNOSIS Magazine*, 11(11). p. 1-11. <https://doi.org/10.21803/adgnosis.11.11.529>

Abstract

During the last years Marketing has transformed from the "offline" to the "online" model; it has changed from getting clients through strategies, techniques, and traditional tools like print media advertising, tv commercials, radio spots, BTL activations, sampling and/or flyers to generate content and provide tools that attract and capture potential customers' attention without being intrusive. These strategies should have the importance to the potential customers in order to generate purchase of the product or service offered by companies. The main purpose of the research is to analyse the impact that Inbound Marketing and Growth Hacking can have as new techniques, strategies and digital marketing tools in the millennial generation from Barranquilla, Colombia. How those techniques, strategies and tools could attract them through content and functionalities that generate value for them and motivates them to concrete a purchase for a product and / or service. It will also establish a model of Inbound Marketing and Growth Hacking strategy for companies that do not have a large digital advertising budget in order to attract potential customers of the millennial generation from Barranquilla and generate effective purchases of their products or services.

Keywords: Digital marketing, inbound marketing, growth hacking, digital strategy, content generation, millennials generation.

Resumen

Durante los últimos años el marketing ha sufrido una transformación desde el modelo "offline" hacia el "online"; donde se ha pasado de captar clientes a través de estrategias, técnicas y herramientas tradicionales como la publicación de avisos en medios impresos, comerciales de televisión, cuñas radiales, activaciones de marca en lugares de alto tráfico, muestreo y/o volanteo a generar contenidos y brindar herramientas que atraigan y capten la atención de los clientes potenciales sin llegar a ser intrusivos, pero que consigan tener tal relevancia e importancia para ellos, que pueda generar acciones de compra del producto o servicio que ofertan las empresas. El artículo propuesto, tiene como finalidad analizar el impacto que pueden tener el inbound marketing y growth hacking, como nuevas técnicas, estrategias y herramientas del marketing "online" o digital en la generación milenial de Colombia, logrando atraerlos a través de contenidos y funcionalidades que generen valor para ellos y motivándolos a concretar una acción de compra de un producto y/o servicio. Así mismo establecer un modelo de estrategia de inbound marketing y growth hacking efectivo para empresas que no cuenten con un amplio presupuesto de inversión publicitaria digital y que de esta manera puedan atraer clientes potenciales de la generación milenial de Colombia y generar acciones de compra efectivas de sus productos o servicios en ellos.

Palabras Clave: Márketing digital; Inbound marketing; Growth hacking; Estrategia digital; Generación de contenido; Generación milenial; Milenials Colombia.



Introduction

As the days go by, society is immersed in a world full of interactions through the Internet and enters into the routine of checking email, reviewing social networks, browsing web pages of interest, watching videos that entertain them, provide them with knowledge or simply to keep them informed. Inevitably in all these interactions people are exposed to various advertising formats that seek to stimulate that desire or need for a product or service to which, at some point, they showed a certain level of interest.

Through Facebook or Instagram, advertisements targeting millennials receive hundreds of emails with launches, promotions or offers of products and/or services to which they subscribed through social networks or websites. On Twitter, brands respond to their suggestions, complaints or requests, making them more interesting to them as consumers. Likewise, the web pages they visit during the day contain advertising space, some more saturated than others, which overwhelm them and try to capture their attention and interest through images, banners or pop-ups. Inclusion on their smartphone do not escape the variety of advertisements from PUSH and SMS notifications to banners in game applications or tools that they use every day. Faced with the desire to learn about a subject or skill, or simply want to watch music and entertainment videos on YouTube, they have to wait up to 5 seconds (or more sometimes) to see the ad for that product or service that has not tired of chasing them throughout the day.

According to We Are Social's General Report (2020) on the use of internet, social media and mobile devices, digital marketing continues to be the ideal strategy to publicize, position and increase sales of a brand or company today. Colombia stands out as one of the Latin American countries with greater use and application of current and innovative digital trends. On the other hand, 50.61 million Colombians, 35 million are active Internet users, which corresponds to 69% of the total population and 95% of them enter through a mobile device.

99% of all users between 16 and 64 years old consume videos per month, Facebook and Instagram are the social networks with the highest number of active users per month (32 and 12 million respectively) and Google, YouTube, Facebook and Live (formerly Hotmail) are the pages with the highest monthly traffic in the country (We Are Social, 2020). E-commerce grew on average 14.6% during 2019 and 20% during 2020, totaling more than USD\$30,000 in transactions of which 57% were made by credit card and 21% in cash. Even so, only 35% of companies in Colombia sell online. These figures place Colombia in fifth place in the use and exploitation of Digital Marketing in Latin America (We Are Social, 2020). Likewise, they are betting on a digital transformation, according to the study conducted by Territorio Creativo, Colombia Digital and the BBVA Innovation Center (2018), 79% of them are addressing the issue and 21% have taken some initiative or are unaware of any progress in the process. However, 60% of the organizations plan to invest less than \$300 million pesos in areas of technology, trained personnel, organization and processes, for which the study evidences "the lack of knowledge of the potential of Digital Transformation as a tool for change and improvement of competitiveness among organizations, there remains a future challenge" (Tecnología, 2016. parr 2).

Although there is recognition of the importance of the digital world, and especially of companies in having a digital marketing campaign to generate potential customers and obtain more income in their business unit, they limit the budget to only achieve that the website appears in the first search results and that it has an innovative design; However, this is no longer enough, today it is necessary to have a comprehensive digital marketing plan where not only potential customers locate the company, product or service on the Internet, or are bombarded through ads, banners and emails, but through the process, get useful and relevant information to captivate and convert them into customers or users of what is offered without costing a fortune for companies.

Millennial generation in the crosshairs of Inbound Marketing and Growth Hacking campaigns in Colombia

The Colombian millennial is part of a scarce hybrid generation between the latent desire to build a better future, get ahead, develop personal skills (on and offline), connect, share content permanently and a lack of opportunities generated by the economic inequality of the country, which, although it limits the penetration and access to mobile devices and applications, does not diminish the spirit of change that emanates from the members of this generation. This is how a millennial criollo would be defined according to the article by Camila Ortega entitled "Así es el milenial colombiano" (Ortega, 2017).

Colombia is characterized for being a country where there are more cell phones than people, the market for these devices is growing at exponential levels. According to the First Great Continuous Study (PGEC) on the level of digitalization among Colombians 30% of people who have a cell phone in populations of more than 200,000 inhabitants, have a smartphone and the main users of these devices are men between 18 and 24 years old (Ministerio TIC, 2019). Millennials left behind text messages and emails, they demand an immediate and free response through applications such as Whatsapp, Snapchat, Line or Tango. And Colombia, according to América Economía (Tecnología & Innovación, 2013), is among the 10 countries that have most embraced instant messaging models along with Peru, Brazil, Mexico and Argentina.

According to the theories and results in the studies of Philip Kotler (2008), Marketing is the marketing strategy of a product or service and Digital Marketing is its variant equivalent to Online. Both, at a general level, are summarized in a practice oriented to identify the latent desires and needs in the target market in order to satisfy them to generate benefits (Hermes Creatives, 2018). Roberto Dvoskin, in his book Fundamentals of Marketing (2004), begins by defining marketing as a discipline of economic science whose objective is to enhance the capabilities of organizations and/or individuals offering goods or services who, dissatisfied with a given competitive situation, aspire to move to another with a greater advantage.

Likewise, it conceives it as a process and a strategy, since it is the agent of change sought.

by those suppliers dissatisfied with the current situation. On the other hand, Philip Kotler defines it as:

The science and art of exploring, creating and delivering value to satisfy the needs of a target market for profit. Marketing identifies unrealized needs and wants. It defines, measures and quantifies the size of the identified market and the potential profit (2004).

On the other hand, for the American Marketing Association, marketing is "an activity, set of institutions and processes to create, communicate, deliver and change offers that have value for consumers, customers, partners and societies in general" (Quoted by Vega, 2021, parr 6); In other words, we can define marketing as a discipline composed of strategies, techniques and actions that are used in a planned manner to analyze the needs of consumers, as well as the behavior of the market in which the company, product or service operates in order to add value to consumers by solving their needs and to the company by improving its competitive position in the market.

Over the years, processes, strategies and even the very definition of marketing have evolved, adapting to new market trends and consumer habits. Philip Kotler, considered the father of "modern marketing", has stated that marketing as we know it is evolving to something more in line with our times, where the immediacy of information and total segmentation stand out, elements that have changed the buying habits of customers (Content Marketing, 2022).

We are facing a new era of media, social networks, technologies such as artificial intelligence and big data, components that are becoming workhorses in terms of information rather than sales. For this reason, marketing is undergoing a key process of change and evolution where its pillars are constantly being updated and its principles are being redefined, as well as the tactics, actions and tools used in the different strategies. In the mid 90's there was an "old internet" that allowed finding information but not having the interaction we know today, it was like a library where you could find what you were looking for, but you could not alter the content you found. It was the first version, a little different from the one used today, and it was called Web 1.0 (Peçanha, 2021).

From that primitive moment of the Internet, the term Digital Marketing was created, which in its beginnings was very similar to traditional marketing since it was based on a unidirectional communication by companies where consumers received the message in a passive way and without the possibility of interaction. By 1993, Internet users began to interact more with companies advertising on the Web when the first clickable interactive ads appeared. But it was not until 2000 that digital marketing took a form very similar to the one known today with the advent of Web 2.0, which allowed anyone to become a content producer, making the flow of digital communication more democratic (Peçanha, 2021).

The emergence of Inbound Marketing, where the main objective is to be found by people who are looking for information to solve a need or a problem. In Inbound

Marketing must establish a communication channel with consumers where greater importance is given to conversation and not just to sending advertising messages. Through this communication it is possible to understand the deepest interests and needs of customers and potential customers to create solutions that give them the peace of mind to solve them. This methodology is just one part of a larger movement in the business world: the inbound movement, which is based on attracting prospects, interacting with them and delighting them in order to boost a company's growth, generating trust, credibility and motivation in customers. With the advancement and use of technology, the inbound method suggests a more useful and human way of doing business, a way to add value at every stage of the buyer's journey. A satisfied customer will be the fuel for the company's growth, either by repurchasing products or services, or by recommending them to other customers, boosting the brand (Samsing and Ilan, 2019).

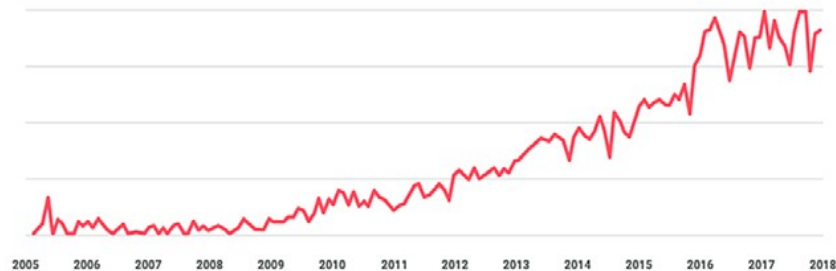
Dharmesh Shah and Brian Halligan, founders of Hubspot, would be the first creators of the concept, bringing it closer to:

Inbound Marketing allows users and potential customers to find you on the Internet and learn about your products and services. It is about offering value in a non-intrusive way, unlike traditional advertising, so consumers do not feel that the purpose is to get sales. With inbound techniques, your customers come to you, and with outbound techniques, it is you who must find them. In the first case, the key lies in creating quality content; and in the second, in the budget. (Quoted by Genwords, 2018).

From these definitions it can be concluded that Inbound Marketing is a methodology that seeks to attract the interest of people in companies, products or services through the publication of relevant and valuable content, allowing them (potential customers) to find the company, product or service through different channels or digital platforms in a natural and unforced way.

The following graph illustrates the evolution of this business idea, from its birth to 2018:

Figura 1.
Evolución del Inbound Marketing.



Fuente: Elaboración propia con Base a Inbound Cycle (2018).

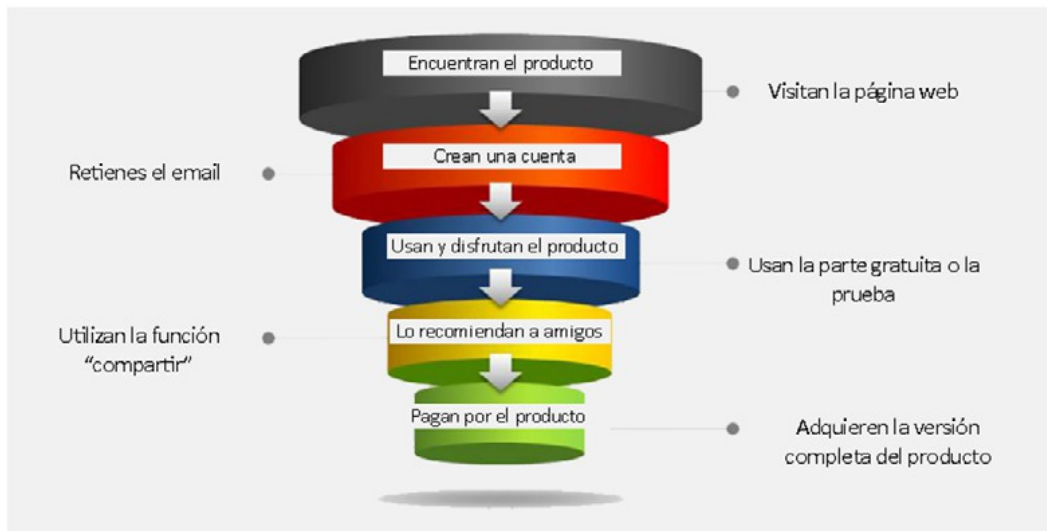
Likewise, David Meerman Scott was another of the great influencers of the methodology, publishing his book *The New Rules of Marketing and PR* (2011) and therein exposing the evolution of marketing and public relations through the use of 2.0 tools on the Internet during the last decade. On the other hand, outbound marketing is the set of actions whose main objective is to attract consumers with direct messages. Its methodology is mainly based on showing the characteristics and benefits of a brand or product with cold and irruptive messages, where and when they have not been requested by the consumer. It seeks to capture the attention of a large audience in traditional media such as radio, television, press, emails and banners through a unidirectional communication in which the consumer's feedback is unknown. By selling a brand or product with a large budget to a mass audience in an impersonal and risky way without having measurable information to establish whether or not it generates the desired impact or action in the end user (Inbound Cycle, 2017).

Sean Ellis; entrepreneur, angel investor, startup advisor and CEO of GrowthHackers.com (an American company focused on empowering the growth of companies such as Facebook, Airbnb, Amazon, Netflix and also startups through the Growth discipline) was the one who circulated the phrase in 2010 when he created a job description for a new position. Sean helped many startups achieve accelerated growth, including Dropbox, Event-brite, LogMeIn and Lookout, however, when he left one of these startups to pursue new opportunities, it was very difficult for him to find a replacement; someone with the job of growing the startup. When analyzing hundreds of applications, all of them were focused on finding a marketing expert without being a job for someone with this profile. Modern software products are different from traditional products and so was their distribution. Marketing experts were thinking about considering budgets, expenses, costing, costing and other metrics that Sean was not looking for, he wanted "a person whose real goal was growth" because growth is the metric that can make a venture a complete success or a complete failure. An engineer or programmer could be a growth hacker, as well as a marketer, the important thing is their focus.

Another important quality for a growth hacker is to be extremely curious. Always be looking for and trying new techniques to achieve the best results, even when those techniques come from or lead to crazy ideas (Romero, 2015). Being a person with knowledge in different areas is also a differentiating characteristic of a growth hacker. It does not matter if he is a marketing expert or a programmer, the important thing is that he is one of those people who know a little bit of everything and manage to connect very different ideas to move a project forward. A growth hacker is agile in a world where the landscape can change suddenly, and where it is necessary to make quick decisions and do the necessary tests to keep the project moving forward; finally, perhaps the most relevant quality for a growth hacking expert is the ability to find that element of surprise that leads to a great idea to explode. Innovation is the core of this discipline where to achieve spectacular results one must dare to do things differently (Borrás, 2020).

Figure #2 shows a gear and a strategy established for each type of customer.

Figura 2.
Embudo de Growth Hacking



Fuente: Elaboración propia con base a IEBS (2018).

The new generations of consumers in Colombia, called millennials, are those born between 1985 and 1999 (Howe and Strauss, 2000), who are not digital natives (Prensky, 2001), but have developed along with the new technologies, which implies that they know and handle them perfectly; in addition to being always connected. With the characteristic of being between the old and the new digital era; they are labeled as digital, multi-spot and multi-device, critical, sociable and with a demanding profile of consumption and personal life (Gutiérrez, 2015). The behavior and consumption habits of the millennial generation is a topic that we will analyze in this degree work, taking into account that they are the future consumers, and with the aggravating factor that the market fails to clearly identify how they make their purchasing decisions, how they are informed and act accordingly.

Digital Marketing is facing a crucial moment, where new theoretical approaches try to redefine its actions and orient it to methodologies that go beyond the commercial elements, which should be concerned with establishing new mechanisms of communication with complex human beings. In the midst of this scenario, Inbound Marketing and Growth Hacking methodologies are becoming an increasingly powerful current within the strategic considerations of personal businesses developed by millennials in Colombia, which are supported by the influence of devices such as smartphones and various multimedia content alternatives that have high levels of marketing and commercialization for this target population. Hence, the problem to be solved revolves around the need to identify the scope of this kind of marketing strategies, in order to stimulate the actions or purchase desires of the millennials in Colombia. Based on the fact that this is the emerging population with the greatest purchasing capacity, starting from the principle that they are people who have their own business and their

income are stable, have their own digital ventures and innovation processes, and do not need access to formal employment.

The challenge of innovation and development of new support methodologies that allow millennials to access tools for market growth are the reason to identify the different targets that are of interest to them. The information consumption of millennials is active and has evolved in relation to previous generations; these young people have concerns about the cyber market through the Internet, with great expectations regarding the effectiveness and real scope of methodologies such as Ibon Marketig and Growth marketing, as outreach tools for their target markets, using electronic devices and permanent access to social networks, mainly Facebook and Twitter, for all actions and undertakings of their work activities, with a strong ingredient of innovation, of which they make use of it in their daily lives. The proposed methodologies seek to attract millennials in Colombia, with the use of techniques to increase the number of visitors that are conquered through web pages, blogs or social networks, which turn them into followers and consumers of a product or service, to finally generate actions or purchase desires.

Methodology

The proposed research methodology is of a mixed nature, i.e., qualitative and quantitative. The quantitative approach, is responsible for testing the hypothesis, by collecting data, based on numerical measurement and statistical analysis, which allow to establish the patterns of behavior of millennials and test the proposed theories, the collection was done through surveys and interviews with experts, which allowed to know the environment of action of the subject of study (Millennials) and its interrelationship with the digital marketing environment in which it develops its permanent activities.

The theoretical basis of the same (Sampieri, 2017), proposes that mixed research "consists of the systematic integration of quantitative and qualitative methods in a single study in order to obtain a more complete "photograph" of the study phenomenon ".The type of study proposed for the research is descriptive in nature, which seeks to identify and describe the most characteristic aspects of the object of study that are directly related to "Inbound Marketing and Growth Marketing for Milleniuns in Colombia.

The proposed descriptive research is based on techniques such as observation and specific documentary analysis of the object of study. As secondary sources of information, specialized documentation on the impact of Inbound Marketing and Growth Hacking campaigns on millennials in Barranquilla is used; identifying what study perspectives exist, what are the main positioning of Inbound Marketing and Growth Hacking campaigns, and what have been so far the main findings, in order to establish the results and conclusions of the proposed research.

Conclusion

Based on the analysis of Inbound Marketing and Growth Hacking strategies implemented by companies such as On Vacation and Habla Creativo, it can be determined that these are effective as global marketing strategies capable of connecting products or services with the Colombian millennial generation. Following the basic structure of Inbound Marketing and the principles of Growth Hacking, these companies were able to consolidate positive results not only in sales but also in the quality of the records they received through the different actions and channels implemented, as well as positively impacting the efficiency of the sales team by focusing on those customers who were ready to buy. They were able to identify each type of person who came to them, the different moments at which they were approached and consolidate the channels through which they were attracted to register. Once they were part of their databases, they qualified and educated them with the information that was important and relevant at each stage, thus closing deals based on the customer and not on the product as such.

They also generated and implemented low-cost actions that accelerated not only the process of buying a product but also the recognition and positioning of a brand in an organic way, maximizing the company's advertising investment. Digital marketing continues to be an ideal strategy to publicize, position and increase sales of a brand or company today. The General Report of We Are Social (2020) on the use of internet, social media and mobile devices; Colombia stands out as one of the Latin American countries with greater use and application of current and innovative digital trends, has a large number of active users per month on the Internet and the consumption of products through E-commerce is growing, especially in 2020 where it increased 20% on average (CCCE, 2020). What the new generation of buyers, the millennials, want is non-intrusive quality content, finally the one who makes the purchase decision is him and he will feel a greater affinity with brands that give him respect and allow him to have a dialogue around the brand, product and / or service. In this way, Inbound Marketing becomes a strategy with the potential to impact the audience of each brand, product or service with useful and relevant messages to their search on the internet in a non-intrusive way, increasing the chances of user conversion according to Genwords, (2018).

During the buying cycle, customers go through four phases, starting with awareness or knowledge, where they become aware of a problem, a need or a challenge they are facing, but do not yet know the option(s) that will provide a solution. Then they start a research stage where they will approach the people closest to them, they will look for recommendations, tips, ideas or advice that will offer value to the solution of the problem they have. Immediately they have the knowledge from the research and recommendations they begin to have a preference for a particular supplier or solution, which is called the "emotional favorite" gradually moving to the position of winner.

Finally, in the conclusions a decision is made for the alternative that seemed best, buying the desired product or service, thus satisfying their needs and solving the problem; there is the closing phase where Inbound Marketing delivers the customer to Inbound Sales keeping customers satisfied, offering them useful information and taking care of the records that for some reason did not convert, but are attentive to the news of the brand or company and will be potential candidates to be the prescribers of the same on the Internet.

References

- BBVA (2018). ¿Quiénes son los 'millennials' y por qué son una generación única? <https://www.bbva.com/es/quienes-millennials-generacion-unica/>
- Borrás, H. (2020, 14 de enero). Growth hacking: qué es y ventajas. Cyberclick. <https://www.cyberclick.es/numerical-blog/growth-hacking-que-es-y-ventajas>
- Cámara Colombiana de Comercio Electrónico. (CCCE). (2020). Informe Comportamiento del Ecommerce en Colombia Durante 2020 y Perspectivas para 2021. <https://www.ccce.org.co/wp-content/uploads/2020/10/informe-comportamiento-y-perspectiva-ecommerce-2020-2021.pdf>
- Dvoskin, R. (2004). Fundamentos de Marketing. Teoría y experiencia. Ediciones Granica S.A.
- Genwords. (2018) Inbound Marketing: Qué es, Beneficios, Metodología y Ejemplos. <https://www.genwords.com/blog/inbound-marketing>
- Gutiérrez, R. (2015). La transformación digital y móvil de la comunicación política. Editorial Ariel, S.A. https://ipmark.com/wp-content/uploads/2015/06/La_transformacion_digital-2.pdf
- Hermes Creatives. (2018). Marketing de Contenidos: Inbound Marketing en Mallorca. <http://www.hermescreatives.com/marketing-online-digital/inbound-marketing-de-contenidos/>
- Howe, N. & Strauss, W. (2000). Millennials rising: ie next great generation. Vintage Books.
- Inbound Cycle (2017). Outbound marketing vs inbound marketing. <https://www.inboundcycle.com/inbound-marketing-vs-outbound-marketing>
- Inbound Cycle (2018). Inbound Marketing: qué es, origen, metodología y filosofía. (2018, septiembre 17). Recuperado de <https://www.inboundcycle.com/inbound-marketing-que-es>
- Kotler, P. (2008). Fundamentos de marketing. Pearson.
- Marketing de contenidos. (2022, 27 de junio). Los grandes errores que aún se cometen en el marketing de contenidos. Puro marketing <https://www.puromarketing.com/103/36587/grandes-errores-todavia-cometen-marketing-contenidos>
- Meerman, D. (2011). The New Rules of Marketing and PR. Wiley.
- Ministerio TIC (2019). Las oportunidades de la digitalización en Colombia. https://repositorio.cepal.org/bitstream/handle/11362/45360/4/oportdigitalizacovid-19_es.pdf
- Ortega, C. (2017). Así es el millennial colombiano: ni tan parecido ni tan diferente al millennial arquetípico. Young Marketing website. <http://www.youngmarketing.co/millennials-en-colombia/>
- Peçanha, V. (2021, 10 de enero). ¿Qué es el Marketing Digital o Marketing Online? Descubre cómo impulsar tu marca con esta estrategia. Rockcontent. <https://rockcontent.com/es/blog/marketing-digital/>
- Prensky, M. (2001) Digital Natives, Digital Immigrants Part 2: Do They Really Think Differently", On the Horizon, 9(6). 1-6. <https://doi.org/10.1108/10748120110424843>
- Romero, P (2015). Caso práctico Growth hacking. IEBS. <https://es.slideshare.net/pacoromeromn-dez/caso-prctico-growth-hacking-iebs>

Sampieri, R. (2017). Metodología de la investigación. Mc Graw hill Education.

Samsing, J. & Ilan, T. (2019). Double gravitational wave mergers. Monthly Notices of the Royal Astronomical Society, 482(1). 30 – 39. <https://doi.org/10.1093/mnras/sty2249>

Tecnología & Innovación. (2013, mayo 29). De whatsapp a line: la batalla de la mensajería instantánea en Latinoamérica. América Economía. <https://tecnologiaeconomia.com/articulos/de-whatsapp-line-la-batalla-de-la-mensajeria-instantanea-en-latinoamerica>

Tecnología. (2016, 15 de octubre). 79% de empresas en Colombia le apuestan a lo digital, pero sin grandes inversiones. Zona Cero. <https://zonacero.com/tecnologia/79-de-empresas-en-colombia-le-apuestan-lo-digital-pero-sin-grandes-inversiones-69934>

Vega, F. (2021, 18 de marzo). ¿Qué es marketing? LISIS. Soluciones Empresariales. <https://www.lisis.mx/post/que-es-marketing>

We are social (2020). Data reportal. <https://datareportal.com/>