



A BRAND GUIDE · FOR MARKETING TEAMS

Platform Comparison Guide.

A complete comparison of **Instagram**, **TikTok**, **YouTube**, and **LinkedIn** — the four primary influencer marketing platforms in 2026 — and how brands actually allocate budget between them with confidence.

01

Instagram

02

TikTok

03

YouTube

04

LinkedIn

A BRAND GUIDE TO INFLUENCER MARKETING PLATFORMS

Platform Comparison Guide.

"The single most impactful decision in influencer marketing is not how much you spend — it is where you spend it. A well-allocated modest budget consistently outperforms a poorly allocated large budget."

DOCUMENT
Resource 09

PLATFORMS COVERED
Four · IG · TT · YT · LI

AUDIENCE
Brands & Marketing Teams

INSIDE THIS GUIDE

Four platforms · Twenty-eight pages

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THE FOUR PLATFORMS

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INTRODUCTION

Why platform choice matters more than budget.

The single most impactful decision in influencer marketing is not how much you spend — it is *where* you spend it. A well-allocated modest budget consistently outperforms a poorly allocated large budget.

Platform selection determines who you reach, how you reach them, what content formats are available to you, and what commercial outcomes are achievable. Getting it right is foundational to everything else.

This guide provides a comprehensive comparison of the four primary influencer marketing platforms in 2026 — Instagram, TikTok, YouTube, and LinkedIn. Read it end to end for a complete picture, or navigate directly to the sections most relevant to your current planning needs.

Each platform chapter covers the same dimensions — audience composition, format mix, commerce stack, cultural context, and regulatory environment — so platforms can be read individually or compared side by side.

The brands that consistently outperform do not treat the four platforms as interchangeable distribution channels. They treat each one as a discrete creative problem with its own audience behaviour, content economics, and commercial mechanics. A piece of content that goes viral on TikTok may fall flat on LinkedIn; a long-form video that compounds for two years on YouTube has no equivalent shelf life anywhere else.

That principle compounds across platforms. A brand that adapts intelligently to one platform builds the muscle to adapt to the next; a brand that imposes a

single content template across all four gets diminishing returns the further it travels from its native medium.

What you'll find in each platform chapter: a snapshot of the platform's core proposition, the audience composition that defines its commercial value, the content formats that dominate, the calendar and cultural context brands must respect, and a frank account of what brands consistently get right – and consistently get wrong – when they activate on that platform.

A well-allocated modest budget consistently outperforms a poorly allocated large budget. The decision starts with where, not how much.

– LMG MEDIA PLATFORM DESK

01

Platform snapshot

Core proposition, monthly users, audience composition, and the role each platform plays in a programme.

02

Format mix & calendar

Which formats dominate, how long they live, and the moments that drive activation.

03

Disclosure & right/wrong

Compliance requirements and the patterns of brand success and failure on each platform.

Meta Platforms, Inc.

● PLATFORM 01 · FULL-FUNNEL · VISUAL

**Platform Comparison Guide:
Instagram vs TikTok vs YouTube**

 INSTAGRAM Vibrant Visual Storytelling Reels, Stories, and Photo Feed E-commerce Integration	 TIKTOK Short-Form, Algorithm-Driven Trends High Virality Potential For You Feed Focus	 YOUTUBE Long-Form to Short-Form Video Monetization through Ads Search-Driven Discovery	LMG MEDIA STRATEGY Creator Partnership Insights Platform-Agnostic Content
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Instagram.

01 2 billion+ monthly active users

PLATFORM SNAPSHOT

The established, full-funnel influencer marketing platform.

After more than a decade of compounding investment in creator tooling, brand-partnership infrastructure, and compliance features, no other platform offers the same end-to-end coverage – from awareness through consideration to conversion.

Instagram’s audience skews 18–34 at the core, with a significant 35–44 presence that makes the platform broader than commonly assumed. Gender split is approximately 50/50 with a slight female skew in lifestyle, fashion, and beauty categories.

For consumer brands in visual categories – fashion, beauty, lifestyle, food, travel, fitness, luxury, home – Instagram is the default starting point, and for many, the largest single line item in the influencer budget.

— **FORMAT MIX** *INSTAGRAM*

Reels

Short-form video is the dominant reach format. Native to discovery, indexes highest in algorithmic distribution, and the closest thing on Instagram to TikTok's organic reach behaviour.

DOMINANT

Carousels

Multi-image posts. The workhorse format for education, depth, and saves – fashion editorials, beauty tutorials, and food recipes still find their richest audience here.

WORKHORSE

Stories

Ephemeral, 24-hour content. The strongest direct-response format on the platform – used well, Stories drive the highest conversion rates for affiliate links and promo codes.

DIRECT RESPONSE

Feed posts

Static images and the original Instagram format. Declining organic reach versus video, but still defines brand-presence aesthetics.

FOUNDATION

— **COMMERCE & CULTURAL CONTEXT**

The most developed commerce stack of any influencer platform.

Instagram has compounded a full decade of investment in brand-partnership infrastructure: **Instagram Shopping**, affiliate networks (LTK and similar), the native **Paid Partnership label**, and the most mature link-in-bio ecosystem on the internet.

For higher-consideration purchases, Instagram is most effective when paired with a long-form platform (typically YouTube) that does the evaluation work. For ecommerce, TikTok Shop has emerged as a stronger native channel – but Instagram's affiliate infrastructure still wins on raw conversion rate for many categories.

The **top content categories** on Instagram are fashion, beauty, lifestyle, food, travel, fitness, luxury, and home – categories where visual identity is foundational to the brand.

Influencer marketing maturity is the **highest of any platform**: the most developed creator tools, the strongest brand-side compliance features, and the largest professional creator community.

TOP CATEGORIES ON INSTAGRAM

- Fashion
- Beauty
- Lifestyle
- Food
- Travel
- Fitness
- Luxury
- Home & interiors

DISCLOSURE

Paid Partnership label

Instagram requires use of the native *Paid Partnership* label for all sponsored content. Verbal disclosure must appear at the start of any video; caption disclosure must appear at the very start – never after a "more" expansion. The platform's compliance maturity is the highest of any influencer channel today, and brand liability for non-compliant content is increasingly enforced under FTC, ASA, and equivalent regimes.

✓ WHAT BRANDS GET RIGHT

Treating Instagram as a full-funnel platform rather than purely top-of-funnel – building Reels for awareness, carousels for education, Stories for conversion. Investing in creator-affiliate infrastructure rather than one-off sponsorships. Pairing Instagram with YouTube for higher-consideration purchases.

✗ WHAT BRANDS GET WRONG

Posting only to the feed and ignoring Reels, where reach increasingly lives. Over-relying on Stories without a clear conversion mechanism behind them. Treating Instagram as ecommerce-first when TikTok Shop is a stronger native commerce channel for many DTC brands.

● PLATFORM 02 · DISCOVERY · VIRALITY

ByteDance Ltd.



1.5 billion+ monthly active users

PLATFORM SNAPSHOT

The discovery and viral reach platform – unmatched for new audiences at speed.

TikTok’s algorithmic For-You feed routinely places content in front of audiences far beyond a creator’s existing follower base. This is the structural advantage no other platform replicates at the same scale – and the basis of TikTok’s cost-efficiency lead on CPM.

Audience skews 18-24 at the core with a rapidly growing 25-34 presence. Top categories run wider than the platform’s reputation suggests: entertainment, fashion, beauty, food, lifestyle, gaming, finance, and education all sustain mature creator communities.

TikTok Shop has transformed the platform from a top-of-funnel awareness channel into the most commerce-capable short-form video environment available, particularly for mid-market and value-conscious DTC brands.

— FORMAT MIX *TIKTOK*

Short-form video

15 seconds to 10 minutes – the native and dominant format. The For-You feed’s algorithmic distribution is the platform’s defining commercial mechanic.



TikTok LIVE

Real-time creator broadcasts. Increasingly central to ecommerce activations, particularly live shopping events tied to TikTok Shop. LIVE COMMERCE

Shop product videos

Native commerce content with in-app checkout. The closest thing in social video to a direct-response medium. NATIVE COMMERCE

— COMMERCE & CULTURAL CONTEXT

Algorithm-driven distribution is the structural advantage.

TikTok provides **organic reach beyond paid followers** at a scale no other platform matches. For brands optimising for CPM-led awareness or product discovery, TikTok is the default choice.

The commerce stack – **TikTok Shop, TikTok affiliate programme, Spark Ads** – has matured rapidly. The platform is now the most commerce-capable short-form video environment available, with native in-app checkout and a fast-growing affiliate creator base.

Spanish-language and Arabic-language content has **extraordinary regional reach** in LATAM and the Middle East respectively. For brands targeting those markets, TikTok is often the most efficient single platform investment.

Mid-market and value-conscious brands tend to perform best; premium and luxury brands need careful creator selection to find the right audience layer within the platform.

TOP CATEGORIES ON TIKTOK

- Entertainment
- Fashion
- Beauty
- Food
- Lifestyle
- Gaming
- Finance (#FinTok)
- Education

DISCLOSURE

Branded Content toggle

TikTok requires the *Branded Content* toggle for all sponsored creator content. Verbal disclosure must appear at the start of the video – not buried in caption hashtags. The platform's compliance maturity is high and developing rapidly; brand liability under FTC, ASA, and equivalent regimes applies the same as on any other platform, regardless of the algorithm-driven nature of TikTok's discovery.

● WHAT BRANDS GET RIGHT

Briefing creators for the For-You feed, not for an existing follower base. Investing in TikTok Shop and native affiliate infrastructure rather than treating TikTok as pure awareness. Securing Spark Ad rights upfront so high-performing organic content can be amplified.

⊗ WHAT BRANDS GET WRONG

Over-scripting briefs in a way that suppresses TikTok-native creative behaviour. Treating the platform as a Reels-equivalent and cross-posting Instagram content unchanged. Under-investing in compliance because the platform's tone feels informal.

● PLATFORM 03 · DEPTH · LONGEVITY

Alphabet / Google LLC

Platform Comparison Guide: Instagram vs YouTube

TRUST & VALUES
Channel Growth
Audience Loyalty

STRATEGY & EXECUTION
Content Campaigns
Native Placement

MEASURE & OPTIMIZE:
Content Tailoring
Long Term Growth

vs

03

2.5 billion+ monthly active users

Instagram vs TikTok vs YouTube

PLATFORM SNAPSHOT

The depth and longevity platform – content that compounds for months and years.

Where most of the influencer marketing world is increasingly defined by hours-long viral windows, YouTube content compounds for 12 to 24 months after publication – an asset rather than an event. The highest long-term content ROI of any platform by a significant margin.

YouTube has the **broadest age distribution** of all four platforms, with the strongest 35-54 presence. Slight male skew overall, varying significantly by category. It is the strongest platform for non-English language markets globally.

Top categories – gaming, tech, beauty, fitness, finance, food, entertainment, education – cluster around content that *informs, educates, and evaluates*. YouTube is the dominant platform for higher-consideration purchases across categories.

— FORMAT MIX *YOUTUBE*

Long-form video

8 to 20 minutes is the platform's commercial sweet spot. Highest purchase intent, deepest engagement, and content shelf life measured in months and years rather than hours and days.

DOMINANT

YouTube Shorts

Under 60 seconds. The platform's response to short-form video competition; useful for discovery and creator growth, less so for high-consideration purchase content.

DISCOVERY

YouTube Live

Real-time broadcasts. Strong for product launches, Q&As, and events with built-in promotion ahead of the broadcast.

LIVE

Podcasts

Audio and video podcast formats. Increasingly important for thought-leadership and high-affinity audience building.

LONG-FORM AUDIO

— COMMERCE & CULTURAL CONTEXT

Content compounds. Investments here are assets, not events.

YouTube delivers the **highest long-term content ROI** of any platform by a significant margin. Brands that invest in YouTube influencer content are building an asset that generates returns for **12 to 24 months** after publication.

The commerce stack — **description links, affiliate, YouTube Shopping (developing), channel memberships** — is less mature than Instagram's, but the platform's purchase-intent advantage compensates. Search-driven discovery means well-optimised review content surfaces consistently long after publication.

Best used for: reviews, tutorials, brand documentaries, in-depth product demonstrations, and any category where the buyer wants to *evaluate* before purchase. For higher-consideration tech and finance audiences, YouTube is the single most efficient platform.

Pricing skews higher than other platforms — a dedicated mid-tier creator video runs \$12,000–\$36,000 — but per-dollar long-tail value typically exceeds Instagram or TikTok by a wide margin.

TOP CATEGORIES ON YOUTUBE

- Gaming
- Tech
- Beauty (tutorials & reviews)
- Fitness
- Finance
- Food
- Entertainment
- Education

DISCLOSURE

Paid Promotion feature

YouTube requires the *Paid Promotion* feature to be enabled for sponsored content. Verbal disclosure must appear early in the video; description disclosure must appear regardless of whether the on-screen flag is enabled. Search-driven discovery means non-compliant content can resurface long after publication, so retroactive compliance fixes are not trivial – plan disclosure as a first-pass requirement, not a final-stage checklist item.

✓ WHAT BRANDS GET RIGHT

Investing in YouTube as a long-term asset, not a campaign blip. Briefing creators for genuinely useful reviews and tutorials rather than scripted brand messages. Pairing YouTube depth with Instagram or TikTok awareness. Optimising titles, thumbnails, and descriptions for search.

✗ WHAT BRANDS GET WRONG

Treating YouTube as a budget item rather than an asset – expecting short-term campaign metrics. Over-scripting integrations in ways that suppress creator authenticity. Skipping Paid Promotion disclosure and creating downstream legal exposure that compounds with the content’s shelf life.

● PLATFORM 04 · B2B AUTHORITY

Microsoft Corporation

LinkedIn.

04

1 billion+ monthly active users

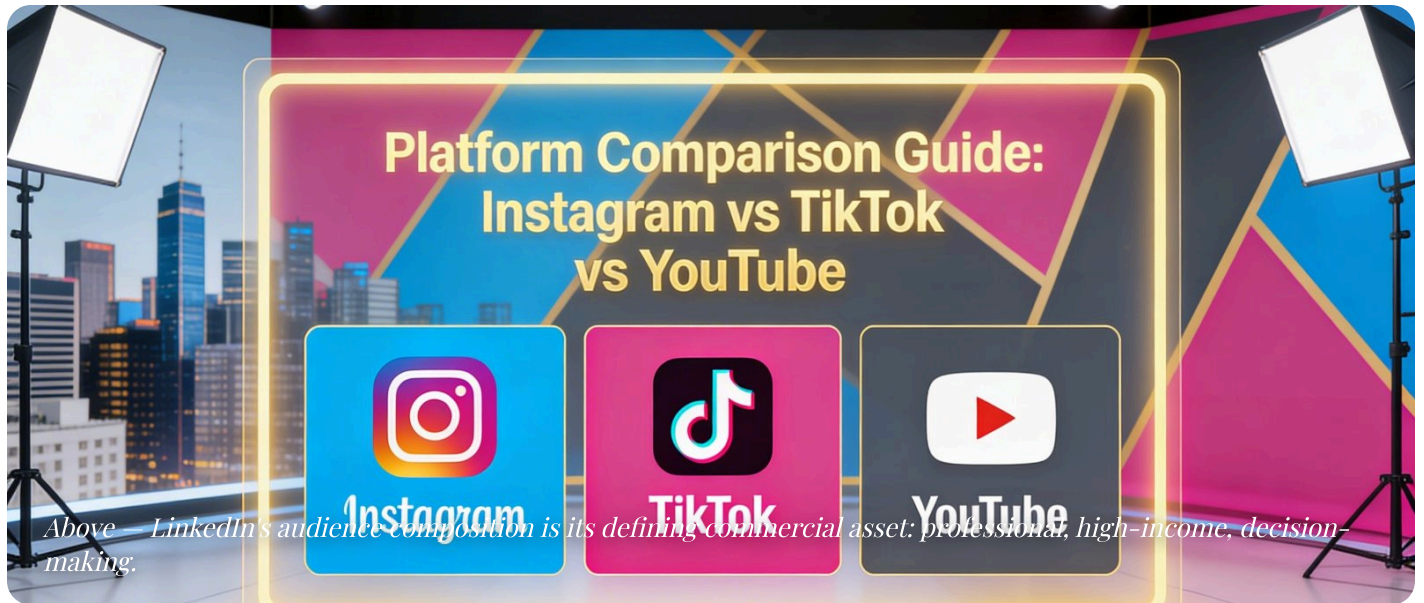
PLATFORM SNAPSHOT

The B2B authority and professional trust platform.

Uniquely effective for brands targeting decision-makers, professionals, and business audiences. The highest average income of any of the four platforms, and the only one whose audience composition is built around professional identity rather than personal consumption.

Audience runs 25–54 — the professional working age — with a slight male skew of approximately 55/45. Top categories include business strategy, career development, technology, finance, marketing, leadership, and entrepreneurship.

Influencer marketing maturity on LinkedIn is developing rather than mature — less standardised than the three consumer platforms. That is a feature, not a bug: standout creator content carries disproportionate weight in an environment that hasn't yet been commoditised.



Format Mix LinkedIn

Text posts

Long-form text. The defining LinkedIn format – high organic reach, thought-leadership currency, and the closest the platform has to a viral mechanic.

Dominant

Document carousels

PDF carousels. The workhorse format for B2B education – frameworks, playbooks, and visual essays optimised for save-and-share behaviour.

Education

Native video

Increasingly important; LinkedIn's algorithm is favouring video distribution as the platform competes for attention with consumer-first networks.

Rising

Newsletters

Direct inbox delivery to subscribers. Very high open rates; requires established creator subscriber base to be effective.

Direct delivery

B2B Context

The highest average income of any platform.

LinkedIn audiences have the **highest average income** and the greatest **decision-making authority** of all four platforms. Ideal for premium B2B products, professional services, and high-value consumer purchases that require professional credibility to close.

Native commerce is **limited** – the primary conversion path is to website or landing page via link in post or profile. The platform's value is in audience composition and trust, not in checkout flow.

The fastest-growing influencer marketing channel for B2B brands. Less standardised than consumer platforms today, but maturing rapidly – the brands that build creator relationships now are establishing positions ahead of the inevitable commoditisation.

TOP CATEGORIES ON LINKEDIN

- Business strategy
- Career development
- Technology
- Finance
- Marketing
- Leadership
- Entrepreneurship

DISCLOSURE

No dedicated platform feature

LinkedIn does not yet offer a dedicated sponsored-content flag for creator posts. Written disclosure is required in the body of the post itself – *“Paid partnership”*, *“Sponsored”*, or *“Ad”* – placed clearly at the start, not buried at the end. The platform’s compliance maturity is developing; expect formal disclosure features within the next regulatory cycle. FTC, ASA, and equivalent regulatory frameworks apply the same as on consumer platforms.

✓ WHAT BRANDS GET RIGHT

Treating LinkedIn creator partnerships as long-term thought-leadership relationships rather than transactional posts. Investing in newsletters and document carousels alongside text posts. Using LinkedIn for the audience the platform actually delivers – professional decision-makers – rather than reaching for consumer-style metrics.

✗ WHAT BRANDS GET WRONG

Applying consumer-platform briefing templates to LinkedIn creators. Optimising for vanity metrics like impressions rather than for pipeline contribution. Treating the platform’s developing compliance maturity as an excuse to skip disclosure rather than a reason to lead on standards.

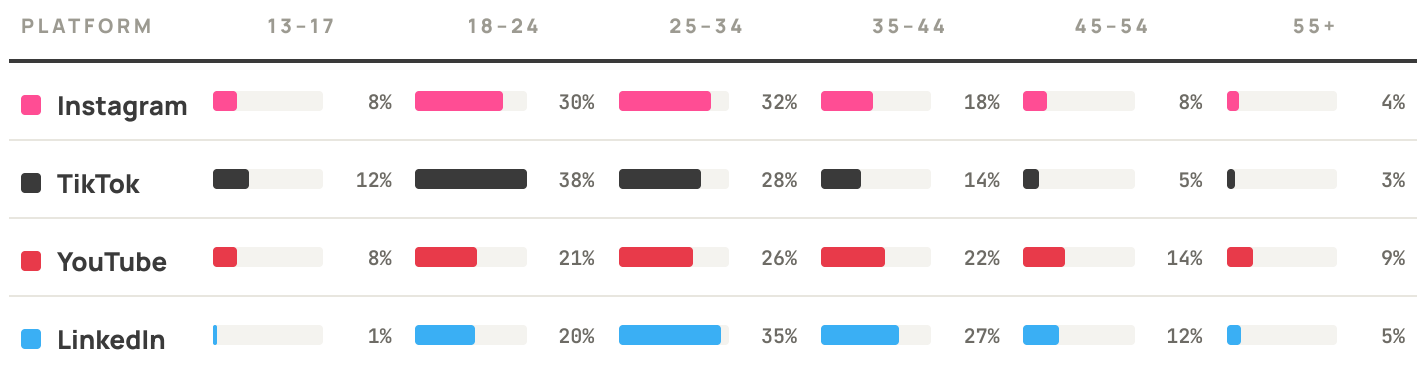
COMPARATIVE ANALYSIS · A

Audience demographics, side by side.

Age distribution, income profile, and geographic reach for each of the four platforms – the structural composition that drives every other planning decision.

AGE DISTRIBUTION BY PLATFORM

2026 estimates · % of audience



Key insight — YouTube has the most balanced age distribution and the strongest 35–54 presence. TikTok skews youngest. LinkedIn skews oldest and most professionally concentrated. Instagram sits between TikTok and YouTube.

INCOME, PURCHASING POWER, AND GEOGRAPHIC REACH

Platform	Audience income profile	Implication for brands	Strongest markets
INSTAGRAM	Mixed – mass market to affluent depending on creator niche	Effective across price points; luxury and premium brands should filter by niche	US · UK · Brazil · India · UAE – best multilingual reach for international campaigns
TIKTOK	Skews lower-to-mid income, reflecting younger age profile	Best for accessible, mid-market, value-conscious brands; premium needs careful selection	US · SE Asia · LATAM · Middle East – Spanish & Arabic content has extraordinary regional reach
YOUTUBE	Broad – tech and finance categories index higher income	Strong for higher-consideration purchases across categories	Global – strongest long-form video platform in virtually every non-English market
LINKEDIN	Highest average income of all four platforms – professional audience with significant spending power	Ideal for premium B2B, professional services, and high-value consumer purchases	US · UK · India · Canada · AU · W. Europe – strongest in English-speaking professional markets

COMPARATIVE ANALYSIS · B

Content formats & shelf life.

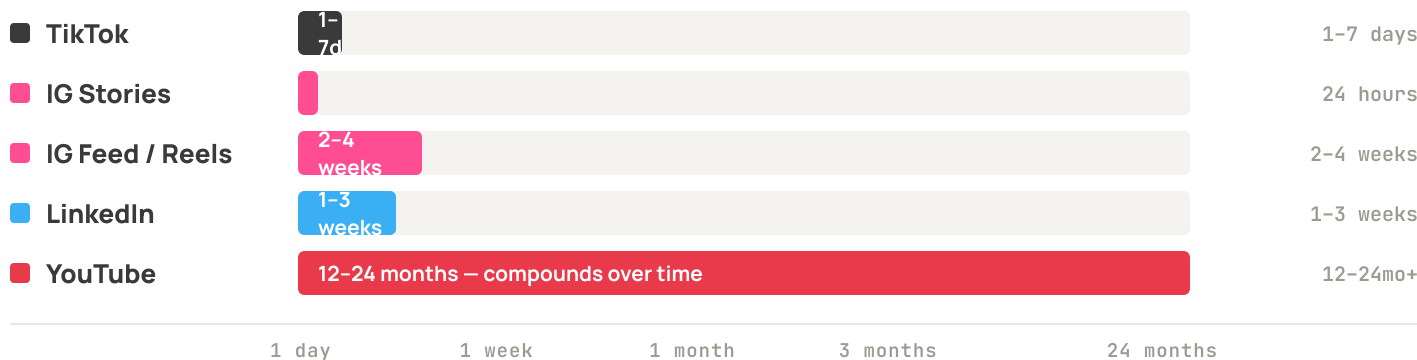
What each format does well, and how long its work continues after publication. Shelf life is where YouTube wins decisively – by a margin too large to ignore.

FORMAT STRENGTHS AND LIMITATIONS

Format	Platform	Strength	Limitation	Best used for
SHORT VIDEO 15-60s	TikTok · IG Reels	Highest reach potential; native to discovery	Limited depth; short attention window	Awareness, product discovery, trend participation
LONG-FORM VIDEO 5-20min	YouTube	Depth, longevity, high purchase intent	High production effort; slower results	Consideration, product evaluation, brand trust
STATIC / CAROUSEL	Instagram	Visual quality, saves, shares, educational formats	Declining organic reach versus video	Fashion, beauty, lifestyle, educational
STORIES ephemeral	Instagram	Authentic, direct, high conversion for affiliate	Disappears after 24 hours	Direct response, promo codes, behind-the-scenes
TEXT POST	LinkedIn	High organic reach, thought leadership	No visual element; platform-specific	B2B authority, professional insight sharing
NEWSLETTER	LinkedIn	Direct inbox delivery, high open rates	Requires established subscriber base	B2B lead generation, sustained relationships
LIVE VIDEO	IG · TT · YT	Real-time engagement, community building	Requires scheduling and promotion	Product launches, Q&As, events

CONTENT SHELF LIFE BY PLATFORM

average lifespan post-publication



Key insight – YouTube delivers the highest long-term content ROI by a significant margin. Brands that invest in YouTube influencer content are building an asset that generates returns for months and years after publication.

COMPARATIVE ANALYSIS · C

Influencer pricing benchmarks.

USD rates for a mid-tier creator (100K–500K followers / subscribers), and the platform that wins for each commercial objective. For full tier-by-tier breakdowns, see the LMG Media Influencer Pricing Benchmark Guide 2026.

SUMMARY RATE CARDS – MID-TIER CREATOR

100K-500K · USD · 2026

Platform	Objective	Rate
Instagram	Reel	\$5,000–\$12,500
	Feed post	\$4,000–\$10,000
	Stories · 3-5 frames	\$2,500–\$6,000
	Mid-tier creator	
TikTok	Standard video	\$3,500–\$10,000
	+ Shop integration	incl. affiliate
	+ Spark Ad rights	+10–25%
Mid-tier creator		
YouTube	Integrated mention	\$6,000–\$18,000
	Dedicated video	\$12,000–\$36,000
	Long-tail value	12–24mo
Mid-tier creator		
LinkedIn	Sponsored post	\$2,500–\$10,000
	Newsletter mention	premium tier
	B2B audience	highest income
Mid-tier creator		

COST EFFICIENCY BY OBJECTIVE

where each dollar works hardest

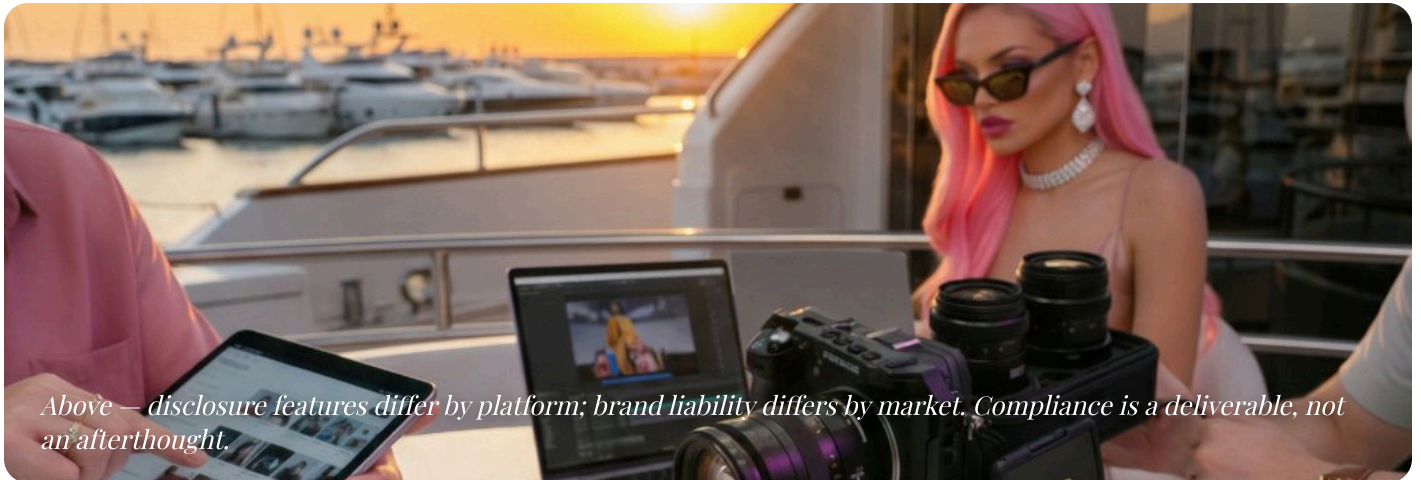
<p>MAXIMUM REACH · LOWEST CPM</p> <p>TikTok</p> <p>Algorithm provides organic reach beyond paid followers – no other platform delivers this at the same scale.</p>	<p>HIGHEST CONVERSION RATE</p> <p>Instagram</p> <p>Mature affiliate infrastructure and high purchase-intent content. TikTok Shop wins specifically for ecommerce.</p>
<p>LONGEST CONTENT SHELF LIFE</p> <p>YouTube</p> <p>Content compounds for 12–24 months post-publication – the highest long-term ROI of any platform.</p>	<p>HIGHEST-VALUE B2B AUDIENCE</p> <p>LinkedIn</p> <p>Professional audience with highest average income and greatest decision-making authority of all four.</p>
<p>BEST ENGAGEMENT RATE</p> <p>TikTok · IG Micro</p> <p>Micro-influencers on both platforms consistently deliver the highest engagement rates in the industry.</p>	<p>HIGHEST DIRECT-RESPONSE CONVERSION</p> <p>Instagram Stories</p> <p>Ephemeral format remains the strongest channel for affiliate links and promo codes – used well.</p>

COMPARATIVE ANALYSIS · D

Which platform for **which brand.**

Primary and secondary platform recommendations by brand category – the starting point for any platform-mix conversation.

CATEGORY	PRIMARY	SECONDARY	RATIONALE
Fashion	Instagram	TikTok	Instagram's visual infrastructure and fashion-week ecosystem; TikTok for under-35 reach.
Beauty	Instagram TikTok	YouTube	BeautyTok is dominant for discovery; Instagram for premium/luxury; YouTube for tutorials and reviews.
Luxury	Instagram	YouTube	Controlled visual environment; YouTube for long-form brand storytelling.
Fitness	Instagram	YouTube	Visual content; YouTube for long-form workout and review content.
Gaming	YouTube TikTok	Twitch (separate)	YouTube for long-form reviews; TikTok for clips and discovery.
Ecommerce / DTC	TikTok	Instagram	TikTok Shop for native commerce; Instagram for mid-market brands.
B2B / SaaS	LinkedIn	YouTube	LinkedIn for professional authority; YouTube for product demonstrations.
Tech · consumer	YouTube	IG TT	YouTube for in-depth reviews; Instagram and TikTok for launch awareness.
Food & Hospitality	Instagram TikTok	YouTube	Visual food content on Instagram; viral food discovery on TikTok.
Finance	LinkedIn	YouTube #FinTok	LinkedIn for B2B finance; YouTube and TikTok for personal finance.
Travel	Instagram	YouTube	Aspirational travel aesthetics on Instagram; long-form travel vlogs on YouTube.
AI / Tech startups	LinkedIn	YouTube	Thought leadership and B2B audience on LinkedIn; product depth on YouTube.



Above – disclosure features differ by platform; brand liability differs by market. Compliance is a deliverable, not an afterthought.

COMPARATIVE ANALYSIS · E

Compliance & disclosure.

DISCLOSURE FEATURES BY PLATFORM

Platform	Required disclosure feature	Additional requirements
INSTAGRAM	Paid Partnership label	Verbal disclosure for video; caption disclosure at the very start, never after "more".
TIKTOK	Branded Content toggle	Verbal disclosure at the start of video – not buried in caption hashtags.
YOUTUBE	Paid Promotion feature	Verbal disclosure early in video; description disclosure required regardless.
LINKEDIN	<i>No dedicated feature</i>	Written disclosure in post – "Paid Partnership", "Sponsored", or "Ad" at the start.

REGULATORY FRAMEWORK BY MARKET

Market	Primary regulator	Key requirement
UNITED STATES	FTC	Clear and conspicuous disclosure; brand liability applies.
UNITED KINGDOM	ASA / CAP	Disclosure before body content; "Ad" or "Paid Partnership" labels.
EUROPEAN UNION	National standards + DSA	Country-specific requirements; GDPR applies to data collection.
FRANCE	ARPP + Loi Encadrant l'Influence	"Publicité" or "Collaboration commerciale" label required.
UAE	National Media Council	Disclosure required; cultural-content standards apply.
AUSTRALIA	ACCC	Clear disclosure; FTC-equivalent standard.

COMPARATIVE ANALYSIS · F

The platform decision framework.

Work through these four steps before committing budget. The framework is deliberately platform-agnostic – the right answer depends on objective, audience, budget, and product, not on which platform is currently trending.

01 Define your primary objective.

Match the objective to its strongest platform before considering anything else.

Brand awareness · reach	TikTok	Product launch · concentrated	TikTok + Instagram
Consideration · trust	YouTube	Conversion · direct sales	Instagram (TT Shop for ecom)
B2B lead generation	LinkedIn	Content longevity · brand assets	YouTube

02 Match to your target audience.

Where does your audience genuinely spend its time? Optimise for the platform your buyer lives on, not the one you prefer.

18–24, trend-conscious, mobile-first	TikTok	25–40, lifestyle, purchase-ready	Instagram
25–44, research-oriented	YouTube	25–54, professional, B2B decision-maker	LinkedIn
35–55, broad consumer, high income	YouTube + Instagram		

03 Assess your budget honestly.

Match budget to programme shape. Going wider too early dilutes any single platform's contribution.

Under \$2,000 / month	TikTok micro · IG seeding	\$2,000–\$5,000 / month	IG micro + TT affiliate
\$5,000–\$15,000 / month	IG mid-tier + TT programme	\$15,000–\$50,000 / month	IG + TT primary, YT secondary
\$50,000+ / month	Full multi-platform incl. LinkedIn		

04 Score the platform fit matrix.

Rate each platform 1–5 on every dimension, weight by importance, total the score. The highest weighted score is your recommended primary investment.

Criterion	Weight	Instagram	TikTok	YouTube	LinkedIn
TARGET AUDIENCE AGE MATCH	25%	/5	/5	/5	/5

MULTI-PLATFORM STRATEGY

Building a multi-platform programme.

Single-platform thinking leaves value on the table. The most effective influencer marketing programmes use multiple platforms in combination – each doing what it does best, with content and audience data flowing between them to maximise overall efficiency.

01 Start with your primary platform.

Build a functioning programme on your strongest single platform before expanding. Get the creator relationships, content cadence, and measurement infrastructure right on one platform before replicating across others. A diluted multi-platform effort underperforms a focused single-platform one.

02 Expand to an adjacent platform.

Instagram and TikTok share audience overlap and content portability – brands active on one can extend to the other with relatively little adaptation. Instagram and YouTube pair naturally for higher-consideration purchases. LinkedIn and YouTube pair for B2B. Pick the adjacency that matches your objective.

03 Add the long-tail asset platform.

YouTube is rarely the right first platform, but it is the right platform to add once a brand has functioning short-form distribution. Long-form content compounds for 12–24 months, generating returns long after the initial campaign budget is spent. Treat YouTube as an investment, not an expense.

MULTI-PLATFORM STRATEGY · PAIRINGS

High-performing platform pairings.

The most common and effective multi-platform combinations, and the cross-platform amplification approach that consistently delivers the strongest combined return on influencer and paid media investment.

01

Instagram + TikTok

Awareness and discovery on TikTok; consideration and conversion on Instagram. Content cross-posted with platform-specific optimisation. Best for fashion, beauty, lifestyle, and ecommerce brands targeting 18-40 consumers.

02

Instagram + YouTube

Instagram for broad awareness and visual brand presence; YouTube for in-depth product content and long-term compounding traffic. Best for beauty, fitness, tech, and higher-consideration consumer purchases.

03

LinkedIn + YouTube

LinkedIn for professional authority and B2B pipeline; YouTube for product demonstrations and long-form content that supports sales conversations. Best for B2B SaaS, professional services, and tech brands.

04

TikTok + YouTube

Discovery and virality on TikTok; depth and evaluation content on YouTube. Strong cross-platform content flow. Best for gaming, tech, and entertainment brands targeting 18-35 consumers.

CROSS-PLATFORM CONTENT AMPLIFICATION

HIGH-PERFORMING
TikTok



BOOSTED AS
TikTok Spark Ad

HIGH-PERFORMING
Instagram Reels



BOOSTED AS
Instagram Paid Ads

REVIEW CONTENT
YouTube



CLIPS REPURPOSED FOR
IG · TT

CREATOR POSTS
LinkedIn



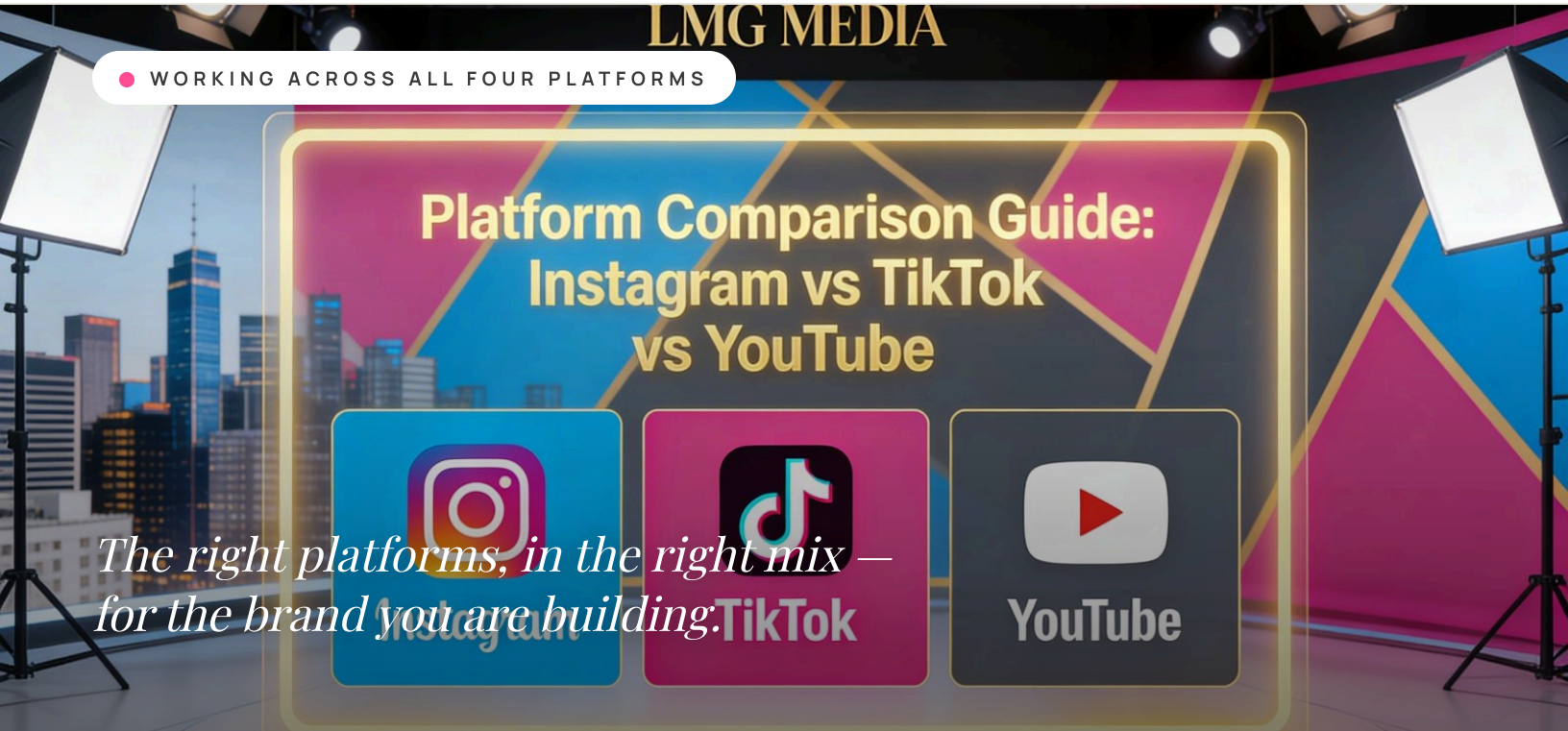
AMPLIFIED AS
Sponsored Content

Amplification of organic creator content into paid distribution consistently delivers the strongest combined return on influencer and paid-media spend.

PLATFORM COMPARISON SUMMARY

Four platforms, side by side.

DIMENSION	Instagram <i>Visual full-funnel</i>	TikTok <i>Discovery</i>	YouTube <i>Longevity</i>	LinkedIn <i>B2B authority</i>
BEST FOR	Visual consumer brands, full-funnel campaigns	Discovery, viral reach, ecommerce	Depth, longevity, high-consideration buys	B2B brands, professional audiences
CORE AUDIENCE	18-40, consumer-oriented	18-34, entertainment-first	18-44, research-oriented	25-54, professional
MONTHLY USERS	2B+	1.5B+	2.5B+	1B+
CONTENT SHELF LIFE	2-4 weeks	1-7 days	12-24 months	1-3 weeks
PRICING TIER	Mid-high	Mid	Highest	Mid-high (B2B premium)
COMMERCE	Strong	Strongest (TikTok Shop)	Developing	Limited
COMPLIANCE MATURITY	Highest	High	High	Developing
BEST FORMAT	Reels + carousels	Short video	Long-form video	Text posts + carousels



ABOUT LMG MEDIA

Where Quality Brands Meet **Iconic Influence.**

LMG Media is an influencer marketing agency working with brands across **fashion, beauty, luxury, fitness, gaming, ecommerce,** and **tech** — in markets including London, New York, Dubai, Los Angeles, Miami, and Paris. We build single-platform and multi-platform programmes on Instagram, TikTok, YouTube, and LinkedIn.

If you would like support selecting the right platform mix and building an influencer programme for your brand —

from scratch, or alongside an existing programme — get in touch.

Platform data, pricing benchmarks, and regulatory information reflect LMG Media's research and campaign experience as of 2026. Audience figures are platform-reported estimates; pricing varies with creator quality, usage rights, and exclusivity. Always verify current standards with qualified local counsel before launching campaigns in new markets.

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Instagram

| *TikTok*

| *YouTube*

| *LinkedIn*