

# Platform Selection Matrix

## Instructions

Select platforms based on where your guests actually discover and decide, not where the industry tells you to post. Choose one primary platform, one secondary, and one messaging channel.

## Comparison Table

Platform	Best For	Distribution Model	Primary Metric
Instagram Reels	Visual venues, food photography, under-40 demographic	Interest graph. Content shown to non-followers by topic.	Reach rate on non-followers
TikTok	Gen Z discovery, venue 'vibe' search, visual proof	Interest graph. 40% of Gen Z use TikTok as a search engine.	View-to-profile conversion
Google Business Profile	Local discovery, AI citation, review velocity	Search and map. Fed by structured data and review signals.	Review count and response rate
LINE	Thailand, Japan. Direct messaging, loyalty, segmentation.	Owned channel. Requires CRM integration.	Message open rate and redemption
WhatsApp Business	Middle East, Southeast Asia, Europe. Direct communication.	Owned channel. Broadcast lists and catalogues.	Response rate and repeat bookings
Facebook	Over-40 demographic, event promotion, community groups	Social graph (legacy). Organic reach severely limited.	Event RSVPs and group engagement

## Your Selection

### Primary platform

*The one platform where you will invest the most time and content.*

open text

### Secondary platform

*Repurposed content from the primary. No more than 30% of your weekly time budget.*

open text

### Messaging channel

*LINE, WhatsApp Business, or direct SMS. Owned communication, not rented reach.*

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