

# facebook for Business



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## **OVERVIEW** OF FACEBOOK FOR BUSINESS

Every small business should be on Facebook. With more than 2.8 billion monthly users, small businesses can use Facebook in a number of ways to promote services, increase customer support and boost recognition.

Using Facebook for business may seem difficult, because its rules and algorithms change frequently. However, with the right strategies, Facebook is one of the best tools for targeting a specific audience through paid campaigns. It knows a lot about its users (more so than we ever thought), and it uses this information to your advantage when you purchase ads. With an advertising audience of 2.14 billion, Facebook is definitely a giant in the social media realm.

Focusing your marketing dollars on Facebook marketing campaigns is just smart, especially when you consider that the United States and Canada generate 47% of the platform's ad revenue.

If you want your business' content to reach consumers, having a presence on Facebook is a given. But to make the most of your Facebook Page -- to attract and engage visitors, drive them to your website, and convert them into leads (and, eventually, customers) -- you need to optimize your Facebook presence.

We know that learning all the nuances of various social networks can be a tricky and time-consuming feat, especially considering how frequently they add, remove, and modify features. But, anyone serious about marketing a business on social media needs to pay special attention to how they use Facebook.

## FACEBOOK FOR BUSINESS STATISTICS

### Facebook User Statistics

- 69% of Americans use Facebook.
- 42% of American teens use Facebook.
- 37% of U.S. adults get their news from Facebook.
- 73% of U.S. adults visit Facebook every day.
- 98% of Facebook users access the app on mobile.
- Daily active users (DAUs) on average for Q4 were 1.8 billion, an 11% increase year over year.
- Facebook has 2.41 billion monthly active users (MAUs), a 12% increase year over year.
- In 2020, 30% of Facebook's audience was under 25.
- Facebook users aged 65+ is 5%.
- 1.1 billion Facebook users speak English.
- 17.3% of Facebook's active users access the social media platform from their desktop.

### Facebook Marketing Statistics

- In 2018, 78% of US consumers made purchases through discoveries on Facebook.
- In 2019, 15% of Facebook users used the social platform to look and shop for products.
- 93% of businesses are active on Facebook.
- Over 200 million businesses use Facebook's apps and free tools.
- On average, 35.7% of posts from a Facebook page are images.
- Link posts receive 73% less engagement than video posts.
- The median engagement rate across all industries on Facebook is 0.08%.
- US adult users spend an average of 33 minutes per day on Facebook.
- More than 3.3 billion people use Facebook's family of services (Facebook, WhatsApp, Instagram, or Facebook Messenger) every month.
- Facebook Stories has 500 million daily viewers.
- 4.6% of marketers use Facebook video ads.
- 35% of marketers report successful influencer campaigns on Facebook.

## FACEBOOK FOR BUSINESS **MARKETING**

It's important to have a clear goal for using Facebook, and a strategy to achieve that goal. For example, a coffee shop might decide that its goal is to increase sales generated by Facebook by 10% in the next 6 months. Their strategy could include:

- *creating a post every morning featuring a special of the day, using a coupon code so that the sale can be tracked to Facebook*
- *posting a daily photo featuring a customer who is its 'Coffee King or Queen' of the day*
- *encouraging users to post their own photos of them enjoying a coffee.*

Setting a goal and strategy gives you direction for your Facebook marketing and a way to measure your success.

With over a billion people on Facebook every day, your audience is probably on the site daily. So, how can you use this tool to connect with your audience? Let's dive in below.

### **How to Use Facebook for Marketing**

#### **1. Engage with your audience.**

Social media is best known for its ability to help you connect with your audience. On Facebook, you can enter direct conversations with your target audience through comments, reactions, and even messages. By engaging with your audience, you'll increase brand awareness and help tell your brand story.

#### **2. Listen to your audience.**

Now, when you're on social media, it's important that you don't just use the tool to talk at your audience without listening when they respond. To really leverage Facebook for marketing, you should use social media listening tools and track what people are saying. You can track mentions of your company and follow hashtags so you always know what's trending and going on with your customers.

#### **3. Develop a contest and giveaway strategy.**

A great way to use Facebook for your marketing purposes is to run contests and giveaways. Now before you dive in, make sure you develop a strategy. What kinds of things will you giveaway? How will your audience participate? It's important to think this through and make sure your decision aligns with what your audience wants from you.

#### **4. Promote your events.**

Of course if you're running any online events, it's important to market that. Facebook is a great place to do that because you can create an event and invite your followers. This is a great way to get the word out about your events.

#### **5. Use Facebook Ads.**

Facebook actually might be most popular among businesses for its advanced ads tool. If you're running online ads, Facebook is one of the best places to do it.

## CONCLUSION

Facebook is a powerful and affordable marketing tool...if it's taken seriously. Instead of a shotgun approach, you need to be consistent to create a Facebook marketing plan with a focused, refined strategy that can generate results.

Your business can successfully use Facebook to achieve your business objectives. To this end, plan ahead to ensure that your time spent on Facebook reinforces your other business messaging and engagement and yields measurable results.

**Areca Marketing, LLC** is a top provider of expert Social Media Marketing Services. We have over 32 years in marketing and a long list of satisfied customers.

Our goal is to provide a comprehensive Facebook Program that integrates smoothly with existing marketing and advertising programs.

Effective Facebook Marketing takes quality and consistency over time to build interest and a following. We work with all of the major social media brands to create an innovative and consistent marketing presence for your company.

All information is generated and approved before posting and integrates your company's expertise in your industry...

**AND WE MANAGE IT FOR YOU!**

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