



GREY MOUSE PUBLICATIONS

# Leveraging Facebook



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# **Chapter 1:**

# **Intro to**

# **Facebook**

# **Marketing**

## Why Market on Facebook?

One could argue that there has truly never been anything like Facebook. The undeniable king of social networks took the web by storm several years ago and has since become a household name. Almost everyone has a Facebook account (and about 3/4 of all U.S. adults check it regularly). There is simply no other platform so consistently and universally used all around the globe.

For many businesses and organizations, their Facebook presence has replaced their actual website (at least in importance) because people are more likely to interact and receive updates there. Is there a blackout in your city or an emergency in your local area? There's a good chance the power company or news agencies will be posting updates on Facebook more quickly and consistently than their own websites. Why? Because *that's* where everybody is. And you *need* to be where your audience is.

Facebook has done an excellent job of developing an environment where people stay inside the platform. Although links to the outside are easy to create, it's now just as easy and perhaps more beneficial to keep things *inside* Facebook. For example, until a couple years ago, most people who wanted to share videos did so by linking to a Youtube video. Today, however, Facebook has made it both quick and easy to upload videos *within* the platform and has even made it the best option by allowing Facebook videos to autoplay as people are scrolling through their newsfeeds, making this option the most beneficial for people doing the sharing and

the most pleasing for those doing the consuming. The result? After years of this sort of structuring and positioning, Facebook users now actually feel more comfortable when they remain inside Facebook. People trust and feel safe with the Facebook interface and prefer to consume content *inside* of it. Hence the enormous success of Facebook Native Ads.

The point is, if you want to market your business or brand in the place where your audience spends most of their time and in a context in which they feel most comfortable (hint: you do), then you need to be marketing on Facebook.

## More Stats

To fully get the point across, here are some statistics that'll give you a fuller appreciation of Facebook's size, reach, and importance. Almost 40% of the entire world's online population is on Facebook. Of the remainder who do not use Facebook, half of them live with someone who does. There are currently almost 1.8 billion monthly active users and that's growing by 500,000 new users per day. Almost 1.2 billion daily logins occur and 6 new profiles are created every second. More than 1,000,000 hours of video viewing time takes place on Facebook. Over 250 Billion images have been uploaded, which boils down to about 350,000,000 per day.

And just in case you were wondering about the level of engagement, Facebook users generate 4 million Likes, 510,000 comments, and 293,000 status updates... *per*