

## THE VALUE OF FACEBOOK MARKETING FOR BUSINESS.

- Facebook is more cost efficient, more personal and more fluid than many other marketing mediums.
- Facebook in particular has become a great platform for reaching current, new and potential clients.
- Facebook is the largest website in the world and actually out populates the United States with more than 500 million active users



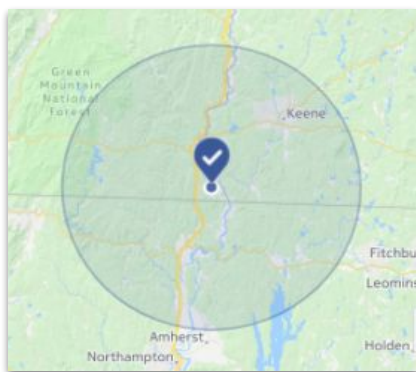
## GET IN FRONT OF THE RIGHT PEOPLE, WITH THE RIGHT CONTENT, IN THE RIGHT PLACE AT THE RIGHT TIME.

Facebook advertising is highly targeted. You can target a highly qualified audience by:

- **Location- Target by radius, drop a pin, or zip code.**
- **Age**
- **Gender**
- **interests and other factors**

## WOM (WORD OF MOUTH) AT ITS FINEST

One of the biggest advantages of Facebook (or social media in general) is that *it gives everyone a voice* that will be heard. In addition to providing the ability to share opinions on products or services, Facebook enables users to endorse businesses within their own community by simply hitting the “Like” button.



### Audience Size

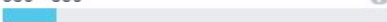


Your audience is defined.

Potential Reach: 44,000 people ⓘ

### Estimated Daily Results

Reach  
350 - 850 ⓘ



## Using Facebook is a logical step for any business.

- More than 500 million active users
- 50% of our active users log onto Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

### FACEBOOK AUDIENCE NETWORK

Facebook ads work because they're:

- Personal
- Relevant
- Easy to measure

The Audience Network brings these same powerful features to additional app-based mobile experiences, giving marketers even more scale for their Facebook campaigns.

The Audience Network uses the same targeting available for Facebook ads today, including Custom Audiences, core audiences and lookalike audiences. It features the same measurement tools marketers use for their Facebook ads, too.



With more than  
**700 MILLION**  
**ACTIVE USERS**

Instagram is a leading social media platform.

With Facebook's Audience Network you reach users on Facebook, Instagram, and top mobile site and apps.



Get access to 16% more people on average globally than on Facebook alone.

Source: Facebook Internal Audience Network Data, reach measured over rolling 30 day period starting 10/21/16.



Over 40% of the top 500 apps are integrated with Audience Network.

Source: App Annie data and Facebook internal data, based on top 500 free and paid apps across Apple's App Store and Google Play, December 2016.



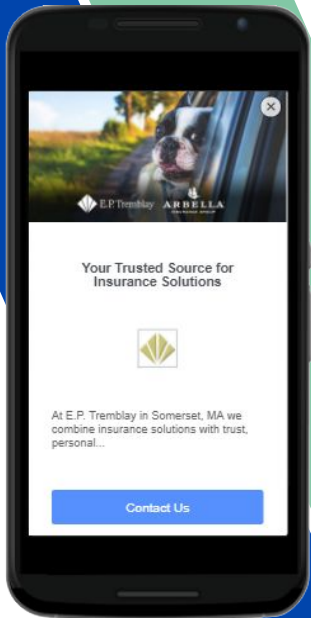
Removing Audience Network as a placement can lead to 15% fewer conversions on average.

Source: Facebook Internal Audience Network Data, based on website conversion campaigns, October 2016.

## GET STARTED WITH FACEBOOK MARKETING TODAY.

### A TYPICAL FACEBOOK MARKETING PROJECT INCLUDES:

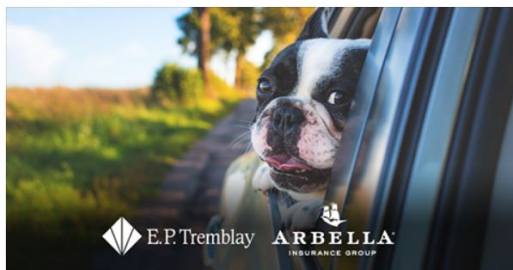
- Integrating your active and inactive customer lists into your new Facebook Business page and emailing them to invite them connect with you.
- Developing an email campaign in-house and posting in on your website and blog are also great ways to build your audience.
- Working with you to identify who your customers are, what they have in common, where they live, family size etc.
- Where are your customers coming from demographically and where you want to drive new customers in from.
- Launching a Facebook marketing campaign group linked to your business page.
- Integrating and targeting specific custom audience parameters.
- Designing Ad Groups and Marketing Messages inside those campaigns that best coincide with your businesses offers and messaging.
- A/B Ad testing Images and messages to see what fits best and turns over the highest response.



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### STANDARD AD STYLES AND SIZES:

- Appear across Facebook User Newsfeed, Mobile, Desktop, Instagram and more.
- Ads are also pushed out to the Facebook audience network and its partners to expand your reach.
- They will show up on Facebook, Instagram, as well as third party apps, and mobile websites that fit into your audience network parameters.