

A close-up photograph of a hand with the index finger pointing towards the right. The background is blurred, suggesting a screen or a digital interface. The lighting is soft and natural.

# The Unique Value of Facebook

salesforce marketing cloud

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In 2014, Facebook celebrated its 10th anniversary as a social network, making it the most mature social platform ever. In those ten years, it's gone from a college-only niche experience to a connected community for the entire world. Consider:



### Facebook owns mobile.

One in five minutes on a mobile device is spent in Facebook's app, which doesn't include time spent on Facebook's mobile website. <sup>[1]</sup>



### Facebook web access is strong.

Eleven percent of desktop web time is spent on Facebook, making it the largest social web property in the world. <sup>[2]</sup>



### The Facebook audience is vast.

Facebook has approximately 1.3 billion monthly active users, which dwarfs any channel in recorded history. <sup>[5]</sup>



### Facebook refers traffic.

Facebook accounts for up to 10% of referral traffic to major publishers. <sup>[3]</sup>

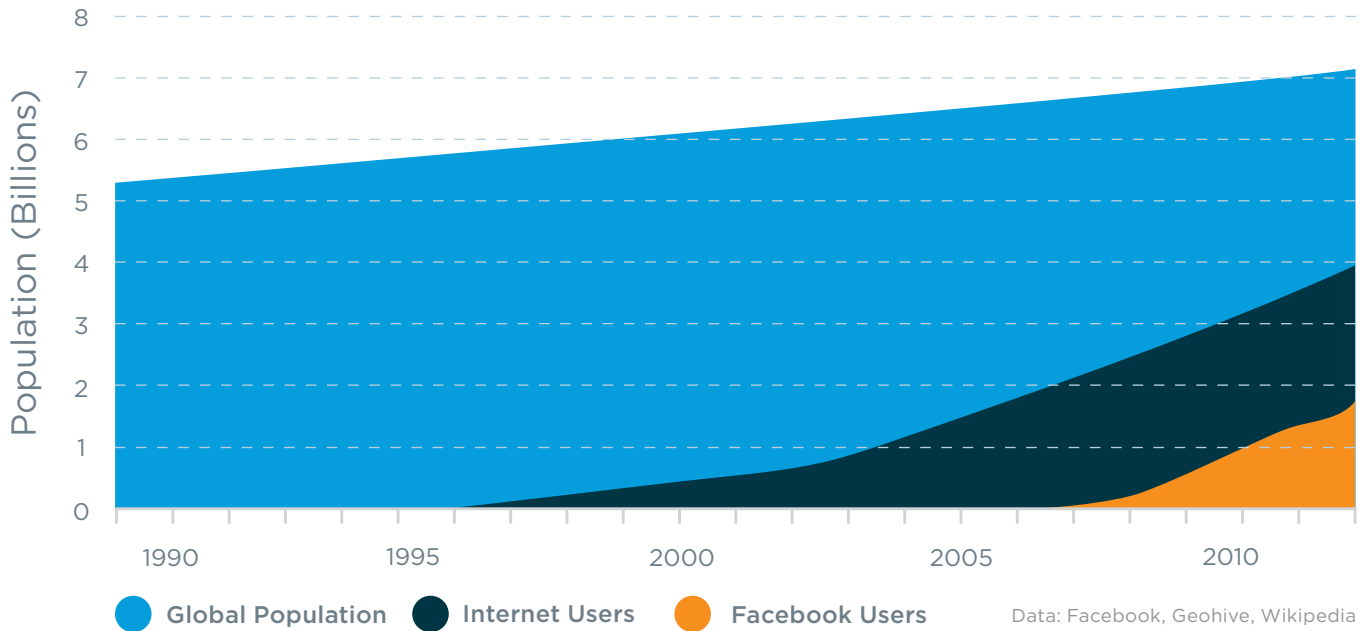


### Video and Facebook work together.

Facebook is the #2 video property online, behind only Google sites (led, of course, by YouTube). <sup>[4]</sup>

With numbers like these, it's clear why brands continue to flock to Facebook to reach potential and current brand fans. For new ideas on how to capitalize on the many available features of the world's most popular social network, check out the following examples of Facebook's unique value.

## Facebook and Reaching Your Customer



In this chart, take a look at how global numbers of Facebook users have surged in the past ten years since Facebook's inception. With over a billion active monthly users around the world, it's likely that your customers, in any nation, are either regularly using Facebook or have close family and friends who do. This means it's important to be present and available when your audience asks questions, has complaints, or even wants to share your brand's offerings with people in their network.



## Facebook and Reaching Your Customer

In addition to publishing, one of Facebook's primary brand offerings is advertising. When considering the value of Facebook advertising, recall that the Super Bowl is the most watched annual television event in the world. Each year, it falls on only one day, and in 2014 it garnered 112.2 million viewers (this was the most watched Super Bowl and the most watched program in US television history).

Contrast that with Facebook's 1.3 billion active users every month, and 1 billion users on mobile. The number of people exposed to Facebook content each month is equivalent to either the entire population of India, four times the population of the US, or 20 times the population of Italy.

During this year's Super Bowl, advertisers spent \$4 million for 30 seconds of audience attention, delivered once, and resulting in very little insight into who watched the commercial, and what actions they may have taken as a result.

Facebook, on the other hand, allows advertisers to target a message to over 14 different dimensions to find the exact audience members brands are seeking. These targeting options are an incredibly accurate way to find potential customers on Facebook, and now with custom audiences and partner categories, brands can go even further.

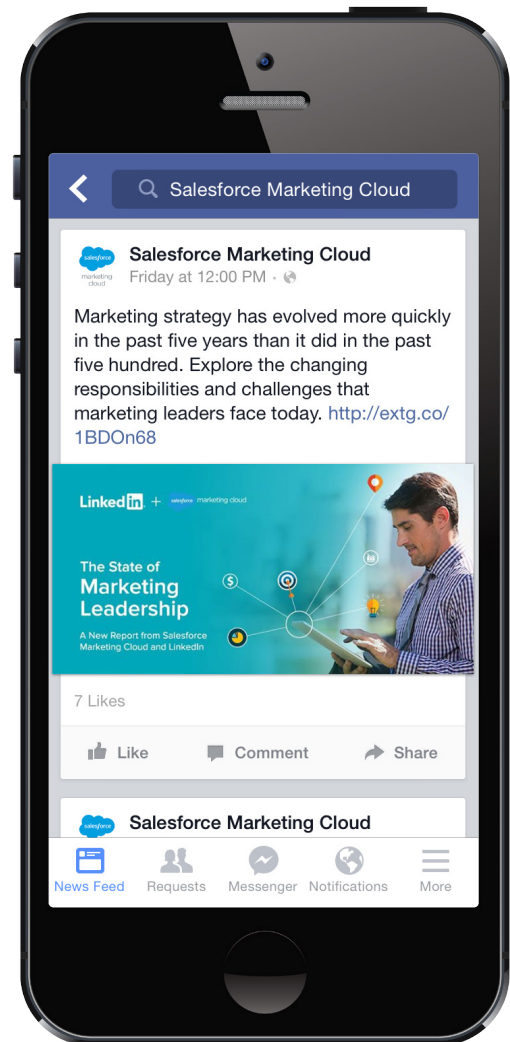
As a brand, your ability to use your own database of customers' email addresses and mobile numbers to both re-engage these users with targeted messaging and build look-alike audiences based on your current customers is extremely powerful. With partner categories now allowing for targeting based on Facebook actions such as online purchases, the capabilities for reaching a precise audience is unmatched. And most importantly, Facebook's reporting and analytics features give you a deep dive into how your advertising performed across various dimensions, so you can further optimize your targeting and your success.

## Making Your Messaging Mobile

While Apple's iOS and Google's Android platforms dominate smartphone market share, it's Facebook that dominates what actually transpires on those phones. Facebook commands one of every five minutes of time spent on mobile devices, or expressed another way, more than the next 10 biggest mobile properties combined. [6]

Facebook is also the most popular mobile browser. According to Flurry Analytics, "when a Facebook user clicks on a friend's link or article, that content is shown inside its web view without launching a native web browser (e.g., Safari, Android, or Chrome), which keeps the user in the app. So if we consider the proportion of Facebook app usage that is within their web view (aka browser), then we can assert that Facebook has become the most adopted browser in terms of consumer time spent." [7]

The reason that these trends matter is because, in a mobile world, the cookie as an identifier becomes increasingly irrelevant, as it's not present on mobile devices and also doesn't track people across different devices, browsers, and apps. So for brands to precisely reach their audience in a mobile world, they need to find the best platform to not only reach customers at scale, but also to identify them. Facebook commands widespread customer attention on mobile, and it can also identify a user accurately, no matter the device. This can be handy as you should always strive to optimize your website for mobile, and Facebook can be a great way to present mobile-optimized content if your site isn't totally responsive yet.



## Attracting and Renewing Interest in Your Brand

Publishing and advertising on Facebook can help you in every stage of the customer lifecycle:



### Acquire:

Facebook helps you acquire new customers by establishing a helpful brand presence through an appropriate cadence of posts, and also through advertising to new Facebook users similar to your current customer base.



### Onboard and Engage:

Engage existing customers and brand fans through interesting content and new Facebook promotions and offers, shared through organic and paid posts.



### Retain:

Targeted win-back campaigns and reliable customer service can both be delivered via Facebook.

As far as customer acquisition is concerned, Facebook has targeting options for advertising that's unrivaled: you can target based on location, demographics, behavior, psychographics, and more. There is no single TV program, movie, event, or publication that can achieve the potential reach of Facebook.

Are there ways that your content strategy can better engage existing brand fans on Facebook? We know that Facebook has been established as a primary customer service and messaging channel for many brands because of the time users spend on the platform. But, couple this with the fact that Facebook is starting to make serious inroads into digital video as the #2 video site online, and it's clear that Facebook-exclusive video content can be extremely valuable for continued engagement.

If your brand seeks better re-engagement and repeat conversions, Facebook can also help in this arena. Re-messaging and re-engaging consumers must happen at the exact time the customer is ready to hear the offer. On average, people check Facebook 14 times a day (and more),<sup>[8]</sup> so you have ample opportunities to engage them at precisely the right moment when they're most likely to convert.

## Conclusion

With its singular ability to target individual users and engage global customers on every device, Facebook is unique in the real-time and on-the-go approaches it offers brands to connect with customers. A helpful (not overly self-promotional) brand presence along with highly trackable advertising can bring new fans into your brand's community, and give you access to potential customers through a much more cost-effective form of advertising than traditional TV or print mediums.

Batch-and-blast marketing is being replaced by highly targeted 1:1 communications on every digital channel, and Facebook is one leading area where marketers have vast opportunities to engage in granular targeting far beyond a blanket statement with limited tracking that's meant to appeal to everyone. Whether it's a geo-targeted Facebook post or a gender- and age-targeted ad, consider the many unique ways that Facebook can reach your customers wherever they are, and build brand loyalty and drive results at the same time.



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