

FACEBOOK FAN PAGES

Why Have a Fan Page?	1.79 Billion MAUs (monthly active users) up 16% #1 Social Sharing Site 1.18 Billion DAUs (daily active users) up 17% ACTIVE & CONSISTENT AUDIENCE
TOO Big to Ignore	60 Million Small & Med Businesses Small Biz Advantage - your FACE!
Benefits of a Fan Page	You're discoverable Connect 1-1 with fans Reach large groups Get Insights into audiences - DATA
Targeting your Audience	Interest, behaviors, location & custom Right message to right audience
Organic Reach Down	Advertising Platform now Opportunities to Share, share, share Most diverse demographic spread & majority of adults use it
Mobile	1.66 Billion MAU's up 20% Mobile only - 1 Billion 84% of Ad Revenue for Facebook
Social Sales	Facebook drives 25% of all social referral traffic Customer king
Content	Integral part of building & maintaining your audience Original content is a priority for Facebook
Consumption	Content & Videos Time Spent on average 20 minutes Influences our daily lives
Videos	8 Billion Viewed Daily NO longer than 90 seconds 4x Since May Growing LIVE - personal, business & groups A social experience
News Feed	Facebook gives fans what they want Algorithm - changes often Favors family, friends & original content Great customer experience
Instagram	Facebook Owns them



100 Million DAUs, 300 Million MAUs
35% of Small Businesses using Business profiles

Shares	Entertain, Engage, Inform & Educate Timing of content Videos, videos, videos
Shopping	Via Mobile Facebook is a destination for news, trends, shopping & entertainment Increase use of coupons
Reviews	Facebook is a HUGE Search Engine Credibility You need them!
Messaging	Real time customer service 1-1 connection Social customer care
Beyond USA	International Audience
LIVE Video	Minimum of 5 minutes (up to 20) Priority for Facebook 3x more watching LIVE video storyboarding coming to desktop soon
Stand Out	Check your Insights - data Post consistently Budget for Ads VIDEO
Use as your Business Website	35% of small businesses don't have a website/mobile site Use Fan Page as their business platform Cheaper and mobile friendly
Apps	Opportunity to expand Facebook Fan Page Create more interest in your page Extend your capabilities & audience
22 Social App	22Social - FREE TRIAL www.22s.com/strong/launch All on Facebook Mobile Friendly
Examples	Email - Join our List (Constant Contact)