

# WHY USE FACEBOOK AND INSTAGRAM FOR BUSINESS?



**honeybadger**  
SMART SOLUTIONS FOR BUSINESS

WE HELP LOCAL BUSINESSES  
CONNECT WITH MORE CUSTOMERS  
AND SELL MORE STUFF



**WITH MORE THAN A BILLION USERS ACTIVE DAILY, FACEBOOK IS THE LARGEST SOCIAL MEDIA PLATFORM IN THE WORLD. A QUICK BROWSE THROUGH YOUR FACEBOOK NEWSFEED SHOWS A WIDE RANGE OF ADS FROM ALL KINDS OF BUSINESSES, BUT YOU MAY WONDER WHETHER IT'S REALLY WORTH THE INVESTMENT FOR A BUSINESS LIKE YOURS.**

The answer is almost certainly yes. With 15 ad types and thousands of options for targeting, you can boost your business in countless ways. Read on to find out how.

## 1. TAKE AIM WITH TARGETING

Targeted advertising on Facebook removes the uncertainty from advertising by allowing you to choose who will see your ad, right down to their specific location, age, gender, and interests.

Do you need to reach men who like superhero movies, who live within 10 miles of your business and have children? You can.



**Or maybe you need to get people aged 18-25 in full-time education with an interest in sport to visit your website. You can do that too.**

Once you've targeted your audience, you can see how they respond to your ad in Facebook's insight's dashboard. See how your money is being spent, and how people are interacting with your ad.

## 2. GET THE MOST FROM YOUR MONEY

Facebook has many examples of small business success stories, where small businesses have seen anything between 5 to 200 times ROI when advertising with Facebook.

With a few considerations before you start, Facebook can really boost your business.

Of course your success depends on a number of factors, including how well you utilise the many ad formats on offer, and how well you know your audience.

Fortunately, Facebook allows you to start running a campaign with a very small budget. You can start learning about your audience, and which formats, messages and creative work best for a very small investment.

Posting regular unpaid content not only supports your paid ads, but also allows you to directly compare paid vs. organic content.

A few social media experts have experimented to see exactly what a low budget Facebook ad can do. These numbers won't be as accurate as your own experience, but may still help get you started.

Buffer spent \$5 on a few different types of ad. On average they spent \$0.57 per page like, and \$4.01 per click to their landing page.

Small spent around \$2.96 per 1000 people reached, and Moz spent \$0.25 per 1000 impressions.

## What, and how much you post, makes an impact

1. Videos receive 62% more engagement than photos.
2. Posting 1-2 times per day yields more engagement.
3. A call-to-action button lifts click-through rates 2.85 times.<sup>1</sup>



## Timing makes a big difference

1. Facebook traffic peaks between 1-3pm mid-week
2. On Thursdays and Fridays engagement is 18% higher
3. Posts published between 5pm-1am get 11% more engagement than those during business hours<sup>2</sup>



## 3. GET INTO INSTAGRAM

Also owned by Facebook, Instagram can either be an addition to your Facebook campaign, or a powerful campaign platform in its own right.



Instagram has more than 300 million daily active users, the majority of which are outside the US. They click the "like" button more than 4 billion times daily.

Like Facebook, Instagram offers businesses insights into how people are interacting with their content. These insights can help you put out messages more aligned with your audience, but can also help your business more broadly.

Instagram is shown to drive more engaged traffic than social content from YouTube or Pinterest, and is more likely to drive repeat customers to your business. Return customers spend nearly three times more than other shoppers, and account for more than 33.3% of the money spent in eCommerce.

Whether you want to jump straight in with a range of paid campaigns, or dip your toe in the water by starting an organic content campaign, using Facebook and Instagram for your business provides a brand new way to build customer relationships, and spread awareness of your business.

Visit the Honeybadger Facebook page for more information, and Facebook case studies.

## Instagram, the secret weapon

Instagram has fewer users than Facebook, but carries its weight when it comes to brand engagement.

Engagement with brands in Instagram is:

- 84 times higher than Twitter
- 54 times higher than Pinterest
- and 10 times higher than Facebook<sup>3</sup>



<sup>1</sup> [www.sproutsocial.com/insights/facebook-stats-for-marketers/](http://www.sproutsocial.com/insights/facebook-stats-for-marketers/)

<sup>2</sup> [www.zephorio.com/top-15-valuable-facebook-statistics/](http://www.zephorio.com/top-15-valuable-facebook-statistics/)

<sup>3</sup> [www.blogs.forrester.com/nate\\_elliott/15-09-15-how\\_does\\_your\\_brand\\_stack\\_up\\_on\\_facebook\\_twitter\\_and\\_instagram](http://www.blogs.forrester.com/nate_elliott/15-09-15-how_does_your_brand_stack_up_on_facebook_twitter_and_instagram)