

# 9 REASONS YOUR BUSINESS SHOULD BE ADVERTISING ON FACEBOOK

## 1 Whoever your audience is, they're on Facebook

With over 1.94 billion active monthly users, and 1.8 million daily active users you can virtually guarantee that whoever you're targeting is on Facebook.



## 2 Facebook engagement is massive

With Facebook users spending an average of 50 minutes on the platform each day there's no denying Facebook engagement is huge. Users actively search their newsfeeds for new information giving your brand the perfect opportunity to promote its products or services and build a stronger connection with the target audience.



## 3 Endless targeting options for your advertising campaigns

You can target users by location, age, gender, interests, behavior, and connections so you can guarantee your message reaches the exact audience you want to engage.



## 4 Reach local and foreign markets in an instant

Facebook allows you to reach markets near and far. You can target specific or multiple locations in a single ad providing your business with maximum exposure in global markets at the touch of a button.



## 5 Facebook ads increase sales, leads and revenue

Facebook has multiple ad formats available. Whatever your business objective, there is an ad format to match whichever stage of the buyer journey or niche your customers are in. Whether you want to increase sales or visits to your website, there's an ad format to help you achieve your goal.



## 6 More bang for your buck

Facebook's incredible targeting makes advertising on the platform an extremely cost-effective medium for your business compared to traditional advertising methods such as television or print.



## 7 Instantly measure results

Facebook's valuable ad data provides you with instant feedback on the performance of your campaigns so you can remove the guesswork, measure your results and claim the best ROI.



## 8 Amplify your content

Facebook is fast becoming a pay to play advertising network. If you want to amplify your content, advertising on Facebook will help your content to reach a wider audience so that you can get the results needed to stay ahead of your competitors.



## 9 Reach a mobile audience

93% of Facebook users access the platform via a mobile device, Facebook advertising offers your brand the opportunity to connect to your audience on the devices they are using every single day.

