

Advertise on Facebook

Over 1 billion people. Facebook connects with their right ones.



Overview



Build your Facebook Page

Everything on Facebook starts with your Page. Create a page. It's a simple, best way to communicate with customers.



Connect with people

Get people to like your Page. Create several adverts target-based on location, demographics and interests.



Engage with quality content

Post quality updates and promote your posts with adverts to engage your customers and their friends. Start now.



How it works?



1. Build a Facebook Page

- ✓ Add a unique cover photo and use your logo as a profile picture
- ✓ Create a post so when people visit your Page they see recent activity
- ✓ Make sure to like your Page and share it with your friends



2. Connect to your fans

- ✓ Create multiple adverts to help build an audience for your Page
- ✓ Use the targeting options to show your adverts to only the people you want reach
- ✓ See which versions of your adverts work best



How it works?



3. Engage your fans

- ✓ Add a new post to your Page at least once a week
- ✓ Pin your most important posts to the top of your Page
- ✓ Ask questions, share exclusive news and respond to people when they post or comment on your Page



2. Connect to your fans

- ✓ Encourage check-ins, participation in events or create an offer to encourage more activity on your Page
- ✓ When people interact with the content on your Page, their friends are eligible to see the activity
- ✓ When people do things such as like, comment or check-in to your Page, you can promote those activities to their friends

Social web demographics



Social media is a likes of posts, shares and content. No longer is it just used by the young and the restless. It is global and embedded in every corner of the web.

- ✓ 72% of all internet users are now active on social media
- ✓ 18-29 year olds have an 89% usage
- ✓ The 30-49 bracket sits at 72%
- ✓ 60% of 50 to 60 year olds are active on social media
- ✓ In the 65 plus bracket, 43% are using social media
- ✓ Time spent on Facebook per hour spent online by country. Here are the top three. USA citizens get the top gong at 16% followed by the India at 14 minutes and the Brits at 13 minutes.
- ✓ 71% of users access social media from a mobile device.

Facebook facts

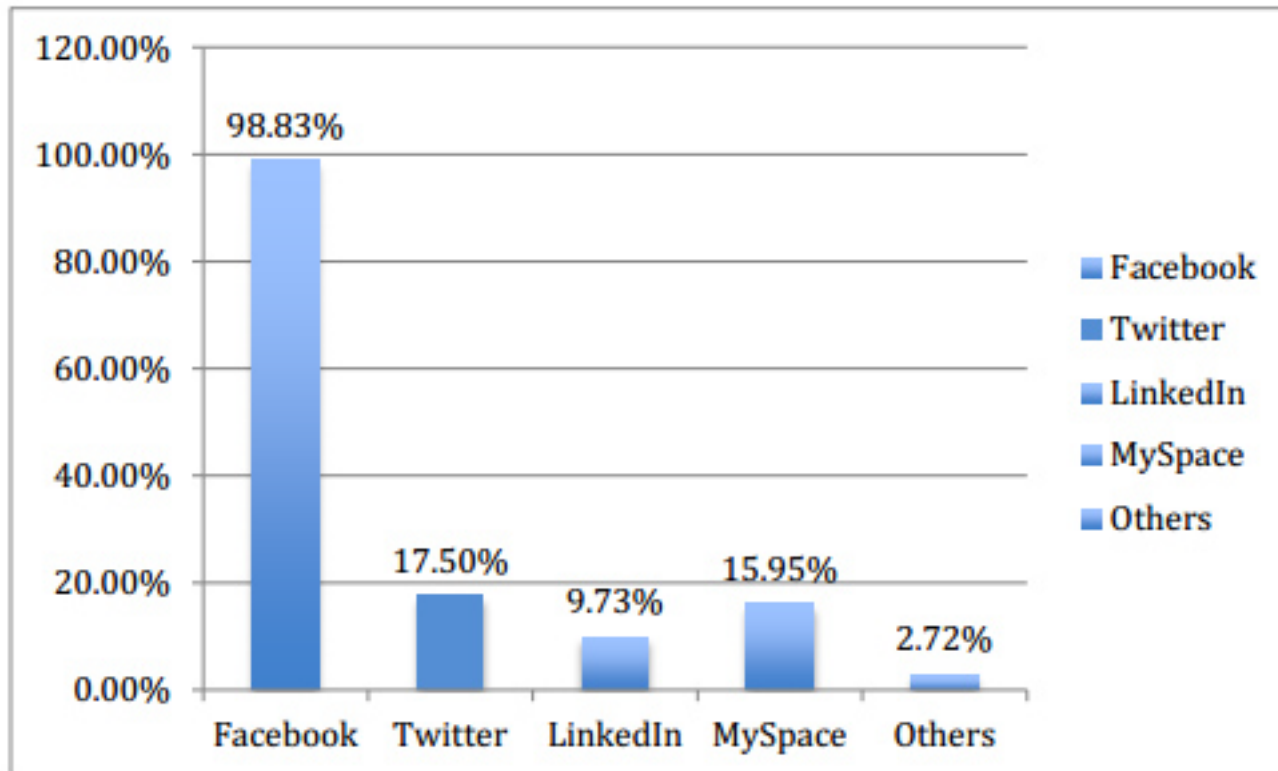


Facebook is still the biggest social networking website. Here are some of the latest figures.

- ✓ There are now over 1.15 billion Facebook users
- ✓ One million web pages are accessed using the “Login with Facebook” feature
- ✓ 23% of Facebook users login at least 5 times per day
- ✓ 47% of Americans say Facebook is their #1 influencer of purchases
- ✓ 70% of marketers used Facebook to gain new customers
- ✓ 21 Million local business pages have been created

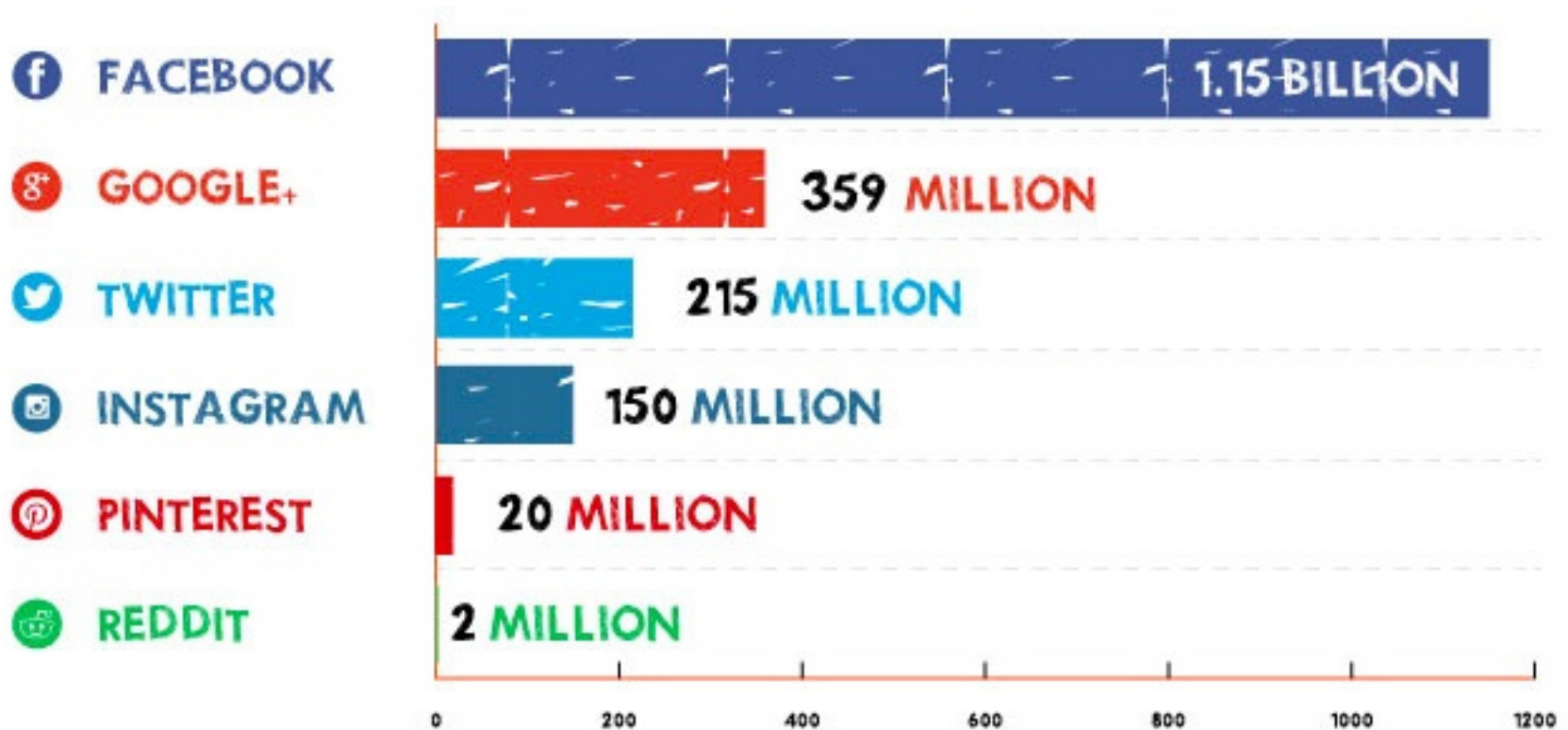


Social media statistics



Social media membership statistics - 2014

Social media statistics



Monthly active users on social media

Social media statistics



93%

OF MARKETERS USE SOCIAL MEDIA FOR BUSINESS



70%

OF BRANDS HAVE A PRESENCE ON GOOGLE+
4% GROWTH FROM Q4 2012



70%

OF MARKETERS HAVE USED FACEBOOK TO SUCCESSFULLY GAIN NEW CUSTOMERS



34%

OF MARKETERS HAVE USED TWITTER TO SUCCESSFULLY GENERATE LEADS



FACEBOOK, TWITTER, AND GOOGLE+ ARE THE TOP 3 SOCIAL MEDIA SITES USED BY MARKETERS



TUMBLR

FLICKR

FLICKR, TUMBLR, AND STUMBLEUPON ARE THE LEAST POPULAR SITES USED BY MARKETERS

Businesses & Marketers promotional activities on social media



Our Partners & Preferences



How can I help?



ASHISH BAFNA

ashish@megawebsource.com

Phone: +91 2194 204544

Mobile: +91 89756 67885

+91 97626 81119

www.megawebsource.com