

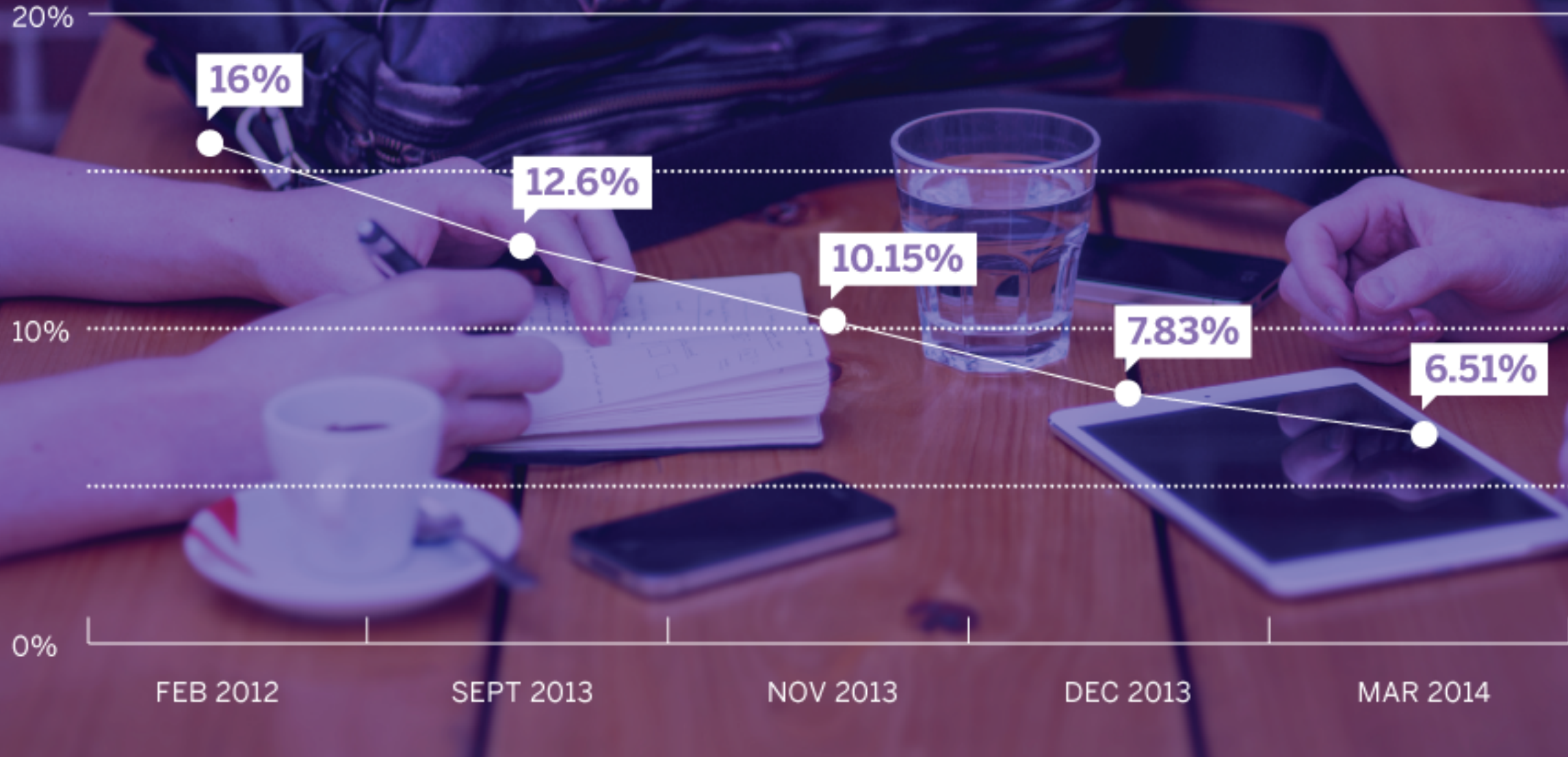
THE END OF THE FACEBOOK FREE-FOR-ALL



Privacy trumps promotion on Facebook, forcing brands to rethink their approach to social.

Organic Reach Falls Short

Since 2012, the organic reach of content published from brand pages has been trending downward.



2-8% OF FANS SEE LARGE PAGES' FACEBOOK POSTS.

.073% OF TOP BRANDS' FANS INTERACT WITH EACH OF THEIR POSTS.

Bad for Brands, Great for Facebook

Facebook says these changes are in the interest of keeping users happy.

AVERAGE USERS HAVE BETWEEN **1,500-15,000** POTENTIAL POSTS TO REVIEW AT EACH SIGN ON.

But only the top 300 posts, determined by an interest-predicting algorithm, actually make it into a user's news feed.

According to a Facebook survey, often users want to see posts from their friends rather than promotional posts from brands. Posts deemed too promotional are used to:



Solely push people to buy a product or install an app



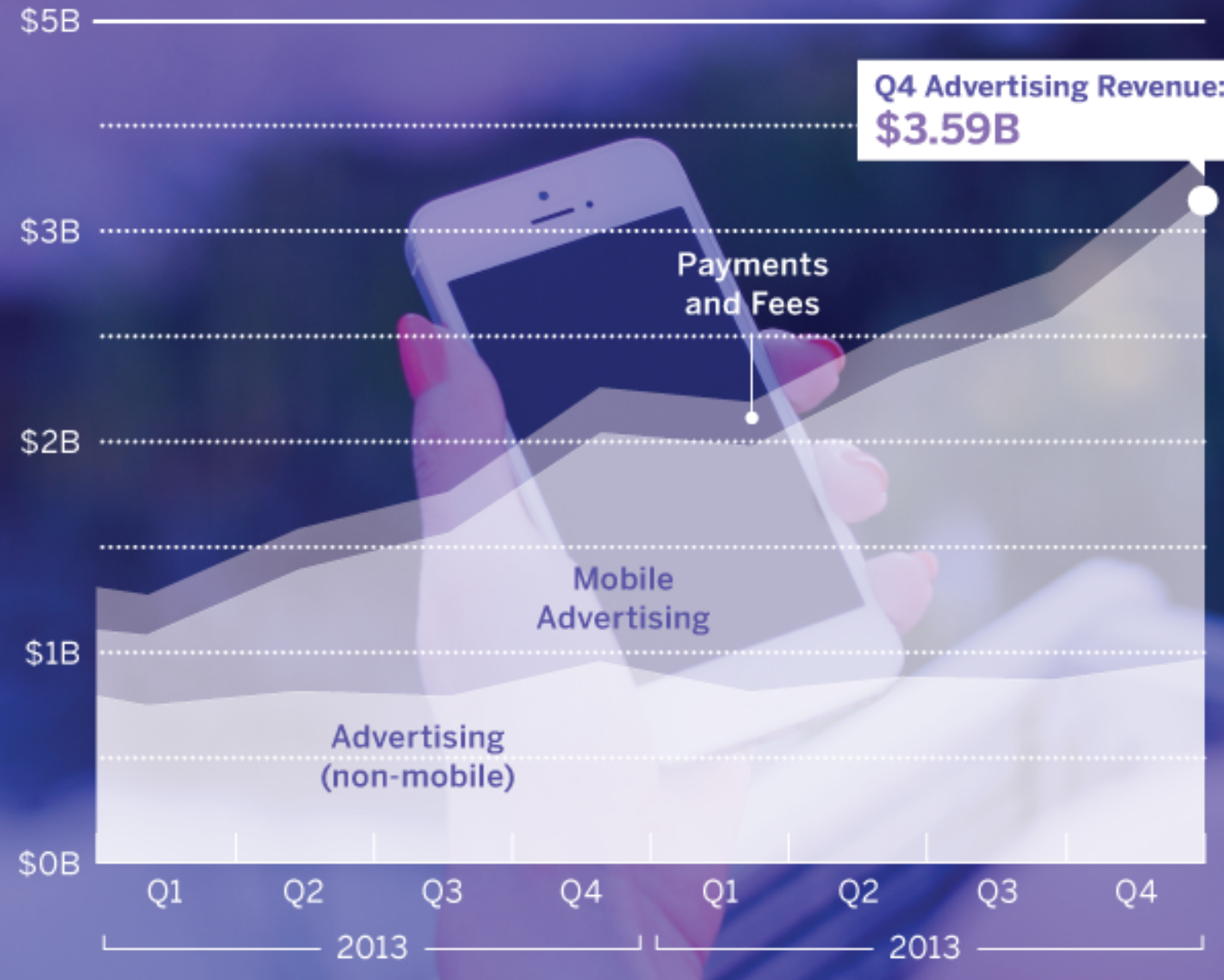
Push people to enter sweepstakes without additional context



Reuse identical content from ads

Facebook is encouraging marketers to invest in its advertising, which make up a huge portion of its bottom line.

Facebook Revenue



\$3.85B
Q4 REVENUE

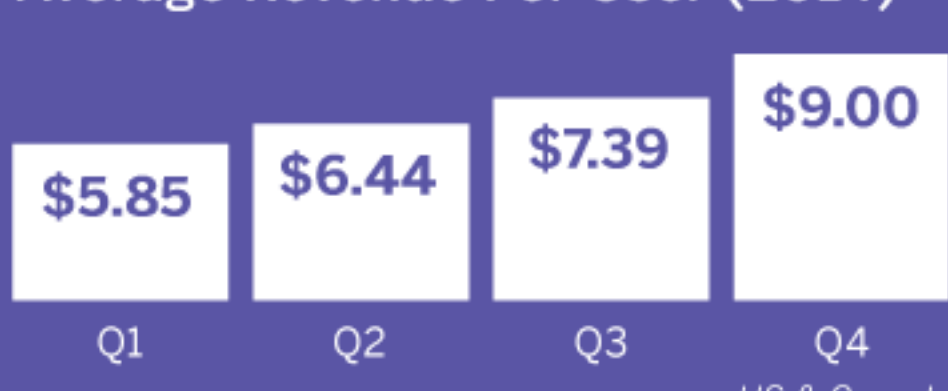
93%
Q4 REVENUE FROM ADVERTISING

53%
INCREASE FROM LAST YEAR

User Value

Facebook is consistently making more money off of each user.

Average Revenue Per User (2014)



FACEBOOK CONTINUES TO CURTAIL THE REACH OF "NON-PROMOTIONAL" CONTENT WITH NEW CHANGES IN EFFECT SINCE JAN. 1, 2015.

Where Does That Leave You?

While these new changes are not good news for brands, Facebook can't be totally ignored.



BUT YOU CAN CHANGE YOUR APPROACH...

Post Native

Video clips uploaded to the social network are surpassing traffic from YouTube links...



...generating more than **1 billion daily views.**

Get More Bang for Your Marketing Buck

Expand your digital marketing efforts to sites and tactics with higher ROI.

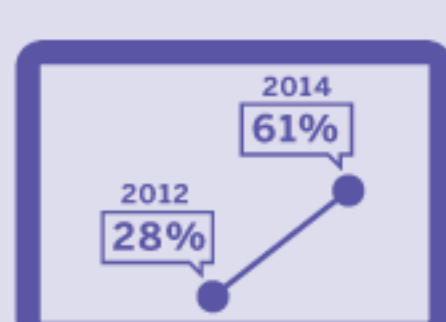


Invest in Instagram

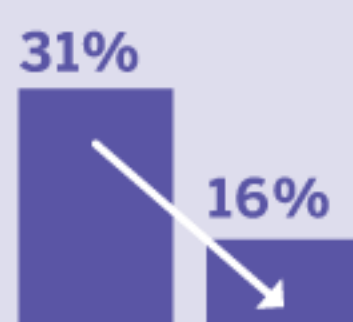
The app boasts 58x higher per-follower engagement for top brands than on Facebook.

GET BACK TO BASICS

Focus on your site's offering.



In 2014, 61% of campaign actions drove users to brand-owned sites—up from 28% in 2012.



Clicks that led to Facebook declined from 31% to 16%.



Fans of your brand are 3x more likely to visit your site than to engage with you on Facebook.

Don't skip email marketing.

2013
4.1 B

4.1 billion email accounts worldwide in 2014

2018
5.2 B

Over 5.2 billion accounts by the end of 2018

3x

3X more email addresses than Facebook and Twitter accounts combined

90%
2%

90% of emails are delivered, while Facebook posts only reach 2% of fans