



All About Facebook

MARCH 24, 2009

Don't place ads—build brands.

More and more every day, the social networking giant [Facebook](#) is becoming a large part of the overall Internet experience. Company estimates state that over 175 million people have joined since its founding in 2005, and the users themselves contribute millions of pieces of content daily.

The February 2009 Facebook numbers are striking.

Each day during the month, Facebook users averaged over 3 billion minutes on the site. They updated their status 15 million times and became “fans” of a particular company, brand, product or person 3.5 million times daily.

Facebook Usage Metrics Worldwide, February 2008 & February 2009 (millions)

	February 2008	February 2009
Total daily minutes of use	1,100	3,000+
Users who update status daily	4	15
User who become “fans” each day	0.25	3.5+
Photos uploaded each month	250	850+
Pieces of content shared each month	13	24+

Source: Facebook as cited by [money.cnn.com](#), March 11, 2009

102422

www.eMarketer.com

In addition, [Compete](#) found that that US residents spent more time on Facebook than any other Website, beating out previous leader Yahoo!. However, [Nielsen Online](#) still ranks the site third behind AOL and Yahoo!.

But Facebook’s rapid user growth has not translated into advertising revenues.

The habits of social network users are one obstacle. In 2008, [IDC](#) found that 43% of social network users never clicked on ads, a dramatic difference from the 80% of other Internet users who did so at least once a year. Further, 23% of nonusers who clicked on an ad then made a purchase; only 11% of social network users who clicked on ads did the same.

If not through advertising, how can marketers leverage Facebook for their campaigns?

When marketing professionals were surveyed by [TNS Media Intelligence](#) on what objectives had the most social media potential, most said brand-building initiatives such as gaining consumer insights, building brand awareness and increasing customer loyalty.

Marketing Objectives for Which Social Media Offer the Greatest Potential According to Marketing Professionals in Select Countries Worldwide*, 2007 (% of respondents)

Gaining consumer insights**36.6%****Building brand awareness****21.1%****Increasing customer loyalty****18.3%****Enhancing corporate reputation****14.1%****Launching a new product****7.0%****Increasing purchase intent****0.0%****Don't know****2.8%***Note: n=71; *Canada, France, UK, US**Source: TNS Media Intelligence/Cymfony, "Harnessing Influence: How Savvy Brands are Unleashing the New Power of Blogs and other Social Media," February 2008*

092737

www.eMarketer.com

None said increasing intent to purchase.

"If you're going to build a community, don't center it around your product, but rather on something deeply relevant to a particular consumer group," said eMarketer CEO Geoff Ramsey. He also suggested keeping fans of your brand pages happy by giving them a lot of content and letting them share the love with others.

Agencies and brands from all vertical industries rely on eMarketer for analysis and data. See what you are missing. Learn more about [Total Access](#) today.

©2009 eMarketer Inc. All rights reserved. www.emarketer.com