



Social Media Ads

Quick Facts!

- **92% of small businesses** will increase their investment in social media this year.
- The average person spends **135 minutes per day** on social networks and the number of small businesses advertising on Facebook has doubled to 50 million in recent months.
- Posts from family and friends now receive priority over any other accounts, unless when **properly placed with an ad**.
- Unlike conventional advertising **you can engage with niche markets at a discount**. After a few ad cycles, you can refine your targeting to drive greater results and ROI.
- The targeting for social media advertising is insanely **customizable, age, interests, job title etc**.
- Over 80% of Instagram Users follow at least one brand, of these user **30% have purchased a product** found on Instagram
- **73.4% of users follow a brand because they're interested in its product or service**.