FACEBOOK STATS AND CHARTS



47 Handy Facebook Stats and Charts

By Amanda Sibley

Amanda Sibley is a member of the paid marketing team at HubSpot. She helps create and manage paid advertisements and external vendors to help generate leads across various platforms. Amanda is also a regular contributor to the HubSpot blog, where she writes about various topics across inbound marketing.



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AN INTRODUCTION



Everyone is talking about how Facebook can drive traffic, leads and customers to your site. But how much do you really know about Facebook?

Who is actually using it, and for what? How can you best optimize your Facebook presence to get the most return on your efforts?

By knowing who your audience is on Facebook, you will be able to engage with them more effectively. You can find the best time to reach them and what type of content resonates with them. Read on to see some interesting and surprising statistics about the social media giant we all know and love.

Users of Facebook



There are over 950 million people on Facebook worldwide.

Source: Facebook





500 million users log into Facebook each day.

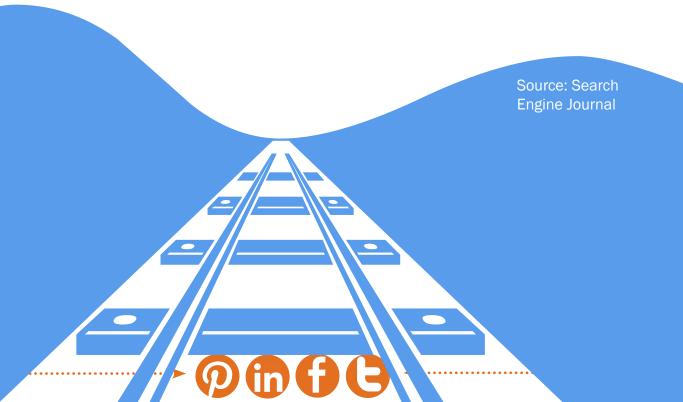


...a 48% increase from 2010 to 2011.

Source: The Social Skinny 2012

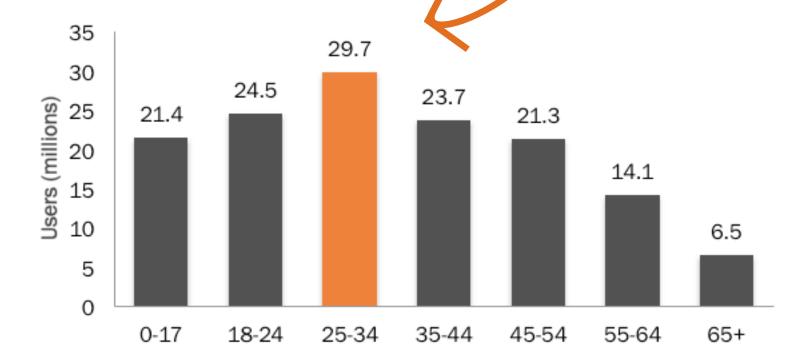


Over 223 million people in Europe are on Facebook.





People ages 25-34 use Facebook the most.





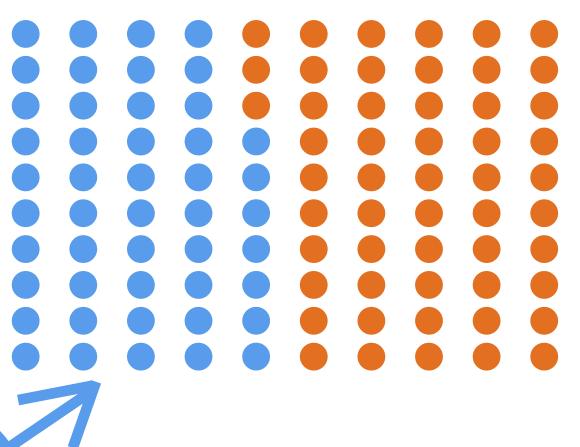
new Facebook profiles are made every second.

Source: AllFacebook 2012





Facebook users are...



Source: Emarketer



47% male



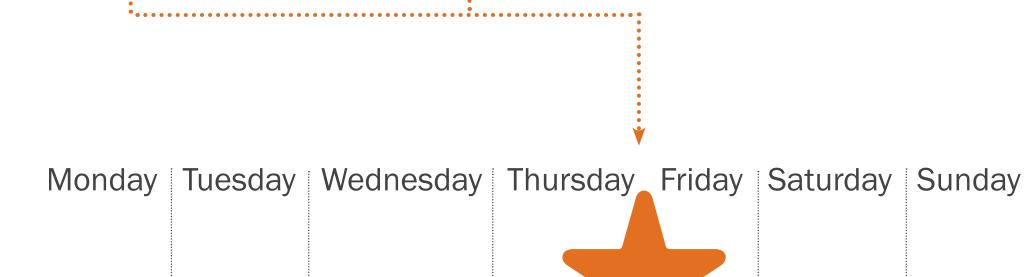
Traffic is highest mid-week between 1-3pm

Source: Bit.ly blog





Engagement is 18% higher on Thursdays & Fridays.



Source: Bit.ly blog

960



There are 83 million fake Facebook profiles.

Source: CNN





300 million photos are uploaded each day.

Source: Gizmodo



The average time spent on Facebook is 20 minutes per visit.

Source: Infodocket





Every 60 seconds...

136,000 photos are uploaded

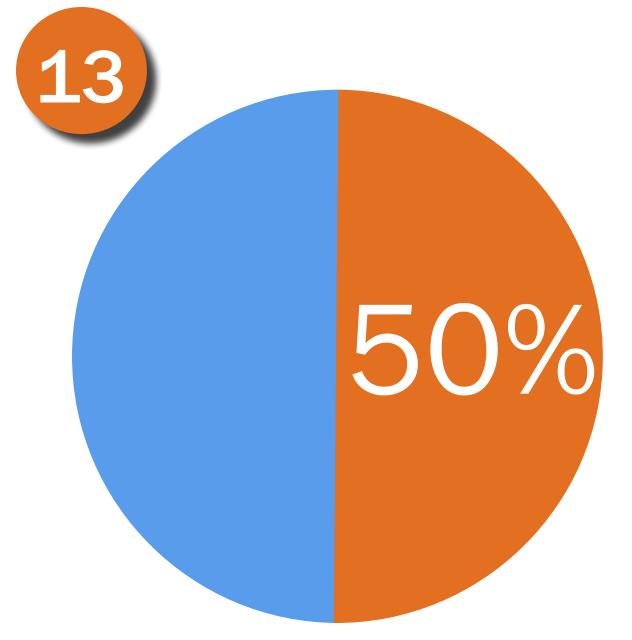
510,000 comments are posted.

293,000 statuses are updated

Source: The Social Skinny

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of 18-24 yearolds check Facebook when they wake up.

Source: The Social Skinny



in 5 page views in the US occurs on Facebook.



Source: Infodocket 2012



42% OF MARKETERS SAY FACEBOOK IS CRITICAL OR IMPORTANT TO THEIR BUSINESS.

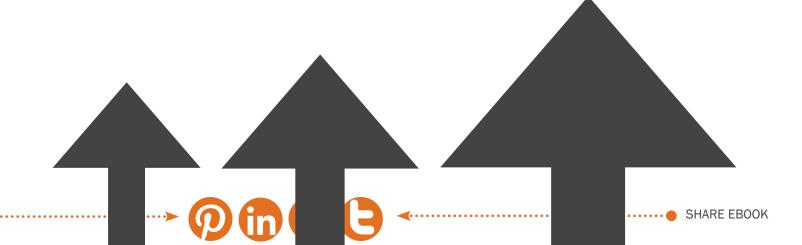
Source: State of Inbound Marketing 2012



Brand engagement 176% in 2011 increased by

Source: State of Inbound Marketing, HubSpot 2012





Facebook for Business

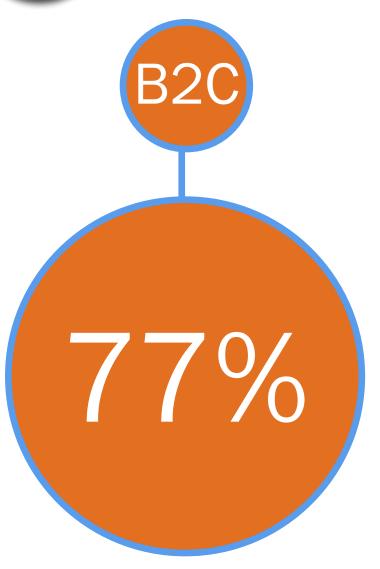
of marketers said social media became more important to their marketing campaigns in the last 6 months.

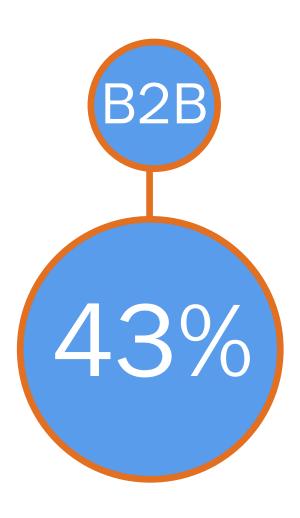
Source: State of Inbound Marketing, HubSpot 2012





Companies that acquired customers from Facebook:

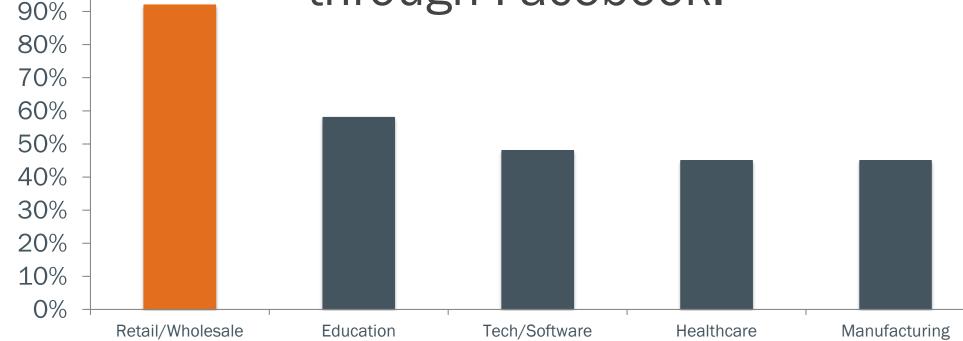






100%

Retail is the top industry that has acquired customers through Facebook.



Source: State of Inbound Marketing, HubSpot 2012



Send them packing!

8%

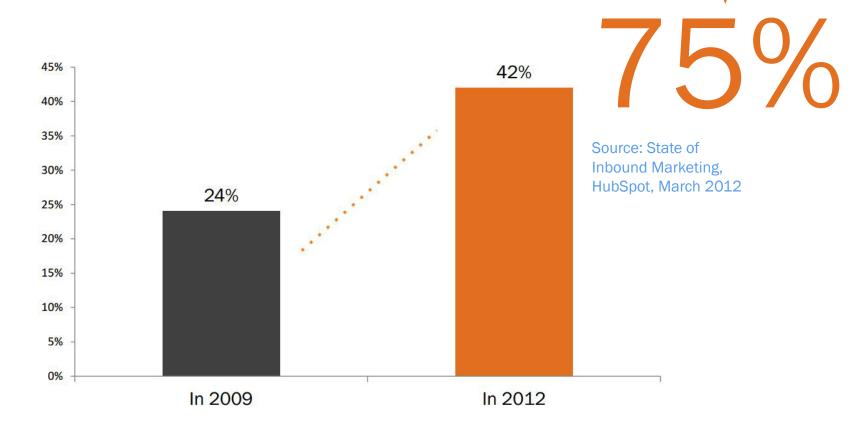
of US companies have fired someone because of what they have posted on social media.

Source: The Social Skinny





The number of businesses that say Facebook is **critical** or **important** to their business has increased by





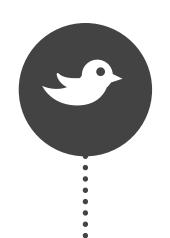


80% of US social network users prefer to Connect to brands through Facebook.

Source: State of Inbound Marketing, HubSpot, March 2012



Brands have seen a 46% increase in user engagement with the new business Timeline.



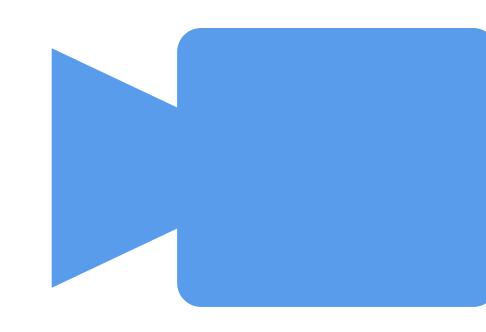






Brands have seen a 65% increase in user engagement of INTERACTIVE content with the new Timeline.

Source: Simply Measured





Ratio of views to shares of Facebook comments:

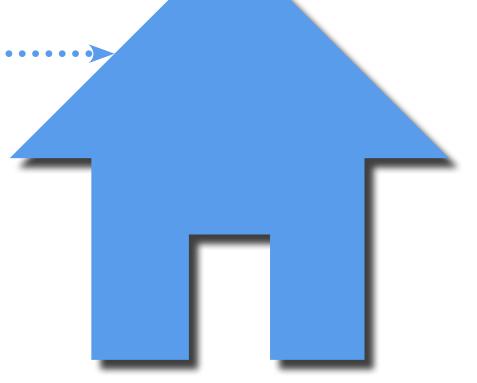




72% of marketers handle social media

inhouse.

Source: State of Inbound Marketing, HubSpot 2012

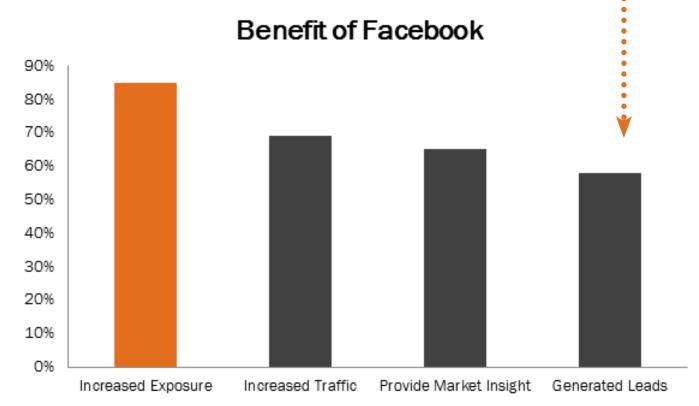






Marketers struggle with lead generation • · ·

on Facebook.



Source: SocialMediaExaminer





43% of people ages 20-29 use Facebook for marketing +11 hours per week.



Auto-posting to Facebook decreases likes and comments by 70%.

Source: Digital Buzz Blog 2012





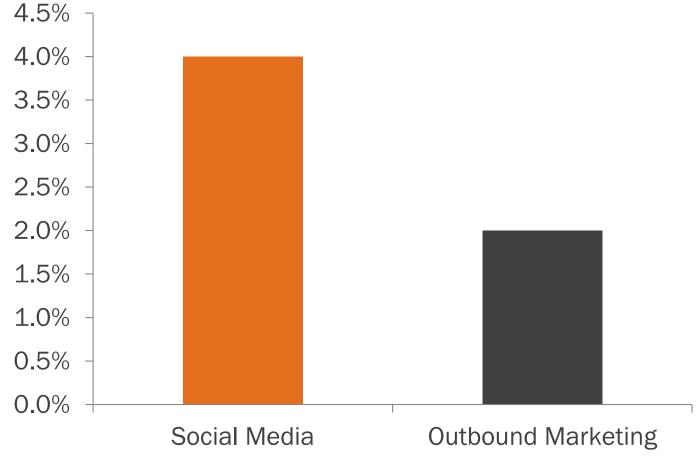






Social media has a 100% higher leadto-close rate than outbound marketing.

Source: State of Inbound Marketing, HubSpot 2012





Small businesses spend 18% of their budgets on social media, the most out of all marketing channels.

Source: State of Inbound Marketing, HubSpot 2012



Retail Brands on Facebook

53% of shoppers who clicked through from a friend's Facebook page have made a purchase.

Source: Sociablelabs



Consumers who followed a link to a retail site from Facebook spent an average of \$102.59.

Source: Bazaarvoice



34

51% of fans are more likely to purchase from brands they Like on Facebook.



Source: HubSpot

Friends of Fans



67% of US online consumers trust information

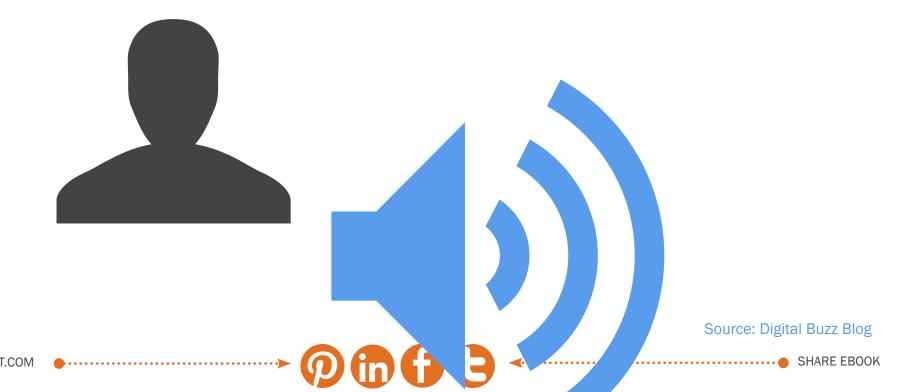
and advice they hear on

Facebook.

Source: BlogHer

36

56% of people are more likely to recommend a brand after becoming a fan on Facebook.







of U.S. online consumers have made a purchase based on recommendations from friends on Facebook.

Source: Fricay Corner: 10 Mobile Marketing Stats



70% of Facebook consumers follow links posted by family and friends.



Source: Pew Research





Fans and their friends bought 16% more frequently in stores when exposed to paid media from the brand.

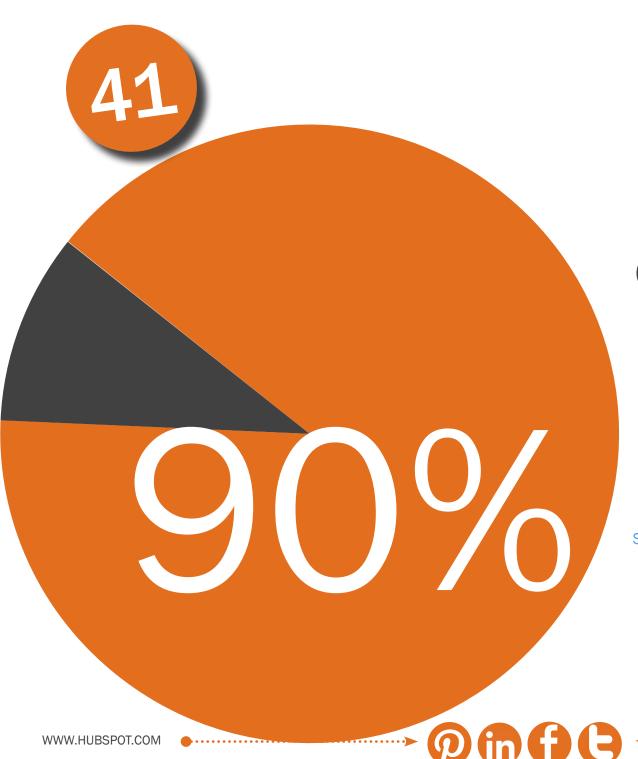
Source: The Power of the Like II. com-Score and Facebook, June 2012





Brands on Facebook extend their reach to friends of fans by 50-200%.

Facebook Advertising

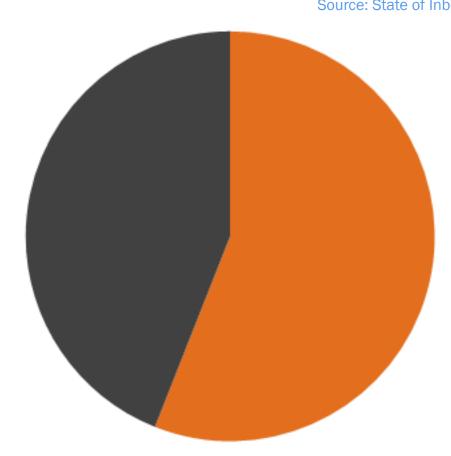


of marketers plan on using Facebook ads in the future.

Source: Social Media Today



56% of marketers have increased their Facebook ad budget for 2012. Source: State of Inbound Marketing, HubSpot 2012







68% of marketers say that Facebook ads are effective in fan and customer acquisition.

Source: Social Media Today







39% of advertisers on Facebook have driven traffic off of their Facebook ads, and onto an external landing page.

Source: Social Media Today





The average cost per click increased

25%

between Q4 2011 and Q1 2012.

Source: ClearSlide

The average Facebook advertising costs in 2012 are:

Source: Social Bakers





95% of all wall posts are not answered

by brands.

Source: Social Skinny



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