



24 FACEBOOK MARKETING MYTHS

Data & Insights to Help You Create
a Powerful Facebook Marketing Strategy

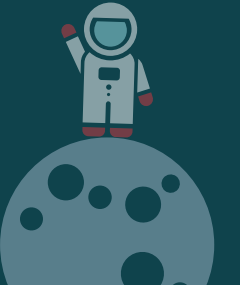
HubSpot

&



socialbakers

INTRODUCTION



Today, the world's largest social network can do things many of us would never have dreamed of 10 years ago: host 360-degree videos, sell products via a chatbot, or cast Live video from anywhere in the world.

The opportunity for businesses to use it as a marketing channel is clear: Facebook already has 1.23 billion daily active users, and the average user [spends 50 minutes per day on Facebook](#).

But did you know that despite the huge business opportunity Facebook creates for marketers, [only 45% of marketers view their efforts as effective](#)?

Even though Facebook has been around for awhile now, a lot has changed since it first entered the marketing scene - both to how the platform works and how people are using it.

And all of those changes mean a lot of what used to work or used to be true about Facebook isn't true anymore. But does that mean all of the sources of information have been updated accurately? No.

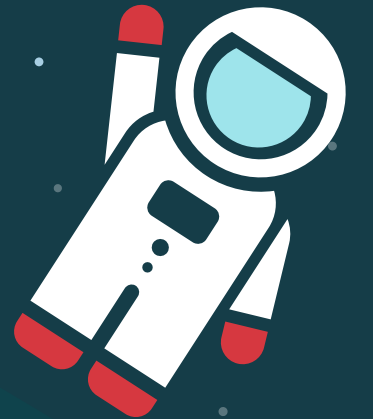
Unfortunately, there are a lot of Facebook marketing myths that many marketers are still relying on to inform their strategy. Don't be one of them.

With help from [Socialbakers](#), a global leader in social media analytics, we created this guide to debunk the 24 most common Facebook marketing myths so you can inform your marketing strategy with the facts. We'll cover myths and best practices for both your organic and paid marketing. Plus, if you haven't heard, video on Facebook is all the rage. So we also threw in a section on Facebook Video to help you sort out myth from fact there, too.

Ready to dig in?

ORGANIC MYTHS

From your Facebook Business Page to your regular organic posts, there are lots of organic marketing tactics to try out. But don't market without an informed strategy. Make sure you're targeting the right users and establishing a credible Facebook presence with the right white hat tactics.



MYTH #1

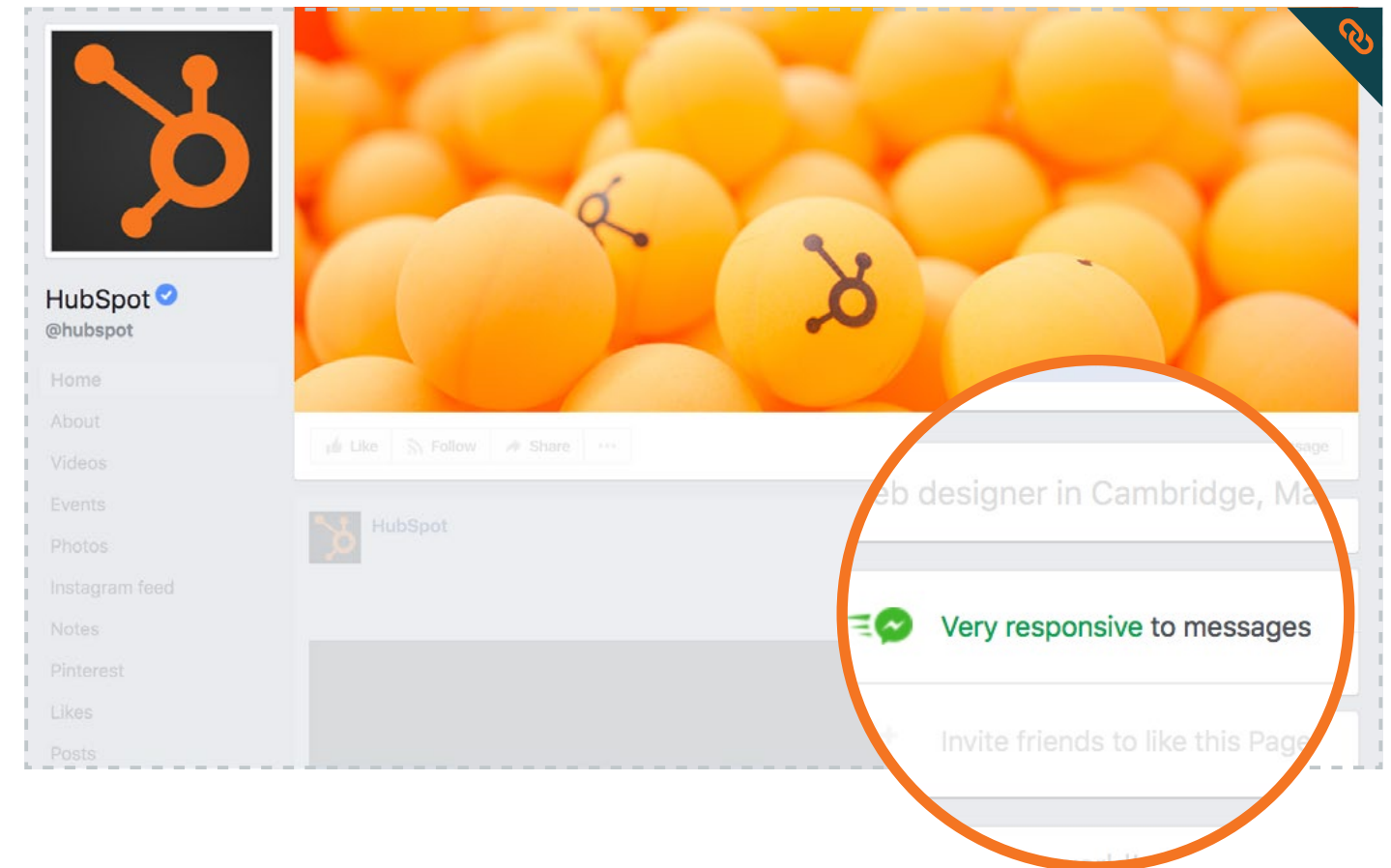
ALL YOU NEED TO DO TO ESTABLISH A CREDIBLE FACEBOOK BUSINESS PROFILE IS CREATE A PAGE AND FILL IT OUT.

FACT

An engaging and credible Facebook brand presence goes a long way for maintaining the perception of your brand, but it isn't just about making sure you post regularly or have up-to-date information posted. Facebook actually rewards brands with badges like the "Very responsive to messages" badge if you respond to users frequently and quickly. And the more you engage, the more likely you are to receive positive reviews on your Page from Facebook users.

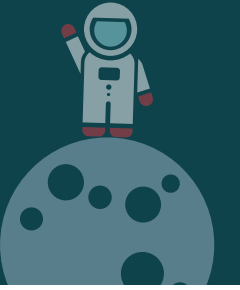
WHAT THIS MEANS FOR MARKETERS

Don't think about your Facebook Page as a one-time setup for long-term results. Instead, treat your Facebook Page like a customer service channel. Respond quickly to messages, maintain your information, and most importantly: provide your community of fans and followers with engaging content.



MYTH #2

THE MORE YOU POST, THE BETTER YOUR ENGAGEMENT RATES WILL BE



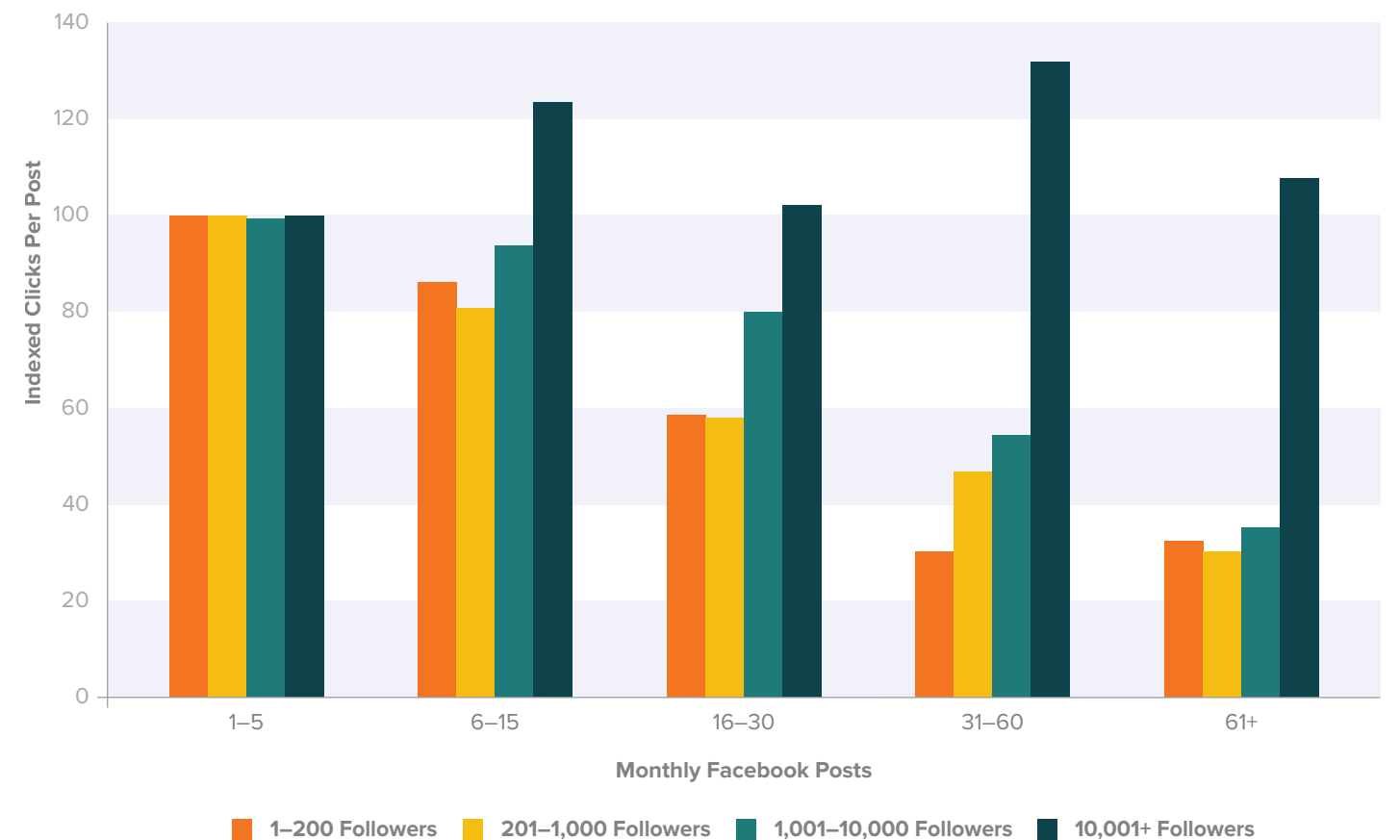
FACT

Data suggests that actually, the more you post on Facebook, the lower your engagement rates may be, especially for companies with a small following. For example, companies with fewer than 10,000 followers that post more than 60 times a month receive 60% fewer clicks per post than those companies that [post 5 or fewer times a month](#).

WHAT THIS MEANS FOR MARKETERS

Don't overwhelm your followers with content on Facebook, and be selective about what you're publishing. Rethink your [Facebook marketing strategy](#). Spend more time [crafting better Facebook posts](#), and less time crafting a lot of Facebook posts.

Impact of Monthly Facebook Posts on Clicks per Post



MYTH #3

FACEBOOK AND SEO HAVE NOTHING TO DO WITH EACH OTHER

FACT

Traditionally, when marketers talk about search engine optimization, we're often thinking about Google and Bing. But that doesn't mean Facebook users aren't actively searching on Facebook, too. After all, Facebook has increased its search features over the past few years to make it easier for users to find content. That means just like your website, [your Facebook Page needs to be optimized for search, too](#).

WHAT THIS MEANS FOR MARKETERS

Optimize your Facebook Page for search! Make sure to **brand** your Facebook name, **include important brand keywords**, and make a **vanity URL** for your Facebook Page.



MYTH #4

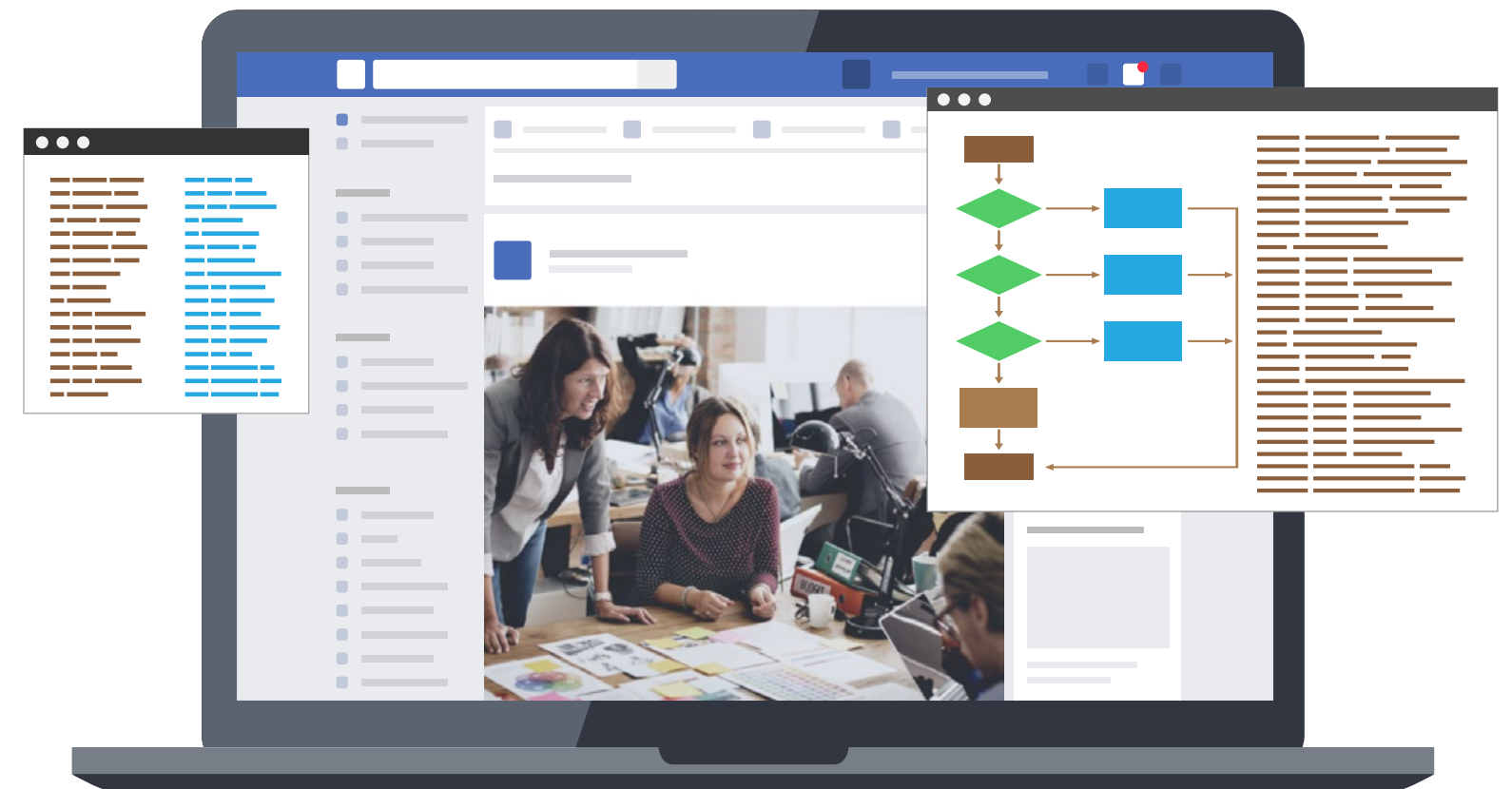
YOUR FOLLOWERS SEE YOUR MOST RECENT CONTENT FIRST

FACT

Facebook uses a complicated algorithm to deliver the **most relevant** content it thinks users will want to see in their News Feed *before* it displays the **most recent** posts from their network. The algorithm also prioritizes friends' content over Page content and will prioritize posts in the News Feed that generated more Shares and Likes than your Page's recent [content](#).

WHAT THIS MEANS FOR MARKETERS

Keep in mind that your most engaging posts will get a bump in your followers' News Feeds, so prioritize posting targeted, quality content over lots of posts. The only surefire way to overcome the algorithm's limitations is to invest in promoting content by putting budget behind them. Make sure you've got an effective promotion strategy and put budget behind the right content to [improve your Relevance Score and decrease advertising costs](#).



MYTH #5

UNLIKE INSTAGRAM, FACEBOOK USERS PRIMARILY USE THE PLATFORM ON DESKTOP AND LAPTOP

FACT

As of December 2016, Facebook reported that they had 1.23 billion daily active users, with 1.15 billion of those using the Facebook app on their phones. That means over [90% of its users are signing in on mobile](#).

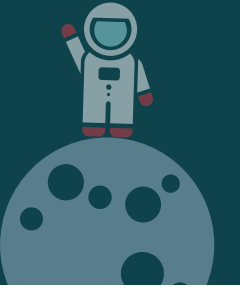
WHAT THIS MEANS FOR MARKETERS

Don't think about your posts as a primarily desktop experience. Instead, switch your thought process around. Assume your followers will see your content on mobile first, and adjust your strategy accordingly. Want to post videos? Assume they'll watch it without sound. Focus on snackable information that will stick with your followers and make them want to come back for more later.



MYTH #6

A GREAT WAY TO START GETTING ENGAGEMENT RIGHT AWAY IS TO BUY PAGE LIKES



FACT

In order to master Facebook marketing, you need to grow a following that will engage with your posts and share them across their network of friends. Marketers just starting out often resort to buying Page Likes to get a leg up on their marketing efforts. However, companies that sell Likes use click farms, fake accounts, or even compromised accounts to reach the promised number of Page Likes for your page. That means it's highly unlikely that any of these users who have liked your Page will ever engage with your content again, or will ever become a customer. Bottom line, they're not real.

WHAT THIS MEANS FOR MARKETERS

Don't give in to buying Page Likes from anyone. When Facebook decides what to show users, [the algorithm looks specifically at engagement rates](#). Over time, the lack of Likes and Comments on your posts (due to unengaged or fake fans) compared to the number of Page Likes you have could prevent your content from being seen by those followers who do want to see your content. Instead, focus your efforts on creating compelling content that will stand out and stop users mid-scroll, then put budget behind some posts to promote your content to real users that may actually want to interact with your content.

You can add "Like this page" buttons to your promoted ads to increase your following based on credibility instead of falsely inflating your numbers and hurting your marketing strategy in the process.

MYTH #7

FACEBOOK IS ONLY A VALUABLE SOCIAL CHANNEL FOR B2C MARKETERS

FACT

[73% of people say they use Facebook for professional purposes.](#) Facebook is increasingly a place where people go to get information, both professional and personal.

WHAT THIS MEANS FOR MARKETERS

Just because you're a B2B marketer doesn't mean Facebook isn't a vitally important acquisition and brand awareness channel. However, that doesn't mean you should treat your Facebook strategy the same way you treat your LinkedIn strategy. The key is making your content relevant and compelling to the users you're targeting on the networks you are targeting them on. Focus on targeting the right users with the types of content they're interested in based on the channel. Don't overwhelm them with bottom-of-the-funnel tactics. Instead, focus your Facebook marketing tactics on awareness.



MYTH #8

PEOPLE DON'T USE HASHTAGS ON FACEBOOK - THAT'S JUST A TWITTER THING

FACT

Facebook users do use hashtags, and they're also an important part of search optimizing your posts. Hashtags helps users that are searching for specific content on Facebook find your posts. Using them as a marketer also helps you take part in popular conversations and trends. That doesn't mean you should go overboard with hashtags. In fact, [studies show](#) that too many hashtags actually lead to fewer interactions.

WHAT THIS MEANS FOR MARKETERS

Use hashtags where appropriate, but don't overdo it. Hashtags aren't the primary feature of search on Facebook in the same way they are on Twitter. That said, they're still a popular way users link posts together, particularly for events. Feel free to use them, but don't overthink or overdo it.



MYTH #9

FACEBOOK IS THE DOMINANT SOCIAL NETWORKING SITE PREFERRED BY ALL AGE GROUPS IN THE UNITED STATES

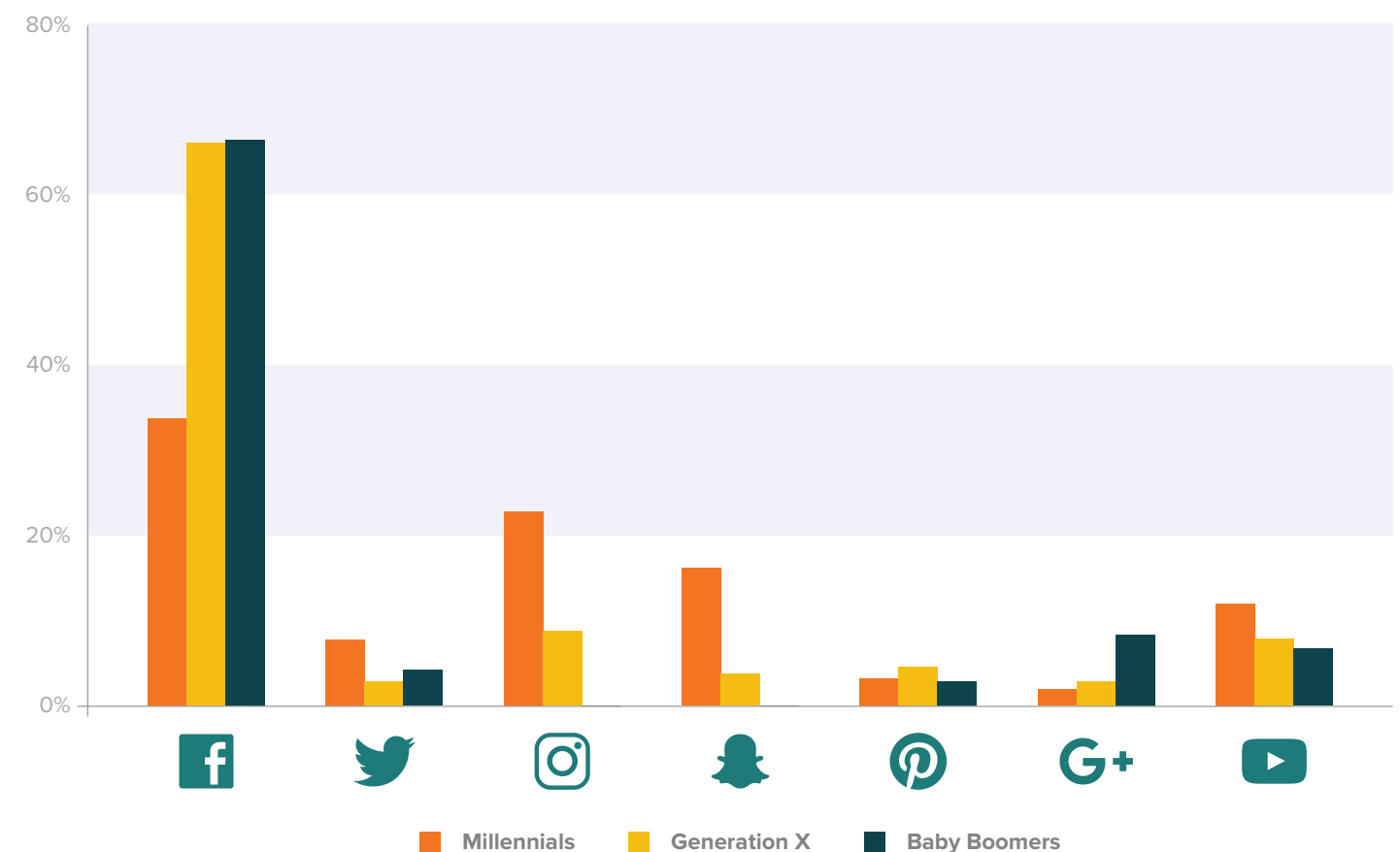
FACT

Although Facebook is still popular among all generations, older generations vastly prefer Facebook compared to younger generations. 65% of baby boomers and Generation X'ers say Facebook is their favorite social network, but only 33% of Millennials make the same claim. Mostly importantly, Instagram is catching up as [the preferred social network among the youngest group of Millennials \(age 18-24\)](#).

WHAT THIS MEANS FOR MARKETERS

Know your audience and continue following trends about the preferences of users across social channels. Although younger audiences may prefer Facebook less so than older generations, they're also [more likely to follow brands](#) on social media than baby boomers. Adjust your marketing techniques on Facebook and other social channels according to your target audience and their preferences.

Network Preferences by Generation

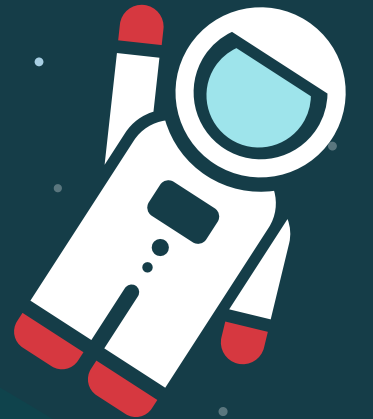


Time range: Q1 2017

sproutsocial.com/index

FACEBOOK ADS MYTHS

Facebook Ads help you increase your following and the reach of your organic posts. But aren't CPC rates skyrocketing and lead generation ads taking over? Not so much. Make sure you can tell apart myth from fact when you're designing your Facebook Ads strategy.



MYTH #10

FACEBOOK ADS ARE BEST FOR BOTTOM-OF-THE-FUNNEL MARKETING TACTICS

FACT

Some marketers think advertising is primarily a bottom-of-the-funnel tactic, but Facebook Ads can actually work well for each stage of the funnel.

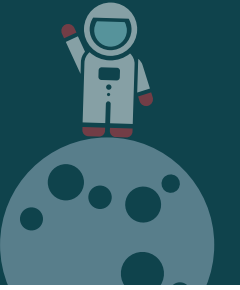
WHAT THIS MEANS FOR MARKETERS

Think about setting up your ad campaigns with the funnel in mind. While your middle and bottom of the funnel campaigns might be retargeting campaigns to get users to come back to your site and either convert or buy, your top-of-the-funnel campaigns should be content that's focused on awareness, just like any other organic post. Focus top-of-the-funnel campaigns on post engagement and promoted posts for content specifically geared toward your Facebook audience. Leave your ad campaigns for farther down the funnel to focus on conversions.



MYTH #11

THE COMPETITION FOR FACEBOOK PAGE LIKES AND FACEBOOK POST ENGAGEMENT ADS ARE AT AN ALL-TIME HIGH



FACT

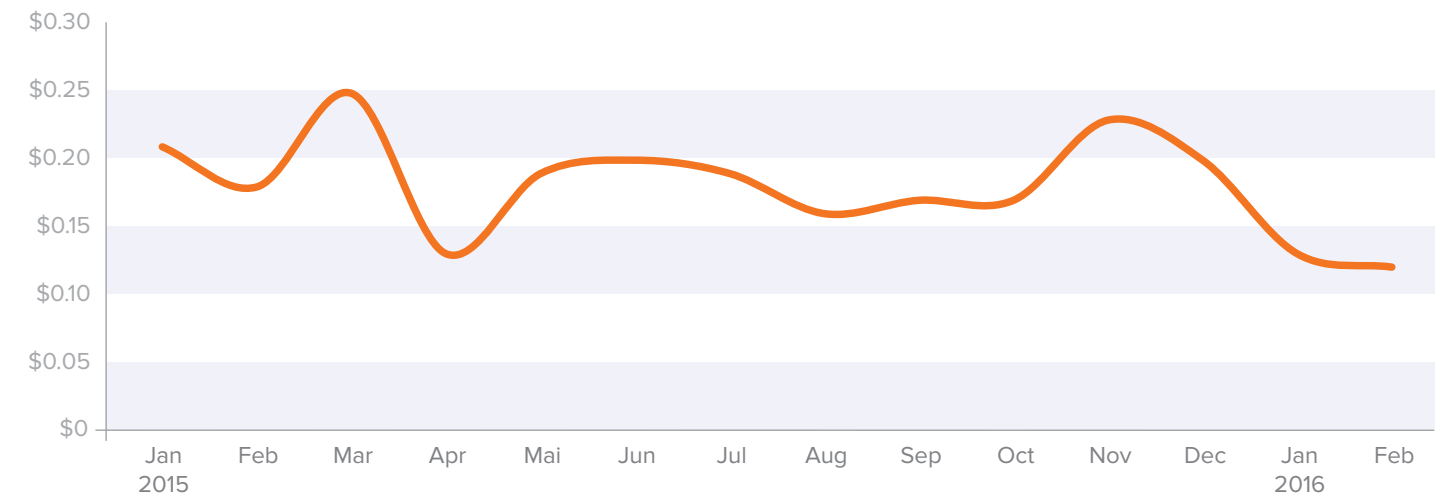
Socialbakers' extensive Facebook ads data reveals that In North America, not only are the Cost-per-click rates for Post Engagement and Page Like Ads decreasing, [advertisers are also allocating less of their budget towards these campaigns](#).

WHAT THIS MEANS FOR MARKETERS

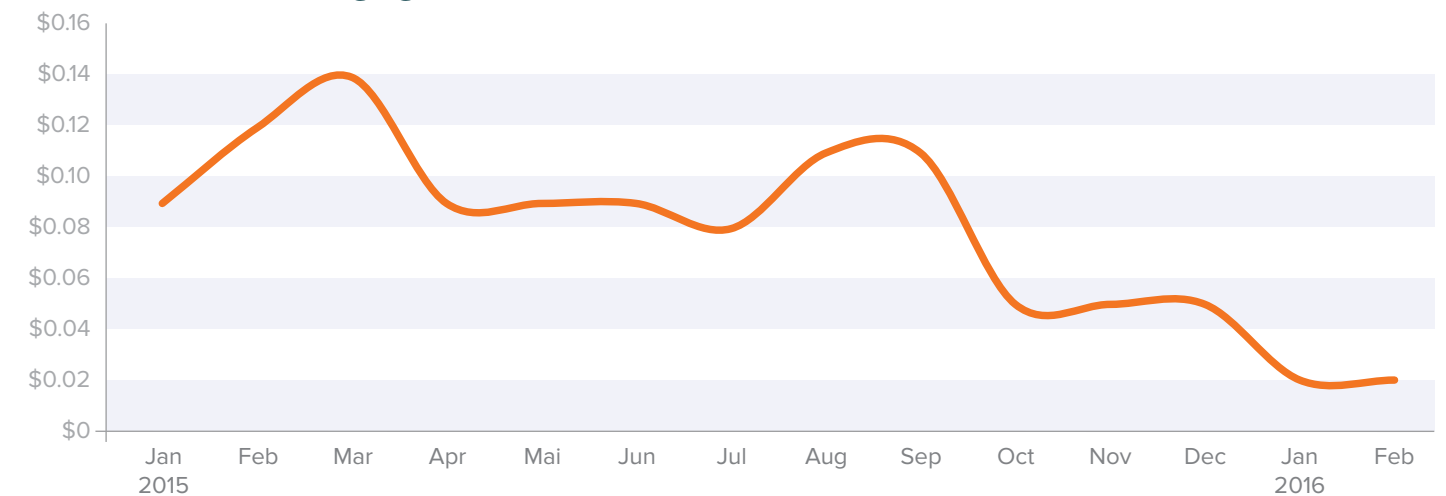
As more Page Like ads have saturated people's News Feeds, click-through-rate (CTR) on these ads have decreased. Just because CPC is going down, doesn't mean marketers should use more of these ads. Instead, use Page Like ads to retarget users who have previously engaged with your content.

Post Engagement Ads are all about getting your audience to share and comment on your posts. Given that these ads are becoming more valuable to marketers, now is a great time to start making use of post engagement ads. Figure out what your most remarkable content is, and use it to your advantage to expand your reach. Don't just spray and pray with your posts. Focus on writing attention-grabbing headlines, and write posts for your target audience so that your ads are directed towards their needs. And if you're wondering why your Facebook Ads aren't converting, [this post has a few ideas about what you should look at](#).

Facebook Page Likes CPC



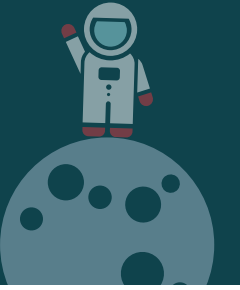
Facebook Post Engagement CPC



Time range: Jan 2015 - Feb, 2016

MYTH #12

MOST ADVERTISERS USE FACEBOOK ADS TO INCREASE THEIR FOLLOWERS AND ENGAGEMENT WITH THEIR POSTS



FACT

According to Socialbakers data, Facebook advertisers are spending more on and creating more Website Conversion ads than any other type of ads. Although advertisers use Facebook ads for many different purposes based on the options available, many marketers are focusing the majority of the budget on [getting people to convert on their website](#).

WHAT THIS MEANS FOR MARKETERS

Although Website Conversion ads have an important place in your ads budget, remember that because they're the most popular ad form, they also saturate user's News Feeds. Don't just focus all of your ads effort on one type. Instead, reserve your Website Conversion ads for retargeting campaigns and use other ad types for awareness-driven campaigns.





FACT

Except for Mobile App Installs and Post Engagement ads, most CPC rates have remained relatively steady in recent years.

WHAT THIS MEANS FOR MARKETERS

With CPC rates remaining relatively steady, don't miss out on the opportunity to invest in Facebook advertising. Even though rates aren't skyrocketing now, that doesn't mean they won't in the future. Keep in mind that CPC rates aren't the same for every ad type, so if you have a low budget to spend on Facebook ads, look into trying out ads that might have a lower CPC and optimize your strategy accordingly.



MYTH #14

SINCE YOU'RE ONLY PAYING FOR CLICKS, IT'S OKAY TO SPRAY AND PRAY

FACT

Just because you're only paying for clicks to your ads doesn't mean you shouldn't focus heavily on ad targeting to make sure it's getting in front of an audience that is actually a fit for your product or services.

WHAT THIS MEANS FOR MARKETERS

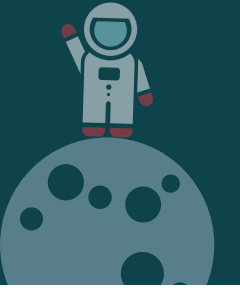
While some advertisers opt to reach a maximum audience, we recommend focusing on the ROI of your ads by targeting those users who actually fit your buyer persona. Need help figuring out the targeting options available to you?

[Check out this post.](#)



MYTH #15

WEBSITE CONVERSION ADS ARE BECOMING OBSOLETE WITH THE AVAILABILITY OF LEAD GENERATION ADS



FACT

As of 2016, Socialbakers found that less than 1% of advertisers' budgets was spent on Lead Generation ads. Meanwhile, budget allocation for Website Conversion ads [increased by 50% in one year](#).

WHAT THIS MEANS FOR MARKETERS

Despite being possible for advertisers to generate leads without forcing users to leave the app, so far, adoption of Lead Generation ads has been minimal. Whether marketers don't like lead ads or just aren't sure how to use them, we recommend trying it out. Want help? [Check out this full guide to using Facebook lead ads](#).



MYTH #16

WITH THE RISE IN POPULARITY OF VIDEO, MOST ADVERTISERS ARE SPENDING THE LARGEST CHUNK OF THEIR BUDGET ON VIDEO ADS

FACT

Although budget allocation for Video ads increased by 150% from 2015 to 2016 according to Socialbakers' data, they still only made up [12% of total advertising spend for marketers](#).

WHAT THIS MEANS FOR MARKETERS

Facebook continues to encourage marketers and users to post more and more video content. However, that doesn't mean marketers are putting the majority of their budget behind Video ads. Why? Video takes more resources and effort to produce than other content. Use this to your advantage. Get the most ROI out of your ads by putting the resources into Video ads that will (ideally) convert at a higher rate. Since video content isn't making up the majority of ad space, it's not overly saturated in the same way.



MYTH #17

ADVERTISERS PREFER TO SPEND MOST OF THEIR BUDGET ON ADS THAT KEEP USERS ON THE FACEBOOK APP

FACT

In February 2016, Website Conversion ads made up 39% of all ads on Facebook, and 39% of total spend. That's the largest chunk of marketers' Facebook ads budgets. Website conversion ads take users away from Facebook to the advertiser's site in an effort to get users to convert.

WHAT THIS MEANS FOR MARKETERS

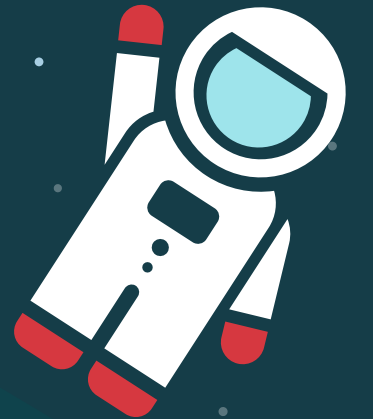
Facebook wants its users to stay in the app, but marketers clearly still prefer Website Conversion ads to similarly-goaled ads, like Lead ads, that keep users in the app. Use this to your advantage and try using Lead ads to increase conversions without forcing users to leave. Worried about leads from Facebook not making it to your CRM? Don't worry, Facebook has you covered. Get the whole scoop on how to use [Facebook lead ads in this guide](#).



VIDEO MYTHS

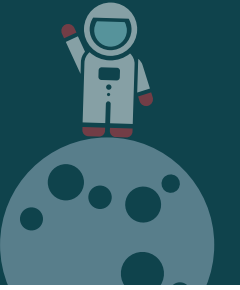
We've covered organic and PPC myths, and you might have noticed: everyone is talking about video on Facebook. But don't just take our word for it. Find out what's *really* going on in the video world on Facebook to optimize video on your channels.

A little nervous about creating videos for Facebook? Don't worry - we know the feeling. That's why we created [our guide to creating high-quality social media videos.](#)



MYTH #18

THE MOST COMMON WAY TO SHARE VIDEOS ON FACEBOOK IS VIA YOUTUBE LINKS



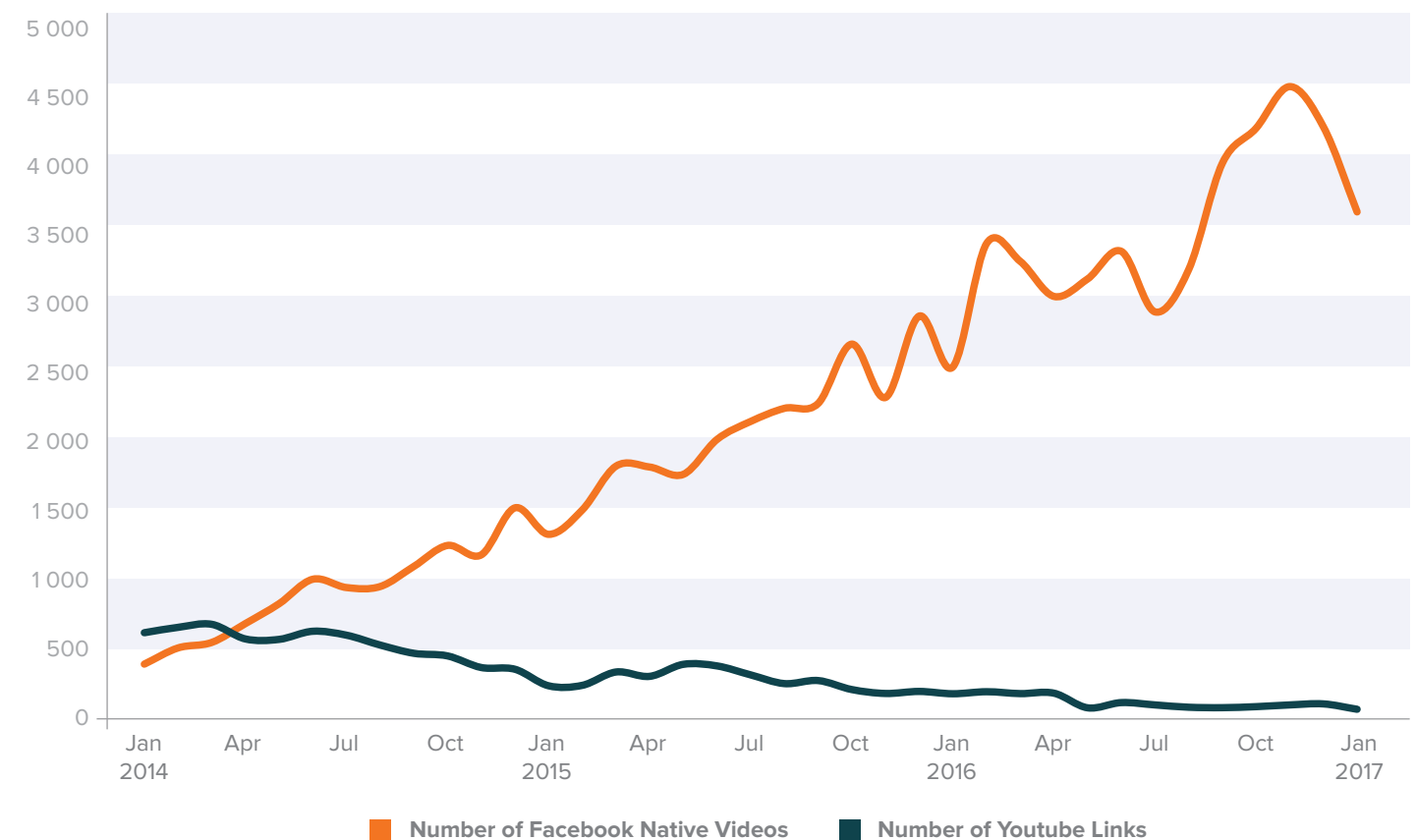
FACT

Socialbakers' extensive historical social media data makes clear that up until 2014, YouTube links were the most-commonly shared video formats on Facebook. However, in early 2014 company pages on Facebook started to share more native video posts, due to their rising engagement from users.

WHAT THIS MEANS FOR MARKETERS

When it comes to sharing videos on Facebook, it's best to upload your videos directly to the platform (so-called native videos) rather than posting YouTube links. Doing so will help you get better data about how the video is or isn't working with your audience, and it's a far better experience for the user. Win/win!

Number of Videos on FB by Source

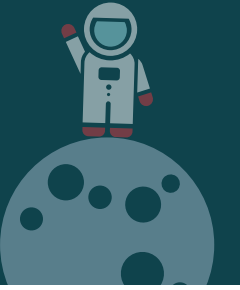


Time range: Jan 2014 - Jan 2017

Sample size: Top 400 Brand Pages by Audience Size

MYTH #19

YOUTUBE LINKS RECEIVE MORE INTERACTIONS THAN OTHER VIDEO FORMAT TYPES ON FACEBOOK



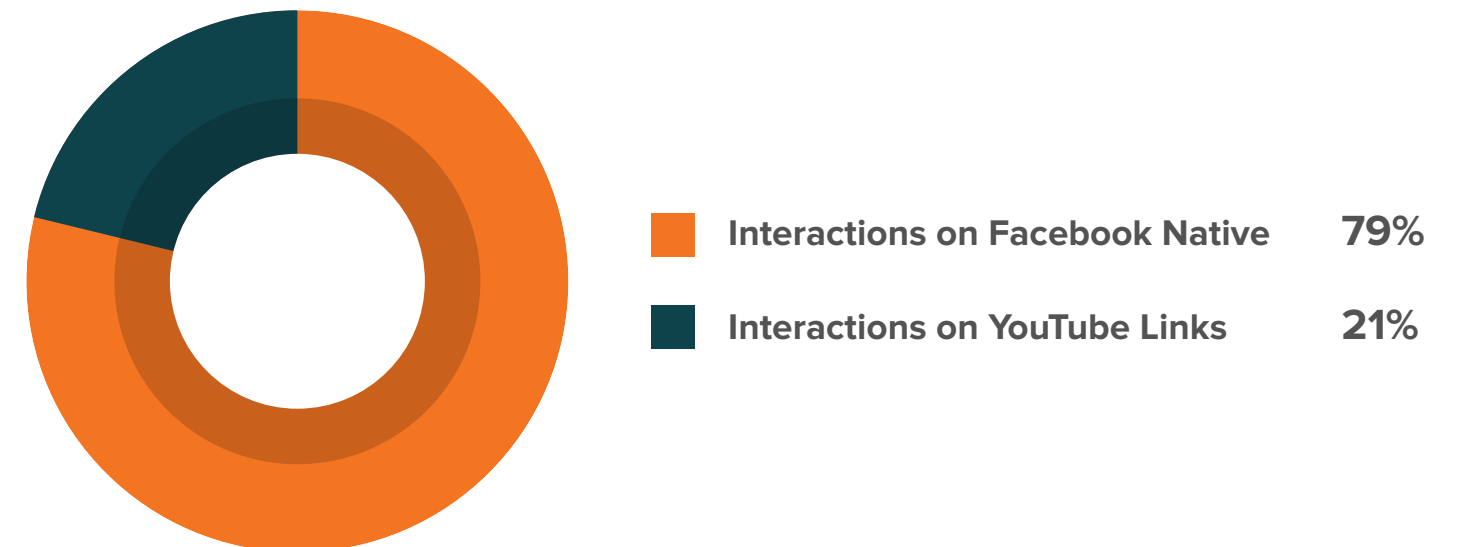
FACT

We'll let Socialbakers' data speak for itself here.

WHAT THIS MEANS FOR MARKETERS

Facebook wants its users to stay within the app, so it rewards videos that are posted natively rather than from outside sites like YouTube. If you want to get the most engagement from your videos, you have to play by Facebook's rules. Upload your videos to Facebook's native video platform to increase your engagements *and* get more accurate data about which videos perform best.

Interactions Distribution



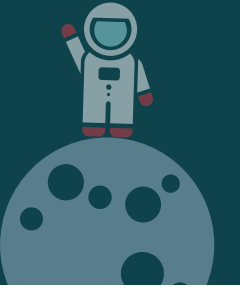
Time range: Jan 01, 2014 - Jan 31, 2014

Sample size: Top 400 Brand Pages by Audience Size

Note: Interactions are defined as a sum of Reactions, Comments and Shares on Page's Posts.

MYTH #20

LONG VIDEOS TEND TO PERFORM WELL ON FACEBOOK BECAUSE THEY CAPTURE THE USER'S ATTENTION FOR A LONGER PERIOD OF TIME



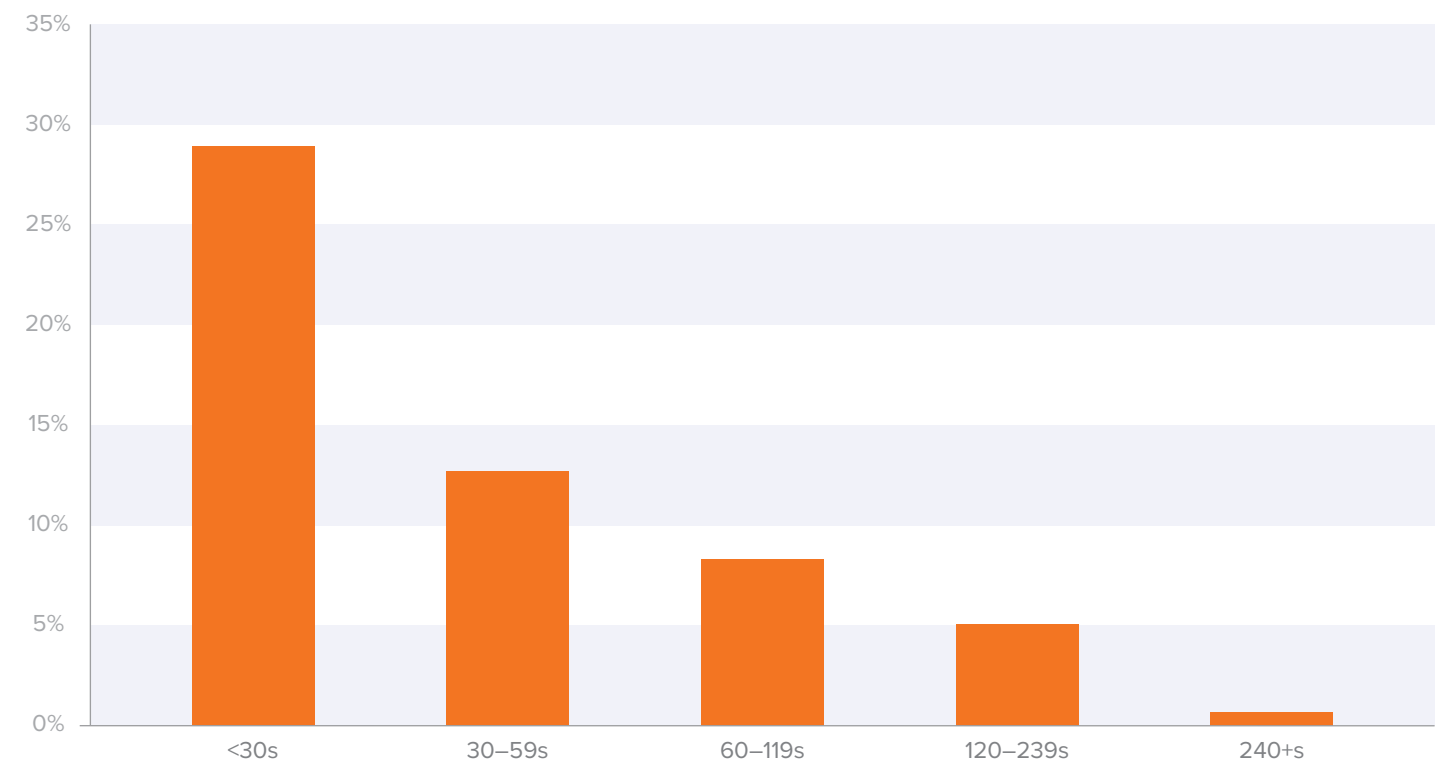
FACT

The longer the video, the less likely it is to be watched until the end. Fewer than 10% of videos longer than 60 seconds get watched all the way to the end.

WHAT THIS MEANS FOR MARKETERS

Keep your videos, short, sweet, and compelling. If you post a long video, make sure the main takeaway you want your users to get is at the beginning or provide contextual information within the post to encourage users to keep on watching.

Complete Views (% of Total Views)



Time range: Nov 01, 2017 - Jan 31, 2017

Sample size: 70,989 Videos posted by brand pages on Facebook

Note: Complete video views = Number of times a video was viewed for 95% or complete.

MYTH #21

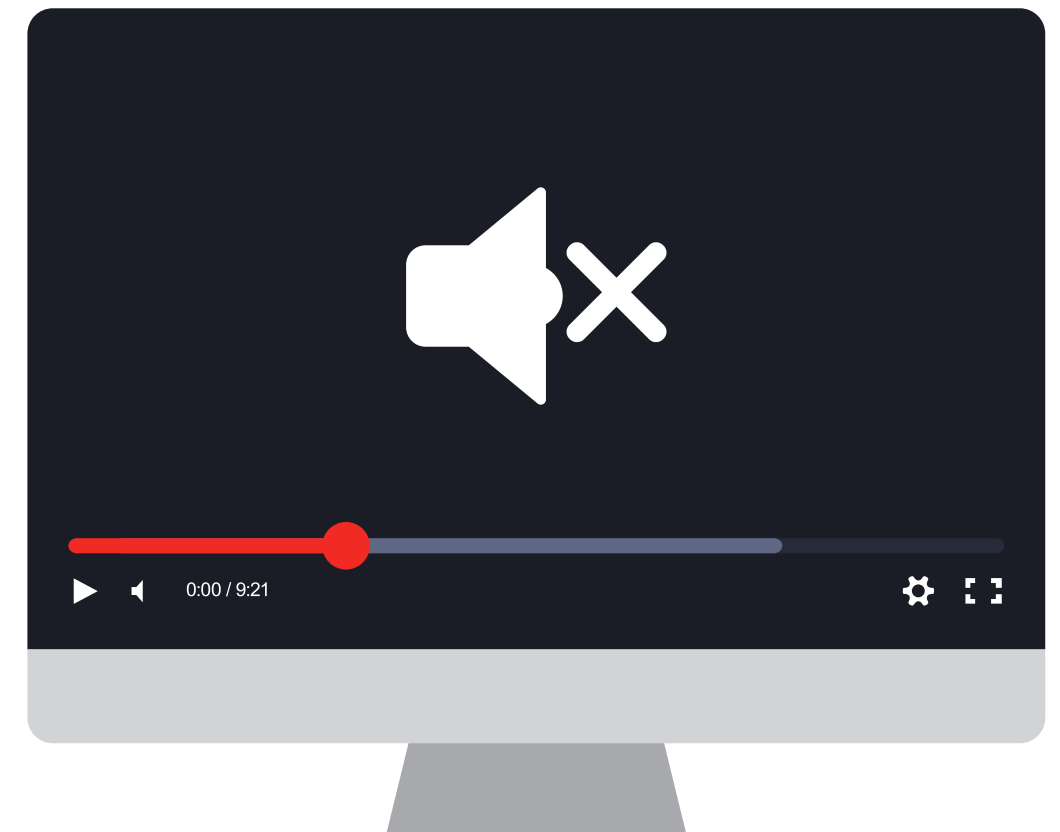
SUBTITLES ON FACEBOOK VIDEOS ARE DISTRACTING AND NOT USEFUL TO THE MAJORITY OF USERS.

FACT

[85% of all Facebook videos are watched *without* sound](#). This fact makes subtitles essential if the narration or dialogue in your video are a key part of your video content's message.

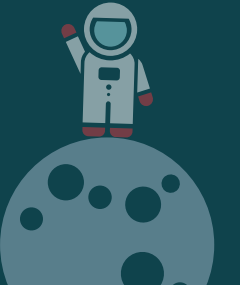
WHAT THIS MEANS FOR MARKETERS

Unless your video has words written within the video frames, make sure to add subtitles for any talking heads ([here's how](#)). If someone comes across your videos when they're on mobile in public, for example, they may skip past your video instead of watching it simply because they're not in a space where they can watch with required sound.



MYTH #22

SOUND ISN'T IMPORTANT FOR FACEBOOK VIDEOS.



FACT

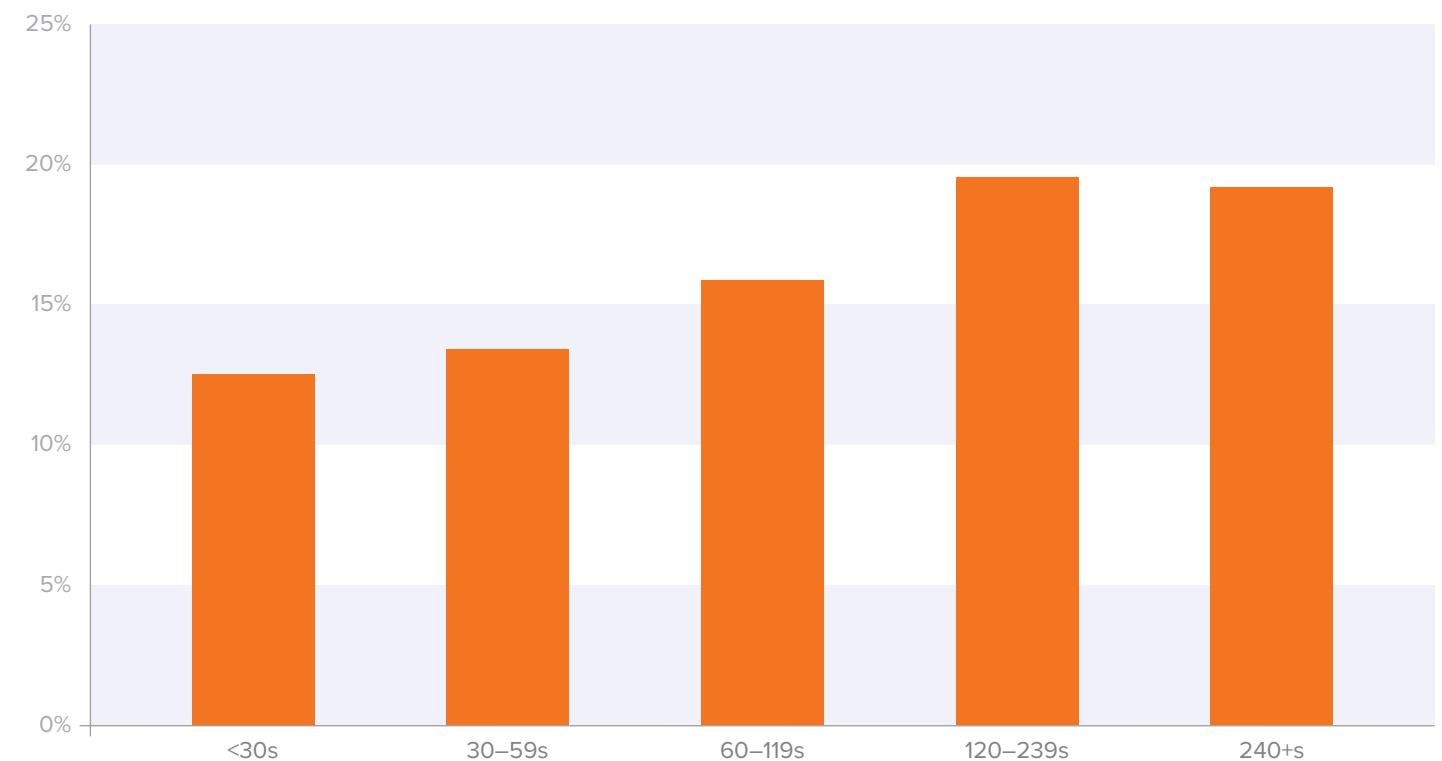
Earlier we talked about the importance of subtitles because 85% of videos on Facebook are watched without sound. However, the longer the video, the more likely it is to be watched with sound, according to the latest data from Socialbakers.

WHAT THIS MEANS FOR MARKETERS

While, yes, you should keep in mind that most viewers won't be watching your videos with sound, that doesn't mean you shouldn't think about sound as an important part of your videos. Those users who do watch videos with sound shouldn't be encouraged to stop watching because the sound is bad or the audio doesn't match the video footage.

Short videos are more likely to be watched till the end; longer videos have slightly higher share of sound-on views. **In general still around 85% of videos views are muted which implies the importance of adding subtitles.**

Sound-on Views (% of Total Views)



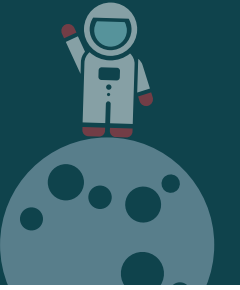
Time range: Nov 01, 2016 - Jan 31, 2017

Sample size: 70,989 Videos posted by brand pages on Facebook

Note: Sound-on Views = Number of times a video was viewed with sound on for 3 seconds or viewed to the end, whichever happened first.

MYTH #23

FACEBOOK LIVE WAS REALLY POPULAR WHEN IT WAS FIRST RELEASED,
BUT HAS SINCE LOST POPULARITY.



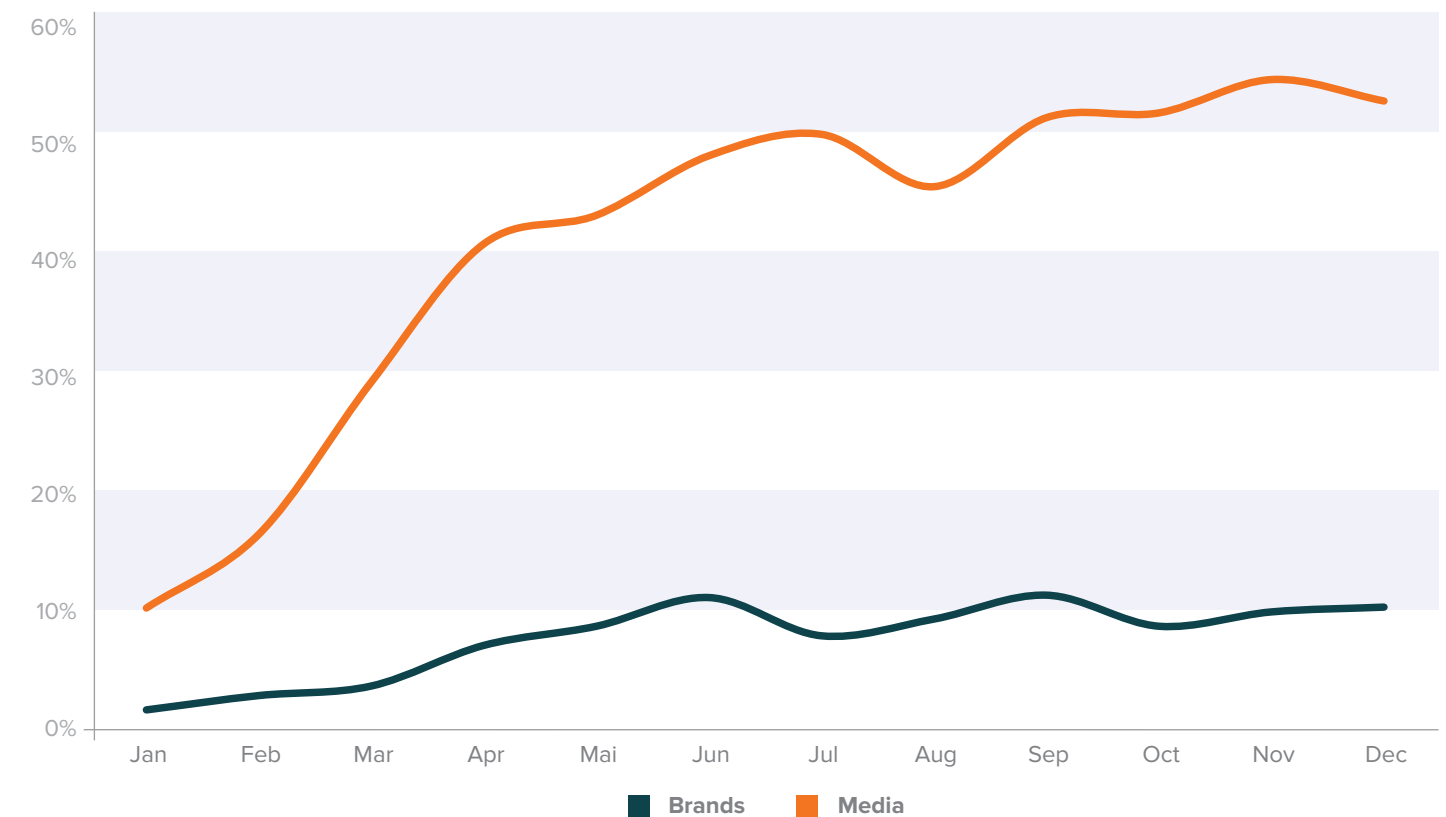
FACT

Quite the opposite of its myth, the use of Facebook Live by both media publishers and brands has only skyrocketed in its adoption since Facebook launched the ability for all Pages to broadcast Facebook Live videos. Socialbakers' data tells the whole story.

WHAT THIS MEANS FOR MARKETERS

With more companies and media publishers using Facebook Live, if you haven't already, now is the time to jump on the bandwagon. Keep in mind, however, that users are now used to the Facebook Live format, so make sure you're not just hosting live for the sake of it being live. Instead, plan out your Facebook Live content in the same way you plan out your other content to make sure it's compelling and relevant to your audience. Not sure how and what to post on a Facebook Live stream? [Check out this post.](#)

Live Adoption (% of pages posting)



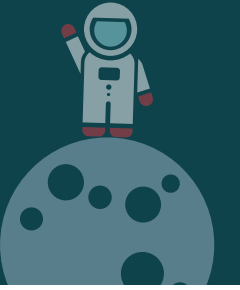
Time range: Jan 01, 2016 - Dec 31, 2016

Sample size: Top 500 Largest Brands and Media Pages by Audience Size

Note: A page posting Live Videos = a page that posted at least one FB Live Video within a selected time range (a month)

MYTH #24

SINCE ITS ROLLOUT, THE USE OF 360 VIDEOS BY BRANDS AND PUBLISHERS INCREASED DRAMATICALLY



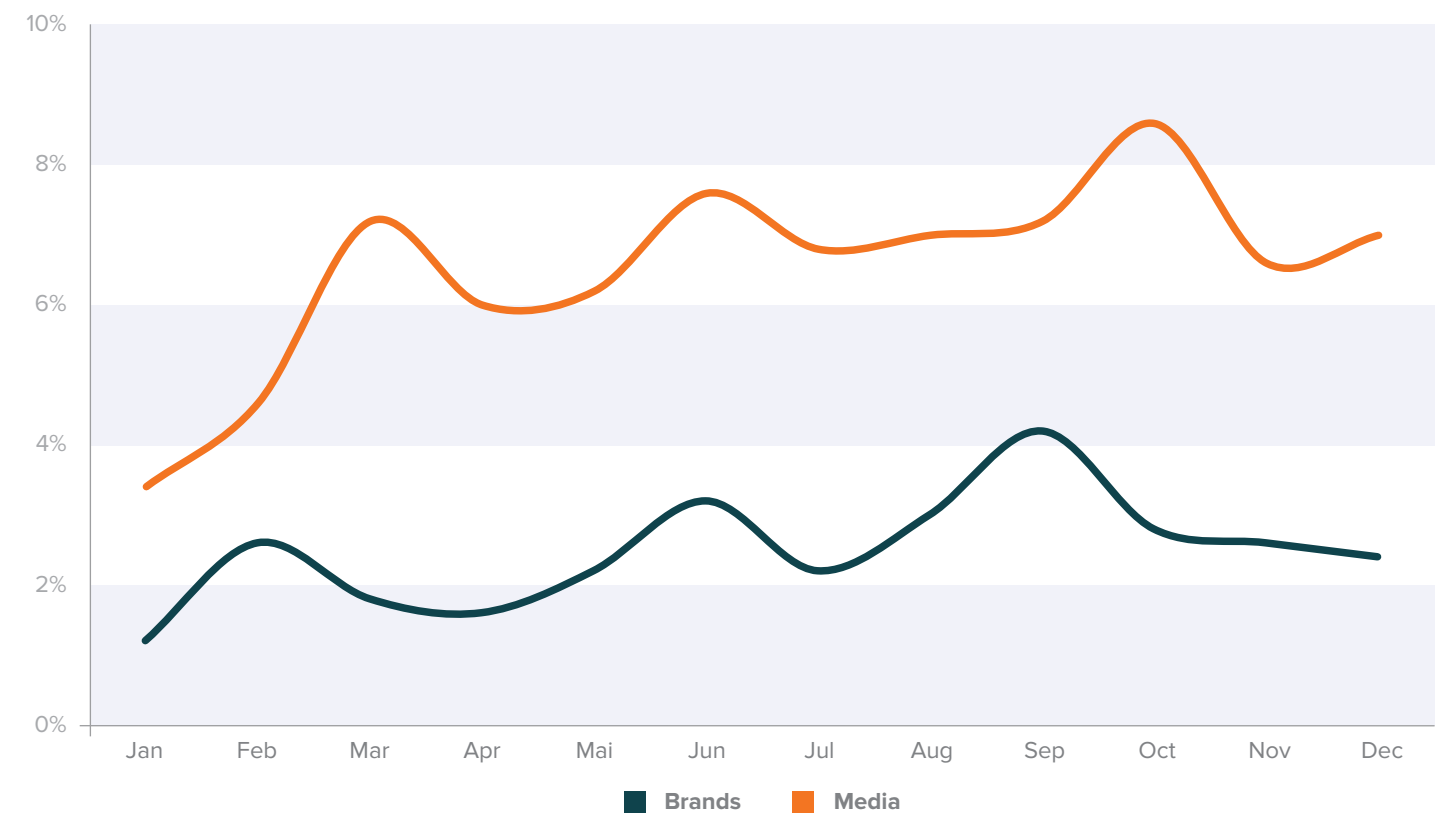
FACT

Spherical videos via Facebook 360 were made available in early 2016, but its adoption among companies has remained relatively low. Fewer than 3% of companies were using the spherical video feature as of December 2016.

WHAT THIS MEANS FOR MARKETERS

Spherical content isn't flooding users' News Feeds, so take advantage of it! Stand out from the rest of companies out there and create compelling content in formats users don't constantly see. Play around with spherical content to test out what works best for your audience.

360 Video Adoption (% of pages posting)

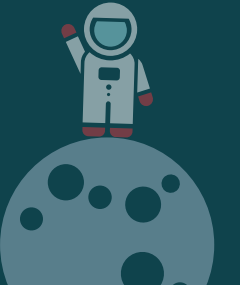


Time range: Jan 01, 2016 - Dec 31, 2016

Sample size: Top 500 Largest Brands and Media Pages by Audience Size

Note: A page posting 360 Videos = a page that posted at least one 360° Video within a selected time range (a month)

Facebook Marketing Best Practices



There's a lot of myths when it comes to Facebook marketing tactics. Don't fall victim to them. You've already taken the first step when it comes to improving your Facebook game by reading this ebook. So what's next?

1.

Get a full view of how your Facebook organic and ads efforts are tying into the rest of your marketing efforts. It's hard, but we can help. [Get a free Inbound Marketing Assessment](#) and learn what HubSpot can do for your marketing.

2.

Make sure you have the best Facebook analytics to power your marketing strategy. [Try Socialbakers now.](#)



Socialbakers helps companies, no matter the size, maximize the value they get from social media. From content strategy to execution and reporting, Socialbakers empowers their clients to achieve their goals.

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