



Andreas Raunholm Sæle

Teamleder og Inbound marketing strateg (IMS)



FACEBOOK I NORGE



3 415 000 HAR PROFIL (82,8%)



3 393 000 ER BRUKERE (82,2%)



INSTAGRAM I NORGE



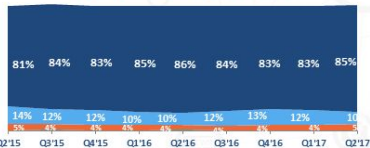
2 068 000 HAR PROFIL (50,1%)



2 035 000 ER BRUKERE (49,3%)



■ Aldri ■ Mnd./Ajdne ■ Ukentlig ■ Daglig



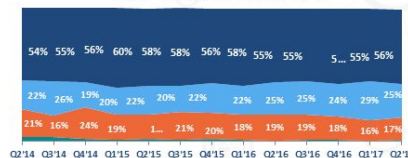
Drøyt 3,4 millioner nordmenn har Facebook-profil.

Facebook har lojale brukere. 90 % av de som har hatt profil over 2 år bruker tjenesten flere ganger hver dag.

Mange leser redaksjonelle nyheter, rundt 57 %. Menn leser mer blant yngre aldersgrupper, mens kvinner leser mer enn menn fra alder 30 og oppover.

Andelen med profil blant de som er 39 år eller yngre har sunket. Det er en liten økning blant eldre brukere.

■ Aldri ■ Mnd./Ajdne ■ Ukentlig ■ Daglig

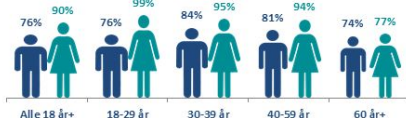


Drøyt 1,9 millioner nordmenn har Instagram-profil. Blant disse er kvinner overrepresentert i samtlige aldersgrupper.

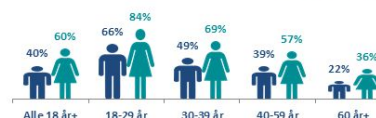
Instagram har lojale brukere. Den daglige bruken av Instagram er stabil over lenger tid, samtidig som andelen profiler øker i samtlige aldersgrupper.

Det er en signifikant sammenheng mellom hvor lenge man har hatt profil på Instagram og hvor ofte man bruker applikasjonen. Det er dobbelt så høy sannsynlighet for at man bruker Instagram flere ganger om dagen, hvis man har hatt tjenesten i 2 år eller mer, sammenlignet med de som har hatt tjenesten under 2 år.

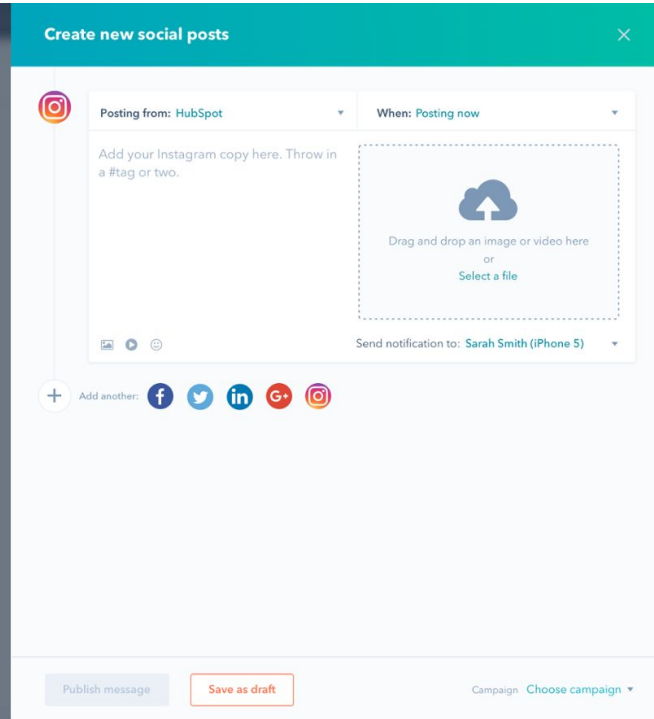
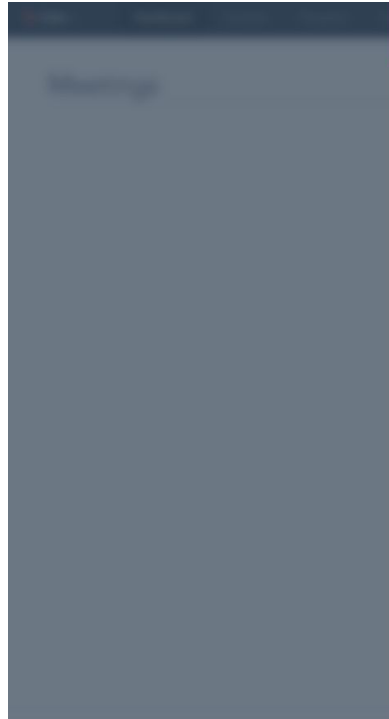
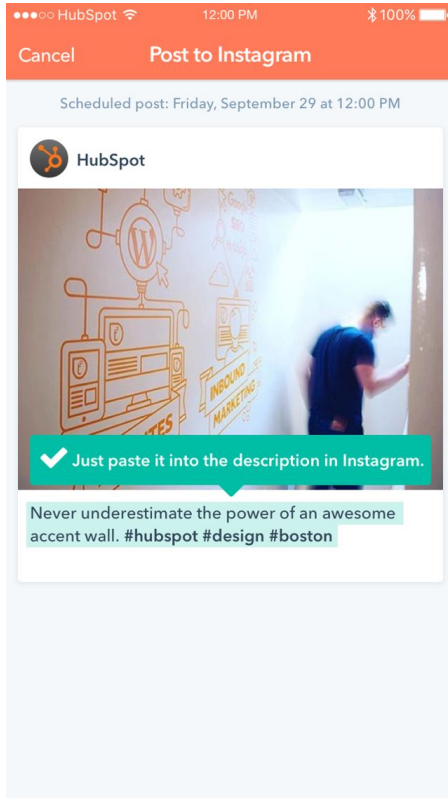
ANDEL PROFILER



ANDEL PROFILER



Instagram reminder (desember)

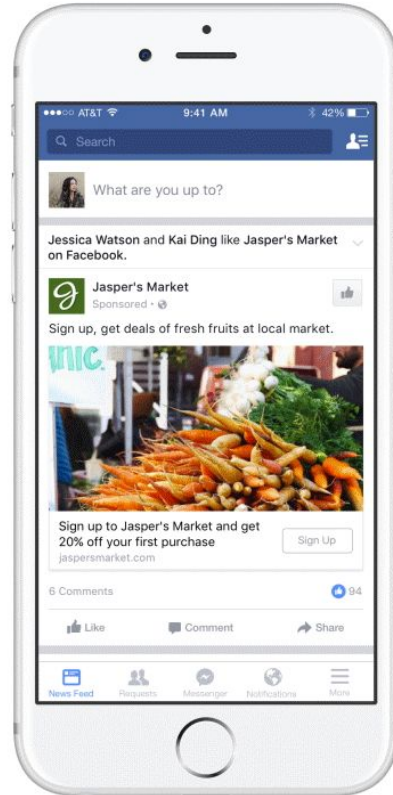


Facebook video (live)

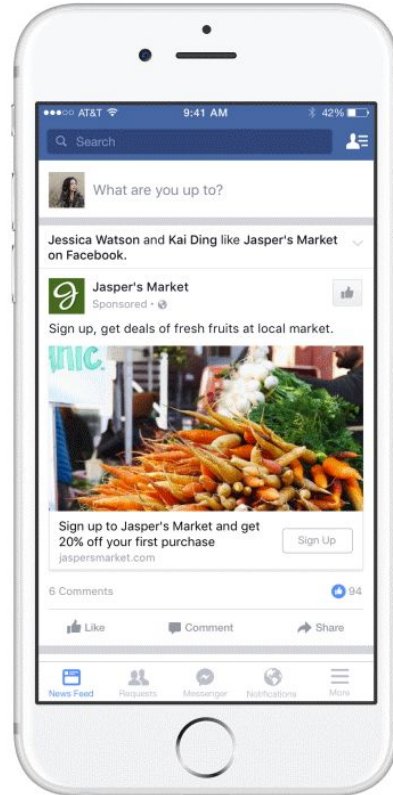
The screenshot displays a social media management interface. At the top, there is a navigation bar with tabs for Marketing, Dashboard, Contacts, Content, Social, Reports, and Productivity. Below this, the 'Social Media' section is active, with sub-tabs for Inbox, Monitoring, Publishing, Reports, and Settings. A 'Compose a message' button is visible in the top right. The main content area shows a list of published messages under the 'Published' filter. The list includes columns for checkboxes, message content, time, clicks, and interactions. The messages are as follows:

<input type="checkbox"/>	MESSAGE	TIME	CLICKS	INTERACTIONS
<input type="checkbox"/>	Why Being Proactive with Data Reporting Could Save Your Company http://hubx.ly/907_rj30 Link: https://www.bigfytics.net/blog/advanced/why-b...	Jul 21, 2017 4:45 pm	2	0
<input type="checkbox"/>	New eBook offer (eBook Offer - Competitive Market Analysis [do not edit]) http://hubx.ly/H0873ky0 Campaign: (?) eBook - Competitive Market Analysis Link: https://www.bigfytics.net/competitive-advante...	Jul 20, 2017 11:13 am	2	0
<input type="checkbox"/>	5 Big Data Trends to Follow http://hubx.ly/H084NPV0 Link: https://www.bigfytics.net/blog/10-businesswords-...	Jul 17, 2017 10:15 am	1	0
<input type="checkbox"/>	5 Big Data Trends to Follow http://hubx.ly/H084P510 Link: https://www.bigfytics.net/blog/10-businesswords-...	Jul 17, 2017 10:15 am	2	0

Facebook lead ads (beta)

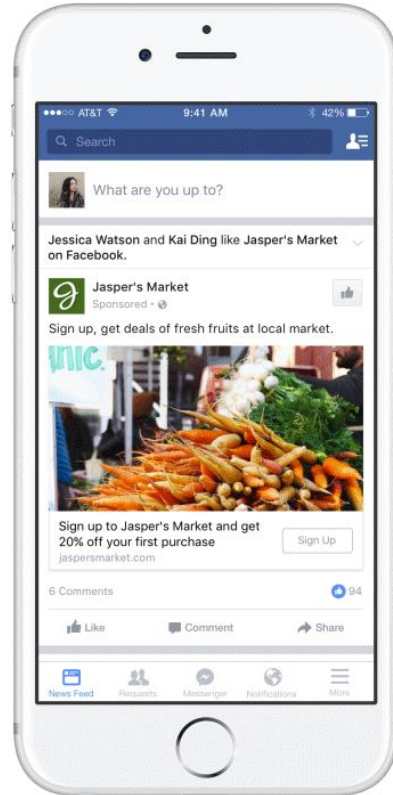


Facebook lead ads (beta)



- Påmelding til arrangementer, konferanser
- Nedlasting av tekniske dokumenter, påmelding til webinar.
- Abonner på nyhetsbrev

Facebook lead ads (beta)



- Stillingstittel
- Jobbtelefonnummer
- Jobb-e-postadresse

Facebook lead ads (beta)

- Påmelding til arrangementer, konferanser
- Nedlasting av tekniske dokumenter, påmelding til webinar.
- Abonner på nyhetsbrev

Hvorfor?

1. Kostnadseffektivt
2. Sett opp en leads-maskin på 5 min.

Facebook lead ads (beta)



Inbound Group
Sponset · 🌐

Lik side

Gjør som hundrevis av andre markedsførere: Motta nyttige tips én gang i måneden!

Abonner på Inboundbloggen!

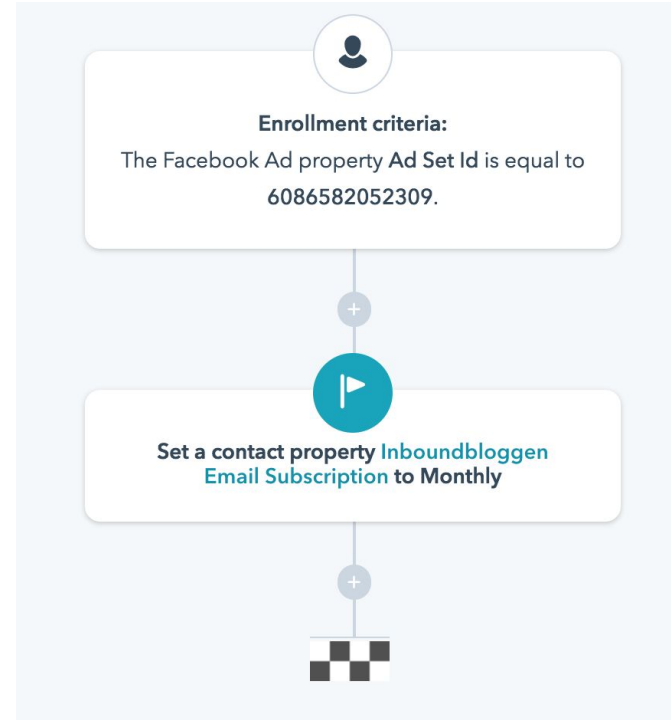
Abonner nå!

Abonner på Inboundbloggen

Abonner

6 likerklikk

Liker Kommenter



Hvordan ta i bruk?

REACH

946

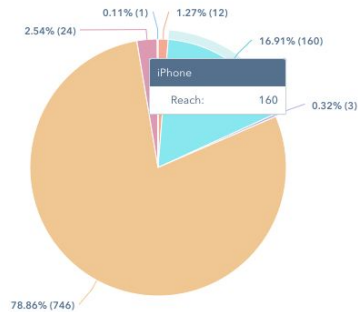
CONTACTS

5

CUSTOMERS

2

Placement



Run length

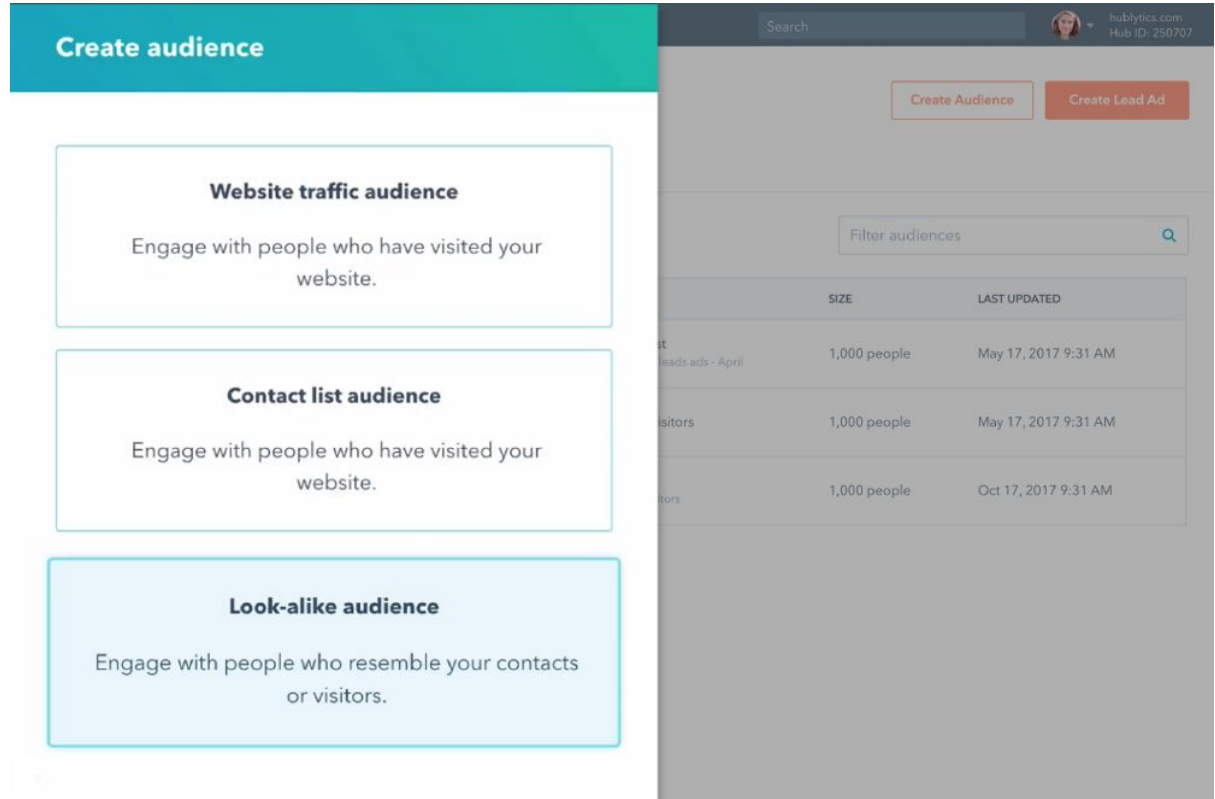
Completed

Dates

July 24 2017 to July 26 2017

Facebook audience sync (beta)

- Enkelt lage lookalikes-kampanjer uten opplasting/nedlasting av CSV-filer.
- HubSpot-lister synkroniseres kontinuerlig mot Facebook audiences



The screenshot displays the 'Create audience' interface. It features three main options for creating an audience:

- Website traffic audience**: Engage with people who have visited your website.
- Contact list audience**: Engage with people who have visited your website.
- Look-alike audience**: Engage with people who resemble your contacts or visitors.

Below these options is a table showing existing audiences:

	SIZE	LAST UPDATED
it	1,000 people	May 17, 2017 9:31 AM
leads ads - April	1,000 people	May 17, 2017 9:31 AM
visitors	1,000 people	May 17, 2017 9:31 AM
tors	1,000 people	Oct 17, 2017 9:31 AM

Les mer her:

- <https://www.hubspot.com/company-news/hubspot-doubles-down-on-instagram-facebook-with-powerful-new-social-tools>
- <https://offers.hubspot.com/thank-you/four-days-of-facebook>
- <https://www.hubspot.com/facebook-marketing>
- https://knowledge.hubspot.com/articles/kcs_article/ads/how-to-use-facebook-lead-ads-in-hubspot
- <https://www.hubspot.com/data-privacy/gdpr>

→ [Klikk her for å booke møte med meg](#)