



# Social Media Marketing Trends

Q1 / 2018

Social Media Statistics by Socialbakers





# Introduction

*“While Facebook has made a lot of changes in the first quarter of 2018, which on the surface look like they made it more challenging for brands and publishers to reach and engage their audiences, in fact they present a great opportunity.*

*For marketers to capitalize on this opportunity, they will need to be more data-driven, better understand their audiences, and experiment with different content types to drive meaningful conversations with communities.”*

**Yuval Ben-Itzhak**, Socialbakers CEO



## About Socialbakers

Socialbakers is a trusted social media marketing partner to thousands of enterprise brands, leveraging the largest social media data-set in the industry. Socialbakers help brands engage their audiences on social media through content personalization and grow their customer base using actionable AI-powered audience insights.





# Table of Contents

## Facebook News Feed Engagement

- Reach
- Interactions

## Facebook Advertising Spending

- Facebook Advertising Spend
- Facebook Advertising Costs
- Distribution of Facebook Ads

## Advertising Placements

- Ad Placements Overall
- Instagram vs. Facebook Placements
- Messenger Ads
- Advertising by Format

## Evolution of Facebook Video Formats

- Facebook Live vs. Native Adoption
- Facebook Live vs. Native Engagement
- Facebook Live vs. Native Reach



# Facebook News Feed Trends







Reach:

Since Facebook first announced they would update the News Feed algorithm January 12, 2018, there has been a notable impact on organic reach for the top 500 brands on Facebook by the number of fans. End of the Q1 data shows that organic reach has leveled.

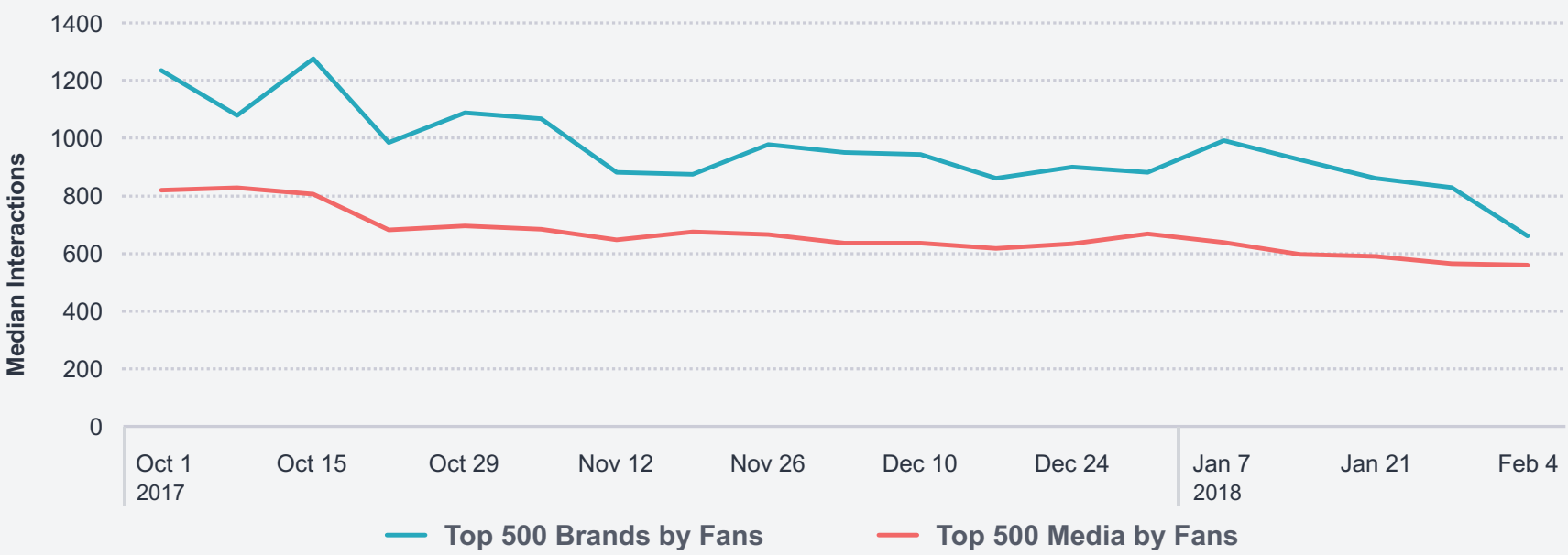
Organic Reach on Facebook for Top 500 Brands



Interactions:

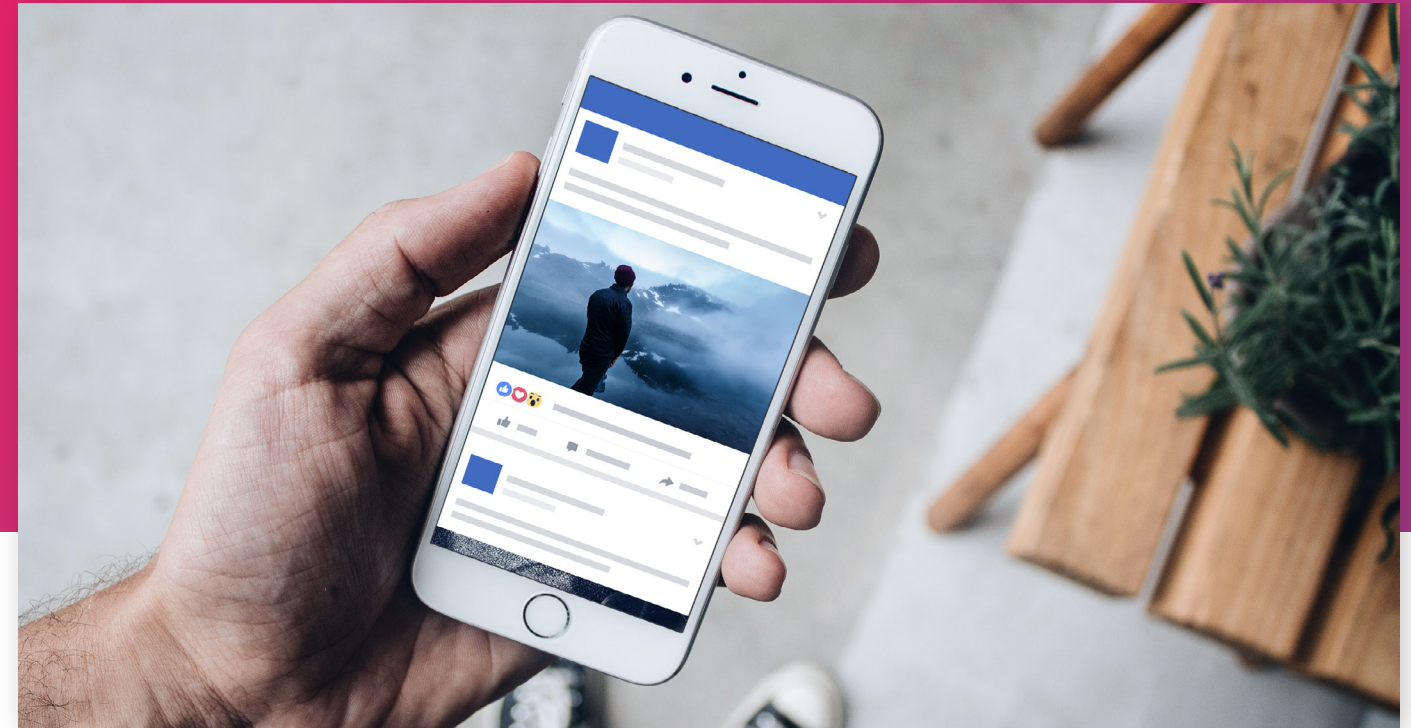
The overall engagement trend while moving from the year 2017 to 2018 hasn't changed. Over the course of 2017, brands have seen a far more prominent decline in engagement compared to media pages. In fact, there has not been a noticeable drop in engagement for media pages post Facebook's algorithm update.

Engagement on Facebook for Top 500 Brands





# Facebook Advertising Trends





Spend:

In Q1 2018, daily USD spent by brands has declined. With the decline in organic reach and engagement, less spend on ads opens up a market opportunity for Facebook advertisers as costs decrease in Q1.

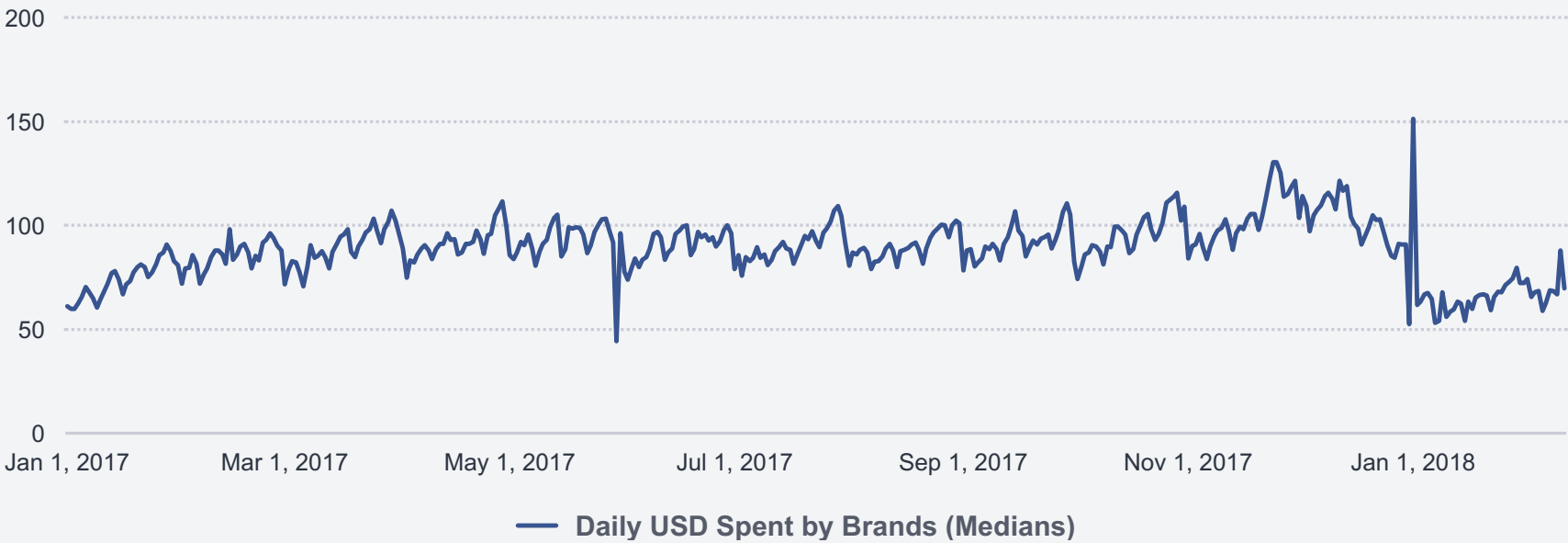
*“If you’re a marketer making decisions - what this tells you is that it doesn’t mean you should advertise less on Facebook. In fact, on the contrary; most brands need to still double up on their social media investments, but it means be smart about it.”*

Jan Rezab, Co-Founder of Socialbakers

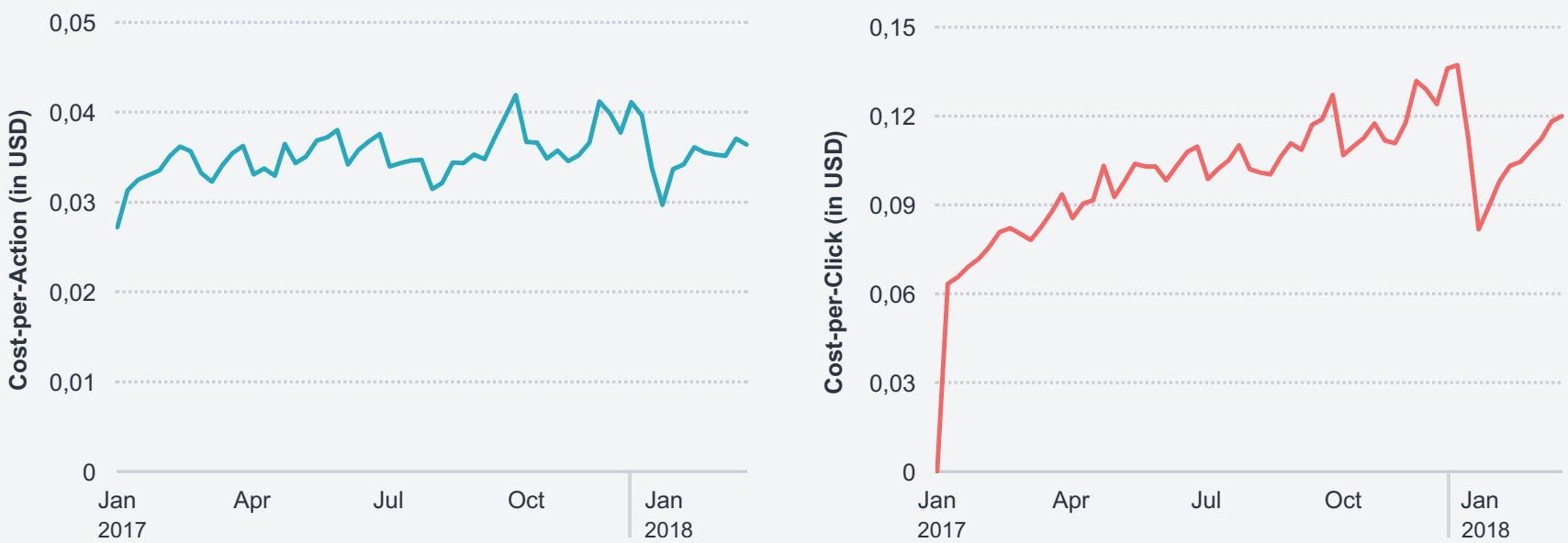
Costs:

Cost-per-Click (CPC) and Cost-per-Action (CPA) have both declined due to seasonality as 2017 closed, but have been increasing since.

Advertising Spend on Facebook by Brands



CPC and CPA on Facebook





Distribution of Ads:

Majority of advertisements, 41% on Instagram are aimed at driving link clicks while on Facebook only 19% of marketers use this type of ad objective. In contrast, a whopping 38% percent of ads on Facebook are created with the intent of driving post engagement.

*"We found that most of you [marketers] are actually looking for engagement. You are looking for people to interact with content, to drive traffic to your website or take a particular action. If this is what you are putting your money on and if this is the most important objective of your ads, we shouldn't be suprised by the change that Facebook made earlier this year. The change in the News Feed is all about serving relevant content to the relevant people at the relevant time so that it will inspire conversations. Be relevant and be effective, this is the name of the game in 2018."*

Yuval Ben-Itzhak, CEO of Socialbakers

Distribution of Ad Objectives on Instagram & Facebook



Distribution of Ad Spend on Instagram & Facebook







# Advertising Placement Trends





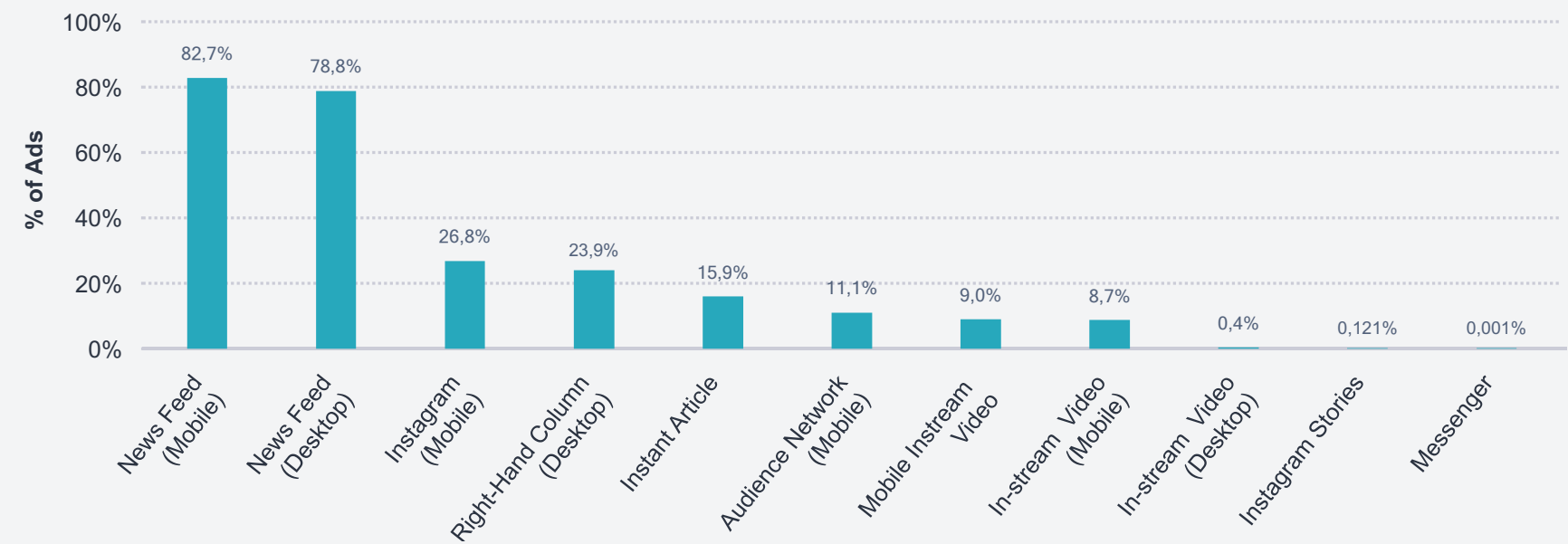
Ad Placements:

Majority of Facebook advertisers still bid to be placed on the News Feed. Mobile and Desktop placements lead the trend.

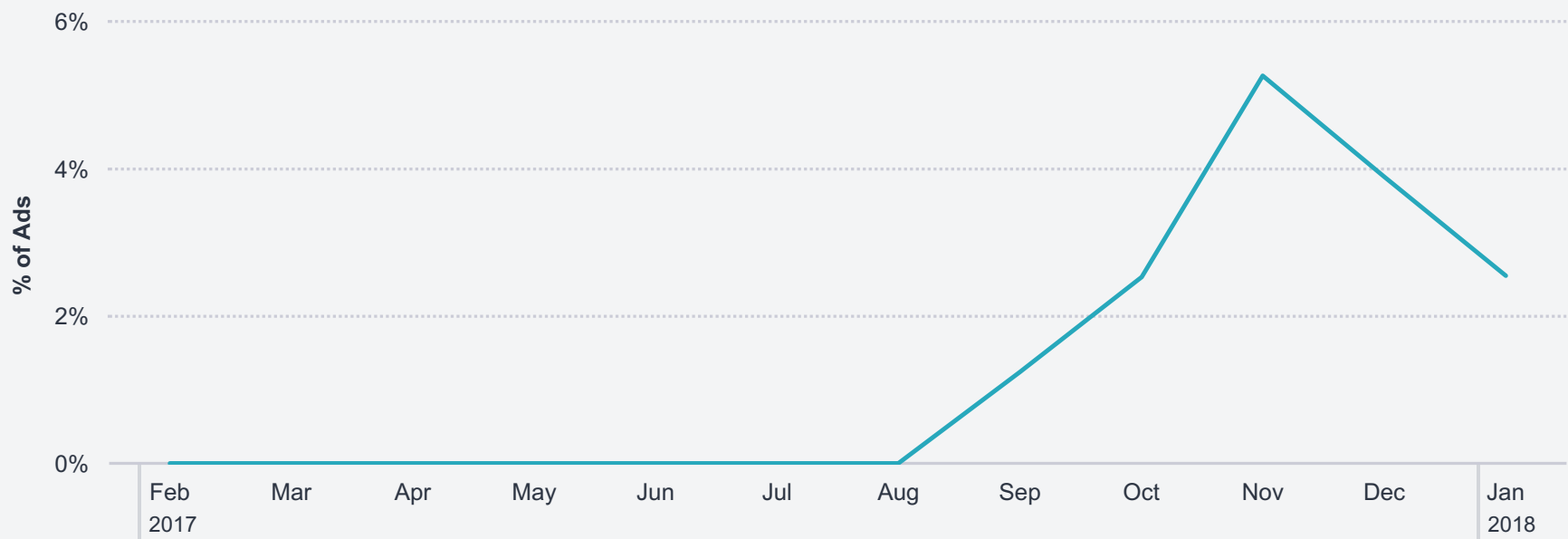
Messenger Ads:

The ad format grew exceptionally since its introduction and now makes up 3% of all ad placements.

Facebook Ad Placements



Share of Messenger Ad Placements on Facebook



“Facebook created a multi-billion dollar ad format simply by offering an additional placement for their ads. We found that 4-5% of all ads within our sample were placed on Messenger. While this may seem like a small percentage, the change created huge revenue opportunity for the platform and advertisers.”

Chart 1 Time Range: January - June, 2017; Sample: 587,767 ads by brands; Source: Socialbakers Data  
Chart 2 Time Range: February 2017 - January 2018; Sample: 319 ad accounts that advertised at least once using messenger ads.  
\* note that this is a Messenger-Home placement and is always a part of other placements. \*\* For Messenger placements only, there were 60 ads examined.

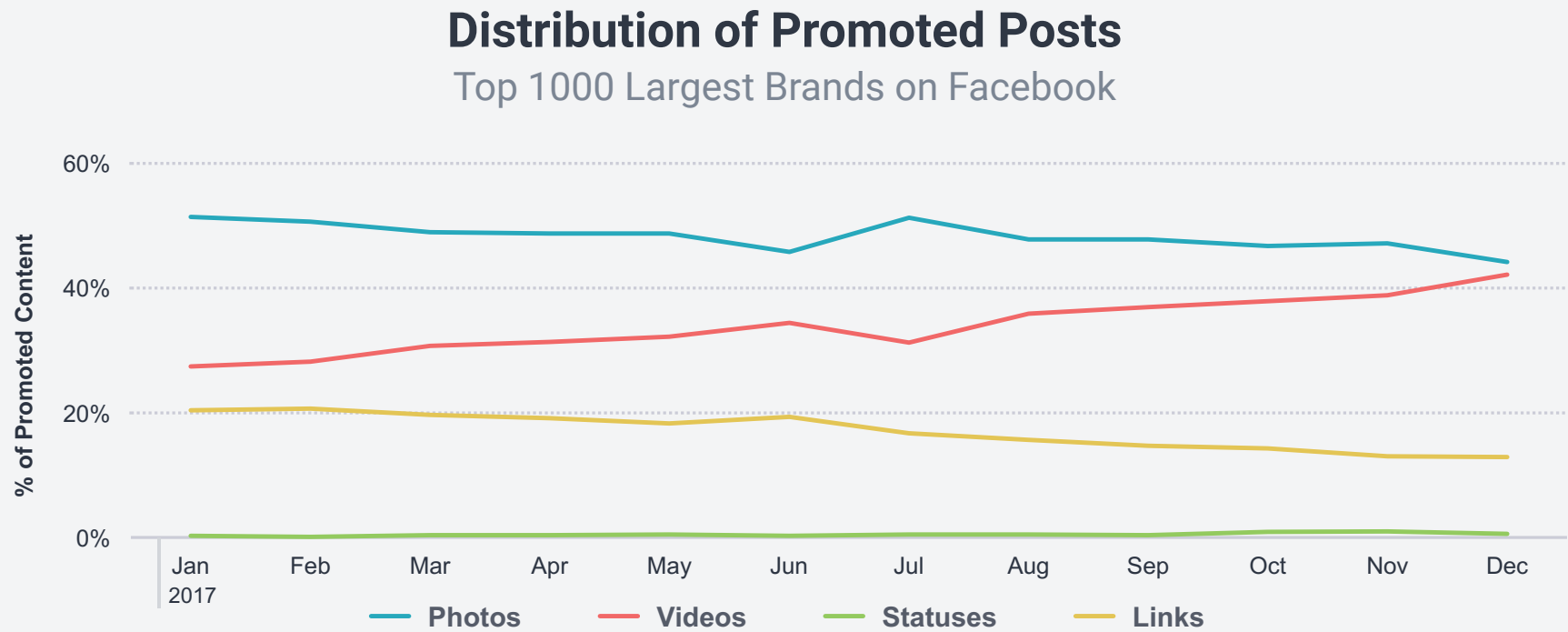
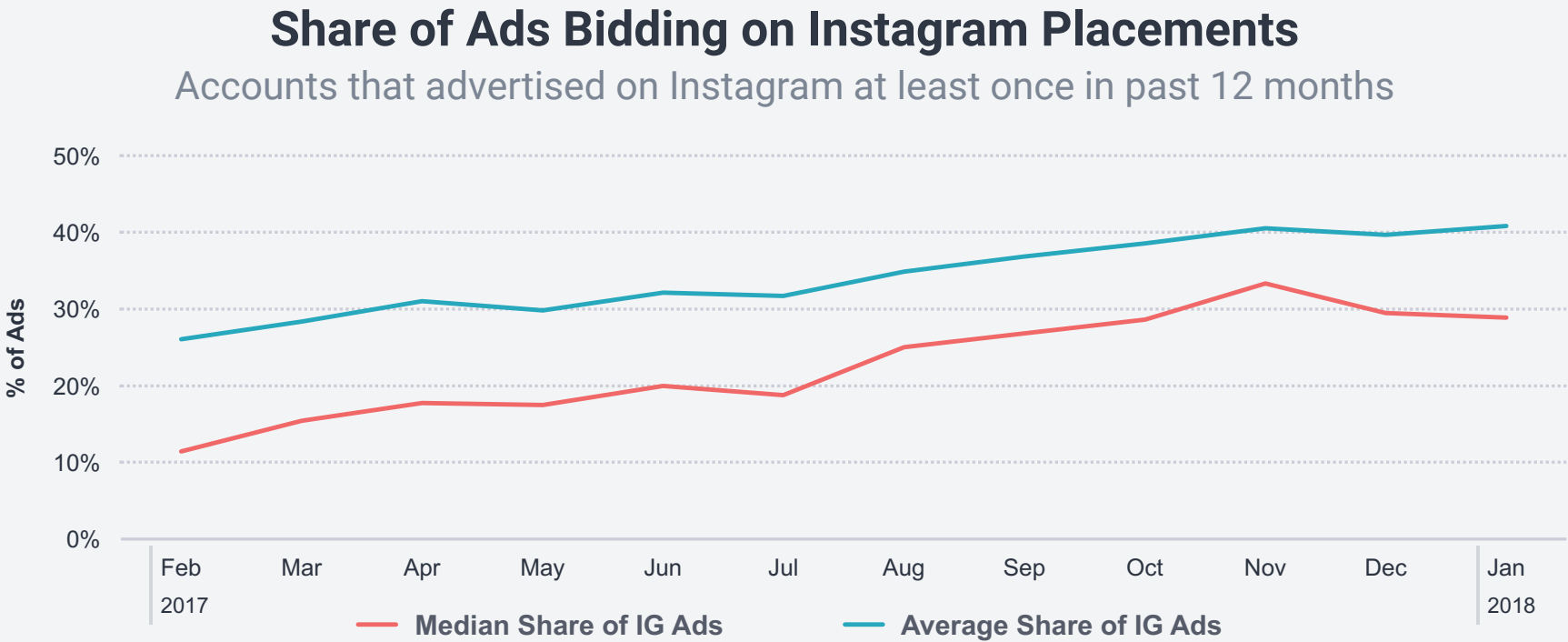


Instagram Ad Placements:

In 2017, Instagram advertising has continued to grow and is likely to stay on the uptrend in 2018. Over the past year the number of ad placements increased by nearly 15% - a significant shift in volume of spend and ads revenue.

Advertising by Format:

The relative distribution of promoted content by type, shows that video promotion is on the rise (Note: data displays relative page distribution of promoted content). Photos have been a dominant content format on Facebook for years, but are declining steadily. In 2018, we can expect that videos will be the most commonly promoted content type on Facebook for the first time.







# Evolution of Facebook Video Formats





### Facebook Live vs. Native Video Adoption:

Largest brands are still relatively slow to adopt Facebook Live video, adoption only at 17%, while 86% of brands use native video formats each month. In 2017, 63% of brands tried at least one Facebook Live stream, meaning that nearly 2/3 of brands have tried the format, but haven't found a way to make it a part of their marketing strategy on a regular basis.

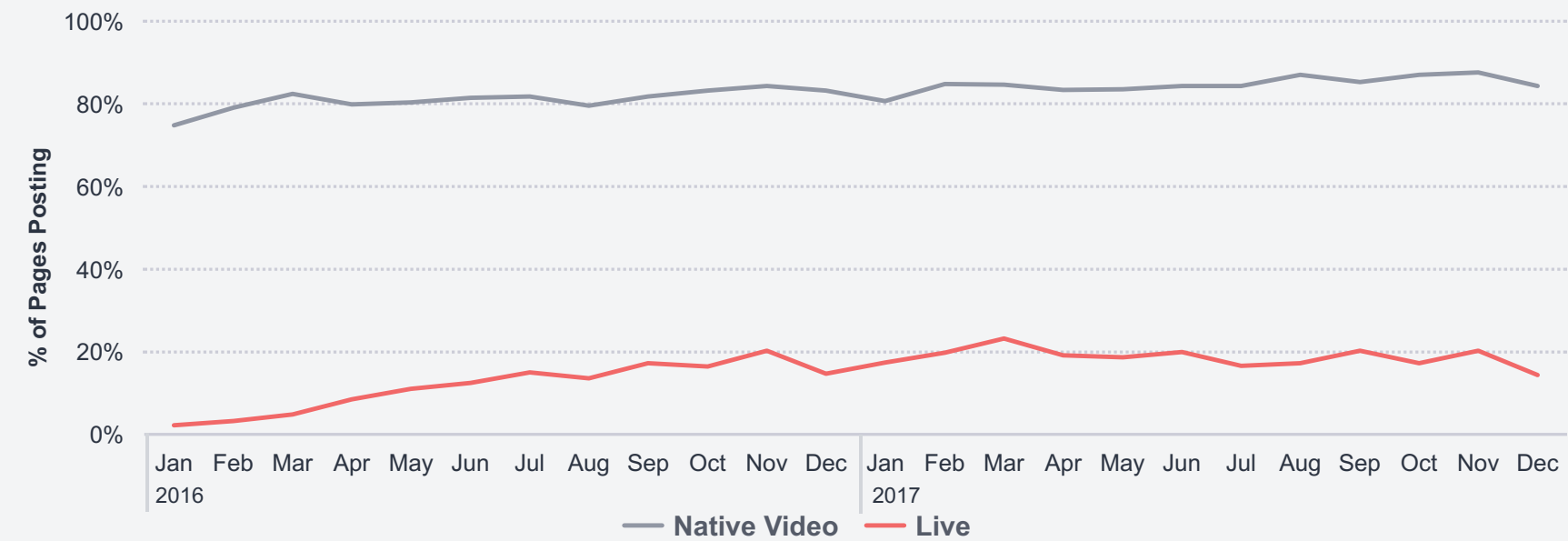
*"FB Live is a great way for us at NZME to connect directly to our audience. Live is so engaging because it's authentic, it's uncut, unpolished and people can ask questions and give real-time feedback. It feels like you have a really direct connection with your audience".*

New Zealand Media and Entertainment (NZMW)

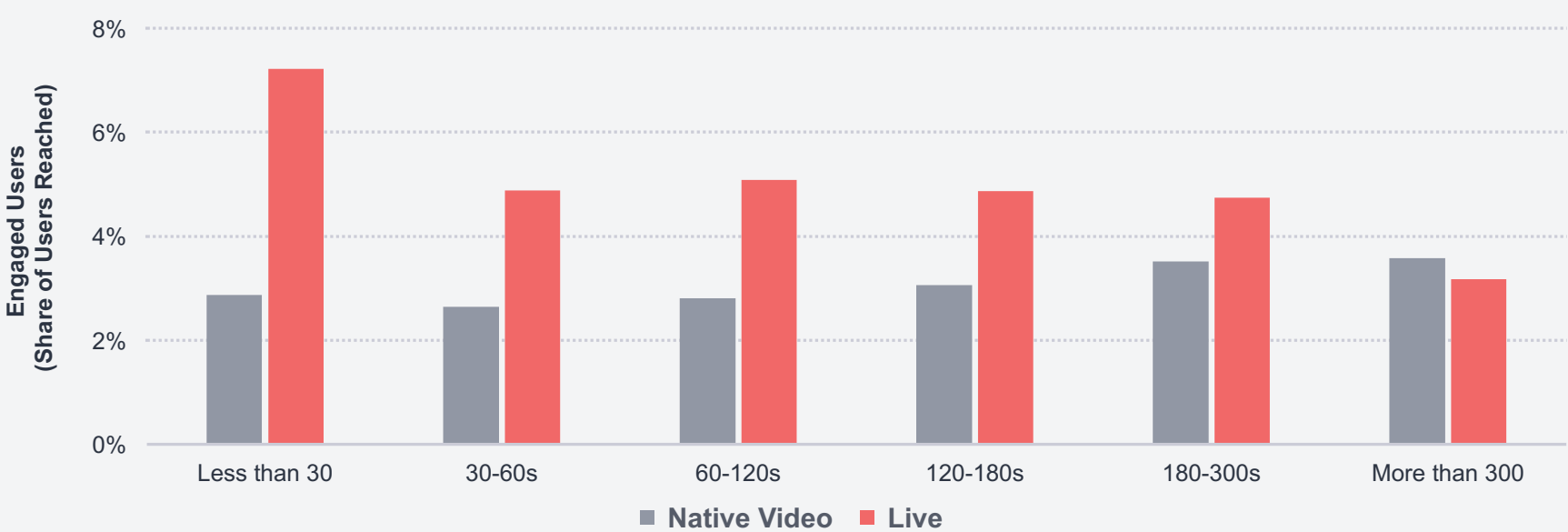
### Facebook Live vs. Native Video Engagement:

Despite low Live video adoption rates, they have been shown to outperform the traditional video format. Data also shows, the longer the native videos are, the more engaging they are, while with the Live format the trend is the opposite.

### Video Adoption on Facebook



### Facebook Live vs. Native Video Engagement





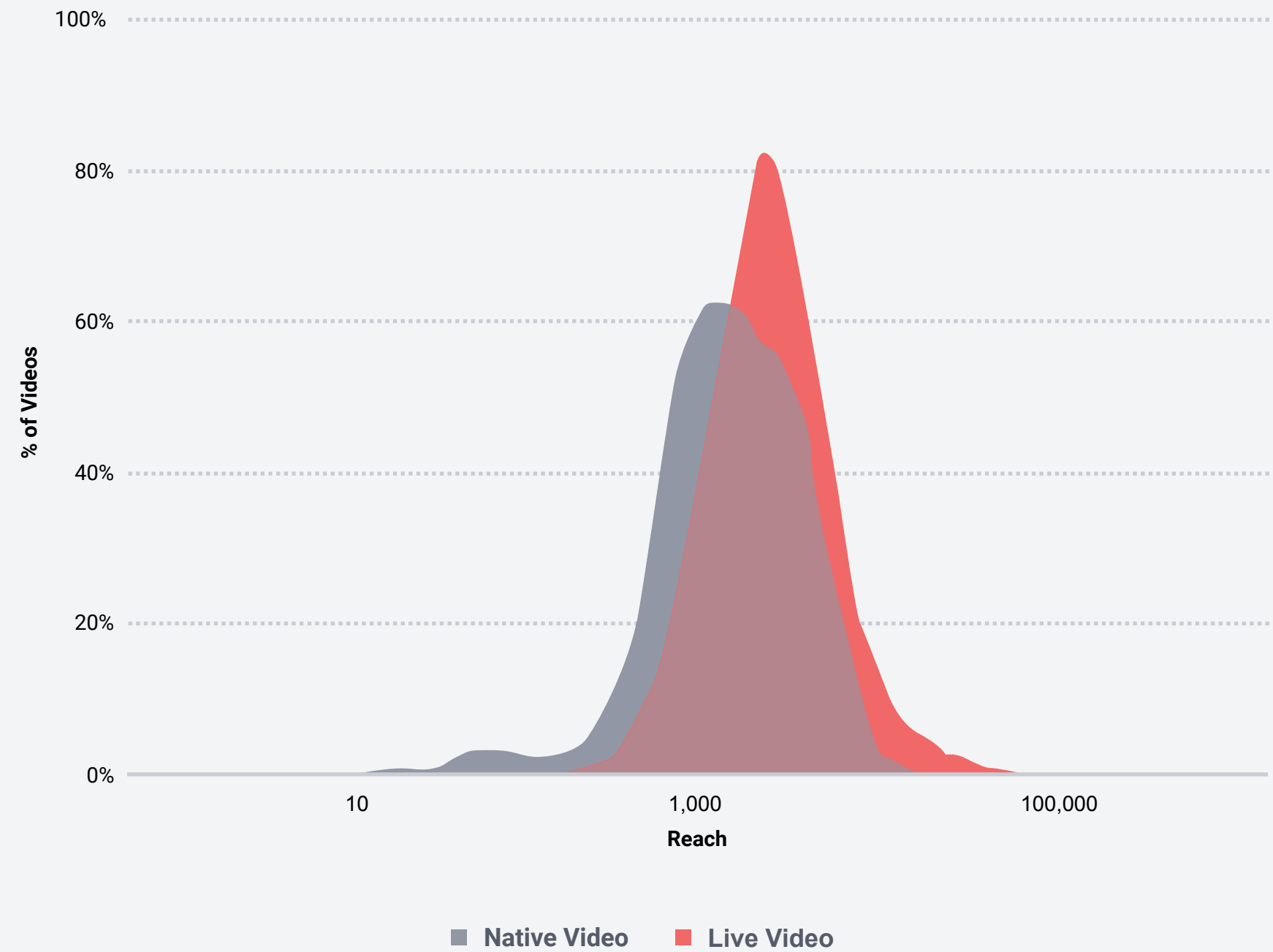
### Facebook Live vs. Native Video Reach:

When compared to native videos, Live videos have higher reach. Business Pages usually reach 2.6% of their audiences with traditional videos. In contrast, broadcasting Live allows them to reach 7.3% of their audience - which is 2.77x more users reached.

*“Marketers should focus on incorporating [Facebook Live] into their strategy today - it’s free, and it’s organic. More and more people are seeking out authentic formats, this has become especially important in light of fake news and other false messages sent out into the word. Live video is a perfect solution to the problem. You’ll get amazing results for less time and budget spent.”*

**Yuval Ben-Itzhak**, CEO of Socialbakers

### Facebook Live vs. Native Video Organic Reach





# Want to Learn How Data Can Help Your Social Media Marketing?

**CONTACT US**

Speak with one of our industry-leading experts. They're ready to share how you can use AI-powered social media marketing to gain audience insights, personalize content, and measure how it impacts your business.



**socialbakers**