

Social Media Fact Files



#1

42% of marketers say
Facebook is important to
their business.



#2

The number of businesses who deem Facebook important has increased by **75%** in the last 3 years.



#3

62% of marketers report that social media became more important to their marketing campaigns in the last 6 months.



#4

80% of social network users prefer to connect with brands through Facebook.



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