

The Pros and Cons of Facebook Marketing

The Covid pandemic has changed the way we do business.

Even before the pandemic hit, the need for online marketing was increasing. Since Covid, many consumer habits have changed.

There is a definite need to have an online marketing presence more than ever!

Facebook has been a big part of the online marketing arena for years. Facebook is a worldwide platform and, therefore, one not to be ignored.

But like anything, there are pros and cons to Facebook Marketing.

Hi, I'm _____, _____ Expert with Momentum Virtual Experts, and in this video, we are going to discuss some pros and cons of Facebook Marketing.

No doubt, online marketing is more important than ever. Facebook should be considered in your online marketing strategy.

Let's look at a couple of Pros of utilizing Facebook marketing.

1. **Facebook has a large audience.** Did you know that Facebook is the 3rd largest website in the world? Only Google and YouTube come ahead of Facebook. This is a large worldwide audience to utilize. You can target your marketing to a specific demographic so that your ads are in front of this enormous platform's right people.
2. **Users are on the platform continuously.** 74% of Facebook users log into Facebook daily. More than half of adult Facebook users log on to discover the latest news. Facebook is a platform that many people get used regularly, and most likely, by your target market.
3. **Your content could go viral.** If you are creating interesting and engaging content, you can become a viral sensation. The sharing capabilities of Facebook can expand your reach further than you can imagine. Just look at the sensation Bernie Sanders became after the inauguration. He raised over 1.8 million dollars for charity in five days selling a sweatshirt with the viral meme that spread the social platform.

Now let's look at some Cons of using Facebook Marketing.

1. **There is a lot of competition.**

Other social networks are creating competition for users of social platforms.

Instagram, Snapchat, Clubhouse, and a host of other sites are competing for users. You need to do your research to determine where your target market is likely to be hanging out.

If they aren't on Facebook, this is not the place for you to market.

2. **The cost to advertise is high.**

The cost of Facebook ads has been increasing.

Organic search has been decreasing.

To get in front of the right Facebook users, you will need to spend some marketing money on Facebook ads to become visible in the newsfeeds.

It may take trial and error to get your ads in front of the right audience. This may cost time and money.

3. **Users have to view their newsfeed.**

Facebook users have to be logged into the platform to be able to see your ads. Although many users log on daily, your target market may not be logging on when your ads are running.

Again, that is why it is so important to research your target market to find out if and when your target market is on the site.

No matter what avenue you decide to use for your marketing strategy, there will always be pros and cons. Trying to DIY your marketing may waste a portion of your valuable marketing budget. You may not feel like you can afford to work with a team of online marketing experts, but if you are not spending your marketing budget correctly, it could cost you even more. Our team would be happy to consult with you to discover where you should be spending your online marketing budget.

Please shoot me an email at team@momentumvirtualexperts.com or head on over to our website to set up a call with our team! The link will be in the description. Thanks for watching my video! We hope this helps you keep your momentum going in the right direction!