

Facebook Advertising Campaigns



Are you ready to tap into the immense power of Facebook to fuel your online advertising strategy? Look no further than the PMMI Media Group Audience Network—your key to targeting the buyers you most want to reach, right where they spend a significant portion of their time: Facebook.

Fine-tune your audience like never before with the PMMI Media Group Audience Network. Target packaging and processing decision-makers by industry, job function, and buying interest, and unlock the potential of this low-cost option to expand your reach and round-out your digital advertising strategy.

Did you know?

The average user spends 30 minutes a day on Facebook compared to 17 minutes per month on LinkedIn.

Reasons to include Facebook in your online advertising strategy:



Fast Results

Access to a large and engaged audience allowing



Low Cost

Lower average cost-per-impression and cost-per-click compared to other social channels



High Performance

Higher average view rate for videos and click-through rate for links compared to other social channels



Expanded Audience

Reach additional contacts that can't be matched through other digital ad platforms

Is Facebook Advertising Right for Your Business?

Facebook Targeting Options

Not sure how Facebook identifies the right business users? With targeting options like job title, industry, and professional interests, Facebook helps B2B advertisers reach the right business users. Utilize the PMMI Media Group Audience Network for even more targeted segments based on buying interest and plant processes.

Age Demographics on Facebook

Concerned about reaching your target audience due to Facebook's older users? Don't be! With only 6% of global users aged 65+, the majority falls within your desired demographic. In fact, the largest group on Facebook comprises men aged 25-34, making up 18.3% of users worldwide.

Perception of Advertising on Facebook

Worried about how advertising on a personal social platform may impact your brand image? Embrace the opportunity to humanize your brand and engage with potential clients in a more personable and interactive setting. Join the conversation and showcase your business in a relaxed yet impactful way. Remember, while you hesitate, your competitors are already reaching your potential clients.

Tips for Making the Most from Facebook Advertising

1.

Focus on building brand awareness for top-of-the-funnel brand building.
2.

Test and learn with quick results from Facebook, iterating and updating your copy and creative.
3.

Utilize video to showcase your products effectively.
4.

Tell your brand story, connecting with users on a personal level by sharing your history, people, and facilities.

Sources:
Average Time Spent on Social Media (2024), MixBloom
Mind-Blowing LinkedIn Statistics and Facts, Kinsta
Distribution of Facebook users worldwide as of January 2024, by age and gender, Statista