

THE POWER OF SOCIAL MEDIA ADVERTISING IN 2023

Social media has been disrupting marketing for over a decade now. In that time it has become an essential pillar of every business strategy and an effective means to meeting objectives. But by itself, it's not enough. Social media marketing must be paired with social advertising to drive success and here's why.



WHY SOCIAL IS A MUST-HAVE MARKETING CHANNEL

VISIBILITY & AWARENESS

4.76 BILLION

Social media users with 59% of them spending 2+ hours per day on social platforms

43%

Of 43% of people use social media as a main channel for brand research

59%

of the world spending 2+ hours per day on social platforms.

25%

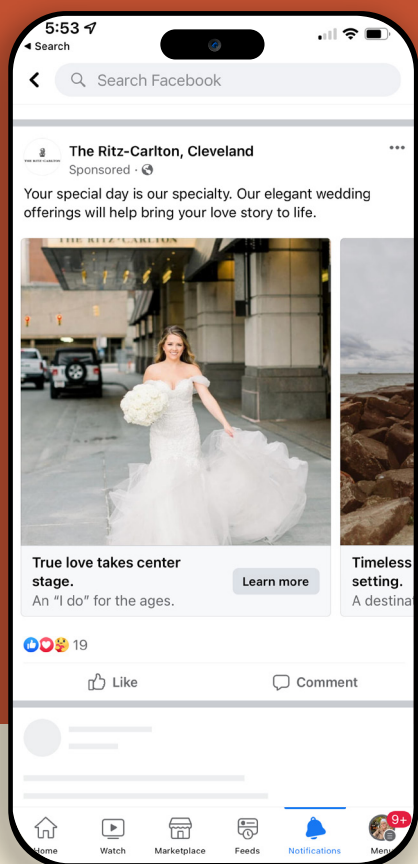
of people see loyalty points as an online purchase driver

MOBILE IS THE LARGEST DRIVER OF ALL WEBSITE TRAFFIC

CONVERSION AND WEB TRAFFIC

Mobile accounts for 59% of all web traffic (9% more YoY)

59%



38%

Social media owns the largest share of time spent online presenting massive opportunity

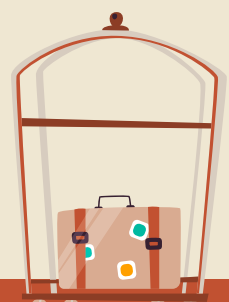
ANNUAL ONLINE SPEND FOR TRAVEL AND TOURISM IS BOOMING

BOOST IN REVENUE



\$361B

ON FLIGHTS,
79% MORE YOY (159B)



\$269B

ON HOTELS,
69% MORE YOY (110B)

SOCIAL ADVERTISING IS A CRITICAL PLATFORM FOR BUSINESS

\$226 BILLION
ANNUAL SPEND ON
SOCIAL ADVERTISING

33% OF ALL
DIGITAL SPEND



SOCIAL MEDIA COMMUNITY

Without social media advertising you'll only reach 2% of your social community:

A

COST EFFECTIVE:

Social media presents the lowest cost of entry with the most opportunity for success. It also presents a unique opportunity to gain user insights. A brand can A/B test and learn quickly what messaging works best for its desired audience.

B

PRECISE AUDIENCE TARGETING:

Unmatched by other channels, social media platforms have the capability to target hyper-specific audiences using demographic, sociographic, personal-interest, and digital-behavior data.

C

STRATEGIC & IMPACTFUL:

For brands, it offers a variety of ways to capture their attention and influence their purchasing decisions. Brands have the ability to leverage and optimize many customizable, agile features. In a nutshell, social media allows for brands to make quick, easy pivots to advertising.