

## PRODUCT INFO

# Facebook and Instagram

Leverage the power of three billion Facebook and two billion Instagram monthly users to increase brand awareness and reach your target audience.

Users spend an average of **30-40 minutes daily** on Facebook and Instagram<sup>1</sup>, so including these two platforms in your advertising strategy is vital.

With so many formats and applications under the Meta umbrella, extend your reach to **highly engaged and targeted audiences**. Use various creatives to get maximum exposure.

## BENEFITS

### Monetize Your Fanbase (and their Friends!)

You've earned them. Now use them! Facebook and Instagram ads allow you to target your existing fans and their friends, ensuring your message reaches a receptive audience already interested in your brand. You can also stay top of mind with non-followers by showing ads to as many people in your target audience as possible to reach new customers.

### Work with the Experts: Official Meta Business Partner

Our Meta Business Partner badge, awarded to only the top digital advertisers, signifies our commitment to excellence. Let us elevate your campaigns.

### Lookalike Targeting: Break into New Audiences that Love Your Product

Reach users who have shown interest in businesses and products similar to yours, expanding your customer base with highly qualified leads. Combine this with flexible budgeting and audience refinement tools to ensure your ads are seen by the right people at the right time.

<sup>1</sup> <https://soax.com/research/time-spent-on-social-media>

Instagram only campaigns are available upon request.



## AD FORMATS

- Image
- Video
- Carousel
- Collection
- Messenger
- Lead generation

\*Available ad formats differ by ad spend.

Leverage our Meta-certified expertise to supercharge your advertising campaigns to grow your business.

 **Meta Business Partners**