



Facebook

Usage

- Facebook is used across a range of age groups, including those over 65. [\[1\]](#)
- Facebook is the most popular Live Video platform for marketers. [\[2\]](#)
- Facebook is the most important channel for both B2C and B2B marketers. [\[2\]](#)

Pros

- Facebook has the largest, most diverse audience.
- Offers a wide-range of content types including text, images, and videos, as well as Live Videos and Stories.
- Marketers can check the wealth of data (Facebook Insights) to improve marketing efforts.
- Facebook is used across a range of age groups, including those over 65. [\[1\]](#)
- Facebook is the most important channel for both B2C and B2B marketers. [\[2\]](#)

Cons

- Facebook can require paid social ads because organic reach is declining.
- There is a fading interest in Facebook among young adults.

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