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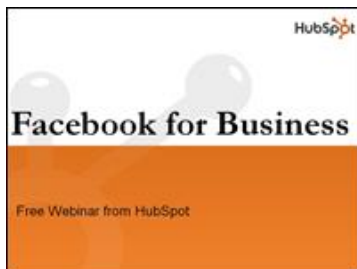
facebook

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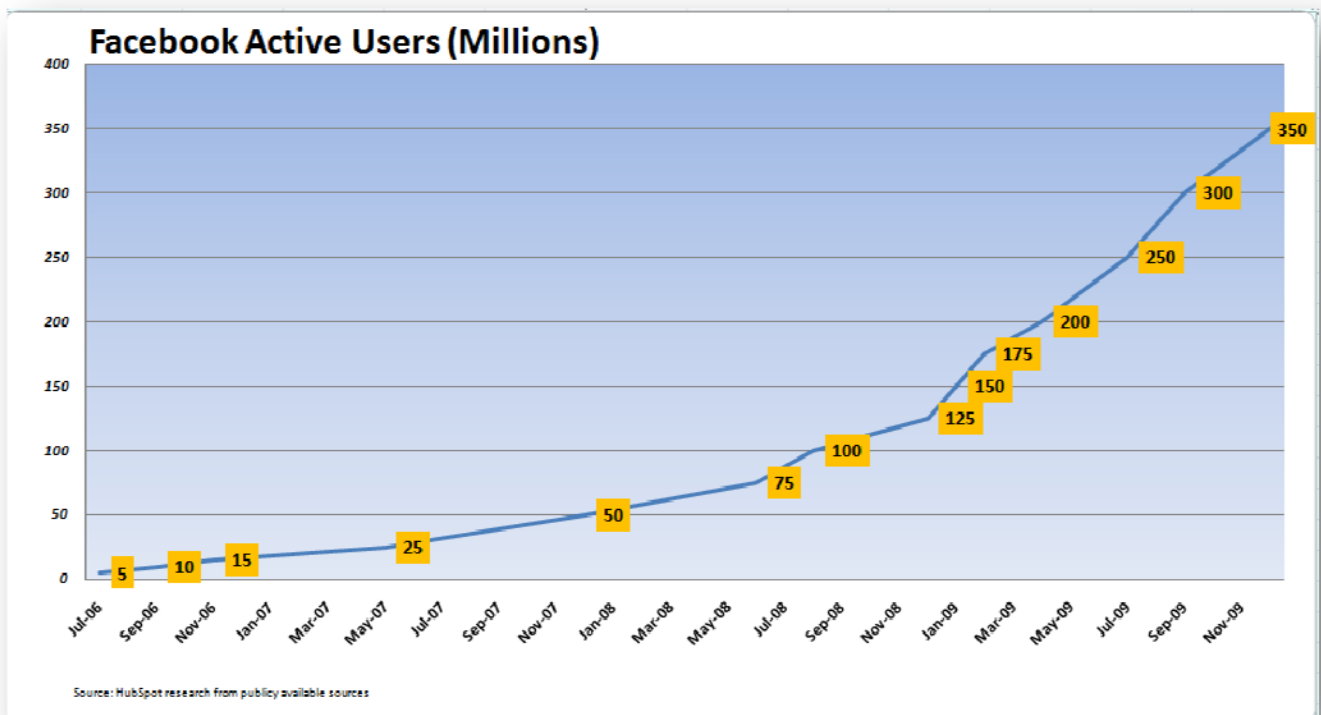
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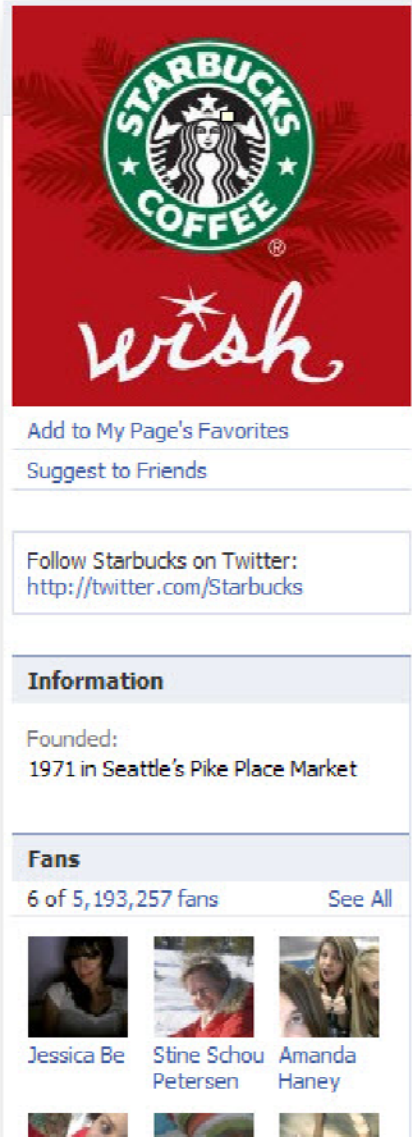
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Overview

Face·book: fās'bōök\ n. 1: A service that “gives people the power to share and make the world more open and connected.” – Facebook

With over 350 million active users, Facebook has transformed the way that people consume content. No longer is the “medium” the message as [Marshall McLuhan’s](#) widely known book, “Understanding Media: The Extensions of Man”, states as its primary thesis. In contrast, it is “content” that forms the message to a given community or network, especially those millions logging in every day to share their billions of web links, news stories, blog posts, notes, and photo albums.





Large and specialty products and brands are embracing Facebook because of its effectiveness in creating a sense of community, and its ability to consistently “touch” fans. Businesses of all sizes are flocking to Facebook to create fan pages.

The most popular Facebook pages are devoted to “branded” content – from Starbucks and Coca-Cola – and to random “likes” such as pizza, sleep and “Flipping the Pillow Over to get to the Cold Side”. There’s even a [Facebook page for Facebook](#) , with one of the highest fan counts (over six million and growing daily).

Facebook is able to promote events (the average user is invited to three of the 3.5 million events created each month) that might not reach the light of day in a standard media, or outbound marketing, environment.

This report looks at the popularity of specific Facebook pages by content type and geographical presence in an effort to determine the value of this social media network in generating new opportunities for your organization.

By utilizing Facebook within your marketing toolbox, you have the opportunity to build relationships with your prospects and clients. It can also act as a business driver for traffic to your website and other online properties. Facebook can provide your organization with the opportunity to get found by prospects that might not otherwise have learned about your organization in other more traditional methods. More importantly, nothing draws a crowd like a crowd. And, Facebook is that crowd.



The findings in this report are based on data from a review of 120,000 Facebook pages analyzed by [Facebook Grader](#) this year.





Among the key findings were:

- Almost 50% of Facebook pages have fewer than 500 fans.
- Only 0.3% of Facebook pages have more than one million fans.
- The most popular Facebook pages are those for musicians (with 1.2 million fans) and local businesses (there are about 700,000 fans in this category).
- Most of the 1.6 million active Facebook pages are from the United States.
- But, even with much fewer overall pages, countries such as Italy and the U.K. have a significant presence on Facebook with many more fans on a per page basis. (According to Facebook, about 70% of their users are outside the U.S.)

General Findings

The variety of Facebook pages is not only impressive, it is also surprising. In reviewing the top 25 Facebook pages by the number of total fans, you will see everything from a memorial page for Michael Jackson to those devoted to brands, such as Pringles potato chips, [Nutella](#), and 24-year-old Portuguese soccer player [Christiano Ronaldo](#). Despite the huge number of fans for these few pages, it is important to note that only 0.3% of Facebook's pages have more than one million fans.

	Name: Michael Jackson Type: Musician Fans: 10,435,681 fans
	Name: R.I.P Michael Jackson (We Miss You) Type: Musician Fans: 4,675,835 fans

	Name: Pringles Type: Food and Beverage Fans: 2,788,635 fans
	Name: Pringles Type: Products Fans: 10,258 fans
	Name: Pringles Type: Products Fans: 1,086 fans
	Name: Pringles Type: Food and Beverage Fans: 103 fans

What does this information mean for you and your business? It is clear that there is plenty of opportunity for a business to leverage Facebook to attract a community of prospects, clients, and fans. With some time and marketing know-how, any business offering products or services could easily stand out from the crowds on Facebook.


Top 25 Pages by Total Fans

<i>Page Name</i>	<i>Total Fans</i>
Michael Jackson	6,447,182
Barack Obama	6,435,839
Vin Diesel	5,115,265
I <3 SLEEP	4,513,859
Pizza	4,439,877
I need a vacation!!!	4,407,096
Dr. House	4,282,310
Facebook	3,960,930
R.I.P Michael Jackson (We Miss You)	3,679,040
Will Smith	3,503,168
Coca-Cola	3,485,479
Starbucks Coffee Company	3,431,302
Lady Gaga	3,274,579
Adam Sandler	3,269,717
The Beach	3,223,137
Nutella	3,215,761
YouTube	3,055,750
Flipping the Pillow Over to Get to the Cold Side	2,881,175
Cristiano Ronaldo	2,854,133
South Park	2,819,408
Summer Nights	2,812,245
The Beach	2,787,567
Pringles	2,764,876
Sleeping	2,727,777



If you were to break down Facebook pages by the number of fans per page, you would find that almost half have less than 500 fans and only 4% have >100,000.

<i># Fans</i>	<i># Pages</i>	<i>% of Total Pages</i>
0 - 499	58,323	49%
500 - 9,999	42,815	36%
10,000 - 99,999	14,385	12%
100,000 or more	4,466	4%



Facebook is a low-cost method to create awareness and increase your web presence for small businesses. The ability to utilize Facebook as the foundation of an “intelligent” social network, would allow most organizations struggling with limited marketing budgets to be heard and more importantly, get found.

The most commonly used words across all Facebook page names span a variety of interests. Some of the more popular words on Facebook include:

- “University” (975 instances)
- “Photography” (822 instances)
- “Magazine” (677 instances)
- “Association” (522 instances)
- “College” (501 instances)
- “Library” (496 instances)
- “Art” (484 instances)
- “Music” (450 instances)
- “School” (446 instances)
- “Marketing” (435 instances)
- “International” (410 instances)

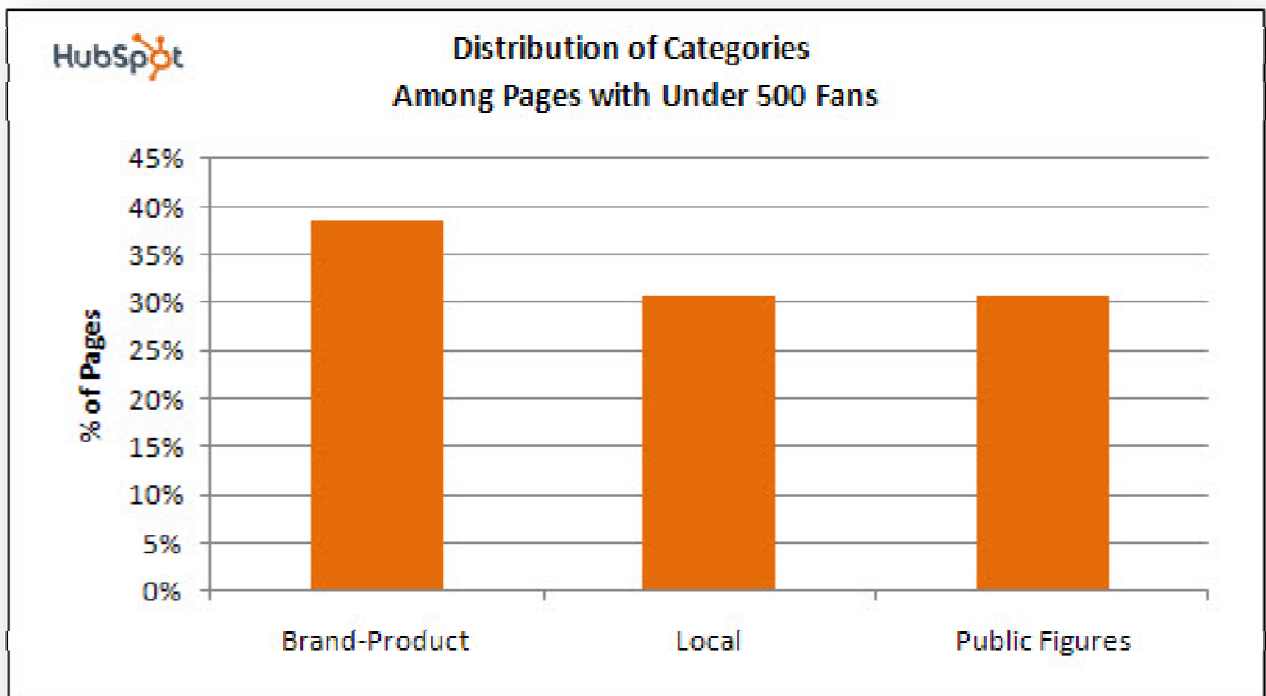
Who Uses Facebook Pages?

Facebook pages are categorized by the page's creator as a Brand-Product, Local, or Public Figures. In addition, they are given a more specific sub-category. In our analysis of Facebook pages, we noticed that the most popular pages (in terms of total fans) were most often incorrectly categorized.

The subset of Facebook pages with less than 500 fans was more accurately identified with a page title appropriately matched with a category and sub-category. Accordingly, our analysis of pages by type looks only at those with less than 500 fans and, because this subset represents almost half of all Facebook pages, is a reasonable slice of information for this report.

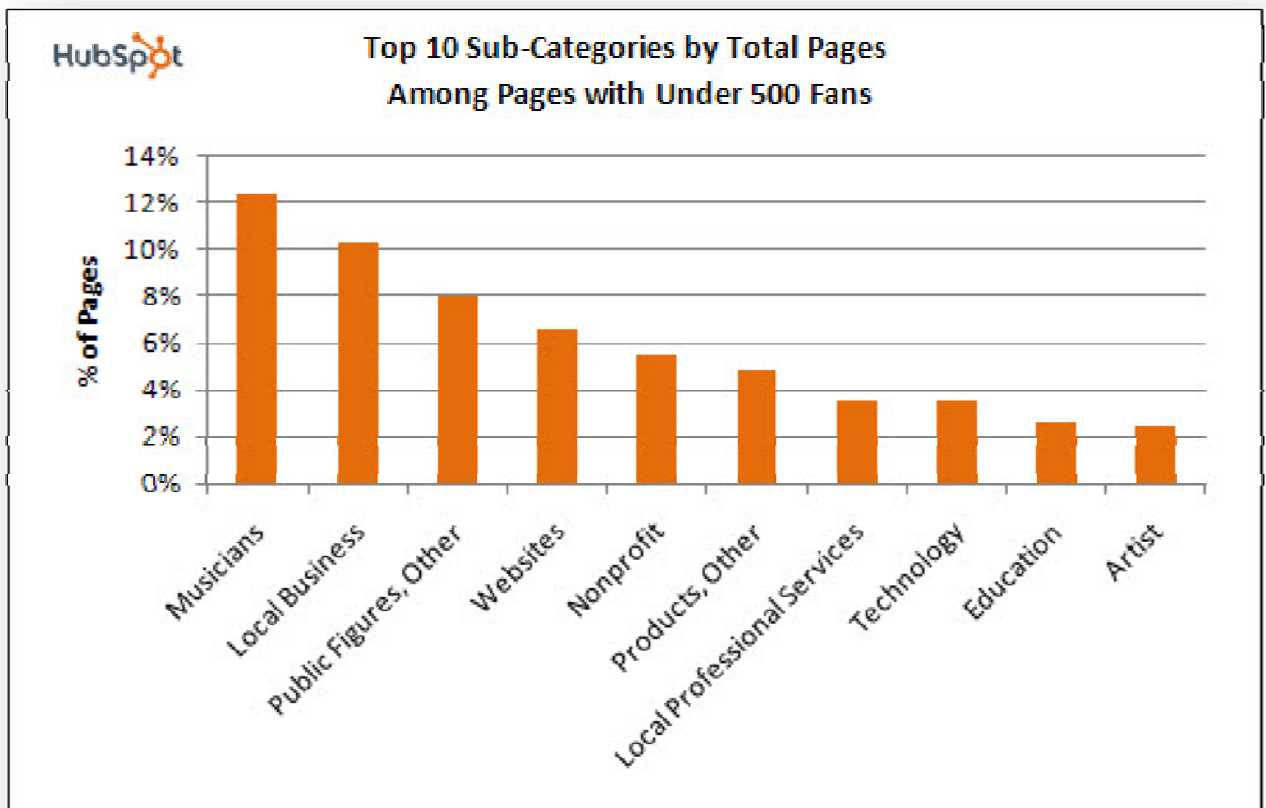
Key findings from our analysis of Facebook pages include:

- Among the three broad categories available on Facebook, the distribution of pages was fairly evenly distributed (the largest was Brand-Product, accounting for 39%).



- The top 10 most popular sub-categories were:
 - Musicians
 - Local Business*
 - Public Figures, Other
 - Websites
 - Nonprofit
 - Products, Other
 - Local Professional Services*
 - Technology
 - Education
 - Artist

**Local Business and Local Professional Services together made up 14% of all Facebook pages*



Popularity of Facebook Pages by Geographic Location

Key Takeaways By Country:

- The United States and Canada most frequently include a website in their Facebook pages.
- In contrast, only 65% of pages from Italy (ranked 2nd in terms of total pages) provide a website in their Facebook pages.
- France had the highest number of average fans per page, with the most popular page "Zidane", claiming more than 800,000 fans.
- The United States had the highest number of total fans across all Facebook pages.
- The most popular page from the United States was for "[Ashton Kutcher](#)", an actor known for his Twitter activity.

Top 10 Countries in Terms of Total Facebook Pages

<i>Country</i>	<i># of Pages</i>	<i>Total Fans</i>	<i>Average # Fans per Page</i>	<i># Pages with a Website</i>	<i>% Pages with a website</i>
United States	17,953	78,137,900	4,352	16,436	92%
Italy	1,796	17,460,584	9,722	1,163	65%
United Kingdom	1,111	16,974,163	15,278	953	86%
Canada	1,076	4,544,560	4,224	967	90%
Indonesia	611	2,447,180	4,005	437	72%
Australia	498	1,898,774	3,813	442	89%
France	467	11,452,651	24,524	347	74%
Spain	384	3,510,444	9,142	321	84%
India	226	2,222,946	9,836	166	73%
Belgium	175	918,544	5,249	141	81%

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Key Takeaways By State

- Pages from each of the top 10 states in terms of total Facebook pages frequently include a website in their Facebook pages.
- Massachusetts had the highest number of fans per Facebook page.
- California had the greatest number of Facebook pages and greatest number of total fans.

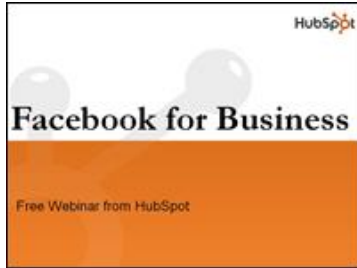
Top 10 States in Terms of Total Facebook Pages

<i>State</i>	<i># of Pages</i>	<i>Total Fans</i>	<i>Average # Fans per Page</i>	<i># Pages with a website</i>	<i>% Pages with a website</i>
CA	2,432	18,866,744	7,758	2,228	92%
NY	1,657	8,252,805	4,981	1,461	88%
TX	1,055	1,980,996	1,878	990	94%
FL	874	3,341,646	3,823	804	92%
IL	753	2,704,831	3,592	699	93%
MA	707	5,904,058	8,351	638	90%
PA	584	3,743,769	6,411	518	89%
NC	575	4,473,733	7,780	527	92%
GA	563	1,041,021	1,849	526	93%
MI	546	768,934	1,408	498	91%

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How to Use Facebook for Marketing

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The Facebook for Business Marketing Kit includes:

Video: Facebook for Business (1 hour)

Video: Getting Found Online using Social (1 hour)

eBook: How to Use Facebook for Business (55 pages)

Articles: Collection of blog articles about Facebook

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Inbound.org

Have questions about Facebook and Inbound Marketing tools and techniques? Visit <http://inbound.org> to view, post, or answer all of your marketing questions.

Data Sources

The findings in this report are based on data pulled from almost 120,000 Facebook pages analyzed by [Facebook Grader](#). The data reported was compiled in July 2009.

About HubSpot

HubSpot is an inbound marketing software system that helps your company get found online, generate more inbound leads and convert a higher percentage of them into paying customers. Based in Cambridge, MA, HubSpot can be found at <http://www.hubspot.com>

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