

# The Changing Face of Facebook Advertising

2004



## Born

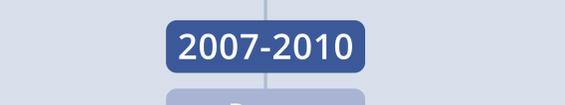
February 4th, 2004

Originally used for connecting Harvard University students, no one had any idea that one day "Thefacebook" would be what connects businesses like yours to customers all over the world.

2005-2007

## Flyers

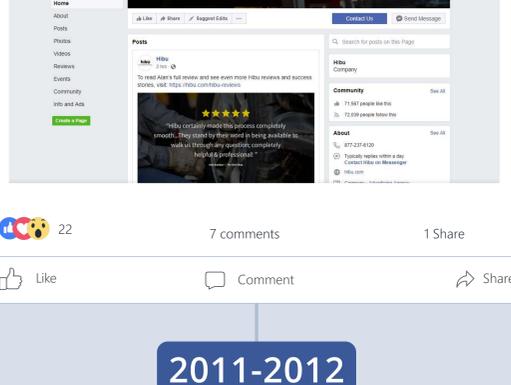
"Flyers" running along the side of the Facebook homepage became the first version of advertising on Facebook - available to students and small businesses to target their local college campuses. These ads cost on average up to \$40 a day.



2007-2010

## Pages

With pages, Facebook created a space for businesses of all sizes to build relationships with customers through communication on Facebook - just like any two "friends" would - with comments, "likes", shares, and direct messaging. The inspiration behind these free pages was the hope that business owners would reach a larger audience with their paid advertisements vs. other platforms like tv or radio.

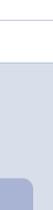


2011-2012

## The Timeline

With the introduction of the Timeline, your business could now share important milestones (like the 5-year anniversary of your opening day, or the day you reached your 1,000th customer.)

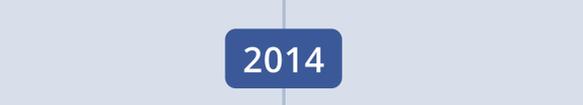
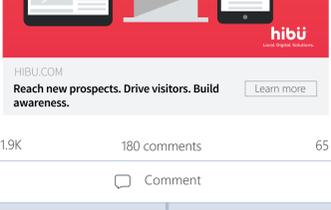
## Welcome to Timeline



2013

## Video Ads

With video ads, businesses were given the ability to upload videos directly to Facebook - and all you needed was a camera and an idea. It was a great way for small business owners to post media content, even if they had a small budget.



2014

## Lookalikes

With lookalikes, Facebook introduced a unique ad targeting option to help small businesses reach potential customers who share similar characteristics to their existing ones. Some options to help narrow down your audience were age, gender, location, relationship status and more. For example, if you were selling makeup and had customers who were college-age singles, Facebook could find other users online in that demographic.

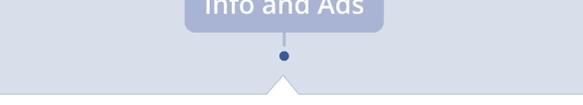
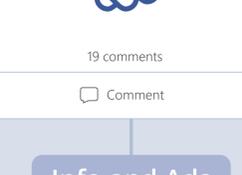
Desired Demographics	Your Existing Customers	Your Lookalikes
<ul style="list-style-type: none"> <li>Single</li> <li>Ages 18-23</li> <li>Lives in USA</li> <li>College Student</li> </ul>		



2018

## Meaningful Connections

Facebook recently announced that it's refocusing on its commitment to prioritizing content that helps create meaningful connections. What does this mean for your business? It's more important than ever to have a page with engaging content that promotes interactions with your customers.



## Info and Ads

In July 2018 Facebook released the "Info and Ads" tab. This tab is a great way to see the ads that your competitors are currently running, and how well those ads are being received by customers.



## Facing Forward

Advertising on Facebook is one of the most convenient ways to market your small business. With tons of enhanced features and a history full of innovation in social media marketing, Facebook has become a hub for small businesses all over the world.

Facebook is always changing - and that can be hard to keep up with.

Working with a Facebook Marketing Partner is an easy way to make sure your business's social media marketing stays up to date. Here at Hibu, we can make sure your business is up-to-date on Facebook's changing faces.



**Your customers are on Facebook – we make it easy for you to reach them.**

Working with Hibu, a Facebook Marketing Partner, is the easiest way to make sure your business's social media marketing stays up-to-date, taking advantage of all the latest advances Facebook offers.

Talk to us today and we'll make sure your business is up-to-date on the changing faces of Facebook.

**855-727-1889**



SOURCES: Facebook Brand Resources  
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