
MARKET FACTS!

MARKET FACT #66

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50%

of 200 Agency Professionals told they posted content on Facebook on behalf of their clients in the past month, a decline from 81% in 2022 and a decline from 86% in 2021.

DATE: October 15, 2023

COMMENT: Meta can't overwrite the abnormal amount of sabotaging activity they have done since 2015. Countless Facebook Pages were deleted, many with over 100K, even 500K followers. Countless company dollars were wasted because of fake, inflated Facebook Metrics. And inflated audiences for Facebook Ads + destructive algorithms make Facebook a place for NOT to do business.

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