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# MARKET FACTS!

MARKET FACT #67

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## **MARKET FACT #67**

# 14%

**of 200 Agency Professionals told their clients post content on Facebook EVERY DAY, compared with 40% in 2022.**

**DATE:** October 15, 2023

**COMMENT:** Furthermore, 17% said their clients post on Instagram every day, compared with 40% in 2022. Facebook and Instagram are NOT the go-to online space to do business anymore. Much less frequency indicates a RED ALERT. And that's because of an overly saturated market + shape-shifting algorithms that destroy organic attention.

# ***A MESSAGE FOR BRANDS***

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