
MARKET FACTS!

MARKET FACT #68

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10%

of 200 Agency Professionals said they invest a lot in ORIGINAL content for Facebook, a major decline from 34% in 2022.

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COMMENT: Additionally, 17% said they are investing in original content on Instagram, compared with 33% in 2022. This proves that Meta platforms are facing a huge decline in business, probably due to the enormous amount of destruction caused by Facebook (and Instagram) a few years ago through their algorithms ([link #1](#), [link #2](#)), which is something businesspeople does not forget. Agencies that have go that far, by creating original content for Facebook, are seeing the reality now. The ROI is ridiculous in organic [and paid traffic](#).

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