

How Using Social Media Will Insanely Increase Your Customer Base Today By Kellie Craft

Statistic Links

4.26 billion people are using social media worldwide. 2.91 billion are on Facebook alone. = <https://www.hootsuite.com/resources/digital-trends>

Of these people, 58.4% buy something online every week. = <https://www.hootsuite.com/resources/digital-trends>

According to a Statista survey, 51% made purchases on Facebook and 47% on Instagram. = <https://www.statista.com/statistics/1226380/most-popular-social-media-platforms-for-making-purchases-united-states/>

Facebook is the top social commerce platform in the U.S., with 56.1 million buyers in 2021. = <https://www.insiderintelligence.com/insights/social-commerce-brand-trends-marketing-strategies/>

50% of consumers want to discover new products through Facebook Stories. = <https://blog.hootsuite.com/facebook-statistics/>

42% of people use social media to research products. = <https://blog.hubspot.com/marketing/social-media-product-research>

And this statistic from Business2Community: A whopping 77% of B2C companies and 43% of B2B companies acquired customers from Facebook. = <https://www.business2community.com/facebook/facebook-marketing-statistics-you-need-to-know-0289953>