

DIGITAL MARKETING MADNESS

SITE

ONLINE PRESENCE

VS

FACE-OFF

SOCIAL

YOUR WEBSITE OR YOUR FACEBOOK PAGE —

WHICH ONE GIVES YOU THE BEST

SHOT AT HITTING YOUR GOALS?

MATCH-UP #1 BUILD YOUR BRAND

Your website and your Facebook Page page both make it easy for your customers to find you, and get to know you online. But when it comes to presenting exactly who you are and what you offer, your site is loaded with information... and wins this one by a slim margin.

Edge:

SITE

MATCH-UP #2 GET FOUND

When prospects and customers are searching for you online, both your website and Facebook page should appear in the search results. Everyone can see and interact with you from your website... but only customers with a Facebook account can interact with you on your Facebook page. So, again, your website claims a close one.

Edge:

SITE

MATCH-UP #3 REACH YOUR TARGET AUDIENCE

A targeted ad campaign on Facebook will get your message in front of exactly the people you want to reach. Your website can't compete with the ultra-exact targeting available on Facebook... so in this case, social beats site.

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MATCH-UP #4 GAME TIME

The average user spends 35 minutes a day on Facebook, Facebook Messenger and Instagram.* No matter how great your website might be, there's probably no chance anyone will spend that much time there. This one goes to social.

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MATCH-UP #5 STAYING UP-TO-DATE

Your website is at a disadvantage on this one, because let's face it, Facebook is designed to be updated over and over again every day. There's nothing easier than adding a new post to your page. Of course, if you have a Hibu Website, we'll make any updates you want for you. But ultimately, this one is all social.

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MATCH-UP #6 CREATE A CUSTOMER LIST

It might seem like an easy thing to get people to Like your Facebook page, but if you're trying to create a customer list that you use for emails and marketing, nothing beats a Contact Form on your website. You can get a customer's name, email address, and even phone number — all of which you can use to market them later. Give this one to site.

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MATCH-UP #7 PASSING THE WORD

As we mentioned, your website is a great place to put everything your customers need to know about you... but there's no easier way to share content than with social media. Almost anything you post on your Facebook page can instantly be shared to all your other social sites.

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MATCH-UP #8 PLAYMAKER

Not that long ago, your website was little more than a brochure online — but today your site can be so much more — a 24/7 scheduler, a great salesperson, and most important of all, today's sites are just the start of the customer journey. With the right synchronized campaign, your site is the central hub of an effective digital marketing game plan.

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SITE

So, who wins? You do!

Your digital marketing needs BOTH — a modern, effective website and a powerful social media presence with an active Facebook page.

When you have both, working together, your business is sure to be a winner online!

Make sure your site and social are set up to help you score!

Call **877-237-6120** today to speak with a Hibu digital marketing specialist — or **visit Hibu.com**.



*Business Insider: How much time do people spend on Facebook per day, April, 2016

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