



McHenry County College  
Undergraduate Scholar Research Program

# Facebook Marketing

**facebook.**

By Rebecca Olson & Joanne Pantin-Waite  
Supervised by Professor Sherry Ridge

# Objectives

- ▶ **To determine if Facebook is an effective marketing tool.**
- ▶ **To discover if advertising on Facebook generates revenue for small businesses.**
- ▶ **What the return on investment is when small businesses advertise on Facebook.**

# Research Tool

- ▶ Survey Monkey
- ▶ Emailed Small Business Owners/Managers
- ▶ Social Media Postings
- ▶ Newsletters
- ▶ Response Rate



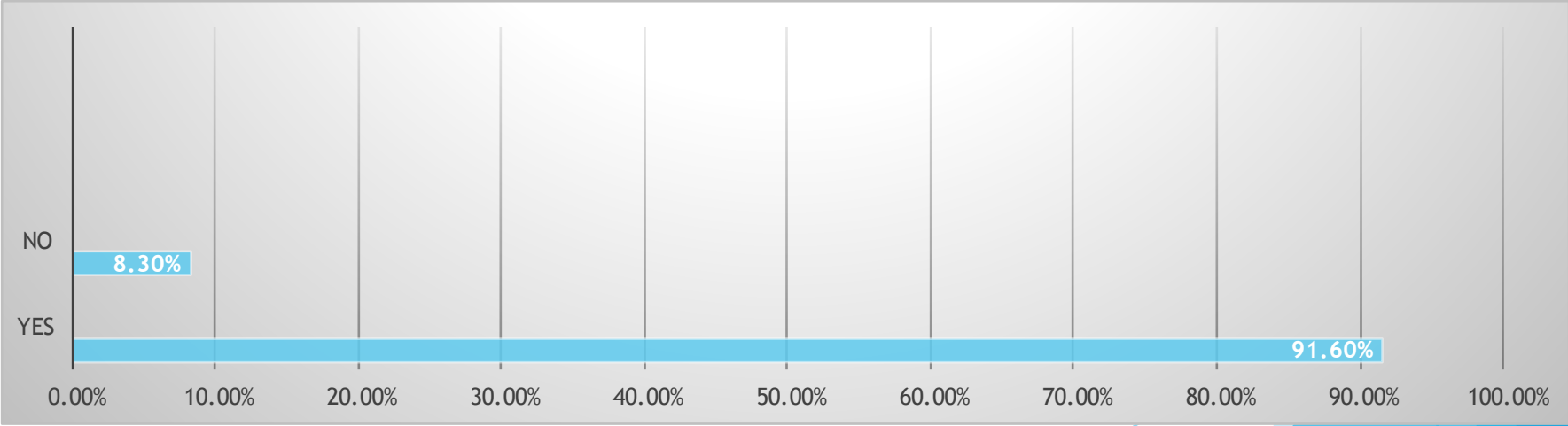
# Survey Facts

- ▶ 10 survey questions
- ▶ Consent and contact information
- ▶ Qualifying questions
- ▶ Most important to our research.....



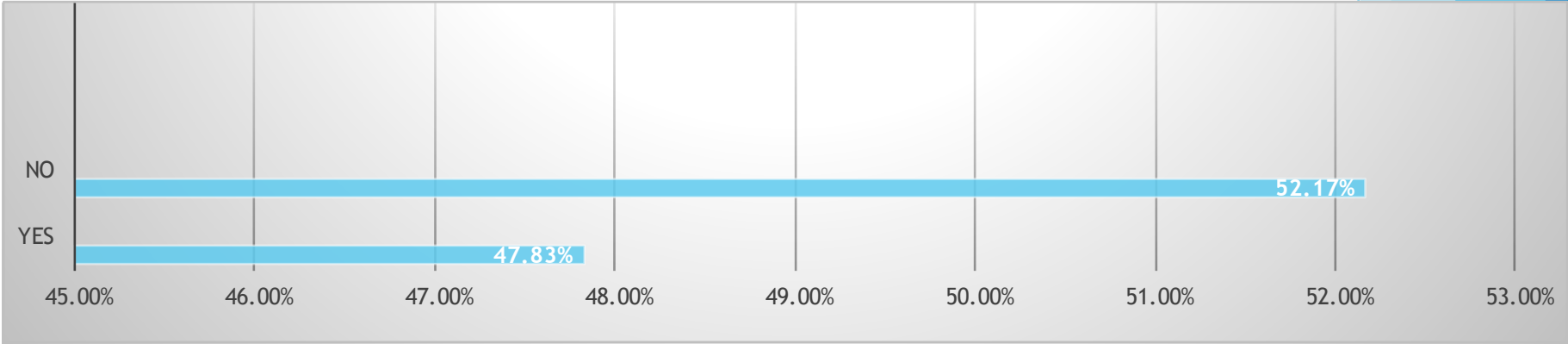
# Do you use Facebook as a marketing tool for your small business?

Study results show almost 92% of the businesses surveyed use Facebook as a marketing tool to advertise their business.



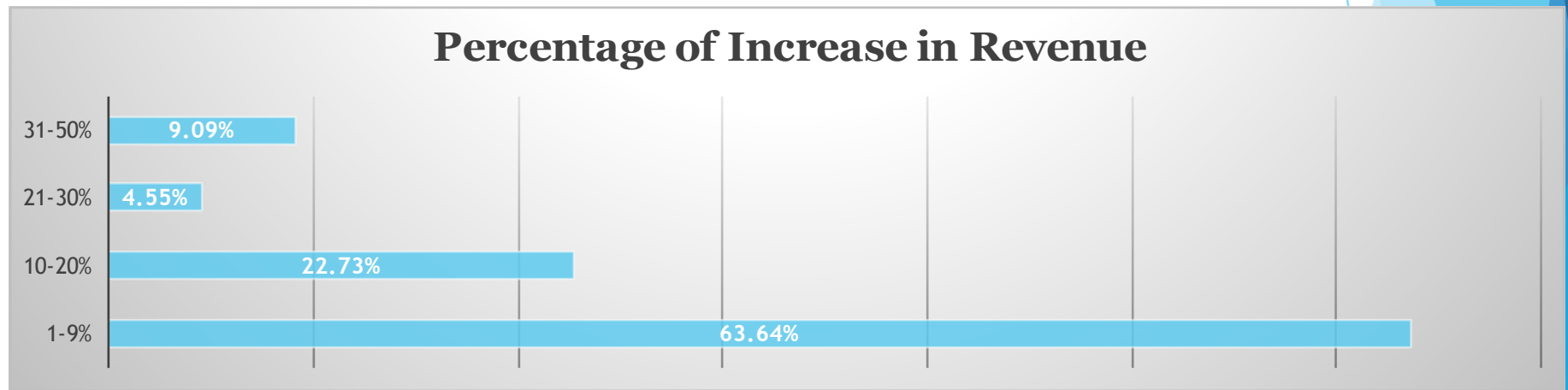
# Did your Facebook marketing increase your revenue?

Study results found that while 48% of businesses saw an increase in revenue; 52% of businesses did not see an increase.



# What percent of increase in revenue did your company realize from your Facebook marketing efforts?

Research found approximately 86% of those surveyed saw a 1-20% increase in their revenue by using Facebook. While about 14% saw more than a 20% increase.



# **In the last 12 months how much money have you spent on Marketing your small business on Facebook?**

- Average annual spending (\$500-\$1,000)
- \$6,000 annual budget yields 30% plus revenue
- Highest Facebook advertising budget \$15,000



# Results & Conclusions

- ▶ Increased revenue
- ▶ Respondents do employ Facebook advertising
- ▶ Cost of service
- ▶ Facebook platform
- ▶ Social media advertising use
- ▶ Public awareness



# QUESTIONS



# Thank You!

We would like to thank McHenry County College staff for their assistance, time and effort and the following in helping us complete the exciting URSP project.

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- ▶ Elizabeth Nelson, MA, MLIS – [Catalog & Collection Development Librarian](#)
- ▶ Evette D. Thompson, MA, CDF, CCC- [Coordinator Career Services](#)
- ▶ All the survey participants.

