

# FACEBOOK'S "Dislike": PRO DIGITAL MARKETING?

Facebook's "dislike" button will be out anytime soon. Find out how the social media titan came up with this trend and how it might affect digital marketers in the business.

## THE TRUTH ABOUT FACEBOOK IN BRAND INTERACTION:

There are over 500 million active users on Facebook every day



According to Pew Research

Facebook pages get 50 million likes daily.



According to Pew Research

1 out of 5 websites uses the "Like" button.



According to Pew Research

There are 74,200,000 Facebook pages.



According to Pew Research

19% of users un-liked or unfollowed a brand/product.

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According to Global Web Index

18% of users posted questions or comments on a company's Facebook page

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17% of users asked about a product they're interested in buying.

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11% of users posted negative comments about a brand/product.

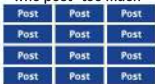
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## THE REASON BEHIND THE "DISLIKE" BUTTON FROM THE USERS' POINT OF VIEW:

Facebook friends who post "too much" about themselves.



According to Pew Research

Users who post photos without permission of the owner.



According to Pew Research

"Unlikeable" posts they see on the newsfeed.



According to Pew Research

Being forced by friends to share, like, or comment on their posts.

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According to Pew Research

Social activities they are not involved in.



According to Pew Research

Unwanted users who see their posts.



According to Pew Research

## HOW HELPFUL IS IT TO DIGITAL MARKETERS?

It can generate fresh topics



from different and intriguing angles.

It can give a business an idea how to bounce back.



It can challenge brands to come up with better posts.



It can provide better engagement.



It can establish better customer reach.



In the world of business, negative feedback does not mean the end of the world. We should all consider these responses as creative criticism, and look at it in a positive perspective to perform better. Are you ready to make your business likeable with Facebook's "dislike" button? Game on!