

# The Power of Going Local

## Not all Facebook® fans are created equally..



**Corporate Pages**  
(100,000+ fans)

vs

**Local Pages**  
(30-100 fans)



Fans

Corporate posts see more *total* likes + comments, but less per fan

because posts reach **only 5%** of fans...



...& only a fraction of those engage



**Engagement**  
(Photo Views, Video Plays, Link Clicks, Comments, Likes & Shares)

Local posts see



**5x** more % reach



&

**8x** more engagement  
(per fan reached)

than corporate pages



..... So what does it all mean? .....



x



Take the local reach, multiply by engagement...

&

it would take roughly



Corporate Fans

to equal the Power of



Local Fan