

6.9k Shares

3.2k

1.1k

774

567

348

196



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# Facebook to Overtake YouTube: 5 New Research Findings

By [Suzanne Delzio](#)

Published November 24, 2014



Do you want to know why it's important to maintain a Facebook presence?

Have you seen the latest research on Facebook?

Knowing how Facebook affects online marketing can improve your own efforts.

These five studies **reveal how Facebook impacts online marketing and why it's here to stay.**



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## #1: Facebook Drives Four Times More Traffic Than Competitors

According to October 2014's [Shareaholic Social Media Traffic Report](#), website analytics reveal that social referrals come from Facebook four times more frequently than its nearest competitor, Pinterest.

Take a look:

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A promotional banner for "THE SocialMedia Examiner SHOW". It features a hand holding a magnifying glass over a sign that says "Daily social media know-how". The background is dark purple with green foliage. Below the banner is a blue button that says "Join our LinkedIn group for social media marketers!" and a wooden sign that says "SOCIAL MEDIA MARKETING NETWORKING CLUB".

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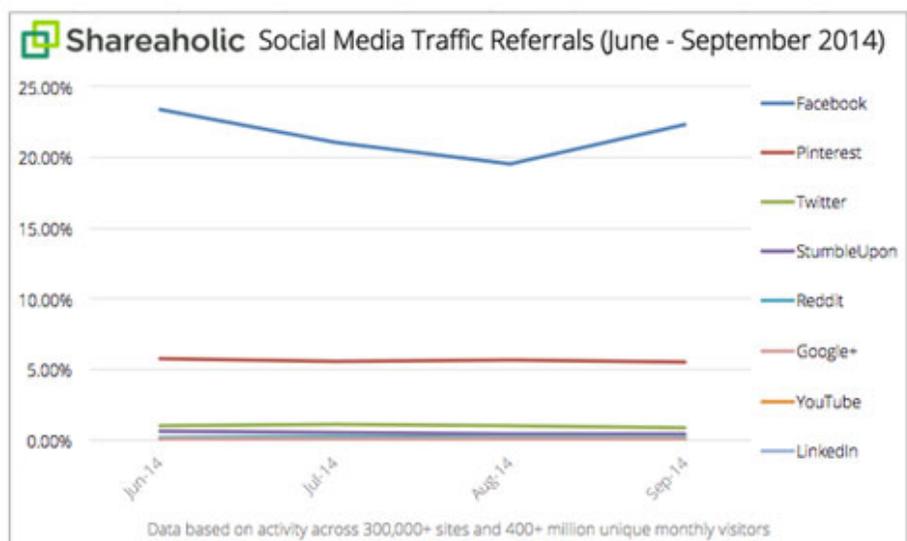
## Shareaholic Social Media Traffic Referrals

Source	Jun-14	Jul-14	Aug-14	Sep-14	Change from Jun'14-Sept'14	
Facebook	23.39%	21.05%	19.53%	22.36%	-4.41%	-1.03 pp
Pinterest	5.72%	5.58%	5.70%	5.52%	-3.53%	-0.20 pp
Twitter	1.03%	1.15%	0.99%	0.88%	-14.34%	-0.15 pp
StumbleUpon	0.60%	0.50%	0.42%	0.41%	-31.93%	-0.19 pp
Reddit	0.19%	0.23%	0.20%	0.18%	-4.54%	-0.01 pp
Google+	0.06%	0.05%	0.07%	0.07%	9.52%	0.01 pp
YouTube	0.06%	0.04%	0.04%	0.04%	-39.41%	-0.02 pp
LinkedIn	0.02%	0.02%	0.02%	0.04%	113.43%	0.02 pp

Despite the quarter's 4.41% drop, Facebook still drives 22.36% of referrals straight to websites. Its closest competitor, Pinterest, made up just 5.52% of social media referrals.

Shareaholic tracked the eight most popular social media networks. The chart below puts Facebook's dominance into relief in one glance.

Pinterest, Twitter, Tumblr, StumbleUpon, Reddit and YouTube all sent FEWER visitors to websites in Q3 than they did in Q2. In fact, proving its current influence, **Facebook's share of sending traffic to websites increased by 115% in just over a year.**



As of Q3 2014, Facebook is the biggest referrer of traffic to websites by a factor of five or more.



In fact, the difference between Facebook and its competitors is so dramatic that the study's authors term LinkedIn, Tumblr, StumbleUpon, Reddit and YouTube "forgettable" sources of traffic because they drive less than 1% of traffic to websites COMBINED. So much for those saying that Facebook is sunk without a teen audience.

Getting prospects to a website is one of the primary duties of social media. **Boosting lead generation using social media** enables companies to capture email addresses with "form-gated" content such as reports, ebooks and how-to guides that live on the website.

### **Key Takeaway**

Facebook's efforts to remain ubiquitous have paid off with fully measurable website traffic metrics that impress a company's bean counters, owners and marketing managers.

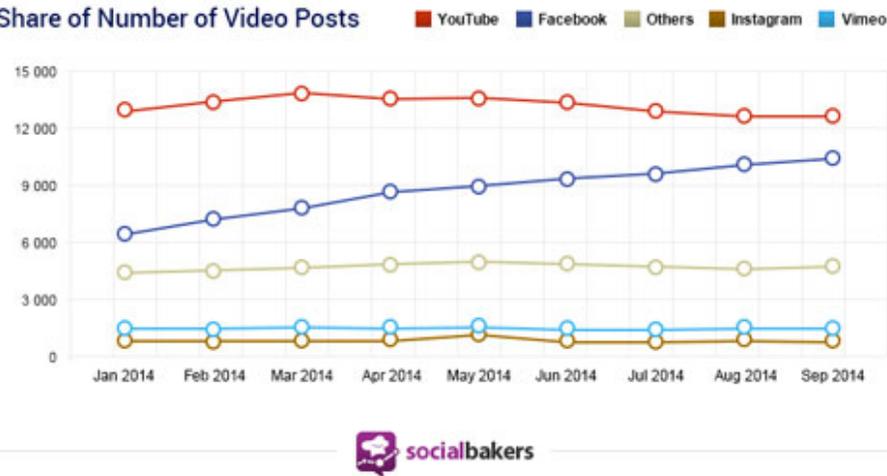
## **#2: Facebook Poised to Surpass YouTube in Direct Video Uploads**

In a **survey of 180,000 videos** across 20,000 Facebook pages, social media software and analytics company **Socialbakers** found that **content creators uploaded 50% more videos to Facebook directly in June 2014 than they did in January.**

The trend is positive enough for the study authors to predict that the number of videos uploaded directly to Facebook will surpass those uploaded directly to YouTube by the end of this year. Considering that YouTube exists as a video-sharing platform, those numbers have taken many by surprise.

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### Share of Number of Video Posts



A 50% increase in direct video uploads to Facebook reflects the fact that marketers are getting more engagement on Facebook than on YouTube.

The chart above shows that in January, direct video uploads to YouTube outnumbered those to Facebook by nearly 200%. Just six months later, however, Facebook had closed that gap to less than 15%, an amazingly rapid advance.

Why are content creators (business owners, marketers, non-profits and more) abandoning YouTube for Facebook? **Facebook consistently outperforms YouTube in getting views and engagement.**

If more individuals respond on Facebook, others at the top of the funnel will be more likely to engage as well. Social proof—whether it’s a line out the door at a bakery or likes, comments and shares on a platform—drives sales. Moreover, engagement serves as a key metric, demonstrating to stakeholders that social content is reaching and influencing the target audience.

Facebook executives haven’t missed this rapid shift. Clearly thrilled with the increase in direct video uploads over the first six months of 2014 (see their [announcement here](#)), they decided to fuel this trend by personalizing each news feed based on video-watching preferences.

Today, we are announcing an improvement to how we rank the videos people and Pages are uploading directly to Facebook. Our goal is to better understand what videos people are interested in watching, so that relevant videos appear more prominently in News Feed.

### **Improving Video Ranking**

The improvement we are making today considers whether someone has watched a video and for how long they watched it. We're adding that to the factors we considered previously, which included likes, comments and shares. This change will affect all videos uploaded directly to Facebook.

Facebook announced it would be personalizing video views in the news feed.

Those who watch videos regularly will see more at the top of their news feed. Those who skip the videos won't see as many because Facebook will move them down to the bottom of the feed.

### **Key Takeaways**

If you're going to upload a video to Facebook, research which of your previous videos and those of your competitors get the most views and likes. Facebook is watching your video's performance.

Consider including fun and entertaining components that have proven appeal to Facebook audiences.

Attend Largest Social Media Marketing Conference—in San Diego

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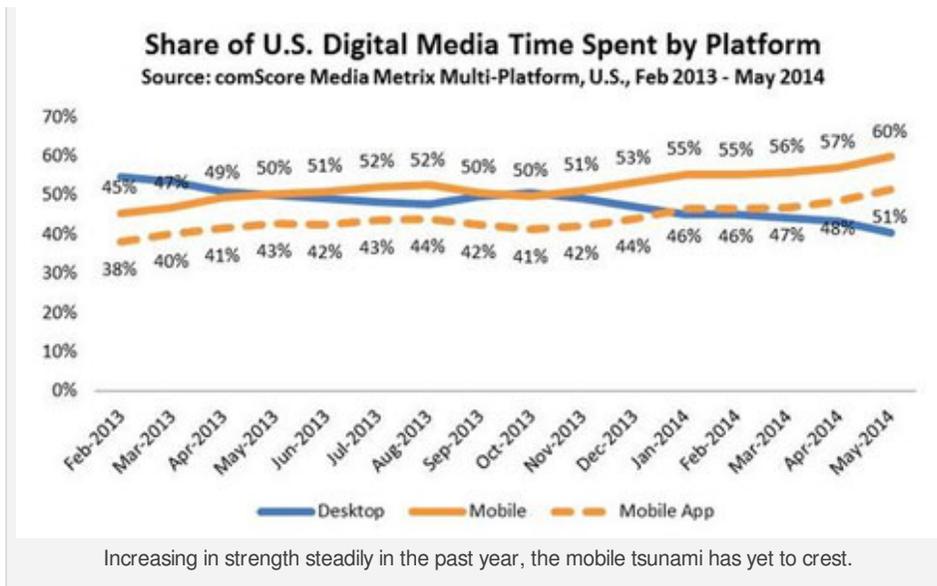
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The advertisement features a banner at the top with the text 'Attend Largest Social Media Marketing Conference—in San Diego'. Below the banner is a row of ten small portraits of diverse individuals. The central graphic is a large, stylized red and yellow logo for 'SOCIAL MEDIA MARKETING WORLD' set against a background of a beach scene with a sailboat, a city skyline, and a blue sky with clouds. At the bottom of the graphic is a blue button with a white play icon and the text 'CLICK HERE FOR DETAILS'. Below the button, it says 'Brought to you by Social Media Examiner'.

### #3: Facebook Most Popular Social Site on Mobile

Predicted for a long time, consumption of content on mobile has edged out that on desktops for overall time online, according to a [study conducted by comScore](#) conducted in May 2014. Smartphones and tablets combined now account for 60% of all time spent online.



In keeping with these findings, **consumers access their social media channels 71% of the time through mobile. Twenty-four percent of total social networking engagement occurs on Facebook**, making it the leading mobile social platform.

Rather than remaining satisfied with this current advantage, however, Facebook is devoting its significant resources into keeping and expanding it.

Facebook is aggressively taking steps to maintain its mobile appeal. First, in October 2014, Facebook finalized a deal to acquire the **number-one mobile messaging service**, WhatsApp.

### Top 10 most popular instant messaging apps in the world

Today Mobile Becomes The New Face Of Social !

**WhatsApp 1**

WhatsApp Messenger is a cross-platform mobile messaging app that allows users to exchange messages without having to pay for them.

On February 19, 2014, Facebook Inc. announced it was acquiring WhatsApp Inc for \$19 billion.

**450** million active monthly users

## VIDEO 2

It is a proprietary cross-platform instant messaging voice over Internet protocol application for smartphones.

On 14 February 2014, the company was acquired by Rakuten for \$900 million.

More than **300** million subscribers.



## WeChat 3



WeChat, the mobile messaging application released by China's Internet giant Tencent,

**450** million monthly active users.

## LINE 4

LINE is a Japanese proprietary application for instant messaging on smartphones and personal computers that allows users to make free voice calls and send free messages.

**350** million active users



## KakaoTalk 5



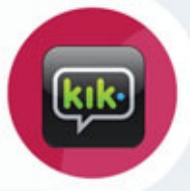
KakaoTalk is a multi-platform texting app created by South Korean team that allows iPhone, Android and Black Berry users to send and receive messages for free.

**100** million subscribers

## Kik 6

Kik Messenger is an instant messaging application for mobile devices. Kik Messenger was released on **October 19, 2010**, by Kik Interactive.

**130** million subscribers



## Tango 7



According to a US magazine, The Network Journal, Tango is a free video chat app that allows users to send texts, make video and phone calls, share photos and videos, etc.

It works seamlessly across all smartphones, tablets and PCs and requires no logins and passwords.

**190** million subscribers

## Nimbuzz 8

Nimbuzz is a proprietary cross-platform instant messaging aggregator for smartphones, tablets and personal computers developed by Nimbuzz B.V.

India had 25 million Nimbuzz users out of 100 million mobile Internet users.

claiming **150** million users



**Hike 9**  
 Hike is a communication app that offers both instant messaging and SMS under one roof, according to NDTV.com, an Indian TV network.  
 15 million users

**MessageMe 10**  
 MessageMe is a free smartphone messenger that offers the freedom and versatility to express users' own unique personality in every message.  
 5 million users

**"Messaging Apps Will Force Digital Platforms To Evolve"**

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A total of 450 million active users puts WhatsApp, the newest Facebook instant messaging property, far ahead of its closest competitor, Viber.

In the same month, Facebook updated both its iOS and Android apps with a new collage design that enlarges user photos that have received the most likes.

Taking a page from Snapchat and Instagram, without going the wholly **ephemeral route** Snapchat takes, Facebook is betting that a stronger emphasis on photos could make those two platforms less appealing. Look for more mobile-focused changes to come from Facebook!

### Key Takeaways

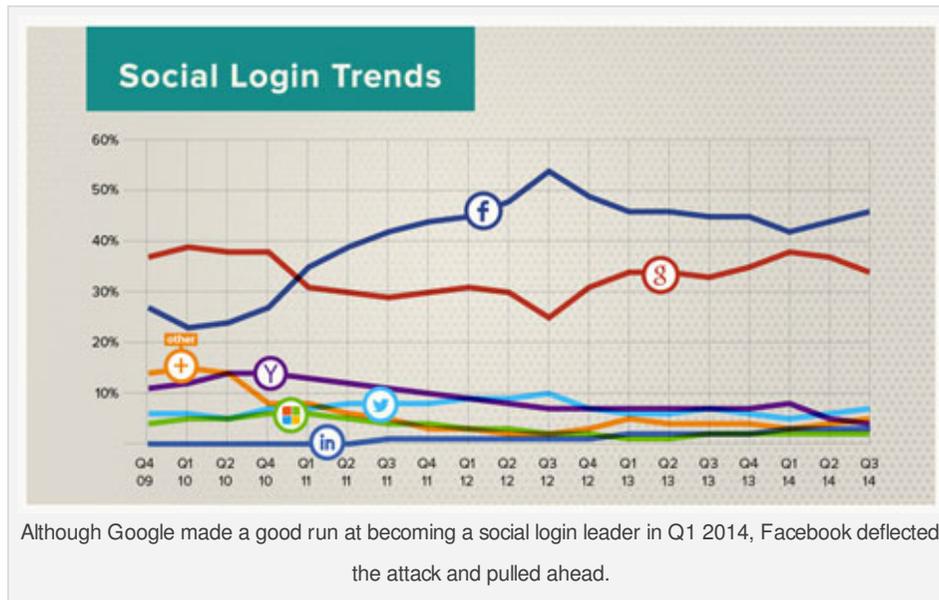
The trend toward consumption of content through mobile devices hasn't left Facebook behind.

Facebook will keep creating more mobile-friendly features to stay competitive with the newest platforms that appear regularly.

## #4: Facebook First for Social Logins

According to social registration tools creator Janrain's **Social Logins Trend for**

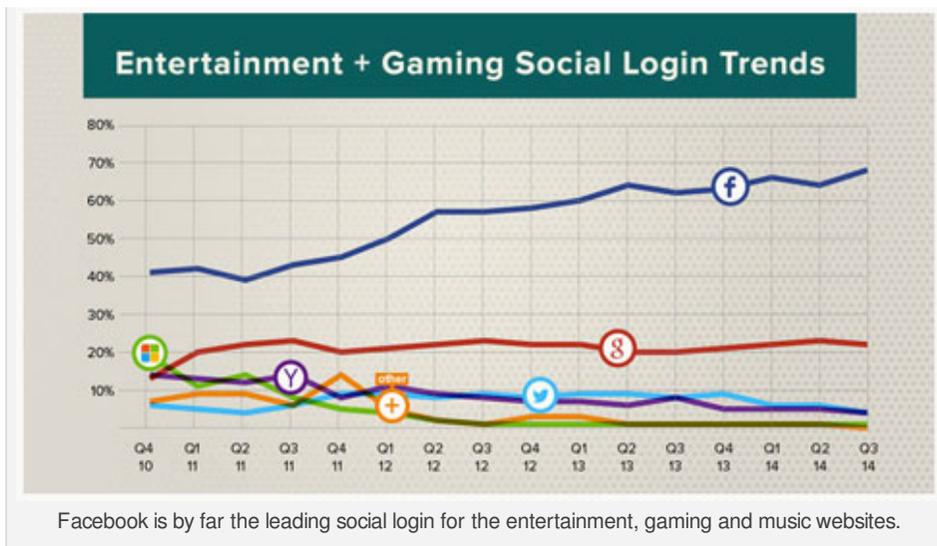
**Q3 2014, Facebook authenticated almost 50% of all social logins.** Considering the other 50% of logins came through five separate social networks (and the category “other,” for a total of six), it’s clear that Facebook is the social login leader by a long shot.



The convenience the social login—using consumer enjoys is more than matched by the benefits the website reaps when employing social media logins—making it too convenient for consumers to ever give up.

Consumers logging in with their social media identities are far less likely to abandon the registration process, allowing websites to gather more email addresses and increasing conversion rates. Neil Patel explains how to [increase your conversion rate with social logins](#) here.

The study authors at Janrain report that Facebook kept itself in front of consumers by convincing companies like Spotify and Pandora to utilize the Facebook social login. Conditioned on those music sites, consumers defaulted to Facebook social login on other sites as well.



The study authors at Janrain credit Facebook for maintaining market share by creating partnerships with content creators patronized by the 95 million-strong Millennial audience. They conclude that “Facebook’s value to consumers as a social login provider shows no signs of declining.”

### Key Takeaways

Facebook is adept at utilizing strategic partners to keep itself relevant and in front of consumers.

Facebook’s push to be the social login of choice in music, gaming and entertainment industries indicates its dedication to mobile—the platform entertainment consumers utilize most.

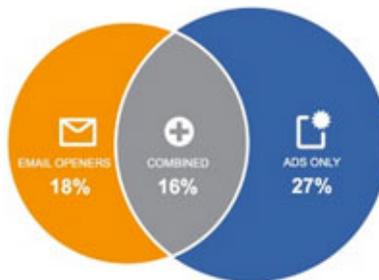
## #5: Facebook Ads Boost Email Offers

In October 2014, Facebook and partner [Salesforce Marketing Cloud](#) published the results of a [study](#) examining the effectiveness of email outreach alone versus email outreach combined with exposure to a Facebook ad. This study involved an undisclosed leading U.S. retailer that sent an offer to 565,000 recipients.

**Email subscribers who both opened their email AND were exposed to the Facebook ad were 22% more likely to make a purchase.**

## Here's what happened:

- 18% only opened emails
- 27% only saw Facebook ads
- 16% opened emails and were exposed to Facebook ads
- 38% did not see ads or open email



TEST GROUP: [Orange] OPENED EMAILS ONLY [Grey] SAW BOTH EMAILS & ADS [Blue] SAW FACEBOOK ADS ONLY

Results based on a retailer's study conducted over two weeks in April 2014, targeting 525,000 US email subscribers using Salesforce Marketing Cloud and Facebook Custom Audiences. Facebook Offline Conversion Measurement matched and correlated ad impressions to email engagement and transactions. Findings are observational.



One study reveals the Facebook ad as providing a significant boost to the email offer.

Considering that **the unnamed retailer also saw reach rise by 77% when utilizing the Facebook ad**, the combination of Facebook ad and email outreach proved arguably worthwhile.

Digital marketing companies constantly mix and remix cocktails of marketing tools to create the highest return. As reported in [eConsultancy's Email Marketing Consensus 2014](#), email marketing delivered the highest ROI yet again for the eighth year in a row when compared to PPC, search, social media, content marketing and mobile marketing.

### Key Takeaway

You can bet marketers are going to do what they can, including using a Facebook ad, to spur this consistent workhorse of email marketing even farther.

**What do you think? Will these statistics give you more firepower to convince a client or supervisor that Facebook, the 10-year-old “grandpa” of social media, can increase brand awareness, visibility, conversion and even email marketing return on investment well into 2015?** Leave your comments or questions in the box below!

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