



ONLY 1% OF FACEBOOK 'FANS' ENGAGE WITH BRANDS

An Australia-based marketing institute Ehrenberg-Bass Institute conducted a study about Facebook fans who were actually bothering to take part in conversation with brands. The study found that only one percent of Facebook fans engaged with brands. For this study researchers used one of Facebook's own metrics, People Talking About.

Read the full article here:

[Study: Only 1% of Facebook 'Fans' Engage With Brands](#)

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