

Facebook for Business

Facebook began in 2004 to help college students stay in contact with each other. In fact, you were required to have a legitimate college email address to even sign up. Now ~~F~~facebook has approximately 8,330,420 ~~US~~ English-speaking users in the United States, Canada, and Australia alone. You can set up pages for anything from your pet rabbit to your multi-billion ~~-~~dollar business.

Hosting a business page on Facebook is a great way to market a business. With ~~-~~the click of a mouse, a business can get in front of countless numbers of eyes. Hundreds of millions of people across the world have a Facebook account and spend a significant number of hours every month (even every day!) ~~!~~ on Facebook. Even though Facebook started out as a social network for college students, now ~~-~~the biggest group of users is thirty-five years and older.

Marketing on Facebook is ~~is~~ consequently ~~is~~ a simple way to get a business known. It is also a good way to popularize that business with potential customers. It is easy to flip through the TV channels or throw away your junk mail, ~~is~~ but an advertisement is harder to avoid when it is attached to the sides of Facebook profiles that people access every day.

Facebook ~~and~~ advertising helps a business become noticed by individuals

who are looking for the products or services that the business offers. It also allows a

business to easily communicate with potential customers or current clients to keep them updated on any specials or deals that the business is running, as well as- to keep them reminded of and in tune with that business. Facebook and businesses also work together to help business managers understand what possible clients are looking for, as well as to better associate with customers they are now serving or have served in the past.

Small businesses are especially reliant on Facebook advertising to get their names out to their communities. Status updates, newsfeeds, frequently refreshed content, and appropriate ads all work together with Facebook advertising to create strong business ties. Many businesses use Facebook as their only web base, rather than having to host their own website. Or their Facebook page can easily link to their main business website or vice versa.

Especially in today's struggling economy, Facebook advertising has provided businesses with a cheap yet extremely efficient way to advertise. Often, advertising on Facebook nets more results than many other forms of marketing.

Now that Facebook is easily viewable on cell phones, Facebook advertising is even more notable. Facebook mobile users generate twice as much activity on their accounts, and about two hundred~~200~~ million users use Facebook on their phones every day. Consequently, it is extremely easy to get businesses noticed by hundreds of thousands of people each hour.

Through analyzing this vast number of individuals who~~how~~ make up Facebook and how they respond to advertising on Facebook, it is possible to ascertain the ~~-~~dynamics of social networking. We can then apply this to global marketing. By ~~-~~understanding how people process information, it is possible to greatly improve ~~-~~business and learning.