

Facebook for Business

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

Hosting a business on Facebook is a great way to market a business. With a click of the mouse, a business can come up in view 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 consequently 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 directly throw away your junk mail. But it is harder to avoid when an advertisement is attached to the sides of Facebook profiles which people access every day.

Facebook ~~and~~ advertising helps a business to be noticed by individuals who are looking for the products or services a business offers. It also allows a business

to easily join with potential customers or current clients to keep them updated on any specials or deals they are running, as well as to keep them reminded of and ~~intune-in~~ tune with a 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 relying on Facebook advertising to get their names out to their communities. ~~Statuses~~ Status updates, newsfeeds, frequently refreshed content, and appropriate ~~adds~~ ads all work together with Facebook ~~and~~ advertising to create strong business ties. Many businesses use only Facebook as their web base, rather than having to host their own website. Or their Facebook page can easily link to their main business website or ~~visa-versa~~ 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 ~~200-million~~ two hundred million users use Facebook on

their phones every day. Consequently, it is extremely easy to get businesses noted by hundreds of thousands of people each hour.

Through analyzing this vast number of individuals ~~how~~ who 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.