

# FACEBOOK MARKETING



# Chapter 1: Intro to Facebook Marketing

## Why Market on Facebook?

One could argue that there has truly never been anything like Facebook. The undeniable king of social networks took the web by storm several years ago and has since become a household name. Almost everyone has a Facebook account (and about 3/4 of all U.S. adults check it regularly). There is simply no other platform so consistently and universally used all around the globe.

For many businesses and organizations, their Facebook presence has replaced their actual website (at least in importance) because people are more likely to interact and receive updates there. Is there a blackout in your city or an emergency in your local area? There's a good chance the power company or news agencies will be posting updates on Facebook more quickly and consistently than their own websites. Why? Because *that's* where everybody is. And you *need* to be where your audience is.

Facebook has done an excellent job of developing an environment where people stay inside the platform. Although links to the outside are easy to create, it's now just as easy and perhaps more beneficial to keep things *inside* Facebook. For example, until a couple years ago, most people who wanted to share videos did so by linking to a Youtube video. Today, however, Facebook has made it both quick and easy to upload videos *within* the platform and has even made it the best option by allowing Facebook videos to autoplay as people are scrolling through their newsfeeds, making this option the most beneficial for people doing the sharing and