



FACEBOOK MARKETING

Facebook: The World's Largest Networking Platform

When Facebook came into existence, no one predicted that it would gain the kind of momentum that it has today. Considered as a chat tool like MySpace, the platform it seemed would be lost in oblivion like other similar tools, at least that's what many businesses thought.

But it stayed.

Studies reveal that today, Facebook is one of the top three drivers of Return on Investment among all social networking sites. Relying on its users' data (who share the same in the form of their interests, personal profile and more), Facebook has created a virtual world of its own. With more than 2 billion users, Facebook now has more members than the population of the U.S., China and Brazil combined together.

Ever wondered how it grew so big? It fulfilled a strong need in the lives of nearly a billion people - the need to connect to others anywhere, anytime.

Facebook for Businesses: Unlike Any Other Marketing Platform

Facebook's algorithm and data sense are exceptional. Resultantly, it offers better opportunities to businesses to create rich social experiences, build lasting relationships and amplify word-of-mouth marketing.

The best thing about Facebook is that you can always build a decent audience on your page no matter what scale your business operates on. Whether you are an entrepreneur or a freelance photographer, a small business owner or a business giant, you can advertise on Facebook with your budget and get valuable returns.

Here are some of the unique benefits that Facebook offers to businesses and marketers:

Facebook allows businesses to go for the most detailed targeting that they can possibly think of.

Be it creating awareness or pitching for final conversion, the advertising platform is fit for accomplishing all kinds of business objectives.

Its interface for businesses (Business Manager) is user-friendly.

Its analytics interface lets you integrate your website audience's data with the platform data, thereby providing you insights on when and

where your audience is spending its time.

Tap into the Power of Facebook with Data-Driven Marketing

If Facebook is user-friendly and within everyone's reach, why do businesses still struggle to tap into its full potential? Well, it's because most businesses ignore data while setting up a marketing plan for Facebook. With zillions of conversations going on at the same time, an attempt by businesses to be a part of it can be overwhelming, especially when it's done on a whim.

If you think of brands like eBay, Nike, Nykaa or others, you will realize that a common thing that gives them an edge over their competitors is data-driven marketing strategy. Taking a data-centric approach helps you achieve your marketing goals - and in a calculated manner at that.

Here are a few questions that you should ask for creating a powerful marketing strategy: