Facebook Marketing - How it Works by James Gini

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Facebook is a now essential tool in brand and services marketing today. The main attraction for employing a Facebook marketing strategy is

a)- the massive amount of users. To date there are over 800 million users across the world.

b)- the fact that advertising or marketing within Facebook can be free! Paid for banner advertisements and key product placement strategies will cost you, however the making of fan pages and application software is free and can lead to very profitable results.

How Does Facebook Marketing Work

As mentioned earlier, two of the main marketing strategies on Facebook are free.

Firstly, Facebook fan pages are pages that contain information and social networking opportunities for their fans. Users become fans by liking the page, and the more likes a page has, the more popular it is.

By becoming a fan you invite the newsfeed of the fan page into your own newsfeed. If you write or contribute to any discussion on the fan page your networks will be alerted to this fact and may indeed click on the link and end up joining the page themselves! This is what fan pages thrive on, they need fan interaction to spread the word about their page so it is essential that their page is able to draw in the masses. These include:

keeping content fresh and updated.

encouraging discussion and fan interaction.

not bombarding fans with links, slogans and one-way advertising.

providing incentives such as competitions, rewards and discounts with your brand.

being positive and responding to fans feedback/ questions.

Facebook apps are another example of Facebook Advertising potential. By designing an app that corresponds with your company awareness you can provide substantial promotion.

Another way of generating revenue within the app sphere is through in-app advertising. This involves advertisers paying your app for advertising space only within your app. This is advantageous to both your company and the advertisers as they are able to target a more specific audience

The Future for Facebook Marketing

The future of Facebook marketing lies within the rise of the social network. A concept that seems to be gaining speed and popularity, one that businesses are wise to get involved with.

The 800 million strong community of Facebook international suggests the phenomenal power of Facebook marketing, harnessing some of this audience will do wonders for your awareness and as

its free you haven't got anything to loose.

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Author is an expert in Web marketing strategies and will helps you to know what a seo marketing strategies to follow for Google and learn skills necessary to market on other sites like a Twitter Marketing and a YouTube Marketing .

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