Reasons Companies Might Pay for Facebook Fans by Tracy Narvaez

Article published on March 1st 2012 | Technology

Social networking sites are very popular for business use. Businesses are understanding the importance of a strong social presence, and some see fit to buy fans. Maybe the fanpage was started late compared to the competition, or maybe the social profile needs a boost to give a good impression. There are plenty of reasons a company may buy Facebook fans.

Some businesses specialize in turning a profit off selling fans to other companies who need them. The fans in question are a mix of genuine users and ghost accounts, though some purists will cleanse a list of fans to ensure they are real users and not empty profiles.

Some social media marketers have a hard time with the notion of buying fans. Because the medium is based off organic growth and buying fans is not considered organic growth, there are only a small percentage of real marketers who consider this a viable strategy. However if the system did not work, it would not exist and be successful as it is today.

Countries around the world use Facebook for a variety of reasons. The user base for this social platform is unbelievably diverse and contains individuals from every conceivable walk of life. Old and young, people flock to the site to socialize and interact, to be entertained and to keep on top of the latest news.

We've seen a boom in social networking over the past few years. Beginning with chat systems and escalating to entire networks with profiles displaying personal information and compiling common interests, strangers have started talking to each other around the world. Sometimes it's as simple as liking the same game, and sometimes it's something bigger, but users are being brought together on a daily basis and sharing more information now than ever before.

Fan pages are used by most businesses to keep in touch with and learn about their target market. Sometimes the business owns and manages the page themselves, and sometimes the page is run by a true fan who has no connection to the business aside from their appreciation of it. There may be goals associated with running a fanpage, like distributing information or gathering intel on a user base.

Sharing across social networks is a streamlined process in many cases, particularly these days. Subscriptions to automating services can be purchased and used to link accounts in order to automatically update all networks across the board with one common message. It can take as little as one minute to update multiple sites and channels with the same information.

To buy Facebook fans without a goal in mind would be a waste of money, so having a reason for doing so is vital to seeing success. Goals that would support the purchase of fans include raising the profile of an unknown business, utilizing the social proof that takes place when a non-fan sees that a friend is a fan of something they may life, or to show a business's intention of being involved with their community. Whatever the reason, many companies will try purchasing fans to see what effect it has on their reputation.

Article Source:
http://www.articleside.com/technology-articles/reasons-companies-might-pay-for-facebook-fans.htm
- Article Side

Tracy Narvaez - About Author:
You will find details about the advantages you get when you a buy global Facebook fans and a brief summary of the reasons why you should a buy Facebook Fans from a reliable supplier, today.

Article Keywords:
Buy Facebook Fans , Buy Global Facebook Fans

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!