What is Facebook?

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Facebook is probably the most famous of all the social networking websites and it is useful for companies that want to increase their on-line marketing.

Facebook is an incredible website wouldn't you say? Who hasn't heard of Facebook before? With over 600 million active accounts at the time of this writing we can guess that there are not many people out there who don't at least know what Facebook is. Knowing that there are over 600 million accounts just proves that there is an incredible opportunity to grow your business there. There has to be somebody on Facebook who is looking for what you have to offer and chances are there are several of them. So the question is how can you get Facebook working for you in terms of growing your business?

Individuals can set up what is called a Facebook Profile but companies, according to Facebook, must set up Facebook Pages, which can be viewed by anyone. If you want to keep your business secret, do not put it on Facebook Pages. Of course, together with Twitter, the whole idea of Facebook for on-line marketing is to build up a network of potential clients or customers.

If you want to set up a Facebook account as an individual then you will set up a Facebook Profile. With a Facebook Profile you can invite people to become your Facebook friends. At the time of writing, Facebook is planning to clearout all Profiles that do not represent a single individual.

If you are happy with your website and your search engine optimisation, then to help with your search engine marketing it is a good idea to consider setting up a Facebook Page. Facebook Pages can be for individuals such as actors, writers and filmmakers, but Facebook Pages are really designed for promoting companies and products.

A Facebook Page offers an ideal platform for a promotions campaign as part of an on-line marketing strategy. The Facebook Pages are entirely available to the public and can be viewed by people without logging into Facebook.

Apart from setting up a Facebook Profile as an individual and Facebook Pages as a company or organisation, you can also promote your on-line Facebook marketing campaign with a Facebook Group. Facebook Groups and Facebook Pages are now fairly similar although the idea of Facebook Groups is that people belonging to the Facebook Group can have fairly deep and meaningful discussions.

Facebook Groups require hands-on attention, so if Facebook marketing is just one of your on-line marketing strategies, then Facebook Pages is by far the best route for promoting a company or announcing a new product launch.

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If you aren't leveraging the power of Facebook you are basically leaving money on the table. You can easily gain hundreds of followers in a very short period of time which could bring in some good business for you and your company. For that reason, you should collect many a funny facebook statuses or a funny statuses.

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