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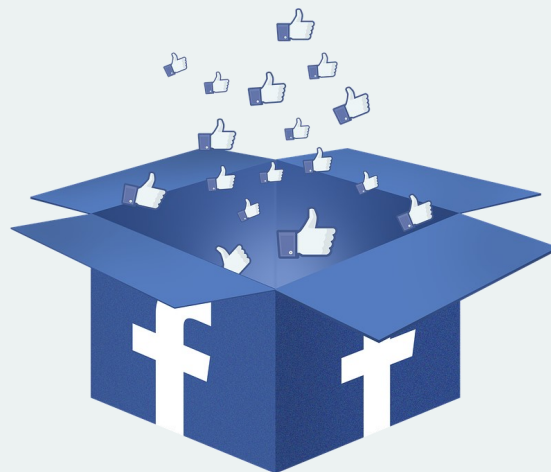
N G E

Stage 2

Facebook Marketing

## Why you should use Facebook for marketing

Facebook has nearly 2 billion daily active users, making it the most popular social media platform worldwide. With over 35% of the world's population using Facebook, it is a great platform for using targeted advertising. Facebook's algorithm has over 5000 interest points per person, making it easy to target the right people. It has some great tools and features dedicated to businesses which are constantly being developed. In 2020, Facebook generated close to \$84.2 billion from ads, making up the lion's share of its overall revenue.



## Groups and Pages

If you have a product in mind, join some local groups to get feedback and insight from your target demographic. They can provide helpful feedback on the product, and it will help build up interest. You can also set up a Facebook page for free, and it's a great advertising tool to showcase your products. You can also tie this in with a Facebook shop on the site. This means no redirects for interested customers allowing them to purchase without leaving the platform. It also adds credibility.



## Marketing Tools

Facebook advertising has some incredible marketing tools. There is a lot on offer, and it can be daunting at first. It can also be lengthy progress to set up. Change has a digital curriculum training section which has a step by step guide on how to set this up and scale it up over time using Facebook's ad manager tool. Further training is available, and you can also get 1-2-1 advice from Change's experts.



## Should I start a New Account?

One of the most popular questions about Facebook is should I use my personal account or make a new account? When you set up a new account, bots will restrict your account as soon as you try to set up any marketing tools. Running ads and setting up pages on Facebook are all private, so nobody will see what you're busy doing unless you feel like you want to share it on your personal feed.



## Facebook Marketing

This E-Book provides a brief overview of the benefits of marketing and advertising using the Facebook social media platform. A giant within the industry, Facebook has been proven to boost exposure and sales.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

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