



## Article Side

Marketing with Facebook - the power of Facebook for online marketing by [James Blunt](#)

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It's probably a reasonable assumption that most Internet marketers now recognize the potential and power of marketing with Facebook, even if they are not currently using it. Why not many of them using if it is so powerful? Well, there are several reasons, but two most common are these online retailers are already having success with other methods. The common reason is that many others simply do not know how.

There are several ways to use Facebook for marketing online. Some of the methods you have to pay and others are free. Either way, these methods allow you to really harness the power of Facebook. Take, for example: "I love Facebook"

"He likes" are the new "links". In other words, before the advent and evolution of Facebook, Internet marketers promoted links with the hope that visitors click on these links and have the pages of the internet marketers' desired site or sites. Now do not get me wrong, of course, Internet marketers still promote linkages and will continue for long. However, there are 500 million pound gorilla in the room now called Facebook and "like Facebook" is the new big in online marketing.

To harness the power of Facebook marketing, wants three things to be in place - ads, apps (applications) and analysis. This means that ads to drive traffic, boost applications for compromise whereby users have to do something like "share" or "similar" to what appears on their user channels instead of only being sent to a page destination, and last but not least, analysis to find out what is working.

Basically, you can use advertising to communicate messages. For example, think of an ad like: "Come eat at Pizza Joe!" That is not so powerful as to be able to say, "Hey Here's a coupon for 20% to you if you" share "this with three people." Then below that ad that says: "Abby" likes "this." I'm sure you've seen in ads where it says "so and so" likes "this."

Think of Facebook as if you were out with friends in the school cafeteria. How do you decide what is fashionable or what to do? Most of the time makes you want to do what the cool kids. The beauty is that Facebook - which now has about 500 million active users - is able to present the relations that previously could not see. Say you have a fan page with 1000 fans. You can post ads to display messages to all friends of the fans. That's huge when you take into consideration that the average Facebook user has about 130 friends and the average user who "likes" something has about 310 Facebook friends.

It's like they say in marketing offline, the scope of each person is more or less say that 10 people on a personal level and then reach secondary is about 100 people. In essence, the concept of six degrees of separation, but with Facebook you only need two degrees, as everything online is amplified. There are some brands that maybe Facebook has only 100 thousand fans, but then when you look at their disposal, is about 30 million people. What this means is that they have the ability to send individual messages to each of the 30 million users, where it says "so and so" likes "this."

You can see the power of marketing with Facebook using this method and if it is not used for marketing efforts, you have to say that you should at least consider, as it could become an important means for the results of their projects business - and offline - to grow.

What if you can not get your website traffic?

I know how difficult it can be to get traffic to your site, especially if you are fairly new to the game online. If you really want to generate traffic, you need to learn a unique method that works surprisingly well.

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