

## PRAISE FOR FACEBOOK PLACES



Declan Kennedy of Dublin-based BetaPond suggests small firms have much to gain using Facebook's geolocation tool "places" as it continues to emerge as a marketing technique to drive customer traffic and loyalty. BetaPond has released the first Facebook Places platform targeted at the UK tourist market. "Facebook is the new web from where we're standing and we're part of that ecosystem. Hundreds of web companies are being built on Facebook's ecosystem and that's where quite a few bets on future services, technologies and business models are being made," says Kennedy.

<https://blog.granted.com/>