

---

## UTILIZE FACEBOOK IN YOUR MARKETING APPROACH AND REAP THE REWARDS



Most CMOs fail to see the potential of using Facebook as a viable business-building tool, but instead approaching it as an experimental ad platform. This is wasteful and has prevented them from making the most of this potential goldmine. To capitalize on this site, one must first look at the Facebook referral traffic to their site. For example, almost 8% of Amazon's traffic in October '10 came from Facebook referrals, 3 times more than 2009. CMOs rely too much on traditional media channels for marketing and should give social networks a chance. Read the full article here: [Facebook Marketing: The Four Biggest Blunders Hurting Your Brand](#)

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