

ADVERTISERS ON FACEBOOK NOT WILLING TO PAY UP



Some of the top-notch brands on the market like using Facebook for advertising purposes yet do not want to pay to have their advertisements displayed on the Facebook website.

Ford is just one of the many top name brands that have been willing to spend millions of dollars on advertisements but not so willing to spend money for advertisement on the social networking website. In fact, the Ford Company spent more than \$90 million dollars on advertisements for the updated version of the Ford Focus but spent none of those dollars for advertisement on Facebook.

Facebook is worth several billion dollars, which would make it a good place to put an advertisement for the world to see. In fact, the social networking site has over 750 million users worldwide. Displaying advertisements on this website could help companies sell more of their products.

Facebook has made over a billion dollars in less than a year from ad revenue. However, while the website is making money off advertisement revenue, most of the companies and businesses who do choose to display their advertisements on Facebook are actually small businesses and not the top brand name companies that one would be expecting to see.

One of the main reasons why some of the top name brand companies are not displaying advertisements on the website is because they have found a free way to advertise for their company without having to spend a cent. Companies can create their very own fan page on the social networking site, which would enable fans and users of the products to "like" the page and find out more information about deals, advertisements, and special sales that the companies may have. This is a great way for brand name companies to advertise on a popular social networking website without having to put out millions of dollars for ad space.

The Ford Company found a way to advertise on various sites while still saving money. The company first introduced Doug to the world. Doug is basically a sock puppet and he is now the mascot for Ford. After introducing Doug, Ford made a special fan page on Facebook for the lovable little mascot. In the meantime, the company paid for advertisements on other websites, which included Yahoo and Google. The advertisements on these websites were promoting Doug's Facebook page and would basically tell the consumers who were viewing the advertisements to check out his page on Facebook to find out all of the answers to questions that they may have about Ford products.

Other brand name companies also seem to be taking advantage of the free Facebook fan pages for their companies instead of paying millions of dollars to advertise on the social networking site. This form of advertisement seems to be working for the companies and Facebook is still bringing in money from other advertisement revenue. It seems to be a win-win situation for all companies involved.