

## FACEBOOK ADVERTISEMENTS



The popular social networking site, Facebook, would like to have the support of some of the popular brands. The website is hoping that these popular, well-known brands will begin to advertise on the social networking website, which has ranked at number one on the list of the top five social networking platforms. Facebook wants to work with these popular brand marketers. These popular brand marketers are known for their ability to advertise on the Internet as well as the television and in magazines and other forms of print advertisements.

The ad chief for Facebook, David Fischer, believes that business have a great opportunity on their hands. In a world where so many people own a computer and stay connected with the Internet, this is a great opportunity for businesses to advertise, especially on popular websites like Facebook. There are hundred of millions of people who use Facebook regularly. Advertising on the social networking site would be beneficial for businesses because there are so many users who would see the advertisements on a regular basis.

This also gives businesses an opportunity to connect with the consumer instead of just displaying an ad. Creative advertisements can be targeted for Facebook users that fit a specific criteria. This is a great way for businesses to grow and expand while receiving more attention from consumers all over the world.

Marketing has always played an important role for businesses. One way that marketing was once used was on billboards. While billboards are still used to this day, advertising on social networking sites has increased in popularity and is a fantastic way for marketers to advertise for certain companies and businesses.

Facebook will be creating new features that are more advertisement-friendly for marketers and the businesses that choose to advertise on the popular social networking website. A new advertisement unit will be designed which allows users to actually interact with the advertisement and get a better feel for what is actually being advertised. Brands and businesses will be able to tell their story to the consumer which will, in fact, help the businesses receive more attention from consumers.

Many businesses are advertising with Facebook through apps. This is great because the advertisements reach the consumer and the consumer talks about the product to their friends. With any product, the business hopes that positive things will be spread from one person to another. And with social networking sites such as Facebook available to advertisers, the word about the product and the business can be spread from one person to hundred with a simple status update.

It is a great time for advertising especially since the world has become so intrigued by social networking sites. Consumers who visit these websites religiously will notice these advertisements which gives businesses a better shot at success.