



About Facebook Advertising

You have probably heard about the social network website called Facebook. It is one of the most popular social networking websites on the world wide web today. Businesses and organizations, amongst various others, have seen the extreme popularity of Facebook as a great business move that they should capitalize on. Facebook has more than two hundred million active members as of today, and the popularity of Facebook continues to grow on a daily basis. For this reason alone, it is no wonder that advertising on Facebook became popular. If you are looking to advertise on the Facebook website, then here is everything you need to know.

Advertising on Facebook:

Advertising on Facebook is a brilliant idea, and it is an exceptional business move for any business to make. Where else can you reach two hundred million individuals? The only answer to that question is Facebook. You can reach two hundred thousands individuals on Facebook with your advertisement. Advertising with Facebook is easy, and because of the increased interest in advertising on Facebook, Facebook created an advertising option. Here is how it works:

- You can reach an audience of over two hundred million individuals all over the world.
- With your advertisement, you can attach social actions, which means that the users who view your advertisement will be users that the advertisement would be most relevant to.
- You can create a demand for your product.
- You can easily and quickly create your Facebook advertisement with the ad creator.
- With the ad creator you can create text and image ads.
- You can advertise on your own website or advertise on the Facebook website.
- You can select a pay per click advertisement or an impression advertisement
- You can watch the progress of your advertisement through advertisement statistics.
- Edit and modify your advertisement to increase your success.

Your Facebook Advertisement:

Here are some things you will need for your Facebook advertisement

- Decide whether you want to advertise on your own website or on the Facebook website. You will need to have the link for the page you would like to advertise on.
- Prepare the text for your advertisement. Your advertisement title can be a maximum of twenty five characters and your body can be a maximum of one hundred thirty five characters.
- Select a photo that you would like to upload and use for your advertisement. Make sure the photo is relevant to your advertisement and that it is appropriate. The image will be resized to 110px in width and 80px high.

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Advertise for your Business on Facebook by Updating your Status

Becoming a member of the Facebook website and creating a profile for your business is just the beginning of how Facebook can be extremely helpful to your business. With Facebook, businesses have been able to spread the word of their business to an enormous amount of people world wide, gain new business, grow their business, and expand their business. The Facebook community is the ultimate community to advertise to seeing as how there are more than two hundred million active Facebook members today and counting. One of the easiest ways to promote and advertise your business is through your Facebook status.