

Facebook for Business

Facebook began in 2004 to help college students stay in contact with each other. In fact, you were required to have a legitimate college email address to even sign up. Now ~~F~~facebook has ~~about~~~~approximately~~ 8,330,420 ~~US~~ English-speaking users in the United States, Canada, and Australia alone. You can set up pages for anything from your pet rabbit to your multi-billion-dollar business.

Hosting a business page on Facebook is a great way to market a business. With the click of a mouse, a business can get in front of countless numbers of eyes. Hundreds of millions of people across the world have a Facebook account and spend a significant number of hours every month (even every day!) ~~!~~ on Facebook. Even though Facebook started out as a social network for college students, now the biggest group of users is thirty-five years and older.

Marketing on Facebook is ~~consequently~~ a simple way to get a business known. It is also a good way to popularize that business with potential customers. It is easy to flip through ~~the~~ TV channels or throw away your junk mail. But an advertisement is harder to avoid when it is attached to the sides of Facebook profiles that people access every day.

Facebook and advertising ~~helps~~ a business become noticed by individuals who are looking for the products or services that the business offers. It also allows

Commented [A1]: I deleted 'US', as it is repetitive.

Commented [A2]: I removed "consequently," which was unnecessary in this context (word choice/grammar).

Commented [A3]: "popularize" may sound less natural than "promote," but since it's not an error, no edit was made.

Commented [A4]: I removed "the" before "TV channels" for idiomatic correctness.

Commented [A5]: Please confirm if the intended meaning is "Facebook advertising" instead of "Facebook and advertising."

Commented [A6]: I corrected the subject-verb agreement.

a business to easily communicate with potential customers or current clients to

keep them updated on any specials or deals that the business ~~is~~are running, as

well as to keep them reminded of and in tune with that business. Facebook and

businesses also work together to help business managers understand what

possible clients are looking for, as well as to better associate with customers they

are now serving or have served in the past.

Commented [A7]: "as well as" connecting two elements of equal importance requires no comma.

Commented [A8]: "possible clients" could be refined to "potential clients," but since it's not a grammar or spelling issue, it's left unchanged.

Small businesses are especially reliant on Facebook advertising to get their

names out to their communities. Status updates, newsfeeds, frequently

refreshed content, and appropriate ads all work together with Facebook

advertising to create strong business ties. Many businesses use Facebook as their

only web base, rather than having to host their own website. Or their Facebook

page can easily link to their main business website or ~~vice~~sa versa.

Commented [A9]: 'rather than' used as correlative conjunction requires no comma).

Especially in today's struggling economy, Facebook advertising has

provided businesses with a cheap yet extremely efficient way to advertise. Often,

advertising on Facebook nets more results ~~than~~ many other forms of marketing.

Now that Facebook is easily viewable on cell phones, Facebook advertising

is even more notable. Facebook mobile users generate twice as much activity on

their accounts, and about 200 million users use Facebook on their phones every

day. Consequently, it is extremely easy to get businesses noticed by hundreds of thousands of people each hour.

Through analyzing this vast number of individuals ~~who~~^{how} make up Facebook and how they respond to advertising on Facebook, it is possible to ascertain the dynamics of social networking. We can then apply this to global marketing. By understanding how people process information, it is possible to greatly improve business and learning.

Commented [A10]: This phrase is grammatically correct but slightly awkward. CMOS typically prefers 'by analyzing'. Since this falls under stylistic choice (not grammar), I didn't change it, but you may want to revise for smoother readability.

Commented [A11]: This phrase is vague. Consider clarifying what aspect of *learning* is meant (e.g., consumer learning, organizational learning, education).