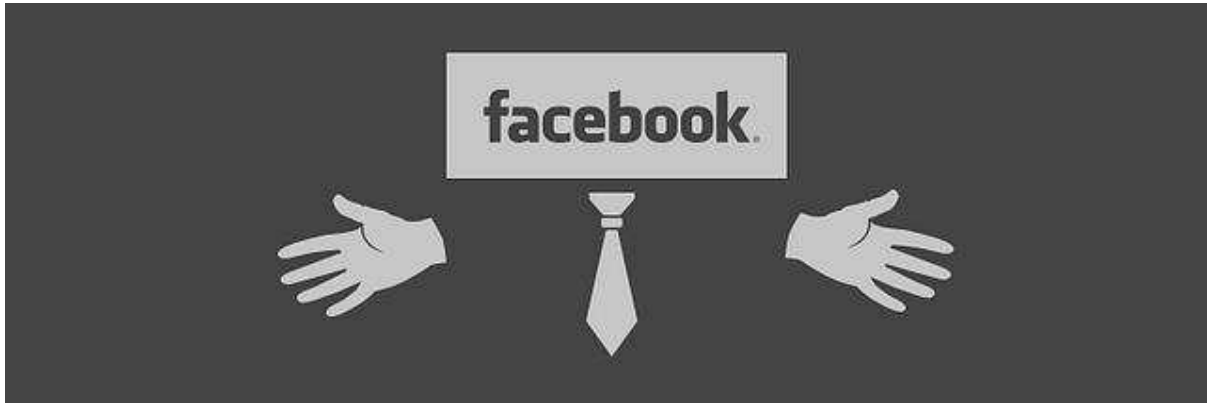


## Marketing on Facebook

Facebook is at the forefront of social media, by a country mile. As the largest social media network in the world, it has more than 1.23 billion active users. 62% of whom log in daily, *wow!*

Facebook have created '[Marketing on Facebook](#).' The aim being to raise awareness, drive demand and boost sales for your business or organisation.



'[Marketing on Facebook](#)' can help you find new customers and build lasting relationships with them. Whether you sell in person, online or through an app, Facebook can help you grow your business and help you determine what your business goals may be:

- You can create [Facebook adverts](#) for your audience to promote a product or service.
- Create a [Facebook page](#) so your audience can connect with you.
- Create [Messenger bots](#) to connect with your audience.
- Share your [business story via Instagram](#). Instagram is hot right now!
- Extend the reach of your Facebook and Instagram adverts into other mobile apps and websites using [Audience Network](#).
- [Discover Atlas](#) to see how your adverts performed and who they reached.

Need some inspiration to get started? Look no further; you can visit [Facebook Inspiration!](#) You can see how other businesses and organisations are using Facebook adverts to promote their business or product.

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at [marketing@365itsupport.co.uk](mailto:marketing@365itsupport.co.uk) – we are always happy to help and provide advice for your IT requirements, including your social media.