

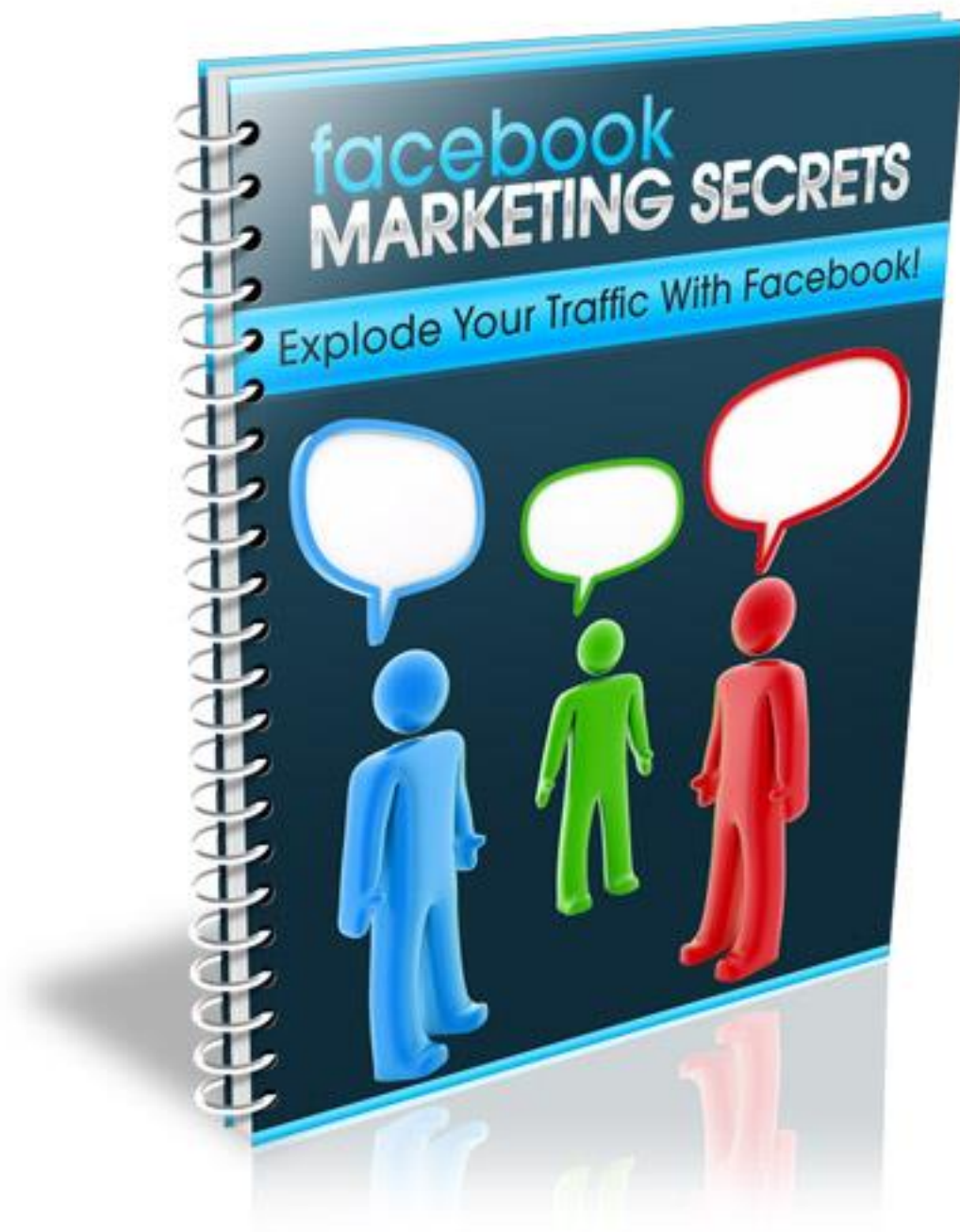


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Introduction

Facebook is the leading social community online. With over 300 million users, there has never been a better way to maximize your exposure, and get your message seen by a massive customer base.

The greatest thing about advertising with Facebook, is the flexibility of your advertisements.

You can customize your advertisements so they appear only to specific groups or segments of people based on the information contained within their profile or based on gender, location or personal preferences.

For example, if your product is tailored towards single mothers, you could develop your advertisements so that they are triggered to appear only for those who have indicated that they are single mothers in their profiles, or who have demonstrated interest in similar products or services based on their personal profile, communities or groups they've joined, or other advertisements they've responded to.

Let's get started!

Create Targeted Advertisements

In order to create the most compelling, responsive and profitable advertisements, you need to utilize Facebook's option to heavily target and tailor your advertisements based on your target market.

With Facebook, you can set your ads up so that they appear only to specific people, based on age, location, gender, interests, hobbies or even based on the groups they have joined within the Facebook community.

You will want to conduct market research so that you can accurately define your target market and develop advertisements that target specific segments of your market.

Facebook employs a quality control system to ensure that the advertisements that run throughout their community stay within their guidelines and do not offend or disrupt member activity or overall experience.

Use their quality control system to develop compelling advertisements that stand out in the marketplace, and capture the attention of potential buyers.

Facebook Marketing Secrets

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