

Facebook essay

[Business](#), [Marketing](#)



Facebook is a social media site that can be used in different ways in the business. It can be used for marketing and promoting products and services in order to reach a wider range of customers (Chris, 2010). Different companies and their competitors are using facebook in order to boost their sales volume. This is because; facebook is a giant social media site, which reaches diverse groups of people in the world today. Facebook can also be used for data capture. People who visit the business page in the facebook site may want to be conducted in the coming days and this can be achieved by sending emails (Jeff, 2012). As a result, the visitors of the page can be told to sign up permanently in order to enable them to receive future business information.

Apart from being in facebook, a great portion of the target market also uses twitter. This makes it possible to use twitter, which is the micro site to market the site. Information about the company's products and services can be put in the twitter pages to be read by the target market (Hollis, 2010). Business competitors also tweet in order to reach a bigger number of their customers. YouTube Videos, Podcasts and iPhone are also used in the business to market and advertise its products and services. This is because, iPhones, Podcasts and YouTube Videos are currently being used by many people including our target market (Dave, 2011). Our Competitors have also begun using these applications in order to increase their sales volume and profitability. Other upcoming applications like LinkedIn are also used in the business for marketing purposes. Our competitor's sites have been designed properly to attract readers. These sites include videos, blogs and stories, which are being used to provide sufficient information about our products

and services to the target audience (Steve, 2008). In this connection, facebook and other social sites are very useful in improving the performance of the business.

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