

# WHAT IS FACEBOOK MARKETING?

Facebook is the largest social networking platform in the world, with nearly 1.4 billion users worldwide, Vietnam alone accounts for nearly 70 million users (nearly 70% of the country's population).

Therefore, [Facebook Marketing](#) is one of the most important tools in Digital Marketing. Why is **Facebook marketing (marketing fb)** such an important position? Let's with FIEX find out about this potential method.

## 1. What is Facebook Marketing?

**Facebook marketing** Marketing activities to promote products and services to customers through Facebook's social network.

Some Activities [online marketing on facebook](#) include: building fanpage, building community, finding Customers, interacting with customers, spreading content, advertising.



So what is facebook marketing?

The three channels used for **online marketing on Facebook** are: personal Facebook profile pages, corporate Facebook pages, and Facebook groups.

## 2. Why businesses should use Facebook Marketing



Should businesses use **facebook marketing online**

One of the main reasons businesses should use **Facebook Marketing** because the information can spread very quickly to many different types of users. actions like, share, comment on Facebook.

In addition, with a number of more than 1.4 billion users, Facebook allows you to choose which customers want to target to optimize ads, bringing maximum profits for businesses with cost saving advertising costs. .

In addition, interactions on Facebook are quick and easy, fostering customer-business relationships that are built and sustained.

Facebook allows users to track metrics to analyze and evaluate advertising strategies of businesses themselves and competitors.

## 3. How effective marketing on facebook

Bo you wonder why people can be successful selling on facebook so? How do they do it? What is **effective marketing on Facebook**? FIEX will answer and guide [how to market on facebook](#) effectively for you.

To use this tool for optimizing ads most, we need to have 5 basic steps:

- The first will be to identify the target audience: we will analyze based on our products to find customers like what are the characteristics, such as where they live, what job, what gender, what do they like and what they want.



#### **How is online marketing on facebook effective? Make**

- detailed plans: after identifying potential customer segments, we will create a plan to reach these customers by planning the content. they like.

Since then increase the number of interactions for articles advertising products for business.

- Create Facebook posts according to the stated plan: Note that when building content, it is necessary to pay attention not only to advertising but also to deliver good messages, it will be easier to get noticed.

Not to mention that it will avoid disabling fanpage page because Facebook algorithm does not allow too much advertising.

If you just work hard on pushing ads too much, sometimes it will backfire because customers will be "overwhelmed" with the amount of information you give.

- Page optimization: to attract more visitors by "decorating" the beautiful fanpage page, updating the fanpage regularly, using new hot trends on facebook.
- To make the page easier to attract the audience, we can use additional utilities available (which can be free or paid) such as Facebook groups, Facebook chatbot, Facebook ads.

Facebook groups will make it possible to exchange specialized knowledge with people with similar interests or interests, which will also provide additional information to customers.

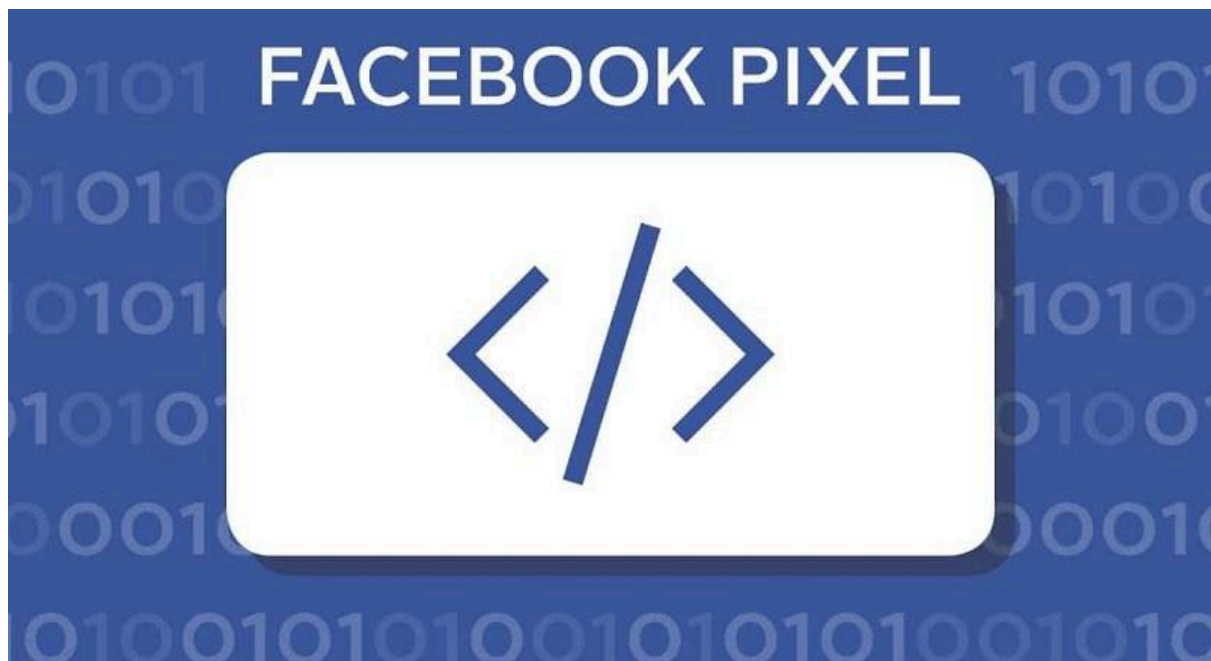
For facebook chatbot (a separate communication channel between businesses and customers), the faster we respond to the questions customers need, the easier it is to have a good view from the customer.

- Finally, Facebook Ads, the most important tool for advertising. Unlike Facebook groups and Facebook chatbots, this add-on has a fee to use, but it is very effective.

Depending on the need to reach, facebook ads will help us find a lot of potential customers.

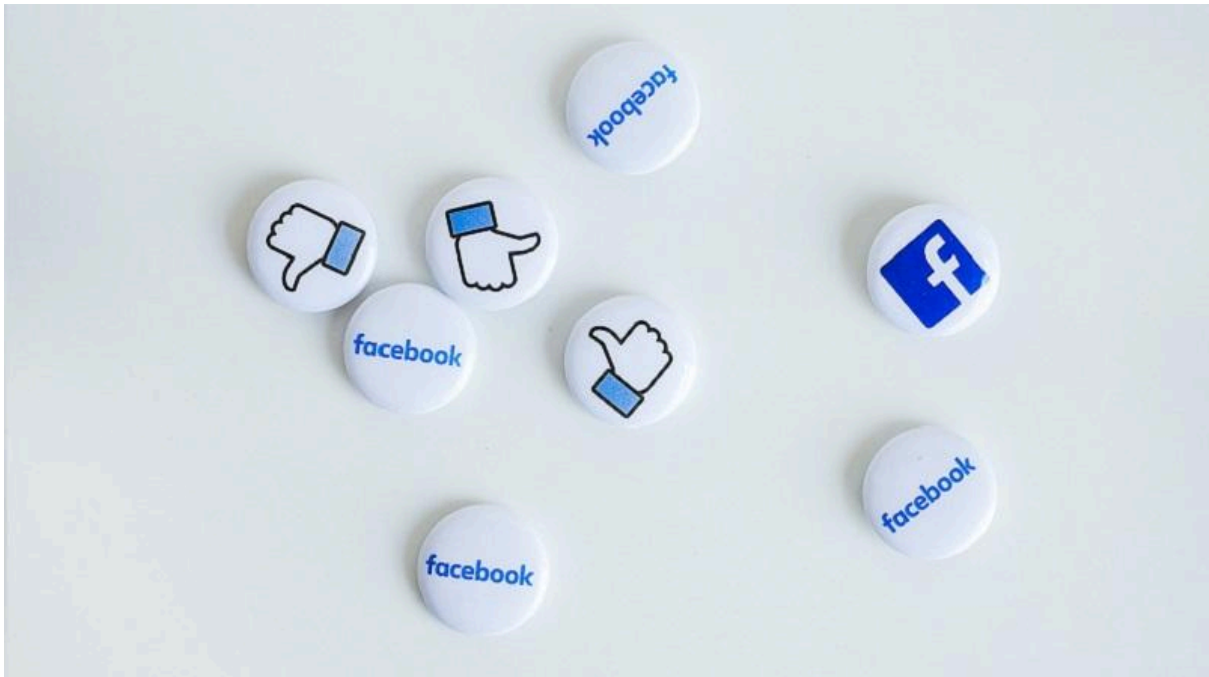
- In addition, method **facebook marketing** there is a relatively new that is combining Facebook pixels. What does it mean? Facebook pixel is a simple type of code that you use to track changes from Facebook ads and optimize your ads.

This combination has the effect of reducing usage costs and is also the best tool to find customers for the business.



**What is Facebook marketing? How to deploy the most effective way - Fb marketing**

#### 4. 5 tips to post Facebook Marketing to increase Facebook Marketing engagement



? Tips for effective posting on fanpage

Content creation and how to post content on Facebook will be an important factor in deciding whether your marketing strategy is successful or not. Here, FIEX will introduce you a few tips to increase engagement for your articles.

- You should invest in the content of the videos or pictures you post so that people enjoy sharing it, or use questions for status to encourage people to respond.

Or post some funny things that users will enjoy and interact with more.





The article gives some **facebook marketing guidelines**. effective

- You must consult and pay attention to update new trends in the article.
- Posting time is also very important, you should post at times when people are online a lot, usually at night, on weekends or on public holidays.
- The content you post must be good, neat and interesting.
- Should post an image or video directly to facebook instead of sharing its link from another channel. Finally, sometimes link to interesting articles somewhere, the problem is trending, it will be easier to increase traffic and engagement.

Through this article, FIEX hopes to provide you with useful information that can be applied to your strategy [Facebook marketing](#) . If you have any questions, please inbox for FIEX right away. Good luck!