



Extract from Facebook For Your Business. Chapter by Lawrence I. Lerner

How the world's largest marketing database creates lasting reach

Small and Medium Enterprise (SME) owners and executives are highly entrepreneurial individuals who have chosen to follow some passion in their lives. You had an idea and a passion to bring something to life and simply put “make money.” Statistics show that many SME close in the first year or struggle to find their relevancy in a changing economy because of reach. Reach can be defined in many ways but for our purposes it will be how an SME touches their customers whether they are individual consumers or other businesses.

Arguably the Internet, for the last 17 years, has provided businesses with unparalleled reach at a more moderate price point than every other medium invented. Up until a few years ago e-mail was used more than any other form of Internet by a factor of ten. Then social media became viral and overtook e-mail like a tidal wave. Today Social Media is nearly synonymous with Facebook. That's for all people whether they “like” Facebook or not. People don't say, “I'm on the Internet” they say, “I'm on Facebook.” Approximately 40% of all online users access social media through a mobile device.

According to the 2012 Nielsen Social Media report US users spend more than 53 billion minutes of time on Facebook. That's almost three times more than the next most popular brand on the Internet. Facebook is the point of arrival or landing page for most online users. Facebook as a medium is uniquely positioned to deliver your brand message and more importantly provides a

consistent means of reinforcing it. The task is then to properly your relevancy by creating trust, shared values and consistency.

Are you convinced to use Facebook to drive your Marketing Agenda?

Facebook is Your Landing Page

During the week of March 13th 2010 Facebook passed Google as the most visited site in North America. A remarkable accomplishment given that people use search engines to find what they are looking for, even over going a company's home page. As with Social Media, today Search means "I Googled it/her/him/them."

The trend indicates that content and the Social Landing Page (Facebook) are the destination for many people. Social media is here and it is beginning to drive Consumer behavior. This is key for marketers, service providers and those that make their living from a pure Internet proposition.

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About the author

Lawrence is an internationally recognized change agent. Over the last twenty years he has brought game changing strategies to grow some of the world's top brands including Motorola, Costco, Aviva Investors, Deutsche Post DHL, Safeway Stores and The New York Times.

He has a gift for communicating technology to business executives and business vision to technologists. His ability to engineer change and create new revenue streams in companies around the world via organizational design, digital strategy and outsourcing has made him a sought after consultant.

He's been featured in Computerworld, The Economic Times, PC Today, and Windows in Healthcare and as a speaker for Gartner as a thought leader on change and digital strategy. He is the six-time recipient of Datamonitor's prestigious "Black Book" award for Quality Assurance and Systems Modernization.

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