# 5 reason why Facebook marketing is important in the business organization

The Facebook website was introduced on February 4, 2004, by Mark Zuckerberg along with fellow Harvard college students from the United States University. They are smartly designed the social media website which is easy access by desktop, laptop, tablets, and smartphones over the internet and mobile network.

In Facebook provide many features such as make your social website profile, invites friends, share photos, feeling activities, update post, is make easy to communicate and share information in a second. Now a day hugs of people use Facebook and share the information is that it is a benefit for visualize your business and expand fast compare to other social media websites.

1. **People spend lots amount of time in social media:** According to the research, they find the average American spends about 40 minutes just on Facebook for Sharing and Liking content. In every minute Facebook users like more than 4.1 million posts, posting comments,status updates, and photos. Yet Facebook has 2 million active advertisers.
2. **To Build Brand Loyalty:** A Facebook business page do pretty for helping you to build brand loyalty.

What do exact means?

Just assume that if you continuously provide a valuable and entertaining content your follower will stay loyal and vice versa.

Now a day its trends to buy a product online for saving time that's why people look online business which is easy and convenient and trustworthy.

1. **Targeting:** Facebook is much more targeted social media website that you might be realized business can target audience with Facebook ads in different ways such as location, demographics, age, gender, interest, behavior and connection. But Facebook can also provide a helps to manually segments to your targets audience with some powerful ads targeting options such as –
* **Build brand loyalty**
* **Maximum reached the target audience**
* **Helps to known recent purchases behavior**

1. **Turn visitor and generates leads:** Get your efforts with Facebook ads to bring new traffic to your website. You want more you want a lead to tag target visitor who comes to your site with cookies. It helps to build your remarketing audience.
2. **Game-changing call buttons:** Must mention the call button in your business it increases the chance to get more results. 1.39 billion mobile Facebook user visits every month and ½ billion users only by the mobile network just think they access Facebook by mobile and show more visibility in your ads with call now button.

That’s why Facebook marketing is important for the business to grow your business.