



Introduction

- **Facebook is the second biggest website on the 'net**
- **If Facebook were a country, it would be one of the largest in the world**
- **Facebook has 1.44 billion active monthly users**
- **At least 72% of users check in every month**
- **680,000,000 Use it daily**



Every 20 minutes:

**One million
links shared**



**Two million
friends requested**



**Three million
messages sent.**



Facebook is BIG in terms of numbers!



- **Those users are not just active on Facebook...**
- **They're engaging and taking part**
- **They're sitting on the site for long periods of time**
- **This is pretty much the perfect storm for marketers looking for somewhere to access a large number of people.**



Ryan O'Rourke

Friends Following Message

Timeline About Photos 22 Friends 84 Mutual More

About

Works at Facebook Past: Industrial design and Teacher

Studied Product Design Past: Hazelwood High School

Lives in California

From Ohio

Photos - 22



Post Photo

Write something...

Ryan O'Rourke changed his cover photo. October 11, 2013



Like Comment Share

Ryan O'Rourke August 19, 2013

Anyone up for a mountain hike ride this weekend?

Recent

- 2013 2012 2011 2010 2009 2008 2007 2006 1987 Born

Andrew Munn is listening to Do You Want to Hike a Mountain?...

Ashwin Barambe likes Kari Lee's post in Are You Kidding Me?

Austin Bales commented on his own status: "Tell me about it...this decision is keeping me..."

Eyal Guthmann listened to Ocean by Sur Duda on VSX.

Francis Luu commented on Kari Lee's post in Face...

Gwenhaël Jacq and Olivia Bishop are now friends.

- Jonathan Perlow Mobile
Kari Lee Web
Kate Stern Mobile
Kim Caldbeck Mobile
Kristoffer Brady Web
Kurtis Nusbaum Web
Lucy Zhang Web
Luiz Scheidegger Web
Luke Woods Web
Mac Tyler Web
Matt Brown Web
Nathan Borrer Web

Search

- **A big part of this is Facebook advertising**
- **The 'premium' choice in many way**
- **If you want the very most powerful tools for reaching people on Facebook, you need to pay for PPC advertising**



- We're going to look into how you should go about using Facebook marketing and advertising
- You will gain all the skills you could possibly need to start making the most of this incredible tool and resource.

