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Facebook Is A Legitimate Place To Advertise Online

I just read where Facebook was the most visited website in the world last week. That is pretty amazing when you think about it considering it is less than 4 years old.

Were you aware that Facebook had over 400 million members? This makes it a very legitimate place to advertise your [online home business](#) for a couple of different reasons.

1. The cost to advertise there right now is less than Google Adwords and some other pay per click advertising.
2. You can reach the exact audience you want by running targeted ads.

If you have a Facebook account you have seen ads running down the right-hand side of the page. This makes sense because search engines do the same things and people are used to seeing advertising in those spots.

Some PPC advertising has gotten more expensive than it is worth doing. There is no doubt that Internet marketers are always looking for new ways to reach their target audience advertising and Facebook offers a good alternative to ppc advertising..

You are also starting to see off-line businesses promote more online. Many of these businesses do not know exactly how to go about promoting online.

They tend to hire a company who is an expert at search engine optimization and they lean towards Google Adwords more than anything else. You are going to start seeing these type of companies promoting more in other places including Facebook.

If you are an Internet marketer you really need to sit down and put together a plan for promoting online. Things are changing all of the time and what you are doing right now might not be enough in the future.

I know I'm watching other Internet marketers take a very broad approach to advertising online. This will include several of the following advertising methods.

1. PPC advertising
2. Article marketing
3. Blogging
4. Video marketing
5. Email marketing
6. Viral marketing

When you look at this list, how many of these six ways to promote on the Internet are you doing. It's always a good idea to do a mixture of free and paid advertising, but you want to become an expert at one form of advertising before you spread yourself out.

I'm always amazed to see Internet marketers do things such as traffic exchanges and stick 100% that. There's really nothing wrong with this strategy if you are getting the amount of traffic, and quality of traffic that you want. At least these Internet marketers are focusing on doing one thing very well.

It only makes sense to take a closer look at Facebook and other social networking advertising if you can fit it in your budget. Anything new you can add that is working now will only expand your reach and bring you more targeted traffic.

Jeff Schuman is a full time internet marketer who helps people [make money online](#). He invites you to visit his [teen money](#) website to get started making money today.

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