4 ways to use Facebook as a productive tool for business growth

Most people understand the value of Facebook for relationships, but the majority of them are underutilizing the simple features that can maximize productivity and marketing. Facebook is still by far the most widely used platform on social media. If you look at the graphic below, you can see how many more users Facebook has than other platforms, no matter the age. According to Pew Research, 72 percent of all adults online in the U.S. visited Facebook at least once a month in 2015, and those numbers have only grown. This creates an opportunity to capture new leads, engage them in a meaningful and informative manner and retain them as potential clients. Make the most of your time on Facebook by following these four quick tips: 1. Add value for your existing audience Although Facebook has an incredible ability to target an audience and significantly boost exposure of your posts and advertisements, your existing Facebook friends will give you the most bang for y...

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