

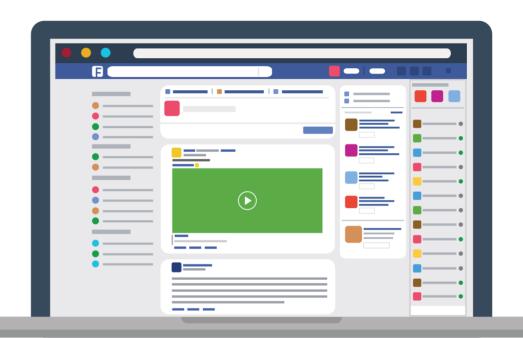
Introduction

• 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



facebook

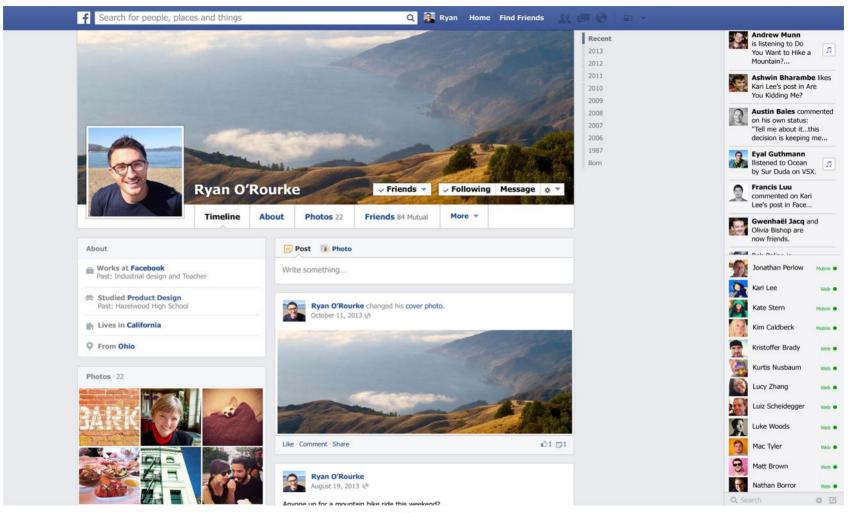
Three million messages sent.



Facebook is **BIG** in terms of numbers!









• 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.



