

An Introductory Guide: How to Use Facebook for Business

Facebook is the world's most popular social network, for both businesses and individuals. With over one billion users, your friends and fans are likely already using the platform -- and you should be too!

In fact, customers are 51% more likely to make a purchase after 'liking' a brand on Facebook. If you want to get started with Facebook, or simply brush up on your Facebook marketing skills, read our introductory guide to start preparing yourself for customer conversion.

After reading this 61-page ebook on Facebook, you'll be able to:

- Create a personal profile and/or business page
 - Join groups and networks that are interesting to you
 - Promote your page to attract fans and customers
 - Generate leads with marketing best practices
 - Measure your Facebook success