

# Why FaceBook Advertising?

- **Targeted Audience** - Allows you to target FaceBook users that fit your 'ideal customer' profile eg: people over the age of 50 living or around the south of England. Making them highly relevant and qualified.
- **Fast results** – when setting up a FaceBook advertising campaign, we can make changes that are reflected almost instantly in the ad copy. This is useful if we need to place any time sensitive copy in one of the adverts e.g.: for a specific offer, product launch etc.
- **Reach** – FaceBook now has about 2 billion users worldwide, and over 38 million in the UK, allowing us reach a vast number of potential customers that otherwise may not have been exposed to you via: Google, Yahoo, Bing or traditional advertising.

Note: This document was last updated in July 2017.