**Facebook Marketing:** Facebook marketing is a platform that offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience. Over the last decade, Facebook has shifted from the most prominent social medium on the internet into one of the biggest marketplaces.

Facebook isn’t new, and neither is the idea that every business needs a Facebook presence.

However, [a lot has changed since Facebook first entered the marketing scene](https://www.facebook.com/watch/?v=10155756845279394). Today, the world’s largest social network can do things many of us would never have dreamed of 10 years ago: host 360-degree videos, sell products via a chatbot, or even serve as a top news source for [two-thirds of the adult population](https://www.journalism.org/2017/09/07/news-use-across-social-media-platforms-2017/pi_17-08-23_socialmediaupdate_0-01/).

Facebook has [1.56 billion daily active users](http://newsroom.fb.com/company-info/). Let’s put that in perspective. That’s nearly 5X the population of the United States, 20% of the world population … and[still climbing](https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/).

So imagine the [social influence](https://www.facebook.com/watch/?v=10155756995014394) achievable through Facebook in terms of your [peer effects](https://www.facebook.com/watch/?v=10155756995014394), ecommerce business, referrals, customer relationships, reputation, brand awareness, and much more (let alone, in combination with other [social media platforms you market through](https://blog.hubspot.com/marketing/social-media-marketing)).

It’s not only the sheer number of people but the amount of our attention Facebook owns. Globally, the average user spends [almost an hour per day](https://www.vox.com/2018/6/25/17501224/instagram-facebook-snapchat-time-spent-growth-data) on Facebook. Considering the average person sleeps eight hours a day, that means about 7% of our waking hours is spent with our eyes glued to the social network.