

Facebook as Tool of Marketing in the Era of Digital Marketing

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Abstract: Facebook was introduced as a social network for college students, but today in this digital age it is used nearly by everyone with an internet connection is using by all other age groups. It has turn out to be globe's largest social network. Facebook has billions of daily online users. The tools of Facebook are in the form of Facebook Pages, Facebook Advertisement and Publicity and Facebook Groups. This can be can be used to promote products, services and organization, events and many more. Each of these tools can be used for different purpose according to requirement or all can be used same time for better result. Facebook marketing means creating and actively using a Facebook for market and marketing related activities and for the purpose of interacting and maintaining contact with and attract customers. This research article is about how Facebook can be used as tool for marketing business on the world's largest social network.

Key words: Digital Marketing, Social Network Facebook, Facebook Apps.

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