

# My Facebook Formula, The Unlimited Potential Of Facebook

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Facebook demographic is extremely diverse but you have the advantage of being able to use peoples profiles to narrow your target market down. For example, if you want to target women aged 24 35 who live in the Midwest and love to crochet, Facebook makes it extremely easy to do. The advantage? You can be certain you arent wasting resources, whether money or time, on reaching a wide audience of which only a small percentage is actually your target market, as was often the case with traditional marketing channels. Remember that the key to building a successful business is to have an excellent understanding of your target market. The more you know about them, the easier it will be to build a profitable relationship with them...

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