

# 7 Reasons Why Having a Facebook Page is Important for Your Business

One of the most important aspects of running a business is marketing and, amongst the tons of seemingly more important things, you might question the need for using Facebook. Many people feel it may be trivial and a waste of time, but take a look at Facebook and you'll see that all the big brands have a presence there. Why is this? Everyone is on Facebook and is already addicted to it, which means that your customers are already in one place. You just need to speak to them.

[Find out how to set up a Facebook page.](#)

Here are some reasons why you should have your presence on a social networking giant like Facebook and take it seriously:

**Customer Interaction:** Having your business on Facebook through page is a great way to learn more about your customers. Through comments or posts, businesses can have direct feedback and conversations with their target audience. The people who like your business page are only there because they want to be. They are there to know what they can about you and you can do the same thing.

**Give a personal touch to your business:** Being well connected is important for any business, especially for a small one. Facebook allows you to give your business an image and then you can actually have live conversations with people who matter, making it a more personal experience.

**Develop a loyal fan base:** Facebook allows you to develop your very own community. All you need to do is post content that is both relevant and useful to your target audience. You can even have promotional campaigns and contests through your page and

offer incentives as well. If done correctly, you will find that you can develop a loyal community for your business on Facebook.

**SEO:** Search Engine Optimization is a key aspect for any business building a presence on the web and having a Facebook page can help you in your SEO efforts as well. All the links and posts on the page are indexed by search engines which makes your business easier to find in search engines.

**Beat your competition:** One of the biggest reasons for you to make sure that you are on Facebook is that your competition might already be there. In this cut throat environment, lagging behind will make it really hard for your business to succeed.

**Viral promotion:** If someone ends up liking your page then it appears in their news feed. This makes it possible for your business to be in their eyes on a regular basis through status updates or content posting. What's more, if they comment on your post, their friends will also see your post and this can help in viral promotion of your business.

**Save money:** Apart from these facts, Facebook is free. You do not need to spend anything for promoting your company through a Facebook page.

[You can read more from the original article on iMarketing Factory.](#)