

Facebook and You!

Facebook has revealed that it now has over 800 million active users (more than the population of Europe), and with as many users as the total internet did in 2004 (Source: F8 developer conference).

Are businesses still making the most out of Facebook, or simply using it because they feel that they should? Social media, including Facebook, has clear benefits for B2B – it's instant, it widens your web presence, it allows you to engage directly with your customers and prospects and 'play where they play'.

The question is, "Why not?"