

# Advertising on Facebook or Email - Which method will become the choice of the business?

The best way to promote your business - email marketing or Facebook advertising is the smartest choice?

The new development trend of social media marketing - like Facebook has become a kind of pocket TV that can grow your business, so people start finding it hard to choose between the two. The most popular form of advertising is Facebook and Email. After reading this article, you can choose the best way to promote your business, you will know who you are targeting through email marketing and advertising on Facebook.

## Advertise on Facebook and via Email

Facebook and Email are the top two forms of advertising used by businesses to promote their products in order to increase revenue. Here are the benefits of advertising on Facebook and Email, which will help you choose the best way to advertise.

### Benefits from advertising on Facebook

Facebook is one of the most popular social networking sites on the Internet. Facebook is the second most visited site on the Internet, behind Google.



Nearly 1.4 billion people use Facebook to connect people or things they care about and more than 900 million visitors a day. When you run ads on Facebook, you can choose who can view by location, age, interests and more.

By advertising on Facebook, you can choose who you want to reach and Facebook will deliver ads to them. Facebook will mark your ad as important to users who see it, which is really effective.

You can develop loyal customers through Facebook fanpage. Many businesses create fanpage so that users can participate easily. The fanpage allows businesses to interact directly with customers to develop loyalty and brand image.

You can provide promotions on Facebook fanpage and use fanpage as a foundation for promoting and developing new products. Updating new product launches helps customers better understand the products or services that your company offers.

Facebook facilitates the advertisement to appear multiple times. Your ad needs more views from a Facebook user. A large number of Facebook users will visit your site several times a day.

Choose between a pay-per-click structure (CPC: Cost per click) and pay per thousand impressions (CPI: Cost-per-Thousand Impression). Facebook allows you to buy inventory packages based on clicks or display fee structures. This allows you to adjust your ad campaigns based on budget and other needs.

The great benefit of advertising on Facebook for businesses is the ability to reach smartphone users. Facebook is used primarily through smartphone devices worldwide every day. This means that your advertising goals are not only computer users but also smartphone users.

Smart phones have now become a part of our lives, people use smartphones and tablets to explore new things, communicate and shop.

## **Email marketing**

Thousands of businesses use Email marketing worldwide. People who are not aware of this type of advertising cannot understand why it is so popular with different companies and industries. Here are some reasons email marketing has become an essential advertising tool.



1. Email marketing allows you to reach millions of customers with the click of a button. Compared to other forms of marketing and advertising, the cost of advertising campaigns via email is lower. You do not need

to pay the cost of printing or mailing, just pay the company to send you promotional emails, protect your business from spam complaints. However, this is only a small monthly fee.

2. Email marketing helps increase revenue for your company, because you can contact many old customers at a time via email, you can increase the amount of interest in your product and as a result increase sales. collection. Although it is impossible to say exactly how much you can increase your profit, email advertising will help expand your company's revenue.
3. Email marketing is one of the only networks that customers require. Most businesses use email only to send messages to subscribers. By advertising on email, businesses only target customers who are interested in their brand. Of course, it is possible to send unsolicited advertising emails, but this will be frustrating to customers and consequently ruin your company's brand image.

## Conclude

After comparing two ways to advertise via Facebook and Email, we can conclude: using which method depends entirely on the needs of the business. If your business is not limited to a specific group or audience, then you should advertise on Facebook because this type of advertising can reach everyone while promoting via email only when you have a name. books of interest.

You finished reading the article "**Advertising on Facebook or Email - Which method will become the choice of the business?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.