

How to Generate Targeted Facebook Real Human Traffic to Your Website



As the most popular social network, Facebook is one of the top platforms for businesses. This article introduces and reviews the category of marketing with Facebook (Facebook Marketing).

When the name of social networks is heard, several main media such as Instagram, Twitter, [LinkedIn](#), Pinterest and of course Facebook come to mind. While many people may not yet have accurate information and statistics on these networks, it may be good to know that contrary to popular belief, Instagram is not the most popular social network in the world. Facebook's social media tops the list by a significant margin compared to other networks. Interestingly, since Facebook started its career and reached this position, no other social network has succeeded in reaching its current popularity.

This exemplary popularity quickly made Facebook an active platform for business. It should be said that Facebook was the first social network in the world where a large volume of economic exchanges took place. It didn't take long for Facebook to officially unveil its advertising and professional platform for online businesses, and it officially became the world's largest social network.

More than a decade has passed since [Facebook traffic](#) became popular, and the media, while gaining a lot of strong competitors, is still dominating the world of social media, especially in the business sector. In recent years, Facebook's impact on business transactions has been unprecedented, and this has led to the emergence of virtually a unique marketing platform, Facebook Marketing. Over the years, Facebook has worked hard to expand its advertising and marketing services and has now reached a point where it is even a serious competitor to Google in terms of advertising.

Would you like to drive more Facebook traffic to your website?

In this article from the manager website, we are going to make you more familiar with this powerful social network and examine the various aspects of marketing discussion with Facebook. But before we get into that, let's get a little more familiar with the nature of Facebook and its history. It may be interesting to know that many people, just as they have heard only a simple name from companies like Google, think the same about Facebook and consider it just a simple social network. We want to tell you why Facebook is one of the most important revenue streams for online businesses.

The image shows the Facebook logo, which consists of the word "facebook" in a bold, blue, lowercase sans-serif font. A registered trademark symbol (®) is located at the end of the word.

Important Note: Since Facebook is not very popular and used in the USA, the topics discussed in this article are on a global scale. The main audience of this article is Iranian companies and businesses that are not operating domestically but are operating globally and offer their products and services to foreign customers. Such businesses convert their income from rials to dollars and have significant incomes. Of course, Facebook can be one of the best tools for such businesses to have a credible and powerful channel to introduce and sell their products in other countries.

Take a look at Facebook history

Facebook was first launched as an academic project in February 2004. Harvard student Mark Zuckerberg at the time co-launched the project with several of his roommates, including Eduardo Severin, Andre McCollum and Chris Hughes. They first created a website and turned it into a community.

Initially, only Harvard students were able to join, but a few months later Facebook allowed students from other US and Canadian universities to join .Finally, in September 2006, the social network became available to people around the world who had an active email address and were over 13 years old .While the university project was more than expected, Mark Zuckerberg decided to develop it professionally .That's why he dropped out of college and devoted all his time to programming and expanding Facebook.

Before working on the Facebook project, Mark Zuckerberg launched a proprietary project called Face Mash, which was actually the first trial version of Facebook .This project was very simple and more like a sublime game .But this simple idea made Zuckerberg think about developing it .While the original project was completely renamed Facebook.com, in 2010 Zuckerberg made good money selling the FaceMash.com domain .He sold the domain for more than \$ 30,000 to raise the necessary funds to further develop Facebook.

Of course, in 2004, when the high potential of this medium appeared for many investors, Mr. Peter Thiel, a venture capitalist investor, invested \$ 500,000 in this [startup](#) ,giving Facebook a start. Have a controversy.

Facebook registration reason

The word Facebook, which actually consists of the separate words Face and Book, was an innovative word that means to display photos of people .At the time, the main purpose of building this website was to create a virtual community for communication between Harvard students .Since the members' profile picture was the main symbol of this site, the name Facebook seemed to be the best choice for this project.

Facebook's current value and position

Facebook's rapid growth and popularity was so rapid that it may have gone down in history as a record .Only 4 years after the launch of this social network, in the second half of 2008, the number of users of this network exceeded 100 million .This number reached more than 300 million by the end of 2009, and a few months later, in early 2010, the number of active Facebook users increased to more than 400 million .This trend continued in a staggering way until finally, with the start of 2017, Facebook became the most popular social network in the world with an incredible record of 1 billion and 860 million users !According to the latest Facebook reports, this social media currently has more than 2.5 billion users worldwide .This means that about one third of the world's population are members of this media!

After 2010, Facebook became practically one of the largest digital companies and one of the most profitable online businesses .Professional policies and crucial decisions have allowed Facebook to move much faster .One of the biggest and most important events in the digital world, not only for this company but also for the world of technology, was the

acquisition of Instagram social network by this company in 2012 .In April 2012, the company bought Instagram social media for \$ 1 billion, two years after its launch, and took advantage of the popular network's latent potential.

But wait, the weirdest news that surprises everyone is that Facebook went after WhatsApp, the world's most popular messenger, after Instagram .In 2014, the company announced that it had acquired [WhatsApp](#) for an incredible \$ 19 billion !This staggering amount was raised entirely by Facebook's pre-acquired assets .This shows how profitable Facebook has been over the years .But how did a simple college project turn into a huge, money-making company ?The answer to this question lies in several parts, but the most important thing that brought Facebook to this position was its smart advertising system, which was not only profitable for the company itself, but also very useful for its audience .The same intelligent and professional system has had huge benefits for many other companies and businesses, and its collection has taken the form of a new marketing in the world of the Internet.

In the continuation of this article, we are going to introduce you to the topic of marketing with Facebook or Facebook marketing and tell you why this type of marketing is used globally.

What does marketing mean on Facebook?

Like any other online social networking site, Facebook has many great tools and solutions for your business .Although important media tools such as Facebook or Twitter are not fully available to American businesses, the high potential of these networks' communication systems can still be a good way to connect with audiences .But as mentioned, the audience of this article is not businesses that operate inside Iran for Iranian customers.

There are many reasons that have led users to create an account on this network, one of the most important of which is the membership system and profile storage on the company's cloud servers .Many software and gaming companies, using Facebook's comprehensive and advanced system, have provided conditions for their audiences to use their facilities with the help of their Facebook account.

Such a move was previously implemented by Google, and through it, instead of filling out the registration form and creating an account in various applications or sites, people can do it very easily and with one click with the help of their Google account. They were doing .Now Facebook has made it possible for companies and their audiences to do the same .Many of today's mobile online games have used Facebook instead of creating a separate account, which has doubled the convenience of users and they do not need to spend time creating and verifying a new account.

With these interpretations, it should be said that Facebook is now an international medium on the Internet and having an account on this medium has become inevitable .Given this fact, it is possible to understand why nearly 3 billion people have accounts on this social network .Now, in this situation, do you think that a network with this volume of audience cannot be a great platform for you and your business to introduce your products or services to a wide range of potential users?

An online business typically uses Facebook for two general purposes :

- Having a page in order to communicate closely with the contacts
- Use Facebook advertising services or [buy Facebook traffic](#) and tools to develop and increase the productivity of business activities

Facebook has created conditions for business pages (Business Pages) with which you, as the owner of an online business, can introduce products, attract contacts and persuade users to become customers.

Where to start?

Before you start working on Facebook, you should know that Facebook generally allows users to build a page in two main parts .Many users normally register on Facebook and mistakenly share content for their business on the same normal pages .So, if you have a regular Facebook page, you should first of all turn it into a business page.

Basic standards and steps for building and launching a business page on Facebook :

1. Build a business page or [Facebook Business Page](#)
 - To do this, you must first go to <https://www.facebook.com/pages/create> . By referring to this section, you can log in to Facebook with the help of the account you have already created and follow the steps to set up a business page .If you do not already have an account on Facebook, you can easily create a Facebook account from the registration section at <https://www.facebook.com/reg>.
 - After going to the Facebook Business Page, you need to specify the type of your business page between the two modes Business / Brand or Community / public figure .If you own a corporate business and a particular brand, you should choose the first option, and if you are a working group or a public figure, you should choose the second option.
 - Finally, you should enter a description of the type of business and its specifications in the last section.

2. Add a profile picture

Usually the first thing users need to do after filling out the registration form is to select an original profile picture .On Facebook, in addition to the profile picture, which can be a

photo of people or a brand logo of a company, there is also a section for placing cover images .In this section, you can design an effective banner or cover.

Pay attention to the size of the images you design for these two parts .For the profile photo, you must select or design a square image that is the same height and width .This image must be at least 180 by 180 pixels in size .The standard size for the cover section is 851 by 315 pixels in desktop browsers and 640 by 360 pixels in smart browsers .The suggested size for Facebook timelines is 1200 by 628 pixels.

3. Complete the page profile

Fill out the important details in the Edit Page Info section:

- Description: In this section, up to 255 characters must be written about the summary of activities and services provided or a brief introduction of your brand.
- Contact information: In this section you can enter communication methods such as website address, email or contact number.
- Extra options: There are separate options where you can enter more information such as business hours, product pricing as well as privacy policy.

4. Create a Facebook user account or page address

One of the most important things to consider when building and launching a business Facebook page is your username or username .This username is also called Vanity URL .The maximum number of characters allowed to select a user account on Facebook is 50 characters .This username will be the same as the address of your Facebook page .Click Create Page @*HighQaulityTargetedWebsiteTraffic*

to register your Facebook account.

To choose a name, pay attention to these two points:

- It is better to choose a username or use your brand name in Latin. Use a simple name that can be easily searched by users.
- It is recommended that the username you choose be the same as the one you have used on other social networks .Not only will this make it easier for you to access and remember the URLs of your pages, but it will also greatly enhance your work prestige.

5. Add the Call-to-action button

The ability to call to action is actually a practical tool to make it easier for users to communicate effectively with you .This feature is an interesting way to convey important

information to the audience and is one of the best ways to sell products or introduce people to a brand .In other articles, has fully introduced this topic .We recommend that you do not neglect reading this article.

6. Check the settings and different sections of your Facebook page

In addition to the sections mentioned above, Facebook also has sub-options that you can use to make specific changes to your page .Before finalizing the page, it is better to take a look at all these sections, especially the section on security and privacy, and apply important security tips on your page with Facebook solutions and suggestions.

Types of content that can be shared on Facebook

Now that your Facebook business page is up and running, it's time to think about producing content on this medium .Before you try to do this without planning or with enough information, it is best to know what model of posts and content can be shared on Facebook.

- **Text content or Status Post**

The most important, simplest and most widely used type of content sharing on Facebook is textual and textual content .This content does not contain any special formats, links, photos, videos or other files and only plain text is written .You may have heard it said before that influence lies in simplicity .Facebook is one of the social media that has made this sentence meaningful.

It is interesting to know that most of the content shared on Facebook is by large companies or personal brands ,and many of them have caused a lot of audience reactions by just writing a simple question or news item .A post containing text may not be a way to refer contacts to a website or to try to turn contacts into customers, but it is the easiest and most painless way to engage users with your business .Successful people are in control of almost every single moment of their lives, using this model of post as an interesting way to engage their audience and encourage them to comment.

- **Photo Content or Photo Post**

Because, unlike regular texts, many users do not have the patience to read texts, especially long posts on social networks, photos are a great way to get their attention .This is exactly what has been used on other social networks, especially Instagram, and the positive result is felt in almost every media .A post with a photo (though not a low-key photo, but an engaging and engaging photo) has a higher engagement rate than text.

With the help of photos, you can show your products to your contacts in the easiest and fastest possible time .Especially if you have a taste in designing them, you can be sure that people love to see attractive images .It is also interesting to note that the use of text

in the image is far more popular than regular text .But we should not mistakenly show long texts in the form of images to the audience .The best solution is to include important summaries of your long text in the text with the help of [content marketing strategies](#) and then encourage people to read the full description in the Description section.

It is better to take creating and sharing images on social networks such as Facebook seriously .If you are looking to engage your audience with these images and encourage them to follow your page, it is better to combine creativity, quality and modernity .Even if you do not have a hand in drawing, you can hire a graphic designer or use freelancers to create these images .There is an interesting and simpler solution, and that is to create a default template for all images, and each time a new photo is shared, only the text inside them changes.

- **Video content or Video Post**

Just like video content, you can also share video content on Facebook, which is arguably one of the most popular social networks in the field .Sharing video on Facebook's powerful and fast servers is very easy and also has very good feedback .Large companies use short videos to introduce their products in the form of teasers on Facebook .By doing so, they not only keep customers from getting tired of watching long videos, but also encourage them to come to your website to learn more about that product and increase [real Facebook comments](#) and [Facebook video likes](#) in special ways.

Just like Instagram, where videos are automatically streamed in the Feed section, so is Facebook .So even if a few seconds of your video is seen by a user, the chances are that he will be attracted to your post and page .But the condition for this is to make high quality and fascinating teasers and videos.

Facebook itself recommends using shorter videos more often .But that doesn't mean Facebook has no place for long videos .Facebook has suggested that you use long videos to display a complete story, with a time limit of at least 1 minute and an ideal time of between 3 and 5 minutes.

Don't forget that one of the advantages of video or video posts is the ability for users to share them .The results show that almost 60% of the people who welcomed and liked your videos and pictures on Facebook, shared them with their friends on Facebook and even other media.

- **Live videos**

In the last few years, we have seen the addition of the Live Videos feature on social media .For us American, Instagram plays the leading role in this regard, but it may be interesting to know that at the international level, and especially in Western countries, it is Facebook and YouTube that are more closely competitive in this field.

Just like Instagram and YouTube Live, Facebook Live has similar features .This feature was first added to Facebook in 2016, and according to official statistics, to date, more than 2 billion people have participated in Facebook live videos .It can be said that Facebook may be significantly more popular than Instagram in this regard .Of course, as mentioned, this is not the case in the USA.

Live videos are a very effective way to create a sense of confidence in your audience .Many large companies use these videos to show the currents that are happening behind the scenes of that business .Doing so will make the subconscious mind of users feel that you value their curiosity and are even willing to provide them with more confidential information.

But other than that, the more common use of live videos is a 100% direct connection between a business (specifically the management of that business) and the audience .This not only allows you, as a business owner, to directly observe the ideas, comments, suggestions and criticisms of users, but also with such an approach, you value your audience and customers.

Many business owners use live video to publish specific news, exclusive newsletters, or to promote a product in the public eye .Doing so will greatly improve your close relationship with your audience .If you have the opportunity to answer the questions, you can go through this process of popularity faster .In this case, Facebook is a good platform for businesses.

- **Stories**

We are all well acquainted with the stories .What we see in abundance on Instagram, WhatsApp, YouTube, Snapshot, etc. ..Stories have become an integral part of [social media traffic](#) and are a simple but great way to share temporary information .Facebook has not lagged behind and has launched its story system.

You can publish your stories in the form of short videos or still images on Facebook to have a better chance of seeing them than the posts in the Feed section .There are interesting features such as using emojis, GIF images, etc. in Facebook stories that can turn your stories from normal to attractive.

- **Linked Content Posts**

One of the top and most important features of Facebook is the ability to publish posts that contain links to another site .Facebook examines the links of the pages you enter and displays it along with Description and metadata information .It is also possible to click on the links either in the updated version or in the Facebook application .Something that does not exist on Instagram and has caused the click-through rate to receive input from Instagram through post sharing is almost zero!

It is not clear what the strategies of Instagram managers are, but the impossibility of linking texts has undoubtedly plagued many online businesses that have used Instagram to direct people to their site. Fortunately, not only is this problem not present on Facebook, but the interesting system of these types of posts on this social network has made Facebook one of the top channels for redirecting contacts to your website.

In a regular post, all you have to do is insert a link to a page from your website so that the information is analyzed in a few moments and that article appears in your Facebook post along with the original cover photo, article title and summary description (snippet or meta description). If you do not know, it is better to be aware that such subscriptions have a nearly 70% higher click-through rate than regular posts, and Facebook is the best social media in this regard.

- **Poll Content or Poll Post**

As we said earlier, one way to get effective traffic is to engage your audience with your business. One good way to engage your audience is to get them involved in the development of your site. To share them and make them more relevant to you and your business is to ask them questions. What better way than a poll? People love polls, especially if the question in the poll contains interesting information. People enjoy comparing their opinions with those of others.

Facebook, as a social media, has given you all this option so that you can submit a poll post on a business page. Of course, these surveys are usually questions that have no more than two answers. It is very simple and easy to do. Just enter the question first and then specify the options and share it. You will be able to instantly see the number of votes and the results obtained as a percentage. The interesting thing is that even these types of posts can be shared on Facebook.

- **Pinned Post**

One of the simple but extremely useful features of Facebook that is not seen in this way on other social networks, is the ability to pin posts posted on Facebook. It often happens that you are one of the most important ones in addition to the dozens of posts and articles you publish on your page, and you want that article in particular to always be available and visible to users.

Facebook has made it possible for you to turn the content you want to always be at the top of the page into a pinned one, so that even after new posts are published, it will still be at the top of the page and will always be the first content that users from They will see your page.

Large companies usually inform their important events in this way. Although there is something similar on Instagram called Highlight, these two cannot be equated because highlights are not something that users will notice quickly, while a pinned post is always

ready to be seen at the top of the page .Pinned posts on Facebook are marked with a blue pin next to that post.

The most important marketing strategies on Facebook

Now that you are well acquainted with the social network Facebook and have learned the various methods of content sharing in it, it is better to go to the important techniques and strategies for working in it .In the rest of this article, we will teach you some very important methods and strategies that you can use to launch a professional marketing campaign on Facebook.

- **Know your contacts**

First of all, you should know that the style and implementation of marketing campaigns on Facebook is completely different from other networks, especially media such as Instagram, Snapshot, [TikTok](#), etc. Knowing this is the first important point that you should pay enough attention to .The next point is that you are not going to use Facebook to attract an audience inside Iran, because attracting attention and attracting customers through other social networks is different from attracting customers through Facebook for foreign customers .So do not try to use the same common methods that may have worked for Iranian users on Facebook .Professional activity on Facebook depends on other specific things that completely depend on the type of activity and your products.

With these interpretations, it should be said that you do not need to repeat this on Facebook, as you do on other networks in order to attract the audience and attract the attention of ordinary users .This network has its own contacts .Especially since your goal is to turn foreign users into customers, so you need to focus on gaining the satisfaction of foreign customers .By taking a moment to look at this and other similar business pages, you will see that the number of potential foreign customers is not small compared to what you think .It might be fair to say that a relatively large percentage of people around the world use Facebook just to find businesses like yours, and this will certainly be one of your biggest opportunities.

There are already many businesses, especially personal brands, that have made amazing money through Facebook .In Iran, there are many companies and startups that have managed to find many customers in other countries with the help of Facebook .For example, Iranian tourism companies operating internationally have so far been able to find large numbers of travelers and tourists from foreign countries .Or another more interesting example are companies and businesses that manufacture and sell traditional Iranian handicrafts to foreigners .It may not be easy to believe, but every day thousands of foreign users from different countries spend time on the Internet and social networks looking for and buying such things, and Facebook is undoubtedly one of the few main channels that these people will welcome.

The bottom line is that you need to focus on finding and attracting specific people who use Facebook and stop trying to get everyone to Facebook .As much as Facebook is a social network, it is also a professional forum, which means that you can spend time on it to get interesting results from the needs and tastes of users in this network to finally find your main and targeted audience .Perhaps the most important questions that you should seek answers to in this regard and act in accordance with them to attract the audience are:

- How old are your target followers?
- In what country do they live?
- What is their background and in what fields is their job?
- What are their interests in the digital world?
- What is their main use of media such as Facebook?

These are questions that can be answered by trial and error as well as analysis or polls .Fortunately, Facebook will guide you in this direction with the help of its smart and advanced tools .Facebook Audience Insights is a comprehensive and professional tool.

- **Define your goals**

It is probably your biggest mistake to just build a Facebook page like many other businesses that have built a virtual page on any network .What's worse is the words that I can spell I often mistakenly translate into unplanned content.

A business may use Facebook only to familiarize its audience with the brand name, and its ultimate goal is to attract likes and comments .Although liking, commenting and sharing your content is one of the prerequisites for success on this network, there is no financial benefit to working for this network just for that purpose .The only way you can turn your Facebook page into an effective and profitable page is to set goals and strive to achieve them .You need to do this step by step.

For example, you can use a professional technique .Many businesses start by attracting visitors and attracting the attention of users by publishing compelling content without considering business purposes .But this must have an ultimate goal .Successful businesses attract visitors with this type of content before they even fully introduce themselves .They publish content that is both entertaining and scientifically relevant and, most importantly, directly related to the business context of the business.

In fact, it prepares the minds of the audience to get acquainted with your products or services, and then you can realize how practical this strategy is .So, first of all, first consider the last step and analyze what you need to reach that step .Define your main goal and pursue each of these goals one after another .Never pursue multiple goals at the same time as it may confuse you and your audience and give you the opposite answer.

- **Have mixed planning for your content**

There is an interesting rule on Facebook known as the 80-20 rule .Once your goals are set, the core business of producing and sharing targeted content begins .If you follow the 80-20 rule, you will see the maximum impact of your activities.

According to Rule 80-20 you must:

- Dedicate 80% of your posts to informational, educational and recreational posts.
- Use the remaining 20% to promote your products, in other words, to promote your brand.

This rule is exactly what was explained in the previous section .You have prepared the ground for the purposeful introduction of your product by entertaining the audience, by providing useful and scientific information or practical trainings.

- **Conversion rate**

This is the percentage of people who perform the action you want. It may be subscribing to an email list or buying a product.

- **Keep your business page as optimized as possible**

Your Facebook page should always be ready and optimized to achieve the goals set out earlier .An optimized and professional page is a page that can be easily found by people .Also, the orderliness, crowdedness and complexity of the content on these pages is one of the most important signs of an optimized page.

Some of the most important tips for having an attractive, optimized and professional page:

- High quality, graphic and impressive profile and cover photos
- Existence of Facebook page address in the section of signing emails, newsletters, contact us section in the site and similar channels
- Insert the Like and Share button on the web pages
- Share simple but rich and purposeful posts
- Correct use of stories, images and video posts
- Introducing products in the form of promotion posts
- Do not advertise or share too many promotional posts
- Produce and publish exclusive content

One of the reasons people join social media and join the list of business followers is just to get information that the business claims is only published through the same channel or media .It is better for you to follow this process .To do this, you can announce on your website or even on other social networks in which you are active that, for example, you

only share special products, discount codes or special and confidential information on Facebook.

By doing this, while not forcing anyone to join your network, you will encourage them to become your Facebook followers, at least for exclusive information .Don't forget that overdoing it can backfire on you, and you may lose visitors and followers to other networks.

- **Publish your posts at regular intervals**

It has been a long time since a business with a stormy start on social media has encouraged people to follow it for a few months, but after a while, it has discouraged all the audience by reducing its activity .This is without a doubt one of the worst things that can happen to any business.

Make sure you do not overdo it and try to have a long-term plan for such an activity .You do not have to submit a post every day .It is better to have fewer posts but higher quality .One to two weeks is standard and appropriate .Try to keep this process constant and the time interval between sending posts should not exceed one week.

- **Make the most of Facebook's various tools**

As mentioned, Facebook is not just a simple social network .If you are planning to do business on Facebook, you can use the interesting and practical tools of this media to achieve your goals .Here are some of the most useful Facebook tools and features:

Facebook Groups

Nearly 1.5 billion people use [Facebook groups](#) on a monthly basis .These groups are one of the largest audience communication channels on the web .A Facebook group can be like a café for you and your friends to get together .Facebook groups are the best place to share user information and find interesting ideas.

A Facebook group has other interesting uses as well .For example, as a business owner, you can connect with people in this way and use this space to introduce your past work to increase the value and credibility of yourself and your brand .Your group can also be identified through the group search section, which is a separate way to attract new and talented contacts .So, try to make the topic and titles of your group as practical, scientific, entertaining, and anything else you can think of as possible.

Facebook Chatbot

The Facebook messenger bot, also known as the Facebook Messenger bot, is a highly functional and professional tool for businesses that do not have enough power for 24-hour support on Facebook .According to an interesting report, more than 20 billion

messages a month are sent by people to business pages on Facebook .This incredible number shows that there are many users who consider Facebook as the best way to connect with businesses because Facebook is fast, accessible and simple and anyone with a regular smartphone can use it.

One of the most important reasons that led to the growth and development of smart chat bots is that a study found that users who normally send a message to a business asking questions about a product or service, only on average between They wait 10 to 15 minutes and if they do not receive an answer, they go to a similar business and ignore the previous page forever.

On the other hand, business owners and admins of these pages do not have the necessary ability for 24-hour support .This led to the creation of support chats .Facebook is one of the top social media sites that has synced professionally with these bots .You can use one of these bots to connect with your contacts and get good support for your contacts by preparing default responses such as an update price list.

Facebook Business Manager

Facebook has taken some very cool steps for business pages .In this network, there is a package or maybe it is better to say a toolkit available to admins to help them have various tools to implement business campaigns on Facebook .In fact, Facebook Business Manager is a set of professional tools for managing and promoting Facebook advertising posts .Although the use of this tool is limited and almost impossible for Iranian users, but some of the items in it can be used to expand activities .For example, one of these tools is the ability to synchronize content between Instagram and Facebook to promote your posts on these two networks.

Use of Facebook advertising systems and tools

Like the previous option, it is not possible for Iranian users to use the Facebook advertising tool .Just as Google ads are not normally available to Iranian businesses, so are Facebook .Iranians are always famous for finding specific solutions, and just as we see thousands of Iranian online businesses using Google ads today, many Iranians also use Facebook advertising tools and find many customers worldwide.

Facebook has two types of ads called Facebook Ads and Facebook Pixel .These two advertising tools will help you to naturally (Organically) introduce your products and posts to an audience that is looking for exactly the same thing .Facebook ads are very broad and smart, and in order for you to get the best results from them, it is better to consult the experts who have access to the panels for buying and selling these ads.

- **Follow and analyze the process of your activities**

Like any other online commerce activity, on Facebook you need to constantly review your activities to find and address the shortcomings. Facebook has also provided you with an interesting tool for this. Facebook Insights tool is designed for this purpose.

With this tool, you can increase the number of likes received, the number of posts displayed (the number of users who have viewed your post), the number of users involved (the number of clicks, comments and shares shared by users) Understand the length of a specific time period.

The Facebook Insights tool also gives you interesting suggestions to help you make better choices about the type of posts you share. In fact, this tool, by analyzing and comparing different pages, identifies various and appropriate solutions for each of them and provides them to the admins through this panel.

Conclusion

looking for the [best social traffic services to buy online](#)? look no further. Want to capitalize on the world's obsession with social media? [Buy social traffic](#) that is driven to your website or blog from the most popular social media platforms including Facebook, Instagram, Twitter and more! Activities on Facebook will be fruitful when you, along with your other activities on other social networks and of course your website, also benefit from the facilities and potentials hidden in Facebook. Facebook alone cannot be a factor in the success of your business. So, you should use Facebook as a bridge to acquaint your audience with your main sales channel, which could be another social network or your website. Once you have successfully attracted your users on a global scale, it is time to use its practical tools to attract international customers. The essence of Facebook is free and building and running a business page on it will not cost you anything. But once you get to the right place on the network, the cost of smart advertising may seem very reasonable.