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Facebook "like" Scam – Part 2

Advantages of Facebook fanpage "like"

Facebook has taken the world by storm and it is by far the largest social media site in the world. It was a site that most people used to connect through and it mainly served the communication purpose. It serves more than just the communication needs and you will find that people build fan pages for their businesses and interest and use them to market their services and products. Facebook evolved to a business enterprise today.



The likes increase your trustworthiness

It is easy to trust a page that has 2000 likes than that one that only has about 100 likes. One of the reasons for this is that people reason that the more likes your page has the more reliable people have found your business to be and hence they will trust you. As a result, other people will start liking your page and the tally increases.

The likes increase the activity on your page

The reason for this is that once a person has liked your page, they automatically get a notification on anything that takes place on the page. This acts as a stimulant for them to post something or comment on the page. This will help you attract more likes and fans that can help increase likes and can be popularity which is a good thing for the page.



Search Engine Results

Facebook Fan Pages are indexed, which means that some of the public content is indexed as well. As a business, you want to show up on the search engines. Of course, you want to direct traffic to your website first, but having a social presence is very important. Also important because it will be the first to appear when someone is trying to search for your fanpage which is a good way to promote your fanpage.

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Information Security: It's a Shared Responsibility

REFERENCE(S): <http://www.24onlineservice.com/the-advantages-of-buying-facebook-fanpage-likes/>
<http://socialmediatoday.com/node/1446966>

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