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## Facebook Marketing Interview Questions

**Facebook** is considered as one of the best and the largest [Social Media](#) in the world. Facebook serves as a medium of connection between two or more people. Nowadays, many companies are using Facebook in terms of marketing strategies. Facebook marketing mainly refers to the creating and actively using the Facebook pages as the communication channel to maintain the contact and attract the other customers. The **Facebook marketing strategies** are really easy and simple as compared to the other marketing strategies. Additionally, it creates major brand awareness in the mind of the customers or targeted audiences. There are some of the **Facebook Marketing Interview Questions and Answers** that will help you a lot.

As you all know that there are millions of people around the world who uses Facebook on a regular basis. So it is considered one of the easiest way through which a company can reach millions of people. Facebook was being introduced in the year 2003 as the name FaceMash. Then in the year 2004, it was named Facebook. Below are some of the Facebook marketing interview questions and answers.

### **Q1. What is a Facebook page?**

A Facebook page is a type of public profile that is generally created for the growth of a business, brands, celebrities, causes and all the other types of organizations.

### **Q2. What is Facebook Marketing?**

Facebook marketing generally refers to creating and actively using a Facebook page for brand promotion. The companies use the Facebook page as a communication channel to maintain contact with and attract the consumers and the customers. They do this by posting detailed information about their products or events on the page.

### **Q3. Why you should use the Facebook marketing?**

**Facebook Marketing** is one of the strongest marketing tools. Whether you have a small business or a large business, Facebook marketing can attract billions of customers or Facebook users to your brand.

### **Q4. Who employs the Facebook marketing is mainly used?**

Some of the business and people who use Facebook the most are:

- Brands that include electronics, food, home goods, restaurants etc.
- Local businesses
- The people that include musicians, celebrities, authors and columnists.
- Non-profit organizations that include charities, political groups, and public service campaigns.

**Q5. What kinds of customers are affected by the Facebook marketing?**

As it has been seen that Facebook is mostly used by college students. Facebook had also expanded beyond the demographic. The age group of 18 – 34 are mainly attracted towards the Facebook marketing.

**Q6. Why Facebook marketing is good for the business?**

The following are the main reasons for which Facebook marketing is good for the business:

- To maintain the company's reputation
- To recruit talent
- To move up the Google rankings
- To promote an event and engage with delegate
- To build a network and the relationship with the customers

**Q7. What are the steps one should follow to succeed to have a good Facebook marketing?**

The following are some of the steps one should follow to succeed in a good marketing strategy:

- Provide value
- Use a consistent and frequent publishing schedule
- Involve your fans
- Focus on the relevant, not the cheapest rates
- Find your targeted audiences by using graph search and lookalike audience
- Focus on the metrics that matter
- Don't click the boost post button
- Use power editor
- Use conversion tracking
- Target your email list
- Sell to your fans
- Optimize your image
- Create multiple campaigns and ad variations
- Optimize ads using ad reports

### **Q8. How would you create good Facebook marketing strategies if you have a smaller business?**

If the business is small then following are the steps that I will follow to create good Facebook marketing strategies for the business:

- Post with intent
- Try to blend in
- Don't post without a content calendar
- Optimize the profile page
- Establish a community page
- Create a Facebook group
- Be strategic about the group name
- Keep adding to the Facebook stories
- Don't obsess over vanity metrics
- Use Facebook for the customer service
- Post with a budget in the Facebook marketing

### **Q9. What is Facebook EdgeRank?**

Facebook EdgeRank is a type of Facebook algorithm in which the Facebook determines whether your posts should be in the news feed of your page or in the follower's page.

### **Q10. Why Facebook EdgeRank is important?**

Facebook EdgeRank is one of the most important tools because it helps to measure the connection between you and your users. The contents, images, links or videos results in engaging the posts and also tells how old the post decay is.

### **Q11. How Facebook marketing helps to develop your business?**

The following are the ways how Facebook marketing helps to engage people in your business:

- Engaging first
- Show off your products
- Get more likes
- Run a contest
- Boost your post

## **Q12. How will you promote a business through Facebook?**

The following are the steps to promote a business through Facebook:

- Create a business page
- Post regularly
- Promote your page
- Engage your followers
- Leverage friends or fans
- Try Facebook ads

## **Q13. What are the best ways to advertise on Facebook?**

The following are some of the best ways to advertise on Facebook:

- Mine audience insight
- Create unique and sets for each audience
- Accompany ads with the landing pages
- Use striking imagery
- Establish a bit strategy and budget

## **Q14. How to become a Facebook marketer?**

The following are some of the simple tips you should note to become a Facebook marketer:

- Acquire a skill that includes understanding your audiences.
- Reaching the widest audience possible and staying updated.
- Practice using Facebook pages, ads, and groups.
- Build your personal website and the online presence
- Decide what to charge
- Find clients
- Find communities and networks
- Get reviews and build your portfolio

## **Q15. Differences between Facebook marketing and other digital marketing.**

**Facebook marketing**

**Digital marketing**

Facebook marketing is used in social media platforms to promote a product or services

Digital marketing is the use of the internet, mobile devices, social media, search engines, display advertisings, or the other channels that are used to reach the customers.

Facebook marketing is limited to the boundaries of the internet.

Digital marketing goes beyond the internet and tries to reach the people in the offline world using digital means.

**Q16. Why Facebook advertising is good for one's business?**

Facebook advertising is known as one of the cheapest ways to advertise on the online platform. Facebook always helps you to be more targeted with the advertising, precisely taking aims at the target market and Facebook advertising is more effective than other types of online advertisements.

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