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The development of Facebook has seen it become the dominant social media platform and considering that their aim is to achieve a user base of one billion, you begin to be aware of how important they are in the website marketing space. Nevertheless, many people and local businesses see it merely as a place to connect with family and friends. It really is this social interaction that makes Facebook a powerful marketing tool for businesses but some do not understand this or need someone to help them to take advantage of this. FB Cash 2.0 is a course which shows you how to become a Facebook expert so that you can profit yourself and also service other businesses.

Within the course you will find video tutorials that can take you from the basic information to get you started through to more advanced strategies so that you begin to profit rapidly from the knowledge you gain. One thing to take into account is that occasionally Facebook changes the look of their site and hence the videos may reflect an earlier version. But, you will be able to find all the basic information you need even if you haven't used the site before yourself. Actually, the starting point shows you how to set up your own personal profile if you are yet to get this done and then leads you onto how to set up pages for businesses.

Learning to produce these business pages will become the foundation of your Facebook marketing consulting internet business. All the features you have to be aware of after creating the pages are shown in over the shoulder videos which are simple to follow although if you are completely new to this, there is bound to be more of a learning curve. One crucial aspect covered in the videos is the process of customizing a URL for a business, and despite the fact that this is a simple process, many businesses are not doing this. Having the ability to demonstrate how to do this, as well as impressing upon them the importance of doing so, will provide you with the status of someone whose services are in demand.

Incorporated with the FB Cash 2.0 course are some templates for setting up business pages for clientele. These are made to get people to take action and like pages that they land on, which is where the viral dynamics of Facebook is so powerful. If you are nervous that this seems technical to do, then do not worry as the way to install these is totally covered. It is worthwhile spending some time to do this, as you can then go out to businesses who either don't have their own page or who need help to customize what they have. As you go on to repeat this process over and over, you'll be able to collect money on a regular basis and possibly outsource it in the future.

FB Cash 2.0 also addresses the areas of getting fans to pages and how you can get leads so that you can start to make money. This is an excellent resource for getting you started in building your own Facebook marketing company.