



Authority Marketing Expert Barbara Ling Shows Businesses 3 Easy Steps To Prepare For Facebook's 5 Billion More Mobile Phone Users

In response to Facebook's breaking news of Internet.org and adding 5 billion more smartphone users, Barbara Ling offers 3 easy ways businesses can prepare for these new customers.

Facebook recently announced its goal to connect 5 billion more users to the Internet via smart phones by partnering with Samsung, Ericsson, MediaTek, Nokia, Opera and Qualcomm. For businesses, this offers a golden opportunity that authority marketing expert [Barbara Ling](#) believes will enable smart companies to increase their future sales on a mobile platform.



"Adding 5 billion more users via smartphones uses mobile technology. That means a huge increase in the audience that can view Facebook mobile ads," says Ling. "Companies now must have targeted Facebook ads running specifically for mobile platforms so they can tap into that audience at will."

This means that 5 billion potential new customers will be available to the smart businesses who prepare for them today. In response to Facebook's announcement, Ling recommends businesses implement the following 3 easy steps as soon as possible to gain the edge over their competitors.

First, businesses must create a highly engaging and viral Facebook business page. This enables not only audiences to share content and communicate with each other, but also gives the perfect platform for running targeted Facebook mobile ads. Facebook business pages are free for all businesses.

Next, company page administrators must master how to create engaging posts that community members will share. An easy way to do this is to

directly upload a meme image or a shareable brand-related quote, and set the image description to include the product URL. This ensures that when the image is shared, the product URL is shared along (thus increasing brand exposure).

Finally, businesses can use the free Facebook power editor to create a Facebook ad that targets only mobile users and redirects to one of the viral posts created. The power editor also allows hyper targeting as well, enabling businesses to zero in on precisely the demographics they want to approach.

According to Ling, mobile advertising will dramatically increase as time progresses. "5 billion new customers might be in the future, but right now, Facebook reported 41% of its advertising revenue was due to mobile. It makes smart business sense to ensure one's products are available to mobile users on Facebook; this audience will only continue to grow."

Ling also takes note that advertising via mobile is only the beginning. To develop true brand leadership and authority within a specific industry niche, companies need to integrate other social platforms and showcase why their solutions are far more desirable than any other competitor in the market space. Facebook is an excellent platform on which to begin.

About Barbara Ling:

Barbara Ling is a full-time authority marketing innovator who coaches businesses on building lasting long-term credibility and authority online. To learn more about Barbara Ling, visit BarbaraLing.com or [Fb.com/BarbaraLingShares](https://www.facebook.com/BarbaraLingShares) .

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