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Facebook Marketing was introduced on May 2005 which was the first ad on any social media platform. Once brands knew the potential Facebook had to boost sales, there was no looking back. Since then, Facebook has continuously refined the Facebook marketing strategies to get more targeted, more perfected and more interactive. Facebook's advertising platform has helped brands reach their audience in ways that are usually not possible through other channels. So let us start at the beginning and look at how Facebook grew into a marketing giant where brands continue to flock in the relentless efforts of making their presence felt in one of the best marketing platforms available for them today.

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