Article #7

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Tap Facebook's Robust User Profiling System To Turbo Charge Your Branding

It seems that Facebook could not get itself out of the headlines lately. It's a very familiar story. It's been the target of so many lawsuits regarding privacy issues. In the United States, Facebook's technology has forced Americans to totally revisit what privacy means as a concept.

In Europe, it's more of black and white matter. The European Union has put its foot down and has erected several key legal restrictions on what Facebook can and cannot do with data. Back in the day, when people do stuff on Facebook, the data that they produce is viewed as some sort of byproduct.

When you click on content you like, and you go to websites that interest you, you might think that this is normal behavior, and you might think that Facebook is just being harmless tracking this. It turns out that the Europeans have started looking at this as your property.

This is called your emotional or personal intellectual property. For example, if you post a comment reacting to a certain topic, you are sharing your emotional property. And in European jurisprudence, this is considered so important that people should have some sort of property right over it. While you cannot sell it necessarily, Facebook should have some sort of limitation regarding how they use this type of property. That’s how advanced European law is compared to the United States.

Still, it’s only a matter of time until Facebook's robust user profiling system will face serious challenges. Please understand that none of this means that the profiling system will go away. That's the good news. Instead, people will just be made aware that once you log in to Facebook, you are giving the platform all sorts of rights about your data.

So basically, there will come a time where people can customize how much access Facebook will have on their data. And if you don't allow for some sort of minimum access, your only other choice is to not use Facebook at all.

I raised this with you because these legal issues show how robust, far-reaching, and in-depth Facebook's user profiling technology is. It is no surprise that when people use Facebook and they see certain ads, it’s as if the system is reading their mind. In fact, according to some inside gossip on Facebook, that has been Mark Zuckerburg’s overall goal all along.

He wants an advertising system that is so powerful, so far-reaching that it seems to read the minds of people who find themselves on Facebook. Now, as scary as that may sound, if you are advertising a business, this is the best thing sliced bread.

This revolutionizes advertising because your brand only has a hold on certain people with a certain set of needs. If you were to try to connect with those people, it's like taking shots in the dark. It’s like going around in circles. When you try to do this within Facebook’s technological ecosystem, you have a better chance, because its system is so robust, so comprehensive, and so pervasive that eventually things line up, and you’ll be able to target specific people with specific interests, with the right ads that plug into your conversion funnel.

It doesn't matter whether you have a purely national business, or a purely local business. Your brand stands to benefit quite a bit using Facebook’s very powerful profiling system. In fact, it is so advanced that this algorithms scares a lot of people. It is downright scary, it's like a surveillance system.

Everything from your location, to your age, to the impact of your age, or your location, and the people you connect with, their political affiliations, even their political opinions. All of these pass through some sort of data profiling system that sooner or later, translates into hyper-intelligent ads.

Use this to your advantage. That technology is already there. To get started on a systematic and methodical way of using Facebook's advertising system, click here. This is the only basic beginner Facebook Ads blueprint you will ever need to use.