

# To The Brands I Haven't Had a Chance To Meet Yet...

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Two things you need to know about me before we get started. Yes, I am in Digital Marketing, and I have been for 14 years (ugh, I feel so old!). Two, I buy online - I buy almost everything online. I have a love for online shopping that started all the way back in college when Google first came out. I adopted early and I took risks. New does not scare me. Now that you know those two key important things about me, I want to share with you why and how Facebook Ads work on me, as a consumer. As a Digital Marketer and Product Consultant, I so often hear how many Advertisers and Brands still don't believe in Social Advertising. Or they believe in it, but it's just not important enough to dedicate time and effort to. These statements make me want to scream both as a Marketer and a Consumer.

I'm a new mom of an adorable almost 1 year old, and working full-time so my time to consume media of any kind is greatly limited. When you have a toddler running around, it's impossible to be on a laptop or computer, so I pretty much rely on my phone for any access to the outside world that isn't work related.

So yes, I use Facebook. It has become my source for what's going on in this crazy world we live in, and keeping up with friends from across the country and beyond. It is the place that I enjoy spending some of my most precious commodity - time! When an Ad appears in my news feed as I'm scrolling through baby videos, funny pet moments, or the latest political blunders, I also read the ads. As a consumer that loves products that improve my life in any novel way, I like ads. I love commercials, and I like finding new products. But I am no longer the consumer that has time to identify my problem and search for a product that might exist to solve that problem. Now I need to happen to come across that item, and say "Hey, I could totally use that!"

As a Marketer, I know I was targeted. I know those ads cost the brand for me to see it, so they're only going to show it to me if they believe I could be a potential customer. This is why I love Facebook Ads. We all trust recommendations from a good friend over advertising. Well, Facebook found a way to marry the two.

When I see an Ad, and then notice that a friend or two also likes that Brand, I'm that much more inclined to look further into the product or offering. That little message at the top that tells me a friend likes this Brand says "Hey, you're missing out on this!" And although I wasn't that averse to risk before, it's an added bonus if someone I know has already tried it and loved it so much they'd claim it on their Facebook page. This amazing method of advertising has allowed me to discover new brands that I had never heard of before, and a few of them I've become happily addicted to. Companies like Thrive Market, Jet, Dollar Shave Club, Wish, Sideline, Honey and so many others, that I would never have tried if it weren't for Facebook Advertising. So, to all the Brands I haven't had the chance to meet yet - I hope to discover you soon as I'm scrolling through my feed on Facebook.