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The screenshot shows a web browser window with the URL <https://sales.hoovers.com/basics-facebook-advertising-small-business-owners/>. The page features the Hoovers logo at the top left, a search bar, and navigation buttons for 'LOGIN' and 'CHAT NOW'. The article title is 'BASICS OF FACEBOOK ADVERTISING FOR SMALL BUSINESS OWNERS', dated June 2, 2016, by Kevin Layton. The article text discusses the benefits and challenges of Facebook advertising for small businesses. A sidebar on the left contains a newsletter subscription form with fields for 'First Name *', 'Last Name *', and 'Company Email *', and a 'Subscribe' button. A social media share bar shows 5 Facebook shares and a 'Tweet' button. An image of a woman working at a desk is visible on the right side of the article.

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BASICS OF FACEBOOK ADVERTISING FOR SMALL BUSINESS OWNERS

JUNE 2, 2016 BY KEVIN LAYTON [LEAVE A COMMENT](#)

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Facebook advertising is perhaps one of the best tools that small business owners have to get the word out on a digital channel where many people ACTUALLY are all the time! Facebook advertising can be so "simple" to do in some ways, but it can be easy to blow your budget and get nowhere. That's why you need to [be smart about what you're doing](#) and educate yourself before you jump into Facebook ads. We've compiled a few of the basics you need to know before you spend any money.

Where You Can Advertise On Facebook:

1. Right Hand Ads – These are small ads that run along the right side of the home screen of Facebook. Any business can run

