

# Facebook targets SMEs

Facebook is committed to helping each of its 40 million small business Pages achieve their goals and it is making investments to provide the right resources to do so. It has launched its '2015 Boost Your Business' programme and a new online chat support.



## Boost Your Business

The 2015 Boost Your Business programme offers both half-day and two-hour pop-up events, each focused on bringing small businesses together to share best practices and hear about the latest marketing strategies and tools.

For this year's half-day Boost Your Business events in the US, it is partnering with Facebook marketing pro, Mari Smith, as well as MailChimp, Shopify, Visa and Zenefits to add their expertise and guidance to the programme. It will be visiting San Diego, Minneapolis, Nashville and Boston.

## Online chat support

Businesses that advertise on Facebook now have access to one-on-one support through live online chat. By clicking "Get Help" on the Facebook for Business website, advertisers can chat and screen share with a trained Ads Specialist to get quick answers to their Facebook advertising questions.

Live chat on desktop will roll out to the US, UK and Ireland now and then to more countries later in the year. Facebook will also test mobile chat and phone support this year and will announce new support channels as they become available.

For more, visit: <https://www.bizcommunity.com>