

## 13.1: Introduction

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Social media first became a choice for marketers back in 2005, when Facebook launched its first advertising option. The medium has advanced in leaps and bounds since then, offering a reasonably low cost ad option to marketers, as well as the opportunity to reach a wide audience for little money as long as the ads are engaging enough.

Social media ads can be recognised by labels such as ‘suggested post’, ‘promoted pin’ and so on, depending on the platform. The ad formats available are continuously evolving, which means that marketers need to keep up with what’s available to them, and that there are ever-increasing opportunities to reach your consumers on a platform and in a format that suits them.

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