**Recommended Subject:** [New Ebook] How to Use Facebook for Business

**Recommended Content:**

Hi there FIRST NAME,

Facebook is the world's most popular social network, for both businesses and individuals. With over one billion people users, your friends and fans are likely already using the platform -- and you should be too!

In fact, customers are **51% more likely to make a purchase after 'liking' a brand on Facebook**. If you want to brush up on your Facebook marketing skills, check out our Partner HubSpot’s introductory guide to start preparing yourself for customer conversion.

Download the Ebook Today

After reading this 60-page ebook, you will be able to:

* Create a personal profile and/or business page
* Join groups and networks that are interesting to you
* Promote your page to attract fans and customers
* Generate leads with marketing best practices
* Measure your Facebook success

Cheers,  
YOUR NAME

**Tracking Link to Use:**

***IMPORTANT: Don’t forget to put your HubSpot portal ID at the end of the tracking link!***

[http://offers.hubspot.com/facebook-for-business-facebook-0?utm\_source=email&utm\_campaign=facebook\_for\_business&partner\_portal=**INSERT\_PORTAL\_ID**](http://offers.hubspot.com/facebook-for-business-facebook-0?utm_source=email&utm_campaign=facebook_for_business&partner_portal=INSERT_PORTAL_ID)