

Facebook and classifieds: New blog covers social media giant's moves

AIM Group has launched a new blog focusing on Facebook's moves into classifieds

ALTAMONTE SPRINGS, FLORIDA, UNITED STATES, December 6, 2016 /EINPresswire.com/ -- With Facebook Marketplace and Facebook Jobs raising the specter of radical changes in the classified advertising industry, the AIM Group has launched a new blog focusing on Facebook's moves into classifieds.

The logo for Facebook Watch, featuring the word "facebook" in blue lowercase letters above the word "watch" in white lowercase letters on a blue rectangular background.

Facebook Watch

"Facebook Watch," a blog from the publishers of Classified Intelligence Report, is tracking the growth of Facebook Marketplace as it expands from four countries into others, and Facebook Jobs as the company tests a new way for users to find jobs and employers to find job-seekers. The blog is available openly on AIMGroup.com.

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Peter M Zollman

"Facebook may profoundly affect the classified advertising industry worldwide, and has already had a significant impact on the stock of Schibsted, one of the 'Big 6' classified companies," said Peter M. Zollman, founding principal of the AIM Group and publisher of Classified Intelligence Report. "We've been covering Facebook classifieds for more than two years, and decided to pull all of our coverage together in one place for the entire classified advertising industry."

Brian Blum and Patrick Peterson of the AIM Group will be the lead authors, with contributions from Zollman, EMEA editor Christoffel Volschenk, managing director Katja Riefler,

consulting director Rob Paterson and the AIM Group team of more than 30 writer / analysts worldwide.

"We know classified companies are watching Facebook closely --- for good reason," Zollman said. "If Facebook users start to find jobs and 'stuff' there, it could provide a terrific new revenue stream for Facebook and cut into profits at companies like Schibsted, Naspers, EBay and Craigslist."

Facebook Watch will be published open, without a "paywall," to ensure maximum availability to AIM Group clients and non-clients. Additional material will be posted as warranted. AIM Group coverage of Facebook classifieds dates back more than two years, to November 2014, when the company wrote "Facebook group marketplaces grow like weeds."

The AIM Group recently analyzed [Craigslist's revenue for 2016](#) and estimated the company would generate almost \$700 million from listings, at a margin near 80 percent, making it the single most profitable classified advertising site in the world.

For more information about the AIM Group and Classified Intelligence Report, visit AIMGroup.com or email info@aimgroup.com .

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About the AIM Group: The AIM Group, formally the Advanced Interactive Media Group LLC, is the world's leading consultancy in interactive media and classified advertising. It publishes Classified Intelligence Report, the continuous advisory service known as "the bible of the classified advertising industry." Founded in 1998 and based near Orlando, Fla., the AIM Group works with leading media companies, dot-coms, broadcasters, investment companies, yellow-page publishers and technology companies. It provides strategic and tactical consulting; sales training; proprietary and published research about interactive media; and other services. For more information, email Peter M. Zollman, founding principal, at pzollman@aimgroup.com, or call him at +1.407.788.2780, or Katja Riefler, managing director, katjar@aimgroup.com or +49 (89) 6214-6044.

Free media review copies of the AIM Group's Global Classified Advertising annual report, which includes analysis of Facebook classifieds and Craigslist (among many others), are available for coverage by reporters. Email info@aimgroup.com.

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