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**THE FORCE THAT FACEBOOK IS
Contemplating the Monetization of Facebook**

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A new whitepaper by Drake Direct seeks to explain the true value of Facebook by closely examining their current business model, and perhaps more importantly what they will look like in the foreseeable future.

As the IPO approaches it is important to understand the current revenue streams for Facebook in addition to opportunities that still exist and are yet to be monetized. Facebook plays a varied yet critical role in everyone's life no matter who we are whether that be a mom or dad, a consumer, a marketer or a brand. And, as such, trying to place a value on Facebook as of today, and in the future is difficult. This whitepaper seeks to answer that question.

Facebook is and will continue to change the way we interact with family, friends, consumers and brands. Understanding what is happening is critical. Download this white paper here: http://www.drakedirect.com/facebook_whitepaper_by_drakedirect.pdf

Drake Direct is an Integrated Marketing Consulting firm specializing in helping clients understand the right strategy by delivering impactful insights from traditional, web and social data. The Marketing Data Scientists at Drake Direct specialize in strategy development, web analytics, social analytics, predictive modeling, segmentation, dashboard builds, marketing test design and corporate training. For more information contact: rhonda@drakedirect.com.

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