

The book was found

Ultimate Guide To Facebook Advertising: How To Access 1 Billion Potential Customers In 10 Minutes (Ultimate Series)



Synopsis

FACEBOOK MARKETING IS HOT. GET BRAND NEW CUSTOMERS AND FACEBOOK FANS FROM SOCIAL MEDIA ADVERTISING TODAYÂ Perry Marshall, author of the #1 selling book on Google AdWords, joined by Facebook Advertising specialists Keith Krance and Thomas Meloche, lift the curtain to the more than a billion potential customers, by marketing on Facebook. This Facebook Guide will bring you more Facebook Fans quickly and reliably. You'll discover how to pinpoint your most profitable audiences--then, how to reach them, convert them, and keep them as your Facebook fan, friend, and customer for life.Â Introducing game-changing strategies, valuable tools and reports, Marshall and team breakdown the magic of Facebook Business Advertising, including mobile and local. You'll see how to gain dramatically on your investment--in clicks, customers, and profits. In this easy Facebook guide, discover how to:-Build your business on Facebook-Create a campaign and find new customers in minutes -Get local customers to visit your store or event-Gain expertise on Social Media Advertising, so you generate sales leads on demand -Profile your audience using Facebook Graph Search and Ad Manager -Create the perfect bidding strategy for your objectives and budget -Hyper-target your audience with segment-specific ads -Track and follow leads and customers -Achieve measurable profits while you inform and entertain your fans -Avoid ad fatigue with the perfect Newsfeed Ad

Book Information

Series: Ultimate Series

Paperback: 268 pages

Publisher: Entrepreneur Press; 2nd ed. edition (February 3, 2015)

Language: English

ISBN-10: 1599185466

ISBN-13: 978-1599185460

Product Dimensions: 8 x 0.8 x 9.9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (49 customer reviews)

Best Sellers Rank: #24,837 in Books (See Top 100 in Books) #6 inÂ Books > Textbooks > Business & Finance > Sales #13 inÂ Books > Computers & Technology > Business Technology > Social Media for Business #19 inÂ Books > Computers & Technology > Internet & Social Media > Social Media

Customer Reviews

I received the Kindle edition of this book from Net Galley for considering to write a review. (The edition I reviewed was a pre-release version and the image below is from that file. What you see there is no longer relevant but I cannot remove the image.) I own two other Perry Marshall books (Google AdWords and 80/20 Sales and Marketing) so I was looking forward to reading this one on Facebook. Also, until I read this book I knew little about advertising on Facebook. Here is my feedback divided into four categories.

1. Direct marketing. Much of your success in using FB is going to depend on how good you are at writing advertising copy. The authors go into detail about direct marketing best practices and then apply these to the unique features that FB gives us to create and manage campaigns. There are also numerous comparisons here to Google AdWords which will help those familiar with that platform get up to speed that much more quickly.
2. Applicability. There are many social networks, each with their own unique audience profile and community protocols. The first question any marketer needs to ask him or herself is whether that social network is a match for a particular business. They address this up front in Chapter 2 and in great detail. It's the kind of knowledge that could save you a lot of trouble and money. (Actually, you might want to try to understand this before even buying the book...too bad it is beyond the sample size to read it but you can also visit IsFBforME.com as a starting point.)
3. Style and presentation. The reading is easy, conversational, and to the point. No fluff. Again, those familiar with the AdWords book will be right at home with this book. In this regard I think the print book has a leg up on the ebook.

[Download to continue reading...](#)

Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series) Facebook: Master Facebook Marketing - Facebook Advertising, Small Business & Branding (Facebook, Social Media, Small Business) -->>200 Facebook groups to Promote your Kindle Book for Free with Bonus 100 Publishers and authors on Facebook: Updated First Edition. Bonus 50 Facebook ... your book. (Facebook Guide for Authors) Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: *FREE BONUS: 'SEO 2016' Included!* ... Marketing Strategies, Passive Income) Facebook Marketing: Strategies for Advertising, Business, Making Money and Making Passive Income (FREE BONUS AND FREE GIFT) (social media marketing, social ... facebook, facebook adds, small business) Ultimate Guide to Google AdWords: How to Access 1 Billion People in 10 Minutes (Ultimate Series) Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebook Advertising Tools, Fan Growth Strategies, and Analytics FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business

and Making Money Online Facebook Marketing and Advertising in 2016: What Works for My Facebook Page with 2 Million Likes? Facebook: How Mark Zuckerberg Connected More Than a Billion Friends (Wizards of Technology) Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes (Ultimate Series) China's Super Consumers: What 1 Billion Customers Want and How to Sell it to Them One Billion Customers: Lessons from the Front Lines of Doing Business in China (Wall Street Journal Book) How to Use Facebook for Business - Your Quickstart Guide for Getting Customers Fast (Social Media for Business 1) Instant Facebook Cash - Teespring Edition: How to Make Money Selling Tees via Simple & Cheap Facebook Ads Facebook for Business Owners: Facebook Marketing for Fan Page Owners and Small Businesses, Social Media Marketing, Volume 2 Facebook Marketing: How to Use Facebook to Master Internet Marketing and Achieve Social Media Success Real Estate Marketing on Facebook: Discover the Secrets of How a Top Producing Team Used Facebook to Help Drive Over \$10 Million in Annual Sales Volume Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & Linkedin (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3)

[Dmca](#)