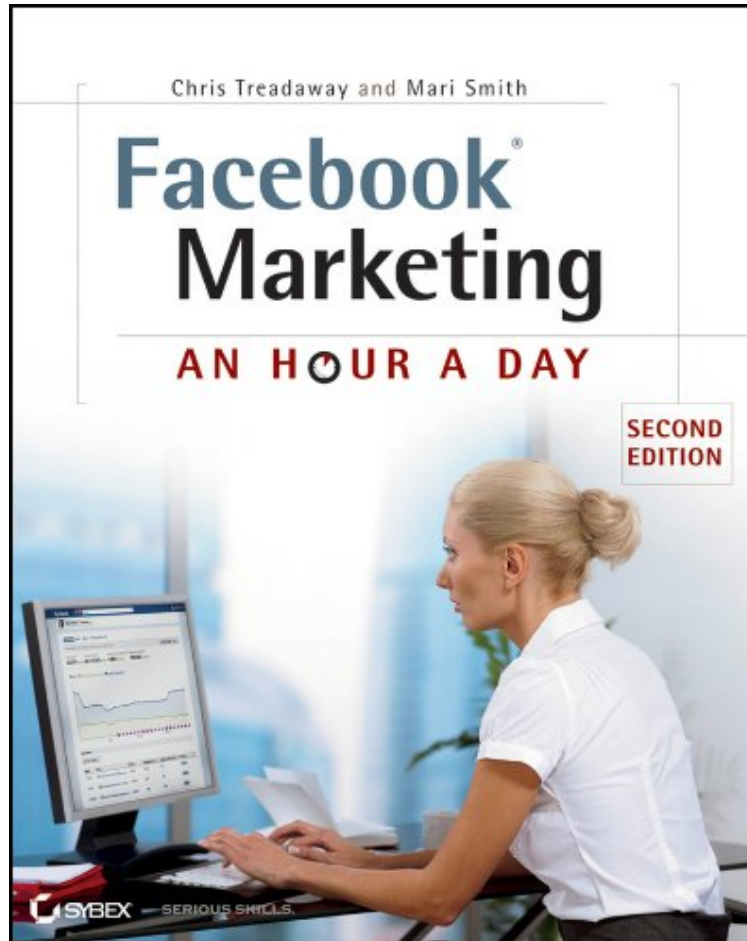


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## Facebook Marketing: An Hour a Day

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**Chris Treadaway, Mari Smith : Facebook Marketing: An Hour a Day** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Facebook Marketing: An Hour a Day:

49 of 51 people found the following review helpful. An Excellent Guide By Janet Barclay Before reading the book, I had thought it would explain how you can maintain a strong presence for your business in only 60 minutes a day, but that's not quite what it's about. It is actually a sixteen-week program, taking you from planning to implementation and evaluating your results. Every day has an assigned task which should take approximately one hour to complete, making it ideal for readers who prefer a practical, structured approach to learning. The "course outline" is as follows: Month 1: Create the Plan and Get Started Month 2: Establish Corporate Presence with Pages and Groups Month 3: Create Demand with Facebook Ads Month 4: Advanced Tactics and Campaign Integration There is a wealth of valuable information in this volume, much of which is not limited to Facebook but is relevant to any form of social media marketing. It's next to impossible to talk about any component of social media in isolation, because they all work together so closely. Facebook changes so often that no one can know for sure what the future will hold, so the Appendix containing the opinions of six industry experts on "The Future of Facebook" was particularly fascinating. It

is clear that social media in general, and Facebook in particular, are going to continue to play a major role in people's lives, so it's going to become increasingly important for businesses to get involved if they don't want to get left behind. Whether or not you choose to follow the daily steps, this book is an excellent guide for anyone wanting a better understanding of how Facebook works and how they can leverage it to promote their business. 0 of 0 people found the following review helpful. Thanks for the opportunity! By Elizabeth Houston Thanks, this has come! Wish do come true. 0 of 0 people found the following review helpful. Badly Outdated to the point of not being useful. By Taffy This book was written in 2011 and published in 2012. It's outdated and should be removed. Waste of money!

The bestselling Sybex guide to marketing on Facebook, now fully updated As the second most-visited site on the web, Facebook offers myriad marketing opportunities and a host of new tools. This bestselling guide is now completely updated to cover all of the latest tools including Deals, sponsored stories, the Send button, and more. It explains how to develop a winning strategy, implement a campaign, measure results, and produce usable reports. Case studies, step-by-step directions, and hands-on tutorials in the popular Hour-a-Day format make this the perfect handbook for maximizing marketing efforts on Facebook. This revised guide fills you in on the latest Facebook conventions, tools, and demographics, and outlines the important strategic considerations for planning a campaign Takes you step by step through crafting an initial Facebook presence, developing an overall marketing strategy, setting goals, defining metrics, developing reports, and integrating your strategy with other marketing activities Covers using features such as events, applications, and pay-per-click advertising Includes case studies and directions for updating, monitoring, and maintaining your campaign This popular guide is packed with up-to-date information to help you develop, implement, measure, and maintain a successful Facebook marketing program.

From the Back Cover Master Today's Biggest Marketing Opportunity — Facebook! A Step-by-Step Guide This fully revised Second Edition of an industry bestseller shows you in detail how to develop, implement, manage, and measure a successful Facebook marketing strategy from start to finish. You'll start by creating a plan that takes into account your goals, your marketing needs, and your customers. Then, you'll learn how to build a compelling business page and effectively use profiles, news feeds, ads, and other powerful features such as apps and groups. Finally, discover how to track and measure your efforts, avoid pitfalls, and mine tips, tricks, and tactics drawn from the expert authors' deep experience. The result is an effective, measurable, day-by-day plan for Facebook marketing success. Understand the post-social era and how this affects your Facebook marketing strategy Stay on top of all of Facebook's changes, so your strategies continue to evolve Create a campaign, identify the numbers that matter, map them to business goals, and define your metrics Create compelling content, promotions, contests, and other ways to engage Integrate Facebook with your website and add e-commerce Drive additional demand with effective and optimized Facebook advertising campaigns Use analytics to monitor and test your results Tap other social media, set up events, and understand Facebook mobile You'll also find: Real-world case studies that illustrate successes to learn from and mistakes to avoid A look at the future of Facebook marketing from industry luminaries Praise for Facebook Marketing: An Hour a Day, Second Edition "Facebook Marketing: An Hour a Day is not just any book on Facebook marketing. It happens to be carefully crafted by two of the world's leading Facebook marketing authorities: Mari Smith and Chris Treadaway. Study it. Digest it. Then watch how your business thrives." — Michael Stelzner, author of Launch and founder, Social Media Examiner "Chris Mari have provided the road map to help you succeed with Facebook marketing. This is the one book I'd recommend to anyone who needs to launch and measure a great social marketing campaign." — Brian Goldfarb, Director of Product Marketing, Windows Azure, Microsoft Corporation "Facebook has become a fundamental marketing platform and, thanks to this book, you'll learn exactly what you must do in order to get the most from it." — John Jantsch, author of Duct Tape Marketing and The Referral Engine About the Author Chris Treadaway is the founder and CEO of Polygraph Media, a social media data mining and analytics company. Prior to his work at Polygraph Media, Chris spent almost four years at Microsoft where he was the group product manager for web strategy. Chris has worked in the Internet marketing field for more than 15 years and was a cofounder of Stratfor. He blogs regularly about entrepreneurship and social media issues at treadaway.typepad.com and on Twitter at twitter.com/ctreada. Mari Smith is a passionate social media thought leader, specializing in relationship marketing and Facebook mastery for companies of all sizes. She is author of The New Relationship Marketing and leads social media training events and delivers keynotes worldwide. Fast Company describes Mari as "a veritable engine of personal branding, a relationship marketing whiz, and the Pied Piper of the Online World." Forbes named Mari as one of the top ten social media influencers. She regularly appears in publications such as the New York Times, the Wall Street Journal, Forbes, Fortune, and Success magazine.