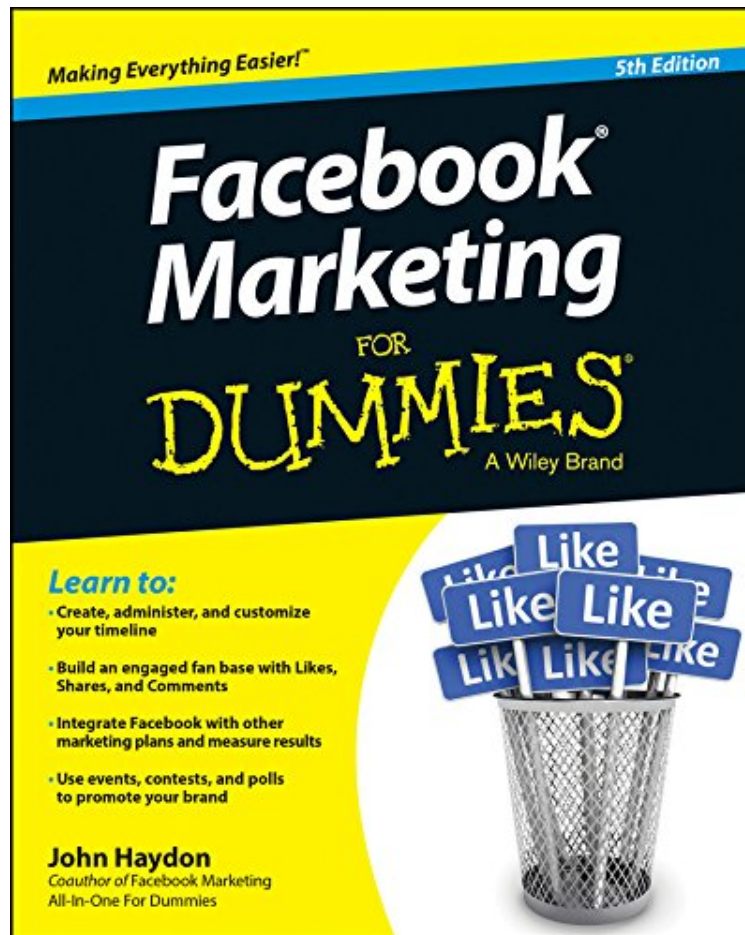


Facebook Marketing For Dummies

John Haydon

**Download PDF / ePub / DOC / audiobook / ebooks*



#926911 in eBooks 2014-12-08 2014-12-08File Name: B000A4IGT4 | File size: 76.Mb

John Haydon : Facebook Marketing For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Facebook Marketing For Dummies:

0 of 0 people found the following review helpful. Should be entitled, "Facebook Marketing for Techies."By Mary Peccil'm not really qualified to review this book because I'm definitely NOT a techie. It was over my head right from the beginning. I believe it requires lots of foreknowledge about computers, computer software, etc. Not for dummies - for techies.1 of 1 people found the following review helpful. OK, not greatBy George OrfanedesImproved my knowledge of Facebook, but did not provide 100% of info needed.0 of 0 people found the following review helpful. I shop for my books.By Richard TurnerProduct was delivered as described. Book not the easiest read for someone not familiar with Facebook.

Practical Facebook marketing strategies, tactics, and techniques This new edition of Facebook Marketing For Dummies arms novice to expert marketers with everything they need to plan, refine, execute, and maintain a successful Facebook marketing campaign. Fully updated to cover the latest tools and techniques of Facebook

marketing, you'll find hands-on guidance to create and administer your Page Timeline, understand the psychology of the Facebook user, build your fan base, utilize events, contests, and polls to promote your Page, increase your brand awareness, integrate your Facebook marketing campaign with other marketing strategies, and monitor, measure, and adjust your Facebook marketing campaigns. Written by a leading expert on helping others use Facebook and other social media tools to promote and enhance their brands, this practical guide gets you up and running on Facebook marketing—fast. In plain English, it walks you through all the latest features, including new designs for the News Feed, Timeline, and Pages, as well as major changes to the Facebook advertising platform. Includes real-world case studies that illustrate how successful Facebook marketing really works Fully updated to cover the latest tools and techniques in Facebook marketing Shows marketers how to use Facebook to reach and engage their target audience Provides step-by-step instructions on how to organize, optimize, and manage your Facebook advertising campaigns If you're a marketer looking to develop or refine a social media marketing plan that includes significant Facebook presence, Facebook Marketing For Dummies is your go-to guide.

From the Back Cover Learn to: Create, administer, and customize your timeline Build an engaged fan base with Likes, Shares, and Comments Integrate Facebook with other marketing plans and measure results Use events, contests, and polls to promote your brand Plan, refine, and maintain a successful Facebook marketing campaign Are you a marketer looking to effectively add Facebook to your overall marketing mix? Consider this book the mecca of Facebook marketing. Inside, you'll grasp the psychology of the Facebook user, build your fan base, increase your brand awareness, integrate Facebook marketing with other marketing strategies, and much more. Marketing in the digital age—find out how to build a social networking presence, leverage content to reach your audience, put viral marketing features to work for you, and build a winning strategy for your business Mirror, mirror on the wall—secure a spot for your business on Facebook, design a compelling Facebook Page, and use applications to further expand your presence within Facebook Go public—promote your Page, engage fans, measure your campaign's success and utilize specific strategies and tactics proven to grow your fan base and increase awareness of your Page Dig a little deeper—advertise on Facebook by targeting a specific audience, create and test your ads, measure your ads' success, and use Facebook social plugins to integrate Facebook into your website Open the book and find: Steps for making your Page easy to find Tips for selling products and services via Facebook Ways to use Facebook Groups and Events for your business How to increase website traffic with Facebook social plugins Top business tips for Facebook Factors for long-term Facebook marketing success Recommended Facebook etiquette Common Facebook marketing mistakes to avoid About the Author John Haydon is a leading expert on helping nonprofits use digital media to conduct online fundraising, and engage their supporters. He is a speaker, trainer, consultant, and a regular contributor to the Huffington Post and Social Media Examiner.