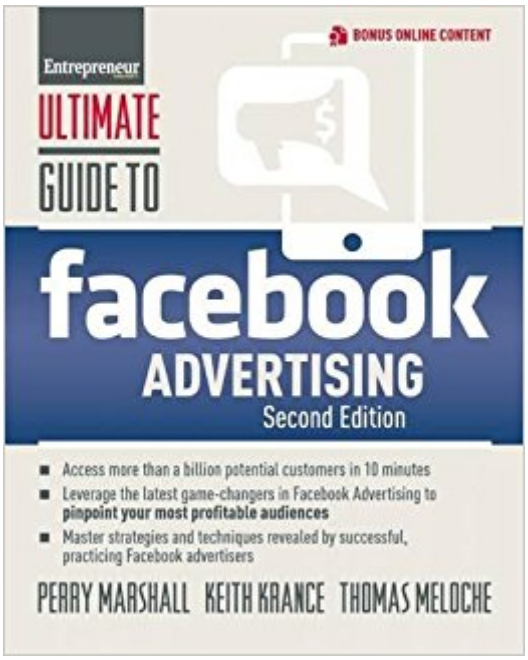
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Ultimate Guide To Facebook Advertising: How To Access 1 Billion Potential Customers In 10 Minutes (Ultimate Series)



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Synopsis

FACEBOOK MARKETING IS HOT. GET BRAND NEW CUSTOMERS AND FACEBOOK FANS FROM SOCIAL MEDIA ADVERTISING TODAYÃ Â Perry Marshall, author of the #1 selling book on Google AdWords, joined byFacebook Advertising specialists Keith Krance and Thomas Meloche, liftthe curtain to the more than a billion potential customers, by marketing on Facebook. This Facebook Guide will bring you more Facebook Fansquickly and reliably.You'll discover how to pinpoint your mostprofitable audiences--then, how to reach them, convert them, and keepthem as your Facebook fan, friend, and customer for life.Ã Â Introducinggame-changing strategies, valuable tools and reports, Marshall and teambreakdown the magic of Facebook Business Advertising, including mobile andlocal. You'll see how to gain dramatically on your investment--inclicks, 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; 2 edition (February 3, 2015)

Language: English

ISBN-10: 1599185466

ISBN-13: 978-1599185460

Product Dimensions: 9.9 x 8 x 0.8 inches

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

Average Customer Review: 4.4 out of 5 stars 69 customer reviews

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Customer Reviews

Just a few years ago, Facebook was all the rage - but for advertisers it was a dog. In fact we originally created the online quiz "IsFBforMe.com" to DISqualify customers from buying the first edition of our book unless Facebook was a solid fit for their business.Well Facebook got their act together and today Facebook is HOT. For many business it's the fastest way to get new customers, and Facebook is appropriate for a far wider range of advertisers than it ever used to be. Facebook is currently the #1 source of traffic for my own company, Perry S. Marshall & Associates.My co-authors Keith Krance and Tom Meloche have done a superb job of teaching not only the nuances of Facebook's tech platform but the essentials of direct marketing. This book will propel your game forward, save you money and bring you hot, ready-to-buy customers.

Perry Marshall (Chicago, IL) the #1 author and world's most-quoted consultant on Google advertising. He has helped over 100,000 advertisers save literally billions of dollars in "AdWords stupidity tax." His Chicago company, Perry S. Marshall & Associates, consults both online and brick-and-mortar companies on generating sales leads, web traffic, and maximizing advertising results. He's been featured at conferences in the U.S., Canada, Ireland, Great Britain, Israel and Australia. He's shared the stage with Zig Ziglar, Brian Tracy, Jay Abraham, Dan Kennedy, Harvey Mackay and Les Brown. He's consulted in over 300 industries, from computer hardware and software to high-end consulting, from health & fitness to corporate finance. Keith Krance (Seattle, WA) is the president of Dominate Web Media, an internet marketing consultant company dedicated to helping businesses get more traffic and customers using social media marketing. He has helped thousands of business owners and entrepreneurs build their brand and authority fast. Thomas Meloche (Ann Arbor, MI) is the founder and president of Procuit Inc. He has more than 25 years of experience starting, building, and selling commercial software products and software companies. He has launched multiple successful startups, including Menlo Associates LLC and the Menlo family of companies. Meloche participated in building Arbor Intelligent Systems, Inc. selling it to AppNet, Inc. and participating in the successful IPO. He is a graduate of the University of Michigan with a B.S. in Computer Science.

Very well-written and full of important info for anyone marketing on FB. This book hits the high points of FB marketing and delves deeply into the details and strategies of marketing on FB. For me, it was the single best resource I've used for implementing a cohesive FB campaign. Highly recommended.

Perry’s books always make advertising/marketing online easier.

Informative

Easy to understand, full of detail and enables me to get the job done.

Love it. exceptional value

Book is part of a series that helps pull in one of the major parts of Digital Marketing.

This is a great book, easy to read, but teaches me lots of knowledge regarding facebook.

Awesome book,including many knowledge on it,recommend

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