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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

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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.

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