



Facebook Marketing For Dummies

By John Haydon, Paul Dunay, Richard Krueger

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Create a successful marketing campaign on Facebook with this updated guide

With more than 600 million active users and more than 30 billion pieces of content shared each month, Facebook is an exciting platform with infinite marketing possibilities. This how-to guide breaks it all down for you and shows you ways to reach your customers with effective marketing strategies, tactics, and techniques on Facebook. Packed with new and updated content as well as real-world case studies that provide you with helpful frames of reference, *Facebook Marketing For Dummies, 3rd Edition* is an essential starting point for developing a successful marketing campaign on Facebook.

- Boasts new and updated content for developing a successful Facebook marketing campaign
- Addresses ways to use tools such as events, contests, and polls to promote your page
- Helps you understand the psychology of the Facebook user
- Explains how to integrate your Facebook marketing campaign with your other marketing campaigns using plug-ins and widgets
- Details ways to monitor, measure, and adjust your Facebook marketing campaigns

Learn how to reach the Facebook audience you want for your campaign with *Facebook Marketing For Dummies, 3rd Edition*!

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Editorial Review

From the Back Cover

Face it — your business, brand, or organization can benefit from Facebook marketing!

Facebook is the place to be, so your business needs a marketing presence there too. There's a lot to consider! Use this friendly guide to help you set up your Page, plan your marketing campaign, and make promotions, groups, and events work for you. Need to know a little more about Facebook and social networking first? There's also a section on that!

- Catch your customers — define your target market and learn more about your customers by having conversations with them
- Prepare your Page — discover what goes into a great business or organization Page and how to get started
- Get noticed — learn to create content that your fans can use, and keep it coming
- Build your base — engage your fans with contests, promotions, and webinars
- Measure your success — use Facebook Insights to learn more about your fans and analyze data with third-party tools
- Add ads — promote your business or cause with Facebook advertising and measure results
- Go Places — see how Facebook Places can promote a brick-and-mortar business
- Plug it in — use Facebook's social plug-ins to help your customers personalize your site and share it with their friends

Open the book and find:

- What a Facebook marketing plan can do for you
- Apps you can add to your Page
- What psychographic variables are and how to use them
- How to build a content strategy
- The difference between liking a Page and liking content
- Ways to promote your business with Groups
- Tips on using Facebook ads
- Ten Facebook business etiquette tips

Learn to:

- Create, administer, and customize your Page
- Build your fan base
- Integrate Facebook with other marketing plans and measure results
- Promote your Page using events, contests, and polls

About the Author

John Haydon founded Inbound Zombie, a new media marketing consultancy focused on nonprofits. He also conducts webinars at CharityHowTo.com and MarketingProfs.com.

Paul Dunay is Chief Marketing Officer of Networked Insights.

Richard Krueger is co-founder of Samepoint, Conversational Search Engine.

Users Review

From reader reviews:

Colin Wegner:

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Reta Zimmer:

Reading a e-book tends to be new life style in this era globalization. With reading you can get a lot of information which will give you benefit in your life. Along with book everyone in this world could share their idea. Guides can also inspire a lot of people. A great deal of author can inspire their particular reader with their story or perhaps their experience. Not only the storyline that share in the books. But also they write about the information about something that you need example. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors on earth always try to improve their talent in writing, they also doing some study before they write for their book. One of them is this Facebook Marketing For Dummies.

Wendell Holloway:

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