



Facebook Marketing All-in-One For Dummies

By Andrea Vahl, John Haydon, Jan Zimmerman

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Facebook Marketing All-in-One For Dummies By Andrea Vahl, John Haydon, Jan Zimmerman

Reach your customers with the latest Facebook marketing strategies

Facebook Marketing All-in-One For Dummies, 3rd Edition is a detailed resource for businesses, brands, and people who are interested in promoting themselves, their goods, and their services on Facebook. Fully updated to cover new Facebook features, this new *Third Edition* includes guidance on Graph Search, the updated News Feed design, cover photo rules, advertising changes, updated mobile apps, and more. Examples and case studies illustrate best practices, and the book provides step-by-step guidance on creating a successful Facebook marketing campaign, from setting up a fan page to analyzing results.

Facebook is considered the most fully-engaged social media platform for most marketers. With more than a billion users who comment over 3.2 billion times per day, Facebook provides a ready and willing customer base to businesses savvy enough to take advantage. *Facebook Marketing All-in-One For Dummies, 3rd Edition* walks you through the creation of a customized fan page, and guides you through interacting with fans and building a community around your brand. The book explains Facebook applications and Facebook advertising, and shows you how to make Facebook come alive.

- Learn how to claim your presence on Facebook
- Build pages to engage, retain, and sell to customers
- Discover advanced Facebook marketing tactics
- Find out why measuring, monitoring, and analyzing are important

Create and curate engaging content, including photos, video, contests, and more, and watch your fan base grow. Social media marketing is a major force in the success of a business, and Facebook is at the forefront of it all. *Facebook Marketing All-in-One For Dummies, 3rd Edition* provides the guidance and information you need to get in there and claim your space.

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Editorial Review

From the Back Cover

9 BOOKS IN 1

- Joining the Facebook Marketing Revolution
- Claiming Your Presence on Facebook
- Adding the Basics
- Building, Engaging, Retaining, and Selling
- Understanding Facebook Applications
- Making Facebook Come Alive
- Facebook Advertising
- Advanced Facebook Marketing Tactics
- Measuring, Monitoring, and Analyzing

Make a splash with the latest Facebook marketing strategies

Looking to promote yourself, your goods, or your services on Facebook? You've come to the right place! Inside, nine minibooks cover the essentials, giving you step-by-step guidance on creating a successful Facebook marketing campaign, from setting up a fan page to analyzing results—and everything in between. Get ready to watch your business grow!

- Facebook Marketing 101 — define your ideal audience, identify demographics, determine your goals, set a budget, and create a killer Facebook marketing plan
- Make your presence known — set up your new business Page, arrange what your visitors can see, and use your personal Profile to support your business
- If you build it... — find out how to build visibility for your Page, engage and retain your community, and expand your e-commerce products and services
- There's an app for that — customize your Page with Facebook apps, use iFrame apps to create custom tabs, and safely use third-party applications
- It's a mad, ad world — discover how to create click-worthy Facebook ads, and get the know-how to test, measure, and modify your ads to get better results

Open the book and find:

- How to import your blog posts into your Facebook Page
- Instructions on connecting your Page to Twitter
- Tips and strategies for choosing a profile pic and cover photo
- Ways to use life events to support your business
- How to use events and contests to bring your Page to life
- Guidance on analyzing your marketing efforts
- Examples and case studies that illustrate best practices

About the Author

Andrea Vahl is a social media consultant and frequent contributor at Copyblogger and Hubspot, and is also known as social media edutainer, Grandma Mary. **John Haydon** is a leading expert on helping nonprofits use Facebook to market their causes, conduct online fundraising, and enhance their brands. **Jan Zimmerman** is a hands-on marketing professional focused on smaller businesses and regularly shares her expertise at seminars and training events throughout the United States.

Users Review

From reader reviews:

Sandra Murray:

A lot of people always spent their free time to vacation or go to the outside with them household or their friend. Do you realize? Many a lot of people spent these people free time just watching TV, or even playing video games all day long. In order to try to find a new activity here is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent 24 hours a day to reading a publication. The book Facebook Marketing All-in-One For Dummies it is rather good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. Should you did not have enough space to create this book you can buy the e-book. You can m0ore easily to read this book from a smart phone. The price is not too costly but this book offers high quality.

Ricky Burnham:

People live in this new day of lifestyle always attempt to and must have the spare time or they will get lots of stress from both lifestyle and work. So , if we ask do people have time, we will say absolutely sure. People is human not only a robot. Then we question again, what kind of activity are you experiencing when the spare time coming to you of course your answer will unlimited right. Then do you ever try this one, reading books. It can be your alternative in spending your spare time, the book you have read is Facebook Marketing All-in-One For Dummies.

Helen Kingsbury:

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Grace Seals:

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