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Nine minibooks cover the essentials: 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; Advanced Facebook Marketing Tactics; Facebook Advertising; Measuring, Monitoring, and Analyzing Explores



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the new Timeline design for Pages, changes to Facebook Insights, new apps to incorporate into your strategy, and more Facebook Marketing All-in-One For Dummies, 2nd Edition is the perfect resource for any marketer who wants to build or refine a social media marketing presence that includes Facebook.

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a demand for knowledge about how to strategically plan, execute, and analyze a successful Facebook marketing campaign. Now, the trusted Facebook Marketing For Dummies has been fully updated to cover the newest tools and features important to marketers and Facebook page owners. If you're a marketer looking to effectively add Facebook to your overall marketing mix, consider this book the mecca of Facebook marketing. Inside, you'll discover the psychology of the Facebook user, establish a social media presence, increase your brand awareness, integrate Facebook marketing with other marketing strategies,

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learn to target a specific audience, and much more. Develop a desirable community Sell products and services Use Facebook events to drive sales Get new business tips and avoid common mistakes Whether you're a novice or a pro, you're no stranger to the power of Facebook. And this book makes Facebook marketing that much more exciting and easy!

Create a successful marketing campaign on Facebook with this updated guide With more than 600 million active users and more than

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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

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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!

Get the last word on the most up-to-date social media marketing techniques If you're



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the many aspects of social media, including reviewing sites, monitoring competitors, and fitting social into your current marketing plans Launch a campaign, develop a voice, reach your audience on key and niche platforms, and embrace the influencers Identify social media sites that appeal to your target audience and learn which social platform works best for which objectives Learn to monitor results and assess your program's effectiveness This straightforward guide is exactly what busy marketers and entrepreneurs need to help them get up and running!

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