

Facebook Marketing: An Hour A Day Ebook

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NEW! Facebook Marketing: An Hour a Day Ebook by Chris Treadaway, Mari Smith reate an Integrated, Effective Facebook Strategy for Your Organization, A Step-by-Step Guide Put Facebook to work for your organization with this savvy guide that shows you how to develop, implement, and measure a successful Facebook marketing campaign from start to finish. Packed with smart tactics and invaluable tips, this unique book shows you how to leverage everything Facebook has to offer, from events and applications to pay-per-click advertising, analytics, Facebook Connect, and much more. See how other companies are succeeding, find out what to do and what not to do, and produce a winning campaign with this hands-on guide. * Understand how Facebook fits into the social media landscape * Develop your strategy, identify the numbers that matter, map them to business goals, and define your metrics * Learn about Fan Pages and Groups and establish a winning corporate presence * Create a following with compelling content, Facebook ads, contests, events, and more * Integrate Facebook Connect to add social media features to your website * Use analytics to monitor and test your results so you can see what's working with your target audience * Create clear, effective Microsoft Excel dashboards for reporting results You'll also find: * Advanced Facebook features and capabilities, including applications * Real-world "From the Trenches" case studies that illustrate successes to learn from and mistakes to avoid * Information about valuable third-party resources and links * A look at the future of Facebook marketing from industry luminaries

Praise for Facebook Marketing: An Hour a Day "By reading and using FBMHD, social savvy marketers gain the strategies, tactics and tools to cross the chasm from a hope-it-works community to a well-performing channel for marketing and communications." Adam Weinroth, VP of Strategic Marketing, Demand Media "If you want to learn how to tap the communications tool of choice for hundreds of millions of people around the world, study Facebook Marketing. The real-world examples from organizations of all kinds are especially valuable for those who still need to be convinced (like your boss)."

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