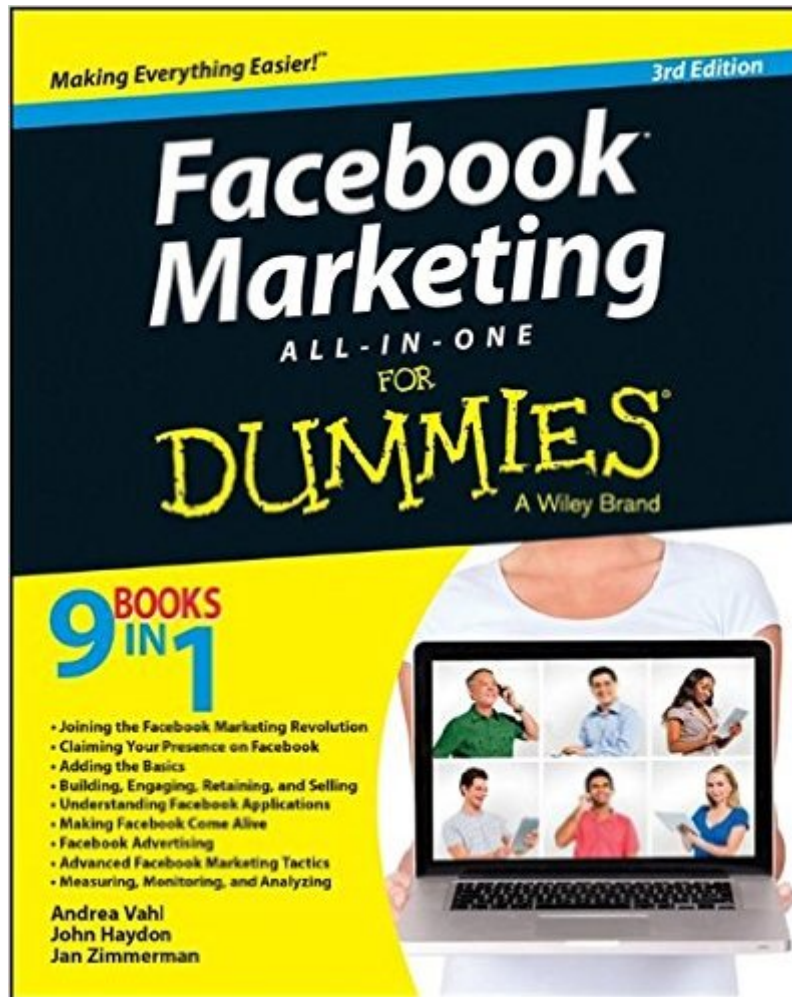


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# Facebook Marketing All-in-One For Dummies



## Synopsis

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.

## Book Information

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## **Customer Reviews**

Very informative and well-written. It's long and contains a lot of information to absorb so it's slow reading. glad I bought it. Starts out at the beginning and works up to more advanced techniques.

LOTS of INFORMATION HERE!!----probably too much honestly (as another reviewer said previously before I purchased this book)---none the less, if you can swim through all the details there's lots of good information here.....I wish someone would make a FB marketing book super simple on a STEP by STEP BASIS for those of us who don't need all the quagmire of trying to FIND IT in a book this size!!

Andrea Vahl does it again, along with her co-authors. For anyone who cares about, is interested in or makes a living with social media this is one of those books that you should have at your desk at all times. Consider it your guidebook to all things Facebook Marketing related.

I have been following Andrea Vahl for several years now and can say that there are very few people (if any) who know more about Facebook marketing than she does. I'm glad to see the new edition of the book is out -- I'm not finished yet, but what I've seen so far is terrific.

Another great book in a great series. Even if you are not a novice, this series is outstanding because it is filled with references and pointers to great resources!

I bought this book after the company I work for offered me the job of being in charge of their Facebook page. I found this book to be very helpful in giving me ideas of things to do, and not to do. Highly recommend for anyone running a business Facebook page.

This book gave me the knowledge to begin my Facebook business adventure. Now I have an online store and teaching thousands of people.

Lots of great information and tips on how to have a better business page, not just stuck with the page your grandchild made for you.

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