Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (2nd Revised edition)

By Perry Marshall, Keith Krance, Thomas Meloche

Entrepreneur Press. Paperback. Book Condition: new. BRAND NEW, Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (2nd Revised edition), Perry Marshall, Keith Krance, Thomas Meloche, GET BRAND NEW CUSTOMERS FROM FACEBOOK TODAY Perry Marshall, author of the #1 selling book on Google AdWords, joined by Facebook Advertising specialists Keith Krance and Thomas Meloche, lift the curtain to the more than a billion potential customers on Facebook. You'll discover how to pinpoint your most profitable audiences--then, how to reach them, convert them, and keep them as your fan, friend, and customer for life. Introducing game-changing strategies, valuable tools and reports, Marshall and team breakdown the magic of Facebook Paid Advertising, including mobile and local. You'll see how to gain dramatically on your investment--in clicks, customers, and profits. Discover how to: Create a campaign and find new customers in minutes Get local customers to visit your store or event Profile your audience using Facebook Graph Search and Ad Manager Create the perfect bidding strategy for your objectives and budget Hyper-target your audience with segment-specific ads Track and follow leads and customers Achieve measurable profits while you inform and entertain your fans Avoid ad fatigue with...

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