



Escape from Facebook: The Back Home Strategy (Paperback)

By Marco Camisani Calzolari

Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Deliverance from Facebook, fake clicks, bots and other lies. A survival guide for those who thought that a social network is all it takes to do digital marketing. Does it really do any good to have hordes of fans on Facebook? How many of them are actually real? Why doesn't advertising on Facebook produce fruit? Can you really calculate a rol for social media? Conceived as a complete guide for companies to the informed use of social media, this book debunks the false hype about the importance of social media marketing and social advertising, it unmaskes the deceptions - including the issue of bots and fake users - to provide a fresh and innovative look at the real potentials of social networks through the back home strategy. This is a smart, long - term strategy to bring potential clients back into your own territory so that you are playing a home game and not by Facebook's rules. Because Facebook and social media have to be a means, not an end.



READ ONLINE
[7.93 MB]

Reviews

If you need to adding benefit, a must buy book. It usually does not charge excessive. I realized this ebook from my dad and i suggested this publication to learn.

-- **Alec Veum**

It is fantastic and great. It generally is not going to cost an excessive amount of. You will like the way the blogger create this book.

-- **Gerardo Bauch PhD**