

Facebook® Marketing

FOR DUMMIES®

Learn to:

- Create, administer, and customize your Page
- Build your fan base
- Integrate Facebook with other marketing plans and measure results
- Promote your Page using events, contests, and polls

John Haydon
Paul Dunay
Richard Krueger



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Facebook Marketing For Dummies

John Haydon



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Facebook Marketing For Dummies John Haydon,Paul Dunay,Richard Krueger,2012-02-14 Rev ed of Facebook marketing for dummies Paul Dunay and Richard Krieger 2nd ed c2011 [Facebook Marketing For Dummies](#) Stephanie Diamond,John Haydon,2018-04-06 Add Facebook to your marketing plan and watch your sales grow With 2 billion monthly active users across the world Facebook has evolved into a community of consumers creating a primary resource for marketers This presents 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 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

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Elad,2014-07-24 The all in one guide to everything you need to know to start an online business Starting an online business can be a tricky undertaking Luckily Starting an Online Business All in One For Dummies 4th Edition gives you the business savvy needed to make your online business boom Cutting through technical jargon and hype this plain English guide arms you with everything you need to succeed from developing a business plan and designing your website to making the most of marketing through social media and everything in between Plus you ll get ideas for funding your online start up tips for moving your brick and mortar customers online ways to breathe new life into a tired business the latest on trademarks and copyrights and much more Includes updated information on web page design with HTML 5 and CSS new analysis tools and search engine optimization Gives you trusted information on Internet security Covers niche and advanced e commerce topics If you re in the exciting position of planning launching or maintaining a successful online business this all encompassing guide will make you an online entrepreneur in no time

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