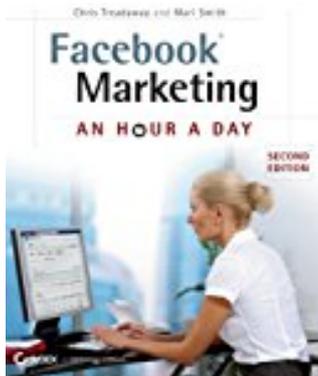


[PDF] Facebook Marketing: An Hour A Day

Chris Treadaway, Mari Smith - pdf download free book



Books Details:

Title: Facebook Marketing: An Hour a
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Description:

From the Back Cover

Master Today's Biggest Marketing Opportunity—Facebook!

A Step-by-Step Guide

This fully revised Second Edition of an industry bestseller shows you in detail how to develop, implement, manage, and measure a successful Facebook marketing strategy from start to finish.

You'll start by creating a plan that takes into account your goals, your marketing needs, and your customers. Then, you'll learn how to build a compelling business page and effectively use profiles, news feeds, ads, and other powerful features such as apps and groups. Finally, discover how to track and measure your efforts, avoid pitfalls, and mine tips, tricks, and tactics drawn from the expert authors' deep experience. The result is an effective, measurable, day-by-day plan for Facebook marketing success.

- Understand the post-social era and how this affects your Facebook marketing strategy
- Stay on top of all of Facebook's changes, so your strategies continue to evolve
- Create a campaign, identify the numbers that matter, map them to business goals, and define your metrics
- Create compelling content, promotions, contests, and other ways to engage
- Integrate Facebook with your website and add e-commerce
- Drive additional demand with effective and optimized Facebook advertising campaigns
- Use analytics to monitor and test your results
- Tap other social media, set up events, and understand Facebook mobile

You'll also find:

- Real-world case studies that illustrate successes to learn from and mistakes to avoid
- A look at the future of Facebook marketing from industry luminaries

Praise for Facebook Marketing: An Hour a Day, Second Edition

"*Facebook Marketing: An Hour a Day* is not just any book on Facebook marketing. It happens to be carefully crafted by two of the world's leading Facebook marketing authorities: Mari Smith and Chris Treadaway. Study it. Digest it. Then watch how your business thrives."

—**Michael Stelzner**, author of *Launch* and founder, Social Media Examiner

"Chris & Mari have provided the road map to help you succeed with Facebook marketing. This is the one book I'd recommend to anyone who needs to launch and measure a great social marketing campaign."—Brian Goldfarb, Director of Product Marketing, Windows Azure, Microsoft Corporation

"Facebook has become a fundamental marketing platform and, thanks to this book, you'll learn exactly what you must do in order to get the most from it."—John Jantsch, author of *Duct Tape*

About the Author

Chris Treadaway is the founder and CEO of Polygraph Media, a social media data mining and analytics company. Prior to his work at Polygraph Media, Chris spent almost four years at Microsoft where he was the group product manager for web strategy. Chris has worked in the Internet marketing field for more than 15 years and was a cofounder of Stratfor. He blogs regularly about entrepreneurship and social media issues at treadaway.typepad.com and on Twitter at twitter.com/ctreada.

Mari Smith is a passionate social media thought leader, specializing in relationship marketing and Facebook mastery for companies of all sizes. She is author of *The New Relationship Marketing* and leads social media training events and delivers keynotes worldwide. *Fast Company* describes Mari as "a veritable engine of personal branding, a relationship marketing whiz, and the Pied Piper of the Online World." *Forbes* named Mari as one of the top ten social media influencers. She regularly appears in publications such as the *New York Times*, the *Wall Street Journal*, *Forbes*, *Fortune*, and *Success* magazine.

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