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## The Facebook Marketing Book

By Dan Zarrella, Alison Zarrella

O'Reilly Media, Inc, USA. Paperback. Book Condition: new. BRAND NEW, The Facebook Marketing Book, Dan Zarrella, Alison Zarrella, How can you take advantage of Facebook to promote brands, products, and services? With The Facebook Marketing Book, you'll learn proven tactics that you can use right away to build your brand and engage prospective customers. Ideal for marketing and PR professionals as well as web developers and entrepreneurs, this book introduces the tools and features that will help you reach specific audiences through this popular networking site. Facebook is loaded with unfamiliar challenges, and this book shows you how to make the most of the site while skirting the not-so-obvious pitfalls along the way. Along with an in-depth overview, you'll get colorful and easy-to-understand introductions to profiles, groups, pages, applications, ads, events, and etiquette. Why wait? This is one marketing opportunity you can't afford to miss. \* Approach Facebook's complex environment with clear actionable items \* Learn tactics for using Facebook features, functionality, and protocols \* Determine which features and tactics are relevant to your campaign goals and needs \* Learn how to plan and execute Facebook marketing strategies \* Get techniques to measure the results of your campaigns and show...



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