



Facebook Marketing: Designing Your Next Marketing Campaign (2nd Edition) (Que Biz-Tech)

Justin Levy

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The All-New, Up-to-the-Minute Guide to Facebook® Marketing: Better Techniques, *Better Results!*

In this completely revised book, top Facebook marketer Justin R. Levy shows how to use Facebook to attract more customers and earn more profits. This isn't hype: It's actionable information based on the real experiences of companies and individuals who have used Facebook to supercharge their businesses and careers. Levy covers it all, from the absolute basics to attracting visitors and building your community. You'll discover the latest tools and Facebook Apps—and new best practices for everything from search to privacy. Packed with real case studies, this is the *only* Facebook business guide you need: your fast, complete blueprint for success.

Coverage includes

- Learning from the pioneers and avoiding beginner's mistakes
- Developing a winning Facebook marketing strategy
- Establishing a presence that starts working fast and grows with you
- Designing Facebook ads that drive more clickthroughs at lower cost
- Using Facebook Connect and Live Stream Box to reach customers outside Facebook
- Monitoring what customers are saying about you in real-time
- Communicating more powerfully with widgets and Apps
- Addressing privacy concerns
- Building communities that promote loyalty and innovation
- Using Sweepstakes and other traffic builders
- Mastering advanced Facebook marketing tips, tricks, and hacks
- Preparing for the future of Facebook

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