



Facebook Marketing All-in-One For Dummies

Andrea Vahl, John Haydon, Jan Zimmerman

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Reach your customers with the latest Facebook marketing strategies

Facebook Marketing All-in-One For Dummies, 3rd Edition is a detailed resource for businesses, brands, and people who are interested in promoting themselves, their goods, and their services on Facebook. Fully updated to cover new Facebook features, this new *Third Edition* includes guidance on Graph Search, the updated News Feed design, cover photo rules, advertising changes, updated mobile apps, and more. Examples and case studies illustrate best practices, and the book provides step-by-step guidance on creating a successful Facebook marketing campaign, from setting up a fan page to analyzing results.

Facebook is considered the most fully-engaged social media platform for most marketers. With more than a billion users who comment over 3.2 billion times per day, Facebook provides a ready and willing customer base to businesses savvy enough to take advantage. *Facebook Marketing All-in-One For Dummies, 3rd Edition* walks you through the creation of a customized fan page, and guides you through interacting with fans and building a community around your brand. The book explains Facebook applications and Facebook advertising, and shows you how to make Facebook come alive.

- Learn how to claim your presence on Facebook
- Build pages to engage, retain, and sell to customers
- Discover advanced Facebook marketing tactics
- Find out why measuring, monitoring, and analyzing are important

Create and curate engaging content, including photos, video, contests, and more, and watch your fan base grow. Social media marketing is a major force in the success of a business, and Facebook is at the forefront of it all. *Facebook Marketing All-in-One For Dummies, 3rd Edition* provides the guidance and information you need to get in there and claim your space.

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