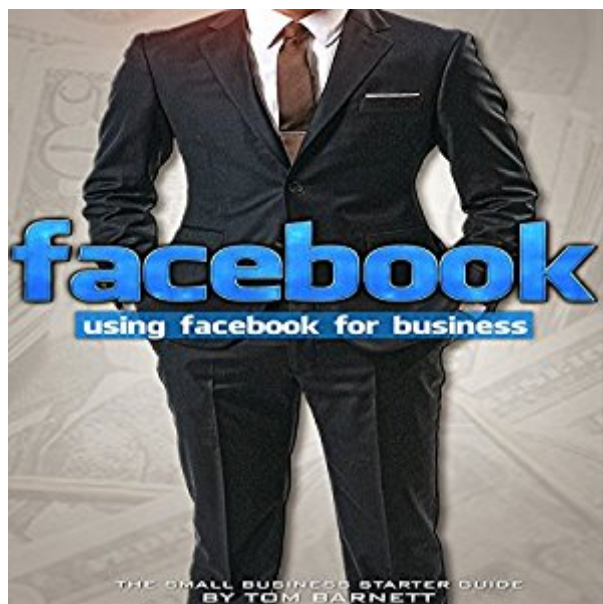


The book was found

Using Facebook For Business: The Small Business Starter Guide



Synopsis

Facebook can be a great tool for your business. Facebook has 500 million active users with 50% of them logging on daily, so reaching people has never been easier in the history of this planet as it is right now. You don't need to hire a marketing firm to handle the things you can do yourself. After hearing this guide, you will have a better understanding on how to market your product, business, or even yourself on Facebook with Facebook ads. One of the biggest advantages to advertising on Facebook is your ability to target specific groups of highly engaged people. In fact, compared to the average online reach of 38% for narrowly targeted campaigns, Facebook is 89% accurate. That's why I want to help teach you about Facebook ad marketing and help you with better understanding Facebook ads. This will help you get the most for your money and convert more sales with proper Facebook ad targeting. In this book, I will cover the basics of branding and how to conduct yourself as the business. I will explain the newsfeed and how it works to your advantage and disadvantage. You will learn the difference in post types and how to use them. You will learn everything you need to know about creating and operating a Facebook page, including how to use Facebook ads. I will teach you how to create and maintain a Facebook group, which is a great tool for interacting with your customers. Lastly, I talk about running contests and giveaways. A Facebook business page is a great addition to your website because you can target your current customers as well as potential customers. You can also use the Facebook pixel to track and target your websites users and then target them in a Facebook ads that will show up on their timeline. Even if you don't have a website yet, you can still use Facebook to make money. Facebook has more users than any other social site including YouTube, that means your customers are using it.

Book Information

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Customer Reviews

Michigan author/entrepreneur/musician/blogger Thomas Barnett has a passion for learning and teaching. He built his first website in 2013 dedicated to teaching independent musicians better business practices. He has also built and managed websites for other musicians and record labels. Now he shares some of those experiences and lessons, first in his book FACEBOOK AD MARKETING TIPS FOR BEGINNERS, and now he expands that information in this new book USING FACEBOOK FOR BUSINESS. Remember billboards, magazine ads, radio commercials, mailbox fliers and other antiquities that are rapidly disintegrating in the face of Internet marketing? How did that happen? Evolution of course, and now that we are at the mercy of social media to learn, communicate, and purchase best we understand the logistics of this new platform of marketing. As Tom states in his Introduction, "A Facebook Business Page is a great addition to your website because you can target your customers, as well as potential customers. You can also use the Facebook pixel to track and target your websites users and then target them in a Facebook Ad that will show up on their timeline. Even if you don't have a website yet, you can still use Facebook to make money. Facebook has more users than any other social site including YouTube, that means your customers are using it." Tom gets right down to the facts and makes his presentation - his sharing of his experience - to the point. He takes us through the following steps - How To Make A Facebook Business Page, Status Updates And The Different Types Of Posts, The Newsfeed And How It Works, Using Facebook Groups With Your Business, How To Use Facebook Ads To Reach Your Target Audience, and even Running Contests And Giveaways.

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