



Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series)

By Perry Marshall, Keith Krance, Thomas Meloche

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FACEBOOK MARKETING IS HOT. GET BRAND NEW CUSTOMERS AND FACEBOOK FANS FROM SOCIAL MEDIA ADVERTISING TODAY

Perry Marshall, author of the #1 selling book on Google AdWords, joined by Facebook Advertising specialists Keith Krance and Thomas Meloche, lift the curtain to the more than a billion potential customers, by marketing on Facebook. This Facebook Guide will bring you more Facebook Fans quickly and reliably.

You'll discover how to pinpoint your most profitable audiences--then, how to reach them, convert them, and keep them as your Facebook fan, friend, and customer for life.

Introducing game-changing strategies, valuable tools and reports, Marshall and team break down the magic of Facebook Business Advertising, including mobile and local. You'll see how to gain dramatically on your investment--in clicks, customers, and profits.

In this easy Facebook guide, discover how to:

- Build your business on Facebook
- Create a campaign and find new customers in minutes
- Get local customers to visit your store or event
- Gain expertise on Social Media Advertising, so you generate sales leads on demand
- Profile your audience using Facebook Graph Search and Ad Manager
- Create the perfect bidding strategy for your objectives and budget
- Hyper-target your audience with segment-specific ads
- Track and follow leads and customers
- Achieve measurable profits while you inform and entertain your fans

-Avoid ad fatigue with the perfect Newsfeed Ad

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Editorial Review

From the Author

Just a few years ago, Facebook was all the rage - but for advertisers it was a dog. In fact we originally created the online quiz "IsFBforMe.com" to DISqualify customers from buying the first edition of our book unless Facebook was a solid fit for their business.

Well Facebook got their act together and today Facebook is HOT. For many business it's the fastest way to get new customers, and Facebook is appropriate for a far wider range of advertisers than it ever used to be. Facebook is currently the #1 source of traffic for my own company, Perry S. Marshall & Associates.

My co-authors Keith Krance and Tom Meloche have done a superb job of teaching not only the nuances of Facebook's tech platform but the essentials of direct marketing. This book will propel your game forward, save you money and bring you hot, ready-to-buy customers.

About the Author

Perry Marshall (Chicago, IL) the #1 author and world's most-quoted consultant on Google advertising. He has helped over 100,000 advertisers save literally billions of dollars in "AdWords stupidity tax."

His Chicago company, Perry S. Marshall & Associates, consults both online and brick-and-mortar companies on generating sales leads, web traffic, and maximizing advertising results. He's been featured at conferences in the U.S., Canada, Ireland, Great Britain, Israel and Australia. He's shared the stage with Zig Ziglar, Brian Tracy, Jay Abraham, Dan Kennedy, Harvey Mackay and Les Brown.

He's consulted in over 300 industries, from computer hardware and software to high-end consulting, from health & fitness to corporate finance.

Keith Krance (Seattle, WA) is the president of Dominate Web Media, an internet marketing consultant company dedicated to helping businesses get more traffic and customers using social media marketing. He has helped thousands of business owners and entrepreneurs build their brand and authority fast.

Thomas Meloche (Ann Arbor, MI) is the founder and president of ProcuIt Inc. He has more than 25 years of experience starting, building, and selling commercial software products and software companies. He has launched multiple successful startups, including Menlo Associates LLC and the Menlo family of companies.

Meloche participated in building Arbor Intelligent Systems, Inc. selling it to AppNet, Inc. and participating in the successful IPO. He is a graduate of the University of Michigan with a B.S. in Computer Science.

Users Review

From reader reviews:

Margarita Toman:

Here thing why this particular Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential

Customers in 10 Minutes (Ultimate Series) are different and reputable to be yours. First of all examining a book is good but it really depends in the content from it which is the content is as delicious as food or not. Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series) giving you information deeper and different ways, you can find any reserve out there but there is no guide that similar with Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series). It gives you thrill examining journey, its open up your eyes about the thing which happened in the world which is possibly can be happened around you. You can easily bring everywhere like in park, café, or even in your way home by train. When you are having difficulties in bringing the published book maybe the form of Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series) in e-book can be your option.

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Joan Naylor:

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information may drawn you into brand new stage of crucial contemplating.

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