

A photograph of three people in a cafe setting. A man in a grey shirt and cap is pouring coffee into a yellow cup. A woman in a white shirt is sitting at a table with a laptop, looking at the screen. Another woman in a blue shirt and grey apron is standing behind her, smiling. The background shows a window with a view of a building and some greenery. The text 'GUIDE TO FACEBOOK ADVERTISING' is overlaid on the left side of the image.

GUIDE TO

FACEBOOK ADVERTISING

Ultimate Guide To Facebook Advertising

Perry Marshall



Ultimate Guide To Facebook Advertising :

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Ultimate Guide to Facebook Advertising Perry Marshall, Thomas Meloche, Bob Regnerus, 2020-10-02 What started as a way to connect with friends and family is now one of the largest advertising vehicles for small and large businesses Facebook users make 2 billion searches every month researching everything from leading trends to local businesses And with 94 percent of social media marketers using Facebook as an advertising platform businesses won t want to be left in the dark Perry Marshall joined by co authors Thomas Meloche and Bob Regnerus walk entrepreneurs and businesses through the

latest changes and enhancements to help them pinpoint their ideal audience and ultimately gain a ten fold return on their investment

Ultimate Guide to Facebook Advertising: How to Access 600 Million Customers in 10 Minutes Perry Marshall, Thomas Meloche, 2011-09-01 FUEL YOUR BUSINESS WITH FACEBOOK Perry Marshall author of the #1 selling book on Google advertising and internet strategist Thomas Meloche lift the curtain to the 600 million potential customers on Facebook and show you how to reach them convert them and keep them as your fan friend and customer for life Introducing game changing strategies tools and reports Marshall and Meloche breakdown the magic of Facebook Paid Advertising and show you how to gain dramatically on your investment in clicks customers and profits Covers critical updates including Targeting by birthday family status and more Pinpointing who is seeing your ads Managing impressions per ad to avoid ad fatigue Using Sponsored Story Ads the newest advertising category Creating a Facebook business and identity Perry and Tom not only understand every nuance of the technical aspects of getting Facebook ads to work for your business they also understand the psychology behind what works and what doesn't when it comes to advertising online If you're looking for an uber effective way to master the art of driving traffic to your offers through paid advertising get this book it truly is the ultimate guide Mari Smith co author of Facebook Marketing An Hour A Day and author of The New Relationship Marketing If anybody can make practical sense of Facebook for marketers it's Perry He has his finger on its truth as advertising media not social media This book shows how to capitalize on ideal timing with this media He is a well disciplined direct response practitioner who holds this accountable for ROI I bestow my No B S blessing Dan S Kennedy legendary direct marketing advisor and author of the No B S book series www.NoBSBooks.com Ultimate Guide to Facebook Advertising just might be your ultimate guide to earning a ton of money with this social media phenomenon What you don't know about Facebook could hurt you and what you will learn about Facebook from this book definitely will help you It's a fun and easy read and a surefire way to seriously increase your income Jay Conrad Levinson The Father of Guerrilla Marketing author of the Guerrilla Marketing series of books Facebook advertising appears simple but it's trickier than search engine marketing In this book Perry Marshall and Tom Meloche teach you secret of Right Angle Marketing selling based on who people are and what they identify with This is entirely different from Yahoo or Google They help you determine how to prioritize Facebook within your particular marketing mix Then they take you by the hand and lead you through the minefield showing you the tools bidding techniques and sales cycles of Facebook ads Without their help the odds are stacked against you With their help your chances of success are excellent Alex Mandossian Heritage House Publishing author of The Business Podcasting Bible Perry Marshall has done more to demystify Google AdWords for business owners than any person on earth With this book he's done the same for Facebook If you want to cut through the smoke quickly and make money advertising on Facebook this is the book to read Ken McCarthy The System Seminar Tivoli NY The irony of living in the Information Age is that good info has gotten harder to come by The lame stuff still manages to clog the pipes causing chaos and preventing you from discovering

the legit specifics that can actually help you in your quest for business success and a bigger bottom line Perry Marshall has been a first stop one stop resource for the best possible advice on making AdWords work since Google unleashed it on the marketing community and now Perry's new tome on Facebook's astonishing and yet to be fully tapped power to reach gazillions of targeted eager prospects most of whom you'd never even know existed otherwise is the first and probably the only book you need to be one of those early adopters who score fastest Perry's books are always essential This one is perhaps more so than usual John Carlton the most respected and ripped off veteran copywriter on the Web Perry Marshall is amazing He reinvented himself from engineer to white paper expert to become the world's leading expert in Google Adwords Now with his secret weapon Tom Meloche he's reinvented himself again this time as the guru in Facebook advertising through which he points out you can access 600 million customers in 10 minutes Bob Bly author of over 60 books including Complete Idiot's Guide to Direct Marketing The Online Copywriter's Handbook and Public Relations Kit for Dummies Perry Marshall is a terrific writer who makes wonderful use of stories and analogies to illustrate a concept He does this exceptionally well in the chapter on ad copy writing The Power of Hidden Psychological Triggers That chapter alone is worth the price of this book Many companies have tried Facebook ads and failed for one simple reason they treated Facebook advertising like search advertising Facebook is social advertising Social advertising is about understanding and reaching the user Not the user's behavior but the actual person This is where the book shines It walks you through strategies of reaching your target audience based upon the person's social profile so that you aren't just accumulating Likes but actually gaining new customers I'd recommend this book to anyone who is advertising or wants to advertise on Facebook Social advertising is unique from most other types of advertising and this book will teach you the concepts and how tos you must understand so that your Facebook ads increase your overall profits Brad Geddes author of Advanced Google AdWords One of the things I love about Perry is that he always shoot from the hip Ultimate Guide to Facebook Advertising is written with no holds barred which means that all the juicy tips that might get left out of other similar books are all in this book It's more than just a tactical how to It goes into the psychological aspects of ad writing specifically suited for Facebook and gives all kinds of practical advice for fan pages So for anyone who really wants to get serious about Facebook advertising this book is definitely a must read Shelley Ellis contextual advertising expert www.ContentNetworkInsider.com Perry Marshall led the pack with Google AdWords back in 2006 He's still leading the pack today with Ultimate Guide to Facebook Advertising Perry and Tom Meloche combine insider knowledge of marketing on Facebook with proven marketing fundamentals for a powerful one two punch that delivers results Perry doesn't just theorize about how Facebook marketing works he does it himself and he's worked with thousands of others to hone his knowledge of this emerging landscape If you're thinking of marketing on Facebook or if you're already doing it you'd be crazy to not get Ultimate Guide to Facebook Advertising Clate Mask president InfusionSoft Hands down I have never seen a more comprehensive in depth study of successful Facebook advertising than

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