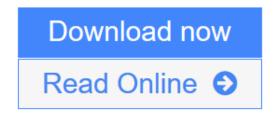


Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series)

Perry Marshall, Keith Krance, Thomas Meloche



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Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series) Perry Marshall, Keith Krance, Thomas Meloche 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 byFacebook Advertising specialists Keith Krance and Thomas Meloche, liftthe curtain to the more than a billion potential customers, by marketing on Facebook. This Facebook Guide will bring you more Facebook Fansquickly and reliably.

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

Introducinggame-changing strategies, valuable tools and reports, Marshall and teambreakdown the magic of Facebook Business Advertising, including mobile and local. You'll see how to gain dramatically on your investment--inclicks, 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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