

## Facebook Marketing: Leveraging Facebook's Features for Your Marketing Campaigns (3rd Edition) (Que Biz-Tech)

By Brian Carter, Justin Levy

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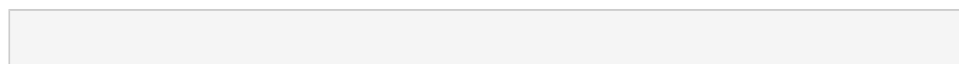
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The Easy, Step-by-Step Guide to Facebook Marketing—100% Updated for Facebook's Newest Features & Best Practices

Your best customers and prospects are on Facebook: *more than 800,000,000 of them*. Your business needs to be there, too: not just with a generic “page,” but with a smart, low-cost marketing program that *works*. *Facebook Marketing, Third Edition* will help you *plan* that program, *execute* it, *measure* it, and *optimize* it. Two world-class social media marketers show you how to make the most of Facebook's most valuable new business features—including Facebook Messages, Deals, Places, Credits, Connect, mobile apps, and much more. This completely revamped new edition offers dozens of new tips and best practices for everything from advertising and analytics to promotion and privacy. Whether you're an entrepreneur, marketer, or PR pro, it will help you find and profit from your customers *where they are right now: on Facebook!*

You'll Learn How To:

- Get started fast with Facebook, even if you're new to it
- Develop winning Facebook marketing strategies
- Master new best practices for creating “best in class” Facebook pages
- Design Facebook ads that drive more clickthroughs at lower cost
- Reach customers outside Facebook with Facebook Connect and social plugins
- Use images and other media to personalize your presence and engage visitors
- Build thriving Facebook communities that promote loyalty and innovation
- Market to customers on the move via Facebook mobile apps
- Monitor what your customers are saying in real-time
- Protect your privacy—and your customers' privacy, too
- Use Facebook Credits social currency to attract new customers and promote product sampling
- Track your performance with Facebook Analytics
- Prepare to profit from tomorrow's Facebook trends and innovations



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### Editorial Review

#### About the Author

**BRIAN CARTER** offers social media training to B2C and B2B businesses of all sizes; his online Facebook training course serves 5,500 participants. Carter has been an Internet marketing consultant and trainer for 11 years, providing services that have often doubled or tripled clients' online revenue. He has been profiled by *The Wall Street Journal*, *US News and World Report*, and *Entrepreneur*.

**JUSTIN LEVY** leads social communications at Citrix Online. Prior to joining Citrix, Levy was an Executive Director at New Marketing Labs, a social media agency, where he worked with Fortune 500 brands developing and executing social media strategies and campaigns. Levy is a sought after public speaker on social media and has been interviewed by mainstream media sources including *FOX Business*, *Associated Press*, *Inc. Magazine*, and the *Boston Globe*.

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