

《Facebook Advertising For Dummies

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内容简介

Profitable ideas and techniques for advertising on Facebook Tap into the explosive growth of social media and reach your customers with effective Facebook advertising campaigns and savvy insights into how to use this social media phenomenon effectively. It's all here and more in this detailed, easy-to-follow guide from two award-winning marketers. You'll learn what makes a good Facebook ad, how to apply the latest strategies and tactics for effective pay-per-click and cost-per-impression advertising, how to test your ad results, and much more.

- * Explores Facebook advertising inside and out; there are now more than 400 million active Facebook users and over 1.6 million active Pages on Facebook

- * Works as an all-around, hands-on guide for both experienced and new Facebook advertisers

- * Walks you through planning and creating an advertising campaign

- * Explains writing effective ad copy, how to use landing pages, and how to test and optimize your ads

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作者简介

Paul Dunay is a marketing expert who was among BtoB Magazine's Top 25 BtoB Marketers of the Year in 2009. Richard Krueger is a frequently quoted authority on social media marketing. Joel Elad is the author of LinkedIn For Dummies and coauthor of Starting an Online Business All-in-One For Dummies.

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