Killer Facebook Ads: Master Cutting-edge Facebook Advertising Techniques



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Reviews

Here is the best publication i have got go through until now. It is actually writter in simple phrases and never hard to understand. I realized this publication from my dad and i suggested this ebook to find out.

(Lorena White)

KILLER FACEBOOK ADS: MASTER CUTTING-EDGE FACEBOOK ADVERTISING TECHNIQUES



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John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Killer Facebook Ads: Master Cutting-edge Facebook Advertising Techniques, Marty Weintraub, Expert Facebook advertising techniques you won't find anywhere else! Facebook has exploded to a community of more than half a billion people around the world, making it a deliciously fertile playground for marketers on the cutting edge. Whether you want to leverage Facebook Ads to generate "Likes," promote events, sell products, market applications, deploy next-gen PR, ,this unique guide is the ultimate resource on Facebook's wildly successful pay-per-click advertising platform. Featuring clever workarounds, unprecedented tricks, and little-known tips for triumphant Facebook advertising, it s a must-have on the online marketer s bookshelf. Facebook advertising expert Marty Weintraub shares undocumented how-to advice on everything from targeting methods, advanced advertising techniques, writing compelling ads, launching a campaign, monitoring and optimizing campaigns, and tons more. Killer Facebook Ads serves up immediately actionable tips & tactics that span the gambit. Learn what Facebook ads are good for, how to set goals, and communicate clear objectives to your boss and stakeholders. * Master highly focused demographic targeting on Facebook's social graph. Zero in on relevant customers now. * Get extraordinary advice for using each available ad element headline, body text, images, logos, etc. for maximum effect * How to launch a Facebook advertising campaign and crucial monitoring and optimizing techniques * Essential metrics and reporting considerations * Captivating case studies drawn from the author's extensive Facebook advertising experience, highlighting lessons from challenges and successes * Tasty bonus: a robust targeting appendix jam-packed with amazing targeting combos Packed with hands-on tutorials and expertlevel techniques and tactics for executing an effective advertising campaign, this one-of-a-kind book is sure to help you develop, implement, measure, and maintain successful Facebook ad campaigns.

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