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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
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SOCIAL MEDIA ADVERTISING IS HOT. GET BRAND NEW CUSTOMERS FROM FACEBOOK

TODAYnbsp;Perry Marshall, author of the #1 selling book on Google AdWords, joined by Facebook Advertising specialists Keith Krance and Thomas Meloche, lift the curtain to the more than a billion potential customers, by marketing on Facebook. This Facebook Guide will bring you more Facebook Fans quickly and reliably. You'll discover how to pinpoint your most profitable audiences--then, how to reach them, convert them, and keep them as your fan, friend, and customer for life.nbsp;Introducing game-changing strategies, valuable tools and reports, Marshall and team breakdown the magic of Facebook Paid Advertising, including mobile and local. You'll see how to gain dramatically on your investment--in clicks, customers, and profits.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

From the AuthorAt first, getting Facebook Fans was all the rage - but for advertisers it was a dog. In fact we originally created the online quiz "IsFBforMe.com" to DIS-qualify customers from buying the first edition of our book, unless Facebook was a clear and solid fit for their business.Well Facebook got their act together and today Facebook marketing is HOT. For manybusiness it's the fastest way to get new customers, and Facebook isappropriate for a far wider range of advertisers than it ever used tobe. Facebook is currently the #1 source of traffic for my own company,Perry S. Marshall Associates.My co-authors Keith Kranceand Tom Meloche have done a superb job of teaching not only the nuancesof Facebook's tech platform but the essentials of direct marketing. This book will propel your game forward, save you money and bring you hot,ready-to-buy customers.About the AuthorPerry Marshall (Chicago, IL) the #1 author and world's most-quotedconsultant on Google advertising. He has helped over 100,000 advertisers save literally billions of dollars in "AdWords stupidity tax." His Chicago company, Perry S. Marshall Associates, consults bothonline and brick-and-mortar companies on generating sales leads, webtraffic, and maximizing advertising results. He's been featured atconferences in the U.S., Canada, Ireland, Great Britain, Israel andAustralia. He's shared the stage with Zig Ziglar, Brian Tracy, JayAbraham, Dan Kennedy, Harvey Mackay and Les Brown. He'sconsulted in over 300 industries, from computer hardware and software to high-end consulting, from health fitness to corporate finance. Keith Krance (Seattle, WA) is the president of Dominate Web Media, an internet marketing consultant company dedicated to helping businesses get moretraffic and customers using social media marketing. He has helpedthousands of business owners and entrepreneurs build their brand andauthority fast. Thomas Meloche (Ann Arbor, MI) is the founderand president of ProcuIt Inc. He has more than 25 years of experiencestarting, building, and selling commercial software products andsoftware companies. He has launched multiple successful startups,including Menlo Associates LLC and the Menlo family of companies. Meloche participated in building Arbor Intelligent Systems, Inc. selling it toAppNet, Inc. and participating in the successful IPO. He is a graduateof the University of Michigan with a B.S. in Computer Science.