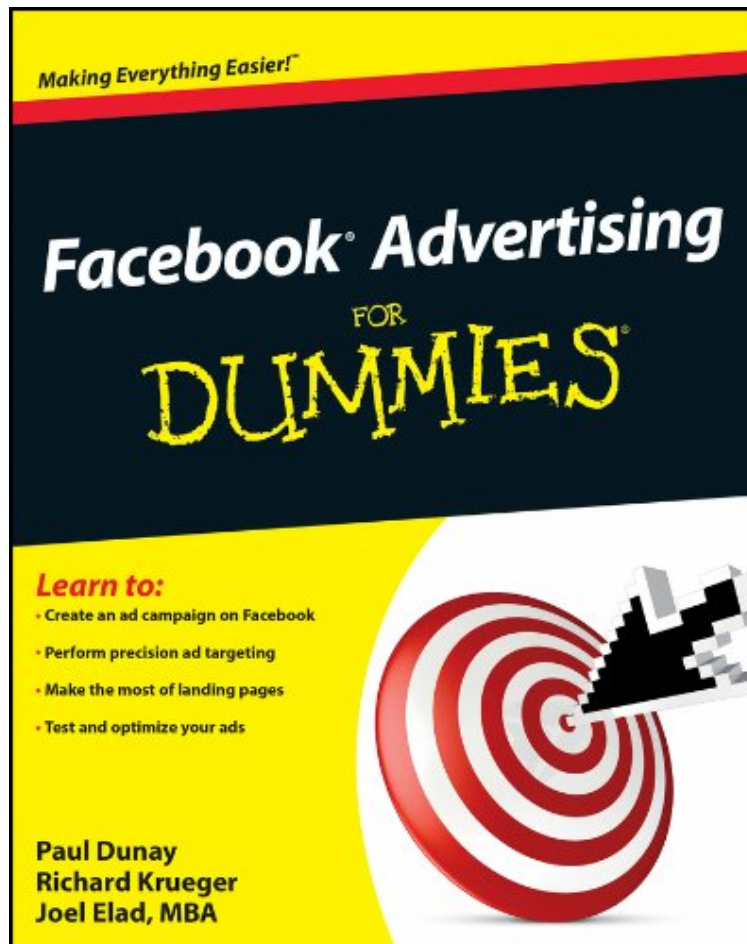


# Facebook Advertising For Dummies

*Paul Dunay, Richard Krueger, Joel Elad*  
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**Paul Dunay, Richard Krueger, Joel Elad : Facebook Advertising For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Facebook Advertising For Dummies:

0 of 0 people found the following review helpful. You will need this if you want to advertise on FBBy Ghada Nadia ChmeissaniIf you want to do any type of advertising, and especially on Facebook, you will need an excellent guide such as this one. It provides great details and step by step information on how to launch a successful ad on FB. -- Ghada Nadia Chmeissani2 of 2 people found the following review helpful. Facebook Advertising for ad guysBy R. Scott ArmstrongTerrific and practical guide to Facebook advertising. If you have a business and an audience on Facebook than this book is more than worth the price and the read.I have been doing social media and Facebook campaigns for many years now. But even with that experience, the structure and discipline in this guide prompted me to buy it as a practical resource for our team. And it delivers. My bet is that it will stay useful for many years because it helps guide the "what" and "why" of Facebook strategy and not just the "how" of execution. And that is important because in the world of Facebook and social media the how is always changing.Because BrainRider is focused on B2B, Facebook is not always the right tool (but you might be surprised in how often it does fit). But as a great test and

learn medium with very low-budget options it should be considered as part of your planning process. So don't be a dummy and go get more customers. The tools are yours to use. Scott Armstrong BrainRider "sharing what we know about how to connect with and convert more B2B customers is what we do!" 1 of 1 people found the following review helpful. A Little Out of Date By Weber Lau The information presented was probably cutting edge when first published, but in the few years hence, much has been rendered obsolete by intervening developments and changes at FB.

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 Shows you how to use Facebook Insights to understand your results and how to create reports that analyze data Put your company's best face forward with the sound advertising tips and techniques in Facebook Advertising For Dummies.

From the Back Cover Reach more customers with a targeted Facebook ad campaign — learn how, here! You already know that social media is hot. That's where your customers are, so that's where your product or service should be, too. Here's what you need to know about establishing your business on Facebook, developing an ad strategy, building targeted landing pages for your ads, getting and interpreting the results of your efforts, and much more. Right on target — maximize Facebook's capability to display your ads only to specific groups by age, interests, or geographic area The money thing — figure out how much you want to spend, how to make the most of it, and whether to use CPM or CPC Get creative — learn to write compelling ads and choose a click-through page Launch time — launch your campaign, decide which ads to run when, and test your concepts Happy landings — discover what goes into a good landing page and how to customize it to measure effectiveness What's working — use the Ads Manager to monitor statistics, identify trends, and judge success Report cards — generate reports that show who's responding to your ads and how they're interacting with your company Facebook and you — find out how to keep your fans connected Open the book and find: Key advantages of using Facebook advertising What cost per click and cost per impression mean How to set your exact demographics for your ad audience What types of reports you can generate Pointers on pleasing your prospects How to convert a response to a sale Tips on tracking ROI How to avoid common mistakes beginners make Learn to: Create an ad campaign on Facebook Perform precision ad targeting Make the most of landing pages Test and optimize your ads About the Author 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.