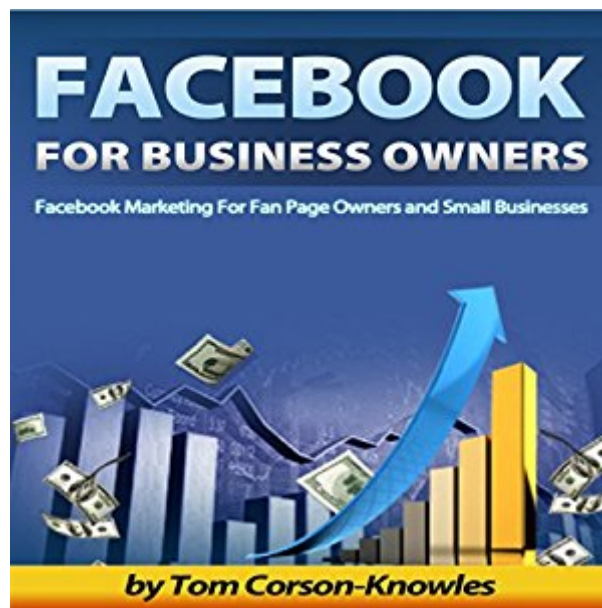


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# Facebook For Business Owners: Facebook Marketing For Fan Page Owners And Small Businesses, Social Media Marketing, Volume 2



## Synopsis

How to Grow Your Business Using Facebook Learn how to get over 500 new Facebook fans every month and turn your fans into lifelong customers using this proven strategy for Facebook marketing and monetization. Written by a successful online marketer and social media marketing consultant, this no fluff step-by-step guide will teach you: How to create a new Facebook Fan Page. Step-by-step tutorials for beginners. How to attract at least 500 new fans a month. Powerful free strategies to grow your fan base and connect with your customers. How to set up Facebook landing pages to capture leads and turn them into sales. Capturing leads from Facebook has never been easier! How to use Facebook ads to dramatically increase your profits and sales online. A complete guide to setting up and monetizing a Facebook Ads campaign. How to find content that your fans will love and look forward to every day. My personal secrets for finding great content for Facebook that your fans will share. How to use Facebook Insights to make better marketing decisions. All the technical stuff explained in easy to understand terms. How to use the new Facebook Offers. Screenshot tutorial and tips for using Facebook's newest marketing program. How to use Facebook Promoted posts (and when to use them to get a 100x return on your investment!) Facebook promoted posts can either drain your cash fast or rack up new sales. Find out how to use them the right way!...and much more! This audiobook will help you dramatically increase your profits online and will turn Facebook time into a fun way to earn more money and grow your business.

## Book Information

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## Customer Reviews

Tom is clearly a very astute internet marketer. I've studied marketing for years, and have spent thousands on internet marketing training, recently going to a seminar for about \$2k. Tom does a good job of clearly and simply explaining the big picture and focusing detailed explanation on FB tactics... all in a way that ties the tactics you should take action on using FB to the big picture marketing principles. For example, a gem: how to use FB offers in conjunction with product launches. I'm convinced this will make me lots of money. Other gems, each on their own worth reading the book for: -Edgerank - facebook's algorithm on how your posts get ranked similar to google's search ranking (this is critical to know!)-tools for making squeeze pages on your fan page-The "virality" metric on your FB insights (which is like google analytics)-some tricks for FB ads All the people posting dozens of posts a day that get zero likes, shares, or comments you MUST read this and learn the damage you are doing to your brand and how to reverse it and get results. Consider myself a savvy marketer but the fact that I have not taken FB seriously for so long is a grave error. Thanks to Tom for opening my eyes! Would recommend as must read if you own a business or are in marketing. - Pat -- p.s. -- oh and by the way I checked out his FB page and he practices what he preaches, and really does know what he's talking about!

This book was supposed to be about marketing yet it spent most of its time explaining how to set up and use basic Facebook pages. I was hoping it would give strategies for building a audience but instead devoted only 10 pages out of 84 on marketing. My 8 year old son reads books with more content and educational value than this book. Save your Money for another book.

I've read and reviewed several of Tom's books and have never been disappointed by the quality or value of the content. This book was no exception. I have been on the fence about using Facebook for business - partly because I didn't want to take on another promotional avenue for my own books. However, after reading this book I think I'm going to change my mind. Tom guides readers through the steps to set up an effective Facebook Fan Page - and the best marketing strategies. Good info - highly recommended.

This book is a great primer for anyone who wants learn the fundamentals of Facebook. The author makes a great case for using Facebook Vs Newspaper or radio. It's a step-by-step walk from the setup of a Facebook Page all the way to Facebook analytics. The author makes a great case by explaining in a step-by-step process the Facebook page and how Facebook work ... he gives a great summary of both Facebook Insights and EdgeRank. Next he takes on an explanation of the Fan

page ... how to set up ad campaigns, promoted posts and sponsored stories. A must read for any business not currently on Facebook.

This book guarantees you'll increase your sales via your Facebook business page or your money back. If you're brand-new to Facebook, it will walk you through the process starting with the very first sign-up page. Helpfully for Facebook newbies, these pages include screenshots with notes that make it super-easy even for people who don't know social media from Cheerios. Those who already have an established business profile on Facebook can skip ahead to Advanced Profile Setup or even further ahead to chapter three, which explains how Facebook works. This includes a discussion of Facebook's Edgerank algorithm, with tips on how to keep your Edgerank high. The marketing tips that follow are extremely specific, which is helpful. Colson-Knowles emphasizes consistency, which is always a good strategy for any social media campaign. He gives tips on what kinds of promotions work best in Facebook ads and on avoiding being categorized as a spammer by the Facebook powers that be. The end pages of the book contain additional resources, such as a lengthy list of motivational videos anyone can watch free on Youtube. I'm not much of a motivational video type, so what I found to be much more useful was the excerpt from Corson-Knowles' book '57 Hot Business Marketing Strategies.' Readers get the entire chapter on guest blogging, including a helpful screen capture of what a spammy blog looks like and a template for requesting a guest post slot on a quality blog. Overall, Corson-Knowles' tips seem practical and specific enough to be actually helpful. I don't know how many copies he's had to refund the money on, but I imagine it wasn't very many. I received a free copy of this book from the author in exchange for a fair, honest review.

Whats there is quite usefull and there are a couple of good ideas in it. This is far from being a comprehensive guide and it reads like a collection of marketing news letters put together to jump on the e book band wagon. Unfortunately the online marketing ebooks sector is full of this rubbish, should take down the poor quality stuff in my opion.

There isn't a single topic that is covered in enough depth that you wouldn't need to get another book or the help of a consultant to be able to use Facebook productively. Good news is that I didn't waste much time reading it, the whole book took about a half hour to read - probably because there was so little substance. Example - he recommends using cost per click instead of by impressions. why? It will cost more 90 percent of the time. Why? Are there Times when advertising by impressions

makes sense from a business perspective? No answers, no indication that this is something to consider. Just incredibly superficial.

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