



Facebook Marketing: Leveraging Facebook's Features for Your Marketing Campaigns (Que Biz-Tech)

By Brian;Levy Carter

Que Biz-Tech, 2011. Taschenbuch. Condition: Neu. Neu Neuware. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Your best customers and prospects are on Facebook: more than 800,000,000 of them. Your business needs to be there, too: not just with a generic 'page,' but with a smart, low-cost marketing program that works. Facebook Marketing, Third Edition will help you plan that program, execute it, measure it, and optimize it. Two world-class social media marketers show you how to make the most of Facebook's most valuable new business features-including Facebook Messages, Deals, Places, Credits, Connect, mobile apps, and much more. This completely revamped new edition offers dozens of new tips and best practices for everything from advertising and analytics to promotion and privacy. Whether you're an entrepreneur, marketer, or PR pro, it will help you find and profit from your customers where they are right now: on Facebook! 240 pp. Englisch.



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