



Facebook Marketing Strategies for Small Business: A Comprehensive Guide to Help Your Business Reach New Heights

By MR Mark Cijo, MR Erdal Gul

Createspace, United States, 2014. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.This book contains proven steps and strategies on how to effectively establish the presence of your business on Facebook and tap into Facebook's extraordinary marketing potential to boost your business's bottom line. This book is written in order to help small business owners to develop their own marketing plans and to implement them on Facebook so that they can benefit from a wonderful marketing platform that is full of energy, just waiting to be tapped into. With the guidance given in this book, businesses will be able to maximize and expand their footprint on the internet and grow at previously unprecedented rates. Here is a preview of what you will learn. Potential of Facebook as a marketing platform Getting to know your target audience The marketing funnel Creating a marketing plan Establishing your presence through content marketing Understanding the importance of engaging fans Utilizing Facebook application to enhance your fan page Promoting your startup through Facebook ads Configuring the settings for your Facebook page Using Facebook offers to advance your business Utilizing Facebook groups and events...



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