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The Complete Idiot's Guide to Facebook Marketing (Complete Idiot's Guides (Lifestyle Paperback))

John Wayne Zimmerman, Damon Brown

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This book is a step-by-step guide that will walk individuals and businesses through how to promote products and services on Facebook to create relationships, advocates and bottom line profit.

The authors of this book are real world social media experts that train thousands of professionals on the latest social media strategy each month and will share with you.

- How to get started with social media and Facebook
- How to develop your strategy for the optimal results
- How to integrate social media into your marketing plan
- How to build a Facebook fan page and group page
- How to get people to see your newsfeed
- How to get people to engage
- Mastering Facebook Ads
- Expertly using reports and analytics

And ultimately, mastering Facebook marketing.

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