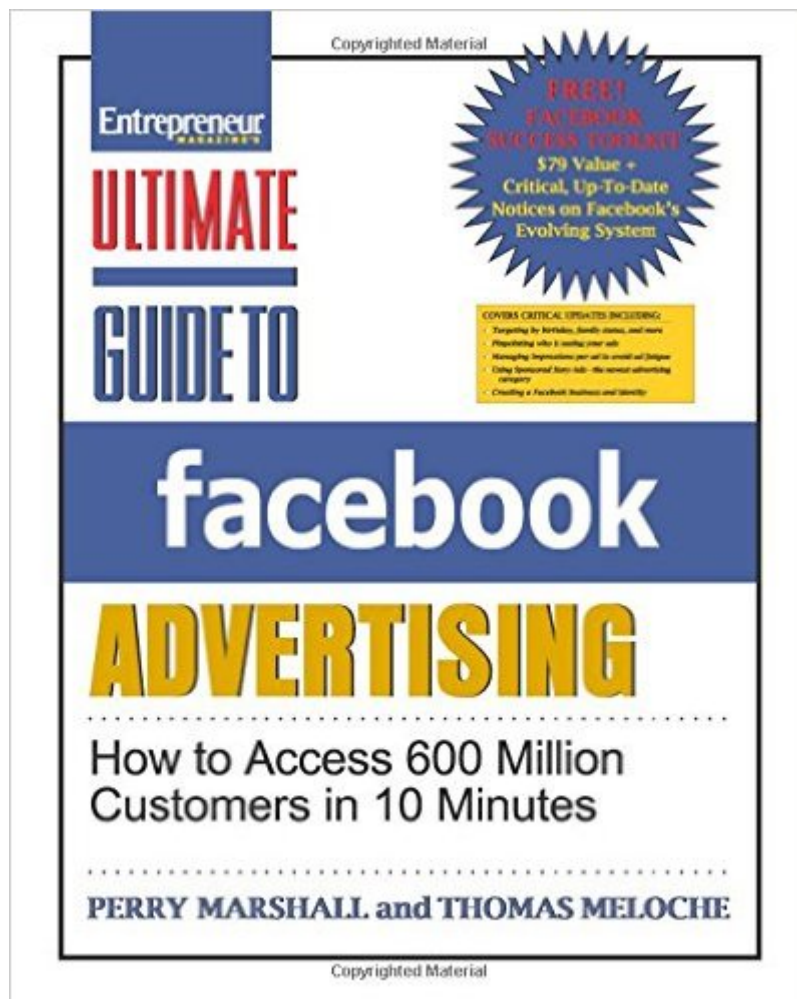


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# Ultimate Guide To Facebook Advertising: How To Access 600 Million Customers In 10 Minutes (Ultimate Series)



## Synopsis

\*\*\*This version is out of print & out of date. Please find the 2nd edition of Ultimate Guide to Facebook Advertising which is the current version.\*\*\***MAKE A FORTUNE WITH FACEBOOK.** Perry Marshall, author of the #1 selling book on Google advertising, and internet strategist Thomas Meloche lift the curtain to the 600 million potential customers on Facebook and show you how to reach them, convert them, and keep them as your fan, friend, and customer for life. Introducing game-changing strategies, tools, and reports, Marshall and Meloche breakdown the magic of Facebook Paid Advertising and show you how to gain dramatically on your investment--in clicks, customers, and profits."Perry and Tom not only understand every nuance of the technical aspects of getting Facebook ads to work for your business, they also understand the psychology behind what works and what doesn't when it comes to advertising online. If you're looking for an uber-effective way to master the art of driving traffic to your offers through paid advertising, get this book - it truly is the ultimate guide!"--Mari Smith, co-author of Facebook Marketing: An Hour A Day and author of The New Relationship Marketing"If anybody can make practical sense of Facebook for marketers, it's Perry. He has his finger on its truth - as advertising media not social media. This book shows how to capitalize on ideal timing with this media. He is a well-disciplined direct-response practitioner who holds this accountable for ROI. I bestow my 'No B.S. blessing.'"--Dan S. Kennedy, legendary direct marketing advisor and author of the No B.S. book series, NoBSBooks.comUltimate Guide to Facebook Advertising just might be your ultimate guide to earning a ton of money with this social media phenomenon. What you don't know about Facebook could hurt you and what you will learn about Facebook from this book definitely will help you. It's a fun and easy read and a surefire way to seriously increase your income.-Jay Conrad Levinson, The Father of Guerrilla Marketing, author of Guerrilla Marketing series of books

## Book Information

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## Customer Reviews

Felt like I was taking a college course. It was fantastic! Most of the time you are lucky to get one or two things from a self help book. This book had at least 10 points per chapter that were helpful. A must read for those who want to advertise on Facebook!

I'm no stranger to Facebook, but I didn't quite know the subtleties of how to go about advertising there for my business. The advice in this book is golden. If you're starting from scratch, I don't know how much the book will help, but if you're already a FB participant, you'll get insight into carrying your advertising to the next level, let alone avoid squandering money on wild goose chases. My advice, if you are new to FB, get your fingers dirty first for a few weeks personally, and then take the tips from the book and exploit this incredible new opportunity for social media marketing. These are invaluable insights and ways to avoid very simple mistakes. Facebook advertising has proven relatively cheap for my music retail business compared to less potent traditional media (Yellow Pages, TV, Radio, Newspaper). I'd recommend this book to everybody but my competitors.

Some books are a 'must' and if you intend to go anywhere near Facebook Advertising, this is definitely a must. It's my experience that the difference between wealthy business owners and poor ones, is the rich ones find two or three areas to get really, really good at. They then dominate the market in that area. Google Adwords was one of those areas. Facebook Advertising is clearly the next. This book will show you how to master it at a very high level - but it does it in a simple and easy to understand way. The opportunities for small, local businesses to profit from Facebook are outlined here in ways that could be transformative for you. The opportunities for large, national and international businesses to profit are explained in ways that make the low price of this book virtually criminal. And that's the only problem with the book - the price doesn't reflect the value - but that's the authors' problem not yours. I have no doubt that several very smart people will buy this book and end up very, very wealthy as a result. Make sure you're smart enough to be one of them.

I knew nothing about Facebook advertising until I bought this book. The authors gave me a quick and easy understanding of how it all works. I had ads running and successful within days after. As a former salesman...for 20 years.... look no further. It's an easy read and will change the way you do business.

I honestly believe that Facebook advertising is far better than any other ad platform such as AdSense and Yahoo! ads. I've used Facebook ads a couple of times before I read this book and a couple of time since I read this book, my ads were clicked 60% more after reading this book and fully understanding the system behind Facebook ads. If I was sceptical I would say that my ads improved because of my own experience however that would be lying because this book helped me much more than I like to admit. I followed a few of the ideas in this book and I instantly saw a marked improvement for my live campaigns. Although I must admit I was somewhat surprised the book is still relevant considering how fast Facebook changes nowadays but no, most was still relevant and useful information. If the book was published Today it would be called how to access 100 billion customers because FB now have more traffic than Google in the US. The book has helped me focus on Facebook and use it as a reliable source of traffic to my websites. I recently signed up to a Facebook training series called FB Traffic Engine [...] which taught me the social free traffic sources on Facebook so combine that with this book and I now feel unstoppable. I'm getting results I wouldn't have dreamed of a year ago and I've even had to upgrade my server too. Plus, what's even better, because my traffic has increased so much, my natural organic search rankings in Google have gone through the roof. I'm now No.1 for many high traffic keywords. I highly recommend this book - along with the [...] training series for a complete Facebook traffic strategy.

I've gone through this book, marked and re-marked specific passages that are beginning to give me a handle on this Facebook opportunity. Personally, I hate Facebook, I consider it a time vampire and, as far as advertising, based on what I have done in the past, it's nothing but a black hole that sucks money and gives me nothing in return. But, as I am going through this book I must admit that I can see why I have failed to make Facebook work for my business and what I need to do to begin to test specific strategies and campaigns in such a way that I'm not throwing money blindly at this advertising medium and can more clearly identify and better serve my prospective clients.

This is a great starting point for using Facebook paid advertising. This is not a beginning book on marketing. It is for people that already understand direct response online marketing. If you know

how and why to set up a landing or squeeze page and want to improve conversion and drive paid traffic to it, this is the perfect place to start. If you don't know what I am talking about here, start somewhere else first to get the basics, and then get this book to learn the details of Facebook Ads.

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