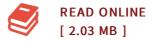




Ultimate Guide to Facebook Advertising: How to Access 600 Million Customers in 10 Minutes

By Perry Marshall, Thomas Meloche

Tata McGraw-Hill Education Pvt. Ltd, 2011. Softcover. Book Condition: New. First edition. TABLE OF CONTENTS: Chapter 1. Facebook's Move to Rule the World Chapter 2. Is Facebook for Me? Chapter 3. A Few Fundamentals Chapter 4. 10 Minutes to Your First Ad Chapter 5. Batten Down the hatches Chapter 6. Selling on the Front Porch Chapter 7. Targeting Chapter 8. That Quirky Little Image Is Everything Chapter 9. Nobody Ever Regretted mastering this \$10,000 Per Hour Skill Chapter 10. The Power of Hidden Psychological Triggers Chapter 11. The Well-Paid Facebook Anthropologist Chapter 12. We Who Are About to Die Salute You Chapter 13. Facebook Secret X: Superior Bidding Strategy Chapter 14. CPM Bidding Strategies That Get You Even More Clicks for Less Money Chapter 15. Landing Pages Chapter 16. Who Cares if the Ad Is Cheap? Are You Making Money? Chapter 17. Bolt a Jet Engine to Your Business: Facebook Pages and Getting Liked Chapter 18. Free Traffic, Free Impressions, and Paid Advertising Chapter 19. A Laser-Guided Missile for Your Marketing Chapter 20. And in the Facebook Bind Them Chapter 21. A Brief History of Google Advertising-and Some Predictions about Facebook Chapter 22. Mind Your Business Printed Pages: 268.



Reviews

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