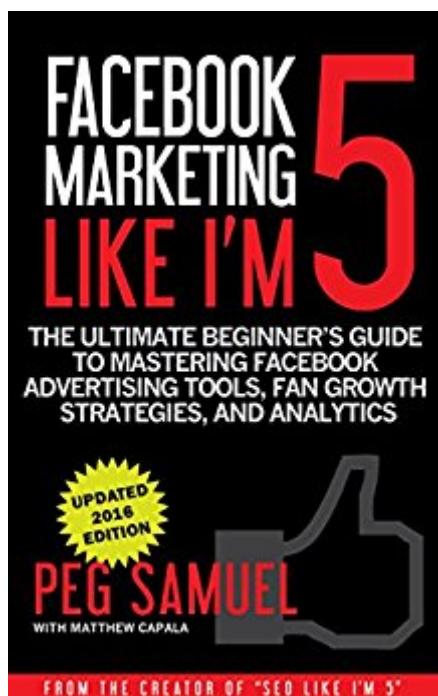


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# Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide To Mastering Facebook Advertising Tools, Fan Growth Strategies, And Analytics



## Synopsis

\*\*\* UPDATED 2016 EDITION \*\*\* 30% new content, including Facebook video guide, reactions, conversion tracking, and much more!"Facebook Marketing Like I'm 5 packs more value than an MBA class and you can literally use it as a play-by-play to get your 'magic' out to the world. If you're looking to build a strong, authentic, and respected presence on Facebook, then this book is certainly for you."\*\*\*\*\* Matt Cartagena, Co-author of "Accelerate" •"What I love about what Peg Samuel and Matthew Capala are doing here is that Facebook Marketing Like I'm 5 is completely actionable and results-oriented. The two are dynamic social media educators and practitioners, which is a rare combination to find."\*\*\*\*\* Jeremy Goldman, Author of "Going Social," • CEO of Firebrand Group"Facebook Marketing Like I'm 5 is a critical tool for any small business owner who wants to leverage the power of the massively engaged Facebook audience. Even if you consider yourself a Facebook pro, you'll find tidbits and hacks that will give you a whack on the side of the head."\*\*\*\*\* Ivana Taylor, Small Business Influencer, Publisher at DIY MarketersMake no mistake; this is no "Facebook for dummies." We wrote "Facebook Marketing Like I'm 5" • to serve as the ultimate social media training system for businesses and entrepreneurs who are smart beginners. They want results now and don't want to wait months to get profitable on Facebook. This is a practical book. The end product is an actionable roadmap for a total makeover of your Facebook business strategy, which will take you from zero to a Facebook marketing hero pronto."Facebook Marketing Like I'm 5" takes you through the strategic process of designing, building and maintaining an optimal Facebook business presence. You will also learn how to attract new customers, by building a magnetic Facebook community around your own unique brand of content. You'll learn how to gather not just Likes - but the right kind of Likes - that can move your business ahead and bring you profits. "Facebook Marketing Like I'm 5" features dozens of free tools; step-by-step guides; "under-the-hood" tricks, real-world case studies, and examples of successful (and not so successful) big and small business Facebook strategies.What you'll learn in this book There's an overload of information about Facebook scattered across the web. Some of it is out of date, and much of it is confusing or overly granular. "Facebook Marketing Like I'm 5" is designed to be clear and easy to follow. It's built around an action-oriented, workshop-style, pain-free process to plan, build, and optimize your Facebook business presence. This book will show you how to:- Choose the right Facebook settings for your business- Use actionable worksheets and templates to develop and execute your Facebook marketing plan- Choose which free marketing plugins, apps, and CTAs to use - Optimize your Facebook profile and content- Boost your organic engagement- Identify the right advertising tools

for your business- Build targeted user profiles- Use Facebookâ™s Ad Manager- Attract fans to your content- Get new Likes and convert them into leads- Track and measure success- Use Facebook Custom Audiences for hyper-targeting and remarketing- Avoid common Facebook marketing mistakes and pitfallsWho is this Book for? - Business owners- Entrepreneurs and startups - Brands and corporations- Celebrities, authors, artists, public personalities- Bloggers- Marketing and social media professionals- StudentsWe want to make this book as easy to understand as possible so we included plenty of screenshots, templates, worksheets, and step-by-step instructions you can use while reading it. We know that Facebook marketing takes thought and work, but that doesnâ™t mean that you canâ™t have fun while youâ™re doing it.

## **Book Information**

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## **Customer Reviews**

I really liked this book. It's chocked with utilitarian tips, examples, and worksheets that can help the marketer create a more focused, more efficient presence on Facebook. The book also supplies a complete tour of FB's advertising options (which, as the book notes, are increasingly important today given FB's choking off of "organic reach" in the past year or so).

I had bought a couple of books already on and were disappointed that they were screenshots of how to post. I was contemplating trying to print out Facebook's Q&A formatted help screens on Ads but it was too cumbersome. I advertised in Craigslist for a Facebook tutor and found no one who understood the business side of Facebook any better I do already. I went back to and found this gem. Direct, succinct, and exactly what I needed to know. THANK YOU!!! For \$3 on Kindle.

AMAZING!!

As a publisher, I believe social media is the most valuable way to reach your audience. I have taken Peg's courses, and now have just read her latest book on Facebook Marketing. As always she delivers tools and a guide to success in the easiest way to understand. Whether it is your service, your new novel, or a product, Facebook cannot be ignored---and neither should this book.

This book breaks down Facebook marketing into easy to follow step-by-step actions to optimize advertising in Facebook. It is a nice mix of images and templates that makes the learning process much faster. Anyone advertising on Facebook will benefit from this well-executed, results-driven book.

An insightful, easy to follow and practical guide for those new to Facebook Marketing. Small business owners, start-ups and entrepreneurs, if you're considering Facebook marketing as a channel for your overall digital and social IMC strategy (and why wouldn't you) this guide is one of the best places to start. Facebook's plethora of opportunity usually excites those in business but can quickly be overshadowed by the overwhelm of implementing all the tricky nuts and bolts. This guide is very clear, and allows a very practical approach to apply best practices and strategies. Matthew's stellar contribution proves his expansive digital marketing background and Peg's expertise in all things social allow the reader to feel confident and ready to rock their Facebook marketing.

Being competitive on Facebook is not as simple as many people think. "Facebook Marketing Like I'm 5" digs into all the little pieces necessary to build a solid Facebook presence, breaking them down into easy-to-follow steps and worksheets. Matthew and Peg give us key takeaways that are spot on--proven by the real world examples included throughout the book.

Written in a rush and very rudimentary. I definitely expected more reading some of the reviews. That just tells you people are different and have different needs. If you are like me looking for actionable insight on setting up an effective Facebook presence for your business, look elsewhere this book is not it.

Straightforward and very practical advice for succeeding at Facebook marketing. There's something for everyone, no matter what level of skill you currently have. Heavy emphasis on advertising, which is crucial for success on social.

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