



Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques

Marty Weintraub

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Expert Facebook advertising techniques you won't find anywhere else!

Facebook has exploded to a community of more than half a billion people around the world, making it a deliciously fertile playground for marketers on the cutting edge. Whether you want to leverage Facebook Ads to generate "Likes," promote events, sell products, market applications, deploy next-gen PR, ,this unique guide is the ultimate resource on Facebook's wildly successful pay-per-click advertising platform. Featuring clever workarounds, unprecedented tricks, and little-known tips for triumphant Facebook advertising, it's a must-have on the online marketer's bookshelf. Facebook advertising expert Marty Weintraub shares undocumented how-to advice on everything from targeting methods, advanced advertising techniques, writing compelling ads, launching a campaign, monitoring and optimizing campaigns, and tons more.

Killer Facebook Ads serves up immediately actionable tips & tactics that span the gambit.

Learn what Facebook ads are good for, how to set goals, and communicate clear objectives to your boss and stakeholders.

- Master highly focused demographic targeting on Facebook's social graph. Zero in on relevant customers now.
- Get extraordinary advice for using each available ad element—headline, body text, images, logos, etc.—for maximum effect
- How to launch a Facebook advertising campaign and crucial monitoring and optimizing techniques
- Essential metrics and reporting considerations
- Captivating case studies drawn from the author's extensive Facebook advertising experience, highlighting lessons from challenges and successes
- Tasty bonus: a robust targeting appendix jam-packed with amazing targeting combos

Packed with hands-on tutorials and expert-level techniques and tactics for executing an effective advertising campaign, this one-of-a-kind book is sure to help you develop, implement, measure, and maintain successful Facebook ad campaigns.

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In this 21st millennium, people become competitive in every single way. By being competitive at this point, people have to do something to make all of them survive, being in the middle of often the crowded place and notice by surrounding. One thing that oftentimes many people have underestimated it for a while is reading. That's why, by reading a guide your ability to survive raise then having chance to stand than other is high. For you who want to start reading the book, we give you this specific Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques book as beginner and daily reading e-book. Why, because this book is usually more than just a book.

Lisa Buffington:

Spent a free a chance to be fun activity to complete! A lot of people spent their down time with their family, or their very own friends. Usually they carrying out activity like watching television, gonna beach, or picnic inside the park. They actually doing same every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Could be reading a book might be option to fill your totally free time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to attempt look for book, may be the book untitled Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques can be very good book to read. May be it could be best activity to you.

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