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Help

Measure and improve your ROI

Support PR, marketing, and branding efforts

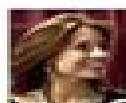
Understand crucial optimization factors

Effectively target based on personal and professional factors

Marty Weintraub

Killer Facebook® Ads

Master Cutting-Edge Facebook Advertising Techniques

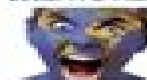


Joanna Lord, Director of Customer Acquisition, SEOmoz
Simply put, no one out there understands Facebook Ads better than Marty, and his ability to distill them down into actionable steps anyone can maneuver is nothing short of genius.



Carri Bugbee, President, Big Deal PR, and Adjunct Professor at Portland State University
There's no fluff or platitudes here. This book offers well-researched insights and step-by-step guidelines for setting and meeting goals, creating ads, branding, targeting, community building, conversion tracking, and a lot more.

Social PPC That Screams



Facebook is the hottest social media advertising channel on earth. This book is packed with immediately actionable tips and tactics.

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Master highly focused demographic targeting on Facebook's social graph. Zero in on relevant customers now.

Define & Track Success



Learn what Facebook Ads are good for, how to set KPIs (goals), and communicate clear objectives to your boss and stakeholders.

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Generate "Wows," promote events, sell products, market experiences, deploy next-gen PR, get the whole scoop here.

Dominance Facebook Ads



From designing killer ads that win to classic marketing principles, be the baddest Facebook Ads slinger on the block!

**Killer Facebook Ads Master Cutting Edge Facebook
Advertising Techniques Author Marty Weintraub Aug
2011**

Perry Marshall, Thomas Meloche



Killer Facebook Ads Master Cutting Edge Facebook Advertising Techniques Author Marty Weintraub Aug 2011:

Killer Facebook Ads Marty Weintraub, 2011-07-15 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

Ultimate Guide to Facebook Advertising: How to Access 600 Million Customers in 10 Minutes Perry Marshall, Thomas Meloche, 2011-09-01 FUEL YOUR BUSINESS 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 Covers critical updates including Targeting by birthday family status and more Pinpointing who is seeing your ads Managing impressions per ad to avoid ad fatigue Using Sponsored Story Ads the newest advertising category Creating a Facebook business and identity 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 [www NoBSBooks com](http://www.NoBSBooks.com) Ultimate 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 the Guerrilla Marketing series of books Facebook advertising appears simple but it s trickier than search engine marketing In this book Perry Marshall and Tom Meloche teach you secret of Right Angle Marketing selling based on who people are and what they identify with This is entirely different from Yahoo or Google They help you determine how to prioritize Facebook within your particular marketing mix Then they take you by the hand and lead you through the minefield showing you the tools bidding techniques and sales cycles of Facebook ads Without their help the odds are stacked against you With their help your chances of success are excellent Alex Mandossian Heritage House Publishing author of The Business Podcasting Bible Perry Marshall has done more to de mystify Google AdWords for business owners than any person on earth With this book he s done the same for Facebook If you want to cut through the smoke quickly and make money advertising on Facebook this is the book to read Ken McCarthy The System Seminar Tivoli NY The irony of living in the Information Age is that good info has gotten harder to come by The lame stuff still manages to clog the pipes causing chaos and preventing you from discovering the legit specifics that can actually help you in your quest for business success and a bigger bottom line Perry Marshall has been a first stop one stop resource for the best possible advice on making AdWords work since Google unleashed it on the marketing community and now Perry s new tome on Facebook s astonishing and yet to be fully tapped power to reach gazillions of targeted eager prospects most of whom you d never even know existed otherwise is the first and probably the only book you need to be one of those early adopters who score fastest Perry s books are always essential This one is perhaps more so than usual John Carlton the most respected and ripped off veteran copywriter on the Web Perry Marshall is amazing He reinvented himself from engineer to white paper expert to become the world s leading expert in Google Adwords Now with his secret weapon Tom Meloche he s reinvented himself again this time as the guru in Facebook advertising through which he points out you can access 600 million customers in 10 minutes Bob Bly author of over 60 books including Complete Idiot s Guide to Direct Marketing The Online Copywriter s Handbook and Public Relations Kit for Dummies Perry Marshall is a terrific writer who makes wonderful use of stories and analogies to illustrate a concept He does this exceptionally well in the chapter on ad copy writing The Power of Hidden Psychological Triggers That chapter alone is worth the price of this book Many companies have tried Facebook ads and failed for one simple reason they treated Facebook advertising like search advertising Facebook is social advertising Social

advertising is about understanding and reaching the user Not the user s behavior but the actual person This is where the book shines It walks you through strategies of reaching your target audience based upon the person s social profile so that you aren t just accumulating Likes but actually gaining new customers I d recommend this book to anyone who is advertising or wants to advertise on Facebook Social advertising is unique from most other types of advertising and this book will teach you the concepts and how tos you must understand so that your Facebook ads increase your overall profits Brad Geddes author of Advanced Google AdWords One of the things I love about Perry is that he always shoot from the hip Ultimate Guide to Facebook Advertising is written with no holds barred which means that all the juicy tips that might get left out of other similar books are all in this book It s more than just a tactical how to It goes into the psychological aspects of ad writing specifically suited for Facebook and gives all kinds of practical advice for fan pages So for anyone who really wants to get serious about Facebook advertising this book is definitely a must read Shelley Ellis contextual advertising expert www.ContentNetworkInsider.com Perry Marshall led the pack with Google AdWords back in 2006 He s still leading the pack today with Ultimate Guide to Facebook Advertising Perry and Tom Meloche combine insider knowledge of marketing on Facebook with proven marketing fundamentals for a powerful one two punch that delivers results Perry doesn t just theorize about how Facebook marketing works he does it himself and he s worked with thousands of others to hone his knowledge of this emerging landscape If you re thinking of marketing on Facebook or if you re already doing it you d be crazy to not get Ultimate Guide to Facebook Advertising Clate Mask president InfusionSoft Hands down I have never seen a more comprehensive in depth study of successful Facebook advertising than what you are holding in your hands Perry has done it again he s extracted the gold within this amazing system of advertising that every astute marketer should devour and implement Ari Galper founder and CEO Unlock The Game www.UnlockTheGame.com Hundreds of my clients have failed at Facebook before Many were so seriously slaughtered that I d written it off as a traffic source for all but the most advanced marketer so recommending this book is not something I do lightly yet I DO suggest you order a rush copy Simply put it s a game changer If you ve tried Facebook before and failed I ll bet you didn t have the testing paradigm targeting insights bidding strategies tools and creative advertising resources outlined in the easy to digest entertaining words here This goes double for experienced PPC marketers and triple for anyone who s read another Facebook advertising book Seriously if this isn t worth a trip to Amazon.com I don t know what is Glenn Livingston Ph D Marketing Psychologist market research expert and founder of RocketClicks.com

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impression advertising how to test your ad results and much more Explores Facebook advertising inside and out there are now more than 400 million active Facebook users and over 1 6 million active Pages on Facebook Works as an all around hands on guide for both experienced and new Facebook advertisers Walks you through planning and creating an advertising campaign Explains writing effective ad copy how to use landing pages and how to test and optimize your ads Shows you how to use Facebook Insights to understand your results and how to create reports that analyze data Put your company s best face forward with the sound advertising tips and techniques in Facebook Advertising For Dummies *Ultimate Guide to Facebook Advertising* Perry Marshall,2022-08-01 NEW CUSTOMERS ARE WAITING FIND THEM ON FACEBOOKFacebook makes it easy for businesses like yours to share photos videos and posts to reach engage and sell to more than 1 billion active users Advertising expert Perry Marshall is joined by co authors Keith Krance and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you pinpoint your ideal audience and gain a ten fold return on your investment Now in its third edition Ultimate Guide to Facebook Advertising takes you further than Facebook itself by exploring what happens before customers click on your ads and what needs to happen after 10 seconds later 10 minutes later and in the following days and weeks You ll discover how to Maximize your ad ROI with newsfeeds videos and branded content Create custom audiences from your contact lists video views and page engagement Use the Facebook Campaign Blueprint proven to generate your first 100 conversions Boost your Facebook ads using the Audience Network and Instagram Follow the three step formula for successful video ads Maximize campaigns and increase conversions on all traffic to your website Track and retarget engaged users by leveraging the Power of the Pixel Make every page on your website 5 10 percent more effective overnight 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 He also realizes there is a short window of time during which it offers greatest opportunity He identified this with Google AdWords Now this book shows how to capitalize on ideal timing with this media Finally 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 series **Facebook Marketing For Dummies** Paul Dunay,Richard Krueger,2009-10-01 Discover how to leverage the power of the Facebook community to achieve your business marketing goals Facebook boasts an extremely devoted user base with more than 65 billion page visits per month With Facebook an organization can market and promote their brand products or services via the network s built in components of profile pages polls community building advertising word of mouth marketing and business applications This insightful resource focuses on the strategies tactics and techniques necessary to lead your organization into the world of Facebook marketing Packed with vital real world case studies the book serves as a must have guide for the most reliable responsible and ethical business and marketing practices with Facebook A helpful reference that discusses essential strategies tactics and techniques for excelling in the world of Facebook marketing Examines setting up a business profile

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different ad formats such as Instant Experience and Dynamic Product Ads How to create marketing funnels the high target audience and successful ad creatives How to read Facebook reports and choose the right bidding type REAL BOOK REVIEW This is the book to get folks Not only does it dive deep into how Facebook advertising works it also breaks down all the targeting and analytics in very easy to follow format There s so much useful information that is easy to understand Duc California It s simple enough even for the most social media challenged to start with and detailed enough for an expert to learn from Whatever your level of experience this book will absolutely have what you need Sergio Florida This book is invaluable to anyone who wants to start Facebook advertising at any level It can bring someone who s never run a Facebook ad to pro status I found this book incredibly enlightening Mackenzie New York This complete guide to Facebook advertising is just that absolutely complete It walks novices like myself through every step so clearly Even experienced people will find information they didn t know Mary California [Facebook Marketing For Dummies](#) John Haydon, Paul Dunay, Richard Krueger, 2012-01-19 Create a successful marketing campaign on Facebook with this updated guide With more than 600 million active users and more than 30 billion pieces of content shared each month Facebook is an exciting platform with infinite marketing possibilities This how to guide breaks it all down for you and shows you ways to reach your customers with effective marketing strategies tactics and techniques on Facebook Packed with new and updated content as well as real world case studies that provide you with helpful frames of reference Facebook Marketing For Dummies 3rd Edition is an essential starting point for developing a successful marketing campaign on Facebook Boasts new and updated content for developing a successful Facebook marketing campaign Addresses ways to use tools such as events contests and polls to promote your page Helps you understand the psychology of the Facebook user Explains how to integrate your Facebook marketing campaign with your other marketing campaigns using plug ins and widgets Details ways to monitor measure and adjust your Facebook marketing campaigns Learn how to reach the Facebook audience you want for your campaign with Facebook Marketing For Dummies 3rd Edition *The Facebook Ads Marketing Blueprint For Author* Mayowa Ajisafe, 2022-11-09 Attention self publishing authors Have you ever asked yourself any of these questions How can you sell your books What are the best ways to sell your book How can you sell your books on Facebook without wasting time If you have ever asked any of these questions then you are in the right place There are many ways to sell books which is one major problem for you as a self published author It can be overwhelming to know where to put your time and money to sell your book And if you have also struggled before to build your audience and sell your books then in *The Facebook Ads Marketing Blueprint For Authors The Beginners Guide To Using Facebook Ads For The Authors Who Want To Sell More Books* you will learn how to use Facebook ads to sell your book build your platform and also create multiple streams of income beyond your books This is the only Facebook marketing guide you will need as an author to learn the basics of using Facebook ads to create a regular source of getting new book buyers and making money from your book This book shows you a rather

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Facebook Marketing Step by Step Bryan Bren, 2019-05-31 Digital Advertising Guides R Facebook is still a firm favorite among small businesses in search of new customers The evidence is compelling There are more than 50 million Business pages on Facebook with 80% of small businesses having already established a presence Are you looking for new customers This new and updated step by step guide is what you need for exploring what happens before customers click on your ads and what needs to happen after Inside you will gladly discover How Facebook helps businesses Fundamentals of Facebook Marketing How to create engagement How to target and convert The best Facebook Marketing tools How to develop a strategy How to optimize a Facebook Page Facebook Ads How to maximize your ROI Steps to create a Facebook Pixel And a whole more

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Mindall,2020-06-06 There is a virtually endless pool of customers at your fingertips that you can tap into if you learn how to master Facebook Advertising and learn how to take advantage of all the resources and data that Facebook provides for businesses This book will teach you how to get started with Facebook Advertising You will learn All of the different ways you can advertise on Facebook How to decide which form of advertising will work most effectively for your business and objectives B2C vs B2B advertising on Facebook The pros and cons of using Facebook Ads Vs Google Adwords and how you can use both for maximum reach How the platform works and how it automates your remarketing and targeting How to evaluate and learn from the facebook reports and data to optimize your marketing efforts and get the most bang for your

buck You will become an expert in Creating effective Facebook ads Exploiting the tools and tricks that most people aren't aware of on Facebook This will give you a competitive edge Keeping your advertising campaigns lean by controlling the budget and spending only on the most effective strategies and campaigns Avoiding the 30 most common mistakes people make with Facebook Advertising This book is a comprehensive step by step beginners guide that will help you become an influencer on Facebook a platform that is absolutely essential for marketers who want to be effective in the 21st Century Many people make the mistake of approaching Facebook Ads the same way they approach Google AdWords and other forms of paid advertisement What they fail to realize is that people approach Facebook for completely different reasons than the reasons for which they approach google and other online platforms When people are on Google and Amazon for example they're actively looking for information and are even actively looking to spend money on solutions to their problems When people are on Facebook they could be looking for information but often they're looking for user generated content and entertainment Thus you need to completely re-orient the way you approach Facebook ads to efficiently reach the right customers in effective ways where they'll be receptive to your message If you're just copying and pasting what you do for google ads you're wasting your money This is just one of the many ways people fail to adequately take advantage of and understand Facebook's robust advertising platform This is one of the many issues that will be addressed later in this book We have all come in contact with Facebook Ads whether we realize it or not In this book we will discuss the important facets of Facebook Advertising from what it is whether it is important for your business the how to's and many other great incentives that advertisers and marketers need to know It's 2020 and by now you know that everywhere you look on the internet you will be bombarded with ads Facebook data is one of the most important ways 3rd parties collect information about consumers to effectively market to them Facebook heavily influences people's online habits and Facebook ads when used effectively can be some of the most powerful tools to a digital marketer So what are they We see them all the time but do we know anything about them Here's a little info about Facebook Ads With Facebook ads you are generally in control of your creative elements as you are the advertiser This includes the title of the ad the images used the design and the text Facebook ads use an auction type method wherein those who want to use Facebook ads are charged based on the clicks they receive the impressions the ad gets and the actions they result in There are different formats of ads that Facebook offers which users can use

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