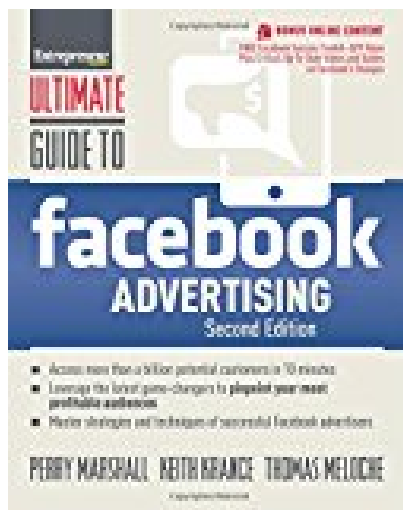


# Ultimate Guide to Facebook Advertising How to Access 1 Billion Potential Customers in 10 Minutes Ultimate Series

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## BOOK DETAILS

- Author : Perry Marshall
- Pages : 268 Pages
- Publisher : Entrepreneur Press
- Language : English
- ISBN : 1599185466



## BOOK SYNOPSIS

"Covering the latest and breaking news in Facebook advertising, this updated edition introduces revised, expanded, and new chapters covering fundamentals, Newsfeed ads, sidebar ads, and BIG data. In addition, advertisers are taken farther than just Facebook itself. Marshall and coauthors provide priceless insight into the audience, exploring what was happening before the visitor clicked on an ad and what needs to happen after - ten seconds later, ten minutes later, and in the following days and weeks. Presented in the same step-by-step format that made Marshalls Ultimate Guide to Google AdWords a top seller, this book guides online marketers with a potential audience of 1.11 billion people via a completely different, unbelievably powerful online advertising channel. Facebook presents enhanced tools and exciting opportunities to capture clicks and create brand-loyal customers"--

### **ULTIMATE GUIDE TO FACEBOOK ADVERTISING HOW TO ACCESS 1 BILLION POTENTIAL CUSTOMERS IN 10 MINUTES ULTIMATE SERIES -**

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