



Facebook Marketing: An Hour a Day

Chris Treadaway, Mari Smith

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The bestselling Sybex guide to marketing on Facebook, now fully updated

As the second most-visited site on the web, Facebook offers myriad marketing opportunities and a host of new tools. This bestselling guide is now completely updated to cover all of the latest tools including Deals, sponsored stories, the Send button, and more. It explains how to develop a winning strategy, implement a campaign, measure results, and produce usable reports. Case studies, step-by-step directions, and hands-on tutorials in the popular Hour-a-Day format make this the perfect handbook for maximizing marketing efforts on Facebook.

- This revised guide fills you in on the latest Facebook conventions, tools, and demographics, and outlines the important strategic considerations for planning a campaign
- Takes you step by step through crafting an initial Facebook presence, developing an overall marketing strategy, setting goals, defining metrics, developing reports, and integrating your strategy with other marketing activities
- Covers using features such as events, applications, and pay-per-click advertising
- Includes case studies and directions for updating, monitoring, and maintaining your campaign

This popular guide is packed with up-to-date information to help you develop, implement, measure, and maintain a successful Facebook marketing program.

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