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The Facebook Marketing Book

Dan Zarrella, Alison Zarrella

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Dan Zarrella, Alison Zarrella : The Facebook Marketing Book before purchasing it in order to gage whether or not it would be worth my time, and all praised The Facebook Marketing Book:

10 of 10 people found the following review helpful. An all-in-one resource to build your Facebook marketing strategy. By Don Metzник Finally, an all-in-one resource to help you build your Facebook marketing strategy. If you want to understand how Facebook really works and how to manage it effectively, but have been frustrated with incomplete or dated information, pick up a copy of The Facebook Marketing Book by Dan and Alison Zarrella. While there is no lack of content to be found about Facebook, much of it exists as fragments of the big picture. The Facebook

Marketing Book is both the forest and the trees, the big picture and the smallest tactics. The Science of Social Media It's an easy read, a comprehensive guide and a how-to manual with no fluff. This is probably because Dan, who calls himself a social media scientist, is driven by data rather than the feel good, sounds right stuff that characterizes much of Facebook conversation. In addition, Dan's quantitative bent reveals itself in results-driven analyses he's done. For example, * Articles with digits in their titles tend to be shared on Facebook more than articles without them. * Content with positive linguistics (language) tend to be shared more often than content with negative linguistics. The book is richly studded with colorful examples of the topics being discussed, and this helps to quickly communicate the points being made. If you are a business owner who wants to grasp the opportunities and complexities of Facebook marketing, this is the book you need today. 1 of 1 people found the following review helpful. Strike Now for Value By Christopher Cook Dan and Alison Zarrella have done written a terrific book about Facebook marketing in a condensed and easy to read format. Facebook is continually changing how their system works, so the Zarrella's may have to put out new editions at a fast and furious pace to keep up. Despite incremental changes in Facebook, The Facebook Marketing Book is a must have for any social marketers bookshelf for the consumer behavior insights alone, if not for the Facebook account management and promotion information. 0 of 0 people found the following review helpful. Simple, fast overview of facebook and marketing By Robert L Neumann The book starts with really basic information about facebook and how to use the account. It does not get into marketing ideas until at least the second half of the book. They are well laid out, graphical and simple. This is an excellent primer or first book to get familiarized with the concepts and options of marketing on facebook. It is in no way an intermediate or advanced book. It is a simple how to manual if you are just starting and want a step by step approach. It is very readable and I devoured it in one plane ride.

How can Facebook help you promote your brand, products, and services? This book provides proven tactics that you can use right away to build your brand and engage prospective customers. With 500 million active users worldwide, Facebook offers a much larger audience than traditional media, but it's a new landscape loaded with unfamiliar challenges. The Facebook Marketing Book shows you how to make the most of the service while skirting not-so-obvious pitfalls along the way. Whether you're a marketing and PR professional, an entrepreneur, or a small business owner, you'll learn about the tools and features that will help you reach specific Facebook audiences. You'll also get an in-depth overview, with colorful and easy-to-understand introductions to Profiles, Groups, Pages, Applications, Ads, Events, and Facebook etiquette. Approach Facebook's complex environment with clear, actionable items Make sense of the social networking world Be familiar with the technologies you need for social network marketing Explore tactics for using Facebook features, functionality, and protocols Learn how to set specific campaign goals Determine which Facebook features are relevant to your campaigns Plan and execute Facebook marketing strategies Measure the results of your campaigns with key performance indicators

About the Author Dan Zarrella has written extensively about the science of viral marketing, memetics and social media on his own blog and for a variety of popular industry blogs. His work has been featured in The Twitter Book (Orsquo;Reilly), and many leading newspapers and periodicals. He is a popular speaker and was recently awarded Shorty and Semmy awards for social media and viral marketing. Dan currently works as an inbound marketing manager at HubSpot.