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Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebook

By Peg Samuel, Matthew Capala



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"Facebook Marketing Like I'm 5 packs more value than an MBA class and you can literally use it as a play-by-play to get your 'magic' out to the world. If you're looking to build a strong, authentic, and respected presence on Facebook, then this book is certainly for you." ***** Matt Cartagena, Co-author of "Accelerate"

"What I love about what Peg Samuel and Matthew Capala are doing here is that Facebook Marketing Like I'm 5 is completely actionable and results-oriented. The two are dynamic social media educators and practitioners, which is a rare combination to find." ***** Jeremy Goldman, Author of "Going Social," CEO of Firebrand Group

"Facebook Marketing Like I'm 5 is a critical tool for any small business owner who wants to leverage the power of the massively engaged Facebook audience. Even if you consider yourself a Facebook pro, you'll find tidbits and hacks that will give you a whack on the side of the head. ***** Ivana Taylor, Small Business Influencer, Publisher at DIY Marketers Make no mistake; this is no 'Facebook for dummies.' We wrote 'Facebook Marketing Like I'm 5' to serve as the ultimate social media training system for businesses and entrepreneurs who are smart beginners. They want results now and don't want to wait months to get profitable on Facebook. This is a practical book. The end product is an actionable roadmap for a total makeover of your Facebook business strategy, which will take you from zero to a Facebook marketing hero pronto. 'Facebook Marketing Like I'm 5' takes you through the strategic process of designing, building and maintaining an optimal Facebook business presence. You will also learn how to attract new customers, by building a magnetic Facebook community around your own unique brand of content. You'll learn how to gather not just Likes - but the right kind of Likes - that can move your business ahead and bring you profits. 'Facebook Marketing Like I'm 5' features dozens of free tools; step-by-step guides; 'under-the-hood' tricks, real-world case studies, and examples of successful (and not so successful) big and small business Facebook strategies. What you'll learn in this book There's an overload of information about Facebook scattered across the web. Some of it is out of date, and much of it is confusing or overly granular. 'Facebook Marketing Like I'm 5' is designed to be clear and easy to follow. It's built around an action-oriented, workshop-style, pain-free process to plan, build, and optimize your Facebook business presence. This book will show you how to:

- Choose the right Facebook settings for your business
- Use actionable worksheets and templates to develop and execute your Facebook marketing plan
- Choose which free marketing plugins, apps, and CTAs to use
- Optimize your Facebook profile and content
- Boost your organic engagement
- Identify the right advertising tools for your business
- Build targeted user profiles
- Use Facebook's Ad Manager
- Attract fans to your

content - Get new Likes and convert them into leads - Track and measure success
- Use Facebook Custom Audiences for hyper-targeting and remarketing - Avoid
common Facebook marketing mistakes and pitfalls Who is this Book for? -
Business owners - Entrepreneurs and startups - Brands and corporations -
Celebrities, authors, artists, public personalities - Bloggers - Marketing and social
media professionals - Students We want to make this book as easy to understand
as possible so we included plenty of screenshots, templates, worksheets, and
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- Attract fans to your content
- Get new Likes and convert them into leads
- Track and measure success
- Use Facebook Custom Audiences for hyper-targeting and remarketing
- Avoid common Facebook marketing mistakes and pitfalls

Who is this Book for? - Business owners - Entrepreneurs and startups - Brands and corporations - Celebrities, authors, artists, public personalities - Bloggers - Marketing and social media professionals - Students

We want to make this book as easy to understand as possible so we included plenty of screenshots, templates, worksheets, and step-by-step instructions you can use while reading it. We know that Facebook marketing takes thought and work, but that doesn't mean that you can't have fun while you're doing it.

Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebo By Peg Samuel, Matthew Capala Bibliography

- Sales Rank: #488904 in Books
- Published on: 2015-11-06
- Original language: English
- Dimensions: 9.00" h x .35" w x 6.00" l,
- Binding: Paperback
- 146 pages



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Editorial Review

About the Author

Peg Samuel, Adjunct Professor at New York University and Founder of Social Diva Media; she is a proven leader in online brand building and digital strategy. With twenty years experience in the digital marketing arena, Peg turned her love of communications into a lucrative and insight-driven Social Media consultancy specializing in social media strategy, brand influencer campaigns, and execution marketing for lifestyle, luxury, and high-profile celebrity brands. Peg has worked with media brands including W Hotels, Harper's Bazaar, InStyle, and Vogue. Other special projects include the NBC Olympics Games (known as the first "Social" Olympics), the 55th Annual GRAMMY Awards, and the New Music Seminar. Peg is a sought after speaker, she has been on panels and given talks at Social Media Week, WIX, Social Media Breakfast, Internet Week New York, and Digital Hollywood. Peg is the author of "How to be a Social Diva;" she's also produced two music albums with International House's music label, Strictly Rhythm: "Strictly Social Diva." She has received attention from E! News, MSNBC, Entrepreneur Magazine, and Good Morning New York. Her social networking contact base reads like a Who's Who in the entertainment, media, and advertising industries.

Users Review

From reader reviews:

Rafael Runyan:

Now a day people that Living in the era everywhere everything reachable by talk with the internet and the resources included can be true or not demand people to be aware of each details they get. How individuals to be smart in acquiring any information nowadays? Of course the reply is reading a book. Looking at a book can help men and women out of this uncertainty Information especially this Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebo book since this book offers you rich details and knowledge. Of course the details in this book hundred percent guarantees there is no doubt in it you know.

Joel Faulkner:

Reading a reserve tends to be new life style in this era globalization. With examining you can get a lot of information that may give you benefit in your life. Using book everyone in this world may share their idea. Guides can also inspire a lot of people. Plenty of author can inspire their very own reader with their story as well as their experience. Not only the story that share in the guides. But also they write about the data about something that you need case in point. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors nowadays always try to improve their expertise in writing, they also doing some exploration before they write to the book. One of them is this Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebo.

Katie Barry:

Would you one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Make an effort to pick one book that you just dont know the inside because don't assess book by its include may doesn't work here is difficult job because you are afraid that the inside maybe not while fantastic as in the outside seem likes. Maybe you answer may be Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebo why because the amazing cover that make you consider in regards to the content will not disappoint an individual. The inside or content is fantastic as the outside or perhaps cover. Your reading sixth sense will directly assist you to pick up this book.

Scott Lowe:

The book untitled Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebo contain a lot of information on that. The writer explains her idea with easy technique. The language is very simple to implement all the people, so do definitely not worry, you can easy to read that. The book was published by famous author. The author will bring you in the new time of literary works. It is possible to read this book because you can read more your smart phone, or device, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site as well as order it. Have a nice examine.

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