

1. Record Nr.	UNINA9910461580303321
Autore	Treadaway Chris <1974->
Titolo	Facebook marketing [[electronic resource]] : an hour a day / / Chris Treadaway, Mari Smith
Pubbl/distr/stampa	Indianapolis, Ind., : John Wiley & Sons, c2012
ISBN	1-280-67384-2 9786613650771 1-118-22586-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (362 p.)
Collana	Serious skills
Altri autori (Persone)	SmithMari <1966->
Disciplina	658.8/72
Soggetti	Internet marketing Social networks - Computer network resources Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Internet marketing 1985-2010 -- What is Facebook? -- Develop a Facebook strategy and measure success -- Month 1: create the plan and get started -- Month 2: establish corporate presence with pages and groups -- Month 3: create demand with Facebook ads -- Month 4: advanced tactics and campaign integration -- Customized experiences via Facebook applications -- The analytics of Facebook -- Organizational considerations.
Sommario/riassunto	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 mar