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Nota di contenuto	Killer Facebook Ads; Acknowledgments; About the Author; Contents; Introduction; Who Should Buy This Book; What's Inside; How to Contact the Author; Chapter 1: Marketing and the Facebook Revolution; Facebook's Reach; Understanding the Social Graph; What Marketers Can and Can't Do With Facebook Ads; Chapter 2: Key Performance Indicators (KPIs); Setting Expectations; Defining KPIs; Facebook Ads and Attribution; Chapter 3: The Facebook Ad Creation UI; Web UI and Power Editor; Module 1: Design Your Ad; Module 2: Facebook's Powerful Targeting; Module 3: Campaigns, Pricing, and Scheduling Chapter 4: Facebook Ads Production Workflow Power Editor; Understanding Account Structure; First Step: Wireframe Demographic Research; Second Step: Create Your First Ads; Structural Best Practices; Chapter 5: Guerilla User Targeting Checklist; Literal, Competitive, and Inferred Targeting; Occupations and Employment; Real-Life Groups and Affiliations; Real-World Publications; Online, Off Facebook; Product Categories; Classic Mainstream Interests; Chapter 6: Mastering Compound Targeting; Age, Interest, and Gender Mashups; Workplace

and Precise Interest Amalgamations

Education and Interest Amalgamations Sexuality, Relationship Status, and Interests; Country + Language + Interest Combinations; Chapter 7: Creating Killer Facebook Ads; The Five Levels of Brand Clarity; Ad Images; Putting It All Together with Body Copy; Chapter 8: Deploying Your Facebook Ads Campaign; Facebook Ads Finances; Landing Page Considerations; Final Prelaunch Checklist; Chapter 9: Field Guide to Optimization and Reporting; Introducing Ads Manager; Navigating Facebook Ads Manager; Optimization; Facebook Reports; Wrapping Up and Looking Forward

Appendix A: Facebook Ads Preflight Pocket Checklist Appendix B: The Great Big Search & Social Media Marketing Twitter Follow List; Appendix C: Facebook Targeting Segments; Fortune 500 Companies; Job Titles; Weapons; Tech and Gaming; Interests Bucket Family Roles; Health; Outdoor Activities; Winter Sports and Activities; Sports; Green Living; Wine; Home/Garden; Discount; Tough Times; Music; Hobbies; Business; Chatting/RPG; Media with Cult Followings; Index

Sommario/riassunto

"Expert Facebook advertising techniques you won't find anywhere else! Facebook has exploded to a community of more than half a billion people around the world, making it a deliciously fertile playground for marketers on the cutting edge. Whether you want to leverage Facebook Ads to generate "Likes," promote events, sell products, market applications, deploy next-gen PR, ,this unique guide is the ultimate resource on Facebook's wildly successful pay-per-click advertising platform. Featuring clever workarounds, unprecedented tricks, and little-known tips for triumphant Facebook advertising, it's a must-have on the online marketer's bookshelf. Facebook advertising expert Marty Weintraub shares undocumented how-to advice on everything from targeting methods, advanced advertising techniques, writing compelling ads, launching a campaign, monitoring and optimizing campaigns, and tons more.Killer Facebook Ads serves up immediately actionable tips & tactics that span the gambit. Learn what Facebook ads are good for, how to set goals, and communicate clear objectives to your boss and stakeholders. Master highly focused demographic targeting on Facebook's social graph. Zero in on relevant customers now. Get extraordinary advice for using each available ad element--headline, body text, images, logos, etc.--for maximum effect How to launch a Facebook advertising campaign and crucial monitoring and optimizing techniques Essential metrics and reporting considerations Captivating case studies drawn from the author's extensive Facebook advertising experience, highlighting lessons from challenges and successes Tasty bonus: a robust targeting appendix jam-packed with amazing targeting combos Packed with hands-on tutorials and expert-level techniques and tactics for executing an effective advertising campaign, this one-of-a-kind book is sure to help you develop, implement, measure, and maintain successful Facebook ad campaigns"

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