



# Killer Facebook Ads: Master Cutting-edge Facebook Advertising Techniques

By Marty Weintraub

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Killer Facebook Ads: Master Cutting-edge Facebook Advertising Techniques, Marty Weintraub, 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...



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