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Facebook Marketing That Doesn't Suck - Facebook for Business Made (Stupidly) Easy (Punk Rock Marketing Collection 3)

Michael Clarke

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Facebook marketing may not save your business, but it can certainly be a fast, effective, and rather cheap way to reach new customers and turn those customers into lifelong die-hard fans.

But most small businesses royally screw up their Facebook marketing.

That's because all the Facebook gurus talk about "engagement" and "being authentic."

Unfortunately "engagement" doesn't always lead to sales. And "being authentic" is about as vague as a presidential debate.

Making Facebook marketing work for your business requires a simple, but clear, series of steps.

And in Facebook Marketing That Doesn't Suck - Facebook for Business Made (Stupidly) Easy I've tried to dispel so much of the bull crap surrounding Facebook marketing and cut straight to what actually works.

You'lle learn:

Chapter 1: How to Create a FanPage That Doesn't Suck

In this chapter, you'll learn the three key things you have to do to make sure your Fan page gets seen, both on Facebook and in the search engines, and how to optimize your Fan Page so it outranks your competition.

Chapter 2: The Ultimate Facebook Fan Page Makeover

This is where you do a little bit of cosmetic surgery to your Fan page. (Without any trips to Rodeo Drive.) We share an easy way to make great-looking profile and cover photos that not only make you look like a high-end company but actully get you a ton of extra business.

Chapter 3: Facebook Apps (Where the Real Money Is)

Here's where we share four strategies to make proper use of the app real estate on your Fan Page, and how to get your fans to find your other social media propertes easily, and also turn them into email subscribers and eventual customers.

Chapter 4: 7 Secrets to Facebook Engagement

We pull the cover off our in-house facebook engagement strategies and show when to post, what to post, how to get fans to share your posts...and our own weekly editorial Facebook fan page schedule.

Chapter 5: How to Get thousdands of fans (without even trying)

Okay, you gotta try a little. But this is where we share six techniques for finding and acquring new fans easily and quickly.

Chapter 6: Facebook Advertising for Fun and Profit

Facebook advertising is awesome. There's no other word for it. It's cheap, effective, and targeted. If you can do it right. In this chapter, we brek down all the forms of Facebook advertising, and show you the best practices for getting the most from your campaigns.

Chapter 7: Contests, Offers, and Events...Oh My!

Here's where it all comes together. This is where we show you the Facebook marketing tips to turn those fans into customers literally overnight. We guide you through the super viral nature of contests and offers...and how you can use them for instant marketing gains.

So...whether you're a wisened old Facebook marketing veteran or a total Facebook newbie, Facebook Marketing That Doesn't Suck - Facebook for Business Made (Stupidly) Easy can help you cut through the crap...and find serious profits with the most popular social network in the world.

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