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The Facebook Marketing Book



Synopsis

How can Facebook help you promote your brand, products, and services? This book provides proven tactics that you can use right away to build your brand and engage prospective customers. With 500 million active users worldwide, Facebook offers a much larger audience than traditional media, but it's a new landscape loaded with unfamiliar challenges. The Facebook Marketing Book shows you how to make the most of the service while skirting not-so-obvious pitfalls along the way. Whether you're a marketing and PR professional, an entrepreneur, or a small business owner, you'll learn about the tools and features that will help you reach specific Facebook audiences. You'll also get an in-depth overview, with colorful and easy-to-understand introductions to Profiles, Groups, Pages, Applications, Ads, Events, and Facebook etiquette. Approach Facebook's complex environment with clear, actionable items. Make sense of the social networking world. Be familiar with the technologies you need for social network marketing. Explore tactics for using Facebook features, functionality, and protocols. Learn how to set specific campaign goals. Determine which Facebook features are relevant to your campaigns. Plan and execute Facebook marketing strategies. Measure the results of your campaigns with key performance indicators.

Book Information

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Customer Reviews

The authors could not have foreseen that shortly after this book was published, Facebook did a major overhaul of profiles and more importantly of Pages, which is a huge part of the book, as it is the main way for businesses and brands to market themselves. This happened on March 11 and by

mid-April, all Pages have been moved to the new interface and design. None of this is covered. So the book goes into detail about how to do things with your Page that don't exist anymore (such as tabs across the top) or aren't offered anymore (Static FBML app) but doesn't cover the new features like the Photostrip, iFrames (replaced FBML), the importance of Edge Rank, using the new Questions app, switching from acting as yourself to acting as your Page, the new ad set ups, and so on. Also, right around the publication date, Facebook stopped the creation of new Groups (as described in Chapter 4), though existing ones remain unchanged. Facebook's new concept of Groups - the links you see at the left side of your Profile - are more like Friends Lists than old-style Groups, and the book doesn't mention them at all. Some of the information is still good, such as some of the Cross-Promoting chapter and I think the entire chapter on Events. But I would hold off on buying this book until they release a 2nd Ed., which I'm hoping they are fervently working on right now.

Pro: fast read, full of tips, things to remember, connections to make, and routes to features Facebook does a lousy job of making discoverable. Con: somewhat abstract, lacking real anecdotes to give pop to the marketing narrative.

Finally, an all-in-one resource to help you build your Facebook marketing strategy. If you want to understand how Facebook really works and how to manage it effectively, but have been frustrated with incomplete or dated information, pick up a copy of *The Facebook Marketing Book* by Dan and Alison Zarrella. While there is no lack of content to be found about Facebook, much of it exists as fragments of the big picture. *The Facebook Marketing Book* is both the forest and the trees, the big picture and the smallest tactics. *The Science of Social Media* is an easy read, a comprehensive guide and a how-to manual with no fluff. This is probably because Dan, who calls himself a social media scientist, is driven by data rather than the feel good, sounds right stuff that characterizes much of Facebook conversation. In addition, Dan's quantitative bent reveals itself in results-driven analyses he's done. For example, * Articles with digits in their titles tend to be shared on Facebook more than articles without them. * Content with positive linguistics (language) tend to be shared more often than content with negative linguistics. The book is richly studded with colorful examples of the topics being discussed, and this helps to quickly communicate the points being made. If you are a business owner who wants to grasp the opportunities and complexities of Facebook marketing, this is the book you need today.

I had high expectations when I saw this book but I feel let down after reading it. Most of the book is an introduction to Facebook basics such as profiles, pages, apps, groups, etc. A good two-thirds of the book teaches you to use Facebook, customising your Facebook page. Although it is worth going through all these points to clarify the world of Facebook, most regular Facebook users would be more than familiar with these concepts. These content get outdated very quickly with the constantly updating Facebook. The new profile pages is an example of how this content is becoming outdated. I feel that this should be best left to the help pages on Facebook. If you are a regular Facebook user, you can skip the first half of the book and pick up on the last few chapters on marketing strategies. The sections are extremely short which may feel shallow, but I find it refreshing to read a short snippet and not get bogged down by long text. It really is a book which feeds you information rather than discussing marketing strategies. It is a good, easy read for the person managing your company's Facebook page but not necessarily a big appeal big-time marketers.

The Facebook Marketing Book will get you up to speed fast with the ins and outs of Facebook. This book walks you through the steps to set up your own Page and or Group, and clearly defines the differences between a Profile, a Page, and a Group. The Facebook Marketing Book then goes into detail on the possible uses and ways to customize your Facebook Pages & Groups so you can maximize your Facebook marketing experience. Great advice to make you a Facebook marketing star!

The FBMB is a useful primer for marketing folks who may or may not be versed in having an online presence. Unlike some marketing books, it is written (mostly) in plain English. It may not be as detailed as some marketing folks like (hint: I'm not a marketing person). On the upside it has very useful sections on how Facebook differs from the web, as well as what tools are offered. Expect to see detailed charts as well as exposure of business tools that the casual user of Facebook would not see. In addition to tips about setting up your Facebook online presence, and how it's different from a website in general, this book is full of market research that the authors did: demographics, linguistic content tests, cross promotion, and other things that marketing types would be interested in. The price for the paper version is reasonable here, but for the digital versions I would go to O'Reilly as they sell them DRM free. Disclosure: I received the eBook downloads for review purposes.

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