

Facebook Marketing Workbook 2016: How to Market Your Business on Facebook

By Jason McDonald

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Facebook Marketing Workbook 2016

Learn how to market your business on Facebook for free

A best-selling Facebook marketing book from a best-selling author on Internet marketing: Jason McDonald

Facebook is the world's largest social media, with over one billion users and climbing. Your customers are on Facebook, your competitors are on Facebook, and even more important your potential customers are on Facebook. Small businesses and large businesses alike can leverage Facebook for amazing free marketing opportunities

If you know how... you can market on Facebook effectively

With up-to-date information on how to market via Facebook, the Facebook Marketing Workbook includes

- SOCIAL MEDIA MARKETING - an easy explanation of what social media marketing really is, and how to "think" about social media marketing.
- FACEBOOK MARKETING STEP-BY-STEP - an explanation of how Facebook works as a marketing tool, how to research your competition on Facebook, how to set up and optimize your business Facebook page, and more.
- POSTING STRATEGY - creating great content is the first step, and knowing how to post it is the second. The FACEBOOK MARKETING WORKBOOK explains how to find other people's content to share and how to create your own content.
- FREE FACEBOOK TOOLS - as part of Jason's SOCIAL MEDIA TOOLBOOK, you get complete access to not only FREE Facebook tools but hundreds of FREE social media tools as well - a $29.99 value!

Facebook Marketing Worksheets

This isn't a fancy book. This isn't a pie-in-the-sky book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a Facebook marketing plan ready for your business.

Got questions? Just Google Jason McDonald and send him an email - he's happy to help.

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Editorial Review

About the Author
Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he’s not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.

Users Review

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