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*Ms Alex Stearn*

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HOW TO MAKE FACEBOOK WORK FOR YOUR BUSINESS -Constantly updated Many businesses and entrepreneurs are still struggling to make social media work for them and are either continuing to waste valuable time and resources or giving up altogether. However, businesses that are mastering social media marketing and networking are not only reaping enormous rewards, but also building one of their most valuable assets, a following of loyal customers and brand ambassadors who are going to secure their success in the future. Whether you are completely new to Facebook marketing or you are already running a campaign, this book aims to demystify social media marketing and teach you step-by-step the principles, strategies, tactics and tips to make Facebook work for your business. In this book you will learn all about the benefits of social media marketing, the psychology behind it together with how to use the almighty power of Facebook to: Identify and find your ideal customers Generate and capture new leads Drive traffic to your website Increase sales conversions Build your brand In the book you will learn: How to plan your marketing campaign on Facebook How to create your business page for success on Facebook How to build the right audience for your page How to increase your fans and likes on your Facebook page How to post the right type of content to post on your page How to communicate on Facebook How to create a Facebook posting calendar How to advertise on Facebook How to create contests and events on Facebook How to measure your results on Facebook How and why you should create a blog What to do on your website to increase and capture leads What to do on a day to day basis on Facebook

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