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5th Edition

Facebook® Marketing

FOR DUMMIES®

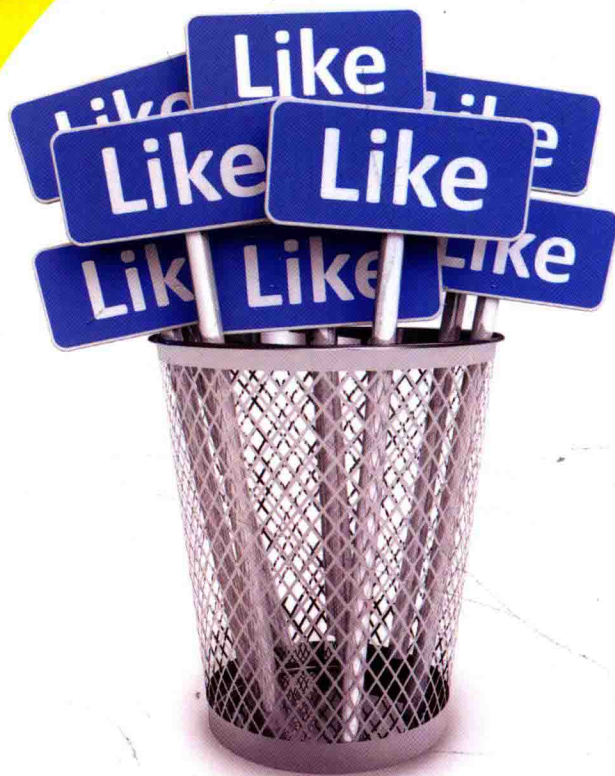
A Wiley Brand

Learn to:

- Create, administer, and customize your timeline
- Build an engaged fan base with Likes, Shares, and Comments
- Integrate Facebook with other marketing plans and measure results
- Use events, contests, and polls to promote your brand

John Haydon

*Coauthor of Facebook Marketing
All-In-One For Dummies*



***Facebook[®]
Marketing***
FOR
DUMMIES[®]
A Wiley Brand

5th Edition

by John Haydon

FOR
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Introduction

With more than 1.3 billion active users — including more than 829 million who log in every day — Facebook has become a virtual world unto itself. Harvard dropout Mark Zuckerberg started Facebook as a dorm-room exercise to extend the popular printed college directory of incoming freshmen online, but he has since developed it into an international organization employing more than 7,000 programmers, graphic artists, and marketing and business development executives, with offices across the United States as well as in Dublin, London, Milan, Paris, Stockholm, Sydney, and Toronto. These days, on average, more than 3 billion posts are liked and commented on, and more than 450 million photos are uploaded to Facebook every single day!

For many people, Facebook is a social experience, a place to reconnect with an old college chum or poke a new friend. But in April 2007, Zuckerberg did something so revolutionary that its aftershocks are still being felt throughout the business web. He opened his virtual oasis to allow anyone with a little programming knowledge to build applications that take advantage of the platform's *social graph* (network architecture). In that open software act, Facebook redefined the rules for marketers looking to gain access to social networks, and it will never be business as usual again.

About This Book

Facebook Marketing For Dummies, 5th Edition, provides you, the marketer, in-depth analysis of the strategies, tactics, and techniques available to you so you can leverage the Facebook community and achieve your business objectives. By breaking down the web service into its basic features — including creating a Facebook Page for your business, adding applications for your Page, hosting an event, creating a Facebook Group, advertising, and extending the Facebook platform to your website through social plug-ins — I lay out a user-friendly blueprint for marketing and promoting your organization via Facebook.

Foolish Assumptions

I make a few assumptions about you, the marketer and aspiring Facebook marketing professional:

- ✓ You're 13 years of age or older, which is a Facebook requirement for creating your own profile.
- ✓ You're familiar with basic computer concepts and terms.
- ✓ You have a computer with high-speed Internet access.
- ✓ You have a basic understanding of the Internet.
- ✓ You have your company's permission to perform any of the techniques I discuss.
- ✓ You have permission to use any photos, music, or video of your company to promote on Facebook.

Icons Used in This Book

Icons in the margins of this book indicate material of special interest. These icons include the following:



This icon points out technical information that's interesting but not vital to your understanding of the topic being discussed.



This icon points out information that's worth committing to memory.



This icon points out information that could have a negative effect on your Facebook presence or reputation, so please read the info next to it!



This icon points out advice that can help highlight or clarify an important point.

Beyond the Book

Extra content that you won't find in this book is available at www.dummies.com. Go online to find the following:

✓ **The Cheat Sheet for this book is at**

www.dummies.com/cheatsheet/facebookmarketing

Here, you'll find a road map to common CSS3 properties and selectors.

✓ **Updates to this book, if any, are also available at**

www.dummies.com/extras/facebookmarketing

Where to Go from Here

If you're new to Facebook and an aspiring Facebook marketer, you may want to start at the beginning and work your way through to the end. A wealth of information sprinkled with practical advice awaits you. Simply turn the page, and you're on your way.

If you're already familiar with Facebook and online marketing tactics, you're in for a real treat. I provide you the best thinking on how to market your business on Facebook — based in part on my own trials and tribulations. You may want to start with Part II of the book, but it wouldn't hurt to take in some of the basics in Part I as a reminder and read about some of the new menus and software features. You're sure to pick up something you didn't know.

If you're already familiar with Facebook and online marketing tactics but short on time (and what marketing professional isn't short on time?), you might want to turn to a particular topic that interests you and dive right in. I wrote the book in modular format, so you don't need to read it from front to back, although you're certain to gain valuable information from a complete read.

Regardless of how you decide to attack *Facebook Marketing For Dummies, 5th Edition*, I'm sure you'll enjoy the journey. If you have specific questions or comments, please feel free to reach out to me via my Facebook Page at www.facebook.com/johnhaydon.digitalmarketing. I'd love to hear your anecdotes and suggestions for improving the future revisions of this book. And in the true spirit of sharing on which Facebook is built, I promise to respond to each of your comments.

Here's to your success on Facebook!

Part I

Getting Started with Facebook Marketing

getting started
with

Facebook Marketing



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