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Killer Facebook Ads rocks. You'll get an overview of Facebook's history and the basics of marketing on the platform, then you'll jump into the good stuff. This book will give you powerful insights into how your market identifies itself, and will have you creating ads that cut right to the heart of your

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Killer Facebook Ads tells you all the ins and outs of running advertisements on Facebook, and gives you a good general grounding in how to go about writing advertisements. It's billed as 'cutting edge', and this is a fair assessment -- but it therefore lacks any of the long term data about what impact Facebook ads actually had on major product launches.

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buildup that this site has. To unquestionable
your curiosity, we give the favorite killer
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Expert Facebook advertising techniques you won't find anywhere else! Facebook has exploded to a community of more than half a billion people around the world, making it a

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Techniques deliciously fertile playground for marketers on the cutting edge. Whether you want to leverage Facebook Ads to generate "Likes," promote events, sell products, market applications, deploy next-gen PR, , this unique guide is the ultimate resource on Facebook's wildly successful pay-per-click advertising platform. Featuring clever workarounds, unprecedented tricks, and little-known tips for triumphant Facebook advertising, it's a must-have on the online marketer's bookshelf. Facebook advertising expert Marty Weintraub shares undocumented how-to advice on everything from targeting

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Techniques, advanced advertising techniques, writing compelling ads, launching a campaign, monitoring and optimizing campaigns, and tons more. Killer Facebook Ads serves up immediately actionable tips & tactics that span the gambit. Learn what Facebook ads are good for, how to set goals, and communicate clear objectives to your boss and stakeholders. Master highly focused demographic targeting on Facebook's social graph. Zero in on relevant customers now. Get extraordinary advice for using each available ad element—headline, body text, images, logos, etc.—for maximum effect How to launch a

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A unique approach to today's hottest new job in socialmedia Today's social community managers use social media platforms andact as brand evangelists and community advocates. From creatingviral content to crisis communication to leveraging communitycontent, social managers manage online social communities and dealwith what comes. Luckily, The Complete Social Media CommunityManager's Guide: Essential Tools and Tactics for BusinessSuccess is the perfect resource for how to do this increasinglyhigh-profile and

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Crucial job The book features proven tactics and techniques for effective management and includes more than 40 field-tested tools and templates. If you're a social community manager, learn how to grow a community and achieve the results you need. Topics include a detailed guide to today's social media platforms, how to organize and successfully share content, using metrics and reporting, and more. Helps social media community managers develop, cultivate, and convert their social media communities Does a deep dive into today's crucial social media platforms Provides a complete toolkit of over 40 field-

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Tested tools and templates on everything from how to craft a plan to developing an editorial calendar, tracking results, and more Explains how you can organize and successfully share content among your target community and how to leverage that content to further amplify your message The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success is a must-have resource for one of the hottest new careers in today's social world.

The world of brands is undergoing a sea change in the domain of consumer culture, and

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It has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is

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Ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

For years, technology has been the impetus for progress in various processes, systems, and businesses; it shows no sign of ceasing further development. The application of technology-driven processes in promotionally-oriented environments has become more and more common in today's business world.

Computer-Mediated Marketing Strategies:
Social Media and Online Brand Communities

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Techniques brings together marketing approaches and the application of current technology, such as social networking arenas, to show how this interaction creates a successful competitive advantage. Focusing on qualitative research, various technological tools, and diverse Internet environments, this book is a necessary reference source for academics, management practitioners, students, and professionals interested in the application of technology in promotionally-oriented processes.

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DANGEROUSLY GOOD. DISTINCTIVELY DEAVEER.

Lincoln Rhyme and Amelia Sachs return to New York City to confront a killer terrorizing couples at their happiest--and most vulnerable. In the early hours of a quiet, weekend morning in Manhattan's Diamond District, a brutal triple murder shocks the city. Lincoln Rhyme and Amelia Sachs quickly take the case. Curiously, the killer has left behind a half-million dollars' worth of gems at the murder scene, a jewelry store on 47th street. As more crimes follow, it becomes clear that the killer's target is not gems,

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but engaged couples themselves. The Promisor vows to take the lives of men and women during their most precious moments--midway through the purchase of an engagement ring, after a meeting with a wedding planner, trying on the perfect gown for a day that will never come. The Promisor arrives silently, armed with knife or gun, and a time of bliss is transformed, in an instant, to one of horror. Soon the Promiser makes a dangerous mistake: leaving behind an innocent witness, Vimal Lahori, a talented young diamond cutter, who can help Rhyme and Sachs blow the lid off the case. They must track

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down Vimal before the killer can correct his fatal error. Then disaster strikes, threatening to tear apart the very fabric of the city--and providing the perfect cover for the killer to slip through the cracks.

Great new edition covers what you need to know for successful Facebook marketing. Facebook keeps evolving, and so does the social mediasphere. Even if you have a Facebook marketing strategy, have you taken into consideration Pinterest? Spotify? Foursquare? Facebook Marketing All-in-One For Dummies, 2nd Edition does. This detailed

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Resource not only reveals how to create successful Facebook marketing strategies, it also shows you how to incorporate and use the entire social network to its full potential. Covers the tools, techniques, and apps you need to know to create successful Facebook marketing campaigns Nine minibooks cover the essentials: Joining the Facebook Marketing Revolution; Claiming Your Presence On Facebook; Adding the Basics; Building, Engaging, Retaining, and Selling; Understanding Facebook Applications; Making Facebook Come Alive; Advanced Facebook Marketing Tactics; Facebook Advertising;

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Measuring, Monitoring, and Analyzing Explores the new Timeline design for Pages, changes to Facebook Insights, new apps to incorporate into your strategy, and more Facebook Marketing All-in-One For Dummies, 2nd Edition is the perfect resource for any marketer who wants to build or refine a social media marketing presence that includes Facebook.

Covering the latest breaking news in Google AdWords, the fifth edition introduces revised, expanded and new chapters covering Enhanced Campaigns, Google AdWord's Express, Google's Product Listing Ads, and the

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Introduction to Google's Universal Analytics.
Nuances in Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout. Updates specific to this edition include: Powerful bidding strategies using remarketing lists for search ads New ad extension features Automation capabilities using AdWords scripts Bonus Online Content that includes links to dozens of resources and tutorials covering: registering a domain name, setting up a website, selecting an email service, choosing a shopping cart service, finding products to sell, and starting up an Google AdWords

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Account Readers are given the latest information paired with current screenshots, fresh examples, and new techniques. Coached by AdWords experts Perry Marshall, Mike Rhodes, and Bryan Todd advertisers learn how to build an aggressive, streamlined AdWords campaign proven to increase their search engine visibility, consistently capture clicks, double their website traffic, and increase their sales. Whether a current advertiser or new to AdWords, this guide is a necessary handbook.

From the author of *Let's Get Digital* and

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Strangers to Superfans comes a guide to advertising on the world's hottest book marketing platform: BookBub Ads. *Turn browsers into buyers with the right ad images. *Attract the right readers with optimized targeting. *Drive more sales for less money with enhanced bid strategy. *Learn when to run your BookBub campaigns for maximum impact. *Boost discovery of your books and improve visibility. *Train the retailers to recommend your books to the right customers. *Turbocharge series sales to dominate the charts with multiple books simultaneously. BookBub Ads Expert will teach

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You everything you need to know, from what makes a killer ad to discovering your comparable authors so you can improve your targeting. It gives you a step-by-step guide to creating your first ads and shows you how to optimize your campaigns until you are achieving excellent results. Not only that, this guide will also show you how to level up and truly master the platform, with tons of strategic advice on how to use BookBub ads to support launches, promote backlist, create an international audience, push an entire series, or build up your readership at any retailer. You will also learn a series of

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ninja tricks and killer moves to help take your sales to the next level. Praise for BookBub Ads Expert: “David Gaughran knows more about book marketing than anyone on the planet. He’s always on the cutting edge of what’s working in a market that is constantly changing. Skip his wisdom at your peril.”—USA Today Bestselling Author Ernest Dempsey

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