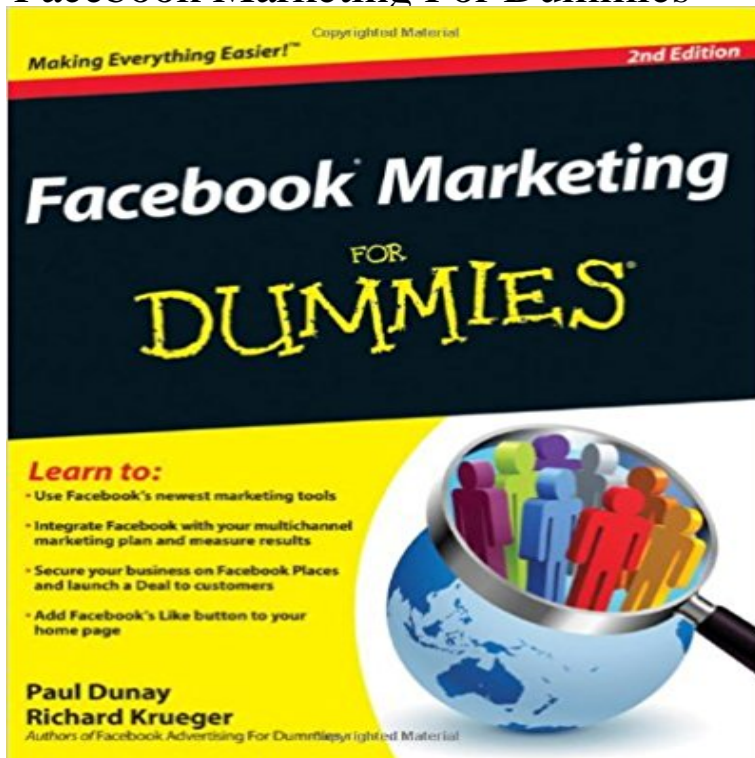


# Facebook Marketing For Dummies



Discover how to use Facebook to create successful marketing campaigns. With more than 400 million active users and more than 25 billion pieces of content shared each month, Facebook is an exciting platform with infinite marketing possibilities. This how-to guide breaks it all down for you and shows you ways to reach your customers with effective marketing strategies, tactics, and techniques on Facebook. Packed with new and updated content, including coverage of the new universal like button and Open Graph, Facebook Marketing For Dummies, 2nd Edition is an essential starting point for developing a successful marketing campaign on Facebook. Boasts new and updated content for developing a successful Facebook marketing campaign. Addresses ways to use tools such as events, contests, and polls to promote your page. Introduces the new Open Graph to connect your Web site visitors through Facebook. Explains how to integrate your Facebook marketing campaign with your other marketing campaigns using plug-ins and widgets. Details ways to monitor, measure, and adjust your Facebook marketing campaigns. Start campaigning the Facebook way with Facebook Marketing For Dummies, 2nd Edition!

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