



# Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series)

*Perry Marshall, Keith Krance, Thomas Meloche*

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**FACEBOOK MARKETING IS HOT. GET BRAND NEW CUSTOMERS AND FACEBOOK FANS FROM SOCIAL MEDIA ADVERTISING TODAY**

Perry Marshall, author of the #1 selling book on Google AdWords, joined by Facebook Advertising specialists Keith Krance and Thomas Meloche, lift the curtain to the more than a billion potential customers, by marketing on Facebook. This Facebook Guide will bring you more Facebook Fans quickly and reliably.

You'll discover how to pinpoint your most profitable audiences--then, how to reach them, convert them, and keep them as your Facebook fan, friend, and customer for life.

Introducing game-changing strategies, valuable tools and reports, Marshall and team break down the magic of Facebook Business Advertising, including mobile and local. You'll see how to gain dramatically on your investment--in clicks, customers, and profits.

In this easy Facebook guide, discover how to:

- Build your business on Facebook
- Create a campaign and find new customers in minutes
- Get local customers to visit your store or event
- Gain expertise on Social Media Advertising, so you generate sales leads on demand
- Profile your audience using Facebook Graph Search and Ad Manager
- Create the perfect bidding strategy for your objectives and budget
- Hyper-target your audience with segment-specific ads
- Track and follow leads and customers
- Achieve measurable profits while you inform and entertain your fans
- Avoid ad fatigue with the perfect Newsfeed Ad

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