



Facebook Business Basics: The Jargon-Free Guide to Simple Facebook Success (Paperback)

By Lewis Love

Createspace, United States, 2013. Paperback. Book Condition: New. 196 x 122 mm. Language: English . Brand New Book ***** Print on Demand *****.Why did I write this book? I m a new media consultant, based in Derbyshire, UK, and over the past couple of years, I have started to notice a rise in queries surrounding social media marketing. In order to keep up with the big brands, small businesses need to be conquering social media, and in an attempt to do so, they turn to bad advice, false promises. Too many websites and other books preach a message of driving Likes to the point that we have forgotten why we even want more Likes . This book aims to rectify that by taking a social approach to Facebook marketing. If you want to see more engagement from your current fans, better conversion rates from social media, and learn the true meaning about what social networks are about, then look no further than this book. What does this book do differently to other Facebook marketing books? This book doesn t promise you 1,000 Likes overnight. In fact, it preaches almost the opposite. Think about what a Like is worth to you...



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