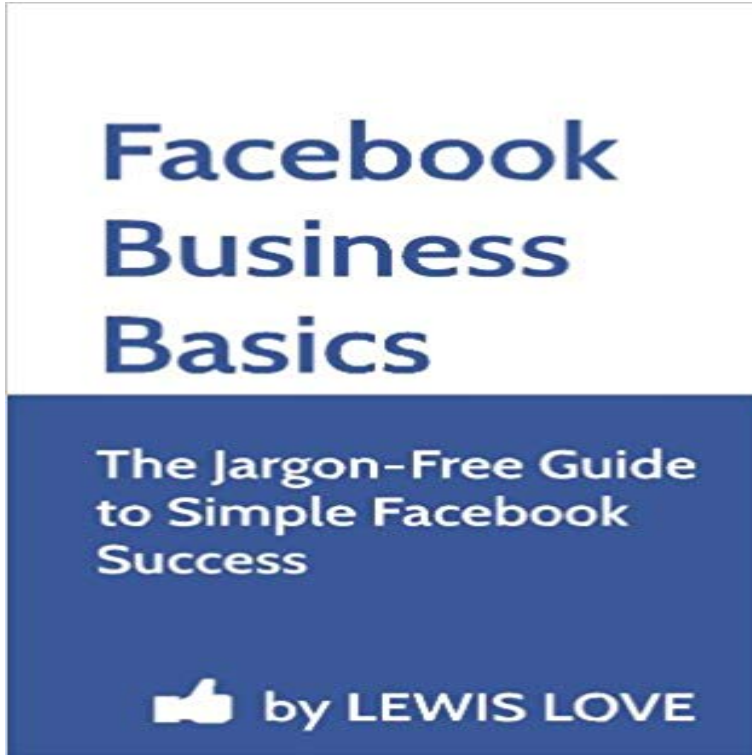


# Facebook Business Basics: The Jargon-Free Guide to Simple Facebook Success



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. My inbox is filled with questions 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 and your business. What will 1,000 unengaged fans bring? Not much. Instead, this book looks at how best to engage with the fans you currently have, so when your page does grow, you'll be in a better position to reap the rewards. Why do you need this social media marketing book? The last three years has seen social media move from an uncertain strategy to an undeniable force behind the success of start-ups and established businesses alike. Every marketer now has their finger on the pulse of social media, keeping up-to-date with the latest offerings from Facebook, Twitter and Google+. No one has benefited more than small business owners and start-ups though. Social media marketing plays a pivotal role in these businesses and this book will look at why that is and how you can build on these successes. Who is it for? Facebook Business Basics will benefit those who have dived into Facebook

without assessing the situation first, serving as a rescue guide. It is also aimed at those who are bewildered by the social-sphere and need some friendly guidance in taking the first tentative steps into a world of Likes and viral campaigns. Covering the basics of Facebook for business, this helpful book offers an insight into a rapidly evolving field. Learn how to build your online presence through Facebook marketing today!

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