

Facebook Social Ads - The New Adwords



[DOWNLOAD HERE](#)

Unless the rock you're living under is buried deep underneath a tree on a desert island lost in the middle of the Pacific, you're probably already clued in to the most popular website this side of the search engines. Facebook has long been held as the sacred destination of Internet Marketers. They've longed to turn the website's immense traffic into social marketing gold, but few have been able to break through and monetize the site. During the MySpace heyday, people were spoiled by the ability to use the social networking features to expand their customer base. Smart marketers would routinely find thousands of new friends and convert that traffic with simple marketing techniques. People who expected to easily make the transition from MySpace to Facebook faced a surprisingly difficult scenario. Facebook's clientele wasn't nearly as accepting a marketing population as MySpace was and most marketers soon gave up, declaring that Facebook was useless for their purposes. What these early Facebook marketers didn't realize was that there was a way to effectively market products and services, it's just different than what's done on MySpace. These marketers either didn't try new methods or didn't know enough about Facebook to make the new methods work. Either way, as someone who regularly and successfully markets products on Facebook, I scoff at people who tell me that the traffic from Facebook is worthless. When I first saw Facebook, I was excited to use it, purely from a social marketing point of view. I had heard about it from some friends and it seemed like a great way to stay in touch with people and reconnect with old

friends. So my first experience with the site was as a user, not as a marketer. I used Facebook for months before I started using it as a marketing tool. I feel like this usability gave me an insight into the minds of the Facebook users and it was with this knowledge that I was able to put together a truly great Facebook marketing strategy. My strategy worked almost from the first time I tried it and Ive been using it ever since. The Facebook marketing strategy that I created centers around their social ads and the only way to use them properly and effectively. Ive never seen this strategy anywhere else and I dont expect to. My marketing plans were created out of the fabric of what Facebook was intended to do and it therefore is enormously powerful.

[DOWNLOAD HERE](#)

Similar manuals: