# CONTENTS

#### Introduction 7

# PART 1 Start Marketing with Facebook 11

Facebook: All-in-One Digital Marketing 12
Power to the Consumer 15
Create Your Marketing Plan 18
Identifying Your Niche 26
Setting Up Your Facebook Business Page 31
Building Your Page 36

## PART 2 Refine Your Strategy 39

Optimizing Your Facebook Page 40
Optimizing for Mobile Devices 43
Facebook Groups: Finding Your People 45
Facebook Insights for Organic Traffic 51
Instagram: Marketing to the New Treehouse 55
Using Twitter to Support Facebook 67
Facebook Ads: Are They Right for You? 70
Empowering Facebook Ads 72
Facebook Audience Insights: Recognizing Your Potential Partners 75
Allocating Ad Spend for Small Budgets 80
Creating Your First Facebook Ad 83

0

## PART 3 Sustain Your Success 87

Facebook Insights for Ad Traffic 88
Promotions: Give to Get 96
Contests and Sweepstakes: Get in the Game 99
The Facebook-App Ecosystem 109
10 Mistakes to Avoid 116

Resources 121
Index 122