



Guerrilla Facebook Marketing: 25 Target Specific Weapons to Boost Your Social Media Marketing

By Jay Conrad Levinson

Morgan James Publishing. Paperback. Book Condition: New. Paperback. 135 pages. Dimensions: 8.4in. x 5.4in. x 0.5in. Ride on the natural partnership between Guerrilla Marketing and Facebook. The synergy between Facebook and Guerrilla Marketing is hard to dismiss or ignore. Guerrillas want the same thing everybody wants, but they don't have the same means, nor do they believe in excessive marketing budgets. The success of Guerrilla Marketing is apparent: its principles have been taught in leading universities and have been adopted to run countless successful marketing campaigns for businesses since its introduction in 1970s. Facebook, like any other business, is driven to make profits. But their profits are not made from getting people to sign up for Facebook accounts. With some 750 million users and counting, Facebook is irrefutably the leading social media tool of our time. How can one ride on this natural partnership to achieve success? Guerrilla Facebook Marketing is packed with practical tips and insights on building Guerrilla marketing strategies in Facebook that can work for any business. - Get insights on Facebook's culture and Guerrilla Marketers' beliefs, and what these insights mean to your overall marketing strategy- Learn how to use Facebook data to shape your marketing campaign- Understand the...



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