

101 FACEBOOK MARKETING TIPS AND STRATEGIES FOR SMALL BUSINESSES BY LASSE ROUHIAINEN



Lasse Rouhiainen

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Review

As usual, Lasse Rouhiainen's thoughts on Facebook marketing are well worth reading. An indispensable resource for marketing experts, business owners and those who want to understand how current trends in digital marketing are shaping the future of business. - Johnathan Cozzi

In the ever-changing landscape of Facebook (or any social media property), it's always good to have an expert guide who keeps up with everything. Reading these tips and strategies reminded me of good practices and taught me things I did not know. You will probably have a similar experience. - Ronda del Baccio

If you want to engage more professionally and powerfully with your clients and followers, this book is an essential read. You will be able to build credibility and the trust of your clients so making it easier to do business with you. - James Kilgarriff

I know I'm going to use Strategy #76: Create a short series of videos on Instagram - directly relevant to me. Also, strategy #59 about growing my email list with Facebook Lead Ads... already on my to-do list. Fantastic practical value, don't miss this one! - Juho Tunkelo

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Would you like to discover the biggest marketing trends in 2016 for growing your business with Facebook, Instagram, and WhatsApp?

Imagine being able to leverage the latest Facebook and Instagram advertising strategies to increase the bottom line for your business.

Have you seen these impressive numbers?

- Facebook: 1.59 billion monthly active users.
- WhatsApp: 1 billion monthly active users.
- Facebook Messenger: 800 million monthly active users.
- Instagram: 400 million monthly active users.

All of these services are owned by Facebook, and together they form a Facebook marketing ecosystem which allows you to access up to 3.79 billion users combined.

As a trainer and speaker, I have given Facebook marketing workshops in different corners of the world, from Madrid to Miami and from Dubai to Helsinki, and have met many business owners who are excited to use Facebook, Instagram and WhatsApp, but are unaware of the correct strategies and techniques to follow.

That is why I wrote this guidebook offering such a large number of tools, techniques and strategies every business owner can quickly apply and benefit from.

After reading this book you will know:

- How to reach more clients and sell more products on Facebook using the best tools and techniques.
- How to spy on how your competitors do their Facebook marketing and avoid making the same mistakes they make.
- What are some of the most beneficial new features on Facebook in 2016.
- How to set up your security and privacy settings correctly for your personal Facebook profile and improve

your personal branding on Facebook.

- How to leverage the explosive growth of Facebook video marketing and maximize communication with potential customers.
- Some of the biggest mistakes businesses commit with Facebook advertising and how to avoid them.
- A secret targeting technique which can significantly improve your Facebook advertising campaigns.
- Special Facebook Messenger communication strategies that can help you to improve your customer service.
- WhatsApp marketing strategies that helped one company to expand their business internationally and improve their sales.
- And a whole lot more... in total 101 action tips and strategies.

You will also read powerful expert interviews and case studies from the following online marketing experts who share specific strategies you can learn from and apply to your own business:

- Scott Monty on how to use the new Facebook Live Video to communicate with your audience.
- Gideon Shalwick on how to leverage Facebook video advertising.
- Kevin Davis on how to use Facebook video advertising combined with Facebook sweepstakes.
- Charles Kirkland on how to use a special Facebook targeting option which can quickly improve your Facebook ad results and ROI.
- Rocco Alberto Baldassarre on how one specific Instagram advertising strategy generated 343 sales in 30 days.
- Claudia Araujo on how her company expanded internationally by leveraging WhatsApp marketing strategies.

If you apply all the strategies in this book, you will have the potential to transform your business and grow revenue.

Take action today! Scroll to the top and select the "BUY" button for instant download.

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5 of 5 people found the following review helpful.

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By Amazon Customer

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Lasse Rouhiainen's clearly articulated, no-nonsense delivery maps out seemingly complex ideas in a deceptively simple way. From in-depth analysis of digital marketing trends to practical tips and advice collected from field-leading experts, 101 Facebook Marketing Tips and Strategies contains the tools your business needs to maximise its potential by using the power of Facebook.

4 of 4 people found the following review helpful.

Concise and easy to read

By Rafa G.

This kind of book with specific and straight to the point advice is much appreciated. The author did a good job explaining the most important aspects of facebook marketing and also the correct use we should give to instagram and even whatsapp.

3 of 3 people found the following review helpful.

Take the Shortcut and Learn from the Best

By Bonnie Terry, M. Ed., BCET

As a business woman, author of School Strategies for ADHD Kids and Family Strategies for ADHD kids, and dyslexia expert, I know how important social media is to get out the word about what you do and how you can help others. Facebook, is constantly changing, whether it's Facebook posts or advertising, it is always a challenge to keep abreast of what to do and how to do it so you get the most response. That is why I got Lasse Rouhianen book 101 Facebook Marketing Tips and Strategies for Small Businesses. Lasse tells you in a very straightforward way exactly how to manage anything you need to do with Facebook. He even gets into such topics as strategies related to customer analysis, becoming familiar with the Facebook Power Editor, and more advanced topics as Facebook Re-marketing. The book is a wealth of information on Facebook marketing. Do yourself a favor, take the shortcut and learn from the best. You won't be sorry! Get 101 Facebook Marketing Tips and Strategies for Small Businesses today.

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