



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

Jay Conrad Levinson, Kelvin Lim

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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 unique Rules of Engagement necessary to pull off successful Guerrilla marketing campaigns in Facebook
- Boost your knowledge of Facebook features by familiarizing yourself with 25 Facebook-specific Guerrilla weapons
- Learn how to generate marketing campaigns by combining Guerrilla weapons in infinite ways
- Follow step-by-step instructions on how to create and execute clear, actionable marketing plans and calendars for all kinds of marketing campaigns

Link marketing efforts back to profits by measuring ROI results in tangible ways for your business

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From reader reviews:

Debbie Bennett:

Have you spare time to get a day? What do you do when you have more or little spare time? Yes, you can choose the suitable activity for spend your time. Any person spent their spare time to take a go walking, shopping, or went to the actual Mall. How about open as well as read a book allowed Guerrilla Facebook Marketing: 25 Target Specific Weapons to Boost your Social Media Marketing? Maybe it is to be best activity for you. You recognize beside you can spend your time along with your favorite's book, you can better than before. Do you agree with it is opinion or you have various other opinion?

Jesus Jones:

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Allison Morales:

Playing with family in the park, coming to see the marine world or hanging out with buddies is thing that usually you may have done when you have spare time, then why you don't try thing that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love Guerrilla Facebook Marketing: 25 Target Specific Weapons to Boost your Social Media Marketing, you could enjoy both. It is fine combination right, you still would like to miss it? What kind of hang type is it? Oh can occur its mind hangout folks. What? Still don't buy it, oh come on its named reading friends.

James Martin:

In this time globalization it is important to someone to receive information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, paper, book, and soon. You will see that now, a lot of publisher that will print many kinds of book. Often the book that recommended for you is Guerrilla Facebook Marketing: 25 Target Specific Weapons to Boost your Social Media Marketing this book consist a lot of the information from the condition of this world now. This book was represented how do the world has grown up. The terminology styles that writer make usage of to explain

it is easy to understand. The particular writer made some research when he makes this book. This is why this book suited all of you.

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