



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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to get whatever we really wish for. Likewise word says, many ways to reach Chinese's country. Therefore , this Guerrilla Facebook Marketing: 25 Target Specific Weapons to Boost your Social Media Marketing can make you experience more interested to read.

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