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# 101 Facebook Marketing Tips And Strategies For Small Businesses

101  
**FACEBOOK  
MARKETING**  
TIPS & STRATEGIES  
FOR SMALL BUSINESSES



Lasse Rouhiainen



## Synopsis

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.

## **Book Information**

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## **Customer Reviews**

Lasse Rouhiainen has published several guides about social media marketing for small businesses, starting with Smart Social Media, then 101 Video Marketing Tips. I use his guides and teaching to manage my own social media campaigns as well as one for a local small business. Rouhiainen lays everything out well so that you can focus on the area you need. For example, one section helps you optimize your own personal profile to assist you in showing off your expert status. One section focuses on paid Facebook marketing. Another teaches strategies for using video. Each section has several strategies or tips under it followed by action steps. These are great, because they help you turn reading about a method into acting upon it. 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. I would also like to point out that many tips books

only give quick paragraphs about each tip. This book goes deeper, so you can understand why to take the recommended action, not simply "do this, do that." Implementing what you discover in 101 Facebook Marketing Tips and Strategies for Small Businesses will keep you busy, and you'll have a plan and solid reasoning behind each suggestion. I hope this review is helpful to you. Follow your B.L.I.S.S. Ronda Del Boccio #1 Best Selling Author and Top Reviewer

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. 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.

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 Rouhiainen 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.

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. The book helps you understand and use the Facebook ecosystem that is ever changing and is now replacing a lot of what you expect from having a standard web site. In some cases you won't need a web site if you get to grips with the Facebook ecosystem. This involved how to integrate Facebook with Instagram, WhatsApp and Facebook messenger. By doing this you enrich your relationship with key clients. You will learn how to set up the right kind of profile

that gives a professional representation of you and your business. How to work with Facebook advertising without having to spend a fortune compared to other methods. How to use Facebook Business Page strategies. Facebook video marketing strategies which is a major trend for 2016 and 2017. The book also outlines new innovations such as Facebook's virtual assistant and the power of virtual reality and much much more. The information in the book with worth many hundreds of dollars if you were to buy an online course All you need is condensed into this book with suggested actions at the end of each chapter so you lock in and implement the information to grow your business.

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.

I was delighted as usual with the up-to-date practical tips I found in Lasse's new book. For instance, 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!

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