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photos, videos, and posts to reach, engage, and sell to more than 1 billion active users. Advertising expert Perry Marshall is joined by co-authors Keith Krance and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you

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pinpoint your ideal audience and gain a ten-fold return on your investment.

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600 million potential customers on
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well in the chapter on ad copy writing, ‘The Power of Hidden Psychological Triggers.’ That chapter alone is worth the price of this book. "Many companies have tried Facebook ads and failed for one simple reason: they treated Facebook advertising like

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down, I have never seen a more comprehensive in-depth study of successful Facebook advertising than what you are holding in your hands. Perry has done it again, he's extracted the 'gold' within this amazing system of advertising that every astute marketer

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should devour and implement.” - Ari Galper, founder and CEO, Unlock The Game, www.UnlockTheGame.com
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Page 95/234

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**Goals Campaign Name & Campaign
Types Network Locations Languages
Budget Bidding Start and end dates
Extensions Ad Rotation Ad Schedule
Location options Dynamic Search Ads
(DSA) campaign settings Additional
Settings for Display Campaigns
Additional Settings for Video**

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**Campaigns Chapter 3. Proper Ad
Group settings Search Campaigns Ad
Group Settings & structure Dynamic
Search Ads (DSA) Ad group structure
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ad group settings & structure Dynamic
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settings & structure Chapter 4. Ads
Search campaigns ads Display
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AdWords Editor Chapter 6. How we
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