



Strategie e tattiche di Facebook Marketing per aziende e professionisti: Veronica Gentili (Italian Edition)

Veronica Gentili

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La maggior parte delle piccole e medie imprese ha capito che i Social Network in generale e Facebook in particolare sono diventati ambienti impossibili da non presidiare, il problema sta nel fatto che difficilmente riescono a farne una reale risorsa di business. Spesso si limitano ad aprire una Pagina, infilarci dentro qualche post, salvo poi lamentarsi poco dopo che “non li considera nessuno” e quindi “Facebook non serve a niente”.

Con questo libro ti racconto come funziona davvero Facebook per le aziende, come ottimizzare la tua Pagina e i tuoi post e come creare un Facebook Marketing Plan di successo che ti aiuti a raggiungere risultati concreti.

Se sei un professionista della comunicazione, un marketing manager, un digital o social media marketer e se vuoi fare del marketing su Facebook la tua, professione questo è il libro giusto per te.

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