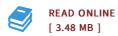




Winning at Facebook Marketing with Zero Budget: Optimise Your Page and Posts for Maximum Organic Reach Without Paying for Ads: A Guide to Cracking Facebook s Edgerank Algorithm for Your Page and Your

By Marie Page

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. Only a tiny minority of your fans actually see the content you put on Facebook. Some research puts this as low as 2 . Using a complex algorithm, taking into account some 100,000 factors, Facebook suppresses your content so only very few of your intended audience sees it unless you pay to "boost" your posts. This guide is intended to reveal the main workings of the algorithm and show you how you can use that knowledge to improve your reach and engagement organically. Without paying for ads. With multiple examples, we cover the best types of content to use on Facebook, how to present it for maximum reach, how to avoid being unwittingly penalised by the algorithm, and share the tips and tricks you need to know to use this channel successfully. An accompanying online course is available at.



## Reviews

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