



## Creating Business Success with Facebook: The Easy Way! (Paperback)

By Alun Hill

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. It used to be that people would sit and try to figure out how to make Facebook posts most appealing to Facebook s algorithms. If that s you, forget that strategy - it no longer applies. Without advertising, a limited number of people will see your posts, and this is especially true for Facebook Pages. But there s a third alternative that many people don t notice or pay attention to - creating engaging posts that actually get shared. Your Facebook success is all in the sharing. You can have six people viewing a post, but if one of those people has a larger audience and shares your post, it is suddenly exposed to your sharer s entire audience. If members of that sharer s audience share your post, your audience then increases by their audiences. And all that can happen rapidly, in what will seem like the blink of an eye-providing you ve created a post that people find irresistible to share. In this book, I m going to get in touch with the reality of Facebook today, and show...



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