

Chapter 1: Introduction to Facebook Marketing

- Evolution and Importance of Facebook in 2025
 - Paid vs. Organic Marketing
 - How This Book Will Help You Succeed
-

Chapter 2: Setting Up Your Facebook Business Page (and Group)

- Creating and Optimizing a Business Page
 - Setting Page Roles, CTA, and Branding
 - Linking Instagram and WhatsApp
 - **Creating a Facebook Group for Community Engagement**
 - Connecting Group to Your Business Page
 - First Steps to Build Group Engagement
-

Chapter 3: Building a Content Strategy for Facebook

- Understanding the Facebook Algorithm
 - Content Pillars: Inform, Educate, Entertain
 - Creating a Content Calendar
 - Tools for Scheduling and Managing Posts
-

Chapter 4: Leveraging Facebook Stories and Reels

- Differences Between Stories, Reels, and Feed
 - Best Practices for Short-Form Content
 - Tools for Creating Viral Visuals
 - Measuring Story Performance
-

Chapter 5: Advanced Facebook Advertising Techniques

- Campaign Types: Awareness, Engagement, Conversion
- Audience Targeting: Core, Custom, Lookalike
- Ad Formats: Video, Carousel, Collection

- Creating Effective Ad Copy & Design
 - A/B Testing and Budgeting Tips
-

Chapter 6: Mastering Facebook Ads Manager

- Navigating the Ads Manager Dashboard
 - Setting Up Campaigns, Ad Sets, and Ads
 - Ad Objectives and Choosing the Right Goal
 - Monitoring, Editing, and Scaling Campaigns
 - Key Performance Metrics to Track
-

Chapter 7: Mastering the Facebook Pixel and Conversion Tracking

- What is the Facebook Pixel?
 - Installing the Pixel on Websites (WordPress/Shopify)
 - Setting Up Standard and Custom Events
 - Retargeting and Lookalike Audience Building
-

Chapter 8: Analyzing Data and Measuring Success

- Key Metrics: Reach, CTR, CPC, ROAS
 - Using Meta Business Suite and Ad Reports
 - Tracking Organic vs. Paid Campaigns
 - Adjusting Strategy Based on Insights
-

Chapter 9: Building and Managing a Facebook Community

- Growing a Niche Facebook Group
 - Engagement Tactics: Polls, Lives, Q&A
 - Moderation Tools and Admin Strategies
 - Using Community for Brand Loyalty
-

Chapter 10: Advanced Tactics for Increasing Organic Reach

- Algorithm-Friendly Strategies

- Timing & Frequency Best Practices
 - Leveraging Facebook Live, Events, and Trends
 - Collaborating with Influencers & Creators
-

Chapter 11: Case Studies and Real-World Applications

- Success Stories from Different Niches
- Lessons from Failed Campaigns
- Facebook for Local vs. Global Brands
- Recommended Tools: Canva, ManyChat, Meta Suite