

Facebook offers social media marketing guide to boost traffic and sales

✘ A free guide is always welcome.
A well-thought-out and useful one it's even better!

Facebook is offering social media marketers some insight on how to increase brand engagement and generate traffic and sales with the social giant. The document, titled [Best Practice Guide: Marketing on Facebook](#), offers marketers tips on how to maximize the results of their Facebook marketing campaigns.

The Best Practice Guide also offers insight on how marketers can build brand loyalty, strengthen customer relationships, gain word-of-web referrals and use Facebook to get more information about their target audiences. Each of these sections highlights the importance of generating quality social content and fostering user-generated content.

In a nutshell: *quite simply, Facebook encourages marketers to “Create great content that encourage sharing, and keep it fresh.”*

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