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Facebook is an important place to be from both a user and search perspective, but just showing up is not enough.

The background of the cover features a pattern of stylized human figures in a lighter blue shade, arranged in a circular formation with their arms raised, suggesting a community or social network.

# the facebook marketing book

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## About the Author

Dan Zarrella has written extensively about the science of viral marketing, memetics and social media on his own blog and for a variety of popular industry blogs. His work has been featured in *The Twitter Book* (O'Reilly), and many leading newspapers and periodicals. He is a popular speaker and was recently awarded Shorty and Semmy awards for social media and viral marketing. Dan currently works as an inbound marketing manager at HubSpot.

Alison Zarrella currently works as an interactive copywriter and social media consultant for clients ranging from small, local businesses to big name brands. She has written for industry blogs such as Mashable and been featured as a social media and Facebook expert in radio interviews and guest lectures.

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