

facebook®

or die! :-)

A Comprehensive Primer on Using
Facebook to Market Your Business

jonathan sackheim

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Goal of this eBook



- Learn how best to use Facebook for your business
- For agencies: learn how to advise your clients on using Facebook

Why FB? More Than “Kind of” a Big Deal

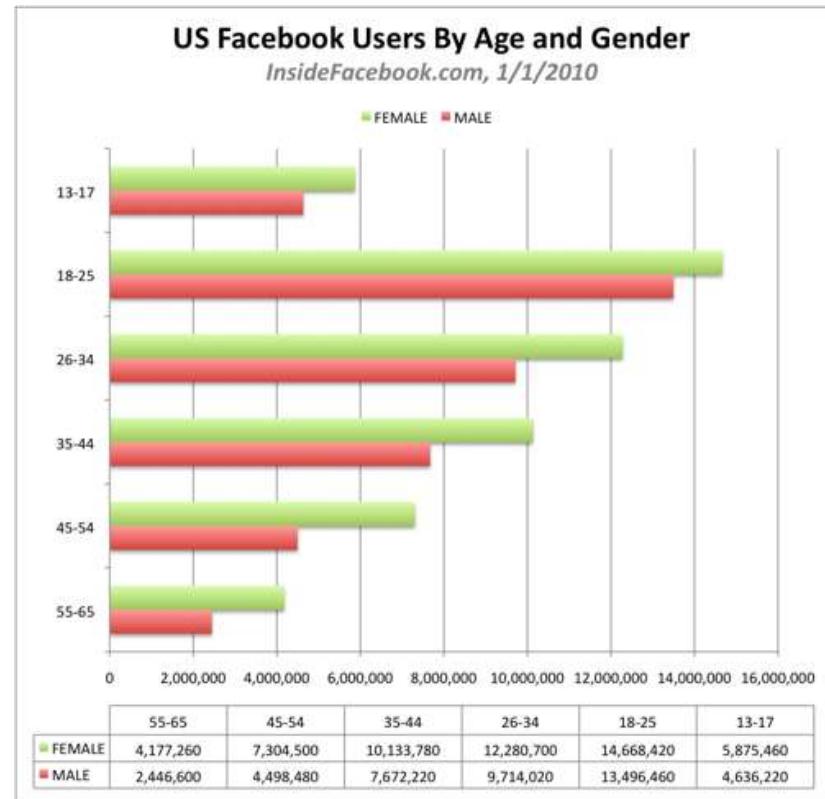
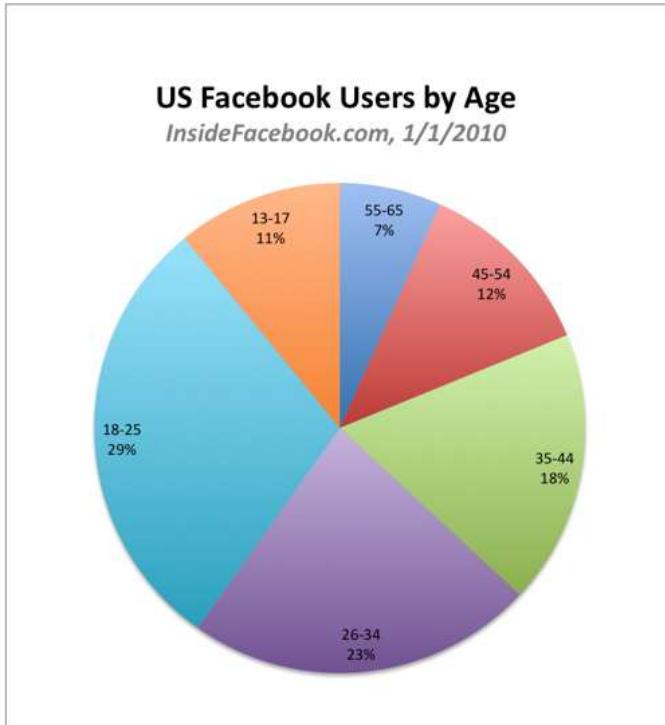
- Facebook is poised to become more important than Google. Source: [TechCrunch](#)
- Facebook believes that reaching a billion members is almost a guarantee. Source: [Businessweek](#)
- 90% of dollars in the \$600 billion ad market are spent on building awareness – something Facebook does well. Source: [Businessweek](#)
- 10,000 websites integrate with Facebook every day. That's 3.65 million new websites per year. Source: [Mashable](#).
- More people play games on Facebook than on PS2, Xbox, and Wii combined. Zynga is more valuable than EA.
 - Source: [Mashable](#)
- “If you don't have a social strategy, you'd better go get one.”
 - Source: [TechCrunch](#), John Doerr, Kleiner-Perkins



Who's On Facebook?



- 70% of FB users in the USA



How Facebook Stacks Up



Rank	Site	People/Mo and Audience Skew
1	google.com	162M - more youthful, more affluent, more educated audience.
2	facebook.com	137M - younger, fairly wealthy, slightly female slanted audience.
3	yahoo.com	125M - more affluent crowd.
4	youtube.com	108M - younger crowd.
5	msn.com	75M - more educated, fairly wealthy audience.
6	wikipedia.org	74M - more affluent, slightly male slanted, younger, more educated g
7	amazon.com	73M - more educated, fairly wealthy crowd.
8	live.com	73M - more educated, fairly wealthy audience.
9	microsoft.com	70M+ U.S. monthly people.
10	ebay.com	65M - fairly wealthy, very slightly male biased audience.
11	twitter.com	59M - more affluent, slightly more female than male, young adult

How to Conceptualize FB



- Think of it as a party, what do people want to do at parties?
 - Find a date!
 - Chat with friends:
 - Jokes
 - News
 - Stories
 - Gossip
 - Discuss: politics, technology, where you've been, where you're going
 - Play games
 - Talk shop, pretty low on the list but it's there, so B2B keep the faith
- It's not the only party: blogs, forums, Twitter, LinkedIn, etc



Facebook Best Fit



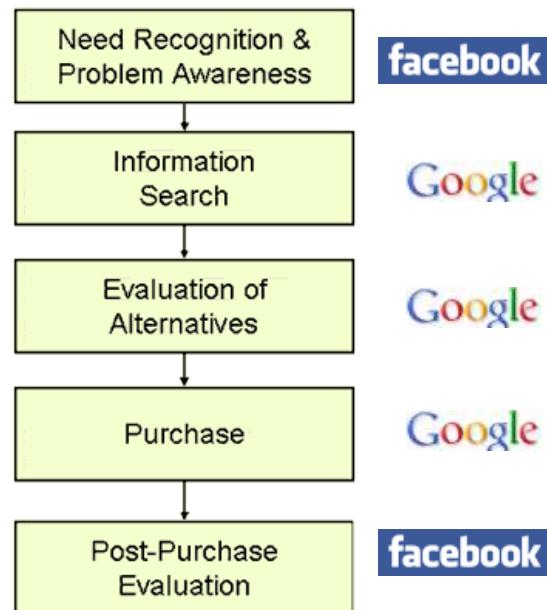
- (+) Strengths
 - Awareness (passive audience)
 - Trust friends' recommendations
- (-) Weaknesses
 - Not transaction oriented
 - Low CTR on ads
- (+) Most Applicable for
 - Existing customers
 - B2C
 - Geo: Retail outlets
 - National brands
- (-) Less Applicable
 - Finding new customers
 - B2B (except Social media agencies!)

In Defense of Awareness



- Bad: wasted display impressions
- Good: creating awareness via recommendation (Like) or newsfeed
 - Can be cheaper to be a purchase option if you're in at the top of the funnel via awareness rather than paying high CPCs on Google
 - Email is highly profitable: think of the newsfeed like this

Decision Making Process Steps Best Tool To Reach



Facebook Marketing Framework

- Strategy:
 - Plan
- Tactics:
 - Listen
 - Engage
 - Measure/Analyze/Report

Strategy

Strategy – Make it Scientific



- What are your key audiences?
 - Customers
 - Prospects
 - Influencers
 - Partners
- Who are they and what do they like/want/care about?
 - Customers & prospects:
 - Primary research: Pay clients or prospects to take a survey
 - Secondary research: review existing studies
 - Influencers: primary research
 - Partners: primary research, i.e. review what they post, ask them

Strategy – How to Lure People

- Provide what people want!
 - Games
 - Create a game
 - Get into a big game
 - Go upstream
 - If you sell bikes, create a page/website for bike gear-heads
 - Advertise your page on a site with a like audience
 - Create an app. Tip...

How to Engage People



- Industry and company news
- Interesting things: Photos, Videos, Infographics
- Savings: coupons – hit them when they become customers
- Useful/exclusive content: whitepapers, articles, blog posts, events
 - Tip: you can email updates to your page (include photos)
- Contests:
 - Photo, most creative comment, 500th fan, vote for something
 - Giveaways: exclusive access, discount or trial, donation

The image shows a screenshot of a Facebook search results page. At the top, there is a blue header bar with a search bar containing a magnifying glass icon. Below the header is a white search results area. In the center of this area, the word "Tactics" is displayed in a large, bold, dark font. At the bottom of the page is a blue footer bar featuring the Facebook logo and navigation icons.

Tactics

Tactics – Polish Your Page Presence

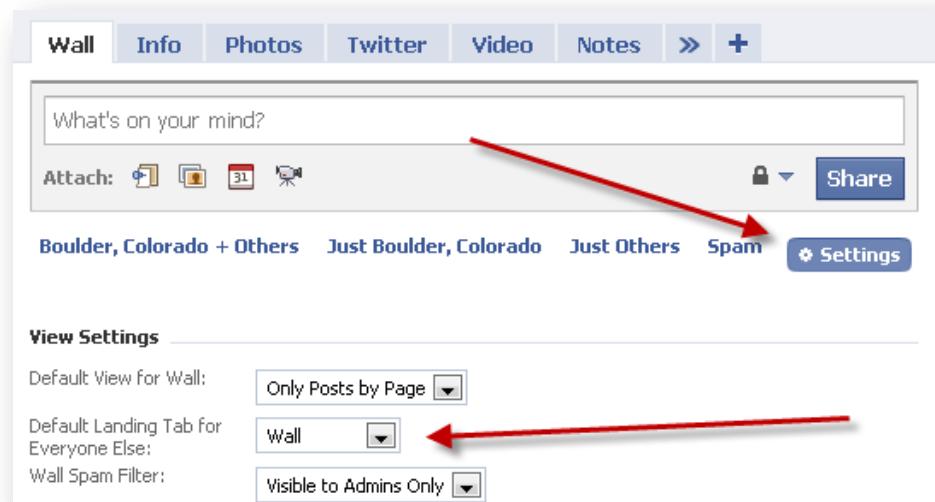


- Perfect photo: 200px wide, allow a 14 pixel border that's square
- Page info: description (on message), url, phone number
- **Get listed in Places – claim your location**
- Add content...



Custom Tabs/Landing Pages

- Different tab experience fan vs. non fan landing page
- Custom tabs increase conversion rate to connections
 - Use an incentive for becoming a fan - Like this page and get:
 - Coupon
 - Free download



Tactics: Leverage Content via Apps

- Selective Tweets – add #fb at the end of a Tweet, goes to FB: <http://www.facebook.com/selectivetwitter>
- Dedicated tabs:
 - Twitter for Pages
 - Blog RSS feed
 - YouTube
 - Photo Gallery, Flickr
 - Slides
 - Filesharing
 - PDF

The screenshot shows a Facebook page for "Boulder, Colorado". The page has several tabs: Wall, Info, Photos, Twitter (which is currently selected), Video, Notes, and more. Below the tabs, there's an "Admin Controls" section with links to "Edit Tab Settings" and "Upgrade To Premium". The main content area displays a recent post from the Twitter tab:

@boulderpage (Follow on Twitter)

Followers	996
Following	947
Updates	154

Start typing a friend's name [Send Page Invitation](#)

 If you can ski on a Weds, head up next Weds, \$20 lift tickets to @lovelandskiarea via @kbco
<http://bit.ly/4LwPi5>
about 8 days ago

Tactics – Content & Tracking



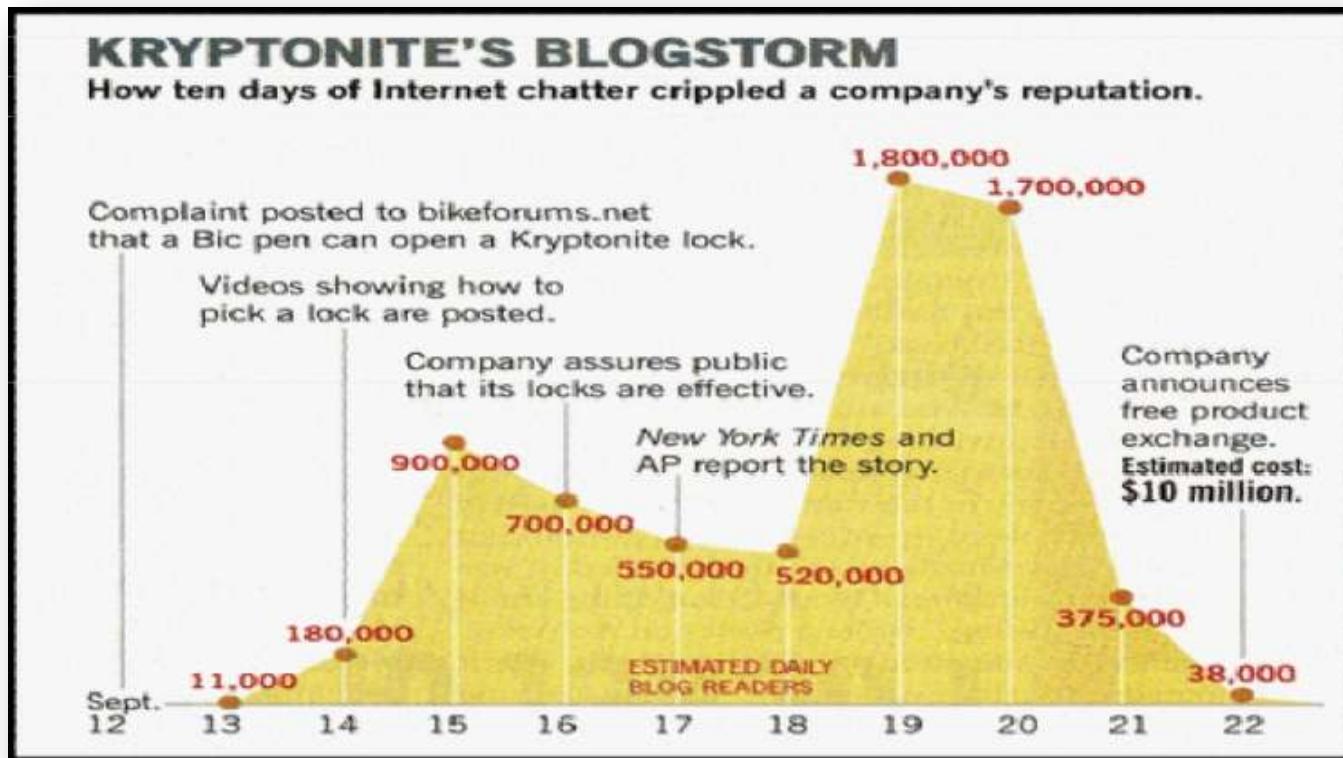
- Create publishing schedule
- Tracking (metric : tool)
 - Fan growth: Facebook
 - Check-ins: Facebook
 - Traffic to specific links: Bit.ly link shortening
 - Traffic by campaign, medium, source: custom url variables in links from FB to your website (Google Analytics)
 - Redemption rates: Coupon codes
 - Overall traffic to your website: Web analytics
 - Mentions: Google Alerts
 - Awareness impact: awareness tracking study

Tactical Tip If You Create an App

Make Contact Info
Required For App Install →

The screenshot shows the Involver Fan Page Applications interface. At the top, it says "Twitter for Pages". On the left, there's a sidebar with "Upgrade Code" and "Involver" sections. The main area has fields for "Full Name", "Email", and "Phone Number". A checkbox is checked next to the text "I have read and accepted the [Terms of Service](#)". Below this, a note states: "This information is only requested when you install your first Involver Fan Page Application. It is used solely by Involver employees to maintain appropriate records of the Fan Pages we support, and will not be shared with any third parties." Under "Settings", there's a "Twitter User Name" field containing "twitter.com/jonysack". At the bottom, there's a "Get more with Involver Premium" section listing benefits like "Unlimited Content Syndication", "Dedicated Account Manager", "Application Analytics", and "and more!". A "Contact Us" button is also present.

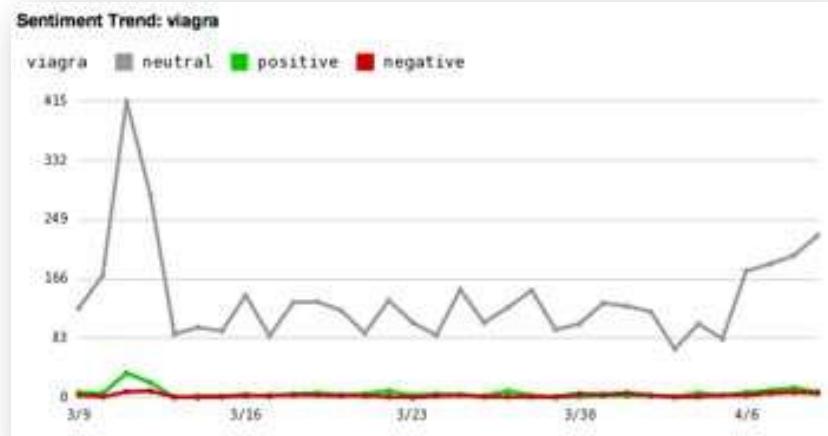
Monitoring is Useful



Tactics – Monitoring Tools

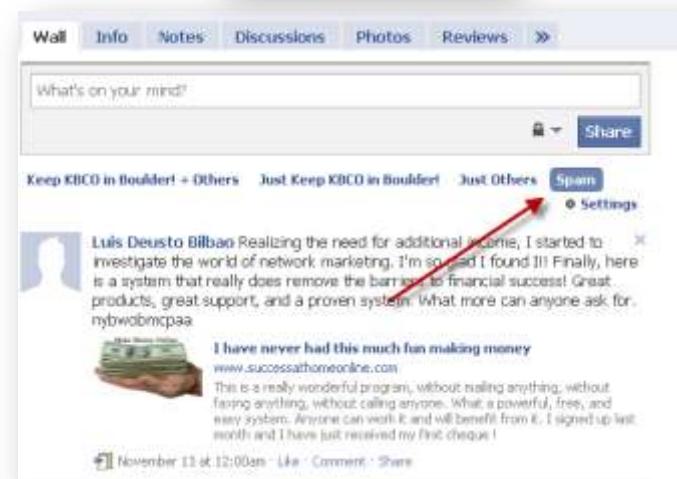


- Tools
 - Radian6: \$600/mo +
 - Scout Labs: \$99/mo +
- Capabilities
 - Mentions
 - Influence level
 - Sentiment
 - Locations
 - Demographics
 - Keywords/tag clouds
 - Charting trends
- Others:
 - Trackur, Techrigy SM2, Socialradar, Synthesio, Biz360, Visible Technologies TruCast, BuzzLogic, Cloudtracker, Bluereport



Tactics – Partnering & Openness

- Partnership
 - Exchange Facebook page favorites
 - Tag each other @partnercompany in posts
 - Cross promote content
- Become useful to others
 - Consider Default your wall to allow people's wall posts to show up:
Incentivizes tagging and addition of content by others



Tactics: Tone and Frequency



- Tone:
 - Decide in advance what's best for your target audience
 - Try to cut through the clutter: entertaining/humorous
 - What doesn't annoy people? Don't get hidden.
 - Use geo targeting
 - Be brief, use links
- Frequency: 1/week, 1/day, 1/hour
 - Calendar

Tactics – Marketing Your FB Presence

- Add the Like Button to your website!
- Add a FB badge to your site/blog
- Add FB links to your email sig, bcard, newsletter
- Facebook Connect for easy login
- Add a banner like this:



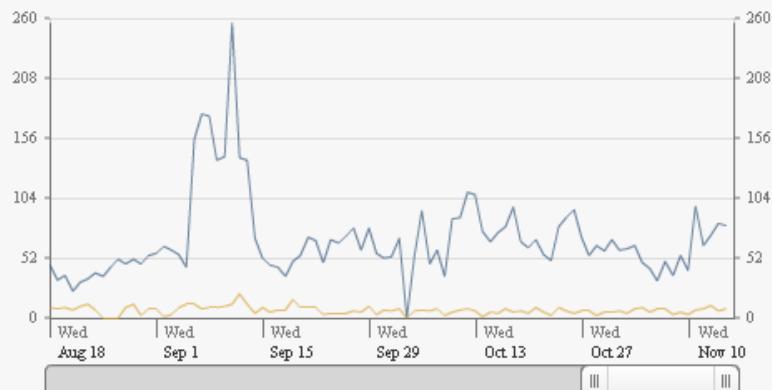
Page Reporting



All Likes Over Time [Learn more](#)

Choose a graph: [New / Removed Fans](#) | ▾

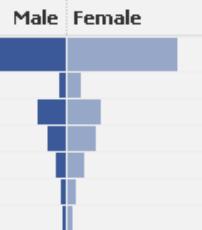
New Likes Unlikes



32,406

Total Likes on Nov 16

56 Since Nov 15



	Male	Female
13-17	4%	7% 11%
18-24	15%	18% 33%
25-34	10%	15% 25%
35-44	6%	9% 15%
45-54	3%	5% 8%
55+	2%	3% 5%

Top Countries

[United States](#)

Top Cities

[Denver](#)

Top Languages

[English \(US\)](#)

30,085

[View All](#)

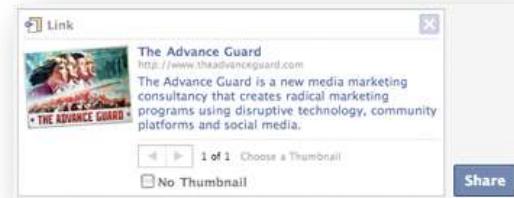
Track connection growth over time compared to fan loss. Also review demographic information such as gender splits and most popular cities.



Facebook and SEO

Facebook and SEO

- Use Place Pages to improve local results
- Bing showing Facebook results
- Update your website
 - Optimize your website's share profile →
 - Open Graph formatting gets you into Facebook search results
 - 8 Open Graph categories: activities, businesses, groups, organizations, people, places, products and entertainment, and websites

A screenshot of a Facebook search results page for the query 'annapolis marriott'. The search bar at the top shows 'annapolis marriott' and a 'Search' button. On the left, there is a sidebar with options: 'All Results' (selected), 'People', 'Pages' (highlighted in blue), 'Groups', 'Applications', 'Events', 'Web Results', 'Posts by Friends', and 'Posts by Everyone'. The main results area shows two entries under 'Place':

- Annapolis Marriott Hotel: Name: Annapolis Marriott Hotel, Type: Hotel / Lodging, 165 people like this. (Thumbnail: building)
- Annapolis Marriott Waterfront: Name: Annapolis Marriott Waterfront, Source: tripadvisor.com, Type: Page, 3 people like this. (Thumbnail: waterfront view)

The entry for 'Annapolis Marriott Waterfront' is highlighted with a red rectangular box.

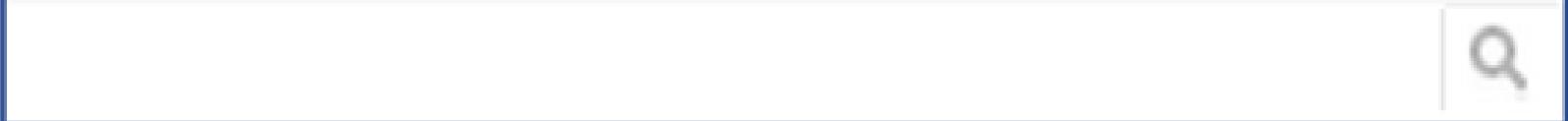
Facebook Open (Like) Graph

- Google “Link” Graph
 - Relevancy via links between web pages
 - Useful for most all info
 - All public content
 - They’re including social data, i.e. Twitter
 - Conclusion: more powerful, definitely not going anywhere
- Facebook “Like” Graph
 - Relevancy via likes of pages, content, and friends
 - Useful for info behind the wall:
 - News, videos, jokes
 - Movies, books, music
 - Conclusion: will grow in importance, get in now

Advice for Agencies



- Pitch the right clients
 - Awareness is big – bigger clients, B2C
 - B2B still a fit, but target more mature clients
- What do we sell?
 - Strategic services:
 - Do we market just the brand, or do we go bigger?
 - What's realistic given the budget?
 - What's our message and personality?
 - Which channels?
 - Tactics:
 - What do we post, when?, how?
 - Polishing the presence
 - Tracking
 - Reporting
 - Avoid doing posts for client
 - Creative: custom tabs, banner ads, etc



What's Hot in Facebook Marketing

What's Hot? Geo Social



- Geo Social = location based services
- Facebook Place Pages will be huge, big mobile opportunity
- Find, create, claim (phone/pin, email)
- Types of coupons
 1. Individual: "Buy an entrée, get a free drink."
 2. Friend: "Check-in with four of your friends, you all get 15% off."
 3. Loyalty: "10 check-ins and your next entrée is free."
 4. Charity: "We'll donate \$1 to the Humane Society each time you check-in."
- Great fit for: restaurants and other bricks and mortar shops



More Hot Concepts



- Charitable donations:
 - Fan us, we'll plant a tree
 - Fan us, we'll donate \$0.25 to Susan G Komen Foundation
- Contests/Crowd-Sourcing:
 - E.g. "X Prize" for creating a new Kraft food product
- Leverage memes for viral video
- Behind the scenes photos/video



Campaign Examples

Framework for Social Engagement

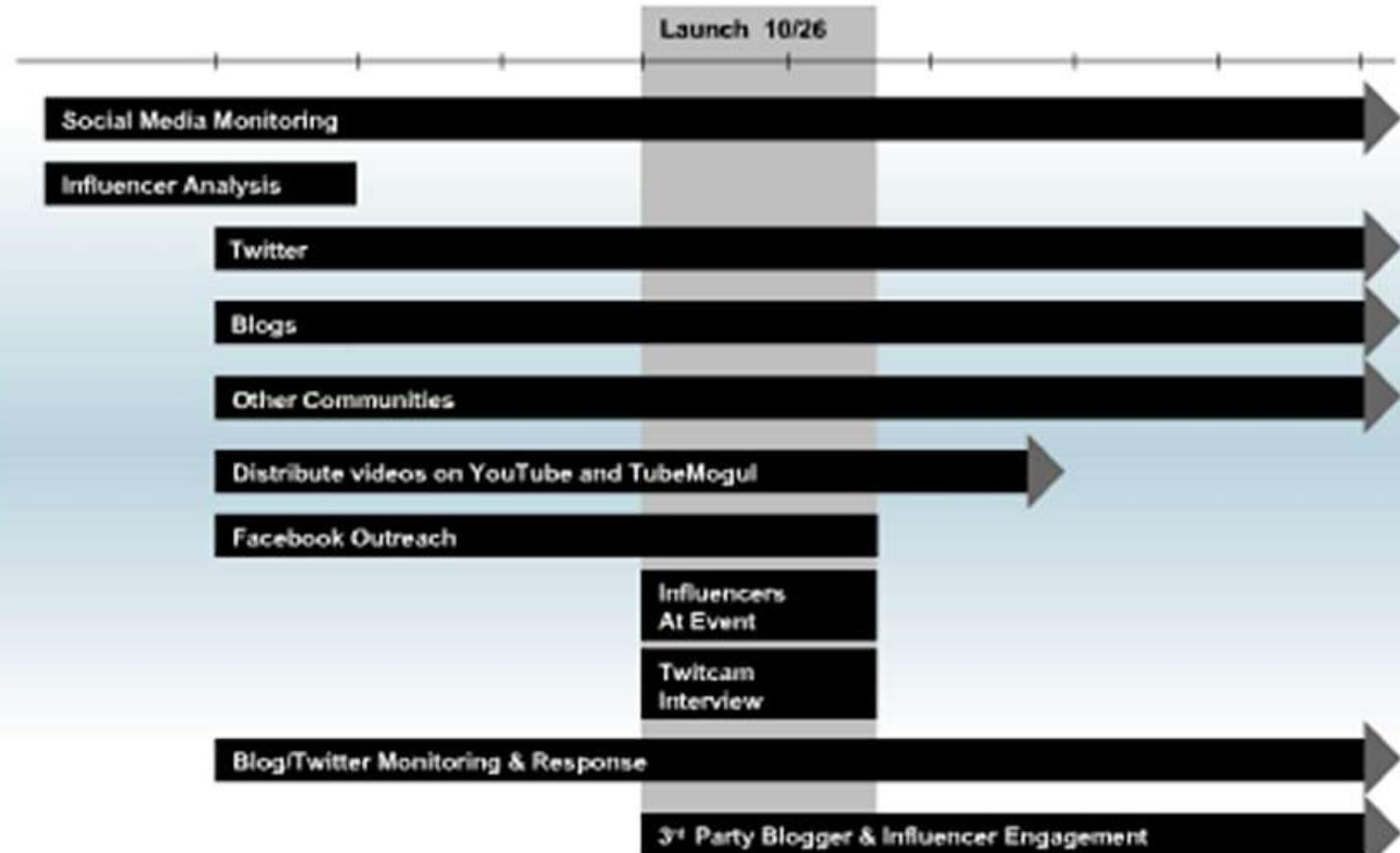


The Engagement Triangle

Long-Term And Continuous Engagement Drive Impact



Social Media Product Launch Example



Does This Stuff Work? B2B Cisco Example



Launch Reaches More, Costs Less

CRS-1 Launch

Approach: Traditional, physical event

Travel: Required extensive audience travel to San Jose, CA

Size: 100+ attendance in 100 countries

Cost: \$20,000+ in airport car service alone

Coverage: 87 articles, 135 press attended events

ASR 1000 Launch

Approach: Virtual, Viral and Visual—Leveraging Web 2.0 technologies

Travel: No travel —saved carbon emissions equal to 188 tons of coal or 42,000 gallons of gas

Size: Global; 7,000+ registered in 128 countries

Cost: Less than ONE-SIXTH of CRS-1 launch expense

Coverage: 245 articles, 1000+ blog posts, 45M+ impressions

B2C Example: Pepsi



- 2010:
 - Pepsi Refresh
 - Yanked Superbowl ads in favor of social campaign
 - Submit grant ideas and ideas with the most votes win
 - 42 million votes through Sept 1, 2010
 - Big budgets: awarding \$20 million in project grants alone
- 2011:
 - Pepsi to Emphasize Geo-Social in 2011
 - Taking campaign worldwide



Gaming Strategy



- People play games a lot!

Top 25 Facebook Games for September 2010

Rank	Game	Monthly Actives	Developer	MAU Change	(Last Month)
1	FarmVille	61,965,319	Zynga	2,209,663	59,755,656
2	Texas HoldEm Poker	32,777,133	Zynga	-7,759,419	40,536,552
3	FrontierVille	30,302,660	Zynga	6,067,448	24,235,212
4	Mafia Wars	29,382,485	Zynga	-1,784,786	31,167,271
5	Café World	22,651,611	Zynga	-11,741,406	34,393,017
6	Treasure Isle	16,037,300	Zynga	-1,259,879	17,297,179
7	PetVille	14,389,606	Zynga	-3,706,075	18,095,681
8	MindJolt Games	14,060,769	MindJolt	-2,250,982	16,311,751
9	Pet Society	13,533,691	Playfish	-323,521	13,857,212
10	Bejeweled Blitz	12,537,004	PopCap Games	296,932	12,240,072

- Create a game, gaming strategy playdecks:
 - Playdeck 1: <http://www.gravity7.com/blog/media/2010/08/507.html>
 - Playdeck 2: <http://techcrunch.com/2010/08/25/scvngr-game-mechanics/>
- Advertise within an existing game...

Gaming Case Study: Cascadian Farms



- FarmVille offered Cascadian Farm Organic Blueberries for one week.
- Over 700 million Cascadian Farms blueberries were planted by users, made national headlines
- Millions of users were exposed to the Cascadian Farms brand, offered \$1 coupon, grew sales for four weeks after, awareness increased measurably

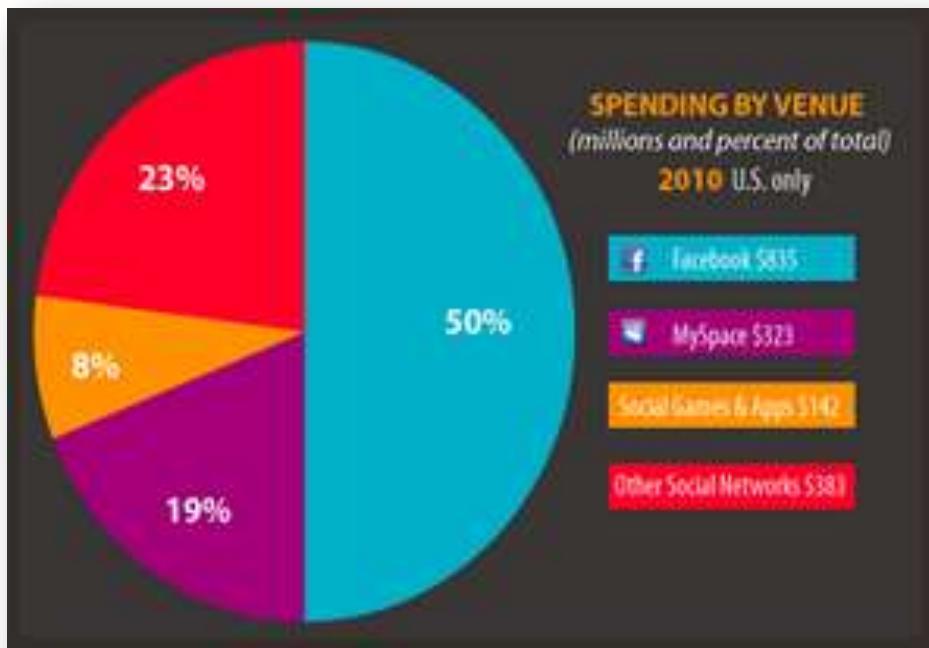




Advertising on Facebook

facebook  41

Where Social Ad Spend Happens



Advertising on Facebook



- Facebook Top Online Display Advertising Site – ComScore
- 1.3 trillion display ads in Q3, Facebook took 23% of that with 297 billion impressions.
- Good for awareness...
- Click Through Rates on Ads are 10x higher on Google!
- CPCs are lower than Google
- B2B works here
- No third party ad serving
- No retargetting

Top 10 U.S. Online Display Ad* Publishers

Q3 2010

Total U.S. – Home/Work/University Locations

Source: comScore Ad Metrix

	Total Display Ad Impressions (MM)	Share of Display Ad Impressions
Total Internet	1,284,315	100.0%
Facebook.com	297,046	23.1%
Yahoo! Sites	140,949	11.0%
Microsoft Sites	64,009	5.0%
Fox Interactive Media	48,252	3.8%
Google Sites	35,043	2.7%

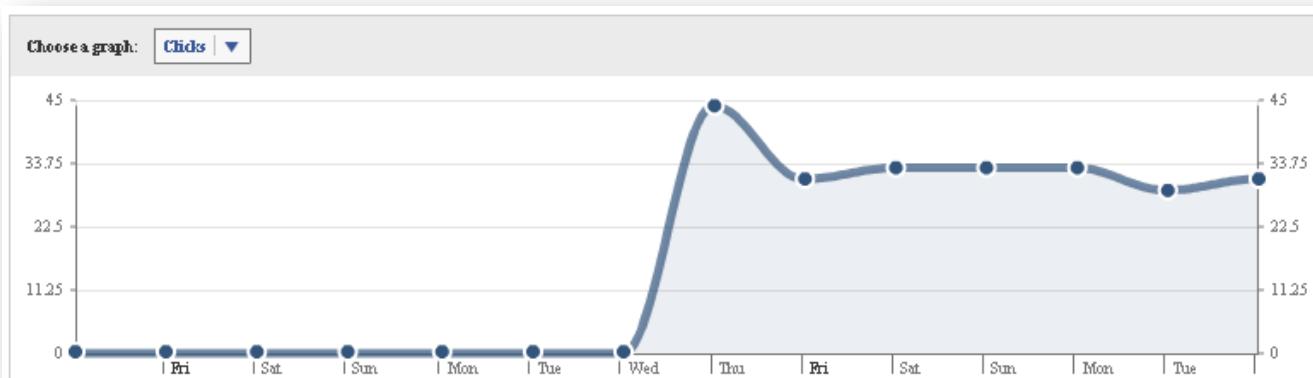
Ad Options: FB Direct

- CPC or CPM, image + 135 characters text
- Targeting: Friends of fans, Fans/Not fans, Fans of Your Other Pages, Interested in Men/Women, Dating Status, Gender, Likes & Interests (Keywords), Geo location, Age, Bday, Education Level, Workplace (be creative)

The screenshot shows a Facebook profile page for 'Jonathan Sackheim'. The top navigation bar includes 'Wall', 'Info' (which is selected), 'Photos', 'Boxes', 'Video', and a '+' button. The main content area features a status update input field with placeholder text 'What's on your mind?'. Below it are attachment options and a 'Share' button. To the right, there's a sidebar titled 'Create an Ad' with a section for 'Boulder, Colorado'. This section displays a thumbnail image of the Flatirons, the text 'Boulder', and a message: 'You like Boulder? Heck yes. You, Lauren Walker, Karolina Kalasińska, and 11 other friends like this.' A red arrow points from the text 'Boulder, Colorado' in the sidebar back towards the main profile area.

Ad Reporting

Date	Imp.	Social %	Clicks	CTR (%)	Actions	AR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
11/17/2010	9,835	72.4%	17	0.17	10	0.10	0.17	0.29	2.86
11/16/2010	26,168	75.3%	29	0.11	14	0.05	0.17	0.19	5.00
11/15/2010	23,411	79.6%	33	0.14	19	0.08	0.15	0.21	5.00



Ad Options: Via Apps/Games



- Advertise via others
 - Ad network: <http://www.videoegg.com/>
 - Surveys and ads: <http://www1.peanutlabs.com/>
 - Daily Deals and CPC ads: <http://www.socialmedia.com/>
 - Advertising: <http://www.rockyou.com/>
- Ad options:
 - Banners, expandable banners, video, expandable video hubs,



Old Spice Expandable Video Hub



Old Spice

SMELL LIKE A MAN, MAN.

See More Videos

SOCIAL STREAM

joemuench: OMG The man your man could smell like is in Chuck :)

icedowt: I'm on a boat....as the man your man could smell like.....

p1mason: I want Old Spice.. I know it's because I've been lied to by advertisers, but damn it, I want to smell like the man your

Share Your Thoughts

I'M ON AN INTERNET

WATCH ON YouTube

CLOSE

Smart Money: Follow the Growth



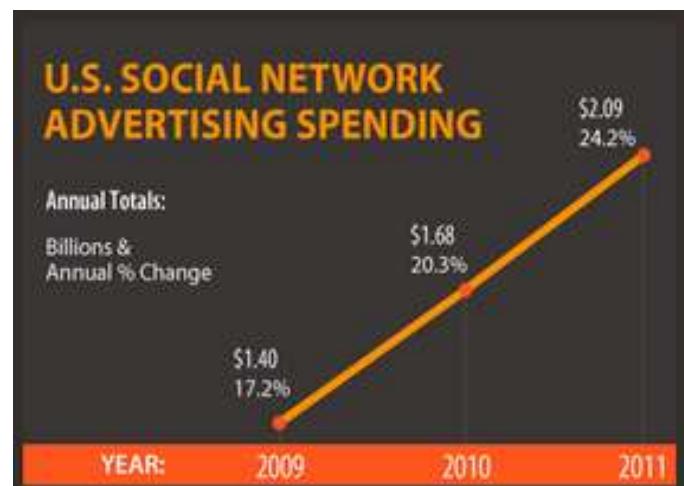
- 2009: Total Ad Market shrank 12.3%, But Digital Grew 7.3%
- Social shows 24% YoY growth!

Total Ad Market
\$600B

Online Ad Market
\$24B

Social Ad Market
\$1.68B

GROWING!



You Get What You Give



- Options
 - The minimalist: page, twitter, cross-post content, partner
 - Full embrace: strategic planning, investing in success
- Big success on Facebook/Social is not free

About the Author



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 - LinkedIn: [linkedin.com/in/sackheim](https://www.linkedin.com/in/sackheim)
 - Blog: www.jonathansackheim.com
- Join the Boulder Facebook Page:
<http://www.facebook.com/boulder.colorado>

