INTERMEDIATE

How to Master
facebook
Marketing
in
10 Days

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October 2011 edition

HOW TO MASTER FACEBOOK MARKETING IN 10 DAYS

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10 DAYS, MORE ENGAGEMENT, MORE SALES

With its 800 million users, Facebook has become the world's meeting place.

But, while everyone knows about Facebook and some small and medium size businesses have taken the first step by creating a business page, many are still challenged by how to maximize Facebook's potential to build brand loyalty and drive revenues higher.

They know that Fortune 500 firms, like Coca-Cola and McDonald's, attract millions of Facebook fans, but beyond posting a status update or asking people to Like them on this mother of all social media, they are confused and frustrated as to how to make the most of this 21st Century marketing phenomenon.

Whether it's Facebook's complexity or simplicity that has you stymied, if you put in just a little effort— for 10 days—you can boost your Facebook interactions by 10, 20, even 30 percent or more, garnering fans and customers who will spend real money as a result of your social marketing magic.
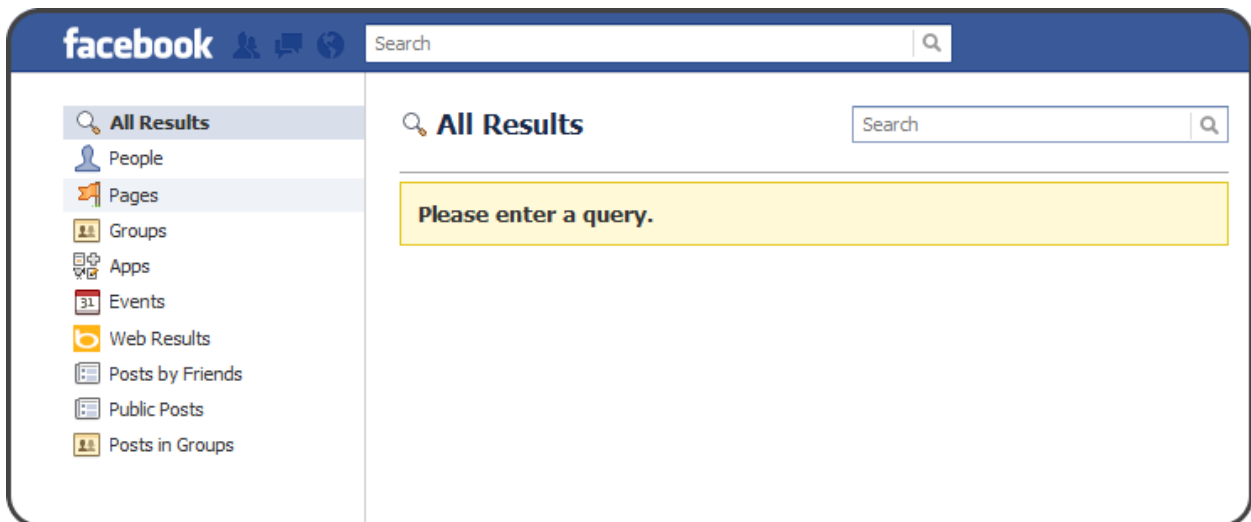
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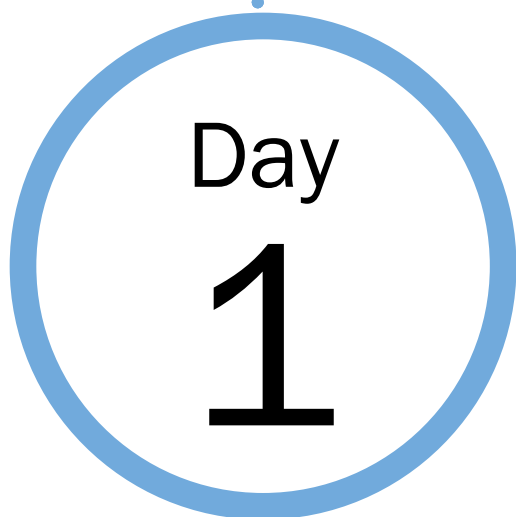
Day

1

WATCH
& LEARN

WATCH AND LEARN

Spend some time today exploring other Pages on Facebook. Do some searching to find complementary businesses as well as competitors that you can learn from. Look at the Facebook pages of the big brands you admire and the brands your customers have told you they admire.

1. Go to www.Facebook.com/search to start your investigation.

2. Select the Pages option to filter your results by Pages.

3. Enter direct competitors or keywords in your industry to find pages that may be in your niche.

Realize that the Facebook Search bar is not very robust and sometimes does not find the Facebook page you are looking for - even when you enter the exact name of the page!

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If you cannot find the Facebook Page of your competitors, head over to their websites to see if they have a link to their Facebook Page on their site. You can also use the alternative third-party search tool www.FBInstant.net to do some investigation.

Take a look at some successful Facebook pages in these articles:

- AllFacebook: The 100 Most Engaging Brands on Facebook

- HubSpot: 20 Examples of Great Facebook Pages

- HubSpot: 7 Awesome B2B Facebook Fan Pages

- Jeff Bullas: Top 10 Small Business Facebook Designs to Inspire You

- Social Media Examiner: Top 10 Small Business Facebook Pages: 2011 Winners

What are you looking for on these pages? You are gathering information about what is working and taking note of these key points:

- How often is the page posting? What times are they posting?

- What are they posting? What is getting the most interaction – pictures, links, videos, questions? What is working for them? (Hint: copy what is working)

- How many people post directly on the page? How many respond to a post? Take note of the new People "are talking about this" number that tracks these metrics over a 7-day period:

  - Liking your Page

  - Posting on your Wall

About

Follow Starbucks on Twitter: http://twitter.com/Starbucks Buy Starbucks Co…

More

25,443,590
like this

369,357
are talking about this

3,079,411
were here
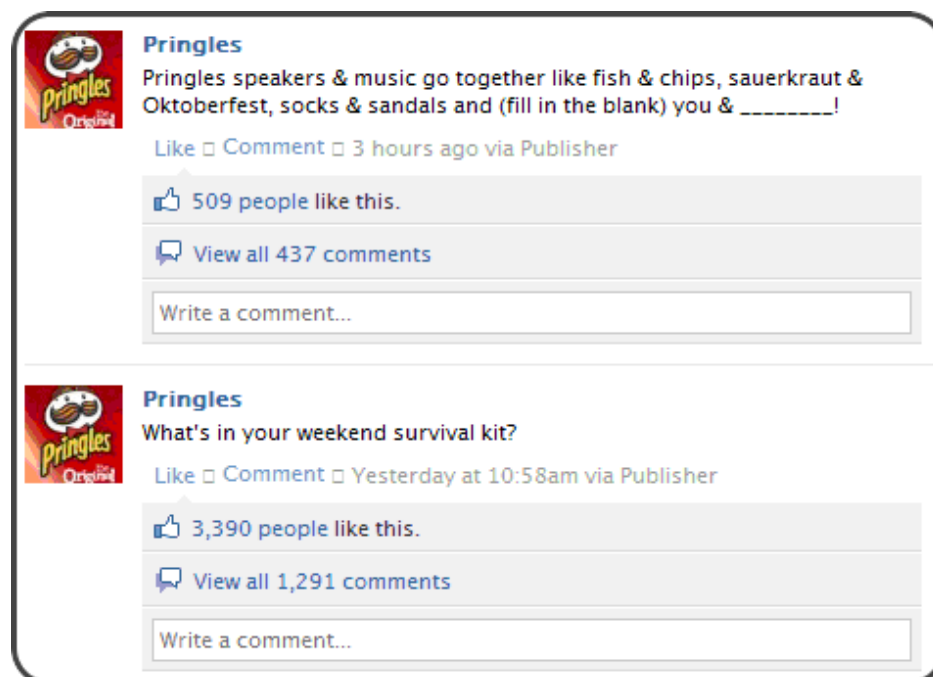
o   Liking, commenting or sharing one of your Page posts (or other content on your page – such as photos, videos, albums)

o   Answering a Question you Posted

o   RSVP-ing to an Event created by your page

o   Tagging your page either in your status or a photo

o   Checking into your place

o   Liking or sharing a check-in deal

● Does the page have a Welcome Tab or any other custom tabs? How does the Welcome tab showcase the business? What other tabs do they have? Tabs are located on the left side bar of the Facebook page.

● Also note what isn't working for the pages and what you can do better.

For example, see how Pringles, Nutella, and Reese's do a great job with varying their posts and encouraging engagement on Facebook.

Pringles
Pringles speakers & music go together like fish & chips, sauerkraut & Oktoberfest, socks & sandals and (fill in the blank) you & _____!

Like □ Comment □ 3 hours ago via Publisher

👍 509 people like this.

💬 View all 437 comments

Write a comment...

Pringles
What's in your weekend survival kit?

Like □ Comment □ Yesterday at 10:58am via Publisher

👍 3,390 people like this.

💬 View all 1,291 comments

Write a comment...

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Reese's asked: We've noticed that our fans love REESE'S Peanut Butter Cups in all shapes, sizes, and temperatures....

○ **Frozen** ...
○ **Slightly Chilled** ...
○ **Room Temperature** ...
○ **Hot** ...

▤ ⤶ 79 ☐ Follow ☐ Ask Friends ☐ September 27 at 11:20am

Reese's
Tell us your funniest childhood memory that involves eating REESE'S Peanut Butter Cups....

Like ☐ Comment ☐ Share ☐ September 26 at 7:23am via REESE'S

👍 1,161 people like this.

💬 View all 955 comments   📄 View all 24 shares

Write a comment...

Reese's
How much do our fans in the northwest love their football? The EA SPORTS NCAA Football Campus Challenge Tour is in Boise, ID, today! How many of our fans are in the area?

Like ☐ Comment ☐ Share ☐ September 23 at 7:20am via REESE'S

👍 816 people like this

Nutella added 5 new photos to the album Holiday Memories.

Like ☐ Comment ☐ Share ☐ Wednesday at 7:25am

👍 5,941 people like this.

💬 View all 284 comments

Write a comment...

Nutella
Click "like" if you're having breakfast with Nutella right now!

Like ☐ Comment ☐ Share ☐ September 22 at 1:31am

👍 11,896 people like this.

💬 View all 853 comments   📄 View all 116 shares

Write a comment...

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Day 2
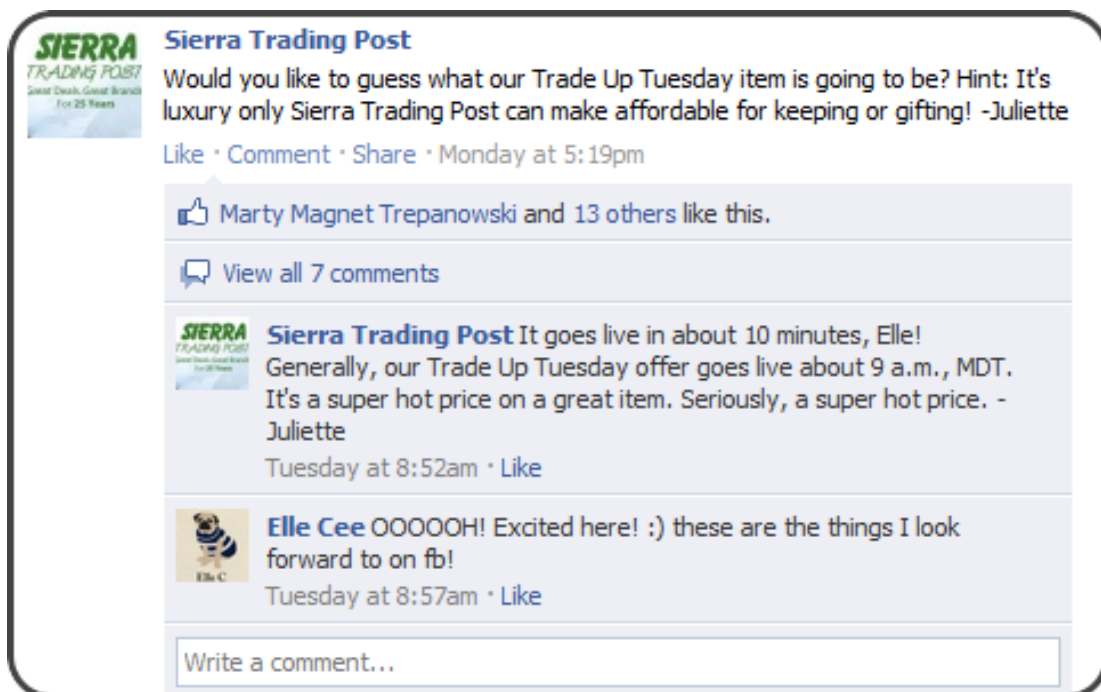
UNDERSTAND FACEBOOK BEST PRACTICES

UNDERSTAND FACEBOOK BEST PRACTICES

Now that you have spent some time researching the competition and big brands, you may notice some Facebook "rules of thumb" that bubble to the surface. While there aren't any hard and fast rules in social media, there are some general "best practices" that are you can start with as a base. Ultimately you will have to carve your own way with what works with your audience and what they need from you.

You will notice that successful brands on Facebook don't preach or sell to their fan base, they engage with them. Just like in the real world. Customers know when a salesperson is being disingenuous and it turns them off. They also know when a salesperson is genuinely interested in understanding their needs and finding out how best to meet those needs. Facebook is no different.

Notice how Sierra Trading post gives their Facebook community special deals but also makes it fun which is what their community expects:

Sierra Trading Post
Would you like to guess what our Trade Up Tuesday item is going to be? Hint: It's luxury only Sierra Trading Post can make affordable for keeping or gifting! -Juliette
Like · Comment · Share · Monday at 5:19pm

👍 Marty Magnet Trepanowski and 13 others like this.

💬 View all 7 comments

Sierra Trading Post It goes live in about 10 minutes, Elle! Generally, our Trade Up Tuesday offer goes live about 9 a.m., MDT. It's a super hot price on a great item. Seriously, a super hot price. -Juliette
Tuesday at 8:52am · Like

Elle Cee OOOOOH! Excited here! :) these are the things I look forward to on fb!
Tuesday at 8:57am · Like

Write a comment...

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Success Magazine gives their community inspiring quotes and things to do through their updates:

Zappos does a great job keeping things fun but tying their posts back to something on their website:

So what are some of these "unwritten rules" that you can guide your Facebook Page posts? Here are some good general rules that you may find you need to adjust for your audience:

- **Post every day.** That may seem excessive to you but as people make more friends and Like more pages, your posts may be missed. If you are only posting once or twice a week then it could be a long time between posts if your community misses one or two of them. There are studies that show posting between 3-5 times a day can be good amount for Pages (make sure you are varying your posts and also watch your statistics to see what works best for your community). You can decide that you might take the weekend off but also realize that the weekend is when many people are on Facebook.

- **Focus on engagement.** You are trying to connect and get response from your community. Ask questions, post helpful tips, links to articles that your audience will Like and Share. When you make the posts about your audience and what they need rather than selling, you will develop a richer and deeper relationship with your community. You will sell more as a byproduct of that deeper relationship. Set aside time to follow up on posts and respond to questions on your Wall.

- **Have a call to action.** Tell people to click the Like or comment on the post. Or have them watch your video or go to your website.

- **Don't oversell or undersell.** No one likes a never-ending sales pitch. By the same token, make sure you do highlight your wares from time-to-time! Use the 80-20 rule for sales messages vs. content/connection posts. So if you decide to post five times a week, one of the posts should be a sales message and four posts will be other helpful or fun content for your community.

- **Make it fun.** Facebook is a social community. People are there to have fun. This is a place where you can let your corporate hair down a little. Stay true to your brand but think of ways to entertain your audience.

These rules are a good place to start but watch what works for you. There is no one "right" way to do everything on Facebook.

Day
3

LEARN THE LINGO

LEARN THE LINGO

Do you like me or do you Like me? Like, what's that all about?

In high school, you were lucky if you could figure out how to conjugate a single verb in Spanish or French class in 10 minutes. Learning to speak Facebook-ese is simpler Here's what you need to know:

Application, or "App" for short – Applications, apps, or applets are software programs tailored to interact with Facebook users. Typically they are standard web applications that could run on any web site using common web programming languages, but they are specialized in that they can interact with the Facebook data base through API (Application Programming Interface) calls to learn who is running the app and a little bit about their friends and interests (with permissions granted and everyone's privacy preferences respected). In Facebook, they are used to facilitate any number of content-sharing or interaction functions between your Facebook page, your website or blog, and users. Apps can include Facebook games such as FarmVille, but also business Apps such as the app to showcase your LinkedIn Profile or YouTube channel on your Facebook Page.

EdgeRank – More on this on a later day, but EdgeRank is the algorithm (which is just fancy developer-speak for formula) Facebook uses to determine which content posted on Facebook that any given user gets to see in his News Feed at any given time when they log in to their Facebook account.

56% The percentage of consumers likely to recommend a brand to a friend after becoming a fan

Fan – When you or your customers choose to Like an organization's page, you become a Fan of that enterprise. Kind of like being a die-hard Trekkie or one of those people who live at Starbucks. Technically there hasn't been an actual 'Fan' since mid

2010 when Facebook changed the vernacular from 'Fan Pages' to 'Business Pages' that users could 'Like' (more on that below). But the term Fan remains popular and is still commonly used, long after the last real Fan left the building.

Friend – One of the trickier Facebook terms, friend is used as a noun and a verb in Facebook-ese. As a noun, a Friend is someone with whom you've established a connection in your social network. The act of making that connection is to "friend" someone (Apparently, Zuckerberg's coding skills were substantively better than his grammar skills). Facebook has been different from Twitter and Google+ (but similar to LinkedIn) in that people have to mutually agree to become connected as Friends. This changed a bit in September 2011 with the advent of the Subscribe function. Now you can connect to someone who, well, is 'just not that into you'. Now you can get the same updates that their friends do if they allow the Subscribe function.

Friend List – Much as in the real world, a Friend List is just what it sounds like. A list or organized group of your Facebook friends. Facebook has been enhancing the capabilities of Friend Lists recently in response to the common criticism that people rarely wish to share an item with all of their friends. Your co-workers and your grandparents don't need to see the wild party pictures and only a handful of friends will really care that you added a new species to your butterfly collection. Posting to a Friend List solves that problem and Facebook has even been creating 'smart list' segmentations based on what it knows about your friends.

78% The percentage of consumers who "Like" fewer than 10 brands

Group – A Facebook group is a group of Facebook users organized around a common interest. Any Facebook user can create a group, such as "The 10 Days to Facebook Marketing Success" group, people committed to spending 10 days improving their company's Facebook marketing. Group Members can engage in live group chat and can receive mailing list style notifications.

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Like – Ok, here's the trickiest term of them all. In the Facebook world, "Like" has four potential meanings: 1) When someone professes their affinity for a business page, they actively "Like" it and thus become a fan; 2) When a user wants to express their agreement with another user's comments on their wall (we'll explain "Wall" in a second) or news feed, they will "like" the comment; 3) A "Like" button can be installed on websites outside of Facebook, such as yours, which, when clicked, enables the user to "like" a page on a website or a blog post which will then post a "story" to their news feed that they have liked that post or page on a website. Just to be clear, the Like button does not translate into someone become a "Fan", it posts a one-time story into the person's news feed.

Network – In Facebook parlance, a network is an association of Facebook users based on a school or employer.

News Feed – This where your friends wall posts are aggregated for you to view in a section of your Facebook homepage. It keeps users informed of what their friends (or the businesses they "Like") are up to.

Open Graph – The Open Graph is a programmer's delight. It is an API (application program interface) that allows outside sites to exchange information with Facebook's user database. For example, if you clicked the Like button on an article about American Idol it will be remembered forever in the Open Graph. Later on, if you visit a music or entertainment site and permit them access to your Facebook account, they'll start off knowing just a little more about you. Some

BEYOND LIKING, GET READY FOR MANY MORE VERBS

At Facebook's 2011 developer's conference they announced that 'Like' would soon become just one of many verbs. The developers were told that they could start writing applications in which users could also 'Listen', 'Watch' and 'Read'. Applications were also empowered to take those actions on the user's behalf. Listen to the new Lady Gaga song on Spotify or read about the election using the Washington Post app and you'll automatically have listened and watched something. Yes, you can toggle the entire process on and off according to your mood.

Next up will probably be 'Want', a not so subtle hint to friends, families and (of course) advertisers that there is something out there on your wish list. The door is also open for businesses to create their own verbs. Nike will be able to create 'Ran', Trek can use 'Biked' and Lufthansa can work with 'Visited'.
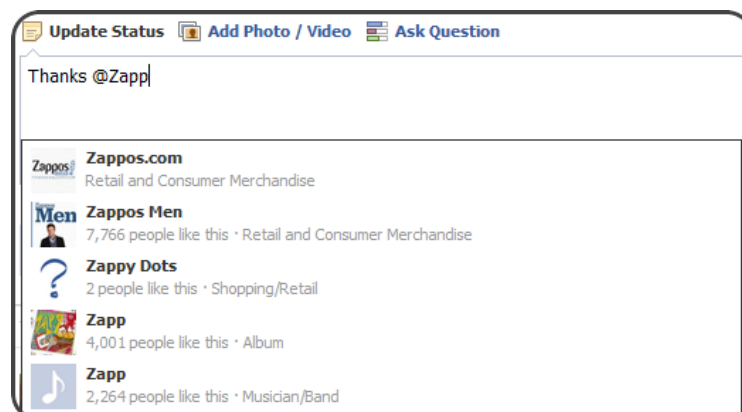
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carefully selected partner sites can get limited information without even asking because of 'Instant Personalization'. Visit http://www.tripadvisor.com/ while you are logged in to Facebook to see how this works. You might even see a personalized map of all the cities that your Facebook friends say they have visited.

Page – A page is like a website homepage with Facebook. Businesses, products, artists, public figures, charitable causes and the like use their page as the starting point for interaction with their fans.

Social Plugins – Social Plugins are apps that you install and reside on your website. They help connect your website and your fans to your Facebook page. They can enable things like showing visitors to your site who in their social network has recently engaged with your website and make recommendations to the social network based on interactions between your company and your fans. The Like button is the best known social-plugins but it is only one of several. The Like Box can be added to your website to allow people to become your Fan without leaving your site (which is handy when you want them to keep browsing your site). You can see the full list at http://developers.facebook.com/docs/plugins/ .

Tag – Friends can tag their Friends in Posts, Pictures, Notes, and Videos by typing the @ symbol and then the person's name. Then they select the name from a drop-down list to hyperlink it to the other person's profile. The person will also get a notification that they have been tagged. People and other Pages can tag your Facebook Page as well by using the same method. A Facebook Page cannot tag a person unless the Admin of the Page is a personal friend of that person. Clear as mud?

Word of caution – use the tagging feature sparingly – too much tagging on one page can be spam-like.
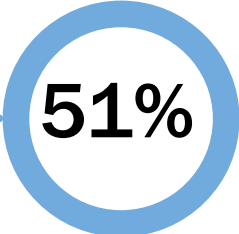

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Ticker – The Ticker is one of Facebook's new features and lives on the right side bar of the News Feed. Facebook has been grappling with the problem of having too many items being directed to a user's newsfeed so they started prioritizing items (using EdgeRank). But they still faced a problem. Let too many items come through and the newsfeed became unusable. Screen out too much and users became upset that they were missing things. Facebook's answer is Ticker, which posts "activity stories" such as commenting on someone's post or picture, checking in, using apps, Liking a Page, etc. The News Feed will contain status updates and posts from friends and Pages that you Like.

Timeline – Think of this as the story of your life, Facebook-style. Whereas the News Feed dropped stories as new ones were added, the Timeline feature lets personal users determine how much, or how little, of their life is shared via this linear view of your life story. Timelines are currently only available for personal profiles but will probably roll out to Pages at some point.

Wall – Your "wall" is your electronic whiteboard on your Facebook Page, the place where you post content and your fans can post their comments. You used to have a Wall on your personal profile, but now your friends can post on your Timeline. There's a blank field that allows up to 5000 characters of comments which you then publish by hitting the "Share" button. You can also post Links, Photos, Videos, or Questions. Fans and other Facebook Pages can tag your Page and the post will show up on your Wall.

There you have it. Now you *parlez* or *habla* all the Facebook you need to know.

51% The percentage of consumers who said they are more likely to buy a product after "liking" the product on Facebook
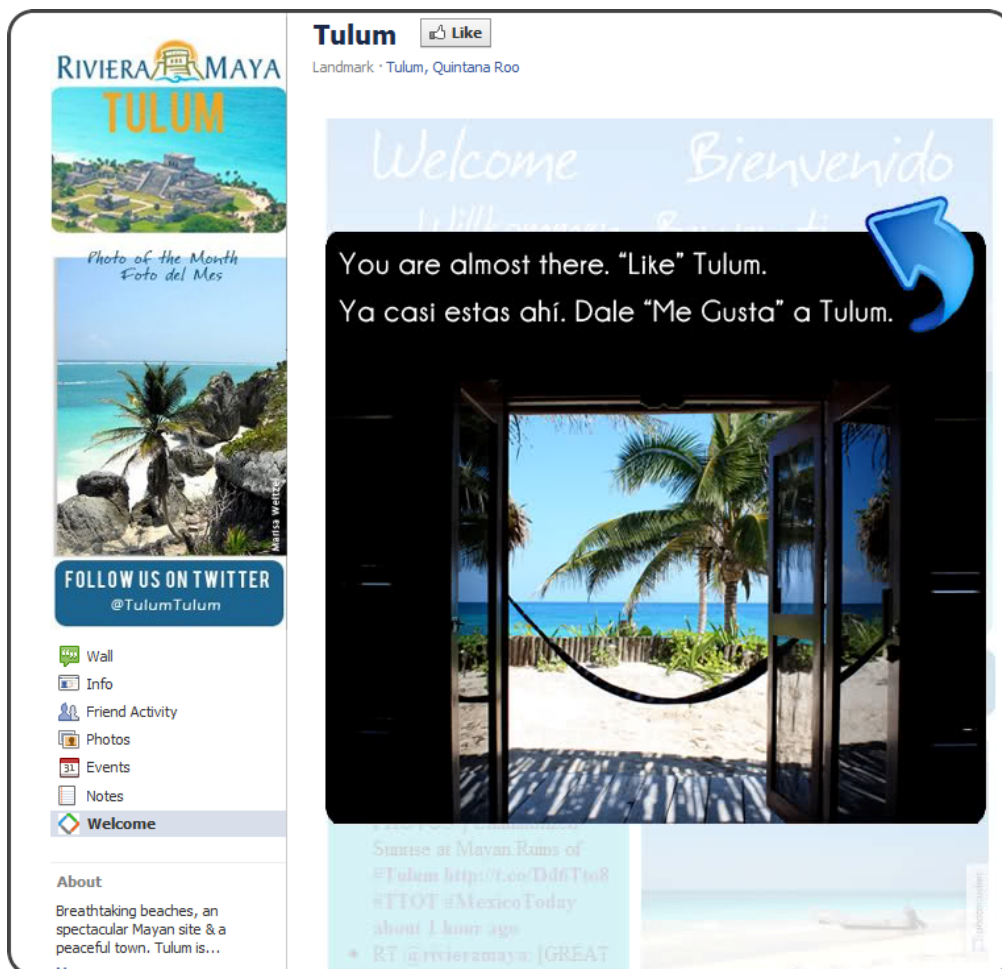
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Day
4

ADD TO YOUR PAGE

ADD TO YOUR PAGE

Now that you have the lingo, it's time to spruce up your Page. Your Page should be a warm inviting place for people to come and should give potential Fans a clear picture on what your business is about.

The first thing to consider adding to your Facebook Page is a custom Welcome Page also known as a Welcome tab. You may have seen these Welcome Pages as you have surfed Facebook. They are the tab that you land on that may encourage you to Like the Page before you get to the Wall. They can be as simple as an image that tells you more about the business or they can be more complex with a second image or information below the first image known as "Fan-only" content or a reveal tab.

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Custom tabs are key to welcoming your potential fans, telling them more about your business, and converting them into new "Likers". In fact, informal studies have been done that you can increase your Like conversion by 50% by just having a custom Welcome tab.

How do you create these custom tabs? You create them with an iFrame application. You can build your own iFrame application but the easiest way to go about it is to use one of the 3rd party iFrame applications already available. Here are some of the Facebook apps that can help you create your custom tab.

- The Wildfire iFrame app is currently free and works very well. It's easy to install and has Fan-only content capability. You can use an image as your Welcome Page or if you want to get fancy, you can do some HTML programming.

- TabSite allows you to create multiple tabs within your custom tab so that you can create a mini-website. You will design your custom tab on their website and then load it onto your page.

- ShortStack is another great iFrame application if you don't know HTML coding and want something more custom. ShortStack has a **drag and drop form** to design your custom tab and you can easily add your MailChimp or Constant Contact e-mail embedded forms to allow people to easily sign up for your newsletter.

- Lujure is another iFrame app that is easy to use if you don't know coding with their **drag-and-drop design area**. Their free option comes with one tab and they have the fan-only content capability. Install this application directly from their website.

- Pagemodo is very easy to use if you want to have multiple images and don't know anything about coding.

Once you add a custom tab, make sure you set it as the Default Landing Tab that non-fans land on. Once someone Likes your Page, they will always land on your Wall ever after. To set your Default Landing tab, click the Edit Page button in the upper

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right corner, you will land on the Manage Permissions tab of your Page Dashboard, select the drop-down menu next to Default Landing Tab and select the name of the custom tab you installed.

Then next thing to consider to brand your Page is to increase the size of your profile picture. Your Profile picture can be up to 180 pixels wide by 540 pixels tall and you should use this valuable real estate. In the Tulum Facebook Page pictured above, they feature a picture of the week as well as tell people to connect on Twitter in their profile picture. Kraft Macaroni and Cheese uses it to remind people to click Like.

If you have a designer, this can be done easily. If you need a designer, you can find inexpensive ones through www.elance.com or www.odesk.com or just ask your social media connections for a good referral.

Once you have your new profile Picture, you can upload it and adjust it by following these steps:

1. Click the Edit Page button in the upper right corner of your Page.

2. Select Profile Picture from your Page dashboard.

3. Click the Choose file button to find your new Profile picture.

4. Once it is uploaded, then underneath the picture, click the Edit Thumbnail link to select the portion of the picture you would like displayed next to your posts.

You may want to add some additional Apps to jazz-up your Facebook Page. Here is a list of some Apps, select the ones that make sense for your business:

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NetworkedBlogs - http://apps.facebook.com/blognetworks This application will import your blog automatically into your Wall whenever you have a new post. More on how to set this up later.

RSS Graffiti - http://apps.facebook.com/rssgraffiti This application will import any RSS feed into your wall.

Pavment - http://apps.facebook.com/payvment Use this application to create a storefront on your Fan Page. If you have a product, you can easily sell it directly from your Fan Page. You can even set it so that your Fans get special discounts available only to them.

Causes - http://apps.facebook.com/causes Use this application if you are a non-profit. You can raise money for your cause within Facebook.

MarketPlace - http://apps.facebook.com/marketplace This application is used by Realtors, Car Dealers and Apartments to list homes, cars and apartments. It also is used to list other things for sale and has job listings.

Booshaka - http://www.booshaka.com/ This application shows a list of all your top Fans by how much they interact with you.

Fan of the Week - https://apps.facebook.com/fanofthe/ - This app automatically picks a Fan of the Week based on interaction and posts the message about the new Fan each week.

Head over to www.Involver.com for some more great app choices. They have a YouTube application and a Twitter application that will import information from those social media sites into tabs on your Facebook Page.
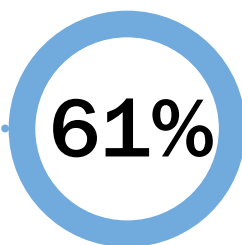
61% The percentage of consumers who interact with companies on their social networks to receive discounts

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Day

5

CREATE A
CONTENT
CALENDAR

CREATE A CONTENT CALENDAR

Make it your business to spend some time planning your editorial calendar, deciding what content you will post and when. One of the biggest challenges business owners can face is "What should I post?" An editorial calendar gives you a road map you can turn to without having to start with a blank page trying to figure out what you want to communicate to your customers while there's a million other things gnawing at your mind and fighting for your attention—you know, like every day at work.

A content calendar gives you an overview of what you're posting so you can ensure that you cover all the topics and products you want covered. It ensures that you're not repeating yourself. It forces you to think about what's important and what's not so you don't fall into the trap of posting content just to fill a void.

You can have two types of content calendars. One is a larger roadmap of promotions and special events throughout the year to highlight. The other is a weekly calendar that can give structure to your exact daily content such as 3rd party links, photos, a Fan of the Week, etc. This is what your weekly content calendar could look like:

- Monday morning: 3rd party link to an interesting relevant article

- Monday afternoon: Photo (could be a product or behind the scenes event)

- Tuesday morning: Your own blog post (assuming you post weekly)

- Tuesday afternoon: Question of the day (could be around a news event, a social question, or crowd sourcing to find out what your audience is struggling with around your niche)

- Wednesday morning: Fan of the Week (highlight a Fan or Fan Page that has contributed to the conversation) You can use a Facebook App such as Fan of the Week for Pages or Booshaka (as mentioned in Day 4) to help you decide.

You get the idea. As you develop your weekly content calendar, your community will also get to know your pattern and they will look forward to certain weekly events. Again, watch what works for your audience.

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An overall content calendar helps you see your Facebook marketing in the context of all your other marketing activities so you can avoid duplication, reinforce what you want reinforced, coordinate activities between various media, and it lets you develop a balanced approach of wall posts, live events, contests, and other Facebook tools.

55%
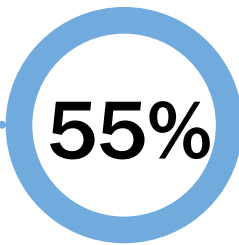
The percentage of consumers who follow companies on social networks to receive general information

Share this eBook!

Day
6

UNDERSTANDING EDGERANK & THE ART OF ENGAGEMENT

UNDERSTANDING EDGERANK & THE ART OF ENGAGEMENT

Want to gain an edge on your competitors? Then, understand this: For all its folksy charm, Facebook is a business. And, not surprisingly, this business wants to make money. Facebook does that by serving up readers to advertisers, just like any other content-driven journalistic enterprise. And, just like any good content provider, Facebook thrives on giving its audience content that is three things: popular, relevant and timely.

6. NFO: News Feed Optimization
EdgeRank

$$\sum_{edges\ e} u_e w_e d_e$$

u_e - affinity score between viewing user and edge creator

w_e - weight for this edge type (create, comment, like, tag, etc.)

d_e - time decay factor based on how long ago the edge was created

Those three attributes which Facebook refers to as weight (relevance), affinity (popularity), and time decay (timely) comprise the EdgeRank. These three things are the "edges" that Facebook's algorithm "ranks" to determine what content is likely to be most interesting to you, the audience.

Affinity is the score between the viewer and the 'edge' creator. How closely you are tied to the person creating the content determines this score.

Weight is the value given to the comments and actions any given post receives from your Facebook community. As they "like" it, comment on it, tag it, it gains in relevance to the community at large.

Time Decay is just that, the decaying value of the content as time passes. Today's news is news. Yesterday's news is history; in days gone by, it lined the bottom of the bird cage or the litter box.
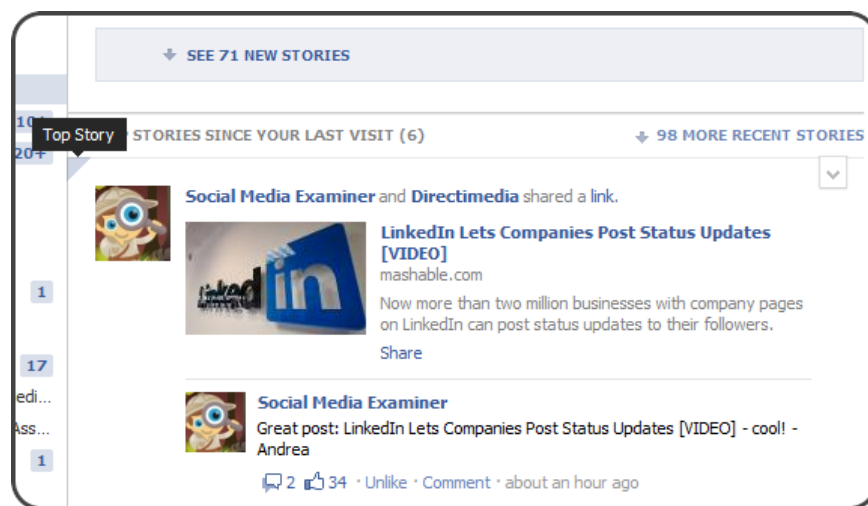
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The more often you (or your customers) comment, click, like, and tag content, the sharper your "edges" and the more likely your content will display in their news feeds.

Gaining a high EdgeRank is contingent on creating the type of content that gets people to click on it in one way or another and to do so consistently. Give people content that find interesting and they will inevitably take some kind of Facebook action that raises your EdgeRank scores and leads to more "face time" in the most literal sense on Facebook. You can use the independent 3rd party website www.Edgerankchecker.com to gauge your score. This tool just provides an estimate of how well you are engaging your audience and is not an actual Facebook score. As a bonus, the tool tells you what days your Page gets the best engagement.

Don't assume that people will respond just because you gave them great content. It is still best to just come out and ask for a response. If you look at the posts from successful Facebook sites you'll notice that they almost always ask for some type of input at the end. What do you think? Do you agree? Can you think of other ways to encourage people to provide input? Using these questions will help illicit a response from your audience.

With the latest changes in Facebook, it is even more important to get that coveted interaction because your post will be more prominently featured as a Top Story. This Top Story shows more prominently even though it was posted an hour ago and there are 98 other more "Recent Stories".
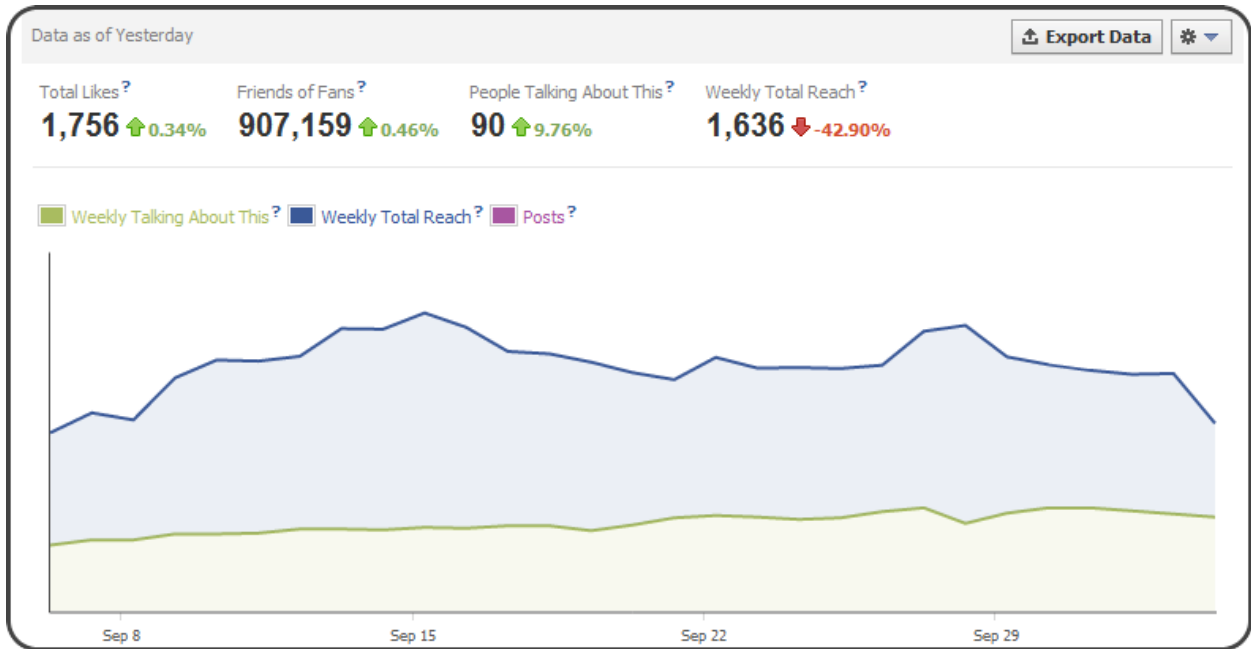

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As mentioned on Day 1 of this guide, one of Facebook's newest metrics that measures your engagement is the "People are talking about this" statistic. This number will give you a good picture of your interaction levels. Watch the trend of this number in your Insights by watching the Weekly Talking About This graph (more on Insights on Day 10).

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Day
7
**PUT ON
A SHOW**

PUT ON A SHOW

Facebook is all about community, right? So, leverage Facebook to bring the community together in real time (albeit virtually) and foster that sense of togetherness—just you, your products and people, and 50 or 50,000 of your closest fans and friends?

Spend some time today brainstorming and planning the types of events you can host on Facebook. Some ideas include:

- Launching a product, streaming a press conference live

- Hosting a panel webinar

- Throwing a Facebook online party

- Hosting a live chat on your Wall with an expert in your niche

You'll need an app or plugin for video, like http://www.facebook.com/ustream or http://www.linqto.com/ but live events on Facebook let you speak directly to your customers and vice versa. They provide opportunities for you engage customers in real-time while showcasing new products, delivering vital information about your products and services, or just showing your appreciation for your fans by giving them an experience that's unique to your brand, something they can then easily share with their social network and spread your gospel—for free!

Using video ads a slight layer of complexity in that you will need an App or plugin, but hosting a live chat on your Wall can be the easiest way to do something special for your audience. You can act as moderator and post questions directly to the Wall and have the expert answer or you can have your community post questions directly on your Wall themselves and get a direct answer and as an added bonus, this activity helps your Edgerank!

Day

8

AND THE
WINNER IS...
YOUR
BUSINESS

AND THE WINNER IS… YOUR BUSINESS

Take 10 minutes today to consider the cookie, specifically the Oreo cookie. Then, ask yourself what your business can do to replicate Oreo's successful contest marketing campaigns which have attracted more than 4 million Facebook fans.

There is a difference between a sweepstakes and a contest and that difference is significant in Facebook terms.

In a sweepstakes, people drop their entry in a box, real or virtual, and wait to see whose lucky ticket is drawn. But a contest, a contest requires entrants to get creative. It requires they get engaged and that engagement drives relevance which is something Facebook and Facebook relationships thrive on.

Oreo created the Oreo Jingle Contest. The contest asked people to weigh in as to whether or not their new product, Oreo Cakesters, should be dunked in milk the same as their iconic cookies and challenged the Facebook community to vote on two versions of an Oreo jingle while offering them the option to post their own video renditions of the song. The contest hit all the right Facebook buttons. It required people to get involved by casting a vote, it offered them the opportunity to participate by submitting their own videos, it made Oreo Facebook fans feel as though their opinions mattered and it kept the Facebook community focused on Oreos.

There are certain apps you will need to implement to run a contest on Facebook (such as Wildfire, which is available starting at $5 per campaign and $.99 per day),

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but do it right, your fan base is likely to grow geometrically from something as humble as a cookie. Take a look at some other Wildfire contests currently running on Facebook for added inspiration: http://apps.facebook.com/contestshq/

Bookmark these other Facebook Contest App sites to investigate which contest design and branding solutions are right for you:

- Wildfire

- North Social

- Strutta

- Woobox

- ShortStack

- Votigo

Do your own investigations as there are more contest apps available.

Don't forget to:

- Integrate and cross-promote your contest across your marketing media.

- Give away prizes that are relevant to your brand and your products, prizes that will keep telling your story long after the contest is over.

- Read Facebook's contest rules carefully! They are sticklers and will shut you down if they find you breaking any rules. Spend some time studying http://www.facebook.com/promotions_guidelines.php

73% The percentage of companies who think consumers are following them to learn about their products

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Day

9

RUN A TARGETED AD CAMPAIGN

RUN A TARGETED AD CAMPAIGN

The world's largest social network is willing to give you a free home page on their site. They'll allow you to create customized pages to your heart's content. They'll help you to build an audience and get your content in front of new eyeballs. They'll even provide you with free counts and demographics on your new audience. It all sounds too good to be true and in a sense, it is. The dirty little secret of a Facebook page is that, while you can build a great audience, you never quite get to communicate with it as effectively as you'd like. You can post great items on your page but they'll have to compete for attention in a user's busy Newsfeed (and that assumes that they gain enough favor from the almighty Edgerank in order to be seen at all). There was a time when you could send messages to the people who Liked your page but the messages were given a low priority and Facebook has now discontinued the process. So what is the real best way to communicate with your new audience?

Time to get out the wallet (just a little). The answer is paid advertising on Facebook.

At first glance Facebook advertising looks a lot like paid search engine marketing such as Google AdWords. You'll decide how much you want to pay for each click and what your daily limits are.

From that point on you'll start noticing differences.

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Instead of keywords you'll be entering interests and demographics. There are text based ads for which you'll create some short but effective text just as you would for Google or Bing. A difference with Facebook is that you can supply an image along with your text, and, as it turns out, the image plays a major role in getting your ad noticed.

You can also precisely target your ad to only show to your perfect demographic. Is your ideal customer a 25-35 year old college-educated woman who loves yoga and lives in Florida? You can reach them by narrowing down the targeting. You will see exactly how many people will possibly see your ad (Estimated Reach) on the right side.

There is a second type of Facebook ad called 'Sponsored Stories' which allow you to re-post items that mention your page, place or app. You'll get a chance to distribute the (hopefully) flattering post outside of your fan base or perhaps just give your fans a second chance to see it. The Sponsored Stories can typically be less expensive to run than selecting the Facebook Ads for Pages radio button in step 1 of the Ads process.

A unique and exciting feature of Facebook advertising is the ability to target via connections on Facebook. You can target your ad to people who are fans, people who are not your fans and, everyone's favorite target – the friends of your fans. These are people who have things in common with your fan base. Will that include an interest in your product or service? The good thing about Facebook ads is that it won't cost you very much to find out.

To check out Facebook advertising go to http://www.facebook.com/business/ads/

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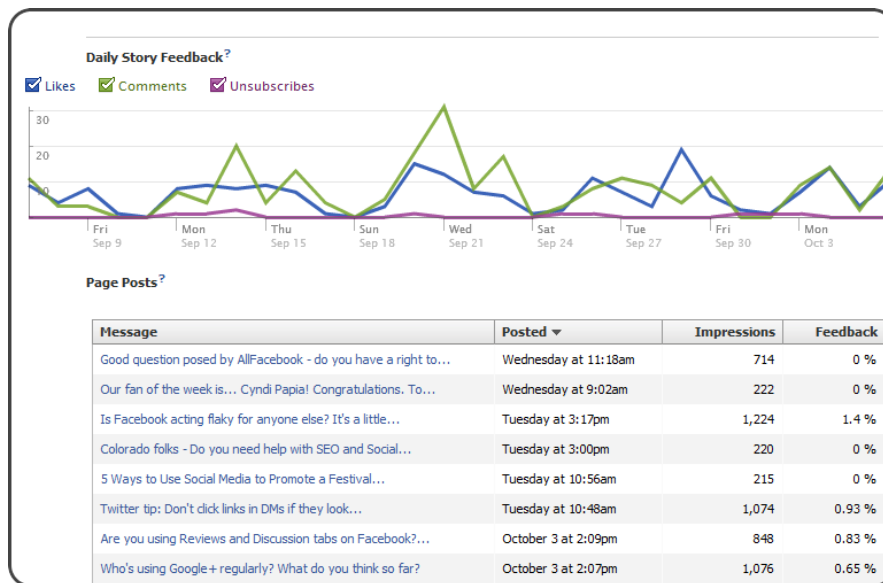
Day

10

GAINING
SOME
INSIGHTS

GAINING SOME INSIGHTS

You may think that you're doing everything just right to build an engaged Facebook audience, but just to be sure you should check with Facebook's analytic package called Insights. To see the Insights for your page click the 'Edit Page' button on the upper right of the page (assuming that you are logged in as one of the page admins, of course). Then select 'Insights' from the left hand navigation.

This should take you to the Overview page with two sections. You'll see graphs showing Users, which represent the counts of people who have viewed or interacted with your page (even if they haven't Liked it). Right underneath that is the overview for Interactions, which are counts of people who have Liked or Commented on your posts. You can click 'See Details' for either Users or Interactions to see what is behind the totals. The User details include the 'Like Sources' so that you can get a feel for where your audience is coming from. The User details also have standard demographics for the people who Like your page.

Clicking on 'See Details' for Interactions will take you to a page showing how many times each of your page posts has been viewed. It will also show you the feedback for each day – how many people Liked, Commented or Unsubscribed (perhaps it was something you said?). Right underneath that is one of the gems of Insights, a listing of every one of your posts with counts for Impressions and Feedback.

Daily Story Feedback?

☑ Likes   ☑ Comments   ☑ Unsubscribes

Page Posts?

Message	Posted ▾	Impressions	Feedback
Good question posed by AllFacebook - do you have a right to…	Wednesday at 11:18am	714	0 %
Our fan of the week is… Cyndi Papia! Congratulations. To…	Wednesday at 9:02am	222	0 %
Is Facebook acting flaky for anyone else? It's a little…	Tuesday at 3:17pm	1,224	1.4 %
Colorado folks - Do you need help with SEO and Social…	Tuesday at 3:00pm	220	0 %
5 Ways to Use Social Media to Promote a Festival…	Tuesday at 10:56am	215	0 %
Twitter tip: Don't click links in DMs if they look…	Tuesday at 10:48am	1,074	0.93 %
Are you using Reviews and Discussion tabs on Facebook?…	October 3 at 2:09pm	848	0.83 %
Who's using Google+ regularly? What do you think so far?	October 3 at 2:07pm	1,076	0.65 %

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Facebook is rolling out some new Insights as we speak. To get a look at these insights, go to www.Facebook.com/Insights and click the link to view the new metrics. The overview page displays a graph of your Weekly total reach as well as the viral reach of each of your Posts. You can filter by Post type to see which posts work best for you. Have fun with it, note that if you hover over the question marks Facebook will give you a quick tutorial to help you along.
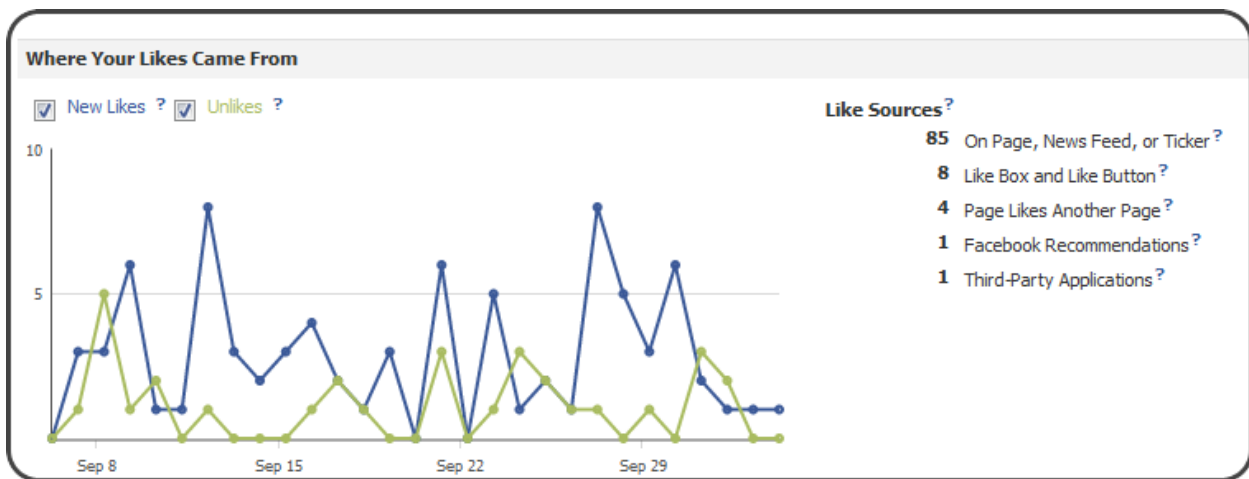
Page Posts

All Post Types ▼

All Post Types

			Reach ?	Engaged Users ?	Talking About This ?	Virality ?
🟢 Post		cebook acting flaky for an...	435	27	17	3.91%
🖼️ Photo		ado folks - Do you need h...	64	2	0	0.00%
🔗 Link		ys to Use Social Media to ...	49	3	0	0.00%
🎬 Video						
⊞ Platform Post						
10/04/11	🟢	Twitter tip: Don't click links in D...	362	11	7	1.93%
10/03/11	🔗	Are you using Reviews and Disc...	284	10	5	1.76%
10/03/11	🟢	Who's using Google+ regularly?...	366	13	5	1.37%

The new Insights will display everything the previous Insights did, just in some different formats:

Where Your Likes Came From

☑ New Likes ? ☑ Unlikes ?

Like Sources ?

85 On Page, News Feed, or Ticker ?
8 Like Box and Like Button ?
4 Page Likes Another Page ?
1 Facebook Recommendations ?
1 Third-Party Applications ?

10

5

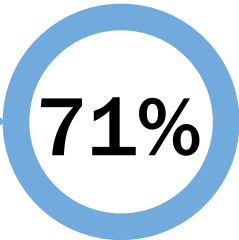Sep 8   Sep 15   Sep 22   Sep 29

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Want to know even more? Insights can also tell you about those social-plugins that you've been putting on your own web site, including the Like button. It takes a few more steps to set up and may require the assistance of your webmaster. Check out this post from HubSpot for full details. You'll be able to see which content from your site is generating the most shares, which of the social plug-ins that you've installed are getting the most clicks and what are the most active times for sharing on your site.

Whether it is from your web site or your Facebook page it is all your audience that you're building. Get to know them using Facebook Insights.

Not only should you watch your Insights within Facebook but also monitor what is being said about you on the web in general. Many of the big brands dedicate staff and budget to monitoring social media activity with sophisticated tools. If you are just starting out you might want to begin with some of these free tools:

- Kurrently

- Social Mention

- Topsy

- HowSociable

- Tinker

71% The percentage of companies who think consumers are following them on social networks to receive general information

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FACE FORWARD

Yes, there are aspects of Facebook marketing that seem complicated at first, but the same can probably be said for all of the other marketing channels that you now are so glad that you have. If you are comfortable with talking to your customers you'll find a lot to like on Facebook. The ways in which Facebook can be used for marketing and the tools, resources and modifications Facebook itself is making are only just being explored and exploited.

Still, in as little as 10 days, you can substantially improve the metrics that matter in terms of your inbound marketing campaigns centered around the 800 million pound gorilla known as Facebook.

This time invested in learning more about Facebook Marketing will help you generate more traffic to your website, more sales, higher average sales, more and better ways to connect with your customers, and provide your customers and prospects more ways to learn about your offerings even as they tell you what it is they want from your business.

Perhaps most important of all is that metric you cannot measure, the level of engagement and loyalty to your brand that social networks and only inbound marketing can generate on a mass scale.

Traditional advertising is one-way; you put the message out there, hope it resonates, hope that customers and prospects see it, remember it, and care enough to act on it.

Facebook, on the other hand has already done the heavy lifting. They've got your audience tuned in every day because it's become a part of the fabric of people's lives. It lets people connect and share—just like they say on the homepage—the things that matter most to them with the people and brands(!) that matter most to them. From a marketer's perspective, this is a dream come true. You get to have a two-way relationship with your best customers and their family and friends. All you have to do is spend a few minutes getting your business ready to do that and prepared to measure and improve on the results you generate there, one fantastic Facebook connection at a time.

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CONCLUSION & ADDITIONAL RESOURCES

After reading this ebook, you should have a solid foundation to start using Facebook for business. Remember that Facebook is constantly changing, adding features, and growing the community, so get active and don't be afraid to try new things not mentioned here!

Try HubSpot's all-in-one inbound marketing software **FREE** for 30 days.

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