

**Making Everything Easier!™**

**2nd Edition**

# **Facebook® Marketing**

## **FOR DUMMIES®**

### **Learn to:**

- Use Facebook's newest marketing tools
- Integrate Facebook with your multichannel marketing plan and measure results
- Secure your business on Facebook Places and launch a Deal to customers
- Add Facebook's Like button to your home page

**Paul Dunay**

**Richard Krueger**

*Authors of Facebook Advertising For Dummies*



# ***Facebook Marketing For Dummies 2<sup>nd</sup> Edition***

Chapter 1  
Marketing the Facebook Way  
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# Chapter 1

# Marketing the Facebook Way

## *In This Chapter*

- ▶ Discovering Facebook as a marketing platform
- ▶ Integrating Facebook into your marketing mix
- ▶ Engaging fans through content
- ▶ Measuring your success
- ▶ Navigating Facebook's changing currents

**I**f Facebook were a country, it'd be the third most-populated nation in the world. Imagine being able to get your message in front of the Facebook nation for free. That is exactly what Facebook offers savvy marketers — and a whole lot more.

Facebook is increasingly becoming an integral part of a company's marketing strategy. Whether you're a small business or large corporation, retailer, B2B (business to business) service provider, or consultant, you need to have a presence on Facebook. However, Facebook isn't just the world's largest social networking site; it's extending its presence to your Web site by offering free software — *social plug-ins* — that enable you to employ many of the same social Facebook features on your Web site. Major brands, such as CNN, TripAdvisor, and Levi Strauss & Co., were quick to leverage these features and have seen remarkable engagement (interaction) levels from their users as a result. Fortunately, you don't have to be a Fortune 500 company to take advantage of these features. Thousands of businesses — small and large — are finding ways to make these tools work for their Web sites.

As Facebook has grown in scale to a size previously unimaginable, its influence as a new marketing channel is being felt across the Web. By extending its platform to Web site owners with social plug-ins, Facebook has the potential to affect the way people market well into the future. One thing is for sure, marketers flock to the social network in huge numbers, attracted by its many possibilities. For them, Facebook represents more than just another techno-driven fad; it's nothing short of a marketing revolution.

In this chapter, we give you an overview of how you can utilize Facebook as a marketing platform for your business. We explain the importance of putting

together a marketing plan and why you need to create a Facebook Page for your business. Finally, we introduce two tools to help you gauge the performance of your Page and advertising campaign.

## *Introducing Facebook as a Marketing Platform*

Although practically everyone is familiar with Facebook, businesses are just beginning to wake up to its potential as a marketing platform. With more than 500 million members worldwide, Facebook far surpasses the potential reach of any other media provider. Think about it: Every day, Facebook attracts more than ten times the TV audience of the Super Bowl. That's a lot of eyeballs.

Facebook offers marketers a number of unique ways to interact with customers and prospects. Many, such as Facebook Pages, Groups, and Events, are free for any individual or business. In fact, the very same social features (such as News Feeds; comments; and the ability to share things like links, photos and videos, and updates) that have helped Facebook become a mass phenomenon are transforming the way companies market themselves.

Other paid opportunities — for example, Facebook Ads, which can be purchased on a cost per click (CPC) or cost per impression (CPM) basis — are increasingly popular because they enable you to reach as narrow or wide of an audience as desired, often at a fraction of the cost of other online media outlets, such as Google AdSense. And because Facebook members voluntarily provide information about their personal interests and relationships (or *friends*), Facebook has a wealth of information about its members that advertisers can easily tap into. (We discuss Facebook advertising in detail in Chapter 10.)

The new Facebook marketing paradigm is rewriting all the rules. As marketers scramble to understand how best to leverage this powerful new communications channel, those who don't jump on board risk being left behind at the station.

## *Homesteading on a Facebook Page*

You can hang a shingle out for your organization on a *Facebook Page*. A Page serves as a home for your business — a place to notify people about an upcoming event; provide your hours of operation and contact information; show recent news; and even display photos, videos, text, and other types of

content. Pages also allow you to carry on conversations with your customers and prospects, providing a new avenue for finding out more about what they want from your business.

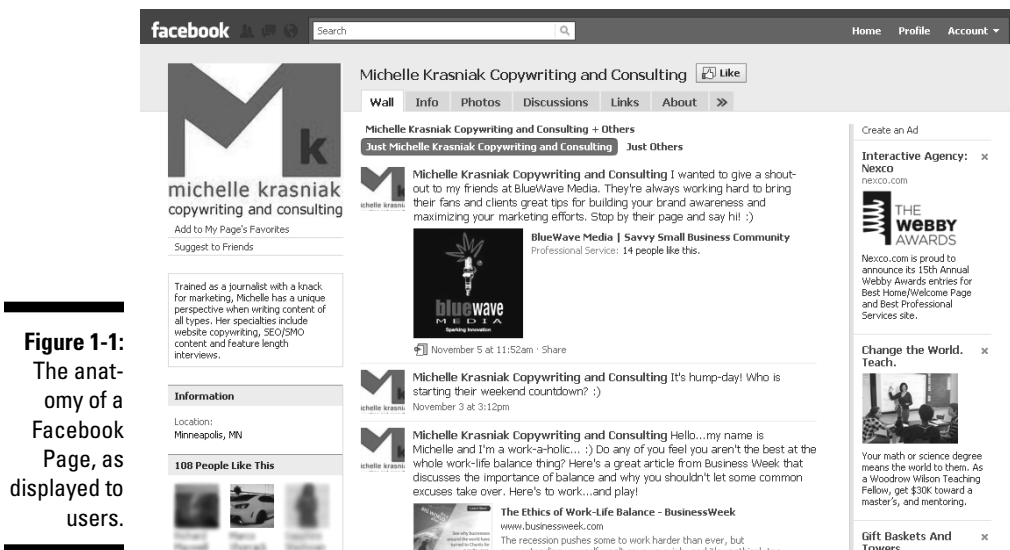
Facebook Pages are visible to everyone online, regardless of whether that person is a Facebook member. For this reason, search engines, such as Google and Microsoft's Bing, can find and index your Page, often improving your company's positioning in search results.

In the following sections, we give you the lowdown on what a Facebook Page is and why your business needs one. (Chapter 4 goes into the details on how to create a Page.)

## *Understanding the anatomy of a Page*

Here's a look at some of the elements that make up a Facebook Page (see Figure 1-1):

- ✓ **Wall:** The Wall tab serves as the central component of a Page and allows you to upload content such as photos, videos, links, and notes. These actions generate updates and display as *stories* on your fans' News Feeds.
- ✓ **Like button:** When someone clicks your Facebook Page's Like button, she is expressing her approval of your Page. She becomes a *fan* of your Page, and a story appears in her News Feed, which is distributed to her friends who are then more likely to like your Page. (We discuss the Like button in detail in Chapter 14.)
- ✓ **Status update box:** This is the box with the What's On Your Mind? text. (This box is not shown in Figure 1-1.) If you want to push out a message, you can send a status update. Pages allow you, the Page administrator (*admin*), to send a limitless stream of updates (short messages up to 420 characters in length), which, in turn, appear in your fans' News Feeds.
- ✓ **Info tab:** Here is where more detailed information about your company is located including your location and Web site address.
- ✓ **Discussions:** Discussions are another feature that allows anyone to create a topic of conversation and permit follow-up comments. Members can add to any discussion by typing their comments in the appropriate box and clicking the Post Reply button.
- ✓ **Applications:** You can customize your Page with a host of applications (*apps*). Facebook offers a wide range of apps that you can use on your Page, anything from virtual business cards to RSS feeds from your favorite news services. (We discuss apps in detail in Chapter 12.)



**Figure 1-1:**  
The anatomy of a  
Facebook  
Page, as  
displayed to  
users.

## Why your business needs a Page

The Facebook Platform stands as one of the most powerful platforms for businesses since Google launched AdWords in 2001. Where else in reality — or on the Web — can you find some of the most connected and social people on the planet, all ready and willing to engage with you and your business? Better still, where can you find an ad platform that can target not only by keyword (like Google can do) but also by age, gender, location, and personal likes and interests such as favorite types of music, movies, or food?

Here's a rundown of some key benefits to creating a Facebook Page for your business:

- ✔ **Get more attention from search engines:** One of the best things about a Facebook Page is that the major search engines index it, so it can appear in search results for your company name within days. Both profiles and Pages are indexed and considered a strong source of relevant content in the eyes of the search engines. Much like a blog with frequent posts of fresh content, your Facebook Page will reap the benefits of increased search engine traffic when your content is updated regularly.
- ✔ **Tap into the social network:** Another benefit of having a Page for your business is that anyone can find your business on Facebook in ways perhaps that you never dreamed of. Sure, they can find your business by doing a search, but the real beauty of Facebook are the numerous ways

that your business can be found just by being part of Facebook and updating your content regularly. Friends of fans can experience your business by seeing any updates you post from your Page when they look at their friend's News Feed. Fans can share your Page with others, thereby helping you to tap into a new audience for your business with their endorsement.

- ✓ **Target a global digital audience:** The Internet is global in nature, and anyone can find your business on the Web if they know what to look for. While Facebook's membership keeps growing, you have an opportunity to get your business noticed by people across the globe. Think about your ideal customer and the hobbies and activities that customer enjoys. If Web surfing and socializing sound like a fit for your audience, Facebook is the place for your business.
- ✓ **Attract unlimited fans and potential new clients:** Unlike a profile page, where Facebook limits the number of friends you can have to 5,000, your company's Facebook Page can have an unlimited number of fans. This is why you want to update your Page regularly with interesting content. If you want to attract thousands to your Page, consider the quality of and the frequency by which you can post content. This is the key to building your fan base.
- ✓ **Engage your audience:** Facebook is free for everyone, so why wouldn't you want to have more traffic, more awareness, more fans, and more business as a result? Adding a provocative topic to your Page's Discussions tab and inviting all your fans to comment actually allows your target audience to do some marketing for you because they can spread the word to their friends, who may not yet be fans of your Page. In doing so, they act as a viral (word-of-mouth) accelerator to your marketing.
- ✓ **Sync your company blog to your Facebook page:** Creating compelling content is a challenge in all forms of social media and social networking. You want to be sure your content flows from one form of social media to your other forms of social media. In other words, if you have a company blog, synchronize it with your Facebook Page so that when you post to your blog, the content also posts to your Facebook Page for your Facebook audience to read. (See Chapter 4 for details.)
- ✓ **Track fan promotions:** When you have something to send to your entire fan base, you can do it with Facebook. This is a great way of reengaging fans with your business. If you want to run a promotion or send a discount to drive them to your offline store, you can do that. But don't forget to track your efforts so you can close the loop and monitor the effectiveness of the promotion. This could be as simple as collecting the coupon code you used; having a check box on an order form to gauge where the lead came from; or asking the callers, if they are calling into your call center, where they heard about the promotion. You don't want to lose the opportunity to see how much business and return on investment (ROI) you can generate from this medium.

- ✓ **Facilitate fan-to-fan interaction:** Another important benefit of a Facebook Page is the ability to encourage fan-to-fan interaction. Where else can your fans engage in direct conversations with each other and your company? This capability can be exceptionally helpful for businesses that sell complex products. Your Page can work as an outpost where fans can support each other by answering questions and providing tips on how to make your product work better. Moreover, your Page can work like a year-round focus group. Use your Wall to generate valuable feedback, and don't forget to continue the conversation as you move your fans down the sales funnel through conversion.
- ✓ **Host a fabulous event:** Using Facebook Events is a great way of getting people together virtually or in person to support your local business, brand, or product (see Figure 1-2). Setting up events through your Facebook Page is also an economical way of getting the word out beyond your normal in-house marketing list by inviting the fans of your Page. Fans can also help you promote your Facebook event to their friends by sharing the event if it seems of value to their friends. (We discuss events in detail in Chapter 7.)

**Figure 1-2:**  
Publicize  
an event on  
your Page.



- ✓ **Promote a worthy cause:** Take a tip from Lance Armstrong, the world-famous cyclist, who is also known for his philanthropic activities. His Facebook Page has more than 1.4 million fans. He brands himself relative to his expertise and what he's known for, being a bicyclist and the founder of LIVESTRONG. Armstrong provides up-to-date notices on his latest races and appearances, videos, and pictures of his current location and different athletic equipment that he likes.



Social media is the perfect tool to unite fans around a cause that matters to you. Be authentic, engaging, and true to your cause by updating your Page frequently with relevant information, such as links to news stories pertaining

to the subject or photos from any charity events you may have attended. This shows your fans that you're passionate about the cause and are involved on a deeper level than just through a Facebook Page.

## *Developing Your Facebook Marketing Strategy*

Before you run blindly into the eye of the Facebook storm, you need to have a plan. Achieving success marketing your business on Facebook doesn't happen by accident; it requires a well-mapped plan and strategic approach that takes many factors into consideration, including:

- ✓ Knowing your target audience
- ✓ Identifying objectives
- ✓ Developing a content strategy
- ✓ Creating a conversation calendar; in other words, who in your organization is responsible for updates as well as what and when content will be shared
- ✓ Mapping a customer response plan, meaning how you're going to answer customer inquiries and any complaints that may come in
- ✓ Measuring results with the most salient data

Without understanding your goals and objectives from the outset, you can't possibly know whether your efforts are succeeding. We go into detail about how to create a Facebook marketing plan in Chapter 3, but in general, you want to keep these key points in mind when building your marketing plan:

- ✓ **Know your audience:** Who do you want to join your community, and why will they want to join? These are two questions that must be answered before you dive in. Where is your audience hanging out online? What do they consider as their influences? Understanding who you're marketing to is the most important factor in creating your plan, so you better get it right. Perhaps you have two or more distinct groups that make up your audience; how do you address the needs of each respective target group? This might require you to segment your fans and enlist separate plans of action to manage the individual communities.

- ✓ **Build relationships:** Whether your objective is to sell more widgets, make people aware of your cause, or build credibility as an expert in a particular subject matter, it all breaks down to establishing a relationship with your fans. In fact, in part thanks to Facebook, marketers must spend a lot of time thinking of how to build better relationships with their customers. Facebook allows your fans to find out more about your business, and just as importantly, it provides a two-way communication channel for you to get to know them. One of the best ways to establish a relationship is to show your fans that you're interested in what they have to say by listening and responding to their comments and concerns in a timely manner.
- ✓ **Make your business likeable:** Simply responding to your fans' comments isn't enough. Facebook literally flips traditional push-pull marketing on its head. Instead of simply *pushing* out information in the form of advertisements or the customer *pulling* more information from a company by initiating contact with them, Facebook allows its members to actually champion an organization, a celebrity, or virtually any business on the site. From there they can proclaim their affirmation to all their friends via a Page's Like button. This presents both a tremendous opportunity and an incredible challenge for Facebook marketers: how to encourage your target audience to *like* your Page. Although making your business likeable may seem shallow and simplistic on the surface, it needs to be at the heart of any Facebook marketing plan.
- ✓ **Focus on quality, not quantity:** Chances are good that 10 percent of your fan base will be responsible for 90 percent of the activity on your Page. A good Facebook plan takes into account ways to influence the *influencers* (the most vocal contributors). Rather than trying to be all things to all fans, focus on building a smaller, more connected community at the outset. More times than not, this strategy outperforms one that focuses on quantity over quality.
- ✓ **Maintain your authenticity:** In developing your Facebook marketing plan, you want to reinforce certain qualities and virtues, such as your impeccable customer service record or your commitment to creating quality products. Whatever these might be, being true to what and who your organization stands for needs to shine through. Don't pretend to be something you're not. Nobody likes a phony, and it's easy to spot one within Facebook. Likewise, be transparent because in the end, there are very few secrets online.
- ✓ **Incentivize your fans:** This is the "what's in it for you" factor. You need to treat your Facebook fans like they're special. After all, who doesn't like to be treated, well, special. That might mean special discounts, access to limited merchandise, free French fries with every entrée, or the opportunity to download a free e-book. Your marketing plan needs to take into account what's attractive to your fans and how best to leverage that reward.

Starbucks enlisted the help of Sarah McLachlan to treat its Facebook fans to a live concert, and its fans responded *en masse* to this online event. In Figure 1-3, you see how the best content can also serve as a good incentive to engage fans.

**Figure 1-3:**  
Starbucks  
integrates  
live events  
to keep fans  
coming  
back to its  
Facebook  
Page.



## Leveraging Content

Facebook is all about connecting and sharing. On Facebook, members connect with old and new friends, near and distant relatives, present and past coworkers, and people with similar interests or common interrelationships. However, the sharing part is what's so exciting to marketers.

*Sharing* is all about the content. Whether that content is videos, photos, comments, links, blog posts through your RSS feed, or likes, a whole lot of content sharing goes on inside Facebook. In fact, more than 25 billion pieces of content are shared each month among its members. The key to Facebook marketing success can be summed up in three words: content, content, content.

Here are some general points to keep in mind when sharing content on your Page:

- ✓ **Take into account how best to involve your audience.** The fan *engagement factor* — getting your community emotionally involved, participating, and sharing — can help expand your audience. For example, in Figure 1-4, reality TV star and professional chef Bethenny Frankel shares a recipe with her fans. Here she asks a question of her fans and offers a good suggestion, complete with information on how to prepare the meal. Her fans expressed great interest in the recipe, and some even responded with questions or comments regarding their plan to make the salad, showing an even further level of engagement on their part.

**Figure 1-4:**  
Bethenny Frankel's Facebook Page regularly posts links to new recipes and asks fans to comment.



- ✓ **Maintain a steady stream of updates; however, be careful to strike a delicate balance to not overwhelm your fans.** At a certain point, an overly enthusiastic update strategy could be viewed as spam and turn away your fan base, who can easily hide the flow of updates from your Page.

*Updates* are short messages that are sent by the Page admin and appear in your fans' News Feeds. Other pieces of content, such as links and photos, can be attached to the updates.

- ✓ **Create a schedule for your posting updates.** Just as a magazine follows an editorial calendar, Facebook marketers need to create a *conversation calendar*, detailing who in your organization is responsible for updates as well as what and when content will be shared. Also include room for spontaneity, personality, and current events. Some of the most successful, engaging updates a business can make may have nothing to do with business. For example, home improvement retailer Lowes regularly asks questions of its fans such as "Indoors or outdoors?" Around Halloween time, Lowes asks its fans, "Anybody in your house — big people or small — dressing up for Halloween? As what?" Not only is this a change from home improvement-related content, but it also engages fans with the store — and each other.

For more on creating and implementing a content strategy, see Chapter 5.



### Who's in charge here?

Facebook requires dedicated resources and support at all levels of the company. However, someone needs to take ownership over the day-to-day responsibilities of managing an organization's Facebook community instead of these decisions being made by a group or committee. Individuals can respond much quicker in this instant feedback environment. Whether that

individual is the CEO, a college intern, or an outside agency, you need a clear line of command when dealing with who's in charge of your company's Facebook presence. A key thing to remember, though, is that whoever takes the reins of your Page must have a clear understanding of your brand messaging and the tone that their updates must have. Consistency is key.

## *Incorporating Analytics into Your Plan*

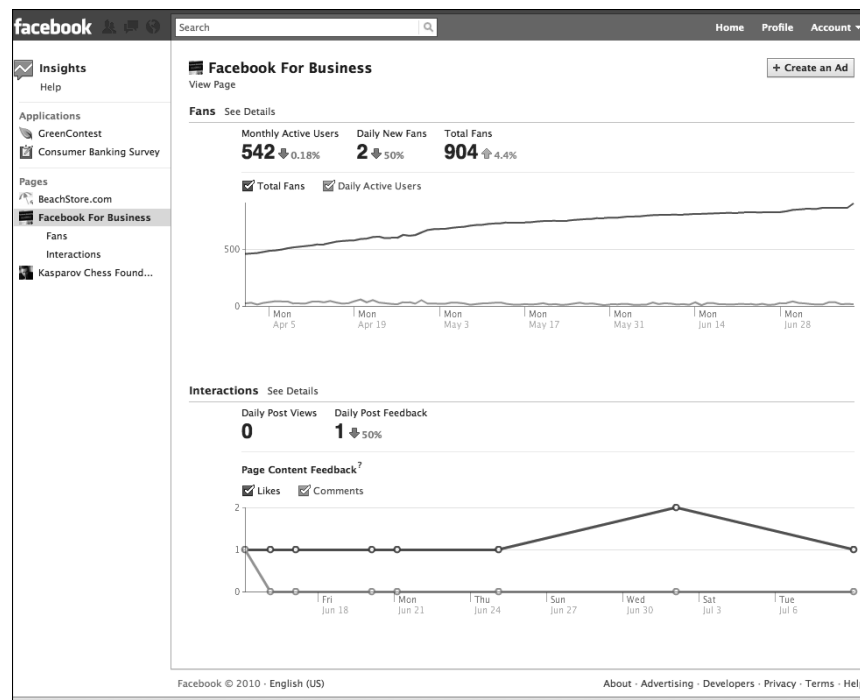
After you put together a marketing plan and decide what content you want to share, you need to focus on the *metrics*, or key performance indicators, to determine what level of success you've achieved. Your metrics are partly dictated by your goals. For example, if your goal is to acquire new customers, you may want to look at how many of your Web site's contact forms were completed by people looking for more information, and the total number of fans for your Page. Or if your goal is to focus on providing existing customers with superior customer service, you need to look at how many comments and responses were made by your customers.

### *Using Insights*

Facebook offers new and improved tools for tracking your Page's performance — Insights. Facebook *Insights* provides plenty of analytics to understand who visits your Page; where those folks come from; and what they do while there, such as comment on a post, click a link, or watch your videos.

Facebook Insights is available to all Page admins after you have 30 fans of your Page, and it provides graphs and charts that make it easy to analyze trends in your Facebook Page's traffic. A host of tools includes the ability to visualize the data in different ways. These graphs can all be downloaded to your computer so you can show your boss how your Page performs. In Figure 1-5, the Insights Dashboard shows fan activity and the number of likes and comments in easy-to-understand graphics. (See Chapter 9 for more on Insights.)

**Figure 1-5:**  
Facebook  
Insights  
provide  
graphs and  
metrics  
that track  
a Page's  
performance.

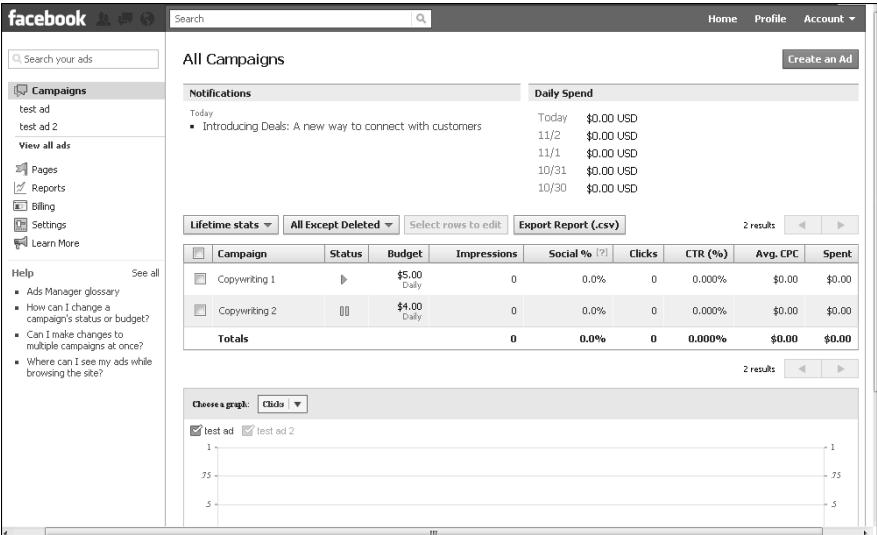


## Measuring ad performance with the Ads Manager

Facebook provides a full set of analytics to help you track your Facebook ad performance. You can view your ad analytics with Facebook's Ads Manager at [www.facebook.com/ads/manage](http://www.facebook.com/ads/manage). Figure 1-6 shows an example of what a current campaign looks like in the Ads Manager. It shows which campaigns are active and paused, the ad budget, the number of impressions it has had, the social percentage and its average cost (based on CPC or CPM), the number of clicks and impressions, the click-through rate (CTR), and the total amount spent per campaign.

To find out how to use the Ads Manager to track the performance of your ads, check out Chapter 10.

**Figure 1-6:** Facebook’s Ads Manager provides performance metrics for your paused and active ad campaigns.



# Adapting to Facebook Changes

One caution as you enter the world of Facebook marketing: Facebook is an ever-changing universe, and some of the features and guidelines you’ve grown to rely on could be in jeopardy with every new design iteration and policy change. You need to build in contingencies to account for potential shifts in technology and policies. Entire ad formats have been announced, launched, and died an early death just when you thought they’d be ideal for your next ad campaign.

Although many Facebook changes are cosmetic in nature, many refinements take place in regards to the data made available to marketers, the policies that apply to member privacy settings, and what and to whom you can advertise. Remember that marketing on Facebook is an evolutionary process, and your marketing plan will forever be a work in progress.

## Staying on top of Facebook developments

It is very important to keep up to date on recently made and upcoming changes to Facebook’s policies and regulations. This is especially important if you plan on running promotions using the Facebook Platform, as discussed in

Chapter 7. There are specific procedures you must adhere to so that you can run a promotion on your Page. If you don't follow Facebook's stringent guidelines, your account may be suspended or — even worse — deleted altogether.

Some good sources for the most current information on what's new and improved at Facebook is its blog located at <http://blog.facebook.com> and the Notifications section at the top of your Ads Manager (refer to Figure 1-6). While you're at it, why don't you become a fan of Facebook's own Page located at [www.facebook.com/facebook](http://www.facebook.com/facebook)? Not only do the good people at Facebook update their content frequently (maybe they're reading this book just like you!), but they also have numerous tabs on their Page that offer some creative ideas that you may want to incorporate into your own Page. Facebook Live is one such idea. This is the live-streaming channel out of Facebook's California headquarters featuring discussions on the latest company innovations and events as well as demos of the newest features.

Navigating uncharted waters can be difficult. Facebook is notorious for rolling out sweeping changes, often with profound implications for marketers. But if you check in regularly with Facebook's marketing Pages and glance at the blogs and news sources that report on Facebook, you'll have a good sense of the wind of change before it blows.

## *Addressing growing privacy concerns*

Another factor that needs consideration in your marketing plan is the privacy concerns that continue to plague Facebook. These range from legislative attempts to ensure that Facebook guarantees a certain level of privacy rights on behalf of its members, to backlash from members seeking to protect their personal information. You need to understand and be able to adapt to both Facebook's privacy guidelines as well as your fans' changing expectations. This is a hotbed issue, one that will no doubt remain a thorn in Facebook's side. Marketers need to address these concerns while adopting policies that ensure their fans' rights are respected.

# Cartoons at a Glance

*By Rich Tennant*

**The 5th Wave**

By Rich Tennant



"I know it's a short profile, but I thought 'King of the Jungle' sort of said it all."

**page 7**

**The 5th Wave**

By Rich Tennant



"Jim and I do a lot of business together on Facebook. By the way, Jim, did you get the sales spreadsheet and little blue pony I sent you?"

**page 57**

**The 5th Wave**

By Rich Tennant



"I hope you're doing something online. A group like yours shouldn't just be playing street corners."

**page 159**

**The 5th Wave**

By Rich Tennant



"It's Web-based, on-demand, and customizable. Still, I think I'm going to miss our old sales incentive methods."

**page 193**

**The 5th Wave**

By Rich Tennant



**page 249**

**Cartoon Information:**

**Fax:** 978-546-7747

**E-Mail:** richtennant@the5thwave.com

**World Wide Web:** www.the5thwave.com



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