



# HubSpot Webinar

Facebook Page Marketing

# 2011

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This is a transcript from the webinar, [Facebook Page Marketing with Q&A](#), provided by [HubSpot](#) and [Social Fresh](#). The conversation below is structured in a questions-and-answers format between our panelists, [Jason Keath](#), founder of Social Fresh, [Justin Kistner](#), Senior Manager of Social Media Marketing for Webtrends, [Ellie Mirman](#), Inbound Marketing Manager at HubSpot and [Justin Levy](#), Senior Social Communications Manager at Citrix Online.

*Justin Keath:*

Hello, ladies and gentlemen, and welcome to the Facebook Q&A Webinar here brought to you by Social Fresh and HubSpot. As we get started today, the topic strikes us as very timely. For those of you that don't know, Facebook rolled out a lot of new changes this past week, one of their biggest updates ever, especially for Facebook pages. So, businesses are especially tuned in and our Webinar is here mainly for you to ask questions about how businesses can use Facebook pages and Facebook marketing in general.

So brief, brief information about Social Fresh and HubSpot, and then I'm going to introduce you to our speakers. I want to let you know that socialfresh.com is a social media education site. One of the things we do at Social Fresh is we produce conferences. We also produce online educational opportunities for marketers.

Everything we do is targeted for business results and for marketers, for giving you guys as much ammunition, as much knowledge, as much confidence as possible to do bigger and better things with social media. And one of the things we get more and more response, more and more questions about is Facebook. Our newsletter through socialfresh.com, occasionally we ask our audience, "What do you guys wanna know more about? What can we help you with? Where the pain points?" And more than half of the time there's questions around Facebook. Same thing through our blog post on socialfresh.com; we get those responses a lot. We get a lotta questions about Facebook. So this Webinar is in part, response to that.

Another thing we're doing is at our next conference in Tampa on February 21st through 22nd, we're actually gonna have a full half-day of Facebook training. Justin Kistner, Justin Levy, and Ellie, from HubSpot, are all going to be one of our instructors at that Facebook training at Social Fresh, Tampa, coming up next week. If you want more information on that conference, please go to socialfresh.com/Tampa. And if you use the coupon code Facebook 4, so that's facebook4, you'll get 25 percent off that conference.

Also, I wanna give a special shout-out to the company that's helping us produce this content today, HubSpot. For those of you who don't know, HubSpot is a marketing software company. They're big on the term "inbound marketing," which I love. It basically means trying to get customers to come to you, rather than spending advertising money and spending a waste of your time to go out and get customers, and spending a lot of external energy to

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go get customers. And what they mean by that is using things like SEO, using blogging, using social media, using lead generation, and e-mail, so creative sales funnel that helps you have a constant flow of incoming leads and really makes your marketing more efficient.

I love HubSpot. Their software is amazing. They're their best case study. If you watch what they do, they give all kinds of free education to people out there, to marketers out there, this Webinar being a great example of that.

Now let's jump to our speakers, the stars of today's show. I will be your moderator. My name is Jason Keath. I am the president of Social Fresh, and I am very excited to join three of the smartest people in social media today, especially on the topic of Facebook. I think you guys will be – will not be disappointed in the insights that they bring for you today.

So first up we have Ellie Mirman. Ellie is inbound marketing manager at HubSpot. She uses lead generation and lead nurturing. She focuses on e-mail and social media marketing. And, again, she works for HubSpot, an inbound marketing and software company.

Next up is – and her Twitter handle, if you can see there on the slide, everybody's Twitter handles are there – is @ellieille.

Next up is Justin Kistner. He is the senior manager of social media marketing at Webtrends. His social media strategy consists of building a baseline program, continuing campaign support, research development, and subject matter expert support to companies and services to enhance their social media experience. Justin works for a company called Webtrends.

For those of you who don't know, Webtrends has been a king in the Web analytics world for some time. More recently, they're making many, many moves into focus on Facebook and mobile apps. Because of their analytics pasts and because of a lot of smart people that work there, including Justin, they have access to a lotta great data. And they provide a lot of educational opportunities through their site, a lot of great reports, but specifically to their clients, they have tons of great data that makes their Facebook and mobile apps very useful for people in their marketing.

Next up is Justin Levy. He is a senior social communications manager for Citrix Online. Some of you might know Justin from his former job at New Marketing Labs with Chris Brogan. He's

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done a lotta great things there. That's there I met Justin and worked with him on some projects. He has worked with clients ranging from Fortune 500 brands to small business, SISCO, Sony, Pepsi, Microsoft, etc. Now he is at Citrix.

Citrix are the makers of some great small business software, things that really help people free up from physical location, things like Go To Meeting, Go To Webinar. And if you know workshifting.com, it's a project that Citrix and New Marketing Labs has worked on. It's a great kinda entrepreneur site, encourages people to have the tools that help them work from anywhere.

So those are our speakers today. If you have any questions for them, please feel free to contact them on Twitter after the Webinar, research them through those profiles. Today we're going to kick questions off with some questions we've received through Social Fresh and through HubSpot. You guys have been great sending questions into the Webinar service already. But I wanna go ahead and get things started quick and get as many questions covered as possible.

So with that let's start with the first question. And this is for Ellie from HubSpot, please. "What is the most common mistakes – or what are the most common mistakes you see businesses making on feedback pages specifically?"

*Ellie Mirman:*

Sure. So thanks, everyone, for joining us! In terms of common mistakes, there are some really basic ones. So if folks have been starting Facebook pages, they might think that these are very basic and why would anyone ever make these. But I recently wrote an article about these mistakes, and people started having kind of violent reactions and disagreeing with me.

So some of the common mistakes that really start seeing a lot of businesses making, the first is creating a profile instead of a page. Pages weren't out when Facebook first started launching, and I think a lot of businesses decided that profiles were the way to interact on Facebook, but that's really just not the case. Facebook is doing more and more to add more functionality, specifically for businesses, and all of that functionality is focused on the page. And there are a lot of differences between profiles and pages, which makes pages absolutely 100-percent the only way for businesses to get a lot of value out of Facebook.

What's funny is a lot of businesses are still making this mistake

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and still setting up profiles and wondering why they're not getting the same visibility or the same functionality and things like that, the same analytics, for example. So that's definitely one of those pieces – one of the most common mistakes.

And then I guess the other big thing is around engagement or not allowing engagement. So anyone who's shutting off comments, turning off their wall, or not even posting their own content to Facebook is missing out on the whole point of Facebook because it's all about engaging with people there, having the Facebook community starting to engage with you and have their interactions spread out to their network, kind of picking up on that snowball effect that can happen on Facebook to really spread your message more virally.

*Jason Keath:* Excellent. I wanted to touch on something else and shift it over to you, Justin Levy. When you're creating a page – you had mentioned before and we get the question a lot – how do you create the page as far as ownership? Who owns the page? Who will have access to that page in the future, et cetera? Can you touch on that for us?

*Justin Levy:* Yeah. So when Facebook first launched pages – STM pages and then rebranded as just Facebook pages – one thing that people had to deal with often – a question that we usually had to deal with when I worked with our clients at New Marketing Labs and even now at Citrix Online is who actually owns the page, because someone, an individual personal profile had to be the owner.

So a lotta times what will happen in a business is the business owner or marketing team will say, “Yes, let's go create a page.” Someone will volunteer, either the social media specialists or the marketing person for the company, and they'll actually set up the page and be the owner of the page. And then there's an issue with if that person separates from the company, or the company no longer continues with the agency that they might be working with. So that was always a problem. Some ways that people got around it was by creating kind of a ghost account, Jim Smith or a Jason Fresh or sort of account where that could be the administrator and give access to the other folks that they wanted to actually be involved with the page.

Now as Facebook has changed, as Jason mentioned at the start of this Webinar, about a week ago, Facebook rolled out all of these changes, one of which is given the pages really their own profile, you actually – the page is a person on Facebook now. So that's not

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gonna be really necessary moving forward once everyone upgrades the pages – or upgrades their pages to the new layout into the new functionality. That’s just one of the many features that have been upgraded to pages is because people are crying out for the ability to function as the page, not as the administrator of the page.

*Jason Keath:*

Excellent. And I think a lot of these changes are doing some things that people have been complaining about for a long time on Facebook pages. So that’s definitely a pain point I’ve heard about a lot, and there’s now finally somewhat of a solution there that’s functional for a lot of people.

All right, next question. This one’s going to be for Justin Kistner just to get everybody involved off the bat. I think one of the questions we got from a Social Fresh fan was, “People get confused about the fact that everything they send through a Facebook page, and status updates of all kinds, there’s no guarantee that their fans will ever see those. In fact, a very small percentage of status updates make it to all of your fans or the people that like the page.”

So the question was, “Why should invest in a Facebook page as a marketing tool if most of my fans will never see my updates?” So I’m gonna throw that to Justin Kistner from Webtrends.

*Justin Kistner:*

This is a total softball.

*Jason Keath:*

*[Laughs]*

*Justin Kistner:*

Keep the baseball analogy going.

*Jason Keath:*

Yeah. We’ll give you some harder ones here in a second.

*Justin Kistner:*

No, no. This is great. This is something that we see a lot where people set up a fan page and then they wanna promote different aspects of their business and they use the wall as their method to get the word out. And the reality is Facebook has an algorithm called EdgeRank that determines what actually gets shown to who. And the basic way of looking at that is every single post that you put out on your wall gets a post quality score. And if you have a low post quality score, it doesn’t make it to very many people.

And the fundamental things that influence your post quality scores has to do with the number of interactions you’re getting on your post, so how many likes, how many comments, how many shares, and then, of course, the element of time, so how many of those are

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occurring really close to each other. Is the number of interactions continuing on a post, thereby making it relevant to keep in the newsfeed, and all of those elements.

And the key things that people do not interact with are things where you're trying to self-promotion. You can get some interaction. And if you have a large fan base, you can sometimes even be lured into thinking you're doing a good job if you're getting 500 comments on something. But if you've got over 2 million fans, that's actually a really poor interaction rate.

So what we tell people is that the wall is really a place for you to be able facilitate a sense of community with your fans. And it's really a place for your fans to be able to interact with you and for you to be able to interact back with them in non-promotional sort of ways. And then what you wanna do in order to reach your fans in any sort of a scalable way is that's where you wanna use advertising. And you can take out ads that target only your existing fans, and then those people – I mean, the number one reason people become a fan is to take advantage of promotional offers.

There was a great study done by DDB where they surveyed thousands of fans across six different countries. And the number one answer is they join because they are looking to get offers from you. And the best way to really get those to make sure that all of your fans see those is to take out ads that target only your fans, and then you're hoping that you're taking them sort of a landing tab where there's an opportunity for them to be able to share this out with their friends, and that's the best way to get into the news feed. They are attaching a lot of posts from your fans, so it's their news feed, rather than trying to hope to get yourself promotional posts to have a high-enough post quality score.

*Jason Keath:*

Excellent. Great answer. Building on that, jumping right back to the wall and the quality of those status updates, I wanted to – and, guys, feel free if I'm not throwing you the question directly to chime in if I'm skipping over you, please, but, Ellie, how often – I know HubSpot has some great numbers on these. How often should people be posting, and what kind of status updates work for the wall?

*Ellie Mirman:*

So, I'll actually give a little plug for Dan Zarrella, who's our social-media scientist here at HubSpot. He dug into some of the data around successful pages, or he looked at a bunch of Facebook pages and looked at their characteristics for how much they posted, what they posted, how frequently and so forth, when they posted,

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to try to figure out were there commonalities among the pages that had a lot of fans or had a lot of engagement. And so, some of the things he found were, in terms of timing, posting on the weekend and in the mornings are kind of the most popular times for getting a lot more engagement for your page. So if you think about that, there's a reason. Facebook is very much kind of the thing you do after you go home from work, or on the weekends you're checking out what's going on, catching up with your friends, so people are already actively on the site at that time, so you're a lot more likely to get a response to get some engagement if you post on the weekends and then in the morning, kind of before work starts.

On top of that, in terms of kind of the frequency, you definitely don't want to inundate your audience, and based on kind of the frequency of the pages that we looked at, the optimal frequency, I guess you could say, was about every other day, so some pages were posting every other day, some less frequently, but it looked like the optimal was about maybe once every other day, just to kind of make sure that you're keeping up that consistency with your audience but not inundating them too much.

In terms of the types of content, it definitely varies depending on what you're doing, and I definitely encourage you to experiment with different types, whether it's videos, blog articles, kind of questions for your audience. Definitely experiment with a lot of different types of content. I will say, though, in terms of topics, one of the most popular topics – and this might seem kind of like a “duh” moment – one of the most popular topics on Facebook is Facebook. So, if you have an article that even kind of remotely crosses with Facebook – so, even if you're in an industry totally unrelated, you could say, “top Facebook pages in this industry,” still kind of about Facebook. The likelihood of that kind of getting shared all around Facebook continuously – not just one person sharing it but someone else picking it up, liking it, sharing it with their network and so forth – is a lot higher if that content does include something about Facebook. So, people on Facebook, turns out they really like to talk about Facebook.

*Jason Keath:*

It's very true, and another thing I'll note: If you have the Twitter and Facebook like and retweet buttons on your blog, if you do a blog post on Facebook it'll get shared more on Facebook, more than articles that are not, and that's not relevant for all businesses at all, but it just shows you that people on Facebook are very interested in topics that relate to Facebook.

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Excellent, Ellie. I appreciate that. And I'll go ahead and give a shout-out to a couple questions that are coming in. A lot of you are asking how do we get more fans and more likes, and we've got a specific question that was submitted before the Webinar. We're gonna touch base on that for sure after a couple more questions, so those of you who are looking to grow the audience of your fan page, that's coming up. And, again, just to remind you guys, the hashtag, if you're talking about the Webinar on Twitter, is #FBBiz.

So, question for you, Justin Levy. We've got some more technical questions coming about this later, but let's start a conversation about tabs. How important is it to use tabs, custom tabs, on a Facebook page?

*Justin Levy:*

I think it's really important, something that I advocate the use of, because it helps to carry brand consistency. So, on your Facebook page, of course, you can have your logo or a picture of your product or something else as your avatar. You could even have one of the vertical, standard-type images that can contain information about your company and brand, but what the custom tabs really allow you to do is carry that brand consistency and also share that information in a much more compelling way with your community than just having it flow through the stream of the wall.

As people have mentioned and a lot of people are retweeting on Twitter right now, the wall is really the place for interaction and not pushing your message, but as any business, most businesses want to try to increase their e-mail list or have some other call to action, whether it's to like the page or to share the page or subscribe to their blog or something like that, and the custom Facebook tabs are a perfect way to do that, whether it's setting up a landing tab that allows you to subscribe to the e-mail list, or a lotta businesses will use a custom landing tab so that you land on that if you're not a like of the page already, and a lotta businesses will use call to action up on the top. One of the most common ones you've seen is the yellow strip across the top with some text that urges people to click the "like" button at the top and also something about the business. Once you become a like of that page, of course, then you go onto the wall, and that's where the interaction happens.

But, I've found that it's been very useful for companies, because that's been in a lotta ways the "ah-hah" moment for companies to realize how they can leverage Facebook, even though they get that they can use the wall and the other features, such as the discussion tab; some companies use that very well to engage. They also want

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the ability to share their information, and the custom tabs are a way to do that.

*Jason Keath:* So basically it's your landing page and your call to action. Rather than Justin Kistner was saying, doing you call to action in the wall, in the news feed, the custom tabs are a better place for those.

*Justin Levy:* Yes, definitely, and for anyone that's wondering, the way that you create tabs is using a custom coding language that Facebook's created, which it's called FBML, but it's essentially a version of HTML. They changed some of their code tags and things like that that you have to use and do block some certain types of scripts or things like that that Justin I think can touch on some more, so that's the technical side of it, but it's really easy to get one set up, even if it's something like a landing tab or a tab for, like I said, e-mail subscription. A lot of the popular e-mail subscriber or service providers have it as a package that you can buy from them and they'll help you set it up automatically for the people who are a little less tech-savvy. And for people that are tech-savvy, it's grabbing a snippet of code and dropping it in.

*Jason Keath:* Definitely. And I guess we'll go ahead and dive into that. Like we said, there's been a lot of changes to Facebook pages, but one specific change that is highly relevant to the tabs, and, Justin Kistner, I wanna pull you in on this – is that you can now use iframes in the tabs, and just to not go over everyone's head for the technicalities now, just how Justin Levy was talking about how you basically build a custom tab with a form of HTML, there's a new way to do that now using iframes. And without getting too technical, Justin Kistner, what are gonna be the benefits? What should marketers – should know about this that'll change the way that they can market on Facebook?

*Justin Kistner:* So, the big significance is it means that you don't have to use FBML anymore. You can use standard HTML, standard JavaScript, all the languages that we're used to building our Web presences with. So, if you think about the barrier to entry that FBML has been for marketers in order to be able to create a branded presence on a landing tab inside of Facebook, now you can just iframe in any Web page, so you could use WordPress. Anything that you've done to manage your Web presence to date could now be brought to bear inside Facebook.

*Jason Keath:* So, if I have an existing event page or an existing landing page of some sort on my Web site, I can now just put that on a Facebook tab?

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**Justin Kistner:** Exactly, and it's such a significant game-changer that I don't think we've even really wrapped our brains around all the implications of it, but it basically means that the 520-pixel-wide space that you get for your custom tabs, you can now think about those as the same types of landing pages that you've been making for all of the stuff that you've been doing, of course making sure that you think about it in a social take.

**Jason Keath:** Definitely. And expanding past that, I think some of the things that I've seen written about it, the iframe specifically, is that you can track things better now. You can use Google Analytics, things like that, and you can also keep people – makes it easier. I mean, so one of the things when we talk about these tabs – I want Justin to expand on this a little bit – is that people on Facebook wanna stay on Facebook, so the easier it is for marketers to create these tabs to drive people to these tabs, the more likely it is when you're marketing to Facebook users that they will check them out, because the tabs are your landing page on Facebook. And Webtrends has done studies on that, I think. I'm sure HubSpot has numbers on that as well. What have you seen on that, Justin?

**Justin Levy:** So, the thing that we have seen is, one, if you talk directly to Facebook, they've done a look across all their top advertisers, and they've found that ROI is 50 percent better if you drove the traffic in via Facebook, and as we've started to talk with all the different brands that we work with and their fans, it's pretty obvious as to why, which is the time on site for Facebook is greater than the amount of time that people spend on Google, YouTube, Yahoo!, Bing, MSN Live and Windows Live combined. So, the reason that people are on there is because it's a destination site, and if you can't see your new messages or if you can't keep your chat window open or you can't see any of your new friend requests or notifications, then you're going to close that page and come right back to Facebook.

So, we've found that people are willing to spend time with your brand. They just want to be able to do that inside the context of Facebook so that they can still see the communication. It's the reason that they're there.

**Ellie Mirman:** If I can actually jump in on that, so I have to say, just to give some credit to – a bunch of businesses have been using the FBML application to create these landing pages already within Facebook, so, yes, the iframe adds in – the iframe option now makes it more possible to do more tracking and just make it a lot more easier to

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kind of throw in an already created landing page, which is great, but I know we'll send out some examples of companies that have even been able to kind of create a custom landing-page tab within their Facebook page just using FBML, which is great.

And just a clarification point: Anyone who's already using FBML, your applications are going to continue to work. They're not going to suddenly break because of this change. It's just going to happen that you won't be able to add a new FBML tab to your page going forward, starting in about a month.

*Jason Keath:* Excellent. So the old stuff is grandfathered in; the new stuff has more possibilities, and let's shift away from the highly technical speak for a second and get to one of the most popular questions, and I'm gonna throw this back to you, Ellie. What is the best/easiest way to grow fans and followers? Big question.

*Ellie Mirman:* It is a big question. I think that the biggest thing is around having something that makes someone want to become a fan of your page or want to like a page, so having that kind of content that's not so promotional, as Justin mentioned, really focusing on getting that out there as well. But, also, the other big piece of that: It's really important to have good content that people wanna engage with, but you also want to encourage them to do that, so every blog post you have, every piece of content that you have, have call to action to share on Facebook, like on Facebook, those types of things, because that will dramatically increase the number of people who are going to do those things. And definitely make sure you're continuing to post the content. Try to engage people once they are fans on Facebook, because they have the power to increase your visibility within the Facebook community, so the more engagement you have, as Justin mentioned, then you'll get shown up in the news feed and just get a lot more visibility that way, and your likes and your shares can grow dramatically from that.

*Jason Keath:* Definitely. Justin Levy, Justin Kistner, you guys want to expand on the best, easiest way to grow your fans?

*Justin Kistner:* I think Ellie hit is on the head, is – and I think this is one of those general questions about social media, right, is how do you grow your followers? How do you grow your fans? How do you grow subscribers to your blog? And it's no surprise that everybody that's done it before comes back to the same thing, which is create engaging, shareable, remarkable content, and it's as simple and as hard as that, but that is really where you grow, and not to look at Facebook as another pillar or another place to push your message,

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but look at it as truly for what it is, and that's the ability to form and develop community.

And I think that a lotta people look at it – I know we'll talk about some of the common mistakes, but people think that it's just a pipe from Twitter to Facebook or things of that nature, but if you're creating compelling content, actually spending time in there engaging on the Facebook page with your community and creating content that's specifically for them, like Justin and Ellie both have mentioned, people will share that. It will find its way into other people's feeds as they share that, and they'll wanna push people there because they're going to learn something from it, just like any other content.

*Justin Levy:*

If I was going to add to that, I mean, again referencing that really great BBB fan survey, they found the number-one reason that people become a fan of a brand is because either the brand directly invited them through their e-mail program or on their Web site, or they saw an ad, either a Facebook ad or some of the stuff that people have been doing with in-game advertising inside Facebook. And then the number-two way that people become fans is that another friend told them to become a fan, and when they asked further about why people tell their friends to become fans, it's to take advantage of the promotional offers that you get.

And the key thing to think about there is that fans – you have got to know what a fan is, and fans are people who – on average, they use Facebook multiple times a day or at least once a day. The average user has 130 friends. The average fan has 310 friends. They click on over five times as many links inside Facebook, and these are people that are the heavy users of your products or regular users of your products, and they're looking for some sort of an insider feeling with the brand, so if you're giving that to them and you're using advertising and things like that in your existing communication channels like e-mail to acquire fans, then they're gonna turn around and tell their friends, and that whole process is gonna drive fans through the roof for you.

*Jason Keath:*

Definitely, and I think both of you mentioned the leveraging existing properties. If you have an e-mail newsletter, if you have a Web site, make sure you're including like buttons. Make sure you're including Facebook-embeddable widgets. I know specifically for Social Fresh we don't have a hugely robust social Facebook fan page, but as soon as we added the Facebook fan widget to our sidebar on our Web site, about 70 percent of our new likes, our new fans, were coming from that. People that came to

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our side saw that and clicked it. It's much easier than getting them to the page sometimes to like it, so make sure if you have a newsletter, if you have a Web site, you're leveraging those assets as well to get people to your page.

All right, next question, really interesting question here: How do you retain the personality of your page while achieving actual business results that you want through using Facebook? I think what they're talking about here – and I'll let any of you guys jump in on this. Basically the things that get you the most response on Facebook sometimes, especially in status updates, might not be the most relevant to your business, so maybe you're a B2B company, Webtrends of HubSpot, and the Grammys just happened. Maybe that's not relevant to your business, but if you talk about it on your page you'll probably get lotta responses. If you mention Lady Gaga or Justin Bieber, these pop topics, you'll probably get a lot of response, but it's not highly relevant to your business. What's the sacrifice there? Does that work? Should you focus only on your business topics, or should you try to get as much response no matter what the topic is?

*Justin Kistner:*

Well, I'd say just quickly, look at – and hopefully Ellie will touch on it, because I think HubSpot is one of the best at it – is to look at that content that is gonna be engaged in, like you said, Lady Gaga or Justin Bieber, the Grammys or some pop topic or entertainment topic that typically will get a lot of – has a lot of engagement around it, and try to look at it from the angle that's proper for your business and create content around that that you then share on your Facebook page. So, if you're a marketing company, look at the marketing angles, the marketing power of Lady Gaga and how can you share that. If you are a restaurant or you're B2B, something like that, try to find ways that you can integrate those topics, such as Justin Bieber, any one of these pop topics that are very popular or integrate talking about Facebook on Facebook into the content that you're already creating, so that people do wanna share it.

*Jason Keath:*

Ellie, did you have something to add there?

*Ellie Mirman:*

Well, just to tack onto that, I think that everything Justin said is 100 percent true, and that type of content will kind of serve you well in terms of a large audience and being well received – well, also being really targeted to your business. In addition to that, if you think about your sales and marketing funnel – we kind of use the idea of a funnel a lot here at HubSpot – you want to have content that kind of fits every stage of the funnel, so at the very top of the funnel you want to really open it up as wide as possible and

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do what you can to get as many people in, and so that might mean some content that is not that relevant to your business but still in your industry, somehow ties back to your industry but will be something that's really popular and gets shared a lot.

The people who, of course, read that are not going to be that targeted or very good potential customers for you, so kind of at the next stage you have content that's a little bit more targeted. Might be less flashy, but it's more targeted, and the people who're going to read that and respond to that are more of the people you're trying to reach. And then you keep doing that further down the funnel. You kind of keep squeezing that in until you're slowly kind of nurturing people down this funnel from that first piece of content that had only a little bit to do with your business down into this – further down into the funnel, when people have been reading a lot of your content, have started to understand and engage with you a lot more over time.

You don't have to necessarily always start with that super targeted content that's all about your product, right? Nobody really cares about that, but if you can get them interested in something that kind of pulls them in and continue to nurture them over time with different types of content, I think that that is a good way to kind of get the best of both worlds, I guess I'll say. Having that balance can pull in people at the top of the funnel and then pull them down in through the funnel.

*Jason Keath:*

Definitely. All right, let's jump to some more of the Webinar submitted questions. A lot of the questions are touching on these new Facebook changes we had last week. I wanted to ask you guys, outside of the iframes that we've already touched on, what do you think – and we'll do one for each of you – what do you think the most significant change to the Facebook page is that Facebook launched last week? So, whoever gets to go first will probably steal the favorite of someone else, but we'll chance it. We'll start with Justin Levy and then – we'll do the Justins and then Ellie.

*Justin Levy:*

I would say the ability to switch into the page mode and actually experience the content as the page. So, previously if you were an admin on a page you would have – if you logged into Facebook you would have your personal profile. You'd have your news feed and could interact on there and do everything that you could do under a personal profile, but then you'd have to go over to the pages you administered individually and interact on there, whether it be post a new status update or upload content or things like that.

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Now you can actually – up in the corner, if you're logged in as your personal profile – go up into the right corner and switch from yourself to your page, and then that news feed actually becomes your fans, everything that your fans or your likes are saying. That main news feed is all about them, and all of your notifications and everything will be about the page, and you can interact as the page and then interact with your fans, so you can respond to comments and things like that. That part wasn't necessarily new in that you could respond to people on page as the administrator, have it be the page, but I really like the fact that you can kind of switch into page mode and see all that content, as opposed to having to be friends with your fans through your personal account and go through their content, bring it back in. It was really kind of intertwined and not easy to do that before.

*Jason Keath:* And it makes sense. Now you can decide whether it's a comment from an official capacity from the page or whether it's a more community-manager, personality-focused reply.

*Justin Levy:* Exactly.

*Jason Keath:* Justin Kistner, got a favorite of these changes?

*Justin Kistner:* Well, we kind of talked about the iFrame, the ability to now have your tabs be iFrame. I think that is massively significant because it reduces a lot of barriers and it allows you to bring a ton of your existing tools inside Facebook. But the other thing that is significant is now where it's located. Instead of it being, you know, tabs that are prominently placed across the top of the page where you could sort of count on people deciding to click around on those and navigate onto them, they've been moved to below the profile photo on the left side and just have an overall smaller sort of real estate on the page which further underscores the importance of making sure that you have some sort of a promotional aspect to whatever you're doing with one of those custom tabs. Because if you're just hoping that you're going to publish that thing and traffic is just going to decide to come back and check out your fan page and decide to peruse through your landing pages it's going to be a very bad experience. But if you plan ahead and you use things like advertising and figure out ways to engage your fan base and share with their friends, you know, you're going to be able to drive a ton of traffic to that and get a lot of good value out of it.

*Jason Keath:* Excellent, excellent. Yeah, I noticed that change as well. You know, it's kind of significant visually and I imagine it will change

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how people interact with those from that perspective. Ellie, you're up next. Did they take your two favorites or do you have one that you-

*Ellie Mirman:* This is a big one. I think to add on to what Justin Levy was saying part of the functionality that happens when you become your page on Facebook and you can start to kind of check out your news and things like that is you can interact with other pages. So there's some cool opportunities there in terms of businesses working together to interact there or maybe you have other businesses in your industry that you want to interact with. There are maybe some cool things you could start doing to try to get more folks who are already engaging with other businesses to start to engage with yours. So that should be something that folks should start experimenting with.

*Jason Keath:* Definitely. I think the whole being able to interact as a business and being able to control whether you're interacting as a business or as a personal profile those are changes that many businesses have wanted for some time and should provide some interesting opportunities for people now.

*Justin Levy:* And I'll throw in one more quick one, Jason, just because I thought about it because I just got an alert about it is the updates, email updates of content because I don't know why it took Facebook seven years to figure out that page admins would like to know when someone comments or likes their, you know, interacts with their content but they turned it on and it's been great because now you don't have to find workaround solutions. Before you would have to like the page or comment on your own update in order to see when someone updated and so that's a, you know, just a well-wanted, a long awaited update by Facebook.

*Jason Keath:* Yes, and I, maybe not to stomp on that too much but I don't think—so we wrote a post on SocialFresh.com a couple weeks ago about a software called Hyper Alerts and I know there's a couple others out there. But if you search, you Google Hyper Alerts you'll find it. And it's a Facebook email update and it'll let you know when you have comments and status comments on your Facebook page. I think it does a lot better than Facebook's newly built-in email notification and you can do it for any page not just pages you're admins for. I heard a couple people complain they're not sure, and I don't know the answer for this, they're not sure if it turns email updates for all admins. I know there's not a whole lot of options on that update but I know I've used both of them and Hyper Alerts is still much better than the built-in tools. So I'll

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throw that tip out there to people that are looking to get email updates for when things are happening on their page. I've had a lot of success with Hyper Alerts. But I'm glad Facebook is finally realizing that they need to turn on some of these things that people have been asking for years. We had two similar questions kind of specifically talking about tabs. Do we need a welcome page and should we have an about page for our Facebook fan page? And I think these are even more relevant where Justin Kistner mentioned the tabs have now moved below the profile photo. They even look more like website links to me now. Kind of like a left navigation for a website and it looks like you can have more links visible now as they cascade down the page link after link. Do you guys think an about page or a welcome page is needed as a Facebook custom tab or should people just be focusing on pure landing pages?

*Justin Levy:*

Well, I like the idea of helping people understand why they would want to become a fan. So, you know, ultimately fans are another form of subscribers for us. You know, we're used to the concept of email marketing. Most people have a general idea of what they're signing up for when they subscribe to an email list. So being able to sort of have a tab that is a default landing experience for people who are not already your fan as a way of giving them a sense of what they're going to get if they become a fan of your page and, you know, the kinds of things that are going on, you know, around your Facebook fan page. It's just a really great opportunity to help orientate somebody quickly.

*Jason Keath:*

Definitely. And I guess it would almost be, you'd probably want to treat it like a landing page no matter what. You know, you can put some about information there, some welcome information but you probably want to push them to like the page or push to get their email or some type of conversion. Would you agree with that?

*Justin Levy:*

I do.

*Jason Keath:*

Next question I get asked often, how can I tell or research if my customer is really out there and using Facebook? So how do I know if my customer base or my potential customers are even on Facebook?

*Ellie Mirman:*

So I love this question. We get this one a lot. So one of the easiest ways to figure this out is actually to go through the Facebook ad platform. Part of the Facebook ad platform lets you target your advertising and don't worry, you don't actually have to launch an ad for you take advantage of this feature but part of the kind of setup process for setting up a Facebook ad allows you to target

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your ad to specific demographics or specific audiences based on their interests or their age or their gender or their location, all sorts of different factors. And part of that targeting actually gives you a number of the people who fit that criteria. So it's definitely a great free way to find out actually a ballpark number for who fits your target demographic on Facebook.

*Justin Kistner:*

So I wanted to add to that which is, I mean, one of the things we use is a sort of logical way of thinking about it which is if there's, you know, about 150 million Americans that are on Facebook that's about half the total US population. There's, you know, over 600 million users worldwide which is more than a quarter of the total users of the internet. So if your audience isn't on Facebook then you have a really big problem. That's one way of looking at it. The other way of thinking about it though and I think this is probably the more important question which is, is doing Facebook marketing relevant for my brand? And one of the things that we found, just did a study of 11,000 Facebook campaigns a couple weeks ago, and looking at lots of different campaigns and seeing what is successful in Facebook and true to the Marshall McLuhan, you know, famous quote that the medium is the message, Facebook is a very social place. So the brands that are getting the most click-throughs which in an advertising context means that they are paying the least amount for those clicks because the better the click the rate is the cheaper you pay for every click and the more socially engaging your brand is the more interactions you're going to get on your wall post and things like that that will help the information spread further and get more reach.

It all comes down to, is your brand a brand that is a social brand? And that's really going to sort of speak to how much success that you can expect to get on Facebook. Because I guarantee your customers are there but, you know, there's a big difference between a brand like Coach or Burberry or one of these luxury brands that people love to talk about versus being in the insurance industry where they're just going to have a harder time figuring out how to make their brand social on Facebook.

*Jason Keath:*

Great point, great point. Expanding on the touch on Facebook ads that Ellie was mentioning, one of the specific questions we had is how do you geo target or behavioral target on Facebook ads? And as Ellie mentioned you can get pretty niche into who you're targeting with Facebook ads. Who wants to touch on what options are there and what successes you guys have seen with people experimenting this that type of targeting?

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*Ellie Mirman:* I can tell a fun example. This is actually someone who, you know, we're hiring here at HubSpot and specifically on the marketing team. And we've got some very clever marketers out there who want to come work for us. And so what they did was they created ads for themselves and then targeted at HubSpot employees to say, "Hey, you should hire me." So clearly one of the things that you can do is target based on company, you can target based on age, gender, interests. So you can use basically a keyword search. So we do that a lot with our ads. We search for marketing or other kind of related terms and those are really the ones that are going to have the biggest impact for you. I'm not sure if anyone else has used any other searches as well.

*Jason Keath:* I'll throw an example out there and see if you guys have any others. I know behavioral targeting one of the ways you can do that is let's say you're maybe a fashion company who sell women's dresses or accessories or shoes or something and they're high fashion. You might put ads out only to women, you can decide, you know, age range or whatever, education, but you might put ads towards women that like Sex in the City. So women that have actually chosen to like an entertainment property that's relevant to your brand or relevant to the audience behavior that you're after. So finding some type of movie. I know sometimes Social Fresh will actually use the targeting of people that like Mad Men as an advertising television show it's typically a higher percentage of that audience will be interested in marketing than just the general Facebook audience. We've seen a little bit of success with that. I think that using how people like not just general topics but also entertainment properties or even, you know, figures, celebrities, sports figures, things like that. You can find some things that really make it relative to your brand. Any other examples, Justin Levy or Justin Kistner?

*Justin Levy:* No, I've seen something similar to what Ellie shared is that some people have used Facebook ads to actually pitch their product to some of the major media outlets. I know Ben Parr from Mashable posted a tweet one day that someone had actually taken out an ad, a company a startup that was trying to pitch him, had actually taken out an ad that was targeted for him and I'm gonna assume for some other Mashable writers and/or other blogs to try to convince them to write about it. So that was something new and different. You know, as far as the geo question I've seen, you know, I think we've all seen geo questions, geo examples. You know, they show up every time I log into my personal profile. I don't have a case study as far as someone that's been really successful with it per se. I know that when I was at New

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Marketing Labs we launched—one thing that we did to try to build a user base of one of our clients was this client called Rainforest Cola or Rainforest Beverages. They were launching their cola line and they were only launching it in nine cities initially. So while obviously the Facebook page is global in the sense that anybody can like it, anybody can find it, we only really wanted to target people in those nine specific cities or those geos around them within, you know, 20 or 30 miles because those would be the only places that people could find the product and places where we could run contests and give away product or have meet ups and things of that nature. So, we ran some successful ad campaigns only in those nine geos without – have to clutter our Facebook page or their Facebook page with the information about that actual program.

*Jason Keath:* Definitely, and I've seen companies that have events, sometimes they'll use – as Justin Kistner mentioned earlier, they'll use an ad to target their fans that are in a specific city, for instance. And that's the same kind of concept you're talking about, Justin, of freeing up the people that's not relevant to and using geo-targeting or other targeting to make it more relevant to them.

*Justin Levy:* Yeah, I mean, one of the things that we've seen people use geo-targeting for – obviously, if you have regional areas that you serve, it's really good to make sure that you're only sending ads to people who could potentially buy your product.

We've also seen it as a really great way to drive down the cost of ads, and there's kind of two ways that that happens. One, not all places have the same click-through rate, and again, the click-through rate is the key to how much you pay for your advertising. So, the better click-through rate you get, the cheaper your ads are.

And one of the things that we've seen is not only can you then separate out lots of different geographic regions in order to have those areas where you're getting a really high click-through rate via cheaper cost-per-click for you, but we've also seen that if you actually put the words for the area that you're targeting, like if you're targeting a city and you put that city name in the image of your ad, that that can as much as double or triple or even quadruple the click-through rate that you're getting on that ad, which again drives down cost. So, geo is a really great way of segmenting your advertising in order to get maximum optimization out of it.

*Jason Keath:* Excellent, excellent, I'm going to start doing that, Justin. That's a good tip. I haven't heard that one.

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So, we're going to do two more questions, and then we're going to wrap it up. Again, if you haven't been following on Twitter, the hashtag is #FBbiz, and you will be receiving the link to the call replay and a transcript in e-mail tomorrow. And then, after the two questions, we'll wrap up, thank our speakers, and give you guys some links if you want follow-up information on the speakers and the companies that have participated in the call today.

So, we're going to touch on Facebook place pages in that combination. Then we're going to touch on contest as our last few questions. So, staying with Justin Kistner, and then if you guys have anything else to add, what should be people be considering that have a physical location and might want to either combine their Facebook page or their Facebook place or just creating a Facebook place in the first place? What does that look like and explain for people that might not have heard of that yet?

Justin Kistner:

Sure. So, what Facebook has done is they've rolled out a specific type of page that, as you said, is called a place page. And what that's for is in order to provide a specific geo-location tied to that page.

So, that things that we've seen out there so far, it's still fairly early in the adoption of place pages, are if you are a single-location business, it might be better for you to use a place page instead of a fan page just because there's some additional things that you can do with a place page such as the ability to do what they call deals.

Deals are if somebody checks in at your location, then you can give them an offer, and you pay for that similar to the idea of advertising. And it's the only form of mobile advertising available on the Facebook platform right now. So, that's one of the things we're seeing.

If you are the type of location that has – a type of business where you have a few locations, maybe you are in a single state or maybe you only span a few states, and you have a small number of locations, then it would be a good time for you to continue to keep your brand page as the brand page, but then roll out a Facebook place page for each of your locations.

And again, that allows you to roll out deals specific to each of those locations, and it allows people to start to then interact with the other fans which is one of the key things that people are

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looking for from the whole fan page experience, and they can do so with people who are from their same geo-location.

If you are a massive franchise or a very large business, something like a CVS Pharmacy or a McDonalds or Starbucks, then you would have thousands of place pages to roll out. And right now, the problem that we've seen with brands is most brands are just trying to figure out how to manage a single brand page.

So, the idea of adding the complexity of thousands of these individual locations when the tools really aren't mature enough to allow you to be able to manage a volume of place pages like that, it's probably a little too early for a brand like that to get in unless they have some large investment that they plan on making for a herculean effort to manage it.

*Jason Keath:*

Excellent explanation, Justin. I appreciate that. I think that's been a confusing point for a lot people with brick-and-mortar business of how to integrate those and where that stands. So, it sounds like Facebook is still working some of that out.

One of the things I want to jump to right after this last question on Facebook contest is give you guys a couple of examples of Facebook pages that are doing things right. I think each of us could give you guys a few examples of Facebook pages we think are doing unique things or just using Facebook pages really well for marketing, and then we'll also include those in the e-mail for you guys tomorrow. And we'll include those links, so you can follow up and check those out if you don't get them all on the call today.

So, Facebook contests, I know this has been something that Facebook has been a little up and down on how people can do contests on Facebook. And yet, we know that, as with discounts, that people love contests on Facebook. They get a lot of response.

So, how does that work? How do Facebook contests work today? What are the simple things that people need to know about them? Should they be using them? And what are some of the maybe misconceptions or problems people might run into? Who wants to jump into that first? Is this the hardest question?

*Ellie Mirman:*

It's a tough question. I think – in terms of my personal experience, we've tried a couple of different things.

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So, on the simpler end, I'll say, is something that I'll call simple because it's easy to implement and you don't have to worry as much about the legal implications. That's what we mostly try to be careful of. You really need to understand the differences between contest and sweepstakes and all those different things if you are going to start to use those words and use those types of rules. So, brush up on that if you are going to launch a real contest.

If you are just going to give something away, the simplest way that we do that is we post a question or post an update on our Facebook page and say, "Hey, type in a cute little phrase," or whatever it is that we're making people do to enter into the giveaway, and we'll pick one of the people who comment or liked that particular comment.

And that's always great, because anytime someone interacts on your page it's an opportunity to go out to their newsfeed and so forth. But, that's kind of on the simple end.

On the kind of more advanced end, there are a couple of apps. I know one that we've tried, I think it's called Wildfire, and it's a whole app that is structured to help you run a contest on Facebook. So, definitely check out some of the apps that are available. I think it'll make your lives a lot simpler if you want to run a contest on Facebook.

*Jason Keath:*

Yeah, Wildfire app, I've seen, and Votigo – I think it's V-O-T-I-G-O – those are two that I've seen out there. I think that's really good advice because it is a long list of things that Facebook allows and doesn't allow. I think they allow you to require people to do certain things like like the page or check into a place, but they don't allow you to like a status update, for instance.

So, there's little intricate details like that that you probably should go in and read – you definitely should go in and read. But, these apps can save you a lot of headache along the way.

Justin Kistner or Justin Levy, do you have something to add?

*Justin Kistner:*

I wanted to kind of chime in on this, because this is a trend that we've seen kind of changing lately. So, Webtrends has an app platform, and one of the types that we have is sweepstakes or contests.

And what we've seen has been that the value that you get out of doing these campaigns has been diminishing over time, and that

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value has been diminishing in a couple of ways. One, people aren't as excited about becoming your fan in order to participate in these types of contests. It's just not having the same performance that it used to now that the market's kind of savvy to all of this. And once you've entered a bunch of contests and you don't win anything, you start to kind of realize that this is a waste of time.

The other thing that you figure out is, as an owner of that page, you end up – if you're giving away things like iPads and these types of products, well, there are whole websites dedicated towards finding all these contests, and a bunch of people who sit at home, and all they do is go around and enter these things.

So, you end up with a lot of garbage traffic. And then, talking with a lot of big brands, they're seeing that when they're doing this, that the number of un-subscriptions or un-fanning that they're getting after a contest is starting to go way up.

So, it's not to say that there aren't circumstances where it still works. I mean, obviously, we sell the app, so it's something that we're continuing to offer, but they really aren't what they used to be.

*Jason Keath:* So, two questions for that. I mean, number one, you're saying that if you are offering a prize of some sort, it's probably smart to make it very relevant to your brand rather than an iPad, which is more generic audience?

Justin Kistner: Yeah.

*Jason Keath:* Number two, you're saying it's diminishing, so is it diminishing, but still worth doing in the right circumstance? Kind of like maybe how when e-mail started people could get 90 percent open rates, but e-mail marketing today, it's still like 20-30 percent open rates, but still valuable. Would you think that these are still valuable for people to invest in?

Justin Kistner: So, my thought on that is if you're going to give something away that's relevant to your audience, do it as not a contest, but as a strict giveaway. So, if you're in B2B, and you've got, like, a really great study, make it one of those things that, "Hey, if you like us, you can download this."

*Jason Keath:* Okay.

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Justin Kistner: And then everybody gets it. It's not a contest. Everybody gets it. And you can still use incentivized methods in order to be able drive fan acquisition, and that's one of the ways to do that. And then – yeah, I don't know. I think that's about the thought on that.

Jason Keath: Okay. Well, we're running a little bit long here. Let's wrap it up. I want to go through each of you if you want to give, like, a closing remark and at least one Facebook page that you think is a great example of a lot of the things we've talked about today. We'll start with Ellie.

Ellie Mirman: So, the – I guess, the top things I'd say are get on Facebook and start experimenting. Facebook changes all the time, and I think one of the benefits of sites like Facebook are that people are slow to kind of adopt new things. So, if you're the first one out there, you have the opportunity to get a leg up against other people.

With a contest or with other things, people start to tune out a lot of what's going on on Facebook. Like Facebook ad click-through rates are going down. Interactions are maybe becoming rarer and rarer. So, the sooner you can get out there, the more you have to benefit from things like Facebook.

So, definitely get out there, start experimenting. Remember, we're all figuring this out together, so it's not like we have some sort of secret knowledge – we're spilling our secret knowledge right here. So, definitely go out there, experiment for yourselves, and let us know how it goes.

Jason Keath: Ellie, did you have a Facebook page that you would point to as a great example?

Ellie Mirman: So, some of my favorites are, I think, the Mail Chimp We're friends with HubSpot. They're a great marketing system.

What I like about them is that they were able to embed a landing page. Now we talked about landing pages. They have a custom tab. You can sign up for their e-mail list right from their Facebook page, which I think is great. And definitely kind of learn from them.

Also, with Magner USA, the hard cider, they have a great welcome page. You can – it links to different parts of their website. So, you can kind of see what different welcome landing pages can look like and get some ideas for your own page.

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*Justin Levy:* I'd say, one, Ellie said that there's no – we don't have any sort of secret sauce to it or – there's – we're all in this together to figure it out. I'd say the only thing on that is all this proves – the only secret it proves about Ellie, Jason, Justin, and I is that we have no lives. But, I would say –

*Ellie Mirman:* Are you saying that's not fun?

*Justin Levy:* I'd say that the number one – that if I – the number thing I'd say besides experiments and – like Ellie mentioned, is please do not make the cardinal mistake of hooking your Twitter account into it and auto-tweet in as your Facebook status update.

I see that on both – I know this is for business, but I'm saying that even for people's personal profiles. But, as a business, you heard Ellie say at the Webinar that that data that Dan has found – Dan Zarrella found every other day is best. So, if you're tweeting as your brand 4 to 5, 10 to 20 times a day, you're overloading your community, and you're not going to grow that way.

Then, I'd say for a Facebook page – two of my favorites happen to be big brands or one's entertainment, one's a big brand. But, Fight Club, actually, when they were releasing the Blu-ray version back last about a year and a half or so now, they created a page that's Facebook.com/FightClub as you would expect.

But, they created an app. Click on the "Welcome to FC" tab and experiment that. Click on it once to connect via Facebook Connect. And what it actually is is it's an app that will make for a pretty fun experience for you. Make sure that you have your speakers on and that there's no one around you. But, you'll see some of the power of what Facebook can actually do when you get really creative with it.

And then, I'd also say Facebook.com/VW for Volkswagen. They've done some interesting stuff. They have a new app up right now and new tabs up, but they are always changing their apps, always trying to think of new ways.

I've seen them view apps a custom page that when you go to Facebook.com/VW, you click on a button, and it actually pulls all your profile information in and tells what kind of car's the perfect car for you based on your age and demographic and whether you're married or have kids or things like that. And then it points you to

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that Facebook page so that you can see their fans putting up pictures of their content.

So, they're not selling the car. Their fans are selling the car, and that was really cool.

*Jason Keath:* Nice. Great examples. The Fight Club sounds very similar to the Shark Week thing that they did.

*Justin Levy:* Yeah, it is. It's exactly to what Dark Water or whatever it was called was.

*Jason Keath:* Excellent examples. Justin, Kistner, what do you have for us?

Justin, Kistner: I think a page that's doing really well is Rosetta Stone, the language learning software. They're kind of an interesting example, because they're not the type of brand that you would immediately suspect is doing well on Facebook.

But, what they have done really well is figure out one of the key things that you got to do after you get fans is now you've got to nurture those fans. And again, I've used the reference of e-mail marketing, because it's so familiar to us and such a directly applicable method of doing marketing.

We're used to once you get an e-mail subscriber, now the goal is to send out e-mails to them that drive value. And I see this over and over where people get a Facebook fan page and they're very focused on acquiring fans. But it's like that, step one, acquire fans; step three, profit. Does anybody know what step two is?

And what we've started to see from brands like Rosetta Stone is very effective use of promotion on their Facebook fan page to drive real value that from them translated into millions of dollars during the holiday season and things like that. So, they're a great example of who I think is doing well.

*Jason Keath:* Excellent. And I'll throw out Oreo. I think Oreo's doing a great job of keeping things unique. They include fan photos, global fan photos, in their actual profile photo and change that up.

I think they've done some interesting, innovative things. I think today they're even – I got a press release saying they're doing a Guinness World Record to try to get the most comments or likes on a status update, and they're actually working with Guinness Records to do that. So, I think that's happening on their Facebook

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page today or tomorrow – probably today. So, that's very interesting.

And then, Vanity Fair, something I saw. They actually had Justin Bieber as a guest editor on their Vanity Fair Facebook page. So, he was actually sending out content. He was in the profile photo. They were treating it very much as a publishing platform and having a guest editor as somebody very much in the news from pop culture. I thought that was a unique use of some of the things we're talking about.

So, some great examples for you guys today. I will cull those together for you and include those in the follow-up e-mail that you will have.

I'd like to thank all of our speakers. If you'd like to follow-up on them, you have their Twitter profiles.

Again, my name is Jason Keath from Social Fresh. You can find us at [socialfresh.com](http://socialfresh.com). You can go to our newsletter and sign up for more news from us at [socialfresh.com/newsletter](http://socialfresh.com/newsletter).

And thank you for joining us today and thank you to all of our speakers!