



the  
**facebook**<sup>®</sup>  
marketing update  
spring 2011

**How to use The Open Graph  
to connect with your market**

Prepared by:

**Who's Blogging What**

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# Who's Blogging What

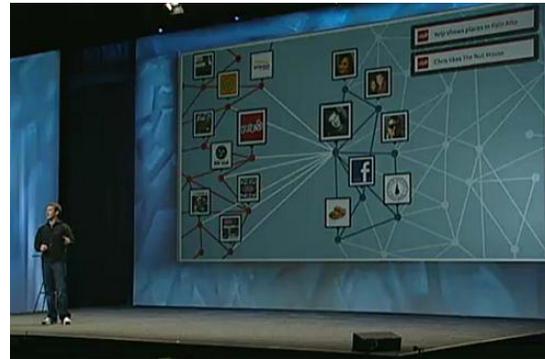
Spotting things you'll want to see today.



## The Facebook Marketing Update – Spring 2011

### Introduction

When Mark Zuckerberg addressed the audience at Facebook's 2010 f8 developers conference he delivered on his promise of "the most transformative thing we've ever done for the web". Zuckerberg's presentation didn't contain much in the way of new goals, the important takeaways were the speed and energy with which Facebook was now following a direction already well known. At the previous event, with just shy of 100 million users, they had announced Facebook Connect to support their objective that "social platforms would now focus on the Web, not social networks themselves".



Now, with more than 400 million users, Facebook was rapidly providing the tools for a Web that is indexed by personal relationships and preferences. The user will now be at the center of their own Web experience and Facebook will be helping them to get there. Links will be supplanted by Likes. Marketers have to look beyond Facebook.com and consider the opportunities being provided to their own site. Zuckerberg revealed Facebook's name for the new paradigm: The Open Graph.

In the ensuing months Web marketers have seen their to-do lists steadily fed with new items from Facebook that provide opportunities for their own sites. On August 18 Facebook Places was announced as an important location based marketing service. An October 13 partnership with Bing gave the Open Graph greater influence on search results. Facebook Deals became part of the social buying landscape on November 2. In March 2011 the Like button gained added functionality and a commenting system was announced to provide social relevance to Web feedback. Meanwhile Facebook continued to enhance the Pages that businesses use as their home base on Facebook.com.

This eBook looks at the recent opportunities with insights as to how Web marketers can use and benefit from them. Facebook now has approximately 600 million users and they most likely know something about your customers. These are some guidelines for an effective partnership.

Jeff Ente, Director

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(**Who's Blogging What** is a weekly email newsletter read by Web marketers who work with social media, search, email marketing, user experience and web analytics. You can get a free subscription [here](#).)

# The Facebook Marketing Update – Spring 2011

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# Chapter 1. The Facebook Like Button and the Open Graph

Mark Spangler

In 2011 the Facebook Like button has become indispensable for promoting web content. As the year began most sites featured a Facebook Share option and possibly a Like button. Facebook has now stopped development on the Share, leaving everyone to focus on Like as a means to give their content greater exposure on Facebook and across the Open Graph. In addition to creating a news feed item and showing connected friends, Likes also allow third-party publishers to send future updates to those who have Liked their content. This gives content owners the opportunity to increase engagement levels, targeted referrals and recurring traffic.

## A Functional Example – The Huffington Post

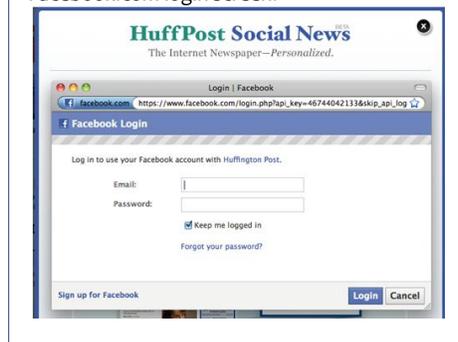
The Huffington Post is a great example of a site with a strong focus on maximizing content shares and on optimizing their value once shared. They currently provide the option to Like, Share, Tweet, Email and Comment. They also allow users to submit the story to bookmarking services and to get email alerts.

If a Huffington Post reader is not currently logged into their Facebook account they will get a Facebook prompt to sign in and begin using the Facebook share features. This occurs on-click of the button (either Like or Share). To help drive a better social connection and conversion, Huffington Post provides a targeted message to those

who are not logged in to increase conversion in this scenario.



A custom login request will lead to a Facebook.com login screen.



### Facebook Like Button:

**What it does:** Posts to a users news feed that they 'Like' specific content along with a link back to the content. Also allows sites to push updates to users who have 'Liked' their content.

**Why it matters:** Facebook has stopped development on the Share function which will leave Like as the preferred method of sharing content across the Facebook network. Search engines are using Likes as ranking criteria.



The Huffington Post utilizes Facebook Likes and Shares, along with Tweets and other sharing options.

If the user is already connected via Facebook (or after they login from the site), Huffpo will recognize their authentication and will update the Like button display with the names (and optionally the faces) of any Friends who have also liked the content (this example is assuming use of the “standard” like button option).



From here, the user can click the Like button which will publish to their news feed and they have the opportunity to add a comment as well.

The place to get started with Like functionality is [developers.facebook.com/docs/reference/plugins/like/](https://developers.facebook.com/docs/reference/plugins/like/) where Facebook maintains an easy to use tool to create the necessary HTML to be pasted into the Web page.

It's also important to note that a site owner can choose between the verbs "Like" and "Recommend" to use for their button. Regardless of the verb used for the button, the actions are the same.

There are also multiple variations and style options for the Like button. These include: standard (with and without faces), button count and box count. Recent reports have shown that sites which use the standard Like button with the 'show faces' option enabled experience 2-3 times higher click-through rates than buttons without faces enabled.

## Optimizing Content for Sharing Via Open Graph

For best results web pages should be Open Graph-enabled, using the Open Graph Protocol. This enables pages to become rich objects in Facebook's social graph by providing key information about the content being shared. A few simple updates to a Web page's <meta> tags will provide

information about the site for Facebook to use in structuring the news feed post and for registering the page in the Open Graph. Essentially, this information will affect how the page's information is displayed on Facebook and how the information is organized and indexed. Step by-step directions are available in the [Facebook documentation section](#). The following is a quick reference guide for the main tags.

```
<meta property="og:type" content="article" />
<meta property="og:site name" content="The Huffington Post"/>
<meta property="og:title" content="Robert Gates on Libya" />
<meta property="fb:app_id" content="46744042133"/>
```

The Huffington Post uses some, but not all, of the available Facebook <meta> tags to format the handling and appearance of their Liked content and to provide the Open Graph with data describing the content that is being Liked.

- **og:title:** This is the title of the content as it will appear on Facebook.
- **og:description:** This is a one or two sentences describing the object. This is a very important item that provides a chance to make the item appear click-worthy.

```
<meta property="og:description"
      content="A group of U.S. Marines, under command of
      a renegade general, take over Alcatraz and
      threaten San Francisco Bay with biological
      weapons." />
```

- **og:type:** This is the type of object. For example, this could be a website, blog, article, etc. It can also tell Facebook that the content represents something like a musical band, a person or a product category. For certain types other properties may be required. See <http://developers.facebook.com/docs/opengraph/#types>.
- **og:image:** This is the URL to an image that will appear when published in the news feed. It must be at least 50x50px.
- **og:url:** This is the URL of your object and is a permanent ID in the graph. It is where a Facebook user will be directed to if they click on the news feed link. This is also the basis of the counter of Likes and associations.
- **og:site\_name:** If this object is part of a larger site, this is the name that should be displayed to represent the overall site. (e.g. The Huffington Post)
- **fb:admins or fb:app\_id:** An application or a user can be marked as the administrator of the page. The fb:admins tag tells Facebook which user account is the administrator for the site.

Fortunately, Facebook provides a useful tool for validating these special tags. [developers.facebook.com/tools/lint/](http://developers.facebook.com/tools/lint/) will check any URL and display the information that Facebook is able to collect from the tags along with some optimization recommendations.

## The Value of Likes

The Facebook Like function is quickly becoming a requirement for all Web sites. It is the entry point to Facebook's user base from a piece of content and also has growing effects on search rankings, particularly at Bing. Likes are gaining momentum on traditional link-back algorithms as a search ranking currency. Setting a page up to be Open Graph-enabled with Like buttons is a great step along the roadmap. The Like button will be able to improve the connected experience offered to consumers and sites will gain trusted referrals as a result.

Many web sites have tried to quantify the value of a Like, usually as compared to a Tweet. The methodology of the analyses is rarely explained well as many are still in the experiential and refinement stage of socially calibrating their sites. Still, the business value of a Like usually comes out ahead when compared to a Tweet. The event ticketing site [Eventbrite](http://Eventbrite) has documented that they see

\$1.34 in revenue from a Like as opposed to a Tweet that averages \$.80. Eventbrite adds that the value of a Like appears to be increasing as the Facebook user base and Like button adoption grows. Facebook users who utilize a Like button visit 5.3x more Web urls to engage with content and on average have 2.4x more Friends. Providing the Like button on a website gives content creators access to these more socially engaged consumers and their networks.

Implementing a Like button and enabling an Open Graph site structure is a great way to tap into the value of the Facebook user base and social graph. Early reports are already showing the great value a referential Like can drive to a page over more traditional sharing options. Overall, it's important to note that no two sites are the same and it's critical, as shown in the Eventbrite example above, to review your success and failures. The way to optimize a site is to review the analytics and results of each effort and to test variations. Being able to quantify the results, will help make your strategy even more concrete and effective.

A Like helps start the conversation with some new users, engage existing users, and drive traffic. As you build out your site structure and social strategy it's important that the social share options you implement and their available communication streams tie into your company's overall strategy to engage users appropriately for the long haul.

### Insights

Facebook Insights originally focused on providing metrics for the planning of Facebook Ad campaigns by Page owners but it has been [steadily increasing its scope](#) to include feedback for Open Graph partners. In addition to activity and demographics on Page usage it can now provide feedback regarding social plugins such as Likes and Comments. Sites can track their Like activity and can determine which components are most productive. Sites using the Comment plugin can also see impressions, number of comments and the number of times that the comments were seen and clicked on Facebook.

Even sites not using the plugins can still get data on the number of organic Facebook shares that their content has generated. Facebook maintains documentation for Insights at [developers.facebook.com/docs/insights/](http://developers.facebook.com/docs/insights/).



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# Chapter 2. IFrames for Facebook Page Custom Content

Janet Driscoll Miller

In February 2011, Facebook announced [several changes](#) regarding Pages, including a significant development in the way that custom content is produced and tracked. FBML, which is Facebook's version of HTML, is going away and custom content can now be presented directly from almost any web server via an iFrame. The change led to a brand new set of best practices for custom Page content.

## iFrames for Facebook Pages:

**What they do:** Allow Web content to be maintained on an external server and presented on a Facebook custom Page.

**Why they matter:** Facebook is deprecating the FBML that has been used to code custom pages. IFrames allow developers greater freedom, the use of standard tools and they provide marketers with greater tracking capabilities.

## 1. Use your own CSS for style and branding

One problem with FBML-based pages has been that they frequently do not display Web content the same way that it is rendered outside of Facebook. This has been particularly true for the CSS that is used to style Web content.

Programming a Facebook page tab in FBML has been much like programming an HTML email — there are certain style limitations on things like backgrounds and more. However, with iFrames the framed content resides on an external website and Page owners are able to pull styles directly from their own style sheet with confidence that they will display properly when rendered in the Facebook iFrame. This is a big timesaver when trying to program pages to match a corporate brand without having to create a completely separate layout every time.



The 520 pixel wide highly customizable area on a Facebook custom Page can now be set up as an iFrame as Facebook is deprecating FBML.

## 2. Track pageviews with Google Analytics and other analytic services

It is difficult to get the Google Analytics tracking code to work within the FBML Pages and, since the Pages are hosted on Facebook, standard Web traffic logs can't capture user activity for analysis. With iFrame-based Pages the custom content resides on the page owner's server and they can now track the activity with Google Analytics and other analytics packages.

## 3. Test pages with Google Website Optimizer

iFrame-based Pages also allow marketers to test page elements or whole pages using the free tool Google Website Optimizer. If you're not sure what works on a custom Page and what doesn't,

## Cookies?

iFrames on Pages has raised questions regarding cookie policy. Facebook will probably deal with problems as they emerge. They have already stated that:

*"although you may use aggregate analytics for your individual Page, you must not combine information from any other sources to customize the user's experience on your Page and may not use any information about the user's interaction with your Page in any other context (such as analytics or customization across other Pages or websites)"*

you can use Google Website Optimizer to test elements or whole pages to optimize conversions.

#### 4. Track conversions from Facebook

Typically Facebook ad respondents convert at higher rates when landing on a landing page within Facebook. This may be because Facebook users, unlike search engine users, are participating on Facebook to do something else — not necessarily to respond to an ad and they are likely to be multi-tasking within Facebook. When they do respond to an ad, they likely wanted to stay within the Facebook application and continue back to their regular business when done with the ad's landing page.

iFrame-based tab pages now make tracking conversions from Facebook and keeping ad respondents within the Facebook application much easier. Before, Facebook advertisers had to create a separate landing page and thank you page in FBML — now it all just resides on your website, and within one frame on Facebook.

##### **iFrames tip: It gets a lot easier after the first page**

Getting the first page to display on Facebook in a custom iFrame is a bit tricky and requires a Facebook app along with a number of steps that must be carefully followed (see *How to Create iFrame-Based Facebook Pages* below). From that first page, however, you can just link to subsequent pages on your server and allow the user to navigate without leaving the iFrame. Any page that the user clicks on will be displayed in the iFrame and need not be registered as a Facebook app. Ideally the content should be designed to fit within the 520 pixel iFrame. If you want the user to 'break out' of the iFrame just include the attribute `target="_blank"` with the link and it can take the user completely outside of Facebook.

#### 5. Ability to use dynamic programming languages

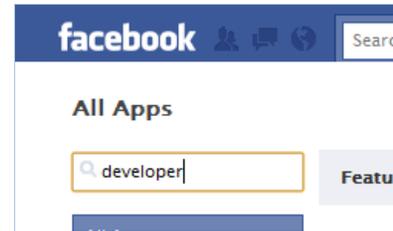
Since the content of Facebook iFrame tab pages reside on your site they can do almost anything that your home based pages can do. This opens up all new worlds of possibilities for pages, including using PHP, ASP, and other dynamic programming languages to do everything from pulling database information to using variables. Even Flash animations can be used, as long as they don't auto-start.

#### 6. Ecommerce

If you're an online retailer, definitely consider using iFrames for your product content. You can add pages for your various product lines, like "Women's clothing" — just reformat the page on your site into a Facebook-friendly version. Then Facebook page visitors can order from your site directly through the Facebook tab.

## How to Create IFrame-Based Facebook Pages

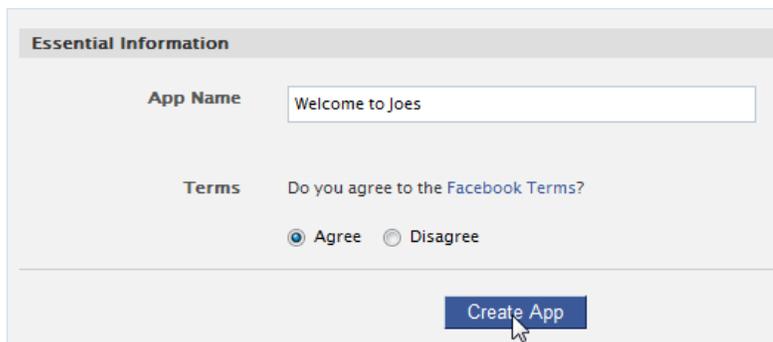
1. On your Facebook page, click on “Edit Page” (in upper right corner).
2. Click on “Apps” at the left hand side navigation. This will show a list of any tabs that you currently have along with other installed applications.
3. At the very bottom of the Apps page, click on “Browse More Applications”.
4. In the search box, enter “developer” to search for the Facebook Developer app. Use the smaller search box on the left and not the main Facebook search bar at the very top of the page.



5. Click on the Developer app, then select “Add to my Page” under the logo at left. A box will pop up to show which pages you can install the app on. If you do not already see your page listed there, the app is likely already installed. If your page IS listed, click on “Add to Page” (left navigation towards the bottom) to install. After you have installed the app or if it is not listed, close the pop up window and click on the “Go to App” button under the logo on the left.



6. Click on the “Set Up New App” button at the top of the page.
7. You’ll need to have a name for your page. This name will be what displays on the “tab”, so choose wisely.

A screenshot of the Facebook 'Essential Information' form for creating a new app. The form has a title 'Essential Information' and a 'Create App' button. The 'App Name' field contains the text 'Welcome to Joes'. The 'Terms' section asks 'Do you agree to the Facebook Terms?' and has two radio buttons: 'Agree' (selected) and 'Disagree'.

There should be a security captcha at this point.

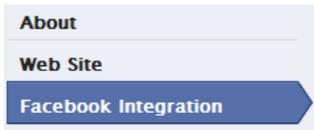
There are now three screens that you will need to fill out to properly set up the app.



8. **The About screen** contains basic information about the page/app. You can upload a logo for the page and will need to add your privacy policy and terms URLs to this page. NOTE: You MUST add either a trailing slash or a '?' after your URLs for privacy and terms. This is required by Facebook to submit the form.



9. **The Web Site screen** contains information about your own company domain. NOTE: Like on the About screen, you will need to enter a trailing slash on your website URL.



10. **The Facebook Integration screen** is where many of the setup details are entered.

A screenshot of the Facebook Canvas integration setup form. The form is titled 'Canvas' and contains several fields and options. On the left, the fields are: 'Canvas Page' (with a text input containing 'http://apps.facebook.com/' followed by a small empty box and a slash), 'Canvas URL' (with a text input), 'Secure Canvas URL' (with a text input), 'Canvas Type' (with radio buttons for 'iFrame' and 'FBML', where 'iFrame' is selected), 'iFrame Size' (with radio buttons for 'Show scrollbars' and 'Auto-resize', where 'Show scrollbars' is selected), and 'Bookmark URL' (with a text input). On the right, there are explanatory text blocks for each field: 'The base URL of your app on Facebook', 'Facebook pulls the content for your app's canvas pages from this base URL', 'Facebook uses this secure version of the Canvas URL when your app is accessed by a user over a secure connection (https).', 'Choose whether your Canvas URL renders HTML in an iFrame or returns FBML', 'Choose "Auto-resize" if you are using FB.Canvas.setUseResize in your iFrame app and want the Canvas iFrame to grow to the height of your app's content', and 'The URL to load when a user clicks your app's bookmark. If blank, this defaults to your Canvas Page'.

**Canvas Page:** Should be something short and memorable as part of the URL for the app you are creating. This will become the URL for the Facebook app that will appear in your iFrame.

**Canvas URL:** The actual page on your server with the content designed to appear in the iFrame, e.g., 'Thanks for visiting our Facebook Page'. The Canvas Page will grab this URL and place it in the iFrame. Must have the '/' at the end or a '?'. You can also supply a secure (https) version.

Once you have completed these three screens, click “Save Changes”. You will be able to come back later and edit these settings as needed.

11. After saving , click on the “Application Profile Page” (right hand navigation column, 2<sup>nd</sup> item from the top) link to add the new Facebook tab page to your Facebook page.
12. Once on the Application Page, click on “Add to My Page” (left hand navigation column) to add the new content to your Facebook Page. A pop up window will appear. Click on the “Add to Page” button adjacent to your Facebook page name.
13. Go to your Facebook page. If you don’t see the new Tab Page listed under the logo, you may need to change the order. Simply click on “More” then “Edit” and drag your Tab page higher in the order to ensure it is a page that shows in the menu there by default, if you prefer
14. Preview the tab page by clicking on it. Make sure that the layout works the way you want. If it doesn’t, you can always edit your style sheet or page on your own website to ensure it fits properly.

If your server refuses to display your Canvas URL and it is a *.html* page you can try renaming the page with a *.php* extension.

There are creative ways to manage content so that it appears neatly within the iFrame.

- **Create a separate style sheet for Facebook.** A separate Facebook style sheet can limit the width of my page to 500 px, set font size and line spacing to help the content fit nicely in the Facebook iFrame area.
- **Use a dynamic programming language such as PHP.** Dynamic code can be set to display or hide certain items on Facebook. The Canvas URL can include a parameter such as ‘<http://mysite.com/welcome.php?disp=fb>’ Capturing the ‘disp’ value can trigger conditional statements throughout the page to dynamically format the content for the Facebook Page.



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## Chapter 3. Optimizing the Facebook Page for Search

Ann Smarty

Social media and search marketing are becoming increasingly intertwined. The number of Tweets and Likes pointing to a site can boost its rankings in search engines. Meanwhile, Facebook itself has become complex and Pages have become competitive in gaining attention. Facebook's internal search has also become an essential tool for attracting new eyeballs.

### Facebook search

**What it does:** Facebook internal search helps users find content; Google and Bing also rank Facebook Pages.

**Why it matters:** Pages that are well defined and optimized will get higher rankings both within Facebook and on the major search engines.

There are two very different methodologies involved. Major search engines such as Google and Bing use a web link structure to analyze web authority while Facebook is a social network that uses people, connections and their preferences to analyze the community.

### The Anatomy of Facebook Search

Users have become well accustomed to the Google search interface: just type query terms and click through the results (ranked by relevancy and authority).

Facebook search is a bit more complicated. First of all, it has two levels.

The first level is **Facebook Autosuggest** (also referred to as "Auto-Complete" results): just start typing your search term to get instant results right below the search box:



If the user doesn't see what they are looking for in Autosuggest results they can click to "See more results for..." to get to "Advanced Facebook" search results that include Pages, Friends, Applications and even web results (The latter are powered by Bing).

They can also filter results by type, for example they can see only pages. Looking at search results returned for a query, they will be able to instantly see:

- Each page name;
- The number of people who "liked" each page;
- The category of the page.

#### Two important points to remember about Facebook Search:

- **It is impossible to predict:** you never know what your friends or just random users will see for any given search query. Facebook search is likely to heavily rely on connections: how "close" the user is to each page - how many of their friends Like it or even how many Friends of Friends Like it.
- **It relies on exact match:** Change your search term just a bit to see completely different search results: for example, [blogging] versus [bloggers]:

The image shows two side-by-side screenshots of Facebook search results for the terms 'blogging' and 'bloggers'. A vertical red line separates the two columns. The left column is for 'blogging' and the right column is for 'bloggers'. Each result shows a page icon, the page name, the type (Page), and the number of likes.

Search Term	Page Name	Type	Likes
blogging	Bloggingpro	Page	767 people like this.
	Blogging	Page	151,296 people like this.
	Blogging for Books	Page	1,677 people like this.
	Social @ Blogging Tracker	Page	4,573 people like this.
	BloggingJunkie	Page	117 people like this.
	Dragon Blogger: blogging	Page	65 people like this.
bloggers	Famous Bloggers	Page	1,119 people like this.
	Mommy Bloggers	Page	1,563 people like this.
	Mom Bloggers Club	Page	2,845 people like this.
	HellBound Bloggers	Page	1,986 people like this.
	Bloggers	Page	2,885 people like this.
	BLOGGERS	Page	502 people like this.

## Optimizing a Facebook Page for BOTH Facebook and Google/Bing

**Page name:** Page creators may feel tempted to stuff it with keywords hoping to get it ranked at least for a couple of them in the major search engines. In Facebook, however, people and connections will define page popularity, so it is best to keep it simple, targeted and brand-specific.

Key points to remember about Page name are:

- The name of a Facebook Page is also its actual page title tag (this is the linked part that shows up in both Google and Facebook search).
- The name is crucial because Facebook search is biased to “exact match”: your page will only have a chance to show up if it has the exact word the user types in the search box.
- Rule of thumb: It is best to name your page after your brand without trying to make it too descriptive. BUT make sure to use your full name and break into the separate words, for example:

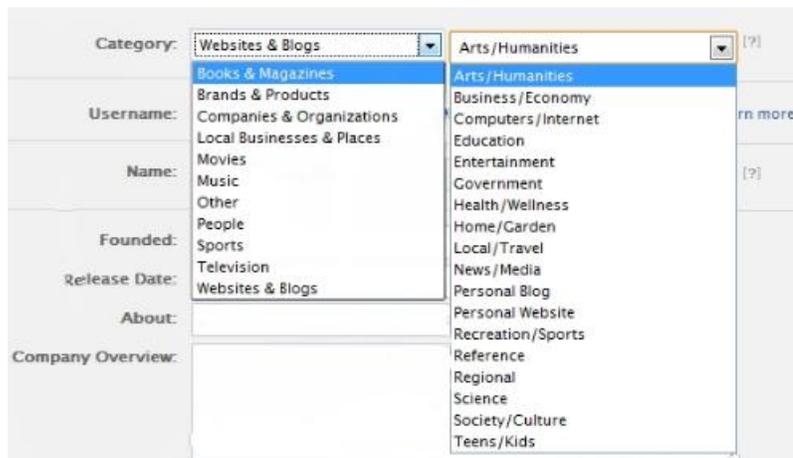
*“Search Engine Journal” is better than “SearchEngineJournal” (because it has a good chance to get ranked for “search” and “search engine”)*

**The Facebook Page URL:** Creating a short readable URL for a page makes it more appealing to both people and search engines. Pages can set a custom page URL (also referred to as “Vanity URLs”) at [www.facebook.com/username/](http://www.facebook.com/username/) - as long as the page has at least 25 Likes.

The custom URL can only be set once and cannot be edited. Facebook maintains a blacklist of restricted usernames and advises:

*“The selected username should clearly identify the artist or business represented by your Page. Create a username that is as close as possible to your public figure or business name”*

**Page Category:** Page owners can specify its Category and Subcategory. It will help the listing to be more easily identified in Facebook search results.



The image shows a screenshot of the Facebook page creation or editing interface. It features two dropdown menus for selecting a category and subcategory. The 'Category' dropdown is currently set to 'Websites & Blogs'. The 'Subcategory' dropdown is currently set to 'Arts/Humanities'. Below these dropdowns, there are several text input fields for 'Username', 'Name', 'Founded', 'Release Date', 'About', and 'Company Overview'. The 'Username' field has a list of suggestions including 'Brands & Products', 'Companies & Organizations', and 'Local Businesses & Places'. The 'Name' field has suggestions like 'Movies', 'Music', 'Other', and 'People'. The 'Founded' field has suggestions like 'Sports', 'Television', and 'Websites & Blogs'. The 'Release Date' field is empty. The 'About' and 'Company Overview' fields are also empty. The 'Subcategory' dropdown has a list of suggestions including 'Arts/Humanities', 'Business/Economy', 'Computers/Internet', 'Education', 'Entertainment', 'Government', 'Health/Wellness', 'Home/Garden', 'Local/Travel', 'News/Media', 'Personal Blog', 'Personal Website', 'Recreation/Sports', 'Reference', 'Regional', 'Science', 'Society/Culture', and 'Teens/Kids'.

**Page Info:** Complete information about the page should be entered onto the “About us” box and “Info” tab to describe the business. These fields offer more “indexable” content for search engines.

Facebook Page notes can be yet another good place for content relevant to your brand. One of the most effective ways to take advantage of page notes is to use them to collect and publish Twitter testimonials aggregated from your Twitter Favorites.

**The Page Wall:** A vibrant Wall is a powerful way to enrich any Facebook Page with fresh and relevant content. Be sure to update your regularly (at least a couple of times a week) with content about your business. It keeps the page “alive” and keeps both the search engines and the people coming back. These page updates show up in both the Autosuggest and Advanced Facebook search results which makes the Page easier to find.

Page (In-)Links: SEOs like to talk about ‘on page’ and ‘off page’ strategies. In Facebook search ‘off page’ focuses on having users Like and otherwise link to your Page:

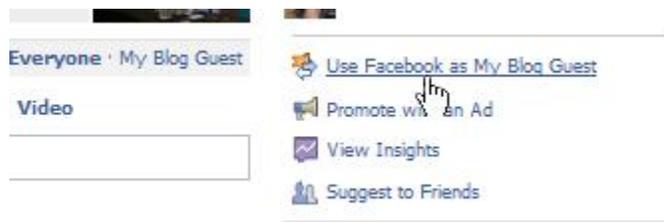
- Facebook Like works like a “vote” for a Page. Facebook seems to use Likes to measure both page popularity and relevancy to each separate user.
- The more people Like your Page, the more links there are pointing from public profiles to it (and thus the more ways search engines have to crawl it):

Here’s how the external search engine “sees” the list of pages a user likes (as you can see from the screenshot, these are direct links to the page):



Another way to get a page better linked within Facebook is the new ability to browse Facebook as page admin (rather than as a personal profile). A Page can

like other pages and updates, comment and participate in discussions (always linking back to your page).



Facebook page search optimization is all about investing time and effort towards creating content that can make the page useful enough for people to Like it and to discuss it with Friends. This will make both Facebook search as well as Google/Bing take note in their rankings. As with any search project, the purpose of your content should be as clear as possible to keep the web crawlers, and the users, happy.



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## Chapter 4. Facebook Contests and Competitions

Brian Honigman

User engagement is the primary goal of every Facebook Page. A company's Page is a platform where they can increase overall brand awareness by listening to customers and by encouraging conversation. One of the best ways to boost engagement is by hosting a contest, giveaway or sweepstakes on the Page. Following the rules and using available resources wisely can create a contest that will accomplish almost any conversion goal.

### Facebook Contests & Competitions:

**What they do:** Incentivize and engage visitors to Facebook Pages.

**Why they matter:** Pages running contests and competitions can stand out, create buzz and collect user data while promoting products and services.

### Facebook's Guidelines

Facebook actively regulates and monitors contests to protect their users. They post the guidelines at [www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php) with a warning that they can remove any materials related to the promotion or disable the Page, application or account altogether if violations are found. In short, contests must be conducted through a Facebook app, there are limitations on what an entrant can be required to Like as a prerequisite, and new Likes cannot be automatically entered into a contest. The guidelines spell out a list of what can and cannot be done along with required disclaimers.

### Defining Goals and Conversions

Defining goals and conversions is the next step. Without a clear marketing conversion in mind a Facebook contest can cost money and waste effort without reaping any real benefit. Contest planners should clearly define what they want users to gain from the contest while keeping in mind the specific customer behaviors that they wish to encourage as a result. This is a vital step towards ensuring the contest is a success.

**Walgreen's Spring Has Sprung game:** Accessible only through Facebook, this Instant Win Game redirects users to Walgreen's website where they can enter their email address for a chance to win one of 250 gift cards at random. The consumer's incentive to enter is the chance to win a free gift card, while Walgreen's conversion goal is gathering email addresses from contestants for follow-up purposes.

### Even the King must obey the rules.



Probably the best known and most controversial contest occurred in January 2009, back when Facebook still needed the publicity. Entrants could get a free Burger King Whopper for de-friending 10 Friends. Close to 234,000 'friendships' promptly ended and user feeds made it clear as to just who was being sacrificed in exchange for 1/10<sup>th</sup> of a Whopper. While it was a great example of a business engaging their Facebook base the thought of Friend connections being severed probably didn't sit well with Facebook. They eventually disabled the promotion. The grounds? Apps are not allowed to post 'de-friending' incidents.

### Walgreens • Instant Win Game

Company



## Defining Goals and Conversions

With guidelines and user expectations in mind the next step is the actual development of the promotion within your Facebook Page. There are three ways you can develop a contest:

- **Using A Third Party Application:** Probably one of the easiest ways to develop and implement a promotion is by using one of the many applications, some of which are available for free. These applications offer an easy to use interface to upload photos, text and any other content pertinent to your promotion. It's a good solution for a company with limited budgets and software development resources. With most of these applications there's less need to worry about breaching Facebook's Promotion Guidelines because they are built into the application (although they might not be up to date and it is still the Page owner's responsibility to adhere to the rules). Three companies that offer do it yourself apps are [Appbistro](#) (some applications are free), [Easypromos](#) (the first promotion is free for Pages with less than 5,000 fans) and [Offerpop](#) (the promotion application is free for Pages with less than 500 fans).
- **Developing Your Own Application:** It can prove affordable and efficient for small to mid-sized companies to develop Facebook promotions internally. Third party apps can limit customizations while self developed apps allow for complete creative control. The iFrame option for Pages means that software developers can build contests with their own tools and only need to learn some basic Facebook integration protocol to enhance the contest using Facebook user data.
- **Hiring a Facebook Preferred Developer Consultant:** This can be a more expensive option but one that can give your contest the best shot at outright success. A [Facebook Preferred Developer Consultant](#) is experienced in developing Facebook integrations and has earned a stamp of approval by Facebook. These are the consultants who understand the Facebook user experience and also are best equipped to use the API to integrate your promotion with available Facebook user data for increased personalization.

## 5 Recommendations for Facebook Contests & Competitions

### *1. Establish Broad Appeal*

Make sure to offer prizes that many prospects would be interesting in winning. Don't restrict the contest by promoting an obscure item or service that might only interest a small segment of the audience.

## 2. Be creative

Originality, creativeness and nerve are going to help the promotion stand out. A boring promotion will probably have boring results. Put yourself in the mindset of your target market while they are using Facebook. What potential reward would get them to sit up and take notice?

## 3. Strive for simplicity

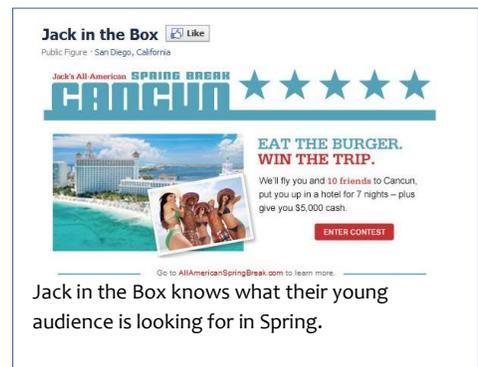
Keep the promotion both clean and simple. Extravagant visuals and complicated contest rules will overwhelm your audience, possibly losing you potential applicants. Entering a contest online should be easy, quick and fun. Keep this in mind throughout the implementation of your promotion.

## 4. Go multi channel

Cross promote your contest through other platforms available to your brand. Share it on your website, through email marketing, print ads, word of mouth, on TV, on the radio, on YouTube, Twitter, LinkedIn or any other platform you deem appropriate, including Facebook ads themselves.

## 5. Be timely

Seasonality and timing are important aspects of Facebook promotions. Try to anticipate what is on the minds of your target market right now and don't drag things out. If the contest is too short it may never reach enough leverage among interested audiences and fail, yet if it goes on too long fans will lose interest and forget what they have entered. Determine a balanced time frame for your campaign, giving it enough time to attract buzz while also maintaining its relevance.



Jack in the Box Like  
Public Figure · San Diego, California

Jack's All-American **SPRING BREAK** ★★★★★  
**CANCUN**

**EAT THE BURGER. WIN THE TRIP.**  
We'll fly you and 10 friends to Cancun, put you up in a hotel for 7 nights - plus give you \$5,000 cash.

[ENTER CONTEST](#)

Go to [AllAmericanSpringBreak.com](http://AllAmericanSpringBreak.com) to learn more.

Jack in the Box knows what their young audience is looking for in Spring.



**Brian Honigman** is a Search Analyst at [LunaMetrics](http://LunaMetrics). He blogs on Social Media, SEO and Marketing on [LunaMetric's Blog](http://LunaMetric's Blog) and on [BrianHonigman.com](http://BrianHonigman.com). He can be followed on Twitter at [@Brian\\_Honigman](https://twitter.com/Brian_Honigman).

## Chapter 5. Using Facebook Connect for Ecommerce

Linda Bustos

Facebook Connect was created in May 2008, allowing Facebook users to register with their Facebook identity on any site and also providing personalization via Facebook user data. In 2010, with the Facebook user base reaching the half billion mark and the Open Graph fueling data integration, Connect gained momentum as a sales tool on major ecommerce sites. According to Facebook, 30% of its users actively engage with third party websites through Facebook Connect each month.

### Facebook Connect

**What it does:** Allows users to sign in at almost any site using their Facebook log-in.

**Why it matters:** Sign-ins are simplified and their volume increases; sites can personalize based on Facebook user data.

Documentation on Facebook Connect logins can be found at <http://www.facebook.com/help/?page=730>.

Web sites are seeing benefits from Facebook Connect in a number of ways:

- **Alternative to a sign up process.** A logged in Facebook user can join a site with one click, authenticating his or her account using Facebook credentials.
- **Provide “social context” around web content and features.** Users can grant permission for a Web site to post stories to their Wall, share content with one click and even share wish lists or products that they’ve purchased. Connected users can see what their friends have viewed, commented on, or reviewed at the site. This “social proof” builds trust, as people value their friends’ opinions over strangers’.
- **Enrich web site personalization.** With access to profile data, web sites can personalize based on keywords in both the connected user’s profile and his/her social graph (gift suggestions, birthday reminders, etc).
- **Improve customer service communication.** Folks who frequent Facebook more than their email inboxes may prefer to receive news such as product back-in-stock or shipment notifications through Facebook, especially when email inboxes are already overflowing.

Facebook claims sites using Facebook Connect have seen 30% to 200% increases in site registrations, and 15% to 100% increases in user generated content (including product reviews). For many Web users Facebook is the richest source of information on their interests and preferences, as they frequently share items with friends and are constantly updating profile data.

With all of these advantages in sight ecommerce sites have still lagged behind in adapting to Connect. Information sites like TechCrunch or the Wall Street Journal have enjoyed greater benefits from the increased content sharing. Social networks like Twitter and Vimeo benefit from one-click sign up. But now some heavy hitting ecommerce sites, most notably Amazon, have taken the plunge and are being joined by innovators of all sizes.

## How Online Retailers Are Using Facebook Connect

### Personalization – Amazon

The 'Zon made a big splash in late 2010 when it rolled out new personalization features with Facebook Connect. By connecting to your profile and social graph, Amazon can recommend products that match the interests of you and your friends beyond the click stream and purchase data it has from on-site Amazon behavior. (You can access this feature by clicking the “We have recommendations for you” link at the top of your Amazon page.)

Linda, Welcome to Your Amazon.com

The screenshot shows two main sections on the Amazon.com interface. The first section, titled "Today's Recommendations For You", features a carousel of product covers. Two items are visible: "Landing Page Optimization: The D..." (Paperback) by Tim Ash, priced at \$18.80, and "Web Form Design: Filling in..." (Paperback) by Luke Wrob..., priced at \$39.00. The second section, titled "Tap into Your Friends" (marked as BETA), encourages users to connect to Facebook to receive personalized recommendations based on their friends' favorites and likes. It includes a "Sign in and Connect" button and a note that users can disconnect at any time.

Using the Facebook Open Graph, Amazon offers recommended products based on the Likes of Friends, along with upcoming birthdays. They can also base recommendations on the personal preferences expressed on Facebook.

Recommendations Based on Your Favorite Music on Facebook

This section displays a row of five music album covers with their respective titles and prices. From left to right: "Swim" by Caribou (\$12.08), "Lost Ocean" by Lost Ocean (\$5), "Treats" by Sleigh Bells (\$9.79), "Cosmos" by The Send (\$11.49), and "Zonoscope" by Cut Copy (\$9.99). Each item includes a star rating and a "Why is this recommended?" link.

### Personalization – Teavana

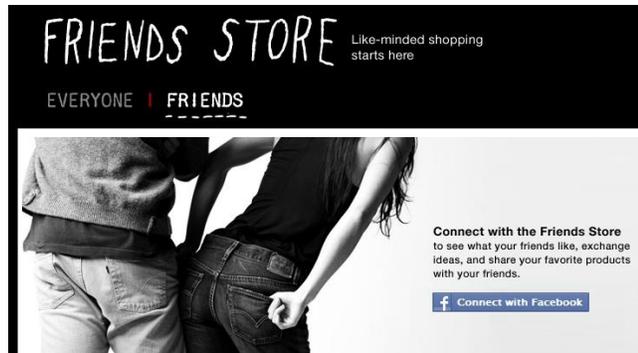
Using the [TurnTo](#) application, online tea merchant [Teavana](#) allows users to search within items that their Friends have purchased on the site. They also can make recommendations based on purchases within the user's zip code.

The screenshot shows the Teavana website interface. At the top, it says "Welcome, Linda" and "Not Linda?". Below this, a yellow banner indicates "Checking for 423 facebook friends. To check for even more friends, click here." The main heading is "Some ideas from friends, neighbors, and other customers". A sidebar on the right prompts the user to "See what your neighbors bought here" with a search bar and "ON" button. The main content area shows several recommendations, each with a small image of the product and a brief description: "David S, a friend of your friend" and "David Berkowitz and a repeat customer, bought:"; "Teavana?? Te..."; "Nathaniel T, a recent customer, bought:"; "Perfect Tea ..."; "Tea Thermome..."; and "Christopher S, a recent customer, bought:". A "Feedback" link is visible at the bottom left, and "Powered by TurnTo" is at the bottom right.

## Merchandising – Levi's

Levi's has used Facebook integration to create a specialized micro-site – [The Friends Store](#), where they merchandize products according to the number of Likes received with emphasis on the user's Friends.

Facebook Connect allows visitors to view a personalized selection of Levi's products that their Friends have Liked and also remembers their birthdays. Unlike Amazon, Levi's does not suggest products for Friends. Users are encouraged to post items to their Facebook news feed when they find an interesting product, hopefully to start a discussion with Friends.



## Product Pages – Jansport



[Jansport](#) encourages product reviews and uses the [Fluid Social](#) application to socially network its product pages. Connected users can filter reviews down to their Friends' contributions or the reviews that they've liked. They can also invite friends to chat right on Jansport.com about the product.

Retailers obviously have to consider scale – what is the likelihood that a user will have a Friend who has reviewed a specific product? Even without significant Friend activity there are other aspects of Facebook Connect that can still help; for example users who do comment on a product can post it on their Facebook wall and they can invite Friends to help them decide on a purchase.

## Post-Purchase – Nike

In 2007 Facebook Beacon turned Facebook users into product evangelists by posting their online purchases to their Wall. Facebook neglected to ask for user permission first which resulted in one of their early privacy nightmares. It was a powerful concept, however, and today Nike uses Facebook Connect to do very much the same thing, only with user permission this time.

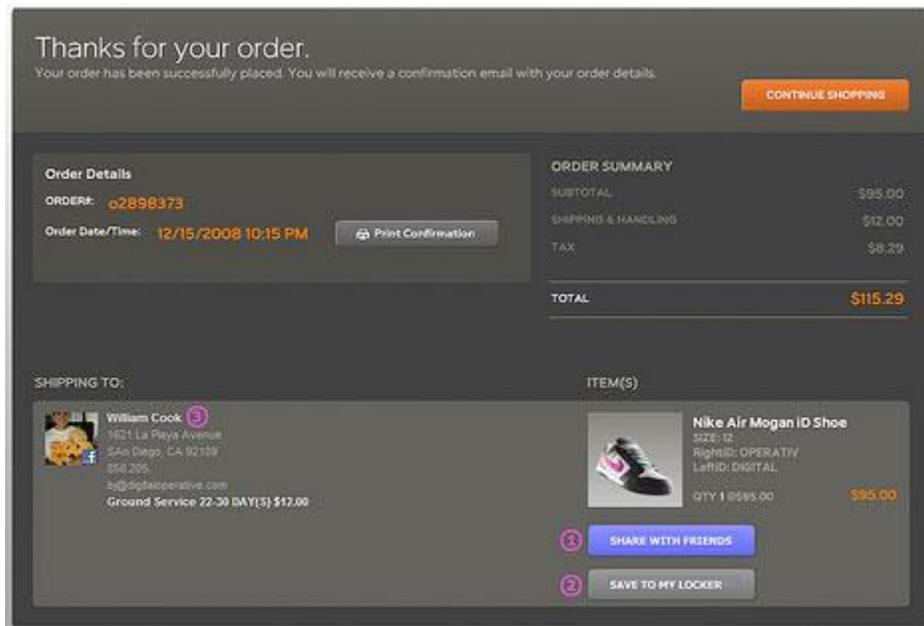


Photo Credit: [Digital Operative](#)

Nike waits until the sale is complete before they ask for permission so that they don't interrupt the checkout process and risk an abandoned cart.

This feature is on-point with Nike's customizable product line. Customers who design a custom pair of shoes are more likely to want to share their purchase details, as building the shoe is a personal activity and a reflection of individuality.

Groupon is another site that offers post-purchase evangelism. Again, this makes sense for their business model – the daily deal is something local friends may get excited about.

## Is Facebook Connect Right For Your Online Selling?

One-click Facebook Connect sign-up eliminates virtually all friction in the registration process (apart from the anxiety over privacy). Most Facebook users are perpetually logged in, or they log in frequently enough so that their login info is committed to memory.

There are pitfalls for online retailers, however. Facebook Connect cannot replace the account creation process if you require complete and accurate information. You are restricted to their Facebook profile data and further restricted by their privacy settings. It may prove difficult to collect custom data fields helpful to your business.

The personalization features are extremely powerful but most retailers have to be realistic about the overlap between their user base and the user's Facebook network.

Rather than build a feature that relies simply on Friends' activity, a site can emulate Amazon and find ways to leverage existing customer data. Take cues

from keywords in Friends' profile data to recommend products for the Connected user and gift ideas.

## 7 Recommendations for Facebook Connect

### 1. *Location, location, location. Timing, timing, timing.*

Introduce Facebook Connect at the right place and time. Avoid using those pop-up window requests that are commonly used for customer surveys and email sign ups. It's not just because users hate pop-up windows more than waiting in line at the passport office. If prompted too early, they may decline the request, then not know how to get it back when they decide they want to connect.

Instead, use a passive call to action placed where it makes most sense to connect. For example, the product reviews section, account creation page, community areas/features, or post-purchase.

### 2. *Presentation, presentation, presentation.*

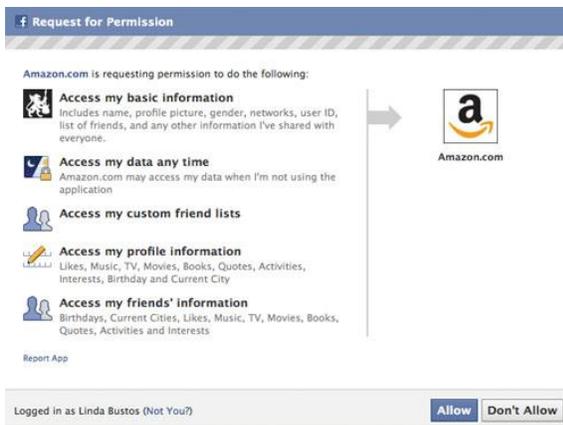
Because Facebook Connect is a call to action, it can compete with your default CTAs. You want your Facebook Connect button to get noticed, but not create confusion or dwarf other options on the page.

### 3. *Spell it out.*

Make sure you address these FUDs (fears, uncertainties and doubts):

- What happens when I connect?
- What data is shared between Facebook and your site?
- Is it easy to disconnect?
- What is the benefit of connecting?

### 4. *Take only what you need.*



The Facebook Connect dialog box will disclose exactly which Facebook data you will be accessing. It can create a formidable barrier. Like a web form, ask for only the information that you will need.

5. *Make it easy to unplug.*

Provide a clear link for control of Facebook Connect status and the point-of-action assurance that users can reconnect at any time.

6. *Respect privacy.*

Facebook users have been subjected to some serious privacy gaffes in the past and many are rightfully suspicious. Keep this in mind and assure them that you will value and protect the privacy of your visitors and customers

7. *Be a star performer.*

Performance is important. Scripts that slow down a user's browser are a sure fire way to get "disconnected." Implementation should be smooth and bug-free.



**Linda Bustos** is the Director of Ecommerce Research with [Elastic Path Software](#) and is the author of the [Get Elastic Ecommerce Blog](#) (Facebook: [GetElastic](#)). She also is an online retailer herself, launching [Robin Hood Couture](#), a line of handmade jewelry for sale on Etsy.

# Chapter 6. Facebook Location Based Marketing – Places & Deals

Jeff Ente

The rapid adoption of GPS equipped smart phones in late 2009 and early 2010 led to tremendous interest in socially oriented location based marketing. Startups such as [Foursquare](#) and [Gowalla](#) were already getting solid attention when, on April 20, 2010 (one day before Facebook announced the Open Graph), [Google Places](#) was introduced.

Facebook's response didn't come until August 18.

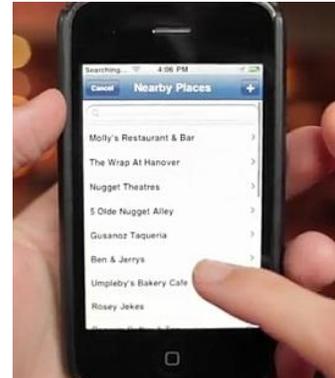
[Facebook Places](#), complete with Foursquare style Check-ins, brought location awareness to the world's largest social network. The Facebook iPhone app was updated for Check-ins and owners of other smart phones could check in through the mobile browser at [touch.Facebook.com](#). Either way, Facebook users could now post their location to their newsfeed, tag nearby Friends and call up a list of other users who had checked into the same location.

[To participate in Places](#) a business needs to search for their name on Facebook from an equipped mobile phone, add it if not found, and then stake their 'Claim' by clicking on an 'Is this your business?' link.

### Facebook Places & Deals:

**What they do:** Businesses can establish their physical location as a Facebook Place, encourage Check-ins and incentivize through Deals.

**Why they matter:** Check-ins and Deals can be posted to a user's newsfeed; Deals can be used to encourage trial, reward loyalty and offer viral exposure.



## Facebook Deals

Places had some interesting features but it was obvious that Facebook had to create a stronger motivation for people to use it. On November 2 [Facebook Deals](#) was announced to provide both financial and altruistic motivations. After Check-in a list of nearby Places appears and any Place offering a Deal is highlighted. Four variations of Deals were created:

- **Individual:** The user simply needs to accept the Deal and show the screen to the merchant to receive their incentive (usually a discount or free merchandise).
- **Friend:** Multiple users must combine forces to receive the incentive.
- **Loyalty:** Incentives are provided to a single user for recurring behavior.
- **Charity:** Donations are made on behalf of the user.



Facebook has rolled out Deals slowly starting with 22 merchants, updates are posted at [www.facebook.com/deals](http://www.facebook.com/deals). Instructions for creating a Deal can be found at [www.facebook.com/deals/business/](http://www.facebook.com/deals/business/).

Facebook made another key change when they announced Deals. Developers were given the ability to build Facebook apps that could Check-in on behalf of their owners. A Check-in was required before a Deal could be offered so it made sense that Facebook would want the process to be as automatic as possible.

## Combining Deals with Events

The original 22 retail partners were quick to experiment with Deals. Chipotle offered two entrees for the price of one, The Palms Hotel gave out free room upgrades or extra nights and the San Francisco 49ers sold tickets to future games for the discount price of \$49. Most notably, The Gap gave away free jeans to the first 10,000 people who accepted the Deal (although in practice the 10,000 had to be pre allocated to each participating location).

Although Facebook Events were originally conceived of as a single location get together they have since been adopted by retailers as a home base to create extra excitement and to publicize their deals. In late March 2011 Facebook started testing the ability for users to Check-in directly to an Event, no Place needed, further blurring the relationship between Places and Events.

**Chipotle Check-In BOGO**  
Share  Public Event

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**Time** Saturday, November 20, 2010 at 12:00am - Sunday, November 21, 2010 at 11:30pm

---

**Location** All US Chipotle Locations

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**Created By** Chipotle Mexican Grill

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**More Info** Check-in at Chipotle using Facebook Places Mobile on your smart phone on Nov 20-21, show your phone with the check-in offer on your screen, and get a BOGO (Buy-One-Get-One) burrito, bowl, salad, or order of tacos.

How to do it:

In order to qualify for the BOGO, you must be physically at the restaurant. Then, you'll need to check in at that restaurant either through the Facebook Places Mobile app on your smart phone or, if that is not possible for you, through [touch.facebook.com](http://touch.facebook.com) on your smart phone's web browser to qualify for the BOGO. This BOGO offer will pop up as a deal at the restaurant at which you check in. Show that deal to the cashier from your phone.

## Using Deals Wisely

Groupon's business model has been criticized by some retailers for bringing in low margin traffic that is price sensitive and not very loyal. Deals could face the same issues but the Facebook environment suggests that they could be used as a familiar electronic greeter that remembers good customers and always has something that will interest them. Deals still require a Check-in (although it is easy to envision them being pushed automatically when a user approaches a location). They could be a great involvement device – users should want to Check-in to see what is going on today, developing a relationship with an establishment as an active part of their daily Facebook experience.

## Chapter 7. Facebook Comments

Jeff Ente

Facebook announced a significant upgrade to their [Comments](#) plug-in on March 1, 2011. Web sites can now offer a robust platform for user comments by pasting in a very short snippet of HTML:

```
<div id="fb-root"></div>
<script src="http://connect.facebook.net/en_US/all.js#xfbml=1"></script>
<fb:comments href="YOUR_CANONICAL_URL"></fb:comments>
```

Facebook Comments have been around for awhile and even with the upgrade it isn't at all certain that they are a better option than the sector leader, [DISQUS](#). The Facebook system does have some powerful advantages as well as some negatives that bear watching:

- **No additional sign in required.** If the user is currently signed into Facebook their comment box is automatically presented and accompanied by their profile image.
- **Exposure on Facebook.** The comment box has a pre-checked box providing the option of having it posted to the user's news feed where it effectively acts as a share. Friends can then add a follow-up comment directly through the feed and it will be synced and displayed back on the original site (this may not be obvious to some users who could therefore be surprised that their wall postings are being distributed outside of Facebook).
- **Social relevance/filtering.** Comments are sorted using the Open Graph so that posts by Friends and then friends of Friends will be presented first, followed by the most heavily Liked comments. If a user has been previously banned or if they use a blacklisted word their comments will be visible only to themselves and to their networks. They might not even realize that they have been banned.
- **Use of Facebook profiles.** Users post as their Facebook profiles which could promote more civilized discussions but it also obstructs comments that have a valid reason for anonymity. Significantly, Facebook Page admins can post as their Page, giving the exposure to their Page instead of to themselves.
- **Limited integration.** Facebook controls the list of other 3<sup>rd</sup> party commenting logins that can be integrated for non-Facebook users or for those who don't wish to comment as the Facebook profile.
- **Restricted styling.** Unlike DISQUS and other systems designers cannot customize the comment box using CSS. Facebook restricts the look and feel of the comment system to the light and dark gray options consistent with their other plugins.
- **Availability.** If Facebook is blocked (as in some offices) the Comment system will be as well.

### Facebook Comments:

**What they do:** Provide (via plug-in) a robust commenting platform using Facebook's Open Graph.

**Why they matter:** Any user currently signed in via Facebook is also signed in for the commenting system; their comments can be shared on their wall creating additional exposure.

# Chapter 8. Advertising on Facebook

Kelly Gillease

Facebook’s audience has continued to grow at a remarkable pace. According to [Hitwise](#), it has become the most highly visited site on the Web, edging out even Google. Marketers naturally find it irresistible, not only for its sheer reach but for the viral capabilities that it provides as well. Facebook offers marketers a lot of free interaction tools but, for obvious reasons, it is expected to emphasize paid advertising as an effective means to communicate with its user base.

### Facebook advertising

**What it does:** Allows targeting on Facebook pages by demographics, interests and connections.

**Why it matters:** Still in their infancy, Facebook ads are likely to become a major component of Facebook’s monetization strategy affecting the growth and popularity of Pages, Facebook commerce and branding.

## Step 1: Determine Campaign Goals

Like any online campaign, there’s a variety of goals and purposes that Facebook ads can address. Step 1 is to determine the goals upfront for the campaigns. Many marketers are running Facebook ads to promote their social media marketing efforts by promoting a Facebook Page or Group. There’s nothing wrong with setting a goal related to social media but Facebook can also be used to attain more traditional campaign goals (direct sales, site traffic) through its advertising program.

Marketers should choose their goals carefully and then keep campaigns with different goals distinct. For optimal results a social media campaign will need different ad texts, URLs, calls to action and probably spend levels compared to a more traditional online marketing campaign. Don’t mix them together if you decide to market via Facebook ads for both.

## Step 2: Create Ads

For Facebook ads that link to a non-Facebook page, follow the now tried and true best practice of using tracking parameters in URLs (or another method of tracking) as you would for any online marketing. Another best practice for Facebook ads is to include an image. Click-through rate is much higher for ads with images than for those that are text only. Otherwise rotate and test multiple ads as you would for search engine marketing to see what works best.

## Step 3: Set the Targeting

Facebook’s strongest advertising assets are its robust targeting options. Besides location, demographic and language targeting there’s also a huge set of Likes, interests and connections that should be explored and tested.

Traditional keywords come into play for Likes and interests targeting. Explore keywords that are relevant to your site, but also explore competitor or related brand names that would also be of interest to your target audience. For example, if advertising for Dell computers, you probably also want to target people who are interested in Gateway, HP, and other related brands as well as generic terms like “computers” or “laptops”. Take note of Facebook’s keyword

### Estimated Reach

**141,900** people

- who live in the **United States**
- who live within 50 miles of **San Francisco, CA**
- between the ages of **18** and **45** inclusive
- who like **coffee** or **starbucks**

Facebook provides ad planners with running counts of estimated reach based on their targeting criteria.



suggestions from the drop down list that appears as you type; they can provide additional ideas.

Connections provide some of Facebook's most interesting targeting options. Advertisers can target profiles that are connected to a Group or Page (of which you are an Admin), which is a great way to market to an already brand aware audience of the most loyal and interested customers/prospects. The opposite, but equally compelling, feature is to exclude this audience by targeting only those Facebook profiles which are not already connected to your group or Page. If your campaign goals are to generate new customers or Likes/followers this feature will help narrow the focus of your campaign to just new prospects. Facebook seems to have removed the option of "Targeting Friends of Connections" which helped narrow focus further to those profiles which are Friends of people connected to your group or page, and therefore possibly a more relevant audience for your offering. Help documentation still exists on Facebook to support this targeting feature, so perhaps it may return at some future point.

#### Step 4: Even the Ads Have Social Media

Never missing a social media opportunity, even Facebook ads themselves can be Liked. It may pay to encourage Likes of a Facebook ad. Facebook is terribly vague on what exactly the number of Likes will do: "We will then take this feedback into account as we continue to improve our advertising systems for all advertisers and users". One suspicion is that more Likes could lead to increased ad serving via a process similar to Google AdWords' Quality Score. So, encouraging friends and fans to Like the ad, if that is realistic given your targeting, may help an ad's success and possibly affect future campaigns as well.

#### Step 5: Manage expectations and measure

Before diving into numbers set the expectation that Facebook ads are a lot more like banner or display campaigns than search engine marketing campaigns; don't set your sights on Facebook ads generating response numbers comparable to a SEM click-through or conversion rate. Facebook click-through rates are generally lower and conversion rates can also be low. Some advertisers are a great fit for Facebook and see wild success, others are disappointed with the results when compared to stronger, more traditional direct marketing channels. Marketers need to immerse themselves in the Facebook environment and test strategies that take advantage of the highly engaging social environment that Facebook seems to create.

Be sure to establish a baseline level of performance for the organic amount of Likes and other Facebook behaviors that normally occur without Facebook advertising. Measuring social media metrics is trickier as the traditional URL or analytics tracking is often not available. Establishing baseline performance upfront can help isolate increase trends for



With a high ticket item to sell, Chrysler uses ads to send traffic to its Page for further engagement. It also gets an opportunity to prove its popularity through a Like counter.

## Sponsored Stories



Facebook began experimenting with a new category of advertising in January. Advertisers can pay to prominently re-post updates from Friends who have either posted a keyword, interacted with an app, Checked-in or Liked something. The ad is located to the right of the news feed. There has been some feedback from users surprised to see their Friend's actions turned into ads and the process probably doesn't scale down very well below the Starbucks, Red Bulls and Victoria Secrets of the Facebook world.

which the Facebook ads are likely responsible. Also avoid other large social media campaigns while testing Facebook ad campaigns run as their influences can overlap.

Branding is another success measurement for Facebook advertising. There's no denying that Facebook is a highly trafficked site and one that many marketers feel they strategically cannot ignore. No one wants to see their competitors gain share in the Facebook space, even if the channel isn't yet a critical driver of direct sales. Because click-through rates are low and pricing is cost per click, there are tons of free impressions being generated for an advertiser. Arguably all these free advertising impressions bring along a brand awareness benefit.

## Start Now

Facebook advertising is still a new and evolving ad space. Start now. Getting in on a new channel early always seems to give an advertiser an edge in the online advertising space. Having experience, established best practices and accounts with history all pay off in the long run when the channel really becomes critical. Also the ability to access new beta features and learn about changes early is a clear advantage. The possibilities for Facebook ads' future evolution are incredible, and something no advertiser will want to miss.



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