



## The Facebook Page Marketing Guide – 2010

### Forward

In 1985, before there was a 'World Wide Web', a pioneering online discussion group called *The Well* charged users \$8 a month plus \$2 an hour to exchange messages and discuss various topics via computers and telephone modems. Their sole disclaimer to users: "You own your own words". The technology soon moved to the internet and its web but one constant has always endured – people who communicate electronically wish to have a little piece of the online world that they can call home.

America Online filled the need early on with the 'Hometown' section of its gated community. Geocities offered a platform for the slightly more adventurous to stake their claim. The primordial concept of friendship acquired an electronic playground at Friendster. Eventually MySpace provided a comprehensive – if somewhat adolescent – web site where one could display their words, pictures, video and music, primarily for the benefit of their 'friends'.

Future historians will be better able to explain why, in 2010, Facebook has emerged as the unchallenged de facto home address for almost 500 million users worldwide. But it undeniably has. Born in a Harvard dormitory, Facebook has moved off-campus and now everyone from the original teenagers to their great grandparents check their pages regularly.

Not all of the pages belong to people. Businesses can also create and maintain pages. Today, given the monstrous size of the Facebook market, a page is becoming an essential online channel. Just as a media conglomerate must have a presence in New York, a fashion designer Milan and a global bank Hongkong, businesses that operate online now need to have at least a window onto Facebook.

This guide was prepared by a team of professional observers, bloggers, consultants and users of Facebook business pages. It contains sections on building a page, making it stand out, gathering a following, earning their loyalty, examples of effective pages, emerging ecommerce opportunities and tracking progress through analytics. It is designed to help those just starting out as well as those already on Facebook who realize that the process is evolving rapidly. It won't offer a surefire recipe for individual Facebook marketing success but it will provide a well grounded base, with suggestions as to where to head next, for anyone wishing to make their little piece of Facebook into a place where their business constituents will feel welcome and valued.

Jeff Ente, Director

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# Chapter 1 – Creating a Facebook page

*Samir Balwani*

Creating a Facebook fan page is actually very easy but creating an effective page is more difficult than it seems. You have to keep a number of things in mind and answer the question ‘Why would a user fan my page?’. Before we jump into all of that let's get started with just putting a fan page together.

**Before You Create the Page:** There are a number of things you'll want to have ironed out before you actually create your Facebook page. The first and most important step is deciding who is going to create the page. The reason why it matters is because the actual creator of the page becomes a super-administrator. Therefore you want the creator to be an account that will be controlled by the company for as long as it needs a Facebook fan page.

**Publishing Your Page:** The actual act of publishing a fan page is extremely easy. Log in to Facebook using the account you want to use as the page admin and then go to <http://www.facebook.com/advertising/?pages>.

Once there, click the "Create a Page" button to start the process of creating your fan page.

The first step is filling out the basic information to actually publish your page. In most cases you'll want to create an ‘Official Page’ and not a ‘Community Page’. Determine if you want to appear as a local business, as a brand, product, organization, or as an artist, band, or public figure.

Then name your page. Most of the time it's best to use your brand name as your fan page name. In the test page below, we named our fan page "Samir's Page".

Clicking ‘Create Official Page’ publishes your fan page and gives you an official Facebook brand presence. But, this is just the beginning...



The screenshot shows the 'Official Page' creation interface. At the top, it says 'Official Page' and 'Communicate with your customers and fans by creating and maintaining an official Facebook Page.' Below this, there's a section 'Create a Page for a:' with three radio button options: 'Local business', 'Brand, product, or organization:' (which is selected), and 'Artist, band, or public figure'. Under the selected option, there's a dropdown menu currently showing 'Website'. Below that, there's a 'Page name:' field with 'Samir's Page' entered. A note below the field says '(examples: Summer Sky Cafe, Springfield Jazz Trio)'. At the bottom, there's a checked checkbox that says 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms'. A blue 'Create Official Page' button is at the bottom right.

**Building Your Page- The Basics:** Publishing your page gives you a blank slate. Before you can really build a Facebook community you have to give users enough information to understand who you are and what the point of the fan page is. To reach this goal, Facebook gives us a number of ways to inform our users. However, it's up to us to fill out the information.

You will need to supply three important bits of information:

## 1 -The Info Tab

The very first tab you want to edit is the ‘Info’ tab. This default tab comes with every fan page and gives you an opportunity to provide users a better idea of who you are and what you have to offer. The fields available to you will differ, depending on the category you chose when creating the fan page.

## 2 - The Profile Picture

Secondly, you'll want to upload a profile picture. Many brands use their logo to brand the pages. Some go further and have custom images built for the Facebook fan pages. Whatever you decide, it should help users better understand your brand and start building a connection.



Maximum profile picture size is 200 PX wide and 600 PX high. The image plays a crucial role in identifying the brand to the Facebook audience.

## 3 - A Short Blurb About the Page

Finally, be sure to add a short blurb about your fan page and include a link to your actual website or social media hub. This paragraph may be the first and last piece of content users see and so should help introduce them to your brand. Give them a reason to fan your page and to become part of your community.

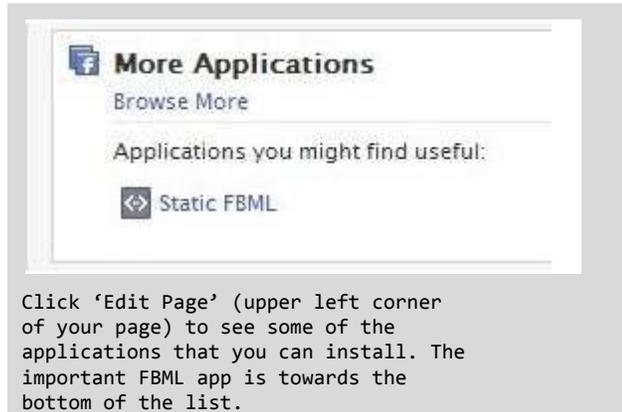
**Adding a Landing Tab:** More advanced users can take their fan page one step further by creating a custom landing tab.

It may not be an actual page that does this on Facebook, but the idea is still the same as a web landing page. The landing tab's job is to convert visitors into fans and it is an extremely effective technique for building a Facebook community.

Creating a customized landing tab is not for the faint of heart. You have to use the 'Static FBML' application to add new tabs to your fan page. Then design and code your landing tab in FBML, with images and media. If you are familiar with HTML you will have no trouble working with FBML. If not, check with your webmaster.

The tab should explain to users what they get for fanning the page, what the brand is about, and how the brand can help them. Also, don't forget to remind users to actually fan the page.

Having a landing tab can make your page more effectively capture new fans, but also make your page seem more professional and useful.



**Other Things to Consider:** The actual act of publishing and creating a fan page is easy. It's really just filling out some information. The hard part is actually nurturing the community and convincing users to become members. Building a Facebook fan page actually never ends. Publishing a fan page is just a few steps, but building a fan page is an on-going task.

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## Chapter 2 – Examples of effective pages

*Callan Green, Bailey Gardiner*

When trying to figure out your company's strategy on Facebook, one of the best ways to start is to look at what other pages are doing right (and wrong). There are millions of fan pages on Facebook but only a small minority that are currently reaching their marketing goals. Even fewer of these successful pages are from small companies.

Here are a couple of pages that you can learn from. These aren't mega brands with unlimited budgets; they are small companies who have invested a little time in making their pages stand out. Hopefully they will spark your creativity to do something even bigger and better:

**Wall Content-Vet Stem:** Vet-Stem develops adult stem cell applications for veterinary medicine – not exactly something you'd consider fun Facebook content. However they've created content on the wall that is less about stem cells and more about what their fans love – animals. They do share important company news but they balance it with blog posts about fun pet content, videos of talking dogs and cute puppy pictures. This content has led to interaction on the page for both the fun content and the more technical company specific content.



Vet-Stem explains 'autologous adipose-derived adult stem' technology on its web site but uses its Facebook page to share the charm of its veterinary patients.

**Two way conversation- Harrison Hot Springs:** Many pages have active fans posting pictures or leaving comments under their updates, and yet this content often goes unresponded to. This can lead fans to be a lot less likely to engage in the future, as no one likes to feel unheard. [Harrison Hot Springs](#) is not one of those pages. They respond to everything, whether it is answering a question, commenting on a shared photo or just thanking someone for a compliment, they take the opportunity to have one on one conversations with guests ultimately increasing good will for their company.



**Photo and video content- K5 Boardshop:** Facebook is a very visual platform, so the more photos and video you can upload the better. The problem is that most companies don't get much past their logo and a few product shots. These companies are missing a big opportunity. [K5 Boardshops](#) are 3 small surf/skate shops in San Diego that place an emphasis on their photo strategy. They share hundreds of pictures from surf/skate/ski events, surf trips, team members, and on and on. The pictures are things they know their fans are interested in and they are a lot more likely to drive the fans to visit the page than a glamour shot of a new product.

**Facebook Apps – Chandler Crossings:** There are many existing apps available to provide additional content outside your wall updates and photos. Take a look at [Chandler Crossings](#) page. They are an apartment complex in East Lansing for Michigan State students that has taken their page one step further by making the most out of the Extended Info app, the Events Tab and the Networked Blog App. These apps/tabs allow the company to develop more of a personality for themselves on the page in, addition to helping drive traffic to both their blog and events.

**Custom tabs – Threadless:** For those who are ready to take their page to the next level there is the opportunity to create custom tabs in FBML (Facebook’s variant of basic HTML). Large companies such as [Red Bull](#) use extensive custom tabs but smaller companies can create simpler systems that are still effective. [Threadless](#), a growing clothing company, has an amazing custom FBML tab called New Tees. This tab shows off their newest t-shirt designs and allows people to ‘like’ and comment on them. It engages visitors and provides a social platform for new sales.



Threadless uses a custom tab to allow fans to ‘like’, discuss and buy their t-shirt creations (via a link to their own hosted shopping cart).

At the end of the day, every page is different and no strategy is perfect for every company. However these five small businesses should give you an idea of some of the tactics you can employ to make your page different and to properly represent your company on Facebook.



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## Chapter 3 – Six Ways To Get Found On Facebook

*Tamar Weinberg, Techipedia*

Facebook makes the claim on its [advertising](#) page that there are 400 million active users. Therefore, it makes a lot of sense to learn [how to use Facebook for marketing your business](#). In fact, businesses are giving Facebook more priority over their corporate websites and frequently point to a Facebook page instead of a URL? With over 400 million users, though, you can imagine how many hundreds of thousands or millions or Facebook Pages there are. While Facebook recently confused this process by creating Community Pages that occasionally [take priority over the official pages](#), businesses need to be proactive in order to give their business pages maximum visibility.

How do you do that? Here are some steps:

**1. Use a profile photo that tells your followers who you are and what you have to offer:** If you're a single store location, it might even be advisable to put your store hours on the photo. Add URLs to other websites and social presences. Facebook's limitations on photos vary; some say that they can successfully upload a 200x600 image whereas others claim that 180x540 is the current limitation. Experiment and see what Facebook allows you to do.

**2. Choose a name for your page that your customers can identify with:** Don't be cute or silly. This is your brand's page. Use the name of your business, and if necessary, [add the city name](#) as well.

**3. Use a vanity URL that your fans may guess to find you:** There have been many companies specifically sought out on Facebook by simply typing facebook.com/businessname. It is surprising that some of the business names actually pointed to *personal profiles* and not the business profiles. Instead, reserve the business URL for your business page. You can allocate a vanity URL by going to [facebook.com/username](#).

**4. Give your followers information about you:** Fill out as much information as you can in the About box under your profile and on the Info tab, and make sure to offer **keyword rich** text so that your Facebook presence shows up for search engine queries for your business.

**5. Personalize your page:** One of the ways to do so is to [create a Facebook page with FBML](#), Facebook Markup Language. This entitles you to add custom tabs. You can create tabs to [invite users to connect](#), let people [find your store locations](#), or [offer exclusive features to your fans](#). Whatever you do, keep the engagement level high.

**6. Tell your customers where to find you!** You probably have a web presence, right? Make sure to encourage your followers to find you on Facebook. Add links to your Facebook profile (and any other major social presences) in your email signature. When an individual becomes a new Fan, it shows up in their news feed, so others can also find out where they've been -- and this could potentially have a viral effect. Once you're found, the rest is up to you. Being actively engaged is a critical part of success on Facebook. Once

your fans are there, make sure they stay by giving them reasons to regularly participate. Check out some helpful tips on [creating Facebook pages customers want to join](#) and [how to use Facebook for business](#).



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## Chapter 4 – Getting People To ‘Like’ Your Facebook Page

*Lisa Barone, Outspoken Media*

With Facebook attracting more than 400 million users, the question is no longer **if** you need to create a Facebook brand presence, it's **how** you're going to use one. If people are talking about your brand, you want them to be doing it on your official page so that you can leverage Facebook's open social graph and drive users back to your site. But you can only do that after you jump one very important (and large) hurdle.

### **You have to make people want to join your Facebook page.**

It's simple: You can't market to or build brand awareness with someone who's not opted in. What's not simple is getting a user to hit that 'like' button. Users are a lot more discerning on Facebook than on other social sites. For them to opt into your page, they need a compelling reason. It's a big step from passively liking a brand to publicly 'liking' them in full view of friends and colleagues. You have to make it worth their while.

How do you get something to like you enough to make it Facebook official? Here are a few suggestions.

**Create Exclusive Facebook Content:** Just like with anything on the web, you live and die by your content. By creating content that is exclusive to Facebook, you immediately attach value to your page, give users a reason to join and provide them something powerful to share with their own networks.

The most common ways that brands use exclusive content on Facebook include:

- Facebook-specific discounts. Using Facebook-specific discount codes will also allow you to track your Facebook efforts and associate ROI.
- Merchandise giveaways for fans.
- User-generated content in the form of pictures, videos, mashups, etc.
- Exclusive video, stories or clips.

While deals tend to be the most popular reason that users will join a brand page, it's not the only one. Find out what your customers most want from you, and then use your page as a portal to deliver that. People want to be in the know and have more access than their friends – give them something to hold on to and to 'like'. Remember - the more you're 'liked' the more your content is passed through Facebook's graph and the more eyes that will see it.

**Offer a unique brand experience:** Popular brand pages are often the ones where the company treats the page like their own personal brand VIP room. They don't turn it an RSS feed or stagnant stream, they put up the velvet rope and create an exclusive experience for their most dedicated and engaged fans. They let their audience know that by joining the club, they'll be taken behind the rope and they'll get to see the inner workings of the brand. They give them never-before-seen footage of their latest commercial or ad, the back story on products that bombed, and direct access to the company.

How do you take people backstage?

- Give them the dirt that didn't make it into that interview/story.
- Give them access to products or merchandise not yet on your site.
- Invite them into your testing process
- Get their opinion on the services and products they want to see...and incorporate them.
- Let them name the secret test project you're working on.
- Let them create a concept board for future ad campaigns.

People 'like' brands that they care about in real life. By inviting them back stage and giving them a peak behind the curtain, you make them feel more connected to what you're doing and more interested in becoming involved.

**Create a community of influencers:** Every group has an influencer core – the folks responsible for change, for leading things, and for getting everyone excited about spreading the company message. Reach out to these folks and get them involved in talking about your Fan page. By getting people talking, you naturally create interest in what you're doing and entice others to see what all the commotion is about.

Create your promotional army by hand selecting the major players, sending the messages thanking them for their support, and then telling them that you need their help. Make them feel important and a part of the cutting edge of whatever you're doing. Get them to always be talking about you and tagging you on the site. These types of connectors usually have very large social networks on sites like Twitter or Facebook. Ask them to use Facebook's Suggest feature to "suggest" that their friends fan your page. When the request comes from them, it's harder for others to decline and it just reinforces that "inside joke".

Facebook Fan pages have always been a valuable way to build a community and learn about your audience. However, they can't help you attract customers unless you get them to join. And that requires giving them a reason. Creating share-worthy content, strengthened brand experiences and powerful street teams are all ways to generate interest in your page.



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## Chapter 5 – Developing Content/Inbound Marketing For Facebook

*Joe Pulizzi , Junta42*

It's no surprise that one of the best ways to drive traffic to your Facebook page is to have exceptional content. But, what does exceptional content really mean? Is it different from the content you are creating for other platforms?

Yes . . . and no. In many respects, you need to keep the same tenants in mind when you create content for Facebook as you would for any other platform: it needs to be relevant to your audience, entertaining, and engaging.

However, Facebook is an especially social platform, and your success will be based on if your users want to interact and share your content. It's fine to link to your latest blog posts, but Facebook is much more than a broadcasting platform.

Think about your "secret sauce", which is the intersection between your audience's needs and your expertise. What kind of content can you create that will highlight your expertise but also be helpful and engaging in nature?

So, how do you create content users want to interact with? Here are some ideas:

**Offer exclusive content:** Ask yourself what content you can provide your users on Facebook that you won't offer them anywhere else. For instance, you can offer special coupons or discounts.

**Ask questions and take polls:** Want to encourage interaction? Ask questions and be genuinely curious. For instance, you can post content your users would find interesting and then ask them to comment. You may also want to use of polls to get broader feedback.

**Get personal:** Status updates can seem kind of impersonal when coming from a company. Add a tab to showcase your Facebook contributors so people get a better sense of who they are interacting with. The more personality you can have, the better.

**Create a welcome page:** Another idea for a specific tab is a welcome page. You can direct all first-time visitors to a page where they can learn more about who you are and how you want them to interact with you. You can also include a call to action to ask them to like your page.

**Update regularly, but not too often:** Commit to posting status updates or new content on Facebook on a regular basis. As a general rule, aim for updates once per day, but figure out what the best frequency is for your users.

**Respond to comments:** One of the best ways to encourage interaction is to be interactive. If you have more than one person who is responding to comments, it's great to sign each comment so users know who they are interacting with.

**Post videos and images:** Videos are generally a popular type of content on Facebook, especially when they are entertaining. Standard video works well, but also consider things like video montages and screencasts. Keep videos short to make them more likely to be shared. People look to see how long a video is before viewing it, so keep under them under 3 minutes (shorter is even better).

**Share content from others:** Just like in any other social platform, it's not all about you. Share content from others, such as videos, blog posts, and other links.

**Test, test, test:** The communities that are on Facebook have a different culture than other communities, such as those found on LinkedIn. There are so many ways that you can engage with your audience on Facebook. Try different types of content and see what works best – don't be afraid to experiment!



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## Chapter 6 – Leveraging Facebook for Ecommerce

*Linda Bustos, Get Elastic*

While it may not drive as many direct sales as SEO, paid search, email or affiliate marketing, a Facebook Fan Page can be an important word-of-mouth and community vehicle for your online selling. Having a presence in the web's largest and most active social community (50% of Facebook's nearly 500 million active users log in on any given day) is one of the quickest branding wins, with setup and maintenance costs almost nil.

But your Fan Page also benefits your customers. The average Facebook user is a fan of nine Fan Pages, with 41% using Fan Pages to let their friends know what products they support. Not only do consumers want to evangelize, they also see Facebook as an attractive alternative to email campaigns: 37% want to receive coupons and discount offers, 35% want to be notified of new product availability, and 31% want to learn more about the organization. Additionally, 28% join a company's Fan Page to meet people with similar interests according to a recent [Morpace Omnibus Report](#).

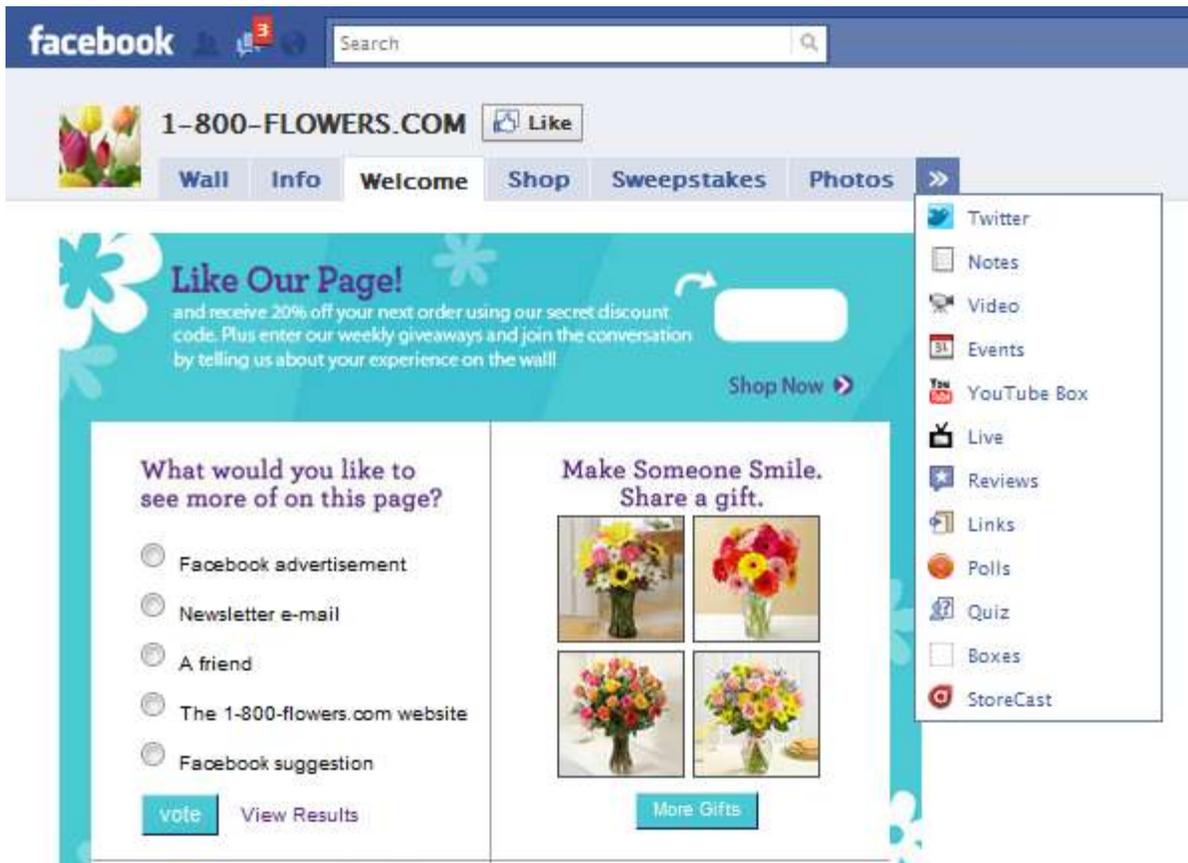
**The Advantages of Using Facebook for Your Online Community:** Building a community on your own site takes time – not only to build, but also to attract the critical mass of members required to make the community useful. Though there are more people using the web today, attracting new community members is much harder in 2010 than it was five years ago. With so many social networks out there web users can only remain active in a small number of communities. Unless your community provides over-the-top value, you're not likely to get a customer to go through your registration process and return regularly enough to keep your community healthy.

Joining a Facebook community, on the other hand, has far less friction. An existing Facebook user can join your community with the click of a 'like' button appearing on your website. After joining your Fan Page, she or he needs only to be logged into a Facebook account to receive your updates in the News Feed, share your offers with friends, visit your Page to engage in discussion, review your products, consume media, or even shop your store. You join your fan's world, rather than asking them to join yours.

You also expose your business and products to an exponential network of new eyeballs, as shared content can appear in the News Feeds of your members' friends. 68% percent of consumers said a positive referral from a 'friend' on Facebook would positively influence their purchase decision according to [Morpace](#).

**Maximizing the Value of Your Facebook Page:** While it takes minimal effort to create your Fan Page, you shouldn't settle for the default. Best-of-breed retailers treat their Facebook Pages like microsites – taking advantage of custom design and Page features like custom Application Tabs.

Useful out-of-the-box Application Tabs for online retail brands include Reviews, Discussion, Videos, Polls, and Events. Additional apps Page owners can add include those that can syndicate blog feeds like SimplyRSS or Social RSS, Twitter and YouTube. The 1-800-Flowers page makes good use of Tabs:



Beyond the conventional Tabs, some retailers have designed their own Tabs to promote contests, coupons, special offers, new brands and other merchandising. Sephora even lands new visitors on a custom 'Offers' tab:



The Mark. girl fashion page has embedded the [Ustream](#) player to stream live video events, and makes it easy for Facebook users to share the upcoming event via status update without leaving the page:



Gaming applications are extremely popular at Facebook and some retailers have been able to use them as an involvement device. In this example Old Navy fans can literally 'dig' for coupons in the [Barker's Bone's](#) game:

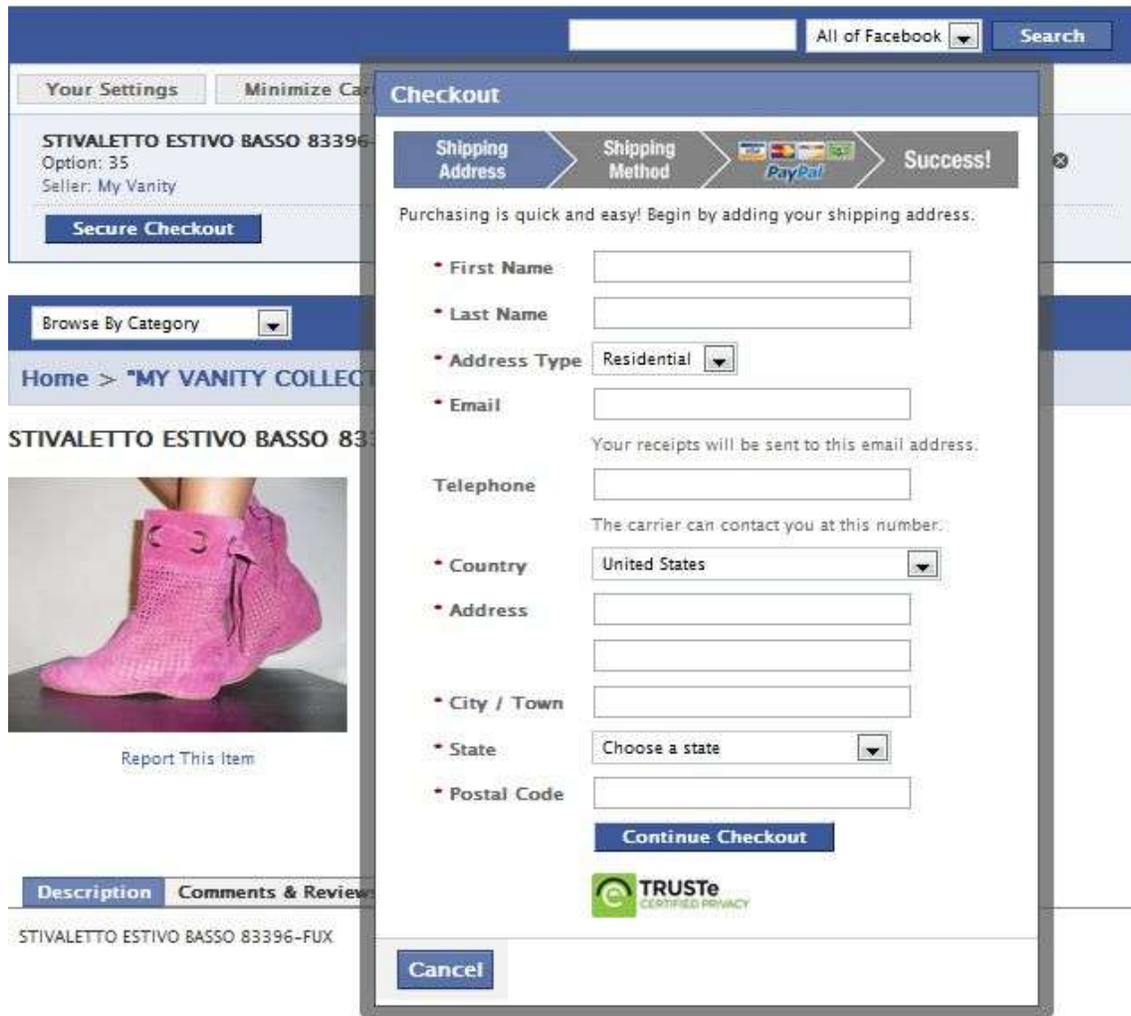


You can even add a fully functioning store on your Fan Page, with the transaction completed entirely within Facebook. 1-800-Flowers claimed the first sale within Facebook in the summer of 2009 with its application built by [Alvenda](#):



If your budget doesn't match that of 1-800-Flowers can try the [ShopTab](#) application. For \$10 a month you can upload your product feed to create a Facebook storefront. Customers, however, will be redirected to your online store to complete the transaction, unlike 1-800's self contained [Alvenda](#) app. You can visit the [Reptile King](#) page to see ShopTab in action.

A completely free option (beta) is [Payment](#). By adding one line of code to your HTML, you can add your products to Facebook instantly. Transactions occur entirely within Facebook; the customer is not redirected to your site. The [My Vanity](#) page uses Payment to sell its shoes:



## How Many Tabs Should You Have?

When deciding what tabs to place on your Fan Page, remember that more Tabs does not mean better selling. Only use Tabs that are relevant to your users (remember the aforementioned reasons that consumers 'like' pages). Also, make sure you keep your Tab content up-to-date. Even the most famous brands sometimes have "dead" Tabs that are either empty or have let their content become stale (events, promotions, etc).

**Leveraging Social Plugins:** Facebook recently added a variety of Social Plugins to its developer toolbox <http://developers.facebook.com/plugins>.

Add social plugins to your site with just one line of HTML:



#### Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



#### Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



#### Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



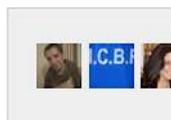
#### Like Box

The Like box enables users to like your Facebook Page and view its stream directly from your website.



#### Login with Faces

The Login with Faces plugin shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.



#### Facepile

The Facepile plugin shows profile pictures of the user's friends who have already signed up for your site.



#### Comments

The Comments plugin lets users comment on any piece of content on your site.



#### Live Stream

The Live Stream plugin lets your users share activity and comments in real-time as they interact during a live event.

For example, adding a Like Button to your product pages allows Facebook users to share products with their friends instantly, even without joining your Facebook Page.



### \$22.00 I love E-Commerce Light T-Shirt

Select Color: Ash Grey

Select Size: S size chart + description

S	M	L	XL	2XL (\$3)	3XL (\$3)
---	---	---	----	-----------	-----------

Quantity:

**Add to Cart**

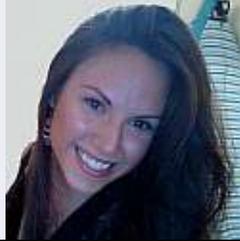
 Be the first of your friends to like this.

Availability: In Stock.  
Product ID: 200212360

*CafePress is one of many retailers who have added a Like Button to their product pages*

What's more, when a customer 'likes' a product on your online store they grant you permission to post updates on their Wall for friends to see.

**Promoting Your Facebook Page:** Once you have set up a Facebook Page for your website and added the Tabs to your Page and Social Plugins to your online store, make sure you're evangelizing your Page on your site (home page banners and header/footer menus) and in email campaigns. Remember, with email you have more room to communicate the benefits of joining your Page. It's a good idea to include some persuasive reasons for email recipients to click your call-to-action.



**Linda Bustos** is the Director of Ecommerce Research with [Elastic Path Software](#) and the author of the [Get Elastic Ecommerce Blog](#). Follow Linda on Twitter at [@Getelastic](#)

## Chapter 7 – Facebook’s potential to make sales become viral

*Jesper Åström, Honesty AB*

The ability to convert traffic from any kind of source has challenged web marketers for the past decade. In the beginning there were trust issues with online payments, then there was the problem with poor landing pages. Most lately, people are struggling to convert ‘friendly’ social media traffic, including Facebook users, into customers.

Facebook is probably the smartest invention since sliced bread. We have seen it pop up from virtually nowhere to a dominant position in the online sphere in the past few years, and naturally the greed in our marketing hearts makes us wonder how we can exploit this miracle machine for our own gains.

Some of us have tried ads on Facebook and have seen positive CTRs and conversion rates. Sadly, a likely assumption is that these encouraging results will evaporate shortly as Facebook users turn from being research driven into being purpose driven. Remember, banners worked great on websites in the beginning, but as users started having a purpose to go online rather than to just surf they also started to ignore content that didn’t interest them – including banners and other ads. It may not take a long time before a similar pattern will evolve on Facebook.

Some Facebook groups, pages and applications have produced really great results. The general pattern though is that it is not the page itself that generates the conversion but the activities you engage the users in that create conversions. Events that serve to involve the user in the purchasing process have shown great promise. In the future it is possible that we will see the Facebook traffic convert similar to the patterns that we see for Google traffic. But we are not there yet.

**Open Graph:** As Facebook released its [Open Graph](#) they made all the data and interactions between users available outside of the Facebook platform. The future of Facebook is more like what YouTube is today. 20% of the interaction happens on the platform, 80% occurs on other websites. This is not only a massive move for Facebook but it is also a great asset for those of us who have the ability to react quickly from a marketing and sales perspectives.

Have you ever wanted to get a system like Amazon on your ecommerce website? Well, that is basically what Facebook’s Open Graph can give you. Even with the simplest implementations you will be able to increase your conversion rates based on a theory that people tend to conform to the actions of their ‘friends’ and peers.

**Conformity:** The logic behind why ‘rate and review systems’ increase conversion is still in debate. Basically, the theory and empirical studies suggest that we as humans are to some extent unsure about what we believe to be reality or the truth. We turn to groups to find reassurance on our decisions and choices.

Already in 1951, S.E. Ash showed that people put in a room with other people might start responding irrationally to the simplest of questions. For example, Ash put 9 college students in a room and they were

given a series of tasks. All of the participants except for one were told to give the wrong answer to a large set of obvious questions comparing the length of a line to that of three choices A, B or C. 123 people were tested. The 9th, and unprepared person gave the wrong answer about 1% of the time when being subject to a group where everyone gave the correct answer. When the group was manipulated however, a staggering 36% of the 9th persons started to conform to the group answer rather than make up their own minds about what they thought was the correct response. Research since this time has shown strong results similar to this one and the field of study is broadening due to advances made in behavioral economics and social psychology.

**Facebook and conformity:** Naturally, it is not a good thing to start manipulating your customers into making poor decisions. Facebook's Open Graph, however, allows you to use the actions of other users on your own website to better the chances of motivating another user doing to do the same thing. On Amazon.com you are being continuously hammered with lists of what other people interested in the product have already done. This is a great way to implement the theory of conformity on your customer's decision process. "Someone who bought this, also bough this..."

Now, Facebook's Open Graph puts this system on steroids by using the Facebook social graph instead of using unidentified people. "59 of your friends purchased this, 55 of them liked their purchase." This gives the user the ability to reinforce the wisdom of their purchase decision, and at the same time have the possibility to contact any one of the 59 friends to get further information before they buy, thus making the purchase event social and even more viral.

This is really where you need to be looking when thinking of conversion and social media. Do not think so much about what to do with the traffic, but think more of what you can achieve in terms of utilizing information and social patterns found in the social networks to increase the perceived value of your offering. That way you will both increase sales from social media and other traffic sources as well.



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# Chapter 8 – Analyzing Facebook Traffic

Tim Wilson, Resource Interactive

When it comes to measurement, Facebook is no different from any other marketing tactic you employ: in order to measure it, you need to be clear on what your objectives are.

Some possible objectives for your Facebook page include:

- Increase engagement with your customers
- Increase brand awareness
- Increase traffic to your web site
- Increase online revenue
- Drive foot traffic to your store

Answering these questions by establishing clear objectives should happen early, as it drives not only what you will measure, but what you roll out on your page and how you engage your fans.

In order to identify the best measures for your objectives, though, it's important to understand the breadth of data available. The two richest information sources are Facebook Insights and your web site's web analytics platform.

**Tool #1: Facebook Insights:** Facebook Insights provides a range of measures for your page:

- Fans – how many you have, how many you have lost, where they are located, their age/ gender makeup, and so on
- Interactions – how many page views your page gets, how many comments and posts are made on your content, how many times the photos and videos you post are played, and so on

For the most part, this data is available for export on a day-by-day basis.



If you have more than 10,000 fans, you will also have access to “total impressions” for each of your posts – a measure of how many times the post has been presented to users, be it through a user coming to your page directly or through a fan having been presented with the update in their feed (an “impression” does not mean that the user actually *saw* the post). You will also get a feedback percentage (likes and comments) for each status update, which is a measure of how much the post resonated with your fans.

This data from Facebook is currently accessed from three different places, with some overlap:

- As an administrator for your page, when you visit the page, there is an **Insights** summary displayed in the left column; clicking on **See All** takes you to more detailed information
- If you visit <http://facebook.com/insights>, you will get to Facebook Insights data for your page that overlap with the method above, but that include some additional information, including a breakdown of traffic by individual tab on your page
- If you have more than 10,000 fans, then, when you view your page, you will see impressions data underneath each individual status update you have posted

As the platform continues to evolve, the location of this data and the richness of what is available will continue to change. The release of the new Graph API holds the promise of much richer, user-level detail about your fans being available for analytics. For now, while that data is available, but it is not easily accessible to marketers, as it requires some technical work to get at it.

**Tool #2: Web Analytics - external:** If you are not already running a web analytics tool (Google Analytics, Omniture Sitecatalyst, Webtrends, Coremetrics, etc.) on your site, you should be. [Google Analytics](#) is free, easy to implement, and quite robust. If you are driving traffic from your Facebook page to your site, then your web analytics tool can tell you:

- Which calls-to-action (CTAs) on the Facebook page are driving the most/least traffic to your site?
- How long is the traffic you are driving to your site from Facebook (either from CTAs directly or from “organic” referrals to your site from Facebook users) staying on your site, and are those visitors consuming content and taking actions on your site that are important?
- If your site has ecommerce capabilities on it, are the Facebook visitors making purchases?

The key measures you already have in place for your web site are a good starting place for assessing your Facebook traffic – looking at the Facebook traffic and how it performs relative to overall traffic to the site.

**Tool #3: Web Analytics - internal:** If you are providing your users with a rich, interactive experience on the page itself – such as implementing a game in a custom tab, you may want to know how much and where users are engaging in that experience. For the foreseeable future, this will require implementing web analytics on the page.

While it is possible to implement web analytics within your Facebook page, due to the various ways that Facebook limits the functionality of pages, doing so requires a certain level of detailed technical work, as well as some experimentation. If you are using a paid web analytics package such as Omniture, Webtrends, or Coremetrics, contact the vendor for detailed documentation on how to properly implement their tracking within your page. If you are using Google Analytics, Webdigi has generated [a nice \(and free\) web-based tool](#) that generates the code you need to implement tracking on your page.

**From Objectives to Measures to Action:** As we've just described, there is a lot of data available about your Facebook page. It is easy to get caught up in trying to digest all of it, which is a great way to identify information that is interesting...but not actionable!

Make sure you are driving results with your Facebook investment:

- Focus on your objectives and then hone in on the 2-3 measures that most reflect progress against each of them, regardless of which tool(s) that data comes from
- Pull the data on a regular schedule
- Look for unexplainable trends, either positive or negative
- Dive into the unexplained trends more deeply either through a deeper analysis of the data or through testing (or both!):

Every time you roll out new content on the site is an opportunity to use this data to learn what works well and what does not. With this data-driven approach, you will drive continuous, incremental improvements that will lead to improved results and a greater impact from your effort.



[Tim Wilson](#) is the Director of Measurement and Analytics at [Resource Interactive](#), one of the nation's top-ranked digital agencies. He regularly shares his thoughts and musings from over a decade of experience in web analytics, business intelligence, data warehousing, and customer data management on his [Gilligan on Data blog](#).

## News Feed: Parting thoughts on Facebook from a group of social media observers, authors and bloggers



**Ian Lurie** Treat your Facebook page like you would your web site: With high production standards and great content. Your Facebook audience is every bit as discriminating.

*Company:* [Portent Interactive](#) *Twitter:* [@portentint](#) *Author:* [Conversation Marketing](#)



**Mitch Joel** Facebook is fascinating and scary because it is so many different things to so many different people. Marketers really need to meditate on that. My Facebook experience will look (and be) completely different from yours – even if we follow some of the same people. The thing about Facebook is that brands need to become as valuable, trustworthy and caring as people's friends and close connections are. Facebook is not another broadcasting channel. It's a relationship building platform. It forces Marketers to shift from an advertising mindset into a two-way publishing mind-set.

*Company:* [Twist Image](#) *Twitter:* [@mitchjoel](#) *Author:* [Six Pixels of Separation](#)



**Dharmesh Shah** Facebook is not really a social networking company. It's a social interaction data company. Not since Google started crawling billions of web pages, indexing them and creating a "link graph" that we've seen so much information contained within one company. What makes Facebook even more powerful in some respects than Google is that unlike Google, who has to spend considerable resources "crawling" the web to find information, Facebook knows, in real-time, what is happening. When you add a new web page, or link to somewhere new, Google has to "discover" it (which consumes resources). When you add a new friend, share a link, or "like" something -- Facebook knows. Facebook has the information sooner and gets it at a much lower cost than Google. That's a powerful strategic position.

*Company:* [HubSpot](#) *Twitter:* [@dharmesh](#) *Author:* [Inbound Marketing](#)



**Paul Dunay** What makes Facebook so powerful is that unlike Google, which works on search history and proprietary algorithm, Facebook operates on real data, real people's names, real email addresses, real shared thoughts, tastes, news. Facebook has a shot at mastering targeted contextual advertising, which would become an irresistible opportunity for marketers, one that will make Google look like a betamax tape in comparison because of the richness of the profile data that you can leverage. It is my opinion that Facebook has evolved from a social network to a communication platform and is now becoming a social operating system!

*Blog:* [Buzz Marketing for Technology](#) *Twitter:* [@Pauldunay](#) *Author:* [Facebook Marketing for Dummies](#)



**Brian Solis** Even though you already know that Facebook is an important part of your marketing strategy, it is far more potent than we realize. In Facebook, the locks that separate us from attention and relevance will always change and as a result, the keys necessary to unlock engagement no longer work after time. We can't underestimate the intelligence of consumers, especially as their social savvy matures. Their ability to "like," comment, and share is really only the beginning of something more useful. And, at over 500 million users strong, no matter the size of your community to date, it's really not even close to realizing its full potential. Become an indispensable part of the larger network in order to build a presence of substance. It's how you will effectively bridge between your activity and your official programming to not only grow your dedicated community, but also empower it.

*Company:* [Future Works](#) *Twitter:* [@briansolis](#) *Author:* [Engage](#)

...more...



**Jake Hird** With Facebook on the verge of announcing 500m users, it's a platform that can't be ignored. Rumours of upcoming f-commerce, intelligent search capabilities and more integration with 3rd-parties mean that industry professionals need to be actively monitoring the site and considering it as a weapon in their marketing arsenal.

*Company:* [Econsultancy](#) *Twitter:* [@Jake\\_Hird](#)



**Janet Fouts** Nobody ever really has privacy on the internet, so why did we expect Facebook to be any different? As people grow to understand the issues of privacy on the internet they'll realize it's not just Facebook. Facebook is still a valid tool in your social media tool-belt. It's just not the only one. Be respectful of your market on any social network and they will return the favor.

*Company:* [Social Media Coaching Center](#) *Twitter:* [@jfouts](#) *Author:* [Social Media Success!](#)



**Scott Fox** The top challenge for marketers on Facebook this year is successfully separating their personal and professional lives. Facebook needs to prioritize these kinds of privacy tools to help businesses use its systems better.

*Blog:* [E-Commerce Success Blog](#) *Twitter:* [@scott\\_fox](#) *Author:* [e-Riches 2.0](#)



**Ann Handley** Like Twitter and LinkedIn and other social media platforms, Facebook allows companies to build real relationships with their prospects and buyers, engaging them in honest and human ways. Those brands that use Facebook as a broadcast tool (something I see all the time) totally miss the point. Which is a shame, because of all the social platforms, Facebook is crazy-powerful for two reasons: Facebook's ability to connect exponentially (with friends of friends of friends) represents an amazing opportunity that we've only begun to realize; and its broad reach: My 13-year-old daughter and her 53-year-old aunt are on Facebook. And actively, too. Is there another platform that, with 400 million users (and growing), comes close?

*Company:* [Marketing Profs](#) *Twitter:* [@MarketingProfs](#) *Blog:* [MarketingProfs Daily Fix](#)



**Mirna Bard** Facebook's privacy controversy was a wake-up call that made people think twice about what they share online- definitely not a bad thing! Facebook's problem is lack of strategy, poor customer service and not educating users how to leverage the site.

*Blog:* [Mirna Bard](#) *Twitter:* [@MirnaBard](#)



**Jay Baer** Despite their Scrooge McDuck level overreach on the privacy front, Facebook has the potential to tie the disparate Web together in ways we've never imagined. By Christmas, Facebook will be a formidable player in Web metrics, and Google Analytics' "7 people who came to your site were in New York" will seem absurdly basic compared to Facebook's "here's the names of the people that "liked" your content, their ages, where they went to school, a list of their friends" etc. etc. etc. etc. Facebook's true advantage (and game plan) isn't consumer generated content, it's the behavioral data that flows from our interactions with that content.

*Blog:* [Convince & Convert](#) *Twitter:* [@jaybaer](#)

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**Ari Herzog** I joined Facebook during the spring of 2005 as a graduate student. As I write this sentence five years later, I'm contemplating deleting my account -- following in the footsteps of social media thinkers I respect. They deleted their accounts because they were annoyed that Facebook management forces users to opt-in to features to use the site. Regulators are breathing down Facebook's neck today. I'd be surprised if the site is around in 2012. If it is, it will look much different.

*Blog: [AriWriter](#) Twitter: [@ariherzog](#)*



**Jacob Morgan** As Facebook continues to grow and socialize the web its relevance in the Social CRM space will increase. We have to remember though that Facebook is social media, meaning it's nothing more than a channel. All companies need to focus on strategy first before they even think about customer engagement channels.

*Blog: [Social Media Globetrotter](#) Twitter: [@JacobM](#) Author: [Twittfaced](#)*



**Paul Chaney** In 1999, having a Web site was the be-all, end-all. Today, having a presence on Facebook is now the imperative. Businesses need to have a presence in places where customers congregate. Today, that place is Facebook.

*Blog: [The Social Media Handyman](#) Twitter: [@pchaney](#) Author: [The Digital Handshake](#)*



**Andy Beal** Facebook is not a popularity contest, so think twice before adding a stranger to your network. You never know when they might post something that embarrasses you, ask for something that makes you feel uncomfortable, or simply break-in to your house because they know you are on vacation!

*Blog: [Marketing Pilgrim](#) Twitter: [@andybeal](#) Author: [Radically Transparent](#)*



**Kevin Gibbons** Facebook's wealth of information means there's lots of great marketing opportunities out there for advertisers looking to create targeted demographic campaigns. Facebook marketing tip: low CTR's mean that you can receive great branding at previously unheard of CPM prices.

*Company: [SEOptimize](#) Twitter: [@kevgibbo](#)*



**Joel Postman** Marketers should think not about what is legal, what is allowable, or what is technically possible, but about what is fair and right.

*Blog: [Socialized PR](#) Twitter: [@jpostman](#) Author: [SocialCorp](#)*



**Daniel Flamberg** Facebook isn't a blunt instrument. It has great potential as a nuanced CRM tool if it's not abused. Think long and hard about context, sensibilities and the psycho-demographics of your intended audience. Target carefully; make a compelling offer in a creative way that suits the social setting. Facebook has the potential to cement customer relationships if used thoughtfully.

*Company: [Juice Pharma](#) Blog: [Manhattan Marketing Maven](#) Twitter: [@flamster](#)*



**Sharlyn Lauby** While people may have originally joined Facebook for personal reasons, we're seeing them blend professional networking into their profile.

*Company: [ITM Group](#) Twitter: [@sharlyn\\_lauby](#) Blog: [HR Bartender](#)*

...more...



**Kelsey Childress** Facebook is at the forefront of forging personal relationships with current and potential customers. Remember to respect their intelligence, make everything a conversation instead of a one-way megaphone, and go out of your way to be interesting and valuable.

*Company:* [Awen Creative](#) *Twitter:* [@wonderwallZ](#) *Blog:* [The Social Robot](#)



**Maddie Grant** Build community on Facebook only if your stakeholders are there.

*Company:* [Socialfish](#) *Twitter:* [@maddiegrant](#) *Blog:* [SocialFishing](#)



**Ravit Lichtenberg** As services and products get commoditized, people will choose those brands who demonstrate **thought leadership** and care. Your mission, should you choose to accept it, is to deliver value around issues that matter to your constituents in a way that works for them. Don't sell, don't preach, don't spam. **Excel.**

*Company:* [Ustrategy](#) *Twitter:* [@raviv\\_ustrategy](#) *Blog:* [Ustrategy](#)



**David Berkowitz** Facebook has 500 million users today. What are you waiting for, a billion? It'll get there, so get off the sidelines and find meaningful ways to engage them.

*Company:* [360i](#) *Twitter:* [@dberkowitz](#) *Blog:* [Inside the Marketer's Studio](#)

