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- Understanding Facebook Applications
- Making Facebook Come Alive
- Advanced Facebook Marketing Tactics
- Facebook Advertising
- Measuring, Monitoring, and Analyzing

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Facebook Marketing All-in-One For Dummies

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Chapter 1: An Introduction to Advanced Facebook Marketing

In This Chapter

- ✓ Refreshing your knowledge of core marketing principles
- ✓ Examining advanced marketing techniques
- ✓ Putting advanced strategies to work

Clearly, Facebook Pages are quickly becoming essential parts of most businesses' marketing strategies. But how can you find ways to stand out from the competition? You have a lot to consider as you go about developing a successful Facebook Page, but the rewards of brand exposure, loyal Fans, and increased revenue are well worth your time and effort. To fast-track your success, consider including some advanced strategies in your Facebook plan.

In this chapter, we look at some advanced marketing strategies that can take your Facebook Page from good to great.

Remembering the Nine Core Facebook Marketing Rules

Before you consider experimenting with a few advanced Facebook marketing strategies, it's important to make sure that your Facebook marketing foundation is solid. There are nine core rules to consider as you create your marketing plan. Following these rules will ensure that you stay on track and focus on the most important marketing elements as you increase your Page engagement and number of Fans, and ultimately turn your Fans into new customers. Although we also mention these rules in Book I, Chapter 2, here's a synopsis:

- ◆ **Give your page a human touch.** Communicate with your Fans as though you were talking to your friends, and let your personality come through in each post.
- ◆ **Create fresh content.** Always make sure that your content educates, entertains, and empowers your Fans to keep them engaged and coming back for more.

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- ◆ **Cultivate engagement with two-way dialogue.** People love to talk about themselves, so craft your posts and questions around them to get them talking.
- ◆ **Create consistent calls to action.** To get your Fans to take action, consider offering discounts and specials or ask them to sign up for your newsletter so that you can actively communicate with them on a consistent basis.
- ◆ **Make word-of-mouth advocacy easy.** Make it easy for your Fans to talk about you by asking them to share your content, getting them to engage in contests, and making the experiences on your Page about them rather than you.
- ◆ **Encourage Fan-to-Fan conversations.** Enhance your Fans' experience by creating a community that encourages your Fans to interact with each other.
- ◆ **Focus on smart branding.** Treat your Facebook Page as a mini-site of your own Web site. The key is to create a Page that sparks familiarity with your brand when your existing customers visit your Page.
- ◆ **Be deliberate and manage expectations.** Decide why you want to have a presence on Facebook. When you understand the “why,” your actions are deliberate and have purpose and your Fans clearly understand what your Page has to offer.
- ◆ **Monitor, measure, and track.** Make sure you have surefire methods in place that enable you to consistently track your Facebook marketing progress.

Test-Driving Some Advanced Techniques

After you've created your Page, optimized it with the essential strategies such as posting great content regularly, and built some momentum with your Fan base and ways to engage your Fans, consider taking your Facebook marketing up a notch and exploring some advanced Facebook marketing strategies. Advanced strategies take more time and effort than the basic marketing efforts, but on the plus side, they produce much bigger returns.



You don't have to reinvent the wheel when it comes to Facebook strategies. Instead, take a look at other thriving Facebook Pages and apply the same success strategies to your own Page. After you've given a new strategy enough time to gain momentum, analyze your progress. If what you're doing is working, keep doing it! After a while, if you're not happy enough with the results of your efforts, change directions and try a new tactic. (You won't know if you don't try!)

Creating a Facebook experience

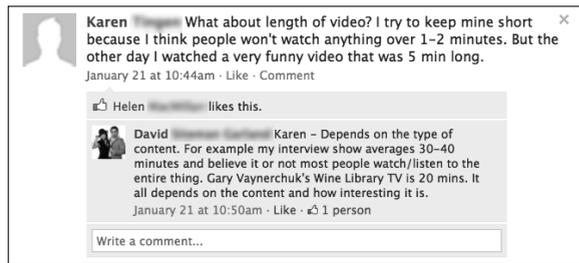
Many businesses just getting started on Facebook worry that they'll be lost in the Facebook abyss. Sure, big brands such as Coca-Cola and Southwest Airlines stand out easily. But what about small to midsize companies? Many of our clients wonder if they even have a chance.

Here's the great news: There's still hope for your Page, no matter how small your company might be! You don't have to be a major brand to gain exposure and build relationships with your clients and customers on Facebook.

One way to stand out from the masses is to create *Facebook experiences* — experiences that you execute on your Facebook Page that are unique to your brand and also of great value to your Fans. No matter how big or small, these experiences can be extremely powerful.

On the Social Media Examiner Facebook Page (www.facebook.com/smexaminer), for example, we created Expert Fridays. Every other Friday, we feature a social media expert who answers our Fans' questions, directly on our Wall, for one full hour. Anyone can post their questions, and the expert will answer as many of them as he or she can in that one designated hour, as shown in Figure 1-1. These experiences have proved to be a huge hit!

Figure 1-1:
An Expert Friday session on the Social Media Examiner Facebook Page.



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Planning the experience

If you like the concept of an experience and want to create something unique to your brand and your mission, here are four steps to get you started in the right direction:

1. Decide on the overall vibe you want to create with your experience.

Do you want to add value? Perhaps you're looking to entertain? Is your desired outcome to educate, create excitement among your Fans, all of the above? Determine the kind of experience that will resonate with your Fans.

2. Get clear on what your company does best.

What's your company known for? What does it do best? What do your clients tell you when they're singing your praises? Use this insight to fuel your ideas for unique experiences.



When you're brainstorming, think of experiences you can duplicate (do multiple times). An experience you can execute consistently is key to building momentum with your Facebook community. After you create your list of ideas, choose the experience your audience will embrace the most fully (and that your team will enjoy delivering!).

3. Map out your execution plan.

You want to document the process of your experience. Before we began Expert Fridays at Social Media Examiner, we followed this step. We talked about ways to find the ideal expert, the best day to announce the weekly expert, how we would post the questions and answers, and all the other specifics involved. After we talked this all out, we created a Word document that explained our process for doing Expert Friday sessions. At any time, we can refer back to our document for guidance. If we discover better ways to deliver the Expert Friday sessions, we update the document to reflect the changes. It's a work in progress.

4. Commit to your plan.

For some, this is the toughest step! When you decide on your signature experience, it's crucial that you deliver. If you say you intend to do it once a week, do it. If you don't follow through, you could lose trust with your Fans, and that's something you don't want to mess with!

Optimizing the experience

After you create your experience, begin to think about how you might repurpose the content or information that comes from it. If audio is involved, perhaps you can create a podcast. Or if your experience involves video, think about using that video in an opt-in strategy for anyone who might have missed it that week. This could be a great way to build up your list.

You can also take the content from your experience and post it in new ways weeks later for those who might have missed it. Doing so allows you to continually post great content. Repurposing the content or elements of your experience creates multiple touch points throughout your marketing strategy.

Signature experiences and other "out of the box" ideas are vital to keeping your Facebook community engaged and enthusiastic about your brand. The key is to find something that you can duplicate and build on over time.

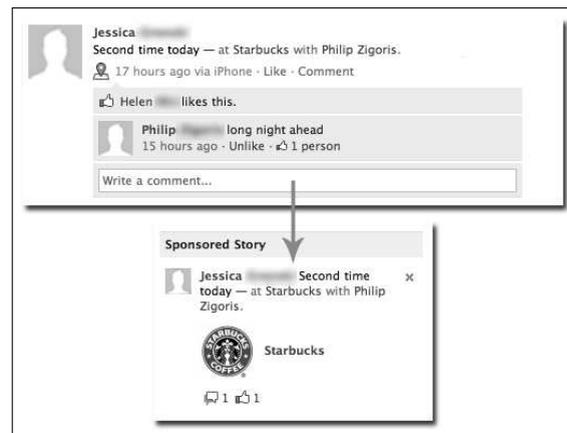
Building social proof with Sponsored Stories

Before most people make a buying decision, they want to know that their choice is a smart one. To get reassurance we look to our friends to give us their advice and recommendations. With the rise of social networks, word-of-mouth recommendations are essential for businesses in their efforts to gain popularity and expand the ranks of their clientele. Studies show that when it comes to buying recommendations, people trust friends' recommendations more than they do the actual brand. Facebook has capitalized on this behavior by creating Sponsored Stories.

Sponsored Stories take word-of-mouth recommendations from friends and promote them in Facebook Profiles as Facebook ads. This means that when you go to Starbucks, for example, and use Facebook Places to check in, that story is posted on your Wall and sent out into the News Feeds of your friends. And now, with Sponsored Stories, that post is also displayed next to the Starbucks ad (see Figure 1-2). Now Starbucks has something even better than an ad; it has social proof.

The term *social proof* refers to the psychological phenomenon of people being motivated to do things that they see other people doing. Interactions on social media sites, such as Facebook, have increased the influence and reach of social proof because now it's much easier to instantly see what your friends are doing at any time.

Figure 1-2:
Example
of a Fan's
Starbucks
Facebook
check-in
next to a
Starbucks ad.



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The posts from the Sponsored Stories make it as though your friends are saying “I bought this!” or “I just ordered the best burger ever at Rocket Burgers!” These posts are virtual, instant recommendations and may be more powerful than a traditional Facebook ad. As Facebook put it, you have the “ability to promote your content with a user experience focus.” Research from these unique ads have shown increased brand awareness, including ad recall and likeliness to recommend to a friend.

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As you explore your opportunities with Facebook Ads, we encourage you to test Sponsored Stories. The word-of-mouth feature is a powerful tool to entice new users to check out your Facebook Page and your business. If you think this strategy might work for your company or product, see Book VIII, Chapter 1, where we go into more detail about setting up your own Sponsored Stories.

Experimenting with custom links

In Book III, Chapter 2, we explore custom links using iFrames. Custom links (also known as custom pages or custom tabs) in many ways are the most important piece to your Facebook marketing strategy. As you've learned, you can create multiple pages inside your Facebook Page. One powerful advanced strategy is to create a custom page to promote special products or events. Custom pages can give your product or event that extra promotion and give it the push it needs to get even greater exposure.

Event promotion

For example, if you have a physical event coming up, you might consider creating a custom page with a video from past events to showcase the experience. You can then include the Facebook comments feature from the social plugin options in order to encourage people to talk about the event. This strategy not only showcases your event via your video, but the comments section on the tab gets people talking.

When we worked with Tony Robbins, we created a special tab for his live event (see Figure 1-3). We included a video as well as features to highlight the event benefits and the pricing structure. In many ways, it's like a mini Web site.



Figure 1-3:
Promoting
a live event
with a
custom tab.

Product promotion

Another example is to use a custom tab to promote a book. You can do this for a physical book or an e-book. The secret to a successful Facebook Page that promotes a book is one that focuses on the content of the book and puts the sell of the book as a secondary goal. That way your audience will first be drawn in via your valuable content and then when they feel a part of your Facebook community, they're more likely to buy your book. Figure 1-4 shows images from Guy Kawasaki's Facebook Page to promote his book *Enchantment* (www.facebook.com/enchantment).



Figure 1-4:
Promoting a book with a custom tab.

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Expanding your Page's exposure

The way to get seen on Facebook is to create multiple reasons for people to engage with your Page. Try these tips to increase the chances of your Page getting seen often:

- ◆ Create a custom Welcome page with a clear call to action (ask users to click the Like button!) and include a welcome video for extra impact. See Book III, Chapter 2.
- ◆ Set up your vanity URL for your Facebook Page (make sure that you have 25 Fans first!). See Book II, Chapter 3.
- ◆ Create a profile image that is the maximum size available in order to give your Page a professional, well-branded look and feel. See Book II, Chapter 2.

- ◆ Create a custom Fans-Only page through which you offer an incentive for those who click your Like button. This strategy will increase non-Fan curiosity and incite action in the form of non-Fans clicking the Like button. See Book III, Chapter 2.
- ◆ Add a Facebook app to your Page. Consider one that will increase activity and encourage more users to visit your page. See Book V, Chapter 1.
- ◆ Run a Facebook Ad campaign for 30 days. (For extra credit, test the new Sponsored Stories feature, described earlier in this chapter.) See Book VIII, Chapter 1.
- ◆ If you have a brick-and-mortar store, test Facebook Deals by creating a Fans-Only coupon and post about it on your Page. See Book 7, Chapter 4.
- ◆ Embed a social plugin on your Web site to drive up the number of Likes on your Page. See Book VII, Chapter 2.

Engaging with Fans

Communicating with your Fans helps keep them engaged — and coming back. Here are a few ways to keep the lines of communication wide open:

- ◆ Create a Facebook experience to execute on your Facebook wall. Think of what your Fans want most from you and deliver it as a Facebook experience! Discussed earlier in this chapter.
- ◆ Ask more questions. The more you make it about your Fans and less about you, the more your Fan base will flourish. Mix up your questions to have some related to your business and industry, some that will get people thinking in news ways, and some that entertain and keep things light. See Book IV, Chapter 2.
- ◆ If you have a great idea for an app, consider creating one yourself! If you can be patient as you continue to muster up some viral buzz, you might have a very successful application. See Book V, Chapter 2.
- ◆ Set up notifications to get continuous alerts when your Fans post on your Page. See Book II, Chapter 3.
- ◆ If you're having an event online or offline, consider setting up a special custom page to promote the event. (For extra credit, embed a video and a comments plug-in!) See Book III, Chapter 2.
- ◆ Turn your Facebook Page into a lead generator by adding a name and e-mail box to your Facebook Page. This box will help you capture the e-mail addresses of your Facebook Fans. See Book III, Chapter 2.

Getting viral exposure

Going viral isn't so great in the offline world, but it's the best of all possible worlds online. Here are a few ways to position your Page to get lots of viral exposure:

- ◆ Connect your other social media accounts, such as Twitter and LinkedIn, to your Facebook Page to ensure that your posts are getting even better reach and exposure. See Book III, Chapter 4.
- ◆ Add a PowerPoint presentation to your Facebook Page with the SlideShare app. <http://www.slideshare.net/>. A PowerPoint presentation allows you to add even more valuable content to your Page. See Book III, Chapter 4.
- ◆ Stream a live video on your Facebook Page using the Livestream application. <http://www.livestream.com/> Live activity will create a buzz! See Book VII, Chapter 3.
- ◆ Create an event using the Events feature on your Facebook Page. See Book VI, Chapter 1.
- ◆ Pull your blog into your Facebook Page by using the NetworkedBlogs app. When you publish a blog, it automatically gets pulled onto your Facebook Wall and into the News Feeds of your Fans. See Book III, Chapter 3.
- ◆ Run a contest on your Page and offer an enticing giveaway to help spread the buzz. Try the Wildfire app for contest support. See Book VI, Chapter 2.

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