Best Practice Guide
Marketing on Facebook

facebook

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- Generate awareness
- Drive preference and differentiation
- Increase traffic and sales
- Build loyalty and deepen relationships
- Amplify recommendation and word of mouth
- Gain insights

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Introduction

At Facebook, everything we do is about making the world more open and connected. This has a profound impact on the way people communicate and interact. We are continually developing authentic ways for people to connect with one another as well as with the businesses, brands and institutions they care about, both on Facebook and across the web.

Facebook allows marketers to stay connected with people throughout their day whether they are on their computers or mobile devices, at home or at work, watching TV or shopping with friends. This allows businesses to create rich social experiences, build lasting relationships and amplify the most powerful type of marketing – word of mouth.

Connecting with people is just the beginning. In the pages that follow, you will find best practices for reaching your businesses objectives on Facebook.

The Facebook ecosystem

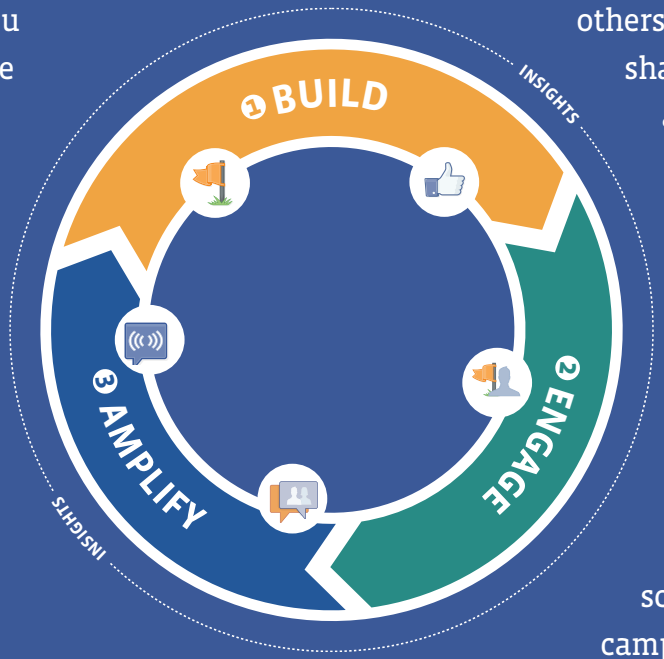
1 Build

The first step is building your presence with a **Facebook Page**. Pages allow you to create an identity for your business in the social graph - the map of the connections among people and the things they care about. If you have physical store locations, link your Page with a **Place**.

You can use **Social Plugins**, the **Graph API** and **Apps on Facebook** to create social experiences involving your products and online properties that are engaging and personalized.

2 Engage

Creating these Facebook touch points allows you to start building your fan base and engaging with your customers. **Facebook Like Ads** are the quickest way to acquire fans. Publishing and engaging in conversations with your fans will allow you to deepen relationships and gain valuable insights.



3 Amplify

Every time someone interacts with your business, that action gets published into the **News Feed**, creating word of mouth. These organic stories are extremely effective at getting others to engage and take action, and can be shared with a much larger number of potential and current customers by using **Facebook Ads** and **Sponsored Stories**. Facebook Ads include the names of friends who have already connected to your business. Sponsored Stories enable you to increase the distribution of News Feed stories about your business.

Together, these tools give you the effectiveness of earned media, at the scale and predictability of paid media. Every campaign you run has a lasting impact via the relationships you build along the way. This is the new word of mouth and research has shown it's twice as effective at driving results.

Five guiding principles

1 Build a strategy that is social by design

- Social should be baked into everything you do, not added at the end of a campaign or done on the side
- Facebook should be integrated with your broader marketing efforts and part of how you reach your business objectives

2 Create an authentic brand voice

- People on Facebook are clear and open about who they are - be the same by providing straightforward information about your business
- Facebook is an ideal place to bring your brand personality to life through an authentic and consistent voice

3 Make it interactive

- People spend time on Facebook communicating and sharing with others, so always in two-way conversations
- Think about the aspects of your brand that are inherently social and create content that people will be excited to pass along

4 Nurture your relationships

- Just like in the real world, building relationships with people on Facebook takes time and requires a long-term investment
- Keep content fresh and easy to consume, use ads to stay in touch, and reward people for their loyalty through Deals and promotions

5 Keep learning

- Facebook allows you to get feedback from people in real time, giving you the ability to iterate on the fly
- Use reporting tools to learn about your fans and the content and products they find most interesting

Facebook by Objective

Foster product development and innovation

Generate awareness

Drive preference and differentiation

Increase traffic and sales

Build loyalty and deepen relationships

Amplify recommendation and word of mouth

Gain insights

Foster product development and innovation

Facebook allows you to learn about your target audience and to understand their interests and friends. For this reason, Facebook can be used to generate new product ideas and innovations. Our platform tools allow you to build entirely new social product experiences like an online store that displays only your friends favorite products, or a car in which you can access your News Feed. You can also enlist your Facebook community to help crowd-source your next product idea.

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Pages

Facebook Ads

Sponsored Stories

Questions

Events

Advanced tools

Graph API

Apps on Facebook

Social Plugins

5 steps to foster product development and innovation

1

Run a creative campaign to solicit input for your new product

a. Run a contest or event to gather input on Facebook by building an application to gather submissions

b. Have the community vote and provide incentives for participation

2

Drive awareness of and participation in the campaign by promoting it across your marketing channels

a. Run a Facebook Ads campaign that includes Sponsored Stories for App Used

b. Promote the campaign in your other marketing channels such as TV, email, print or on your website

3

Identify and refine your target audience with Campaign Reporting and Page Insights

a. Optimize your Facebook campaigns by testing which audiences are more responsive to different creative

b. Use this information to direct future marketing efforts

4

Build a social product experience by using the Graph API and Social Plugins

a. Enable people to like individual products and content across the web with the Graph API

b. Use Social Plugins like the Activity Feed, Recommendations, Comments and Live Stream to make experiences off of Facebook social

5

Be present and active on your Facebook Page throughout the product development cycle

a. Use publishing and Facebook Questions to get feedback, iterate and generate future product and marketing ideas

By combining **OnStar**'s virtual advisor in-car telematics service with Facebook's Graph's API at the end of 2010, General Motors was the first car manufacturer to offer drivers the opportunity to post and listen to audio status updates from the car through a simple push of a button. Chevrolet promoted the innovative service in its "Best First Date" 2011 Super Bowl television commercial. OnStar is rolling out the product by inviting customers to sign up for the public beta test of the service on its Facebook Page.

RBS Insurance enlisted its Facebook community to determine the features that should be included in a new iPhone app for its Direct Line insurance product. It drove people to a custom application on its Facebook Page, where it could present new concepts to existing and new customers. The result was over 600 unique comments on app features and product names.

Generate awareness

Once you have created a Facebook Page that allows your unique brand to shine, it is time to generate awareness of your Page, latest product, or current marketing effort. To do this, you can leverage Facebook's tremendous reach and targeting capabilities with Facebook Ads and Sponsored Stories. These products offer the benefits of earned at the scale and predictability of paid. That's because they are shown with stories about friends who have already engaged with your business on Facebook. This is the new word of mouth and it's twice as effective at driving awareness.

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5 steps to generate awareness

1

Create a Facebook Ads campaign that encourages people to take an action that will be seen by their friends

a. Keep ad destinations on Facebook

b. Encourage liking to build connections and make future campaigns more effective

c. Keep text simple, highlight special offers, tell users what to expect, have a strong call to action

2

Integrate Social Plugins and the Graph API, such as the Like Button, into your website and mobile experiences

a. This allows the actions people take off of Facebook to show up in the News Feed and be amplified through Sponsored Stories

3

Post interesting content with clear calls to action that encourage interaction and sharing

a. Applications on Facebook can be used to build viral awareness campaigns

b. Promote launches or promotions with Deals or Events on Facebook

4

Run Sponsored Stories to promote people's actions from the News Feed to the right column of their friends' screen

a. Sponsored Stories for App Used allow you to amplify every time someone interacts with your app

b. Sponsored Stories for Page Posts can be used to ensure your fans see your posts

5

Use Facebook's unique reach and targeting capabilities to optimize and iterate on your campaigns

a. Try different targeting techniques: Likes and Interests, Friends of Connections and standard demographic

b. To maximize message recall, test different creative for each target group

To build brand awareness of its relatively new Green Works cleaning products line, **Clorox** ran a Facebook Ads campaign to grow its fan base and drive traffic to its website. The ads offered coupons and allowed people to vote on "Green Heroes" in their community. The effort resulted in about 30,000 fans on the Green Works Page and a 12 percent increase in awareness of the Green Works brand, according to a Nielsen study.

In the Spring of 2010, **Mars Chocolate North America** launched M&M'S Pretzel. Mars used Facebook to seed awareness and demand for the new product by developing a custom Facebook application called the M&M's Pretzel Vending Machine. The application enabled 40,000 of the brands fans to get a free sample delivered to them and allowed them to invite two friends to also receive a free sample. As a result, Mars distributed 120,000 samples to its customers within 48 hours.

Drive preference and differentiation

Facebook is a great place to build preference and differentiation for your brand over competitors. On Facebook, people discover your brand through trusted referrals from their friends. Then drive preference by interacting with and rewarding your fans. Think of your Facebook Page as a key touch point that you can leverage to bring your brand to life for your customers in real time.

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Graph API

5 steps to drive preference and differentiation

1

Understand what people currently think of your business and why they think it is unique and relevant

a. Listen to what people are saying about your business on your Page and use Questions to survey them

b. Use Page Insights to understand what they are interested in

2

Define the gap between your current perception and your brand's desired perception or point of differentiation

3

Launch an integrated brand-building campaign to drive preference and differentiation

a. Create a campaign that supports your desired perception across your typical channels (TV, print, radio, Facebook, etc.)

b. Create Facebook Ads and Sponsored Stories with Friends of Connections targeting to show people how their friends have already interacted with your brand

4

Think about how to integrate Facebook into your products, website or mobile apps to make them more personal and unique

a. Use the Graph API to enable people to shop based on what their friends like

b. Use Social Plugins to create a social experience for people engaging with your brand

c. Use Apps on Facebook to bring your brand to life on your Page

5

Check in with your customers to understand what is resonating and whether you have been successful

a. Monitor your Wall and use Page Insights to see what's working

b. Run a Nielsen Brand Effects study (where available) to ask questions or run polls to understand how perceptions changed post-campaign

c. Use your own brand tracking measurement tools

Shane Co.

In an effort to reinvigorate its brand among the 18- to 34-year-old audience, **Shane Company** launched a Facebook campaign to re-engage with them and become more relevant. It used Premium Poll Ads to invite people to nominate their favorite diamond shapes and vote for their favorite marriage proposal scenario. Shane also invited fans to tell their own stories on its Page. This stimulated discussion and interaction between the audience and the brand in a fun way that reinforced the brand as "your friend in the diamond business." Over 20,000 people responded to the polling Ads, reinvigorating the brand.

adidas®

When **adidas Originals** launched its global, cross-media campaign in early 2010, the leading apparel and footwear brand decided to use its Facebook Page as a home base from which it could display and distribute all of its exciting new audio-visual content and product information. By creating highly relevant content, the company built a community of advocates who supported the brand and has seen a steady increase in Originals store traffic.

Increase traffic and sales

Facebook turns purchasing into a social decision by enabling people to show what they like and have purchased, both online and in the physical world. On Facebook, you can create viral promotional events, publicize offers or run Deals. Every time someone RSVPs, clicks, or checks-in, that action gets shared with all of their friends. This combination of word of mouth and your ability to deepen engagement with your customers at the point of purchase (either on your website or in store) is incredibly powerful at driving traffic and sales.

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Facebook Ads

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Advanced tools

Graph API

Premium Sampling Ads

Apps on Facebook

Deals

5 steps to increase traffic and sales

1

Decide on a sales goal and the promotional activities that will help you get there

2

Run a creative campaign to share that promotion through Facebook Ads and Page publishing

a. Consider using an application or exclusive tab to create a promotion that requires people to like your Page or share the content

b. Use Sponsored Stories to ensure the friends of someone who interacts with your campaign, see that action

3

Create a social experience at the point of purchase

a. Use the Graph API to allow people to like specific products

b. Integrate post purchase sharing so that once a user has checked out, they have the option to publish to their Wall

c. Create Deals to drive people in store and have them check in so the action gets published back to their friends

4

Drive people to point of purchase online

a. Use Facebook Ads with offers that take people to the point of purchase – be transparent that clicking the ad will take you off Facebook

b. Every time someone likes a product on your website, boost the story with Sponsored Stories for Domains

5

Drive people to point of purchase off-line

a. Make sure your Page is connected to a geographic Place

b. Use Deals and Premium Event Ads to drive people in store

c. Run Sponsored Stories for Place Check-ins to amplify word of mouth

In the summer of 2010, **Levi Strauss & Co.** began a cross-media campaign to launch its Fall 2010 Workwear Collection. As part of the campaign, a 40 percent-off offer on Facebook for one Work Wear item drove a two-fold increase in traffic to levi's.com within 15 minutes of being posted on the Facebook Page. For an in-store discount offer, Levi's clocked about 400 interactions with an Event Ad, but it got 1,600 people showing up in its stores with RSVPs, showing there was a four-times viral multiplier of what the brand was able to do with its ad spend.

Alamo Drafthouse Cinema created a Deal that incentivized its customers to check in on their mobile device, while at the cinema, to receive a free pint glass and the chance to see a free movie screening. Every time someone checked in, that story got published to all of his or her friends, creating a powerful word-of-mouth effect. The offer successfully drove people into the cinema, with over 5,100 people checking in. Through this Deal, the company distributed nearly 10,000 pint glasses and saw a much higher level of engagement on its Page.

Build loyalty and deepen relationships

Facebook is fundamentally about relationships. The people who like your Page are saying that they want a relationship with you. This connection allows you to build and deepen relationships with your most loyal customers and allows them to spread the word about your brand to their friends. Because of the information people share about themselves on Facebook, you can create highly custom and personalized experiences to drive engagement and loyalty over time.

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5 steps to build loyalty and deepen relationships

1

Remind people that you are on Facebook and there to communicate with them

a. Promote your Facebook Page in offline marketing collateral

b. Integrate Facebook into your website with Graph API to make sure your customers are part of your Facebook community

c. Use Facebook Ads and Sponsored Stories to stay top of mind

2

Develop an authentic personality and voice

a. Create a publishing calendar

b. Post stories that people care about, ask questions and encourage participation

c. Publish in the early morning or late evening

3

Ask questions, listen and be responsive, take part in a two-way conversation

a. Use Facebook Questions to drive engagement and learn

b. Appoint someone on your team to monitor your Page daily and interact with people in an authentic way

4

Use the Graph API and Social Plugins to create more personalized and relevant online experiences to build loyalty

5

Let your fans know they are special and reward them for their relationship

a. Thank them for their engagement

b. Run Deals and special promotions to your Facebook community

c. Provide them with exclusive information, updates, and events

SEPHORA

Sephora uses the publishing feature on its Facebook Page extensively to foster conversations with its clients. The company has created an Offers tab on its Page where fans get information on special deals. Sephora uses the Graph API on its site to allow customers to like and recommend individual products to their friends. Sephora has created a highly engaged community that discusses and shares products on its own.

SUB-ZERO WOLF

Since research showed that many of its customers were already on Facebook, **Sub-Zero and Wolf Appliance**, decided to establish a brand presence with a Facebook Page. There, people can read content on kitchen designs, recipes and related topics. The company has created an ecosystem of customers and prospects, kitchen designers and Sub-Zero and Wolf dealers who are all participating in discussions and sharing content on its Page.

Amplify recommendation and word of mouth

Everything you do on Facebook is viral because all actions are published into the News Feed and are lasting. People expect to discover things on Facebook through their friends. Rather than thinking of driving recommendation as an independent objective, sharing should be built into all of your Facebook activities and campaigns. Here are some of the Facebook tools that help amplify word of mouth and recommendation.

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5 steps to amplify recommendation and word of mouth

1

Encourage people to like your Page

a. This opens the communication channels between you and your customers

b. It also creates an association between your brand and that individual

2

Create great content that encourages sharing and keep it fresh

a. Post video content to stimulate sharing

b. Use a publishing calendar that includes exciting product announcements and promotions

c. Be active in two-way conversations

3

Integrate Social Plugins and the Graph API with the Like Button on all of your online properties and at any point of purchase

a. This creates more opportunities for actions that will be published into the News Feed and content that can be used in Sponsored Stories

4

Use Facebook Ads and Sponsored Stories to create word of mouth at scale

a. These products allow you to show your brand's message to your target audience with stories about their friends who have already engaged with your business

5

Learn and iterate

a. Use Page Insights to determine the content people are most excited about engaging with and sharing

b. Use Campaign Reporting to determine what type of creative and targeting gives you the best results

Silly Bandz wanted to attain 1 million fans and to allow its customers to interact with its products. In order to do this, it used a combination of Facebook Ads and integrated the Graph API into its website with product Like Buttons. Every time someone clicked on one of the ads or liked one of its products, a story was published back to all of his or her friends, creating a powerful viral effect. As a result, Silly Bandz was able to surpass its 1 million fan goal and learned a lot about the products its consumers are most excited about.

Healthy Choice wanted to grow its Facebook community and get more people to try its frozen foods. It launched an innovative progressive coupon campaign. The value of the discount increased with the number of people who liked Healthy Choice's Facebook Page and signed up for the coupon, creating a viral multiplier effect. By incentivizing people to share the offer Healthy Choice was able to get almost 60,000 people to connect to its Facebook Page – a 900 percent increase over its original fan base, and was able to distribute 50,000 coupons.

Gain insights

Facebook allows you to learn about your customers both by observing their actions and by engaging with them directly. It is a great place to learn who your customers are and what they think about you. Facebook makes it easy to incorporate your customers into your product development cycle and marketing campaigns and iterate quickly. You can do all of this in real-time, globally. When used actively, these insights can help improve your business by helping you stay aligned with the people you serve.

Introductory tools

Pages

Questions

Campaign Reporting

Page Insights

Advanced tools

Apps on Facebook

Brand Effects and

API data can

5 steps to gain insights

1

Use Campaign Reports for your advertising campaigns and Sponsored Stories

a. By testing different targeting options, you can learn more about your audience

2

Learn from Page Insights

a. See the demographic breakdown of who is interacting with your Page and what they are interested in

3

Learn from the two-way conversations that occur on your Page

a. Watch, listen and respond when you use Facebook Questions, Apps on Facebook or publish

4

Learn by integrating Facebook login and API with your online measurement tools

a. Track individual behavior, engagement and purchasing

5

Use advanced campaign metrics

a. When you run large advertising campaigns, use Nielsen Brand Effects studies (where available) to track the effectiveness of your campaign on brand building objectives

1-800-flowers.com

1-800-Flowers.com uses the Graph API to integrate the Like Button throughout products on its website. It has used the popularity of items to make merchandising and product development decisions. In addition, the company is frequently asking its Facebook community what it would like to see from the brand and using ad optimization models to determine the best creative, targeting and mix of Facebook Ads and Sponsored Stories for the brand.

Britain™ You're invited

In March 2010, **VisitBritain**, began a Facebook Ads campaign to raise brand awareness and attract potential visitors to the UK. The campaign drove customers to the Love UK Facebook group on VisitBritain's Facebook Page, where it posts something related to the UK to discuss every day. It has learned about its customers, as well as generated a groundswell of opinion and debate about the UK. Unlike billboards where you have no idea whether people like them or not, VisitBritain appreciates the fact that without a massive spend, it can write a post and know within 10 minutes whether it is resonating with people or not.

Helpful Facebook Resources

About Facebook

Facebook Stats www.facebook.com/press/info.php?statistics

Press Room www.facebook.com/press.php

Helpful Facebook Destinations

Facebook www.facebook.com/facebook

Marketing Solutions www.facebook.com/marketing

Facebook Studio www.facebook-studio.com

Facebook Ads www.facebook.com/facebookads

Facebook Pages www.facebook.com/facebookpages

Facebook Platform www.facebook.com/platform

Applications on Facebook
www.facebook.com/applicationsonfacebook

Facebook Live www.facebook.com/FacebookLive

Webinar Center
www.facebook.com/adsmarketing/index.php?sk=webinarcenter

Popular Facebook Blogs

The Facebook Blog (official blog) www.blog.facebook.com/

Inside Facebook www.insidefacebook.com/

All Facebook www.allfacebook.com/

Advertising & Sponsored Stories

Create Facebook Ads www.facebook.com/ads/create/

Guide to Facebook Ads www.facebook.com/adsmarketing/

Ads Page www.facebook.com/FacebookAds

Sponsored Stories www.facebook.com/sponsoredstories

External Ad Policy guidelines
www.facebook.com/ad_guidelines.php

Help Center for Ads www.facebook.com/adshelp

Pages

Create a Page www.facebook.com/pages/create.php

Pages Page www.facebook.com/FacebookPages

Pages Best Practices
www.facebook.com/FacebookPages?v=app_7146470109

Most Popular Facebook Pages pagedata.insidefacebook.com/

Vertical Directory of Pages www.facebook.com/pages/

Alphabetical Directory of Pages
www.facebook.com/directory/pages

FAQ for Facebook Pages www.facebook.com/help.php?page=900

Terms and Guidelines www.facebook.com/terms_pages.php

Usernames for Facebook pages www.facebook.com/username

Usernames for Facebook pages FAQ
www.facebook.com/help/search.php?hq=username&ref=hq

Page Migrations www.facebook.com/help/contact.php?show_form=page_migrations_external

Reporting IP Infringement on Pages
www.facebook.com/copyright.php

General Legal and Permissions

Facebook Brand permissions
www.facebook.com/brandpermissions

Promotions Guidelines
www.facebook.com/promotions_guidelines.php

Statement of Rights and Responsibilities
www.facebook.com/terms.php

Copyright Infringement
www.facebook.com/legal/copyright.php?howto_report

Recommended Facebook Providers

Preferred Developer Program
developers.facebook.com/preferreddevelopers

Ads API tool providers
developers.facebook.com/adsapivendors

Developer & Platform Resources

General Resources www.developers.facebook.com

Examples of Site Integrations
developers.facebook.com/showcase/

Facebook Platform Page www.facebook.com/platform

Developer Blog developers.facebook.com/blog/

Facebook Application Directory
www.facebook.com/apps/directory.php

Social plugins developers.facebook.com/plugins

Graph API developers.facebook.com/docs/reference/api/

Open Graph developers.facebook.com/docs/opengraph/

Authentication developers.facebook.com/docs/authentication/

Post Purchase Sharing
developers.facebook.com/docs/reference/dialogs/

Facebook credits developers.facebook.com/credits/

SDKs and Tools developers.facebook.com/docs/sdks/

Developer Roadmap developers.facebook.com/roadmap

Live Status of Platform developers.facebook.com/live_status

Developer Discussion Forum forum.developers.facebook.net/

Developer's Policy Wiki developers.facebook.com/policy/

Permissions
developers.facebook.com/docs/authentication/permissions

Local

Places Information www.facebook.com/places

Facebook Places Page www.facebook.com/facebookplaces

Facebook Places Help Center
www.facebook.com/help/?topic=places

Find Deals on Facebook www.facebook.com/deals

Deals info for businesses
www.facebook.com/deals#!/deals/business

Deals Help Center www.facebook.com/help/?page=18844