

# Marketing With Facebook



## In Facebook

- Ads ( <http://www.facebook.com/adsmarketing/> )
- **Fan Pages** ( <http://www.facebook.com/help/?page=175> )
- **Place pages** ( <http://www.facebook.com/help/?page=1154> )
- Sponsored Stories
- Custom Apps
- **Facebook Deals** ( <http://www.facebook.com/help/?page=18846> )
- On Users' Wall

## Outside Facebook – On Your Website/Blog/Store

- Facebook for Websites: <http://developers.facebook.com/docs/guides/web>
- **Like Buttons** ( <http://developers.facebook.com/docs/reference/plugins/like> )
- Share Buttons
- Comments
- **Social Plugins** ( <http://developers.facebook.com/docs/plugins> )
- Facebook Connect
- **Open Graph API** ( <http://developers.facebook.com/docs/reference/api> )

## Monitoring

- Insights ( <http://www.facebook.com/help/?page=1103> )
- Search With Graph API



## Fan Pages Review

### Places

- <http://touch.facebook.com/>
- Check in / create
- Claim your business

### Deals

- <http://www.facebook.com/deals/>
- Reward Users for Checking In
- Create Buzz

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## Facebook Resources for Businesses & Organizations:

- Facebook Help  
<http://www.facebook.com/help/>
- Facebook Pages: Creating, administering and editing your Page  
<http://www.facebook.com/help/?page=904>

Courtesy of ProWorks Corporation. Full service web design- development- marketing-strategy  
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## Simple Social Plugins

- Add Widget To Your Website  
<http://developers.facebook.com/docs/reference/plugins/like-box/>
- Examples  
<http://www.gifts4runners.com/>

## Like Button / Comments

- Digital Word of Mouth  
<http://developers.facebook.com/docs/reference/plugins/like>
- Examples  
<http://www.sephora.com/browse/product.ihtml?id=P279807&categoryId=B10>  
<http://us.levi.com/family/index.jsp?categoryId=3146898&cp=3146849.3146879.3146880>

## Graph API

- The possibilities  
<http://www.proworks.com/facebook/>  
<http://developers.facebook.com/docs/samples>

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### ProWorks Resources for Facebook :

- Previous Handouts  
<http://www.proworks.com/blog/social-media-for-business/>
- ProWorks Blog Posts  
<http://www.proworks.com/blog/tag/facebook/>

### Upcoming Events:

- Tuesday, March 22
- Tuesday, April 26
- Tuesday, May 24

February 1<sup>st</sup>, 2011 – Upper Deck Pub

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