

# Business Marketing with Facebook

September 27<sup>th</sup>, 2011

Presented by:



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## Introduction

### Loyan Roylance



#### Web Strategist

Loyan is a ten year web professional and combines his understanding of business, marketing and technology to help clients with website planning, strategy, marketing, campaigns and social media. He has lead educational workshops on web topics with the LBCC Small Business Development Center, Willamette Neighborhood Housing Micro Business Program, Corvallis Chamber, ARRP and Oregon Coast Community College.

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### Janelle Iverson



#### Marketing & Public Relations Specialist

Janelle's combines her educational background in communications and public relations with her interest in social media and the web to provide specialized services in those areas. Janelle has provided research, planning and execution to assist businesses with marketing and public relations.

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## About ProWorks



#### Smart. Web. Solutions.

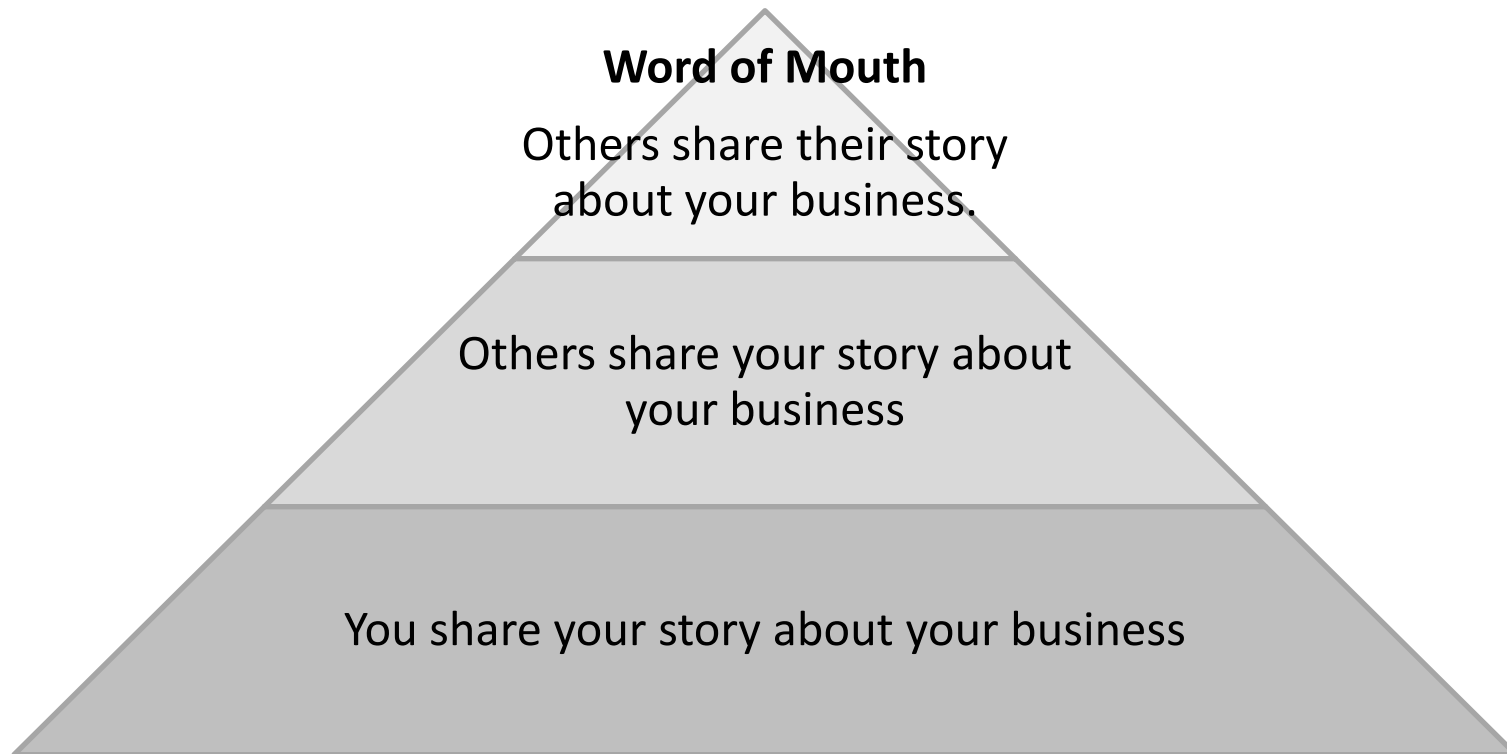
ProWorks is a technology company located in Corvallis and was founded in 1986. ProWorks specializes in creating custom web solutions to support robust processes and functionality. ProWorks provides a full set of related services including design, development, database, marketing and strategy.

**Twitter:** @proworks

**Facebook:** [www.facebook.com/ProWorksCorporation](http://www.facebook.com/ProWorksCorporation)

## Agenda

8:00 AM	Check in
8:15 AM	Begin :: Introduction
8:20 AM	“Reach”
8:50 AM	“Influence”
9:05 AM	Break
9:10 AM	“Influence” Part 2
9:30 AM	Activity & Sharing (we have prizes!)
9:45 AM	Custom Tabs & Apps
9:55 AM	Ten Things You Can Do Right Away (on your own!)
10:00 AM	Questions & Answers
10:30 AM	End



## Things That Are Not Covered Here

The intent of this workshop is to help businesses already using Facebook pages for their business to do so more effectively and increase their ROI value from Facebook. To remain focused on this we will not be addressing some basic topics. If you have any questions about these topics please feel free to ask them after the workshop.

- How to create a Facebook page for your business
- How to convert your Facebook profile to a page for your business
- The new changes on Facebook
- How to use Facebook groups

## Glossary of Facebook Terms

Term	Definition
Check-ins	Users can share their location on Facebook using a mobile application.
Comment (webpage)	A message posted to a webpage by a Facebook user.
Community	A group of people that share a common interest.
Create Content	The act of creating and publishing original content.
Curate Content	The act of finding and sharing (valuable) content.
Custom Tab	Also known as a custom page. A tab within a Facebook page containing custom content and functionality.
Deals	Special offers businesses can offer to users when they check-in on Facebook.
Facebook Ads	Paid ads that display within Facebook and can be targeted based on Facebook data.
Facebook App	Applications that add customized functionality to Facebook.
Friend Activity	Check-ins and related posts by friends for a location on Facebook.
Impressions	The measure of times a Facebook post has been rendered on a user's browser and potentially viewed.
Like (Facebook page)	Users can opt in to connect with a Facebook page and thereby become a "like".
Like (webpage)	Also known as "recommend". A referral of a webpage made by a user to their profile.
Like Gate	Also known as "fan gate". Custom tab content can be made displayed based on the users "like" status.
Place	Pages that represent locations on Facebook.
Plugin	A snippet of code that enables Facebook related functionality such as "likes" on webpages.
Questions	A Facebook function similar to polling available to Facebook pages
Social Graph/ Open Graph	The collection of data representing Facebook accounts and everything connected to them.
Social Signals	Social media data used by search engines to determine rank.

## Reach

Reach describes **the capacity to deliver your content to customers** either proactively or in response to their activity. Using Facebook, a business can deliver content in two primary ways, on the business' Facebook Page and off the business' Facebook Page.

### On Page Reach

On page methods are common and used by most Facebook page owners. They include:

- Status updates
- Shared photos
- Shared links
- Shared videos
- Comments

### Contests & Promotions

- There are important limits within Facebook's policy:
- Facebook Promotions Guidelines: [http://www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php)
- "Promotions on Facebook must be administered within Apps on Facebook.com, either on a Canvas Page or an app on a **Page Tab.**"
- "You **must not use Facebook features or functionality** as a promotion's registration or entry mechanism. For example, the act of liking a Page or checking in to a Place cannot automatically register or enter a promotion participant."
- "You must not condition registration or entry upon the user taking any action using any Facebook features or functionality other than liking a Page, checking in to a Place, or connecting to your app."
- "You **must not use Facebook features or functionality**, such as the Like button, as a voting mechanism for a promotion."

### Custom Tabs & Applications

Examples:

- Nike Promo: [http://www.facebook.com/nike?sk=app\\_263635223649484](http://www.facebook.com/nike?sk=app_263635223649484)
- StaphAseptic Coupon: <http://www.facebook.com/StaphAseptic>
- Threadless Store: [http://www.facebook.com/threadless?sk=app\\_116832620224](http://www.facebook.com/threadless?sk=app_116832620224)

The reach of on page methods are largely limited to Facebook users that "like" your Facebook page. There is a great deal of opportunity to reach customers that do not "like" your page using off-page methods.

## Off-Page Reach

Off page methods are often under utilized by businesses and are not difficult to execute. They include:

### Enable Your Content to be Easily Shared by Other Facebook Users On Their Walls.

- Give users something to share
- ShareThis buttons: <http://sharethis.com>
- Example: <http://www.teclabsinc.com/store/poison-oak-ivy/tecnu>



- Utilize Facebook Social plugins: <http://developers.facebook.com/docs/plugins/>

#### Like Button

Example: <http://mashable.com/>




#### Like Box


Example: <http://www.teclabsinc.com/>






































### Facepile


Example: <http://www.liceefreee.com/>

 **West Marine** on Facebook

 Like

5,527 people like **West Marine**.

 Chris	 David	 Mary Alice	 Sue	 Clayton	 Sportster	 Karl
 Pam	 Michaela	 Doreen	 Gin	 Terry	 Travis	 Lisa
 Michael	 Brad	 Maggie	 Felicia	 Denise	 Nha Hang	 Boat
 Scott	 Jessica	 Gilbert	 Liza	 Betty	 Melissa	 Lisa
 Patricia	 Linda	 Valerie	 Michelle	 Donna	 Cass	 Treasa

 Facebook social plugin

### Recommendations

Example: <http://www.davincidays.org/>

**Recommendations**

 You need to be logged into Facebook to see your friends' recommendations.

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 **Executive Director Position Announcement**  
7 people recommend this.

 **Oregon Arts & Science Festival**  
174 people recommend this.

 **2011 Contest and Event Results :: da Vinci Days**  
7 people recommend this.

 **Mad As Hell Doctors Road Trip to DC 2009**  
21 people recommend this.

 **Photo Safari**  
36 people recommend this.

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 Facebook social plugin

## Comments

Example (see the Guestbook): [http://www.farmstayus.com/farm/Oregon/Leaping\\_Lamb\\_Farm](http://www.farmstayus.com/farm/Oregon/Leaping_Lamb_Farm)


Like 10 people like this.

Add a comment...

Log In


Log in to Facebook to post your comment

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 Dave Culpepper May 15

We have stayed here twice with our granddaughters (ages 5 and 7 ). What a wonderful experience for them (and for us). They loved feeding the animals, cleaning the stalls, playing in the barn, (and on the second trip, in sunny weather) playing in the stream. We couldn't believe how great the eggs in the guest house were (picked that day or the day before). The girls also loved picking their own eggs. The girls have also loved keeping up on events at Leaping Lamb Farm by viewing the pictures on Facebook (but of course were saddened by the news of the death of the horse and Fred the peacock).

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 Heike Feltes May 11

We've stayed for four days last summer and our three boys absolutely LOVED every minute of the stay: romping through the grounds, collecting eggs, feeding animals, counting sheep, splashing in the creek- how much better can summer get? We're heading to Europe this summer, but I had to promise my kids to come back next year! Leaping Lamb Farm rocks!!

## Activity Feed

Example: <http://www.linncofcu.org/>

Recent Activity

Login You need to be logged into Facebook to see your friends' recent activity.

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 **How to use Tecnu Original Outdoor Skin Cleanser on pets, clothing, tools, equipment and more....**  
One person recommends this.

 **Blog | TecLabs**  
One person recommends this.

 **Itchy, itchy summer | TecLabs**  
One person recommends this.

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Facebook social plugin

### Post and Comment on Other Facebook Pages Related to Your Business

- **Monitor for opportunities** to share advice, give kudos, and engage appropriately with customers.
- Like relevant pages (as your page) to view their activity in your news stream
- Search public posts on Facebook: [www.facebook.com/search.php](http://www.facebook.com/search.php)
- **Free Facebook monitoring** and alerts: [www.hyperalerts.no](http://www.hyperalerts.no)

### Check-ins to Your Location by Users

- Claim or create a Facebook Place for your business: <http://www.facebook.com/help/?faq=168172433243582>
- Link your Place with your business Page: <http://www.facebook.com/help/?faq=111476422280048>
- Create a Facebook Deal



### Facebook Ads

- Create an ad: <http://www.facebook.com/advertising/>
- Guide: <http://www.facebook.com/business/ads/>
- Pay Per Impression vs. Pay Per Click  
 Consider paying per impression if your goal is to **increase brand awareness**  
 Consider paying per click if your goal is to **convert the clicks** to “likes” or buys for example.

## Influence

Influence describes the ability to **affect the behavior of customers** towards a desired result. As a social tool, Facebook enables businesses to increase their perceived credibility, expertise and authority with customers to build brand trust and customer loyalty.

## Credibility, Expertise and Authority

### Balancing Creating Content vs. Curating Content

Creating content describes the act of creating and publishing original content. Curating content is the act of finding and sharing (valuable) content that is not your own. Both of these actions can help position yourself as a reliable resource to your customers.

- You are continually improving within your field
- You are a thought leader within your field
- You utilize other experts and resources within your field
- You are not overly self-focused or self-promoting

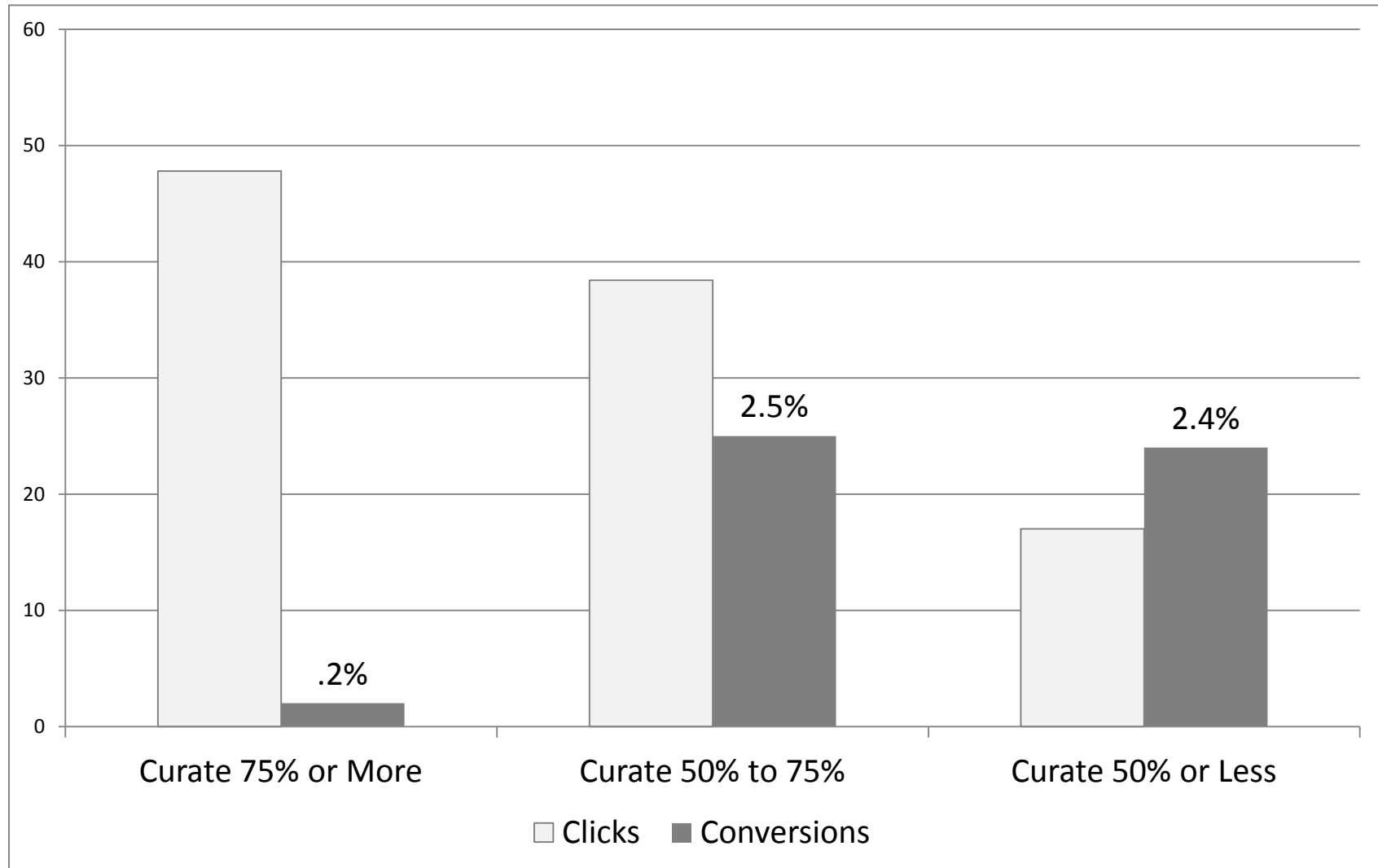
### Curating Advice:

- Use a service or tool to easily monitor the web for valuable and relevant content. (Google Reader, Subscribe to RSS)
- Watch current industry news & events (try using <http://news.google.com>)
- Read trade magazines and share online versions of articles
- Follow industry or related blogs (try using <http://blogsearch.google.com>)
- Find and follow industry experts on Twitter (<http://topsy.com/experts>)
- Search social bookmarking sites such as Delicious (<http://www.delicious.com>) or Digg (<http://digg.com/>)
- Example: <http://www.facebook.com/SoftStarShoes/posts/251837324857383>

One of the most common questions on this topic is “how much self-promotion is too much?” Based on a study of 150,000 social media posts the following results were found:

- Businesses that posted links to their own content 25%-50% or “Balanced Curators” had the best results .
- Balanced Curators had the **highest rate of conversions** overall.
- Balanced Curators had the most conversions per amount of content created. **That’s less work!**
- Linking to your own content 40% of the time appeared to be a sweet spot.

## The Content Curation and Creation Sweet Spot



From: <http://www.convinceandconvert.com/social-media-measurement/new-research-finds-the-curation-vs-creation-sweet-spot/>

## Brand Trust and Customer Loyalty

### Give Attention

- Show that care for your customer
- Café Yumm:  
<http://www.facebook.com/CafeYumm/posts/240449019324058>

### Give Status

- Respect, validation, credit, belonging
- Farm Stay US:  
<http://www.facebook.com/FarmStayUS/posts/123353744427840>
- Chinook Winds Casino:  
<http://www.facebook.com/photo.php?fbid=10150292070325986&set=a.107314910985.105471.100661940985&type=1>

### Demonstrate Responsiveness

- Show your customers they influence your behavior
- Rocket Queen Cupcakes:  
<http://www.facebook.com/rocketqueencupcakes/posts/10150263042091863>

### Give Assistance

- Show that you have the ability and desire to help
- Tec Labs:  
<http://www.facebook.com/Tecnu/posts/10150293477537860>

## Worksheet Activity



### What Are Your Marketing Goals?

- |   |  |                                 |
|---|--|---------------------------------|
| <input type="checkbox"/> Establish your expertise     | <input type="checkbox"/> Generate sales leads                | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Build customer relationships | <input type="checkbox"/> Increase referrals to your business |                                 |
| <input type="checkbox"/> Earn consumer trust          | <input type="checkbox"/> Improve your visibility             |                                 |

### What Are Your Resources and Assets?

- |  |   |                                 |
|--|---|---------------------------------|
| <input type="checkbox"/> A Facebook Page         | <input type="checkbox"/> Passionate customers   | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Photos or Video         | <input type="checkbox"/> Niche expertise        |                                 |
| <input type="checkbox"/> Customer testimonials   | <input type="checkbox"/> Expense budget         |                                 |
| <input type="checkbox"/> News and press coverage | <input type="checkbox"/> Business relationships |                                 |

### How can you leverage your specific resources and assets to obtain your goals using Facebook?

## Custom Facebook Tabs & Apps

### What You Should Know

- Facebook has announced that the old FBML method is being replaced by iFrames.
- iFrames are able to support any web technology
- Anything that is possible on a webpage is possible within a Facebook custom tab

### Examples

- Branded welcome page:  
<http://www.facebook.com/KEEN>
- Searchable directory:  
[http://www.facebook.com/nike?sk=app\\_114786095283609](http://www.facebook.com/nike?sk=app_114786095283609)
- A like gate. Users must like the page to access a coupon:  
[http://www.facebook.com/StaphAseptic?sk=app\\_108241872593798](http://www.facebook.com/StaphAseptic?sk=app_108241872593798)
- Like gated streaming video of live events:  
[http://www.facebook.com/UFC?sk=app\\_116056818485426](http://www.facebook.com/UFC?sk=app_116056818485426)
- Shop and purchase in the store:  
[http://www.facebook.com/threadless?sk=app\\_116832620224](http://www.facebook.com/threadless?sk=app_116832620224)
- Contest application:  
[http://www.facebook.com/lowes?sk=app\\_254994887858861](http://www.facebook.com/lowes?sk=app_254994887858861)

### Custom Tab Solutions

These services are free or low cost and provide simple templated tabs. These templates can be customized within the limits of the template.

- <http://iframes.wildfireapp.com/>
- <http://www.hyperarts.com/social-media/tabpress-facebook-app.html>
- <https://lujure.com/2/>
- <http://www.splashlabsocial.com/tab-creator>
- <http://www.shortstack.com/>
- <http://woobox.com/customtab>

## 10 Things You Can Do Right Away (All by Yourself)

1. Like other relevant pages as your page (<http://www.facebook.com/help/?faq=168135343245607>)
2. Set your featured likes on your page. Ask your business partners to do return the favor. (<http://www.facebook.com/help/?faq=224585677557798>)
3. Set your 'place sub-categories' (<http://www.facebook.com/help/?faq=222732947737668>)
4. Claim your own URL (<http://www.facebook.com/username>)
5. Manage your featured photos (<http://www.facebook.com/help/?faq=229214633759394>)
6. Create or claim your Facebook Place (<http://www.facebook.com/help/?faq=229214633759394>)
7. Manage your map location (<http://www.facebook.com/help/?faq=168990869826883>)
8. Monitor Facebook for key terms and receive email alerts ([www.hyperalerts.no/alerts](http://www.hyperalerts.no/alerts))
9. Schedule your Facebook posts (Hootsuite, CoTweet, TweetDeck, Ping.FM)
10. Add a link from your e-newsletter or email signature to your Facebook Page.

## Related Resources

1. Facebook Marketing Solutions: <http://www.facebook.com/marketing>
2. Facebook Blog: <http://blog.facebook.com/>
3. Facebook Community Forum: <http://www.facebook.com/help/community/>
4. Facebook Ads and Business Solutions Help: <http://www.facebook.com/help/?page=195623423828629>
5. Mashable: <http://mashable.com/category/facebook/>
6. All Facebook: <http://www.allfacebook.com/>
7. ReadWriteWeb: <http://www.readriteweb.com/archives/facebook/>
8. Simple One-Page Cheat Sheets by ProWorks: <http://www.proworks.com/blog/social-media-for-business/>