Facebook Marketing

Jeff Hupp | Senior Account Manager
Tools to help your brand grow

- Pages
- Social plugins
- Graph API
- Ads
- Canvas
- Mobile
- Credits
- Insights
Pages
Communicate & engage with your community

Publish Direct to Newsfeed

• Build and cultivate a community
• Create an ongoing dialog with users
• Showcase initiatives (programming, content, events)
Like & Recommend button

Let users share pages from your site back to their Facebook profile with one click

- Easily integrates a social experience in seconds
- Creates a lasting connection between you and a user
- Drives referral traffic
Facepile

Displays profile pictures of users who have liked your page or have signed up for your site

- Easy to add to your site, with one line of code
- Highlights friends who have already liked, recommended or logged in with Facebook
- Drives engagement and click throughs
Live Stream

Let your users share activity and comments in real-time as they interact during a live event

- Increases engagement by enabling real-time conversations
- Drive distribution through users opting to share back to Facebook
Comment Box

Let users comment on any piece of content on your site

• Reduce spam through verified identities and moderation tools
• Sync conversations on both your site and Facebook
• Easy to implement, with one line of code
Login

Authentication with your Facebook identity

Login

• Provides authentication that you don’t need to build or maintain

• Grants access to social features that let you build deep social interactions

• Ensures data you collect is verified and lets you use real identities
Registration

A website sign-up form that is pre-filled with information from Facebook

- Increases number of registrations by making signing up easier
- Implement customizable registration functionality
Activity Feed

Shows users what their friends are doing on your site through likes and comments

- Surfaces relevant items to friends
- Eliminates development resources to create a site-specific activity feed
- Helps users discover new content by

Your friend’s activities

- **Custom graphic tee**
  David Nguyen, Kathleen Loughlin, one other friend and 1,658 people liked this

- **Ceramic coffee mug**
  Dave Linsalata, Rick Armburst, one other friend and 716 people liked this

- **Suede travel bag**
  Matt Trainer, Kate Jhaveri, one other friend and 568 people liked this
Graph API
An API for reading and writing to the Social Graph

Create deep social integrations through a simple, yet powerful and highly customizable development experience

Leverage Likes from around the web and on Facebook to customize your content to users’ interests
Apps on Facebook
Deeply integrate into our core user experience

• Ability to create deeply integrated social experiences in a setting that is familiar to millions of Facebook users

• Increased distribution, discovery, and re-engagement through Facebook social channels
Insights
Analytics to understand the impact of social activity across sites, apps, and Facebook Pages

Insights for Apps
Metrics to track how users are interacting with your app

Insights for Pages
Analytics to measure engagement with your Facebook Page

Insights for Websites
Metrics for your site and its social plugins, in real-time
Learn about your audience

Measure the social activity across sites, apps and Pages

- Optimize your social integrations
- Analyze trends in demographics, user growth, and content creation/consumption
Credits
The easiest, most trusted payment method for buying virtual goods and services

- Increases revenue through frictionless transactions that boost conversion rates
- Lets you focus efforts on innovate development instead of payment systems
- Saves development time and reduces customer support costs
Homepage & All Facebook ads
Create word of mouth, at scale
Drive brand impact and action with paid advertising

Homepage

All Facebook

Sponsored

What’s your resolution?

What’s your New Year’s health resolution for 2011?
Give it a kick-start with the 10-Day Boost. 10 days. 10 tips. I did you.

- Exercise more often
- Eat healthier meals
- Spend time outdoors

Meg Griffin Sloan, Kim Garrett, and 4 other friends like Health. Join in. – Anthem

Questions

When will Glee do a tribute to Cher?
Assisted about Glee

Who are the best mashup party style

Sponsored

Harley Farms Goat Dairy

Harley Farms is a restored 1910 dairy farm, with 200 Alpine goats on nine acres of pasture in Pescadero, California.

Design custom energy bars at YouBars.com
Select all your favorite ingredients and put your name on every package. The perfect gift!
With Page post ads and sponsored stories, your brand is at the center of the Facebook experience.
Sponsored stories
Create word of mouth, at scale
Drive brand impact and action with paid advertising
Success Stories
Top Priority Facebook 2013:

Great Publishing =

Higher Engagement =

Newsfeed Distribution =

Mobile Distribution =

ROI
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<tbody>
<tr>
<td>1</td>
<td>Ensure brand relevance</td>
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<td>2</td>
<td>Use rich images and videos</td>
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<td>3</td>
<td>Offer a return on attention</td>
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<td>4</td>
<td>Highlight the product</td>
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<td>5</td>
<td>Make it about your fans</td>
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<td>6</td>
<td>Keep text short and sweet</td>
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<td>7</td>
<td>Post regularly, at the right time</td>
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<td>8</td>
<td>Solicit a lightweight response</td>
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<td>9</td>
<td>Post things people want to share</td>
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<td>10</td>
<td>Be responsive</td>
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What is good page publishing?
News feed is the most engaging place for Page posts

Note: Engagement analysis is based off of average CTR for aggregate Page posts over a 7-day period., comparing news feed (delivery to fans and friends of fans) to right-hand side.
Source: Facebook internal data, July 2012. Worldwide normalized data (based on news feed impressions and right-hand side impressions).
News feed is the most engaging place on Facebook for marketers

- 65% of likes happen in news feed
- 35% of comments happen in news feed
- 65B news feed impressions daily
- 65% of likes happen in news feed
- 45% of comments happen in news feed

Note: Data reflects both Page posts and user stories. Source: Facebook internal data, August 2012.
Mobile News feed is the most engaging place on Facebook for marketers.

65% of likes on mobile happen in news feed.

45% of comments on mobile happen in news feed.

65B mobile news feed story impressions daily.

Mobile drives higher engagement than desktop based on rate of likes and comments per story in news feed.

Note: Data reflects both Page posts and user stories. Source: Facebook internal data, worldwide, August 2012.