

Facebook Marketing

by Todd Wickersty, Business Bullpen

businessbullpen.com

Facebook.com/BusinessBullpen

wick.me



Facebook Marketing

Agenda

1. Why Market on Facebook?
2. Facebook Pages
3. Facebook Analytics
4. Facebook Ads
5. Q & A



Facebook Marketing
Why Market on Facebook?

Facebook is NOT a fad.

500 million active users
1 out of every 4 page views is from Facebook
200 million users access Facebook Mobile

Source: <http://www.facebook.com/press/info.php?statistics> and http://weblogs.hitwise.com/heather-dougherty/2010/11/facebookcom_generates_nearly_1_1.html



Facebook Marketing
Why Market on Facebook?

Facebook is NOT a fad.

The 35-54 demographic is the largest user base

The 55+ demographic is growing the fastest

Source: <http://www.istrategylabs.com/2010/01/facebook-demographics-and-statistics-report-2010-145-growth-in-1-year/>



Facebook Marketing
Facebook Pages

Does your organization have a Facebook page?

Are you updating the content at least once a week?

Have you customized the design of your page?

What are you doing to attract more likes/
engagement?

Are you measuring the ROI/conversions?





business
bullpen



Providing exceptional
Application & Web
Development, Graphic & Web
Design, Requirements Analysis,
Search Engine Optimization and
Social Media consulting.

definedesigndevelop

Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

Remove from My Page's Favorites

<http://businessbullpen.com/>

define.design.develop.

App & Web Development
Graphic & Web Design
Requirements Analysis
Search Engine Optimization
Social Media

Business Bullpen

Wall

Info

The Team

Photos

Video

+

Share: Status Photo Link Video

Options



Todd Wickersty Have a safe and wonderful Thanksgiving everyone. Our office will be closed Thursday and Friday.

November 24 at 9:03pm via iPhone · Like · Comment



Business Bullpen Real world whereabouts.



Business Bullpen 2010

334 Impressions · 0.90% Feedback

November 23 at 2:52pm · Like · Comment · Share

Jenny Wickersty and John Keefe like this.



Tom Daly http://tomdalyphotography.smugmug.com/photos/928026213_cC3Xb-O.jpg

July 8 at 5:10pm · Like · Flag

Write a comment...



Business Bullpen The team at Continental Divide last night

Tagged: Gary Cope, Jessica Swope



330 Impressions · 0.91% Feedback

November 19 at 12:34pm · Like · Comment · Share



Gary Cope It's like 1975 all over again.

Get More
Connections

Get more people to like
your Page with Facebook
Ads! Preview below.

Business Bullpen



Your Text Here

Todd Wickersty likes this.

Like

Facebook Marketing

Facebook Pages



1. Here is the Business Bullpen Wall. The majority of new content appears on the Wall. It is then distributed to the news feeds of all the people that like your page.
2. You should update your wall once a week with content. Include a variety of content – link to articles that your organization has written or others that you like, promote your partners and clients (if it makes sense to do so), post photos and video content. Photos will get the most attention and have a higher probability of generating a reaction.
3. With so much information on the web and pumping through Facebook, you need to be consistent in posting content. Your Facebook fans might not read every post or look at your photo gallery, but they will see your logo in their news feed once a week or more. This visual reminder of your company can only help you when the time comes for that fan to need your services or products.
4. Don't post too much. You could lose fans if you bombard them with updates.



facebook

Email

☒ Keep me logged in

Password

Login

[Forgot your password?](#)

Sign Up

Business Bullpen is on Facebook

Sign up for Facebook to connect with Business Bullpen.

Business Bullpen 

Wall

Info

The Team

Photos

Video



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Search Engine Optimization
Social Media

meet our team



TODD WICKERSTY

Founder



GRAHAM BLEVINS

Co-owner & Technology
Director



AMANDA HUGHES

Creative Director



GARY COPE

SEO & Online Marketing
Specialist



JESSICA SWOPE

Communications Associate





Facebook Marketing



Facebook Pages



1. More and more companies are creating custom designed tabs within their Facebook page. This is the Business Bullpen team page. If a person is not logged into Facebook and they go to facebook.com/businessbullpen, this is what they will see. It is much easier to get your point across than the Facebook Wall, which is the default view.
2. Designing custom tabs is relatively simple using the Facebook markup language, which is similar to HTML, and CSS. See <http://mashable.com/2010/02/22/build-facebook-landing-page/> for a tutorial.




facebook    Search 


 Dell 

Wall Info Home Tag Team Support Streak >>


What's New




The Inspiron Mini 10 – your mobile companion.




Introducing the all new Alienware M11x.




Get fast, friendly support, without leaving Facebook.



Introducing the perfectly-sized Dell Streak.



Introducing the all new Alienware M11x:
Redefining the gaming capabilities of sub-15" laptops... [Read more on Dell.com](#)

Country & Related Pages 

Other Dell Pages on Facebook Alienware, Dell Outlet & More

Here is another example of a Facebook landing page. Notice the difference in logo size compared to the Business Bullpen page. You can use an image/logo that is up to 200 pixels wide and 600 high, which can help get your message across better than in the spaces that Facebook offers.

SONY
make.believe

HOME
HIGH SCORES
INVITE FRIENDS
SONY FOOTBALL

SO YOU THINK YOU KNOW FOOTBALL?

Are you a true lover of the game or just an armchair follower? It's time to prove that your football isn't just full of hot air. Take our test and let's see just how much you really know about the incredible game.

New quizzes will be added, so check back every now and then.

NEW
ROAD TO SOUTH AFRICA
TEST YOURSELF

WORLD CUP CHRONICLES
TEST YOURSELF

CHAMPIONS LEAGUE CONUNDRUMS
TEST YOURSELF

PREMIER LEAGUE POSERS
TEST YOURSELF

FOOTBALL FROM ALL OVER
TEST YOURSELF



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Here is Sony's page. These custom designs can also help you with engagement. You can create specific campaigns and calls to action within these pages that are measurable through the use of a web traffic tool like Google Analytics.

Facebook Marketing

Facebook Pages

1. Other ways to increase engagement is to perform contests (see http://www.facebook.com/promotions_guidelines.php for more info). Business Bullpen ran a contest with a partner firm to see who could get to 100 fans first. The winner selected of their fans to choose a charity that both firms would donate \$50 to.
2. Get your friends to suggest your page to their friends.
3. Post good content – ask questions on your wall. Ask for content.
4. Tag your friends and other businesses in posts and pictures, which is then posted on that friends' wall.
5. When you do get content, respond and respond quickly!



Facebook Marketing

Facebook Analytics (Insights)



Business Bullpen We are pleased to announce the new logo and website for Conduce, a consulting company in the metro DC area. A great job done by [Amanda Hughes](#) and [Gary Cope](#).

CONDUCE



Business Bullpen

businessbullpen.tumblr.com

347 Impressions · 0.29% Feedback



November 12 at 2:04pm · [Like](#) · [Comment](#) · [Share](#) · [Promote](#)



Gary Cope likes this.

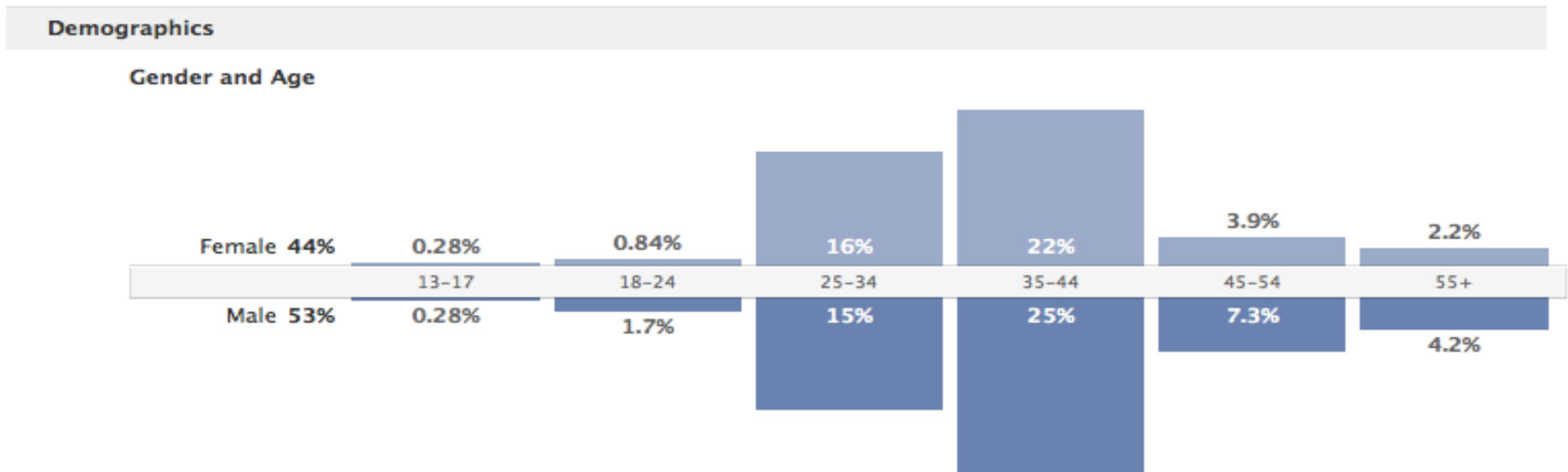
Write a comment...

In the past two weeks, Facebook added insights right on your page wall. Here is an example. The impressions equals the number of impressions served across a person's news feed, a visit to the Page, or through an Open Graph social plugin. The feedback number equals (comments + likes)/impressions



Facebook Marketing

Facebook Analytics (Insights)



Facebook Insights are available to Facebook Page Admins. Due to the wealth of information that people post on their profile, Facebook Insights is a powerful tool that enables one to target their marketing efforts with more precision than other online platforms.

Facebook Marketing

Facebook Ads

Profile data breeds powerful ad targeting

Test, Tinker, Test again



Facebook Marketing

Facebook Ads

[All Campaigns](#) » [Campaign: iPad/Kindle Ad](#) »

Ad: FREE iPad or Kindle!

Create an Ad

Campaign Name	Ad Name	Run Status	CPC Bid:	Targeting
iPad/Kindle Ad	FREE iPad or Kindle!	Deleted	\$0.00 Suggested Bid: \$2.90 – 4.52 USD	<ul style="list-style-type: none">who live in the United Stateswho live in District of Columbia or Virginiabetween the ages of 25 and 64 inclusivewho graduated from college

Daily stats for the week of: **Oct 10**

Date	Imp.	Social %	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
10/16/2010	0	0.0%	0	0.00	0.00	0.00	0.00
10/15/2010	0	0.0%	0	0.00	0.00	0.00	0.00
10/14/2010	0	0.0%	0	0.00	0.00	0.00	0.00
10/13/2010	74,673	0.0%	11	0.01	1.70	0.25	18.72
10/12/2010	283	0.0%	0	0.00	0.00	0.00	0.00
10/11/2010	962	0.0%	0	0.00	0.00	0.00	0.00
10/10/2010	1,845	0.0%	0	0.00	0.00	0.00	0.00
Lifetime	111,222	0.0%	14	0.01	1.53	0.19	21.48

Preview

FREE iPad or Kindle!



Business Bullpen is giving away FREE iPads and Kindles! "LIKE" us and find out how to get one today!

View on Profile

Edit Ad Creative

Create a Similar Ad



Facebook Marketing

Facebook Ads

1. You can pay by the click (or you can do the impression as well) like Google AdWords.
2. If you haven't tried Facebook Ads before, you can do so with limited investment.
You can set your budget. I recommend an iterative campaign where you test certain settings, review the data, tinker with the settings, and test again until your campaign is performing to your requirements.
3. More info: <http://www.facebook.com/adsmarketing/>



Facebook Marketing

Q & A

Questions?

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