Facebook: Face the Facts or Face the Music

Peter Pelland of Pelland Advertising

850 Million Facebook users
500 Million log in every day
100 Million new “likes” per day
Referrals from “friends” are 4 times more likely to lead to a purchase.
The Small Business Advantage

- Speed
- Agility
- Lack of hierarchy

David vs. Goliath
Made for the social media and Facebook!
The Big Business Disadvantage

Dave Carroll from Sons of Maxwell

vs.

United Airlines

“United Breaks Guitars”
on YouTube

Over 11.6 Million views!

Winners:
Dave Carroll, Taylor Guitars & Calton Cases

Loser: United Airlines
Facebook Stats

A Pot of Gold at the End of the Marketing Rainbow:

• Over 850 Million users … and growing!
• The average user has over 130 friends.
• 55% of users are female, the highest % over the age of 35.
• Fastest growth segment: Women between the ages of 55 and 65.
How Does Facebook Work?

“Friends”, “Fans” & “Followers”

- What is the difference between a “friend” and a “fan”?
- What is the difference between a “fan page”, a “business page”, and a “page”?
- Start with a personal profile.
- What about groups and community pages?
A Quick Word About Groups

Use Groups to Your Advantage:

• Groups are not your “official” Facebook presence, perhaps created by a group of seasonal campers.

• Three types of Facebook groups: Open, Closed, and Private.

• Join the group and post to the group’s wall.

• Encourage the group members to become actively involved with your official presence.
Oops! Your Business Is a Personal Profile Page?

Convert it to a proper business page.

• No longer at risk of being deleted by Facebook.
• Unlimited “likes”, but a maximum of 5,000 “friends”.
• Back up your content first, then go to:
• www.facebook.com/pages/create.php?migrate
Getting Your Facebook Business Page Started

- Log in to Facebook under your personal account.
- Go to www.facebook.com/pages/create.php
- Choose “Local Business or Place”. Follow steps.
Understanding Your Dual Identity on Facebook

- You must have a personal account (your personal profile) on Facebook before you can create your business page.
- YOU want to create (and thereby own) your business page.
- Then grant other people (your content designer, business manager, perhaps others) so-called “Admin” privileges.
Here’s How to Manage Your Dual Identity:

• From your personal profile, click on the small arrow in the upper right of your page, to the right of the word “Home”.

• Choose the “Use Facebook as Page” option to change from yourself to your business.
Here’s How to Manage Your Dual Identity:
How to Give Others “Admin” Privileges to Your Page:

• Send them the URL to your new page, and ask them to “like” the page.

• From your business page, after your designer or others have “liked” the new page, find the # of people who have liked the page, in the left-hand column.

• Click on the words “like this” under the number.

• If using Insights, click on “see likes”.

• Click on “Make Admin” next to their photos.
How to Give Others “Admin” Privileges to Your Page:
Decide How to Create Custom Facebook Business Page Content

• Until early in 2011, Facebook required that any custom content be created using the FBML app.

• Facebook no longer allows you to build new content with FBML. If you want custom tabs, you now embed HTML (from your Web server), using an i-frame app.

• On March 30, 2012, everything changes again. Facebook pages must now emulate the “Timeline” look of personal profile pages.
Facebook Continually Changes. It Is a Moving Target.

• 2010: Page width was 760 pixels, and profile photos could be as large as 200 x 600 pixels. Navigational “tabs” appeared across the top of the page, and a default “landing tab” could be specified.

• 2011: Page widths briefly flirted with 492 pixels, then settled on 520 pixels (to allow space for more Facebook advertising). Profile photos were scaled down to 180 x 540 pixels. FBML was replaced by HTML embedded in an i-frame app.
Facebook Continually Changes. It Is a Moving Target.

• March 30, 2012: The “Timeline” look goes into effect for pages. New “cover image” is 850 x 315 pixels, and new profile photo must be 180 x 180 pixels. Navigational tabs once again appear along the top of the page, but landing tabs can no longer be specified (at least at the moment), except when linked to Facebook advertising. These tabs may now be the full width of the cover image, and older (narrower) tabs will be centered within this area.
Why Design Is Important

Before and After
The Rush to Change.
Don’t Panic. You Are Not Alone.
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Do-It-Yourself, Using Templates, or Hiring a Design Firm

- Do-It-Yourself takes time, requires some basic skills, but has zero cost.
- Using a template is easy but gives your content a cookie-cutter look.
- Ideally, you want your Facebook content to be consistent with the look of your website and all of your other marketing materials. That requires custom design. You can do this yourself, but it is not easy.
Facebook Developer Application and Installing the i-Frame App

- Log in to Facebook and then visit the URL http://facebook.com/developers
- After installing the Developer App, click on the “+ Create a New App button”.
- Choose the “Page Tab” option.
Adding Your New i-Frame App to Your Facebook Page

• Follow the Facebook Apps tutorial.

• From your app’s profile page, choose “Add to my Page”, then select your business page.
Get a Facebook Vanity URL

You need to promote your Facebook URL. Which one can you share?

http://www.facebook.com/pages/White-Birches-Campground/198967729304978

http://www.facebook.com/WhiteBirchesCampground

• Get yourself a Facebook Vanity URL. Go to: http://www.facebook.com/username

• Originally required 1,000 “likes”, then 25 “likes”, now available immediately for any page!
Making the Most of Facebook

SEO on Facebook:

• Get to know the Facebook search bar.
• 250 characters of “About Us” text.
• Maximize your “Info” content.
• Use hyperlinks to your website in posts.
• Facebook is indexed by Google, Bing & Yahoo!
• Install Google Analytics on Facebook pages.
Making the Most of Facebook

### Wilson’s Department Store

- **Address:** 256 Main St, Greenfield, MA 01030

- **Map Location:**
  - You can fine-tune the location by dragging the pin on the map.
  - Show this map on the page.

- **Hours:**
  - Mon - Thu: 10:00 am - 5:30 pm
  - Fri: 10:00 am - 8:00 pm
  - Sat: 9:30 am - 5:00 pm, or Always open or No hours available

- **About:** Wilson’s Department Store has been a fixture in Greenfield for over 125 years. Wilson’s features four floors of name-brand merchandise, with 45,000 square feet spanning over 20 departments, a remarkable selection, and low prices that will make you smile. Parking is free and easy, and sales associates are0

- **Price Range:** Unspecified

- **Description:** Wilson’s Department Store has been a fixture in downtown Greenfield for over 125 years. Wilson’s features four floors of name-brand merchandise, with 45,000 square feet spanning over 20 departments, a remarkable selection, and low prices that will make you smile. Parking is free and easy, and sales associates are

- **Website:** http://wilsondepartmentstore.com

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The image shows a detailed listing for Wilson’s Department Store on Facebook, including contact information, hours of operation, and a description of the store's offerings. The map feature allows users to fine-tune their location for more relevant information.
Empower Your Followers:

• Integrate with your website and other marketing.

• Do not coerce likes with ploys – the Reveal app.

• Engage your followers and encourage them to spread your gospel.

• Provide incentives, and make your followers the first to know!

• Do not sell, but always include a call to action.
Ask for Recommendations

Encourage Happy Fans to Use the “Recommendations” Tool:

Virginia's Beach Campground • *Welcome*
Campground • North Springfield, Pennsylvania • Edit Info

Pennsylvania Family Camping on Lake Erie
Virginia's Beach Lakefront Cabins & Camping
www.VirginiasBeach.com

(814) 992-3261
Lake Front Cottages & Camping
Excellent Fishing! Easy Lake Access!

350 Holliday Road
Directions to Virginia’s Beach Campground

You and Virginia’s Beach Campground
Barbara Gove Polland and Charles Davis like this.

Recommend This Place
Help your friends discover great places to visit by recommending Virginia’s Beach Campground.

Write a recommendation...
Ask for Recommendations

Encourage Happy Fans to Use the “Recommendations” Tool:
Ask for Recommendations

Encourage Happy Fans to Use the “Recommendations” Tool:

Tina Laudenslager wrote a recommendation for Buttonwood Campground.
The best campground we have ever been to and haven't found another that even comes close in comparison.

Buttonwood Campground
Local Business · Mexico, Pennsylvania
9 were here · 493 likes

Write a recommendation · October 2 at 11:06pm

Dana Conley Scherff We LOVE camping! We might have to check it out sometime! Thanks for the recommendation!
October 4 at 8:29pm
Offer Facebook Deals

Choose a type of deal:

- **Individual Deal**: Reward individual customers when they check in at your business. Text for simple discounts or gifts with purchase.
- **Friend Deal**: Reward groups of customers when they check in together. Help spread the word about your business more rapidly.
- **Loyalty Deal**: Reward customers for visiting your business a certain number of times, similar to a traditional punch card.
- **Charity Deal**: Pledge to donate to a charity of your choice when customers check in at your business. A win-win for everyone!

Define your offer:

- **Deal Summary**: 50% off any dinner special (Limit 1 per customer)
- **How to Claim**: Present this screen to cashier
- **Check-ins Required**: 2 check-ins

Add details and restrictions:

- **Starting**: 2/6/2012 9:30 am
- **Ending**: 3/6/2012 9:30 am
- **Max Redemptions**: 100

Click **Create Deal**.
Making the Most of Facebook

Key Objectives:

• Integrate with your website and other marketing.
• Install Google Analytics on Facebook pages.
• Engage your followers and encourage them to spread your gospel.
• Innovate, inform, incentivize!
• Do not sell, but always include a call to action.
User-Friendly Settings

The Profanity Blocklist and More:
Making the Most of Facebook

Techniques to Employ:

• Post comments to your page on a regular basis.
• Respond to followers’ posts immediately.
• Utilize rich content, including embedded video, animation, contests, coupons and promotions.
• Think in terms of long-term relationships.
• “Like” and post comments to other business pages to engage followers with similar interests.
Making the Most of Facebook

Capitalize Upon Your Dual Identity:

• “Like” posts on your business page under your personal profile identity, spreading the message about your business to your network of friends.
Maintain Your Base of Fans

- Do not directly sell.
- Do not manipulate your followers.
- Do not form cliques with fans.
- Make fans first to know.
- Entertain!
- Read my blog post.

Reasons Users Unlike Brands on Facebook

<table>
<thead>
<tr>
<th>Reason</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too frequent posts</td>
<td>44%</td>
</tr>
<tr>
<td>Wall became too crowded with marketing posts</td>
<td>43%</td>
</tr>
<tr>
<td>The content became repetitive or boring</td>
<td>38%</td>
</tr>
<tr>
<td>I only liked to get a one-time offer</td>
<td>26%</td>
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<tr>
<td>They didn’t offer enough deals</td>
<td>24%</td>
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<tr>
<td>Their posts were too promotional</td>
<td>24%</td>
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<tr>
<td>The content wasn’t relevant to me from the start</td>
<td>19%</td>
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<tr>
<td>Posts were not focused on real value, too chit...</td>
<td>17%</td>
</tr>
<tr>
<td>I prefer to seek information, not companies pushing me</td>
<td>14%</td>
</tr>
<tr>
<td>My circumstances changed (job, marriage, location...)</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: ExactTarget / CoTweet
Maintain Your Base of Fans

• Do not post too frequently! Facebook is not Twitter.
Use Facebook Alerts to immediately know what is being posted to your page.

Respond immediately to resolve complaints or criticisms. Do NOT engage in an argument! If your customer service has blundered, apologize and do whatever is necessary to make things right and to immediately put out any fires before they get out of control. If a complaint is unjustified, your fans will come to your rescue. Do NOT delete this type of comment!
Second Scenario: Comments that “cross the line” or a simply vengeful or retaliatory in nature

If somebody “likes” your page specifically so they can post unjustified and highly derogatory comments to your wall, delete their posts. Simply hover over the post and click on the “x” in the upper right corner to either “Delete Post” or “Delete Post & Ban User”. Use your best discretion when doing so.
Handling Negative Posts

Third Scenario: Use of Profanity

In almost all instances, if somebody posts a comment that contains profanity, simply delete the comment. If you go into your page settings, you can keep this under control without your constant vigilance. Go to Edit Page > Manage Permissions > Profanity Block List, then choose your settings. You may also enter keywords that will be blacklisted from posts.

Read my blog post for more info on this topic.
Using Facebook Advertising

More Effective than Google AdWords

- Choose who sees your ads on their walls, based upon demographics, likes and interests.
- Always choose “pay per click”, not the “pay per impression” that Facebook will suggest.
- Set daily limits and a per-click charge that is reasonable, again not what Facebook suggests.
- Use ads primarily to build your number of “likes”, your base of followers for marketing.
Make the Tools Work for You!

It Doesn’t Hurt to Try to Emulate the Best.
Facebook: Face the Facts or Face the Music

Thank you for your attention.

Contact me if you have any questions afterward:
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