

Justin R. Levy

#1 BESTSELLER



# Facebook®

Designing Your Next Marketing Campaign

# Marketing

Second Edition



Completely  
Revised  
and Updated!

FREE SAMPLE CHAPTER

SHARE WITH OTHERS



# Facebook® Marketing

**Designing Your Next Marketing Campaign**

Justin R. Levy

**que®**

800 East 96th Street  
Indianapolis, Indiana 46240 USA

# Facebook Marketing

© Copyright 2010 by Pearson Education, Inc.

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and author assume no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein.

ISBN-13: 978-07897-4321-3

0-7897-4321-3

*Library of Congress Cataloging-in-Publication Data:*

Levy, Justin R. (Justin Robert)

Facebook marketing : designing your next marketing campaign / Justin R. Levy.

p. cm.

ISBN-13: 978-0-7897-4321-3

ISBN-10: 0-7897-4321-3

1. Internet marketing. 2. Internet advertising. 3. Facebook (Electronic resource)

4. Social networks--Computer network resources. I. Title.

HF5415.L265.L4813 2010

658.8'72--dc22

2010005894

Printed in the United States of America

Fourth Printing: June 2011

## Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Que Publishing cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Facebook® is a registered trademark of Facebook Inc.

## Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty or fitness is implied. The information provided is on an “as is” basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book or from the use of programs accompanying it.

## Bulk Sales

Que Publishing offers excellent discounts on this book when ordered in quantity for bulk purchases or special sales. For more information, please contact

**U.S. Corporate and Government Sales**

**1-800-382-3419**

**corpsales@pearsontechgroup.com**

For sales outside of the U.S., please contact

**International Sales**

**international@pearson.com**

### Associate Publisher

Greg Wiegand

### Acquisitions Editor

Loretta Yates

### Development Editor

Kevin Howard

### Managing Editor

Kristy Hart

### Project Editors

Jovana San Nicolas-Shirley

Anne Goebel

### Copy Editor

Apostrophe Editing Services

### Indexer

Erika Millen

### Proofreader

Leslie Joseph

### Publishing Coordinator

Cindy Teeters

### Cover Designer

Anne Jones

### Compositor

Jake McFarland

# CONTENTS AT A GLANCE

- About the Author
- Dedication
- Acknowledgments
- Introduction
- 1 From Dorm Room to Boardroom: The Growth of Social Networks
- 2 Getting Around Facebook: The Basics
- 3 Establishing a Corporate Presence
- 4 Extending Facebook into the Interwebs: The Power and Reach of Facebook Connect
- 5 Facebook Advertising: How and Why You Should Be Using It
- 6 Extending the Experience with Facebook Apps
- 7 Addressing Privacy Concerns
- 8 Developing a Facebook Marketing Strategy
- 9 Using Facebook to Develop Communities
- 10 Best in Class
- 11 Shaking the Crystal Ball: What's Next for Facebook
- Index

# TABLE OF CONTENTS

	<b>Introduction</b> .....	<b>XIII</b>
<b>1</b>	<b>From Dorm Room to Boardroom: The Growth of Social Networks</b> .....	<b>1</b>
	About Mark Zuckerberg .....	5
	The Early Days .....	5
	The Teenage Years .....	7
	Coming into Adulthood .....	8
<b>2</b>	<b>Getting Around Facebook: The Basics</b> .....	<b>15</b>
	Getting Started .....	16
	0-60 on Facebook in 11 Steps .....	16
	1. Take a Few Minutes to Familiarize Yourself .....	16
	2. Upload a Picture of Yourself .....	17
	3. Fill Out Your Profile Completely .....	18
	4. Start Finding Some Friends .....	19
	5. Import your AOL Instant Messenger (AIM) or Windows Live Buddies .....	19
	6. Upload More Photos .....	23
	7. Upload a Video or Two .....	24
	8. Send Your First Status Using the Publisher Tool .....	24
	9. Download a Facebook Mobile Application .....	25
	10. Start Interacting with Your Friends .....	25
	11. Have Fun and Explore! .....	26
	Home Page Feed .....	26
	Comments and Likes .....	28
	Publisher Tool .....	29
	Photos .....	31
	Videos .....	32
	Pages and Groups .....	33
	Notes .....	34
	Facebook Chat .....	35
	Search .....	35
	Friends Tab .....	37
	Inbox Tab .....	38
	Settings Tab .....	38

<b>3</b>	<b>Establishing a Corporate Presence</b> .....	<b>41</b>
	Facebook: Personal or Professional? .....	42
	Developing a Corporate Facebook Presence .....	43
	Getting Started .....	43
	Facebook Pages .....	44
	Getting Started with Your Facebook Page .....	45
	What's Next .....	54
	Promoting Your Facebook Page .....	54
	Email Signature .....	54
	Twitter .....	55
	Facebook .....	56
	Email Marketing .....	57
	Company Website .....	57
	Facebook Ads .....	58
	Google AdWords .....	58
	Facebook Groups .....	59
	Page or Group: Which One? .....	61
	Nurturing Your Community .....	62
	Run Contests or Sweepstakes .....	62
	Share Specific Content .....	62
	Create Specific Content .....	63
	Simply Engage .....	64
	Should You Police Your Community? .....	65
<b>4</b>	<b>Extending Facebook into the Interwebs:</b>	
	<b>The Power and Reach of Facebook Connect</b> .....	<b>67</b>
	Using Facebook Connect for Commenting .....	68
	Using Facebook Connect to Provide Sharing Options .....	69
	Sharing Stories into Your Stream with Facebook Connect .....	69
	Recent Friend Activity .....	71
	Using Facebook Connect for Social Filtering .....	72
	Using Facebook Connect as a Single Sign On .....	72
	Creating a Personalized Experience with Facebook Connect .....	73
	Integrating Chat Using the Live Feed .....	74
	Not Just for the Web .....	76
	A Few Stats .....	77
	Summary .....	77

<b>5</b>	<b>Facebook Advertising: How and Why You Should Be Using It</b>	<b>79</b>
	Common Reasons for an Ad to be Rejected	80
	Step-by-Step Guide to Creating an Ad	82
	1. Design Your Ad	82
	2. Target Your Audience	84
	3. Create a Campaign and Set Pricing	86
	4. Review and Submit	87
	Analyzing Performance	88
	Summary	89
<b>6</b>	<b>Extending the Experience with Facebook Apps</b>	<b>91</b>
	Shareability of Applications	93
	Finding Facebook Applications and Navigating the Directory	93
	Reviewing and Adding an Application	96
	Managing Your Applications	99
	Creating Your Own Facebook Application	101
	Installing the Developer Application	101
	Completing the Application Configuration Form	102
	Summary	103
<b>7</b>	<b>Addressing Privacy Concerns</b>	<b>105</b>
	The Two Faces of Privacy on Facebook	106
	Single Facebook Profile	107
	Two Different Facebook Profiles	108
	Not Mixing Personal and Work	108
	Privacy Settings	109
	Personal Privacy Settings	109
	Pages Privacy Settings	116
	Group Privacy Settings	119
	Facebook's Privacy Policy	120
	Summary	121
<b>8</b>	<b>Developing a Facebook Marketing Strategy</b>	<b>123</b>
	Designing a Community Building Strategy	125
	Designing a Promotions Strategy	130
	Designing an Advertising Strategy	132
	The Importance of Measurement	132
	Facebook Insights	133
	Facebook Advertising	134

	Web Analytics .....	136
	Marketing Software .....	137
	Other Measuring Methods .....	138
	Summary .....	138
<b>9</b>	<b>Using Facebook to Develop Communities .....</b>	<b>141</b>
	Building a Community for Your Company, Product, or Service .....	143
	Upload Photos .....	144
	Upload Videos .....	145
	Ask Questions .....	146
	RSS .....	147
	Provide Exclusives .....	147
	Building an Internal Community .....	148
	Using Facebook as a Focus Group .....	149
	Building a Personal Community .....	149
	Be Helpful .....	150
	Connect Often .....	150
	Be a Connector .....	151
	Use Lists .....	152
	Business Benefit from Personal Communities .....	153
	Building a Community Around a Hobby or Interest .....	153
	Summary .....	155
<b>10</b>	<b>Best in Class .....</b>	<b>157</b>
	Volkswagen .....	158
	Trust Agents .....	159
	Microsoft Office .....	160
	Gary Vaynerchuk .....	162
	Barack Obama .....	163
	Jonas Brothers .....	165
	Gavin Newsom .....	166
	Vin Diesel .....	168
	The Ellen DeGeneres Show .....	169
	Mashable .....	171
	Lessons Learned from the “Best in Class” .....	173
<b>11</b>	<b>Shaking the Crystal Ball: What’s Next for Facebook .....</b>	<b>177</b>
	Going Public .....	178
	Acquisitions .....	179



Integrating More Professionalism ..... 181

Dashboard Customization ..... 182

Increasing Ways to Connect ..... 184

An Endless Rainbow of Options ..... 187

Signing Off ..... 187

**Index ..... 189**

## About the Author

**Justin R. Levy** is the Director of Business Development, Marketing, and Client Relations of New Marketing Labs, a new media marketing agency. In this role Justin helps large and mid-sized businesses navigate the unknown seas of new media marketing including how to use social media tools, blogs, community platforms, and listening tools to drive business value. Justin and his team help their clients move the needles that they care about moving using these new and emerging resources. Justin has worked with brands such as Sony, PepsiCo, Microsoft, Citrix Online, Molson Coors, SAS, and several other big brand partners.

When not busy with New Marketing Labs, Justin is partner and general manager of Caminito Argentinean Steakhouse, located in Massachusetts. Through the use of social media marketing techniques, Justin has successfully grown his steakhouse at least 20 percent in sales every month for more than 24 months straight. Because of this success, Justin and Caminito have been featured in multiple business and marketing books and profiled by some of the most successful marketing blogs in the world.

Justin writes and creates all types of media at [justinrlevy.com](http://justinrlevy.com), which is listed as one of the top 350 marketing blogs worldwide according to *AdAge* and top 5,000 blogs worldwide according to Technorati. Justin is founder and editor of [primecutsblog.com](http://primecutsblog.com), a blog focusing on teaching readers cooking techniques, tips, and recipes, and the editor-in-chief and a contributor for several other blogs on behalf of his clients.

Justin received a master's degree in Homeland Security from the University of Connecticut and dual undergraduate degrees in sociology and criminal justice from the University of Hartford.

## Dedication

*This book is dedicated to my beautiful wife, Laura. Without her support, none of this would be possible.*

## Acknowledgments

Thank you to Loretta Yates and everyone at Pearson Education who was patient, encouraging, and true professionals to work with to bring this book to life.

Thank you to the entire team at New Marketing Labs for always supporting my ambitious goals, especially Chris Brogan. Chris, you have been an amazing mentor, friend, and colleague.

A special thanks to all the great partners that I've had the honor of working with at New Marketing Labs. The experiences that I've had working with each of you have provided lifelong lessons, experiences, and friendships.

Thank you to Joseph Gionfriddo for being an amazing best friend and partner to work with and my entire staff at Caminito Argentinean Steakhouse for working as hard as they do on a daily basis to help in our continued success.

Although this book is dedicated to my wife Laura, it's only appropriate that she is acknowledged here as well. You have had a larger impact on my life than any card, bunch of flowers, or gift can ever express. I am blessed to have a wife as beautiful, smart, loving, caring, understanding, and supportive as you are. I love you.

To my mom and dad, who unfortunately I lost way too early in life: I hope that I've made you proud. You are the force looking over my shoulder that has kept pushing me for the past 10 years since you were taken away from me. I love and miss both of you!

Words can never express my gratitude to Laura's family, especially her parents, Jim and Lynne Pasternack. You have always treated me like family, and you have filled a void that had been torn open from the loss of my parents. You provide a model for what the word "family" truly means. Thank you.

To my grandparents, Santo and Norma Lasorsa, and my uncles, Stephen and David Lasorsa, for always being there. Your guidance and support over the years has had an immeasurable impact on who I've become.

To everyone who has supported me over the years, thank you for always believing in me. There are far too many of you to list individually, but please know that I have learned from every one of you.

Thank you to all the great companies that have served as the model for how businesses can successfully use social media and, for the purposes of this book, specifically, Facebook. You have paved the way and set the gold standards. Keep being innovative and not scared to take a little risk on finding new ways to connect with your prospects, customers, and fans.

Most of all, thank YOU for picking out this book among the thousands of others vying for your attention. It is my hope that what follows is useful to YOU.

## **We Want to Hear from You!**

As the reader of this book, *you* are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

As an associate publisher for Que Publishing, I welcome your comments. You can email or write me directly to let me know what you did or didn't like about this book—as well as what we can do to make our books better.

*Please note that I cannot help you with technical problems related to the topic of this book. We do have a User Services group, however, where I will forward specific technical questions related to the book.*

When you write, please be sure to include this book's title and author as well as your name, email address, and phone number. I will carefully review your comments and share them with the author and editors who worked on the book.

## **Reader Services**

Visit our website and register this book at [www.informit.com/title/9780789743213](http://www.informit.com/title/9780789743213) for convenient access to any updates, downloads, or errata that might be available for this book.

## Foreword

Here's how I met Justin Levy: I decided to drive to a Jeff Pulver event in Long Island. Justin mentioned that he was in Connecticut and that I could swing by and pick him up, if I wanted company for the ride. Or something like that.

The event was great, but the conversations were better. Justin was passionate, had lots of ideas, and had some interesting experience in his background. By the time we'd left the event, I was pretty sure I wanted him to work for me at my new company, New Marketing Labs.

This has a lot to do with how Facebook works. We tend to know a lot about people now before we meet them. We learn lots about who they spend their time with. We know what they talk about. We know what upsets them, what makes them happy, what keeps them going. We know when their birthday is, and all these kinds of things.

Justin Levy is one of the vanguard of people who leads into every business experience with relationships as a top priority. He considers every one of his business associates and clients "friends" (with or without the air quotes). He slips between platforms like Facebook and Twitter and SMS messaging as easily as you might address two different people at the same dinner table.

What Justin teaches in this book is that the tools are just a way to get closer. He gives you plenty of technical detail, but you'll miss out if you don't read behind the lines. This book fits with the new philosophy of human business: build from sustainable, relationship-minded business and you'll get much further in the world. Sure, you need to understand how the tools get you from point A to point B, but don't miss the journey.

A few years later, I still don't regret giving Justin a ride to that conference. You won't regret picking up this book.

—Chris Brogan

*New York Times* and *Wall Street Journal* bestselling author of *Social Media 101* and publisher at [chrisbrogan.com](http://chrisbrogan.com).

# Introduction

You can't seem to escape it. It's everywhere. On the news. On business cards. On your mobile phone. What is "it"? "It" is Facebook and it is part of a suite of online tools that change the way we communicate, build relationships, connect with one another, market, and do business.

The more people embrace it, others love to hate it; Facebook continues to grow into not "just another social network" but, instead, a powerhouse company that commands influence.

Many people question the viability of using Facebook as a main form of communication, not only personally but also professionally. Companies, rightfully so, have many questions regarding security, privacy, and how a website where you can comment on what your friends are doing, upload pictures and videos, and become a fan of just about anything in the world can actually help them to move needles that are important to them.

Facebook has become popular with not only individuals, but an increasing number of companies as well. Why? Because Facebook provides a suite of features that allow companies to develop communities, humanize their brands, engage with their prospects and customers, and many other benefits.

This book is a deep dive into how Facebook can be leveraged by your company starting TODAY. This book is not just a Facebook-is-cool-and-you-should-join type book. This book provides you with actionable information that you can begin implementing into your business. It gives you the ammunition you need to convince your boss, your board, your IT team, or your employees why they should be investing time and money on "just another social network."

This book addresses these concepts. We start with a brief overview of Facebook's history and move on from there to chat about the basics of getting around on the site, establishing a corporate presence, extending Facebook even deeper into the interwebs, Facebook Advertising, Facebook Apps, privacy concerns, and community development in Facebook. You work through designing a marketing plan geared directly for Facebook and understand why and how it will be different than any other marketing plan you put together. You then take a look at some of those individuals and companies who are best in class for their contribution to the Facebook community. You can extrapolate some of the concepts that they use, break them down, and discover the resources that you can then use for yourself or your company. This book finishes with where Facebook is going next. You take a look at this from both the macro and micro levels because you need to understand and attempt to predict both in the coming months and years of Facebook.

With that, understand that Facebook is growing and changing at such a fast pace that by the time you get your hands on this book, there will probably be another two dozen changes. Right up to the book going to press changes to the entire manuscript were made to keep it as current as possible.

With that said, buckle your seat belts, return and secure your tray tables and chairs to their full and upright position, and let's take a ride through Facebook with stops along the way to help you find practical business application uses for it.

## Who Should Buy This Book

Simply put: This book is designed for professionals who want to understand how Facebook can be integrated into their business. This includes anyone from the CEO to the CMO to PR, communications, and marketing. Besides gaining an understanding of how you can use Facebook within your business, you can also gain an understanding of how YOU can use Facebook professionally as part of your own personal/professional branding.

## How This Book Is Organized

*Facebook Marketing* is organized into 11 chapters.

Chapter 1, “From Dorm Room to Boardroom: The Growth of Social Networks,” takes you from the beginning of Facebook in the founders’ dorm rooms at Harvard University all the way to their corporate headquarters in San Francisco, California. This chapter provides an introduction to the phenomenon known as Facebook including major milestones such as opening the platform to everyone, going mainstream, and the major growth data points.

Chapter 2, “Getting Around Facebook: The Basics,” deals with getting you around Facebook by taking a stroll through the basics. This includes a summary and detailed description of the basic profile options, notes, photos, videos, comments, likes, friends lists, Facebook Chat, and many other features. This chapter provides you with a foundation for going deeper into the platform and understanding how it can be integrated into your business.

In Chapter 3, “Establishing a Corporate Presence,” you explore establishing a corporate presence including a deep dive into Facebook Pages and Groups. You gain an understanding of how to set up each of these features for your business, how they can be used, and which ones you should select based on your needs.

Chapter 4, “Extending Facebook into the Interwebs: The Power and Reach of Facebook Connect,” breaks out of the framework of Facebook and discusses extending Facebook into the interwebs through the use of tools such as Facebook Connect. You learn how this major feature has been integrated into websites and how you can use it for your needs.

In Chapter 5, “Facebook Advertising: How and Why You Should Be Using It,” you learn about the Facebook advertising platform and why you should use it. You learn about creating an ad, setting a budget, selecting cost-per-click (CPC) or cost-per-impressions (CPM), discovering your target audience, and using Facebook Insights (analytics).

To gain a full experience while using Facebook, you need to extend its capabilities with Facebook Apps. In Chapter 6, “Extending the Experience with Facebook Apps,” I discuss plug-ins such as Flickr, Delicious, StumbleUpon, and several other applications that can help you to connect with your prospects, customers, and fans.

One of the most addressed issues throughout Facebook’s history has been privacy. Chapter 7, “Addressing Privacy Concerns,” reviews the changes of Facebook’s privacy policy, whether you should have a personal AND professional Facebook account or if you need a single profile, and several other issues as it deals with your privacy, your customers’ privacy, and the privacy of your company.

By the time you make it to Chapter 8, “Developing a Facebook Marketing Strategy,” you will have developed a deeper understanding of Facebook and how you can use it as another part of your marketing toolbox. Chapter 8 helps you to pull all these tools together to develop a Facebook marketing strategy.

With all the described options, you learn that one of the best uses of Facebook for your business is through the development of communities. But how do you pull all this together? Chapter 9, “Using Facebook to Develop Communities,” teaches you how you can use Facebook to develop communities.

Because you’re not the first company to jump into Facebook, Chapter 10, “Best in Class,” shows you some of the Best in Class companies that have fully utilized Facebook to build communities, engage with their audiences, and become more social. Some of these companies and people are those you already know: Coca-Cola, Microsoft Office, President Barack Obama, and many more.

To finish, Chapter 11, “Shaking the Crystal Ball: What’s Next for Facebook,” shakes the crystal ball and tries to guesstimate what’s next for Facebook. This is your sandbox to play in to see if you can figure out where Facebook goes from here. Place your bets and let ‘em ride!



## Tips, Tricks, & Hacks



### *Tip*

Tips, tricks, and hacks are designed to point out features to help your experience with Facebook be smoother, more enjoyable, and more productive. As with the early days in school in math class, you'll have to learn some of the hard ways first and then we'll teach you quick tips, tricks, and hacks to help you.

---

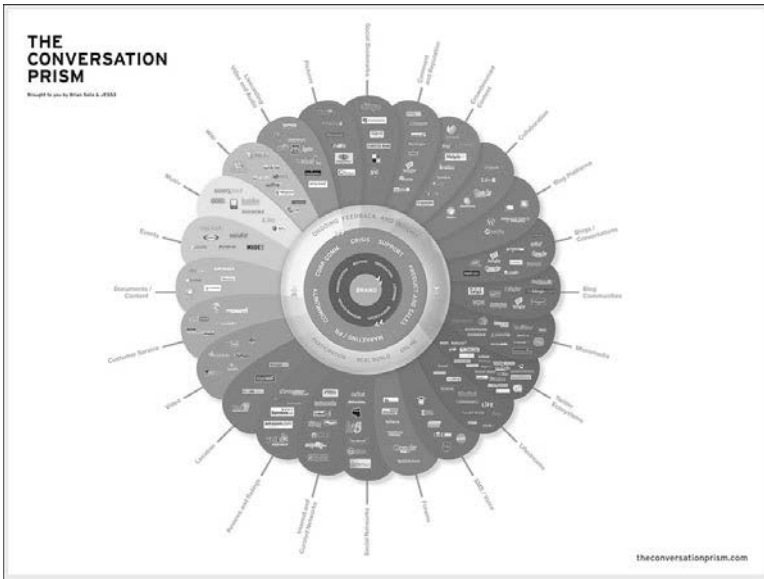


# From Dorm Room to Boardroom: The Growth of Social Networks

*Over the past several years, social networks have become increasingly popular as they made their way into mainstream society mainly due to the ability to communicate in both real-time and asynchronously with a wide group of people. It is important to remember that the ability to use the Internet to communicate with a diverse and worldwide audience is not new and cannot be attributed solely to tools such as MySpace, Facebook, and Twitter. The ability to connect instantaneously with people from all around the world has been available to us since Prodigy decided to allow people to set up user groups around topics that interested them.*

This paved the way to the creation of forum boards, user groups, chat rooms, IRC, instant messaging, and eventually, social networks as we know them today.

Nowadays these social networks come in all different shapes, sizes, and specialties. Do you love taking photos? Hop on Flickr. Want to communicate in short bursts of messages in real-time? Head over to Twitter. A sucker for video? There's a service *a few* people have heard of called YouTube. Want something a little more specialized? How about a niche community encouraging members to stay fit? There's Twit2Fit that is run on the Ning social networking platform. Now, you want to track your workouts from getting back into shape, thanks in part to the support you get on Twit2Fit? Yep, there's a social network for that, too. You see, there is a social network for just about every broad and specific subject you could possibly want. Of course, some are more mainstream and "sticky" than others; therefore, there's more engagement and sharing by the community, and more iterating of the platform by the founding company. To understand just how many platforms there are and how many different communications verticals they span, Brian Solis and Jesse Stay created the Conversation Prism, shown in Figure 1.1.



**Figure 1.1** The Conversation Prism, created by Brian Solis and Jesse Stay, provides a visual representation of the social web. For more, visit [theconversationprism.com](http://theconversationprism.com).

These tools enable a single person to develop a personal brand that can compete with household consumer brands. Through the development of these personal

brands, social networks, and blogs allow people to now be in control of *what* news others see. These social networks allow for the management of your online reputation. Besides these benefits, they create the ability for one person to use a platform to talk to thousands of people simply by hitting the Enter key. Social networks enable regular, normal, run-of-the-mill individuals, to become influencers and trusted resources to their communities. Yes, now YOU can develop your own personal communities. These communities can have a direct impact on your ability to build your business successfully by interacting with your prospects and customers online and building a strong fan base.

Social networks and blogs allow a wine store owner to connect with his community and help to grow his business from \$4 million per year to over \$60 million per year in revenue. These tools have helped a guy from north of Boston to develop such a strong community that they helped catapult a book he wrote onto the *New York Times* Bestsellers list only two days after the book was on store shelves. But, these tools have not only been beneficial to individuals. They have also helped some of the largest companies in the world reach out and start connecting with their customers on a one-to-one basis.

Businesses have greatly benefited from turning to social networks and integrating them as part of their marketing, communications, and customer service strategies. Using social networks has allowed businesses that embrace these tools to “humanize themselves.” What do I mean by the term *humanize*?

For decades, companies have continued to grow through their ability to properly manage their brand by successfully marketing logos, catch phrases, slogans, and tag lines, all of which help to develop brand recognition. These companies became known by our ability to recognize their logos and get their jingles stuck in our heads, or the catchy tag line at the end of every commercial. At the same time, these same companies, in an effort to improve their bottom line, routinely looked at implementing systems and processes that automated as much as possible. Need to talk to customer service? Sure, there is a number to call. But, first, you’re going to have to hit 1. Then 2. Type your account number. Type it again because you screwed up the first time. Say your last name. Now you’re finally transferred to a human but because you hit 2 instead of 3 during the second step, you were sent to the wrong department. Now you have to be transferred elsewhere where you have to repeat all the information that you just inputted.

It’s barriers like these that, while beneficial to the corporation, prevent them from highlighting the humans and personalities that help the corporation to function on a daily basis. Social networks help to change this. Humans can showcase the individual personalities that help to make them who they are. Companies can now cut out the phone trees and instantaneously interact with a single customer who is

having an issue, which, to the customer, is one of the most serious things going on in his life at the very moment.

Besides just being active on social networks, these tools also enable businesses to, as Chris Brogan describes it, “grow bigger ears.” You see, at any given moment, there are multiple conversations taking place about you, your brand, your products or services, your competition, and your industry. Imagine if you could monitor all this chatter in real time and had the ability to quickly respond? That would be valuable to you as a business, right? Hint: You want to be nodding your head up and down as fast as possible. If you’re not, then put this book down, run head first into the wall, and start over again.

By way of the amount of data that users pour into these social networks on a daily basis, they allow us to monitor all those conversations with listening tools. These listening tools can alert us to any mentions of anything that is of interest to us. Someone bashes you on a blog post? The software service your company sells crashes for a user during a big presentation so he complains online? Your competition announces a major restructuring, product, or financial news? Yep, all these situations and much more can be monitored. In fact, these tools, because of their real-time nature, routinely provide information faster than Google can index it and quicker than news organizations can mobilize to broadcast.

Social networks have helped to grow businesses, elevate normal people to web celebrities, bring celebrities down to a human level, launch music careers, change national sentiment toward entire industries and assist in building and growing a community so strong that it helped to elect the 44<sup>th</sup> President of the United States of America.

One of the fastest growing and most popular social networks ever to be launched has been Facebook. With over 400 million users who generate billions of pieces of content, the social network has a larger population than most countries. When you first join Facebook, you immediately understand how it can be used to connect with family and friends. However, many people find themselves questioning the viability of using Facebook as a main form of communications professionally. Companies, rightfully so, have many questions regarding security, privacy, and how a website where you can comment on what your friends are doing, upload pictures, videos, and become a fan of just about anything in the world can actually help them to move needles that are important to them.

Throughout this book, I will tackle these very issues and help show you, both strategically and tactically, how Facebook can be used within your business. But first, let’s start by exploring how a little social network that was created in a dorm room has become the behemoth that it is today.

## About Mark Zuckerberg

Mark Zuckerberg (shown in Figure 1.2) was born on May 14, 1984 and was raised in Dobbs Ferry, NY. Though it would be a few years before Zuckerberg would create the top social network in the world, he began coding at an early age while he was in middle school. Zuckerberg attended Phillips Exeter Academy where he devised Synapse, a music player that leveraged artificial intelligence to learn users' listening habits. The technology that Zuckerberg created was so intriguing that it brought both Microsoft and AOL calling as both corporations tried recruiting Zuckerberg before he decided to attend Harvard University. But, that was not the only project keeping Zuckerberg busy while he attended Phillips Exeter Academy. Zuckerberg also built a version of the popular game, Risk, in addition to a program to help improve communications within his father's office. After Phillips Exeter Academy, Zuckerberg moved on to Harvard where he majored in computer science.

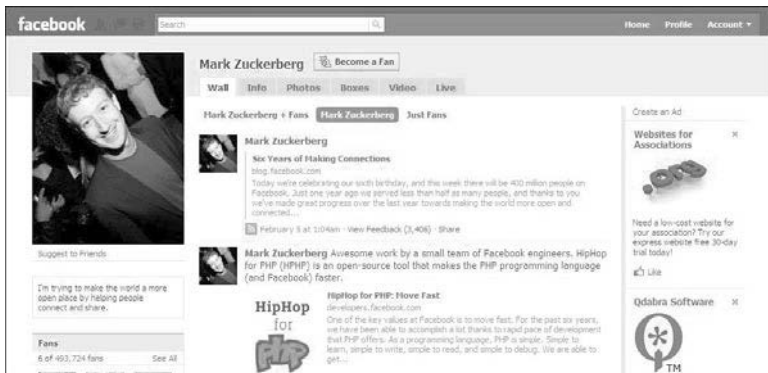


Figure 1.2 Mark Zuckerberg, Cofounder, CEO, and President of Facebook.

## The Early Days

What would become the world's most popular social network only a few short years after its launch all started in February 2004 when Mark Zuckerberg launched "The Facebook," originally located at thefacebook.com (see Figure 1.3). Before becoming the richest person in the world under 25, Mark Zuckerberg was a sophomore at Harvard University when he developed The Facebook.



**Figure 1.3** The original login screen to TheFacebook.com that launched on February 4, 2004 for Harvard University students only.

The Facebook came about after, during the previous semester, Zuckerberg created a Harvard version of a popular rating website “HOT or NOT.” Zuckerberg called it Facemash, and it was intended to allow students at Harvard University to compare other students based on their online dorm Facebooks.

At the time that Zuckerberg was creating Facemash, HOT or NOT, as shown in Figure 1.4, was a popular rating site, founded in October 2000 by James Hong and Jim Young, that allowed users to vote whether pictures of people that were submitted to the site were HOT or NOT. As the HOT or NOT website describes

HOT or NOT is the original place to rate, date, and hook up with single people 18–34. With millions rated using HOT or NOT’s proprietary “RATE” feature, HOT or NOT is the official home of hotness...users can “MEET” other members through HOT or NOT’s exclusive DoubleMatch™ dating engine. HOT or NOT also offers other fun options such as real-time chat, virtual flowers and gifts, and HOTLists™, which let members share their passions through personal selections of over 220,000 pictures of bands, movies, sports, TV shows, products, and hobbies.

At its height, HOT or NOT raked in an annual revenue approximated at \$5 million with net profits of \$2 million. Whether, at the time, HOT or NOT had already hit this success, and if they had, if Zuckerberg had known about it, the service was still very popular among college students. Therefore, it is no surprise that Zuckerberg saw an opportunity to create a private, internal network similar to the popular rating service, reserved only for Harvard students. Also, the basic tenets of the service



**Figure 1.4** One of the original landing pages for HotorNot.com, which, at the height of its growth, would bring in annual revenue of approximately \$5 million.

aren't features that would be hard for someone who had been coding their entire life to create.

The Facemash site launched on October 28, 2003 but was shut down by Harvard administration officials only a few days later because, to gain access to the pictures, Zuckerberg had hacked Harvard's computer network and copied over each of the nine residential houses' databases of ID photos. So, how did a HOT or NOT knockoff eventually iterate to become the world's largest and most popular social network to date?

It all started when Mark Zuckerberg added the site to the Kirkland House email list, which, at the time, was only approximately 300 people in total. However, from that single email, and Zuckerberg sharing his latest creation with a few friends, thefacebook.com spread so quickly that within the first month of its launch more than half of the undergraduates at Harvard during spring 2004 had signed up.

## The Teenage Years

The Facebook was launched and, at first, was available only to Harvard University students. In March 2004, only one month after its initial launch, Zuckerberg expanded access to Stanford, Yale, and Columbia. Then Zuckerberg quickly expanded access to all Ivy League universities, then next to Boston area universities and colleges, and then across the United States and Canada. Although nothing specifically points to the geographic location of Harvard University as one of the reasons for the early explosive growth, it could be argued that it had a big effect. In the greater Boston area, there are well over 100 colleges and universities. The Northeast has the largest concentration of colleges and universities in the country. This helped Zuckerberg spread the social network quickly as it created demand for access as friends from different schools chatted with one another.



During its initial growth spurt at Harvard, Zuckerberg brought on Eduardo Saverin, Dustin Moskovitz, Andrew McCollum, and Chris Hughes to help with programming, graphic design, promotion, and other related tasks. The Facebook would later incorporate as a business during the summer of 2004. In June 2004, only 4 months after the platform's inception, Facebook would receive its first investment totaling \$500,000 from Peter Thiel, cofounder of PayPal. For The Facebook to continue its Cinderella story, it would be necessary for the company to be located at the epicenter of technology, Silicon Valley. The Facebook moved operations out of the dorm rooms at Harvard and out to Palo Alto, California.

In 2005, The Facebook purchased facebook.com for \$200,000 and dropped "The" from its name. Later that year, in September 2005, approximately a year and one-half after the initial launch, Facebook opened its network to high schools. It would be another year, in September 2006, that Facebook would completely open the network to anyone older than 13 with a valid email address.

During this time, Facebook continued to receive injections of cash to help it scale its operations to accommodate for the increase in demand from its users. In 2005, Facebook received venture capital funding from Accel Partners to the tune of \$12.7 million. Facebook would receive another injection from Greylock Partners totaling \$27.5 million in 2006.

To help Facebook continue expanding into international markets, in October 2007, Facebook and Microsoft expanded an advertising deal that gave Microsoft a \$240 million equity stake in the social network. As a main pillar of Facebook's current revenue model, Facebook launched Facebook Ads a month later, in November 2007.

## Coming into Adulthood

In January 2010, Mark Zuckerberg announced that Facebook had signed on its 400 millionth user. Consider that in September 2009, Zuckerberg announced the 300 millionth user, and not too long before that, in July 2009, he announced via the Facebook Blog that the network had surpassed its 250 millionth user since the site launched in February 2004. In only approximately 2 months, the social network had signed up an additional 50 million users. To put that number into even more perspective, consider that in April 2009, Zuckerberg had announced that Facebook had passed the 200 millionth user mark. The growth from 200 to 250 million users took Facebook approximately 90 days. The growth from 250 to 300 million users took roughly 60 days. That is a growth rate of approximately 833,000 users every day. To put that into even more perspective, that translates to approximately 35,000 users an hour or 578 every minute. Some estimates place the growth rate at approximately 750,000 new users per day.

Each time Facebook hit another growth milestone, it did it in record timing compared to previous accomplishments. Think Facebook is going away any time soon? Consider the following chronological growth patterns:

- February 2004: Facebook launches
- December 2004: Facebook reaches **1 million** active users.
- December 2005: Facebook reaches **5.5 million** active users.
- December 2006: Facebook reaches **12 million** active users.
- April 2007: Facebook reaches **20 million** active users.
- October 2007: Facebook reaches **50 million** active users.
- August 2008: Facebook reaches **100 million** active users.
- January 2009: Facebook reaches **150 million** active users.
- February 2009: Facebook reaches **175 million** active users.
- April 2009: Facebook reaches **200 million** active users.
- July 2009: Facebook reaches **250 million** active users.
- September 2009: Facebook reaches **300 million** active users.

From 2008 to June 2009, Facebook grew 157 percent, gaining an estimated 208 million visitors. As of June 2009, Facebook was receiving approximately 340 million unique visitors per month making it the fourth largest website in the world. The only websites with more monthly traffic are Google, Microsoft, and Yahoo. During the month of June 2009, it is estimated that Facebook grew by 24 million unique visitors as compared to May 2009. This type of traffic, and growing importance within the fabric of the interwebs, has led Facebook, according to paidContent.org, to pass Google as the top traffic driver to large sites.

To comprehend such astronomical numbers, let's look at Facebook at the 200 million active user mark. When Facebook hit the 200 million active users milestone, it produced a video about the race to 200 million people and provided these comparisons:

- It took 20,000 years for the world population to get to 200 million.
- It would take 46.5 years for 200 million babies to be born in the United States.
- If Facebook were a country, it would be the world's fifth most populous country, bigger than Brazil, Russia, and Japan.

Therefore, add in another 200 million users, at a current growth of 25 million new users per month or so, and it's not hard to realize why so much attention is being paid to Facebook. Will Facebook be the first social network to hit 1 billion active users? If their growth rate stabilizes and stays consistent at approximately 830,000 per day, Facebook is on pace to sign 1 billion active users by the start of 2012.

When you hear such large numbers of users flocking to any service, it always begs the question: Are they actually using the service or are they just signing up for an account that remains dormant?

For Facebook, its users are actively participating in the conversations and are spending a lot of their time doing so. Brian Solis ([briansolis.com](http://briansolis.com)), a thought leader, prolific blogger, speaker, and author, dug up these stats:

- More than 5 billion minutes are spent on Facebook each day (worldwide).
- 30 million users update their statuses at least once each day.
- 8 million users “fan” Fan Pages each day.
- 120 million users log into their Facebook account each day.
- 1 billion photos are uploaded to Facebook each month.
- 10 million videos are uploaded to Facebook each month.
- 1 billion social objects are shared each week.
- 2.5 million events are created each week.
- 45 million active user groups exist on Facebook.
- 30 million users currently access Facebook through their mobile devices.

So why is everyone running to join Facebook? Facebook seemed to come of age at a time when simple and functional design wins out. Over the years, Facebook has continued to maintain a clean, organized user interface despite adding tons of new features. Facebook is similar to Google in that way. Besides being a superior search engine compared to Yahoo, MSN, and others, Google wins over users because it is simple and easy to use, yet is a powerful engine. Facebook represents the same for the social networking space.

Facebook provides an easy-to-understand interface, thus making it appeal to all ages. For the less tech savvy, it is manageable without a lot of help. Those that are tech savvy can take full advantage of the multitude of settings, options, and flexibility of the platform to share and engage.

It should come as no surprise that the largest growth age range for Facebook is between 35–55. This flies in the face of what many people believe is the stereotype

user of a social network such as Facebook. But, it is no longer for only college students. That's so 2005. Facebook is now for your parents and your grandparents. It is for your colleagues and your supervisors. It's for individuals, celebrities, brands, products, services, musicians, and anyone else that finds it useful to fish where the fish are whether it's for friends, ex-lovers, business opportunities, fans, or constituents. Facebook is now mainstream and poised to continue its rapid growth rate.

To highlight Facebook's injection into mainstream, in January 2009, during the inauguration of the 44<sup>th</sup> President of the United States, Barack Obama, CNN Live and Facebook teamed up to provide real-time updates from Facebook's users in line with the live coverage by CNN. The result was a live video stream window side-by-side with a Facebook integration that displayed status updates, as shown in Figure 1.5, from all Facebook users regarding the Inauguration. It is estimated that 8,500 status updates per minute were captured during the Inauguration. After the massive success of this integration, Facebook would again make a similar partnership, but this time with the NBA. During the NBA All-Star game, Facebook provided a real-time stream of status updates about the 2009 NBA All-Star game. Facebook followed this up with a live stream integration during the 2009 Grammy's.



**Figure 1.5** During President Obama's Inauguration speech, Facebook logged 8,500 status updates per minute. (Screenshot by David Orban.)

Such partnerships have proven successful for Facebook as it serves as a proving ground to those that are resistant to using the service. Certainly, there were probably viewers of CNN Live, the Grammy's, and the NBA All-Star game who are skeptical about the service or continued to think it was only for high school and college

students. But having the integration in place with a network such as CNN, which is arguably the top news network, during one of the most important chapters of our nation's history to date, served as a milestone for the social network.

Facebook isn't only growing its user base at a blistering pace: It continues to build out its organization and gain market power. To accommodate this growth, during 2009, Facebook opened its new headquarters located in Palo Alto. During 2010, Facebook is poised to grow its internal team by adding a new office in Austin, Texas with an initial group of 300 team members. That is in addition to other smaller, satellite offices all over the country. No longer is Facebook working out of multiple rented office spaces, coffee shops, and bookstores.

With the rapid growth and popularity that Facebook continues to experience, there have been several estimated valuations of the company. Probably the best stat to look at is from a May 2009 investment from Digital Sky Technologies to the tune of \$200 million. The investment deal between Digital Sky Technologies and Facebook was for preferred stock at a \$10 billion valuation. With this intensive growth has also come fame and fortune for its founder, Mark Zuckerberg.

Zuckerberg is the youngest person to ever be named to the Forbes 400 list. In 2008, Forbes estimated Zuckerberg's net worth at approximately \$1.5 billion, making him the 321st richest person in the United States.

Although Facebook has faced competition from other social networks such as Twitter, FriendFeed, MySpace, Flickr, and other smaller services, it seems as though it can't be stopped. In August 2009, Facebook acquired FriendFeed for, roughly, \$50 million. This purchase came after approximately one year of FriendFeed continuing to grow its user base and implementing new features that left Facebook users begging for. As these new features were released, interestingly enough, they would appear on the Facebook platform not long after.

This is one of the marks of Facebook so far. When other services implement features that its platform currently does not support, usually, not too long afterward, we see the same services appear in Facebook. Most notably was the integration in February 2009, before its acquisition of FriendFeed, of the Likes feature that had become so popular among FriendFeed users. In September 2009, Facebook finally responded to demands from the users to implement a status-tagging feature to ping (alert) other users or Pages when they've been mentioned in a status update. Again, similar to the Likes feature from FriendFeed, this alert feature is a combination of @ replies in Twitter coupled with the tagging feature in Facebook Photos and Videos.

I opened my Facebook account after I graduated from college, though only by a couple months; I was not part of the initial surge of people who rushed to the service. Though it is interesting to see the fast growth of the 35+ group of users, I have

spoken with many people who have told me stories about multiple generations of their families being on Facebook. I don't foresee my grandparents jumping on the service any time soon but think it would be interesting to receive a comment from them to a status or link I posted.

I know what you're thinking right now. First, you probably didn't realize that Facebook was that large. Don't worry—you're not alone. Almost every person I talk to doesn't believe me. But, now that you know, how can you jump in and get involved (or more involved)? Can you take the available features and turn Facebook into a successful tool for communicating with your prospects and customers? What about privacy?

All these questions and plenty more will be answered in the upcoming chapters. Along the way I explain the features and their basic functions, and then highlight how you can begin using them for your business. For those of you who like case studies and stories of success, don't worry, I have you covered. If you walk about after finishing this book and think "Oh, that was interesting" and never do anything with the information, then I failed to do my job. If, instead, you take this book, scribble throughout it, call a team meeting, grab a blank whiteboard, and start strategizing about how you're going to integrate Facebook (and other social networks) into the fold of your business, fantastic.

The most important thing is for you to keep an open mind as you flip the pages of this book. Understand the social networks, especially ones such as Facebook, *are* the new way to communicate and market your brand. You can either choose to embrace it or watch your competition pass you as they figure it out. For the non-believers who are reading this book, this is your call-to-action. Enough is enough. It's time to accept that social networks aren't going anywhere. For those of you who are already deeply engaged in social networks such as Facebook, I hope that I can shed light on some ideas and features that you haven't previously considered using. Let's start this journey by going over some of the basics....

*This page intentionally left blank*

# Index

## A

acquisitions by Facebook, future possibilities of, 179-181  
Ads. *See* Facebook Ads  
Advance Guard, 47, 74  
advertising

Advertising Performance reports, 89

Facebook Ads

analyzing performance, 88-89  
common reasons for ads to be rejected, 80-82  
creating ad campaigns, 86-87  
designing ads, 82-83  
explained, 79-80  
filters, 84-86  
identifying target audience, 84-86  
reviewing and submitting ads, 87-88

strategy

*designing*, 132  
*explained*, 125

Advertising Performance report, 89

AdWords, promoting Facebook Pages in, 58-59

AIM (AOL Instant Messenger) buddies, importing, 19-22

AllFacebook.com, 19

analyzing performance of ad campaigns, 88-89

AOL Instant Messenger (AIM) buddies, importing, 19-22

application configuration form, 102-103

Application Directory, navigating, 93-95

applications

adding, 96-98

creating

completing application configuration form, 102-103  
installing Developer application, 101

customizing Pages with, 51-53

explained, 91

finding, 93-95

managing, 99-101

reviewing, 96-98

shareability, 93

Applications and Websites settings (privacy), 113

asking questions, 146-147

audiences, identifying, 84-86



**B**

## "Best in Class" pages

Barack Obama, 163-165  
*Ellen DeGeneres Show*,  
 169-170  
 explained, 157  
 Gary Vaynerchuk,  
 162-163  
 Gavin Newsom, 166-168  
 Jonas Brothers, 165-166  
 lessons from, 173-175  
 Mashable, 171-173  
 Microsoft Office,  
 160-161  
*Trust Agents*, 159-160  
 Vin Diesel, 168-169  
 Volkswagen, 158

## Block List settings

(privacy), 115

Boston.com, 146

Brazell, Aaron, 22

Brogan, Chris, 4, 63, 149,  
159-160

building communities.

*See* community building

business cards, adding

Facebook presence to, 129

**C**

Caminito Argentinean

Steakhouse, 50, 146

campaigns (ad). *See also*

advertising

analyzing performance  
 of, 88-89

creating, 86-87

Campfire, 74

capitalization in ads, 80

changing privacy settings,  
 30-31

Chapman, C. C., 74

Chat

explained, 35

Live Feed, 74-76

closed Groups, 60, 119

CNN, 74-75

CNN Live, 11

Coca-Cola, 58, 143

comments

explained, 28-29

posting with Facebook

Connect, 68

community building

for companies, products,  
 or services, 127

asking questions,  
 146-147

explained, 143-144

HubSpot example, 144

*inviting people to join*

*Facebook page or*

*group*, 128

providing exclusives,  
 147-148

RSS feeds, 147

uploading photos,  
 144-145

uploading videos,  
 145-146

contests/sweepstakes, 62

engaging community, 64

exclusives, 62

explained, 124-126,  
 141-143

Facebook presence

*adding to*

*email signatures,*

*business cards, and*

*other contact*

*information*, 129

*adding to marketing*

*creatives*, 128

*developing*, 43-44

*value of*, 41-43

focus groups, 149

handling negative

comments, 65-66

for hobbies or interests,  
 153-154

internal communities,  
 148-149

personal communities,  
 126, 149-150

being a

connector, 151

business benefits

of, 153

connecting often,  
 150-151

helping

community, 150

lists, 152

specific content, 63

company websites, promot-

ing Facebook Pages in, 57

configuring

group privacy settings,  
 119-120

page privacy settings,  
 46, 116-118

personal privacy settings

Applications and

Websites, 113

Block List, 115

Contact

Information, 113

importance of, 116

overview, 109-110

Profile Information,  
 110-112

Search settings,  
 114-115

Connect. *See*

Facebook Connect

connecting with

communities, 150-151

Contact Information settings

(privacy), 113

contact information, adding

Facebook presence to, 129

contests, 62

Conversation Prism, 2

corporate Facebook presence

developing, 43-44

Facebook Groups.

*See* Groups

Facebook Pages.

See Pages

value of, 41-43

CPC (cost-per-click), 83, 86-87

CPM (cost-per-impressions),  
83, 86-87

Create New Facebook Page  
section, 45

custom URLs, 54

customizing

dashboard, 182-184

Pages with applications,

51-53

## D

dashboard customization,  
182-184

deceptive advertising, 81

DeGeneres, Ellen, 169-170

Delicious, 70

designing ads, 82-83

Developer application,

installing, 101

Diesel, Vin, 168-169

Digg, 72

Digital Dads, 147

Digital Sky Technologies,  
12, 179

Discovery Channel, 74

Discussions tab (Pages), 53

Disqus, 69

downloading Facebook

mobile application, 25

## E

Ebersman, David, 179

*Ellen DeGeneres Show*,  
169-170

email marketing material,  
promoting Facebook  
Pages in, 57

email signatures, adding  
Facebook presence to,  
54, 129

engaging community, 64

Eventbrite, 51

Events tab (Pages), 50-51

exclusives, providing to  
communities, 62, 147-148

## F

Facebook Ads, 134-136

analyzing

performance, 88-89

common reasons for ads  
to be rejected, 80-82

creating ad campaigns,  
86-87

designing ads, 82-83

explained, 79-80

filters, 84-86

identifying target

audience, 84-86

promoting Facebook  
Pages in, 58

reviewing and

submitting ads, 87-88

Facebook Apps

adding applications,  
96-98

creating applications

completing

application

configuration form,  
102-103

installing Developer  
application, 101

explained, 91

finding applications,  
93-95

managing applications,  
99-101

navigating directory,  
93-95

reviewing applications,  
96-98

shareability of  
applications, 93

Facebook Chat, 35, 184-186

Facebook Connect, 184

commenting, 68

explained, 67-68

iPhone applications,  
76-77

Joost, 71

Live Feed, 74-76

personalization, 73-74

popularity of, 77

sharing options, 69-70

sharing stories into

stream, 69-71

as single sign on, 72-73

social filtering, 72

Facebook Groups. See  
Groups

Facebook Insights, 133-134

Facebook Markup Language

(FBML), 44, 52, 174, 182

Facebook mobile applica-  
tion, downloading, 25

Facebook Pages. See Pages

Facemash, 6-7

FBmarketing community, 188

FBML (Facebook Markup  
Language), 44, 52, 174, 182

*Fight Club*, 74, 131

filling out profiles, 18-19

filtering

Facebook Ads, 84-86

Facebook Connect, 72

news stream, 26

finding

applications, 93-95

friends, 19-20

Flickr, 2

Flixster, 76, 97, 100

focus groups, 149

forms, application

configuration form, 102-103

Foster, Dawn, 106

Frenziered Waters

application, 74

Friend Finder, 19-20

FriendFeed, 12, 179

## friends

- finding, 19-20
- Friends tab, 37
- importing from AOL Instant Messenger or Windows Live, 19-22
- interacting with, 25-26

## Friends tab, 37

## future of Facebook

- acquisitions, 179-181
- dashboard
- customization, 182-184
- going public, 178-179
- increased professionalism, 181-182
- increased ways to connect, 184-187
- overview, 177-178

**G**

Genetech, 179

Google, 180

- Google AdWords, promoting Facebook Pages in, 58-59

Gray, Louis, 71

Groups. *See**also* communities

- closed Groups, 60
- compared to Pages, 60-61
- creating, 127
- explained, 33-34, 59
- inviting people to join, 128
- open Groups, 60
- privacy settings, 119-120
- secret Groups, 60

## growth

- of Facebook, 8-13
- of Facebook Connect, 77
- of social networking, 1-4

**H**

- # (hashtag), 36
- helping communities, 150
- history of Facebook, 4-8
- hobbies, building communities around, 153-154
- home pages (Facebook), 16-17, 26-28
- HotOrNot.com, 6-7
- HubSpot, 58, 144
- Hughes, Chris, 8
- humanizing businesses, 3-4

**I**

- identifying target audience, 84-86

iGoogle, 183

## importing

- AOL Instant Messenger (AIM) buddies, 19-22
- Windows Live buddies, 19-22

Inbox, 38

- initial public offering (IPO) for Facebook, 178-179

Insights, 133-134

- installing Developer application, 101

- instant messaging. *See*

- Facebook Chat, 35, 184-186

- interacting with friends, 25-26

- interests, building

- communities around, 153-154

- internal communities, 148-149

- inviting people to join

- Facebook page or group, 128

iPhone, Facebook

Connect on, 76-77

- IPO (initial public offering) for

- Facebook, 178-179

**J-K**

- joining Facebook, 16

- Jonas Brothers page, 165-166

- JonasLIVE, 165

- Joost, 71

**L**

- landing pages, 83

- likes, 28-29

- LinkedIn, 42, 180-182

- lists, 152

- Live Feed, 74-76

- logging in to Facebook, 16

- logos, uploading to pages, 46-47

- LuckyCal, 179

**M**

- managing applications, 99-101

- marketing creatives, adding Facebook presence to, 128

- marketing material, promoting Facebook Pages in, 57

- marketing strategies

- advertising strategy

- designing, 132

- explained, 125

- community building. *See*

- community building

- explained, 123-124

- measuring activity

- explained, 132

- Facebook Ads, 134-136

- Facebook Insights, 133-134

- spreadsheet

- programs, 138

- web analytics, 136-137

- promotions strategy

- designing, 130-131

- explained, 124

Mashable page, 171-173  
 McCallum, Andrew, 8  
 measuring activity  
   explained, 132  
   Facebook Ads, 134-136  
   Facebook Insights, 133-134  
   spreadsheet  
   programs, 138  
   web analytics, 136-137  
 Microsoft Office page, 160-161  
 Moskovitz, Dustin, 8  
 multiple Facebook profiles, maintaining, 108

## N

navigating Application Directory, 93-95  
 NBA All-Star game (2009), 11  
 negative comments, handling, 65-66  
 news feed  
   explained, 26-28  
   filtering, 26  
 Newsom, Gavin, 166-168  
 Notes feature, 34, 47

## O

O'Neill, Nick, 19  
 Obama, Barack, 11, 74, 163-165  
 open Groups, 60, 119  
 OpenID, 72

## P

Pages. *See also* communities adding RSS feeds to, 47  
 "Best in Class" pages  
   *Barack Obama*, 163-165  
   *Ellen DeGeneres Show*, 169-170  
   *explained*, 157

*Gary Vaynerchuk*, 162-163  
*Gavin Newsom*, 166-168  
*Jonas Brothers*, 165-166  
*lessons from*, 173-175  
*Mashable*, 171-173  
*Microsoft Office*, 160-161  
*Trust Agents*, 159-160  
*Vin Diesel*, 168-169  
*Volkswagen*, 158  
 compared to Groups, 60-61  
 configuring settings, 46  
 creating, 45-46, 127  
 custom URLs, 54  
 customizing with applications, 51-53  
 Discussions tab, 53  
 Events tab, 50-51  
 explained, 33-34, 44-45  
 inviting people to join, 128  
 Notes feature, 34, 47  
 privacy settings, 116-118  
 promoting, 174  
   on company website, 57  
   in email marketing material, 57  
   in email signatures, 54  
   in Facebook Ads, 58  
   with Facebook Share feature, 56-57  
   with Google AdWords, 58-59  
   with Twitter, 55  
 publishing, 54  
 uploading logos to, 46-47

uploading photos to, 48-49  
 uploading videos to, 49-50  
 Parakey, 179  
 performance analysis of ad campaigns, 88-89  
 personal accounts, creating, 126  
 personal communities, 149-150  
   being a connector, 151  
   business benefits of, 153  
   connecting often, 150-151  
   helping community, 150  
   lists, 152  
 personal life, keeping separate from work, 108  
 personal privacy settings  
   Applications and Websites, 113  
   Block List, 115  
   Contact Information, 113  
   importance of, 116  
   overview, 109-110  
   Profile Information, 110-112  
   Search settings, 114-115  
 personalization with Facebook Connect, 73-74  
 photos  
   privacy concerns, 31  
   tagging, 31-32  
   uploading, 17-18, 23-24, 31  
     *to communities*, 144-145  
     *to pages*, 48-49  
 policies, Facebook privacy policy, 120-121  
 popularity  
   of Facebook, 8-13  
   of Facebook Connect, 77

posting comments with Facebook Connect, 68

privacy concerns

- Facebook privacy policy, 120-121
- group privacy settings, 119-120
- overview, 105-106
- page privacy settings, 116-118
- personal privacy settings
  - Applications and Websites, 113
  - Block List, 115
  - Contact Information, 113
  - importance of, 116
  - overview, 109-110
  - Profile Information, 110-112
  - Search settings, 114-115
- photos, 31
- privacy settings, 30-31
- private versus personal, 106-107
- separating personal life and work, 108
- single Facebook profiles, 107
- two different Facebook profiles, 108

products, building communities for

- asking questions, 146-147
- explained, 143-144
- HubSpot example, 144
- providing exclusives, 147-148
- RSS feeds, 147
- uploading photos, 144-145
- uploading videos, 145-146

professionalism, integrating into Facebook, 181-182

Profile Information settings (privacy), 110-112

profiles

- filling out, 18-19
- privacy concerns
  - Facebook privacy policy, 120-121
  - group privacy settings, 119-120
  - overview, 105-106
  - page privacy settings, 116-118
  - personal privacy settings, 109-116
  - private versus personal, 106-107
- single Facebook profiles, 107
- two different Facebook profiles, 108

profile photos, uploading, 17-18

separating personal life and work, 108

promoting Facebook Pages, 174

- on company websites, 57
- in email marketing material, 57
- in email signatures, 54
- in Facebook Ads, 58
- with Facebook Share feature, 56-57
- with Google AdWords, 58-59
- promotions strategies
  - designing*, 130-131
  - explained*, 124
  - with Twitter, 55

Publisher tool, 24-25, 29-31

publishing Pages, 54

## Q-R

questions, uploading to communities, 146-147

registering for Facebook, 16

reports, 89

Responder Demographics report, 89

Responder Profiles report, 89

reviewing ads, 87-88

Ridge at Blue Hills (Boston, MA), 49

Roche Holding, 179

RSS feeds
 

- adding to communities, 147
- adding to Pages, 47

## S

Saverin, Eduardo, 8

Search feature, 35-36

Search settings (privacy), 114-115

secret Groups, 60, 119

Serena Software, 148

services, building communities for

- asking questions, 146-147
- explained, 143-144
- HubSpot example, 144
- providing exclusives, 147-148
- RSS feeds, 147
- uploading photos, 144-145
- uploading videos, 145-146

Settings tab, 38

Share feature, promoting Facebook Pages with, 56-57

shareability of applications, 93

sharing with Facebook Connect, 69-71

signatures, adding Facebook presence to, 54, 129  
 single sign on with Facebook Connect, 72-73  
 Skype, 186  
 Smith, Julien, 149, 159-160  
 social filtering with Facebook Connect, 72  
 Solis, Brian, 2, 10  
 spreadsheet programs, measuring activity with, 138  
 status, updating, 24-25  
 Stay, Jesse, 2  
 Stone, Biz, 180  
 stories, sharing into stream, 69-71  
 strategies (marketing). *See* marketing strategies  
 stream, sharing stories into, 69-71  
 submitting ads, 87-88  
 sweepstakes, 62  
 Synapse, 5

## **T**

tagging photos, 31-32  
 target audience, identifying, 84-86  
 Thiel, Peter, 8  
 trust agents, 149  
 Trust Agents page, 159-160  
 trusted referrals, 76  
 TweetDeck, 183  
 Twit2Fit, 2  
 Twitter, 2, 180  
   promoting Facebook Pages with, 55  
   Twitter Search, 36

## **U**

updating status, 24-25  
 uploading  
   logos, 46-47  
   photos, 23-24, 31, 48-49, 144-145

  profile photos, 17-18  
   videos, 24, 49-50, 145-146  
 UrbanSpoon, 76  
 URLs for Facebook Pages, 54

## **V**

vanity URLs, 54  
 Vaynerchuk, Gary, 162-163  
 videos, uploading, 24, 32-33  
   to communities, 145-146  
   to pages, 49-50  
 VoIP service, 187  
 Volkswagen page, 145, 158

## **W**

Wall Settings options, 118  
 web analytics, 136-137  
 websites, promoting Facebook Pages on, 57  
 Williams, Evan, 180  
 Windows Live buddies, importing, 19-22  
 Wine Library, 162  
 Wine Library TV, 47  
 Wine Page, 154  
 Wine Searcher, 154

## **X-Y-Z**

Xobni, 22  
 Yelp, 69-71  
 YouTube, 2  
 Yu, Gideon, 179  
 Zuckerberg, Mark, 120-121  
   development of Facebook, 5-8  
   education and background, 5  
   net worth, 12  
 Zynga, 91