

BRIAN CARTER

THE LIKE ECONOMY

How Businesses Make
Money With Facebook

Second Edition

FREE SAMPLE CHAPTER

SHARE WITH OTHERS



BRIAN CARTER

THE
LIKE
ECONOMY

How Businesses Make
Money with Facebook

Second Edition

que[®]

800 East 96th Street,
Indianapolis, Indiana 46240 USA

The Like Economy: How Businesses Make Money with Facebook

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About the Author

Brian Carter delivers entertaining, motivational talks on how top-performing organizations can generate more revenue. Brian's 18 years of business success, plus a background in stand-up comedy, produce presentations that are both entertaining and enlightening for attendees. Brian is the internationally bestselling author of *The Like Economy*, *LinkedIn for Business*, and *Facebook Marketing*. His books have been translated into Spanish, Chinese, and Portuguese. Brian has also written for *Salesforce*, *Marketo*, *Mashable*, *The Search Engine Journal*, *AllFacebook*, *The Next Web*, and *The Huffington Post*.

He has more than 200,000 online fans, and his content is viewed by more than 8 million times a month. He develops strategies and builds search visibility and social marketing fanbases for companies of all sizes, including well-known entities such as The World Health Organization, Universal Studios, The U.S. Army, Hardee's, and Carl's Jr.

Brian has been quoted and profiled by *Information Week*, *ABC News*, *U.S. News & World Report*, *Mashable*, *The Wall Street Journal*, *Forbes*, *Inc. Magazine*, and *Entrepreneur Magazine*, and is a regular presenter for top marketing conferences such as SEOmoz, SMX, Pubcon, The AllFacebook Expo, Socialize, The South Carolina Society of Association Executives, and The American Marketing Association.

Dedication

I'd like to dedicate this book to my parents and my wife, who've all made me a much better person than I would have been otherwise. I should also mention our dogs Seratonin and Brad Pitt, as well as our cats Larry and Little B, for telling me when to stop writing and share some love. Finally, this book is dedicated to the reader who thoroughly tests the ideas in this book for his own business until he gets the results he wants.

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This book is not only about my businesses, my clients, or my students, but rests on the work of many companies, clients, agencies, and third-party analytics services:

- Some of the insights about how people use Facebook pages come from PageLever, which at the time of my writing had data on a broad swath of Facebook pages containing a total of 400 million fans.
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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.

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Introduction

It's a pleasure to be asked to write a second edition of this book. People thought I was crazy to write three books within a year: The Like Economy, Facebook Marketing (3rd Edition), and LinkedIn For Business. I am crazy, but that's unrelated. The Like Economy has been the favorite son for two reasons: first, it teaches a Facebook marketing system that I assembled but included the success of many others; and second, it's such a unique kind of marketing. Businesses get results with The Like Economy. I taught my FanReach Facebook Marketing course before writing the first edition of this book, and some of those students achieved profits with it. The things they did right became part of The Like Economy system. Since the book was first published, I've worked with many more companies and further refined what works and what doesn't. The Like Economy is a book for doers. If you want bottom-line business results and profits, this is the right book for you. This book will, at worst, save you hundreds of dollars and hours you'd waste making the same Facebook Marketing mistakes everyone without training makes. At best, it'll make your Facebook Marketing profitable.

Since *The Like Economy* was published in December of 2011, a lot has changed—but some of the essential strategies haven't. The fundamental system taught in the first edition still works. I was fortunate (or wise?) to focus on the right things (Facebook advertising and Facebook page posting rather than Facebook page tabs and contests). This approach became even more important when the Timeline cut the legs out from under page tabs. Still, even in 2013, some service companies base their business model on selling Facebook tabs. It's frustrating to see customers buying into a strategy that is less effective. My promise to you in this book is that I'm 100% honest about what works and what doesn't. I don't want you to waste time and money and lose to more savvy competitors. I want you to use the most effective strategies and tactics and beat your competitors.

In this second edition of *The Like Economy*, I am responding to 12 major changes:

1. We have more research and data on Facebook Marketing.
2. More companies have achieved profits with Facebook Marketing.
3. The mistakes people make that block ROI have become more obvious.
4. Facebook ads have proven a smart and effective source of marketing research.
5. Facebook has released powerful new advertising features.
6. Facebook has changed some of its terminology and how the interface looks.
7. We have more Facebook business-to-business marketing case studies.
8. When to use Facebook Groups versus pages has become clearer.
9. Tabs have become even less effective.
10. The distinction between reactive Social Media Listening and proactive Facebook Marketing has sharpened.
11. Because Facebook admitted in early 2012 that the average Facebook page only reaches 17% of its fans with its posts, promoted post ads have become a critical tactic.
12. Case studies have shown that ads without fans usually don't produce profits, so you need to add emails or remarketing ads.

It's a pleasure to get this updated book out to you, and I hope you enjoy it! Feel free to contact me on Facebook and join the still active FanReach Facebook Marketing Group where you can ask questions and get answers: <https://www.facebook.com/groups/fanreach/>

All the best to you, your business, and your family!

Brian Carter
Charleston, SC

The Like Effect: The Power of Positive Marketing

Facebook is a marketing tool unlike any the world has seen. Facebook marketing is different because positivity is part of its DNA. The act of liking has far-reaching impact and a quantifiable effect on commerce.

Facebook likes

- *Decrease marketing costs.*
- *Increase sales.*
- *Give you control of the customer conversation.*
- *Prove people are paying attention.*
- *Solidify customer loyalty.*
- *Create evangelistic customers who sell for you and defend you against critics.*

Let's look at each of those in detail.

Likes Decrease Costs and Increase Profits

When more people like your Facebook ads, your click cost decreases and so does the cost to acquire each fan. When more of your page fans like your page posts:

- You get more visibility and loyalty from each Facebook fan.
- Cost per impression decreases.
- Cost per customer decreases.
- The lifetime value of your customer increases.

ChompOn, a company that provides a white-label platform for Groupon-like deal websites, gathered data from numerous e-commerce stores to try to figure out how much revenue a company can expect on average from each person who likes a page. They found the value of each like to be \$8.00 (see Figure 1.1).¹ Other studies have found the value of a like to be \$3.60,² \$136.38³ and \$214.81.⁴ The actual value to your company depends on how effectively you monetize them, and how accurately you can measure the revenue and other value they bring you.



Figure 1.1 ChompOn's study of the e-commerce value of social actions.

1. http://www.chompon.com/chompon_social_action_value.pdf
2. Value of a Fan on Social Media: \$3.60, Brian Morrissey, *AdWeek*, April 13, 2010. <http://www.adweek.com/news/technology/value-fan-social-media-360-102063>
3. Value of a Facebook Fan: An Empirical Review, Syncapse, March 1, 2012. <http://www.syncapse.com/value-of-a-facebook-fan-an-empirical-review/>
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Likes Increase Sales

Facebook likes build you a captive audience of potential customers. Likes on your Facebook page posts increase fans' desire to buy and increase the percentage of potential customers who actually buy. According to data from Razorfish, Econsultancy.com, and Social Media Today, 34.66% of Facebook fans will consider the brand when they're in the market for one of the brand's products or services. And 33.92% of fans recommend the brand to their friends. In both of these cases, Facebook is 10% more influential than Twitter.⁵ According to a study by Alchemy Social, fans visit that page's online store 131% more times than Facebook users who don't like the Facebook page, and Facebook fans visit an online store 639% more often than people who don't use Facebook at all.⁶ Aggregate Knowledge found that media plans that included Facebook generated 24% more new sales than those that didn't.⁷ Constant Contact published a report that included this fact: 58% of people like a page because they're customers, so 42% of likes are from non-customers who are interested in information and offers from the brand. Also, 51% of fans say they're more likely to buy from a company after becoming its fan.⁸

Have you heard the axiom that customers make their buying decisions emotionally and then justify them with logic afterwards? What's more persuasive than a social platform that helps you harness potential customers' enthusiasm for what they already love and elevate it to new heights? Facebook's ability to leverage customer emotion is unparalleled.

Likes Give You Control of the Customer Conversation

A like creates a connection between a person and your Facebook page. You base that page on your major brand promise or dream. The person becomes a *fan*. More than half of Facebook users follow 2–5 brands, one-fifth follow 5–10 brands, and one-eighth follow 10 or more (see Figure 1.2).⁹ As an administrator of that page, you lead these fans' conversations. You own the space where they discuss their dreams and goals. You hear what they like and dislike, and you gain market intelligence. It's an incredibly low-cost way to get great insights about your customers.

-
5. <http://blog.getsatisfaction.com/2011/06/29/what-makes-people-follow-brands/?view=socialstudies>
 6. Do Facebook Likes Translate To Actual Sales? Courtney Rubin, American Express OPEN Forum, July 5, 2012. <http://www.openforum.com/articles/do-facebook-likes-translate-to-actual-sales/>
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 9. <http://www.allfacebook.com/infographic-why-we-follow-brands-on-facebook-2011-07>

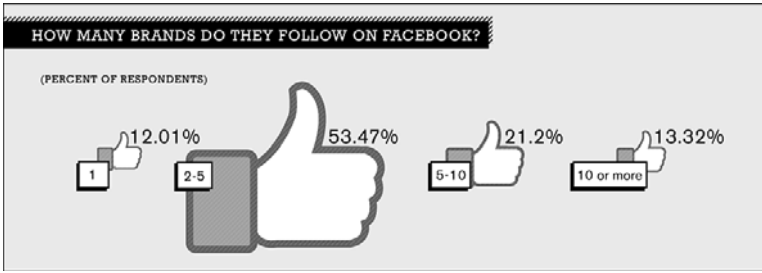


Figure 1.2 *GetSatisfaction's infographic shows how many brands Facebook users follow.*

Likes Prove People Are Paying Attention

We live in an attention economy. Your customer is barraged by hundreds of TV channels, websites, social media sites, smartphone apps, video games, and digital signs. So in the war for revenue, the first battle you must win is for your customers' attention. Consumers see thousands of marketing messages a day.¹⁰ Getting their attention for even 30 seconds of that day is a victory. When you run a Facebook page and post into people's news streams, every like and comment proves that they still see you and you're still relevant to them. You're still in the game to get more business from them.

Several studies have shown that although the last marketing channel before a sale might involve a Google search, often the first time someone hears about the company or product is via Facebook. Facebook marketing can increase the number of prospects going into the top of your sales funnel, which ultimately increases how many people buy at the bottom of the funnel. Most companies don't use their analytics to look at all the marketing channels involved in a sale, so often Facebook gets less credit than it deserves, and Google gets more than it deserves.¹¹ Adobe conducted a study that found that looking at sales where social media was the first "touch" increased its value by 94%. When looking only at the first marketing channel in the funnel, the average social media visitor was worth \$1.13 in revenue, but

-
10. The number that's widely quoted is 3,000 marketing messages per day. It's often attributed to SymphonyIRI, but that number is not on their public website. It seems believable that the real number could be from a few hundred to several thousand, depending on how much time you spend surfing advertising-laden websites, how many hours you watch TV, how many subway train ads you see, and so on.
11. First Click v. Last Click Attribution in Google Analytics and AdWords, Anna Lewis, Koozai, July 26, 2011. <http://www.koozai.com/blog/pay-per-click-ppc/google-adwords/first-click-v-last-click-attribution-in-google-analytics-and-adwords/>

when looking only at the last marketing channel, social media visitors were worth only \$0.60 each.¹²

In addition, people interact more with their favorite brands on Facebook than on Twitter or LinkedIn. On Facebook, 34% of people interact with their favorite brands, versus 4% via Twitter and 1% via LinkedIn.¹³

Likes Solidify Loyalty

In an increasingly competitive social media environment, you and your competitors swim in the same sea of messages, logos, and videos. Posting messages that engage your customers means you're creating frequent micro-connections on an emotional level. Many people don't even talk to their families as often as they interact with Facebook pages. By engaging them repeatedly, you create a habit of loyalty.

Despite rumors to the contrary, the West is not necessarily headed for an apocalypse of disloyalty. Job tenures are slightly higher than they were in the 1980s,¹⁴ divorce rates are lower than they were in the 1970s, and fewer married people are having affairs.¹⁵ If you want customer loyalty, people will not naturally resist it. Only your invisibility or their dissatisfaction leads to disloyalty. You can control your visibility and your quality.

Loyalty increases profitability by decreasing the cost of new customer acquisition. Customer loyalty comes from customer satisfaction. Companies with outstanding customer experiences outperform others by about 15% in people's willingness to buy more products, reluctance to switch, and likelihood of recommendations to others.¹⁶ But loyalty varies by industry—customers are much more loyal to banks and supermarkets than they are to cinemas and hotels.¹⁷

Case studies are already emerging that demonstrate how Facebook marketers can increase customer loyalty. The *Harvard Business Review* published a study of how the Houston cafe and bakery chain Dessert Gallery found its best customers by

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12. A First-Click, Last-Click Attribution Model For Social Media, Laurie Sullivan, MediaPost SearchBlog, March 23, 2012. <http://www.mediapost.com/publications/article/170911/a-first-click-last-click-attribution-model-for-so.html#axzz2JCay0uNf>
 13. 10 Facts About Consumer Behavior on Facebook, Constant Contact, September 8, 2011. http://www.socialquickstarter.com/content/103-10_facts_about_consumer_behavior_on_facebook
 14. http://www.ebri.org/pdf/notespdf/EBRI_Notes_12-Dec10.Tenure-CEHCS.pdf
 15. <http://blogs.wsj.com/economics/2010/08/31/amid-downturn-divorce-and-infidelity-decrease/?mod=e2tw>
 16. <http://experiencematters.wordpress.com/2009/06/25/customer-experience-boosts-revenue/>
 17. <http://tutor2u.net/blog/index.php/economics/comments/barriers-to-entry-how-important-is-customer-loyalty/>

getting them into its Facebook page and interacting with them. It harnessed the power of these superfans who were more loyal and evangelistic. Compared to the company's typical customers, these superfans were 41% more loyal, had a 14% higher emotional attachment, and spent 45% more of their dining-out dollars at Dessert Gallery.¹⁸

Bain and Company found that people who engage with brands via social media are more emotionally committed to those brands and spend 20% to 40% more than other customers.¹⁹

Likes Create Evangelistic Customers

Happy customers, impassioned by positive discussions on your page, write spontaneous testimonials about your company. After becoming a fan, 56% say they're more likely to recommend a brand to their friends.²⁰ These happy, vocal customers turn fans who are potential customers into first-time buyers. And your most active fans will fight back against your critics, creating a fan page immune system that repels brand attacks.

Among decision-makers reluctant to use Facebook, one of the biggest fears is that public critiques will hurt the brand. But when you grow fans based on what they love and get them to engage daily with posts they like, the like effect creates a positivity that makes "Negative Nellies" feel outnumbered and abnormal. People are less likely to boo when they expect they'll be shouted down. Granted, you don't want people with valid complaints to be ignored, but you do want issues resolved civilly and without public relations fallout.

Think about it. When a customer presents a negative, what's more persuasive: the company defending itself or another fan taking your side? If you respond diplomatically, apologize, and fix the problem, *and* your superfans speak out on your behalf, the complainant has nowhere to go. Potential crisis averted. And, perhaps, previous critic converted.

There's No Dislike Button

It's easy to like a post or a comment. But if you don't like a post or comment on Facebook, there's no dislike button. The only way to "dislike" is to explain your

18. <http://hbr.org/2010/03/one-cafe-chains-facebook-experiment/ar/1>

19. Social Media Engagement Drives Customer Loyalty, Higher Spending, MarketingProfs, October 25, 2011. <http://www.marketingprofs.com/charts/2011/6238/social-media-engagement-drives-customer-loyalty-higher-spending>

20. 10 Facts About Consumer Behavior on Facebook, Constant Contact, September 8, 2011. http://www.socialquickstarter.com/content/103-10_facts_about_consumer_behavior_on_facebook

objection in a comment. If people don't like your critical comment, they won't click Like on that comment. Facebook seems to be set up to support the old adage "If you don't have something nice to say, don't say anything at all."

If you say something nice or constructive, people who like your comment will grow in your affection. It always feels good to be liked, and you notice who specifically liked what you said. Bonds between people are strengthened by this positivity. We like people more when they like our posts and comments, and we're more likely to like their posts in return after they've liked ours.

This may be why you don't see as many rants on Facebook as on other social networks. Even posts that have lots of negative comments might not be seen by as many people as they would on another social network because Facebook often shows only a few of the comments under a post. You have to click to see more. The emphasis, when a post is collapsed, is on the number of people who have interacted with it. It's more obvious how interactive the post is than what people have said.

I like that Facebook is biased toward the positive because human nature is to complain rather than spread satisfaction. One study found that 75% of people will tell others about a bad experience with a product but only 42% will recommend a product they like.²¹ This has always been the ugly downside of word-of-mouth marketing. By making it easier to be positive than negative, Facebook might have finally corrected that prejudice. It's not that human nature is wrong, because spreading warnings helps us survive and avoid catastrophes, but we already have the 24/7 cable news channels for that (and people have taken advantage of it as well with false rumors and urban legends). Facebook serves another function, which is to bring "like" people closer together.

Can You Do Fear-Based Marketing on Facebook?

Marketers have long had to make the choice between negative and positive marketing. Political ads are some of the most negative. The biggest consumer goods brands often keep it positive and light-hearted. But in one day, a TV viewer can see one deodorant commercial that demonstrates that your man-stink will destroy a beautiful moment (negative), while another suggests that the right body spray will drive women so crazy they'll be forced to tackle you (positive, if you're in your 20s).

You can show how sad and lonely the balding man is *before* or how many women want to stroke his new hair *after*, or even show both. TV commercials ask us: Are you afraid of oily or dry skin? Are you afraid of impotence? Are you afraid of

21. <http://www.csdecisions.com/2011/03/09/managing-word-of-mouth-about-your-brand/>

getting into a car wreck? Are you afraid you'll never be able to retire? Some marketers choose to play on those fears. I'm not making a value judgment here because if consumers are ignoring real risks, it's a legitimate service for a company to get their attention and help them solve the problem.

Facebook's positive like effect makes that approach more difficult. Because Facebook shows liked posts to more people than posts that aren't liked and because it's easier to click Like than write a negative comment, positive messages will always reach more people on Facebook than negative ones. It's something to keep in mind when you extend other marketing campaigns to Facebook. They can like a clever video that plays on fear, but the conversation is more likely to continue when you evoke the positive side of the coin.

Google “Likes” the Like Button

How successful has the Like button been? So successful that two of the best-known names in the modern web space—Google and Wikipedia—are copying it.

Google has scrambled to catch up with Facebook, and in late March 2011 it debuted the +1 button, which it defines as a public stamp of approval. You can see “plus ones” in Google search results, ads, and your Google profile. Google+ uses your Google contacts (from your Gmail, Google Buzz, and Google Reader) to tell you who has “plus-oned” things.²² Unfortunately, it's ugly and mathematical and previous Google social media efforts have fallen flat. It seems like only Google employees think it will give Facebook a run for its money.

Wikipedia's Love button, which became available in late June 2011, was a bit cuddlier but has never been that visible to most users. Clearly it takes more than social approval buttons to make a splash in social media.

What does this mean for Facebook? When two of the other biggest names on the Internet are copying you, you know you have a winner. But it also means that Facebook's success as the biggest player in social media is difficult, maybe even impossible, to reproduce.

Facebook Is About Passions and Interests

When people create their personal profiles, they type in the things they like. Here are some of the kinds of things people like:

- Books
- Movies

22. <http://www.google.com/+1/button/>

- TV shows
- Bands
- Sports
- Hobbies
- Activities

When you use ads to get fans for pages, often you target these likes, which are called *precise interests* in the advertising platform. With these ads, you capture a fan base that likes things related to what you sell. For example

- A pet supply store can find fans who've noted in their profiles which breeds they like (which are almost certainly the animals they own).
- A running store can capture fans who like running and marathons.
- A digital marketing service can target people who like AdWords, AllFacebook, Mashable, and Techcrunch.
- A financial services firm can build a fan base of people who like investing and retirement.
- A local beauty salon can attract folks who like beauty, fitness, facials, and manicures.

Then, you get these new fans of yours talking about their interests and passions, and they can get each other excited. You show them how your company helps them reach their goals and dreams. They love you for it and then buy what you offer. That's how Facebook marketing works.

How Often Do Facebookers Like Things?

Generally speaking, Facebookers like more than they share, post, or update:

- On an average day, 26% of Facebook's members like someone else's content (see Figure 1.3).
- Commenting is the second-most popular activity, with 22% doing so daily.
- Overall, 72% of men and 82% of women like Facebook content with some frequency, and only 28% of men and 18% of women never like anything.
- As for the super-users, 20% of women and 9% of men like multiple times daily.²³

23. <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx>

Also on the average day

- 15% of Facebook users update their own statuses.
- 20% comment on another user's photos.
- 10% send another user a private message.
- Also important, people are selective in which brands they like on Facebook; 78% of people who like brands on Facebook like fewer than 10 brands. That means their interest is genuine.²⁴

Facebook Users Are More Trusting

In 2011, the Pew Research Center found that, when accounting for all other factors—such as age, education level, and race—Facebook users are 43% more likely than other Internet users to say that “most people can be trusted” (see Figure 1.3). That’s actually up from 32% in 2009. Compared with people who don’t use the Internet at all, Facebook users were three times more trusting.²⁵ By the way, who’s not using the Internet at all? People too busy fixing their moonshine stills? “Don’t use that thar Internet. It’ll suck yer soul raht outta yer ahhz!”

Frequency of “liking” content on Facebook by age						
% of Facebook users in each age group who “like” content on Facebook with the following frequency. For instance, 31% of Facebook users ages 18-22 “like” content on Facebook several times a day.						
	All SNS Users	Age 18-22	Age 23-35	Age 36-49	Age 50-65	Age 65+
Several times a day	15%	31%	17%	12%	7%	9%
About once per day	10%	13%	11%	12%	5%	5%
3-5 days per week	11%	12%	14%	11%	6%	3%
1-2 Days per week	15%	14%	19%	13%	13%	9%
Every few weeks	10%	3%	10%	10%	15%	12%
Less often	17%	13%	17%	13%	24%	27%
Never	22%	13%	13%	30%	30%	36%
N (weighted)	936	156	307	236	184	54

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

Figure 1.3 *The Pew Research Center’s findings on how often Facebook users like.*

Facebook Groups: Off-the-Charts Positivity

On Facebook, people can like and comment on the posts they see. You don’t see all your friends’ posts or the posts of all pages you’ve liked, but if you’re in a Facebook

24. 10 Facts About Consumer Behavior on Facebook, Constant Contact, September 8, 2011. http://www.socialquickstarter.com/content/103-10_facts_about_consumer_behavior_on_facebook

25. http://hosted.ap.org/dynamic/stories/U/US_TEC_PEW_SOCIAL_NETWORKS?SITE=NYSAR&SECTION=HOME&TEMPLATE=DEFAULT

Group, you do get notified about every post and comment from every member. As a result, Group members keep coming back and commenting, liking, and posting. This can create a perpetual motion engagement machine—some Groups require more stoking of the conversational fire, but some virtually none. Earlier I talked about how liking leads to more liking, but leading page fans requires more sustained effort, while a Group of a few hundred people can post, like, and comment without your intervention for months on end.

At the end of 2010, I was invited into a very active Group on the topic of social media. It's a secret, invitation-only Group, and its members are opinionated and often inappropriate. If I told you about it, I'd have to kill all my readers, so just take my word for it. This Group currently has almost 9,000 posts and most posts get 15–25 comments. On a typical day, I get about eight notifications from this Group. And I probably comment at least three times a day.

Seeing how sticky (how often people go back to it) this Group was, I started an experiment. I created a Group for horse owners. I don't own a horse, but I knew that this was an affordable ad target and I wanted to see what these horse lovers would do in a Group. I paid \$84.77 to bring in about 200 horse owners. Five months later, they had grown their own membership by 45% and made 2,313 posts. In another Group where I am 1 of 813 members, a typical month saw 2,677 posts.

What all Facebook Groups normally share is that their members are extremely enthusiastic. They constantly communicate about their passion, and they help each other with problems. Because of that outlet and the help, they're incredibly grateful for their Groups. If you create a Group for consumers in your niche, you'll have their gratitude, an ear on their conversations, and the ability to insert your own messages whenever you want.

There is a drawback to Groups, however, which is why some people use Facebook pages instead. Only the most enthusiastic folks will welcome that many notifications. Others can get annoyed and leave. Groups are best used for small, super-fanatic purposes, as an add-on to your main Facebook page.

Facebook Page Brag Boards

On Facebook, it's pretty easy to get people to show off what they're proud of. Whether it's a fish they caught, their beloved pet, their kid's report card, or the best photo they've taken recently, people will post those things to an active Facebook page without even being asked to (especially if you're growing an enthusiastic fan base with Facebook ads based on consumer passions). If you actually request this kind of post, you'll get an avalanche of responses.

Easy Testimonials

Some businesses like to post testimonials from happy customers (see Figure 1.4). When you get positive feedback from fans, which happens spontaneously when you satisfy customers and are active on Facebook, ask for permission to use an excerpt and then post it on your website, email it to people, maybe even put it on a billboard! My preference is to take a screenshot and post it in the Facebook format, which adds a layer of third-party credibility.

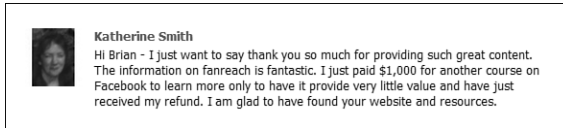


Figure 1.4 *An unasked-for testimonial from the FanReach Facebook Group.*

Emotions on Facebook Are Contagious

Stevie Wonder should write a new song, “I Just Posted To Say I Love You” about how many page fans and Group members will spontaneously post or comment how much they love your page, your Group, your company, or the other fans. I’ve felt that kind of affection for Facebook communities myself.

It makes sense. Think about it: If you spend day after day with other people who already share one interest with you and you gradually come to know their challenges, heartbreaks, and victories, isn’t that the same recipe used to make tear-jerking movies? And what keeps you engaged with your favorite sports team? You come to love these people. Or like them strongly. Or at least you love their thumbnail pictures. It’s human nature and there is even science to support it in the next section.

Scientist Adam D. I. Kramer, at the 2011 meeting of the Society for Personality and Social Psychology, presented his conclusions²⁶ from a study of Facebook posts by 1 million people and their 150 million friends. He found the following:

- People who used emotionally loaded words in their posts sparked similar emotions in later Facebook posts by friends for up to three days.
- When people used positive words, their friends used more positive words and their friends used fewer negative words.

26. http://www.mercurynews.com/business/ci_18183052?IADID=Search-www.mercurynews.com-www.mercurynews.com&nclick_check=1

That means a mostly positive Facebook page can prevent critical posts and comments and prevent the negativity of critics without any extra action being taken. Any potential critic will be more reluctant to complain when he sees a culture of appreciation on your page.

Gross National Happiness

Economists measure countries' gross national product, but Kramer also created an application based on Facebook data that tracks *gross national happiness* (see Figure 1.5).²⁷ It analyzes all the words used each day for positivity and negativity and then compares them to measure people's overall happiness for that day. He has plotted this data since October 2007. It's not surprising that happiness and positivity spike on holidays, but it's interesting that negativity also spikes then, though not nearly as much as positivity.

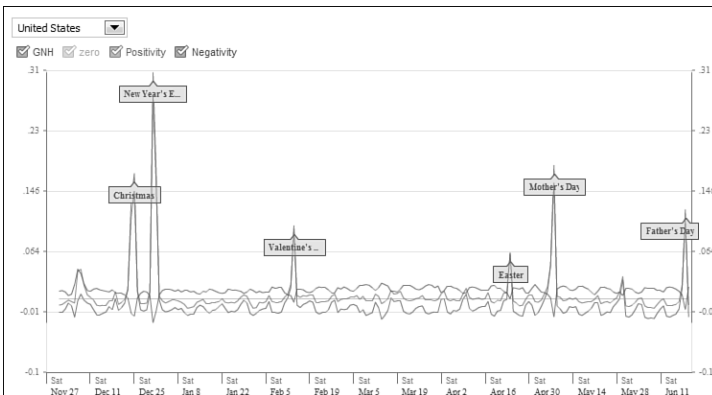


Figure 1.5 *Gross national happiness.*

For more, see how they've analyzed word categories and what their usage says about how many friends you have and what time of day you post on Facebook.²⁸

By the way, Kramer works for Facebook. His job title is Data Scientist. Facebook founder Mark Zuckerberg studied psychology at Harvard, so I'd say these guys are digital psychologists. I doubt it's a coincidence that Facebook has grown so rapidly or that people spend more time on it than any other website. In my opinion, this psychological savvy is Facebook's biggest competitive advantage, and if no other social network ever catches up to it, that may be the reason.

27. http://apps.facebook.com/gnh_index/

28. <http://www.facebook.com/notes/facebook-data-team/whats-on-your-mind/477517358858>

There's a saying, the source of which I can't find, that goes something like this: "I hated high school and I loved college. I thought life would be like college, but turns out it's more like high school." Many of us have found that to be true. The popularity contests, cliques, politics, gossip, and exclusion that run rampant in high schools, and that some college cultures try to deactivate, also seem to run much of adult life and business. It seems to me that the Google folks are more like college academics, while Facebook—understanding the powerful forces of high school—built them right into its social network.

Google's most essential technology, PageRank, is based on how academic papers reference each other. Facebook is based on what regular people like. Who do you think will win in the real world, the *social* world? I'll be betting on Facebook.

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