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MARKETING

Third Edition

Leveraging Facebook for Your Marketing Campaigns

JUSTIN LEVY

FACEBOOK® MARKETING

Leveraging Facebook's Features for Your Marketing Campaigns

THIRD EDITION

BRIAN CARTER
JUSTIN LEVY

Facebook Marketing: Leveraging Facebook's Features for Your Marketing Campaigns

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About the Authors

Brian Carter is respected as one of the elite Internet marketing experts in the world. His hands-on business experience, cutting edge insights, background in improv and stand-up comedy culminate in a speaker and trainer who leaves every audience not only entertained, but armed with powerful strategies and tactics.

Brian has 12 years experience with Google, Twitter, and Facebook marketing, both as a consultant and marketing agency director. He has trained and managed Gen X and Gen Y employees, in addition to the more than 5,000 students of his FanReach Facebook marketing online course. He is a social media keynote speaker who combines entertainment, comedy, and education into hilarious event experiences.

Brian develops strategies and builds search visibility and social marketing fanbases for companies of all sizes, including well-known entities such as Universal Studios, the U.S. Army, Hardee's, and Carl's Jr. He is quoted in the book *Twitter Marketing for Dummies* and has been quoted and profiled by *Information Week, U.S. News & World Report, The Wall Street Journal*, and *Entrepreneur Magazine*.

Brian writes for two of the most popular marketing blogs, Search Engine Journal and AllFacebook, and his combined readership exceeds 100,000 people. He has more than 30,000 Twitter followers and an overall reach of more than 50,000 fans through Facebook, LinkedIn, and his other marketing channels. A speaker and trainer for top marketing conferences that include Socialize, SEOmoz, SMX, Pubcon, and the American Marketing Association, Brian is one of the nation's leading experts in Internet marketing.

Justin Levy is the head of social communications for the Online Services Division of Citrix Systems, where he serves as editor-in-chief of Workshifting.com, a blog dedicated to the mobile and diversified workforce and ranked as one of the top 1% blogs worldwide according to Alexa. When not managing the blog, Justin focuses on influencer relations, developing thought leadership and supporting internal teams.

Prior to joining Citrix, Justin was an Executive Director at New Marketing Labs, a social media and digital communications agency. While at New Marketing Labs, Justin worked with clients ranging from Fortune 500 brands such as SAS, Sony, PepsiCo, and Microsoft. Justin also served as Co-Chair and Conference Director of the Inbound Marketing Summit.

Justin is a partner at Caminito Argentinean Steakhouse, ranked for two years in a row as the #1 steakhouse in western Massachusetts. Through the use of social media marketing techniques, Justin successfully grew the steakhouse at least 20% in sales for 30+ months straight. As part of this, Justin is a cofounder of primecutsblog.com, a blog focusing on teaching readers cooking techniques, tips, and recipes. Because of this success, Justin and Caminito have been featured in multiple business and marketing books and have been profiled by some of the most successful marketing blogs and mainstream publications.

Justin writes and creates media of all kinds over at justinrlevy.com. Justin is a sought-after public speaker on the topics of social media, marketing, and technology and has been interviewed by mainstream media sources including FOX Business, Associated Press, *Inc. Magazine*, and the *Boston Globe*.

Justin is the author of the second edition of this book, *Facebook Marketing: Designing Your Next Marketing Campaign.*

Dedication

I'd like to dedicate this book to my parents and my wife, who've made me a much better person than I would have been otherwise.
—**Brian Carter**

This book is dedicated to everyone who has supported, motivated, and encouraged me over the years. Thank you for always believing in me.
—**Justin Levy**

Acknowledgments

We Want to Hear from You!

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Introduction

From Dorm Room to Board Room: 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 because users have 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. Connecting 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.

Today, these social networks come in 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? There are almost one billion different niche social networks to choose from on Ning.

You see, there is a social network for just about every broad and specific subject you could possibly want. 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.

These tools enable a single person to develop a personal brand or small business brand that can compete with household consumer brands. The development of these personal brands, social networks, and blogs enables 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 pressing 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 we 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 know 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 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 headfirst 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 44th President of the United States of America.

One of the fastest growing and most popular social networks ever to be launched is Facebook. With nearly 800 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 communication 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, we 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 0.1) was born on May 14, 1984 and was raised in Dobbs Ferry, NY. Although 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; 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 studied computer science.
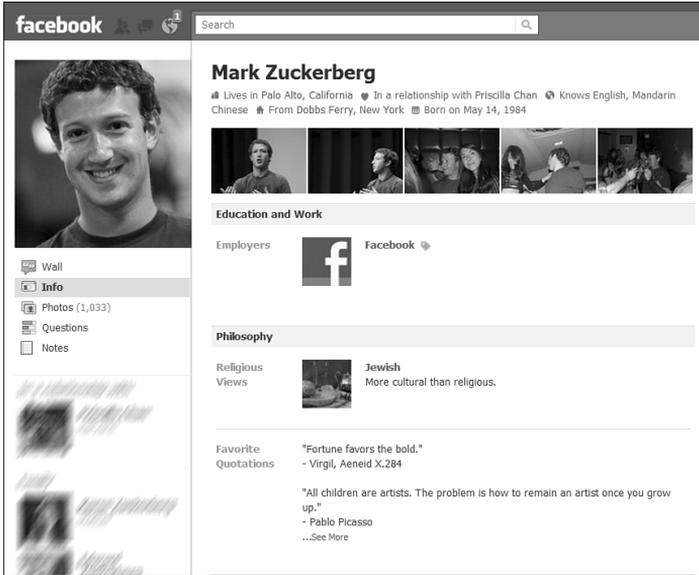
Figure 0.1   *Mark Zuckerberg, Cofounder, CEO, and President of Facebook.*

The Early Days

What would become the world's most popular social network all started in February 2004, when Mark Zuckerberg launched The Facebook, originally located at thefacebook.com (see Figure 0.2). Although he later became the richest person in the world under 25, Mark Zuckerberg was just a sophomore at Harvard University when he developed The Facebook.

The Facebook was a follow-up to Zuckerberg's 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.

HOT or NOT, as shown in Figure 0.3, 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:
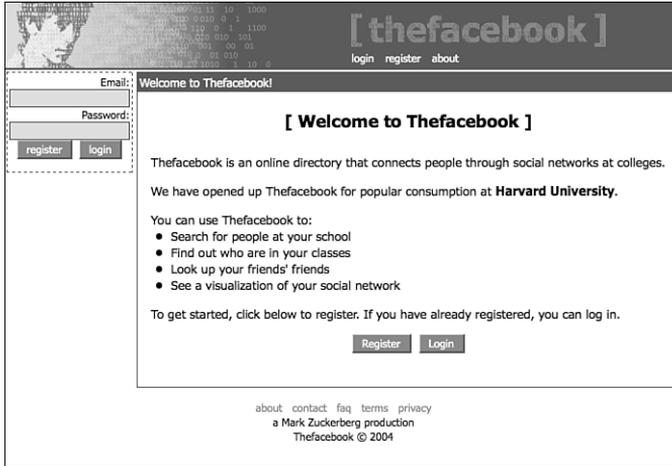
Figure 0.2   *The original login screen to TheFacebook.com that launched on February 4, 2004, for Harvard University students only.*
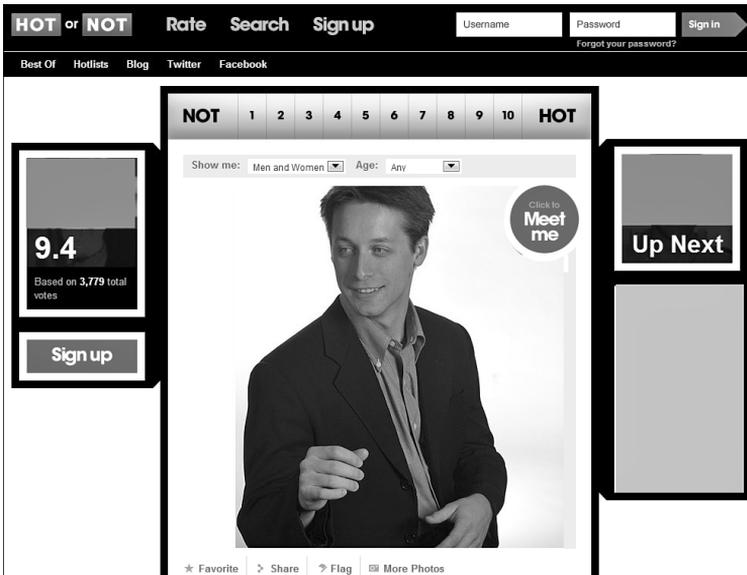

Figure 0.3   *One of the original landing pages for HOTorNOT.com, which, at the height of its growth, would bring in annual revenues of approximately $5 million.*

> 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 pro-
> prietary "RATE" feature, HOT or NOT is the official home of hot-
> ness...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 it 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 rat-
ing service, reserved only for Harvard students. Also, the basic tenets of the service
aren't features that would be hard for someone who had been coding his 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.[1] So, how did a HOT or NOT
knockoff eventually iterate to become the world's largest and most popular social
network to date?

The Teenage Years

The Facebook was launched and, at first, was available only to Harvard Univer-
sity 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 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 four 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, before Facebook would completely open the network to anyone older than 13 with a valid email address.[2]

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.[3] Facebook would receive another injection from Greylock Partners totaling $27.5 million in 2006.[4]

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.[5] As a main pillar of Facebook's current revenue model, Facebook launched Facebook Ads a month later, in November 2007.[6]

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 two months, the social network

had signed up an additional 50 million users. To put that number into 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, which translates to approximately 35,000 users per 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 anytime soon? Consider the following chronological growth patterns (see Figure 0.4):

- 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.
- February 2010: Facebook reaches **450 million** users.
- June 2011: Facebook reaches **750 million** 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 the 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.

Facebook Users (in millions)
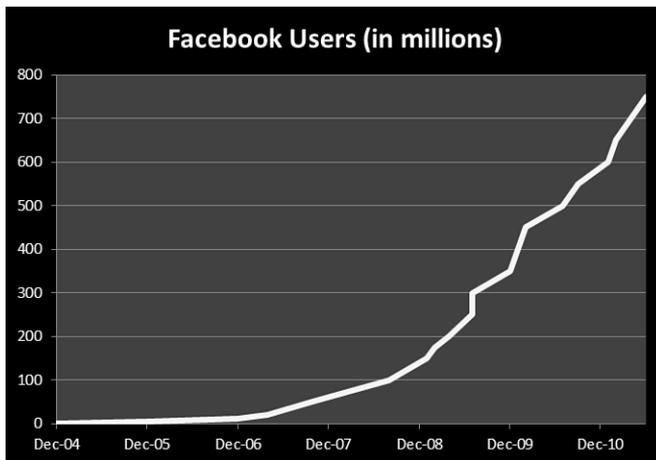
Figure 0.4   *The rapid growth of Facebook's user base.*

To comprehend such astronomical numbers, let's look at Facebook at the 200 million active users 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 reach 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.

When you hear such large numbers of users flocking to any service, it always raises 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. Facebook publishes the following stats on its website:[7]

- More than 700 billion minutes are spent on Facebook each day (worldwide).
- More than 800 million active users has returned to the site in the past 30 days.
- More 50% of active users log in to Facebook on any given day.

- The average user has 130 friends.

- The average user is connected to 80 pages, groups, and events.

- The average user creates 90 pieces of content each month.

- More than 2 billion posts are liked and commented on per day.

- More than 250 million photos are uploaded each day.

- More than 70 translations are available on the site.

- About 75% of Facebook users are outside the United States.

- People on Facebook install 20 million applications every day.

- Every month, more than 500 million people engage with Facebook on external websites.

- More than 2.5 million websites have integrated with Facebook, including more than 80 of comScore's U.S. Top 100 websites and more than half of comScore's Global Top 100 websites. More than 7 million apps and websites have integrated with Facebook.

- More than 350 million active users currently access Facebook through their mobile devices.

- People who use Facebook on their mobile devices are twice as active on Facebook than nonmobile users.

Facebook is on pace to sign 1 billion active users by the start of 2012.

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 who are tech-savvy can take full advantage of the multitude of settings, options, and flexibility of the platform to share and engage.

In 2010 and 2011, Facebook came to better reflect all age groups. Half of Facebook is age 25 to 64; the 35–44 age group represents one-sixth of Facebook's population, and the 45–54 group is one-eighth. SocialBakers.com, a Facebook statistics website, estimates that 64% of Americans who use the Internet are Facebook users.

Facebook is no longer only for college students. 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 who 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 the mainstream, in January 2009—during the inauguration of the 44th 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 0.5, 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 with a live stream integration during the 2009 Grammys.

Figure 0.5   *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 who are resistant to using the service. Certainly, there were probably viewers of CNN Live, the Grammys, 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 grew 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. In 2010 he was named *Time*'s Person of the Year, and in 2011 his personal wealth is estimated to be $13.5 billion. He is now the 19th richest person in the United States and is 52nd among billionaires worldwide.

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 them. 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 responded to demands from the users to implement a status-tagging feature to notify 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. In 2011, Facebook teamed up with Skype and Microsoft, and Facebook functionality has been added inside of Skype. There is now a real Microsoft/Facebook alliance that threatens Google's Internet dominance.

Justin opened his Facebook account after he graduated from college, although only by a couple months; he was not part of the initial surge of people who rushed to the service. Although it is interesting to see the fast growth of the 35+ group (which now composes two-thirds of all Facebook users), he has spoken with many people who have told him stories about multiple generations of their families being on Facebook. He doesn't foresee his grandparents jumping on the service anytime soon (and in fact, Brian's mom refuses to join, and his 99-year-old grandma doesn't even like the telephone) but Justin thinks it would be interesting to receive a comment from them to a status or link he posted.

We know what you're thinking. First, you probably didn't realize that Facebook was that large. Don't worry—you're not alone. A number of people are still reluctant to believe it. 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? And what about privacy?

All these questions and plenty more will be answered in the upcoming chapters. Along the way we 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, we 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 that 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 nonbelievers 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, we hope we can shed light on some ideas and features that you haven't previously considered using.

A preview of the book:

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 of book. This book provides you with actionable information that you can begin implementing into your business as you read each chapter. 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 in "just another social network." This book also shows you HOW to implement the various features of Facebook for your business. You can use this book as a step-by-step guide, keeping it right beside your keyboard, as you start to build Pages, launch ad campaigns, set up Groups, and explore Places and the number of other features applicable for your business.

This book addresses these concepts. We start with a very brief overview of Facebook's history and the basics of getting around the site. We then dig deep into the major Facebook business features, including Facebook Pages, Groups, Ads, Apps, Places, Deals, and Facebook Connect. We'll discuss privacy and options that protect your business. Then we explore some of those companies that have used Facebook to the utmost to reach their business goals. You'll be able to extrapolate some of the concepts that they use, break them down, and discover what will most help *your* company. This book finishes with where Facebook is going next. We take a look at this from both the macro and micro levels because you'll need to understand and anticipate both in the coming months and years of Facebook.

Facebook is growing and changing at such a fast pace that by the time you get your hands on this book, there will be a few more changes. This is the third edition of the book, and substantial changes were required to keep it up to date. Facebook frequently releases new features and opportunities that you will be adapting long after you establish a firm foundation with this book. Buckle your seat belts, secure your tray tables, and return your chairs to their full upright position, and let's take a flight through Facebook.

Who Should Buy This Book

This book is for professionals who want to understand how Facebook can be integrated into their business, and for small business owners and corporate marketing professionals who want to market companies and brands via Facebook. This includes anyone from the CEO to the CMO to PR, communications, and marketing. Not only will you gain an understanding of how you can use Facebook within

your business, you will be armed with the necessary information to prove its value to others within your company.

How This Book Is Organized

Facebook Marketing is organized into four parts:

Part I: Getting Started

Chapter 1, "Getting Around Facebook: The Basics," provides an introduction to the phenomenon known as Facebook and provides you with a foundation for going deeper into the platform and understanding how it can be integrated into your business.

Chapter 2, "Addressing Privacy Concerns," reviews the changes in Facebook's privacy policy over the years, how that affects your business, and what you need to know about your privacy, or the lack thereof, on Facebook. Because privacy on Facebook is something that affects personal profiles, business pages, applications and several other areas of the platform, we'll explore each of these and explain why this is important for your business to really understand.

Chapter 3, "Establishing a Corporate Presence," explores establishing a corporate presence with a Facebook Page, including designing custom landing tabs, leveraging the Events platform, measuring your performance, and much more. You gain an understanding of how to set up each of these features for your business, how they can be used, and which features you should select based on your business goals.

Part II: Intermediate Marketing Skills

Chapter 4, "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 how to create an ad, discover how many people within your target demographic are on Facebook, setting a budget, understanding CPC versus CPM, launching your campaign, and measuring it using Facebook Analytics and Insights.

Chapter 5, "Facebook Page Analytics: Tracking Your Success," shows you the deep data Facebook provides about your users and their interactions on your Facebook Pages, as well as how you can dive deeper with third-party solutions and Google Analytics.

Chapter 6, "Using Facebook to Develop Communities," explores how to make decisions about Group and Page strategies and what tactics you can use to build and nurture your communities.

Part III: Getting the Most Out of Advanced Facebook Features

Chapter 7, "The Power of Local: Facebook Places and Deals," provides you with a deeper understanding of Facebook's location-based features. This chapter explores how your business can best leverage locations and deals, and how this can benefit your business.

Chapter 8, "Socialize Your Website with Facebook Connect and Social Plugins," breaks out of the walled garden of Facebook.com and discusses integrating Facebook into websites using the Like button, chat, commenting, and other powerful features.

Chapter 9, "Facebook Credits: Social Currency and Your Business," digs into Facebook applications, not from the technical aspect, but from understanding how they can be utilized on your Facebook Page and what role applications have outside of Facebook. We will break down what Facebook Credits are and how virtual currency may be an essential monetization effort by Facebook. During this chapter we will also explain why virtual currency is a worthwhile option over real currency and how your business should be leveraging virtual currency.

Part IV: Role Models and Predictions

Because you're not the first company to jump into Facebook, Chapter 10, "Best in Class Facebook Pages," provides you with some of the best case studies of companies that have leveraged Facebook to build communities and engage with their audiences. These case studies are above and beyond those that are mentioned throughout the other chapters in the book.

Chapter 11, "What's Next for Facebook," looks into the crystal ball and tries to figure out what's next for Facebook. This is your sandbox to play in to see whether you can figure out where Facebook goes from here. Place your bets and let 'em ride!

Conventions Used in This Book

Special conventions are used to help you get the most from this book and from Facebook.

Special Elements

Throughout this book you'll find Tips, Tasks, Case Studies, Definitions, and side-bars. These elements provide a variety of information that will enrich your Facebook experience, but they aren't required reading.

🔍 *Tips*

Tips 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 math class, you'll have to learn some of the hard ways first and then we'll teach you quick tips that will help you.

✉ *Notes*

Throughout the chapters are notes that will help you fully grasp the information being discussed and see how others have successfully utilized the features being highlighted in that particular chapter.

Endnotes

1. http://www.thecrimson.com/article/2003/11/19/facemash-creator-survives-ad-board-the/
2. http://en.wikipedia.org/wiki/History_of_Facebook
3. http://en.wikipedia.org/wiki/Timeline_of_Facebook
4. http://www.webpronews.com/facebook-sees-m-from-greylock-2006-04
5. http://www.nytimes.com/2007/10/25/technology/24cnd-facebook.html
6. http://www.facebook.com/press/releases.php?p=9176
7. http://www.facebook.com/press/info.php?statistics

Getting Around Facebook: The Basics

If you're new to Facebook or just considering whether to join, this chapter can help you to get up and running quickly. As Facebook continues to grow, and at the rate at which it's growing, at times it can be hard to keep up with all the updates, such as enhancements and new features. Although getting around Facebook isn't exactly hard, this chapter covers some of the basic tools and features.

If you're an experienced Facebook user, feel free to skim through this chapter or skip it entirely and go to the next chapter, where you'll learn about establishing a corporate presence.

What you won't find in this chapter is an exact step-by-step process. Actually, you won't find that anywhere throughout this book. You want actionable and descriptive information that can help you immediately, not a step-by-step tutorial.

Getting Started

First of all, congrats! If you're considering whether to join, if you just joined, or if you are an experienced user, you're part of one of the fastest growing and largest social networks in history. Millions of people share your same interests, hobbies, career goals, and just about anything else you can think of. To find all these friends, networking opportunities, and groups, you have to know how and where to look. You also have to take the time to invest in building your presence on Facebook.

Therefore, let's get you up and running as quickly as possible so that you can start reaping all the wonderful benefits that Facebook has to offer.

To start, go to www.facebook.com. When the page loads, you'll notice a section for new users to sign up, as shown in Figure 1.1. Pop in your basic information, click Sign Up, and we're off to the races.
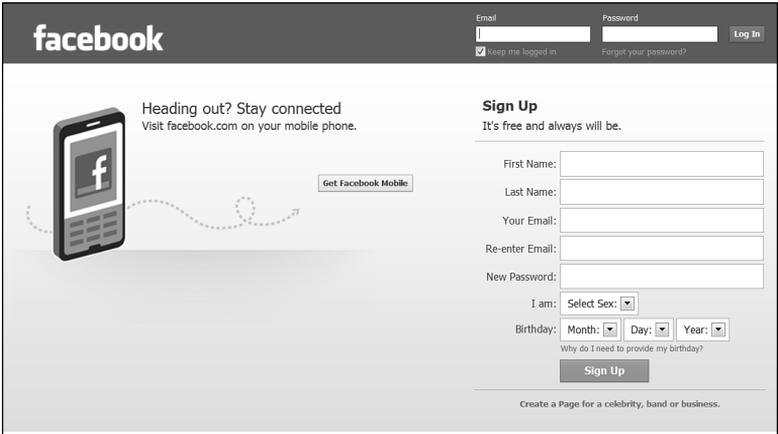
Figure 1.1   *The Facebook landing page where you can either sign up for an account or log in to your account.*

After you register and log in to Facebook for the first time, you need to do a few things immediately.

0–60 on Facebook in 11 Steps

Let's get you started on Facebook. These 11 steps will help you get your personal profile up and running in about an hour:

1. Take a Few Minutes to Familiarize Yourself

This is either a new world you're stepping into or a familiar social network you're determined to spend more time hanging out on. It has lots of features, as shown in Figure 1.2—many of which we discuss. Click around; you won't break anything. (Well, hopefully you won't break anything.)
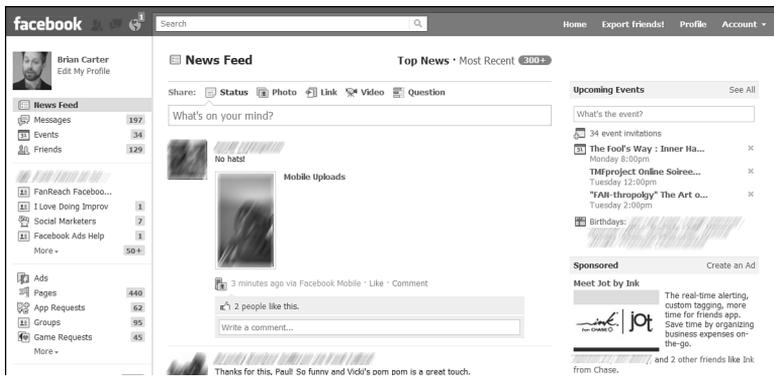
Figure 1.2 *After you log in to Facebook, you see the home page that serves as your dashboard to access many of the features of your Facebook account.*

2. Upload a Picture of Yourself

We want to see who you are. When someone searches for you, they're much more likely to engage and recognize you if they're greeted with a nice picture. When you do searches in Facebook, the search results provide you with only those people's pictures, names, and networks. Therefore, it can be hard to identify people you're looking for if they don't have a picture uploaded, especially if it's a common name. For this reason, uploading a profile photo is a must. Besides, one of the reasons you're probably hanging out on Facebook, besides using it for your marketing needs, is to have meaningful personal relationships. Pictures help really well with that. On the marketing side, a photo helps to humanize your brand. It allows your prospects, customers, and fans to connect directly with you and know exactly who they are talking to.

Please don't post anything offensive. Facebook isn't the right place for offensive pictures, and Facebook actively polices the network. At a basic level, why would you even want to upload a picture that was offensive to a network that you don't control and in a world where everything you do becomes a permanent record?

Do post a picture of yourself that shows your personality. The most preferred type of photo to upload as your profile picture is a nice one of you by yourself, either a head shot or a full body picture. This allows the focus to be on you, and people don't have to guess which person you might be. Also, remember that the profile picture in search results and other areas of the network appear much smaller. If other people, animals, or objects are in the photo, it will make it harder to distinguish what's going on and which person in the photo you are. But some people don't want to be found or recognized in search, so in that case, have fun uploading a shot of an animal or a place instead.

Uploading group pictures as your profile picture should be a no-no, because it will be nearly impossible to see you in it, especially if someone has never seen a photo of you or met you before.

3.   Fill Out Your Profile

We know this seems time-consuming, but this is one of the main ways that people can find you. It's the quickest way for me to get to know you when you accept my friendship request. Also, some of the ever-increasing applications created for Facebook can leverage some of this information to help keep contact lists up to date, such as on the iPhone, Palm Pre, and Android platforms.

Some of the information you have the option to enter—and that you will be prompted to fill in, as shown in Figure 1.3, includes the following: sex, birthday, home town, relationship status, type of connections you want to establish, interests, favorite music, favorite TV shows, favorite movies, favorite books, quotations, a little information about yourself, contact information, and your education and work background.

Figure 1.3   *The Info tab of your Facebook account contains all the basic information you choose to share about yourself.*

Now, you don't have to fill ALL this out; you should answer only questions that you feel comfortable with having posted. If you don't want to display your full contact info, that's understandable. If you prefer not to mention your political preference, don't. But do take the time to share as much as you're comfortable with.

🔍 *Tip*

If you're a married woman who has changed her name, consider including your maiden name so that old friends and family can more easily find you. Remember, they might not know that you're married.

By the time this book reaches the printer, Facebook may have moved the new Timeline Profile from beta to mainstream usage. Figure 1.4 shows what it looks like.
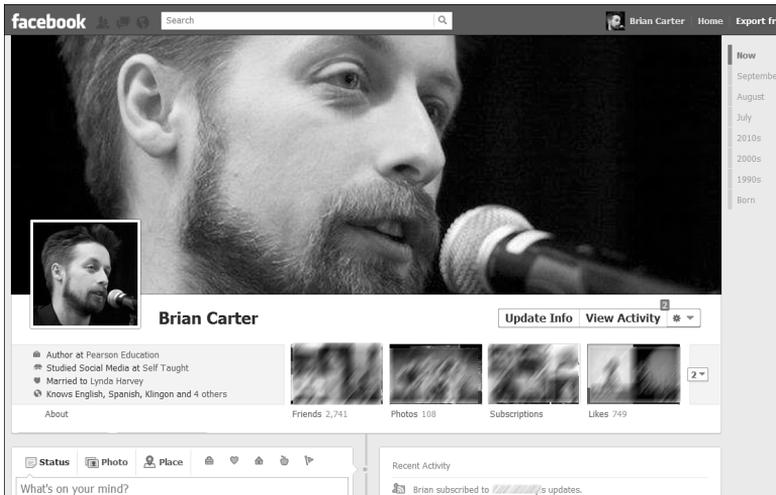
Figure 1.4   *The new Timeline profile.*

As Mark Zuckerberg put it when he introduced Timeline in September 2011 at the F8 conference, it's "The Story of Your Life In One Page." It's much more visual and historical than the old profile. It's like *Time* Magazine's Year In Review infographic, but applied to your life. And you can choose each element so it displays your life to the world the way you want. And you can choose privacy settings so that groups of people see what you want them to see.

Currently, you get a week to play with your Timeline before it's published, or you can publish as soon as you have it where you want it.

The first thing you choose is your Cover, which is a big masthead photo that represents a unique moment in your life. To change your cover, hover over the cover photo, and click on change cover. Then you'll get a pop-up of photos and you can choose to dive into your albums to look for the right picture. You may want to try several before you figure out which photo works best at that size and how your want to represent yourself. The question is, should it be a professional moment? A personal one? Your family? Your wedding? It really depends on how you use your profile on a daily basis.

The View Activity button takes you to a private log of all your posts and activity, since your first action on Facebook. You can change the privacy setting for any post or story, delete posts, and more.

You can use the Time Slider to change the date you're looking at, and you can star, hide or delete anything you see below (see Figure 1.5).
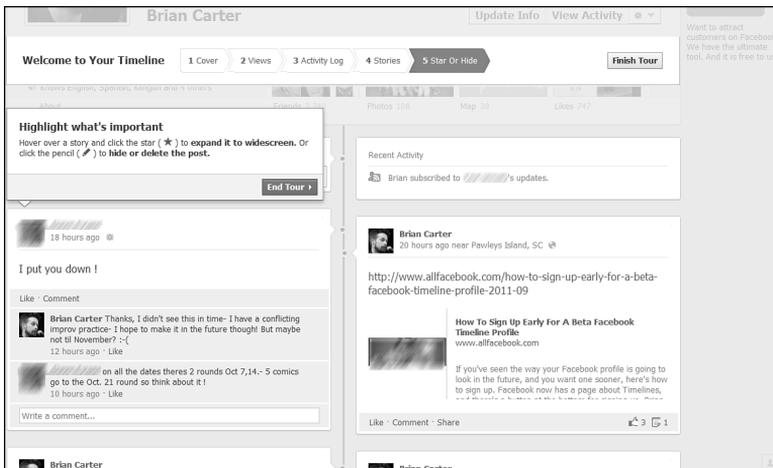
Figure 1.5   *Scrolling down, you see various stories in the Timeline, and you can hide stories or tell Facebook which ones they should feature.*

4.   **Start Finding Some Friends**

The main way in which you connect with people on Facebook is through *friending* them. These people can be family, friends, colleagues, business partners, or people who want to connect for a variety of other reasons. There is no "right" number for the total number of friends you should have. You shouldn't focus on the number.

Be focused on finding interesting people, many of whom you already know, and connect with them as often as possible. Facebook provides a perfect platform for relationship development, personal and professional networking, and connecting with old friends, family, and colleagues.

As Nick O'Neill of AllFacebook.com points out: "One of the biggest challenges on Facebook is the loss of new users that are not able to connect immediately with other members." However, you can find people to connect with on Facebook in a number of ways. The following are just a few of the ways, but if you use these, it can definitely help to get you up to speed.

If you use one of the more popular email services, such as Gmail or Yahoo!, head on over to the Friend Finder section, as shown in Figure 1.6. When you're new, Facebook bugs you with this option. If you have trouble finding it, go to www. facebook.com/find-friends/. Pop in your email and password. (Don't worry; Facebook isn't selling it to some foreign country.) Facebook searches the people you communicate with via email and spits back a list of people it finds who are on Facebook. Easy cheesy.
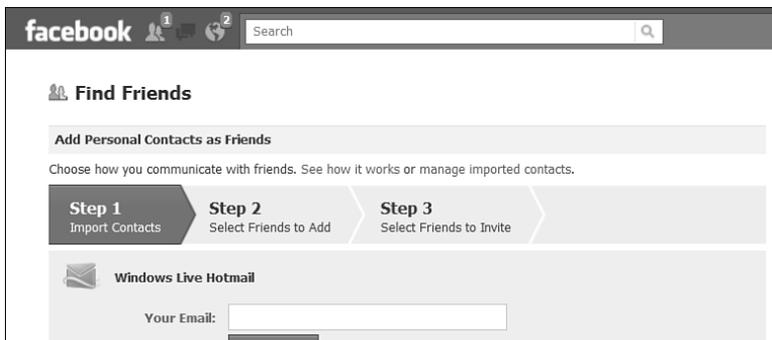
Figure 1.6   *The Friend Finder section, where you can enter your email information and Facebook will search your address book to find people who you communicate with who also have a Facebook account.*

If you use a work email service that pops through Outlook, iMail, Entourage, or another desktop email software, never fear! Scroll down to Other Tools, click Find Friends, then Upload Contact File, and, as shown in Figure 1.7, you can upload your contact file. This can also be done through the Friend Finder section.
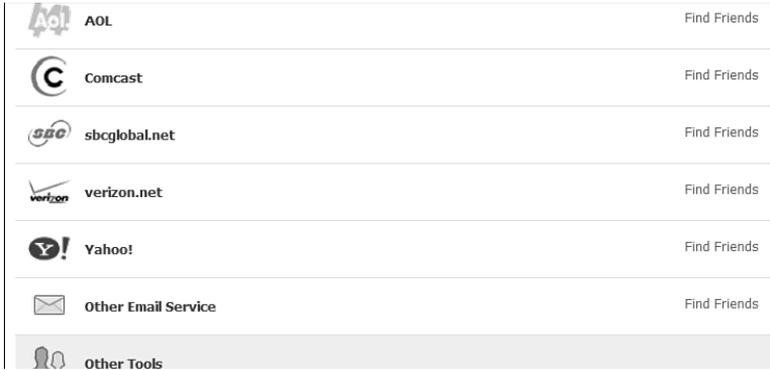
Figure 1.7 *If you don't use one of the popular email services such as Gmail or Yahoo! to manage your contacts, or if you prefer to keep your address book outside of email services, you can upload a contact file to the Friend Finder as well.*

5. **Import Your AOL Instant Messenger (AIM) or Windows Live Buddies**

Figure 1.6 shows a list of some of the many email services you can use to find your friends on Facebook. Click on "Find Friends" next to the email service you use, then enter your login info (which Facebook will not save), and follow the process from there to identify friends from your email contacts.

Based on the educational and work information you input into your profile, Facebook creates saved searches. For example, you can click to run a search for everyone who graduated high school or college with you. Alternatively, you can also go directly to your profile and click the name of your school or company to run that search.

You can also use the Friend Browser (see Figure 1.8). If you can't find it, go to www.facebook.com/find-friends/browser/. This allows you to find friends by city, school name, company, and other factors.

Finally, you can run an advanced search from the search box at the top of every page. After you're on the search results page, click People in the left nav. You can also get to this search page by going to www.facebook.com/search.php (see Figure 1.9).

Running searches is the most manual of the processes, but it is the one you use the most after you run through the preceding steps.
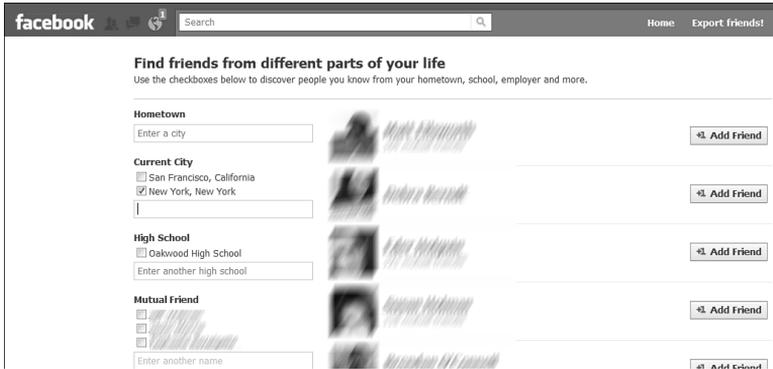
Figure 1.8   *Using the Friend Browser, you can search for friends, family, or colleagues by searching based on their email address, school, or company.*
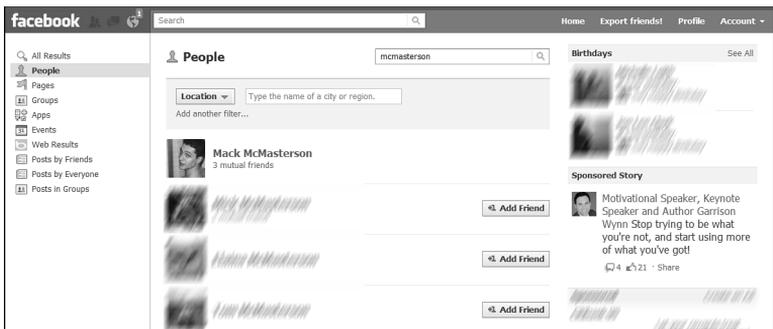
Figure 1.9   *You can search all Facebook users by name and location.*

As your friends begin to accept your friend requests, Facebook asks them to make friend suggestions to help you grow your network. This can happen only in the beginning until Facebook senses that you have developed a strong network.

As you continue to grow your network, Facebook provides you with friend suggestions based on mutual friends you might share, similar interests, and such. This can be a great way to connect with people who you might be following on other networks and through the previously mentioned methods, when you still haven't found each other.

6.   Upload More Photos

Uploading a profile photo or two isn't enough. We want to learn more about you. We want to see more than just that headshot and the basic information you provided. One of the ways that you can do that is through creating albums and uploading photos to Facebook.

Go through and pick out a handful of your favorite photos and create your first photo albums on Facebook. Many people, including both of us, go straight to people's photos as the quickest way to learn more about them. We like to see where you've been, you having fun with your family, joking around at the office, or anything else you're willing to share.

Facebook makes it easy to upload a lot of pictures at once by allowing you to browse your computer's hard drive and select all photos or grab a specific selection. Facebook also gives you the ability to upload directly from your phone; or if you're a Mac user, you can use iPhoto, as well.

As you grow your list of friends, you can go back through and "tag" any friends of yours who appear in your photos, too (see Figure 1.10). Warning: This can become addictive.

Figure 1.10   *The tagging feature within Facebook photos.*

7.   Upload a Video or Two

Do you have a short video that you shot on vacation, during the holidays, or last Friday night when you were out with friends? Throw it up there. Because we might never have met in real life, uploading photos and videos is the way that we

can connect with you and match your personality with the words that are on the screen.

Don't have any videos? Start creating 'em. Use a webcam, iSight (if you're a Mac owner), your phone, your digital camera, or Flip camera, and start capturing some of the mayhem that you're causing. Just like photos, you can tag your friends in videos as well.

As a piece of advice, try to keep the video under 3–5 minutes. Everyone is really busy, and the longer you make the video, the less likely people are to watch it, share it, or maybe even blog about it. Keep it short and fun!

8. **Send Your First Status Using the Publisher Tool**

Updating your status is how we know what you're up to, what you're thinking, and how you'll share anything you find interesting, such as ideas, links, photos, videos, and questions. You certainly don't need to update your status 487 times per day. In fact, although it's considered ideal to post 20+ times a day on Twitter, a few times per day is perfect for Facebook. (See Figure 1.11 for an example.)
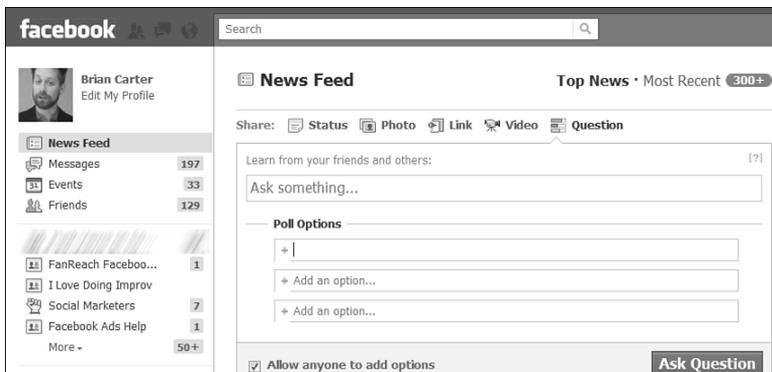
Figure 1.11   *The Publisher tool within Facebook—your primary communications tool to share information. You can even create polls for your friends to vote on.*

Updating your status can help you to stay top-of-mind with friends as your status jumps into the News Feed, giving your friends the chance to leave comments and Like or Share the stuff you're putting in.

9.   Download a Facebook Mobile Application

Are you part of the ever-increasing population that's using a smartphone, such as an iPhone (see Figure 1.12), a BlackBerry, a Palm Pre, or an Android-platform device? If so, grab the Facebook app made for your device.
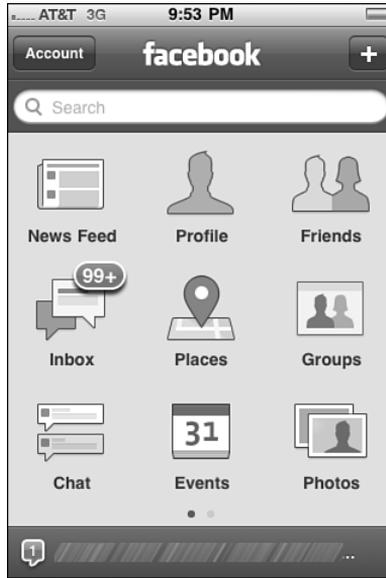
Figure 1.12   *The official Facebook App on the iPhone.*

Alternatively, you can use the mobile version of Facebook by heading over to m.facebook.com. This allows you to easily add new content, such as photos and videos, update your status, see what you're friends are up to, and access a number of other features while you're on the go. If it weren't for the mobile app, our Facebook usage would be much lower than what it is. It allows us to constantly produce content and share what we're up to, even if we're away from a laptop or Internet connection.

10.   Start Interacting with Your Friends

Facebook gives you this great opportunity to connect with friends, colleagues, and people you meet. Take advantage of it. Cruise around and look at the photos and videos your friends upload. Check out some links your friends share. Leave a comment or two; share something they've said or "Like" a few things. But, a word of caution—please don't "own" your friends' Facebook accounts. There is no need to

comment or Like everything that they post. This will not only become annoying but also can start to seem disingenuous. Comment on a couple items per day and you'll be on the road to success.

11.   Have Fun and Explore!

The most important thing you can do is try to have fun. If you're not having fun, you're less likely to use it. That's definitely not what any of us want to happen. You're reading this book to find how you can leverage Facebook better personally and professionally. If you don't have fun with the basic steps, everything that comes after will make you want to run around with scissors. Not that there's anything wrong with that.

Take some time, get used to how things work around Facebook, and have fun. It can eat up a lot of your time if you let it, but that's okay. Remember that this is all about making connections, interacting, and building or strengthening trust. The only way any of that can happen is if you put in time, have fun, and are genuine throughout the entire process. Besides, it's not really "eating up your time" as much as it is making an investment in your future by allowing you a way to develop personal and professional relationships with others.

Although these 11 steps certainly don't cover everything that you will find yourself doing when you first sign up, they can have you feeling right at home sooner than later.

Now that we have your profile filled out and you've uploaded a few pictures and maybe a video, and you're starting to get friend requests, we should go over a few of the basic features and tools.

Home Page News Feed and Ticker

When you first log in to Facebook, you are directed to your home page, as shown in Figure 1.13. This page can be accessed at any time by clicking Home on the top toolbar. The home page is your real-time News Feed of what your friends share on Facebook. All their status updates and anything they choose to share, such as photos, videos, new applications, and so on appear here.

By default, the News Feed is a blend of Top Stories and Recent Stories. Facebook uses an algorithm called EdgeRank to determine Top Stories—they come from the friends and pages you interact with most. You will see more of the types of posts (statuses, photos, videos, and questions) you interact with, and less of those you don't.

The News Ticker in the upper-right hand corner constantly scrolls in new activity from friends and pages. You can hover over any of these and Facebook will show blow up any attached picture to show you more (as seen in Figure 1.13).

Figure 1.13   *The home page showing the News Feed, Ticker, and other features in the left sidebar.*

Besides the news stream running down the center of the page, you have a lot of other options in the left sidebar. You'll see News Feed, Messages, Events, and Friends. Then you'll see Groups, if you're in any. Below that, your options are customized by Facebook to show what you use most.

The home page is valuable because it serves as your dashboard into Facebook. If you don't have a lot of time on a given day, the home page allows you to jump in quickly, see what's going on, maybe make a few comments, accept a couple friend requests, wish a friend Happy Birthday, and then get out.

Keep in mind that other people can see the actions you take on Facebook. Change your relationship status before remembering to tell your now ex-significant other? Yup, everyone else will see before he or she knows. Did you just Like a page you don't want everyone to know you like? It will post to the News Feed. But relax—you can change that! Click the link in the upper right to your Profile, and you'll see all those kinds of posts. Click the down arrow in the upper right of the kind of post you don't want people to see, and you'll see a menu that allows you to hide that type of activity. We'll go over more privacy options in Chapter 2, "Addressing Privacy Concerns."

The News Feed also gives users the ability to jump in and comment or "Like," in real-time, what their friends are posting. The home page/news feed creates a real-time two-way communications channel, thus increasing user engagement with others and with the tool.

Comments and Likes

One of the nice features of commenting and likes is notification, when others jump in and comment on or Like that particular update. This allows for that back-and-forth communications channel that we've been talking about.

If you don't have a comment to leave but found the update interesting, you can choose to simply "Like" the update, which essentially means giving it a thumbs up.

Publisher Tool

When you click the Profile tab at the top of your window, you'll be brought to your profile. Click on Update Status to bring up a box you can type in (It will ask you "What's On Your Mind?"). This is called the Publisher tool within Facebook, and it serves as your main portal to sharing information with your network (see Figure 1.14).
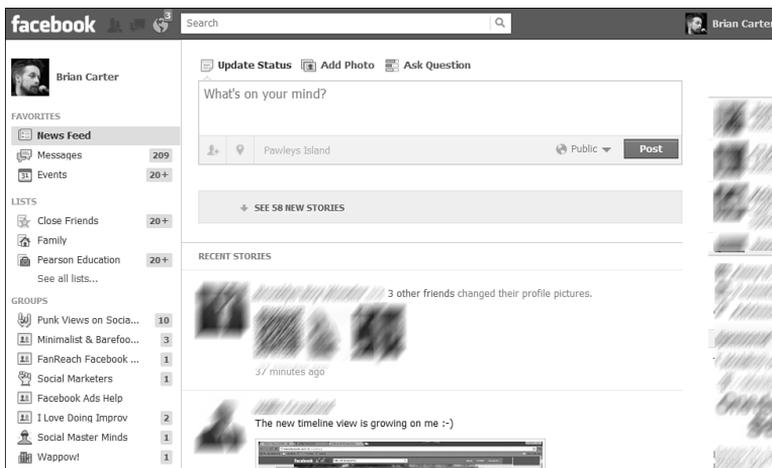
Figure 1.14 *Using the Publisher tool to send a status update that will be dropped into the general news feed based on my preferences.*

The Publisher tool initially started out as a field to update your status. But as the platform grew, Facebook updated it to support the sharing of videos, photos, events, smart links, and more options. (Facebook automatically scans a link to pull a title, description, and photo from the site you're sharing, as shown in Figure 1.15.)
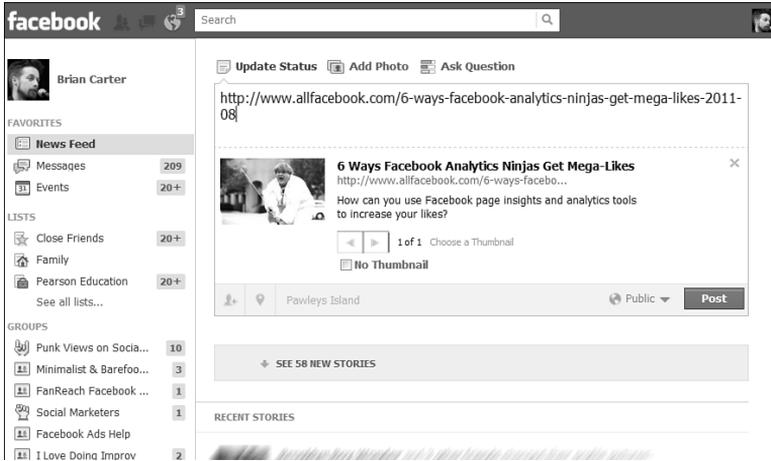
Figure 1.15   *Adding a link into the Publisher tool. This example shows a blog post from which Facebook automatically pulled in an image, the title, and excerpt.*

The Publisher tool allows you to control the privacy settings around status updates made through the tool (see Figure 1.16). Previous to this enhancement, any status you posted would be public to everyone. But, with the new updates, you now have a choice to make your status updates visible to everyone, your network and friends, friends of friends, only friends, or a customized list.

We address privacy issues in greater detail in Chapter 2, but the update to the Publisher tool was one of biggest steps Facebook made in giving users more privacy controls.

Photos

The photo feature within Facebook is probably the platform's most-used feature. More than 1 billion photos are uploaded and shared on Facebook every month. This makes Facebook the top photo-sharing site in the world.
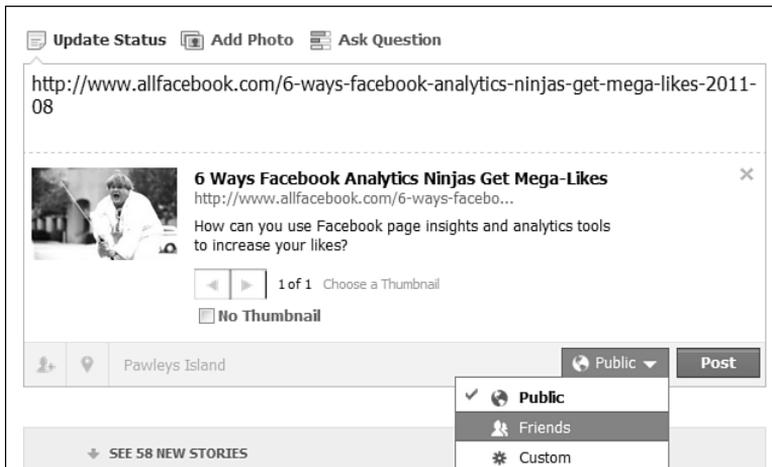
Figure 1.16   *Some of the privacy settings you can choose for posts.*

So what is it that makes everyone go so crazy over photos? It is probably the ease with which you can upload them. In a few clicks you can gain access to your entire photo library on your hard drive, and you can begin uploading everything into customized photo albums that you have defined within Facebook. Each photo album can hold only 200 photos, which is far better than the previous limit of approximately 70. But, if you just came back from vacation and have a few hundred pictures that you want to upload, you need to create several albums.

When you upload photos to Facebook, you have the option of publishing a preview of these pictures to your Wall, which will also drop them into the news stream. This is a great way to alert your network that you have uploaded new photos you want them to check out.

In addition to uploading and sharing pictures, you can tag your friends in the pictures that you upload. For the tag feature, they must be Facebook users and friends of yours. When you tag friends, Facebook automatically sends them a notice that they've been tagged in a photo and, depending on their privacy settings, it posts that photo onto their Wall and into the Photos area below their main photo, as well in the photos at the top of their profile (see Figure 1.17).

However, privacy concerns have been raised over the tagging of photos, which we discuss more in Chapter 2. Suffice it to say though, you shouldn't be uploading anything to Facebook that you're nervous about ANYONE else seeing, whether or

not they're your friend on the network. You can remove people's ability to tag you in photos in your privacy settings, and you can remove tags from photos you don't want to be tagged in. We'll also talk about Profile Review in the Chapter 2, which allows you to review all posts you're tagged in.
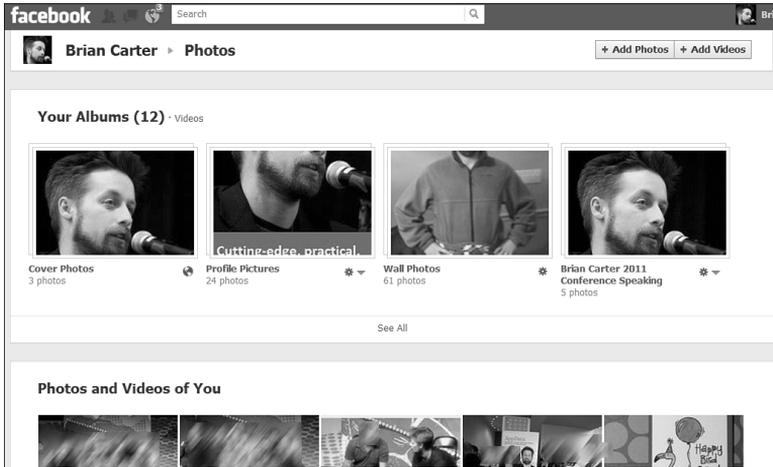
Figure 1.17 *The Photos option from your Timeline shows albums of photos you've uploaded, plus pictures of you uploaded by friends.*

Videos

Similar to the photo feature, Facebook allows you to upload, share, and tag videos. If you tag yourself or are tagged in a video, it appears in the Videos subsection of your Photos section.

Facebook provides the option of uploading a video from your hard drive or recording directly into Facebook from your webcam (see Figure 1.18). Although videos are not as popular as photos, more than 20 million videos were uploaded to Facebook per month in 2010, and more than 2 billion videos are *watched* per month on Facebook.

One of the reasons videos probably aren't as popular is that we're just starting to see phones that can capture and upload video. However, with digital cameras that can capture quality video, and devices such as the Flip, we believe the use of video on Facebook will continue to grow.

But videos may never be as popular as photos, because a video whose quality people feel comfortable with is harder and more time-consuming to create than a

good photo. We'd say the average amateur cellphone photographer is better than the average amateur cellphone videographer, wouldn't you?
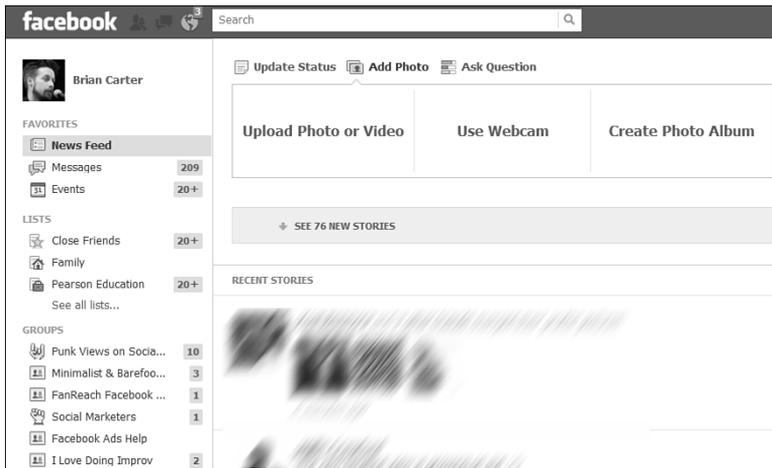
Figure 1.18   *Click Add Photo, and you can either upload a video or record a video directly into Facebook with your webcam.*

If you're creating a lot of video, you might want to look into TubeMogul's OneLoad service, which allows you to upload the video once and push it out to multiple video networks. That means that you can upload a video to TubeMogul and push it out to Facebook, YouTube, Viddler, Blip.tv, Vimeo, and 20 other video networks at once.

Pages and Groups

Facebook provides the option to build, find, and be part of communities built around topics, products, brands, celebrities, and just about anything else you can think of. Do a search for some of your favorite hobbies, bands, or companies. If they have a presence on Facebook, consider becoming a *fan*. Not only will you be joining a community of like-minded folks who you can interact with in a variety of ways, but it'll also be added to your profile so that other people can see where you like to hang out on Facebook and what you're interested in.

In Chapter 3, "Establishing a Corporate Presence," we discuss how you can create a successful Page or Group for your company, service, or product, including how to properly gain exposure, cultivate the community, and leverage your fans to help spread your message.

Notes

One application some people take extensive advantage of is called Notes. Facebook says, "With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments." This might seem similar to the blog feature in MySpace that a lot of people used but that never quite resonated the way the MySpace team intended. You can see your friends' notes by going to www.facebook.com/notes/. If you haven't used Notes much, you might have to click More in the left navigation to find it.

Facebook Notes are used by some people as an alternative to a blogging platform, although it isn't recommend because there are much better professional platforms such as WordPress, MoveableType, and TypePad. Others use Notes to post stories about friends that they can then tag or things that they find that are interesting (see Figure 1.19).
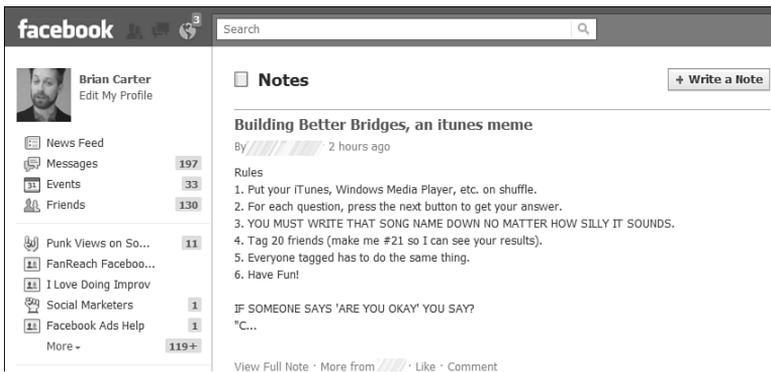
Figure 1.19 *Notes is a longer format for sharing ideas with Facebook friends.*

Facebook Chat

When Facebook originally launched, it was during a time when instant messaging was becoming a primary communication tool for many high school and college students. Facebook users would stop by Facebook to post a status update, upload a few photos, or check in on their friends, but they still did the bulk of their communicating using other tools such as AIM, Yahoo! IM, Google Talk, and so on.

Although Facebook didn't face any competition from these services as far as feature offerings, Facebook still wants to keep users on its page as long as possible. The longer users stay on the Facebook site, the more likely they are to share, take a few more minutes to upload that batch of photos, or search for a few more friends.

With that in mind, Facebook launched Facebook Chat, its instant messaging tool. Facebook Chat enables you to instantly message and chat with any of your friends who are logged into Facebook. From the chat window, which resides in the right-most part of your window (see Figure 1.20), you can launch into that user's profile.
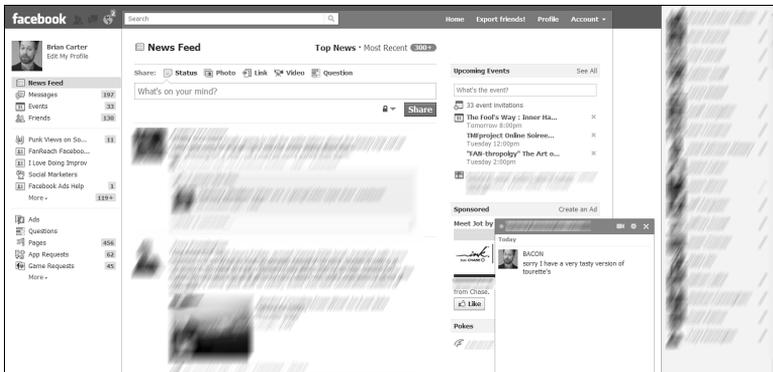
Figure 1.20   *Facebook Chat used within Facebook. You can also use Facebook Chat in IM aggregator services such as Meebo.*

As Facebook Chat has continued to grow, several instant messaging applications have been created to help users consolidate their various IM services into one tool (such as Adium, Jabber, and Meebo).

Search

As Facebook gained more and more users, it became clear that the standard search feature would not be enough. Originally, Facebook Search allowed you to search only for people, Groups, or Pages based on name only. Any of the information that was entered in status updates, for example, was not searchable. This was the largest edge that Twitter had over Facebook.

With Twitter Search (http://search.twitter.com), users can search the conversations taking place on the network in real time. Users can grab customized RSS feeds

based on the search criteria, and then those can be transferred into a feed reader such as Google Reader (www.google.com/reader). For a long time, Facebook took criticism because it didn't have a more robust search engine, especially because Facebook has hundreds of millions of users compared to tens of millions using Twitter.

In June 2009, Facebook announced that it was experimenting with an enhanced search feature (see Figure 1.21) to help users mine through the tons of information that pumps into the platform daily. Approximately two months later, Facebook released the new search feature. In 2010, Facebook served results for 500 million search queries per day, and that number continues to grow.
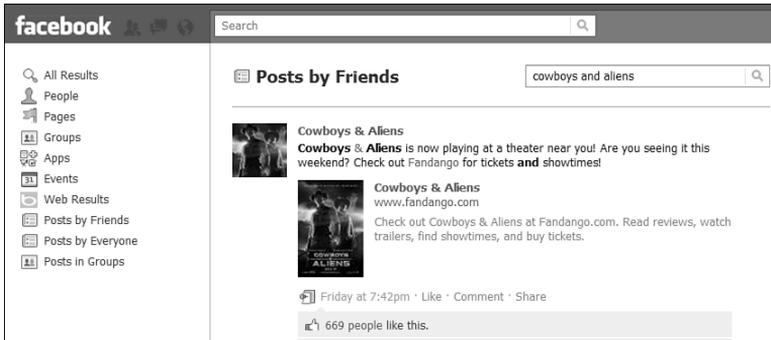
Figure 1.21   *The search feature used to search for mentions of Cowboys and Aliens among my friends and pages. You can also search everyone on Facebook or posts in Groups you belong to.*

The search engine optimization (SEO) industry is a $19 billion dollar industry in 2011, and the hardcore folks who write the SEO blogs and speak at SEO conferences (which include me, Brian) have begun to talk seriously about optimizing for Facebook Search. This area will only continue to grow.

A few other websites can help you search Facebook. The two most interesting to me are Greplin and OpenBook. Greplin (greplin.com) does a great job of being your personal, private social search utility after you give it access to your social streams (see Figure 1.22). Brian uses it to search his Facebook, Twitter, and LinkedIn all at one time. OpenBook was originally created to show how few people realized their status updates were public. It also can be useful for brand research.

Figure 1.22 *After you join Greplin and give it access, it enables you to search all your social profiles and friends.*

Managing Friends and Friend Lists

The Friends option allows you to segment your friends into different lists, as shown in Figure 1.23. This is helpful especially when you get past having a handful of friends. You can classify your friends into any list you determine in addition to some of the basic lists/searches that Facebook already has set up for you. This is useful especially with the enhanced privacy features for status updates and the sharing of information. If you've created segmented lists, you can choose to share certain updates, photos, or information with only a particular list. That means that your college buddies don't have to see the industry news that you want to share with your professional contacts, if you don't want them to. It also means your boss doesn't get to see your Vegas photos.

A lot of people like to specify who their family is, as well, which you can do by going to Profile and clicking Edit Profile (see Figure 1.24). You can even list an expected child now, if you want. Make sure you customize who can see your family relationships in your Privacy Settings.
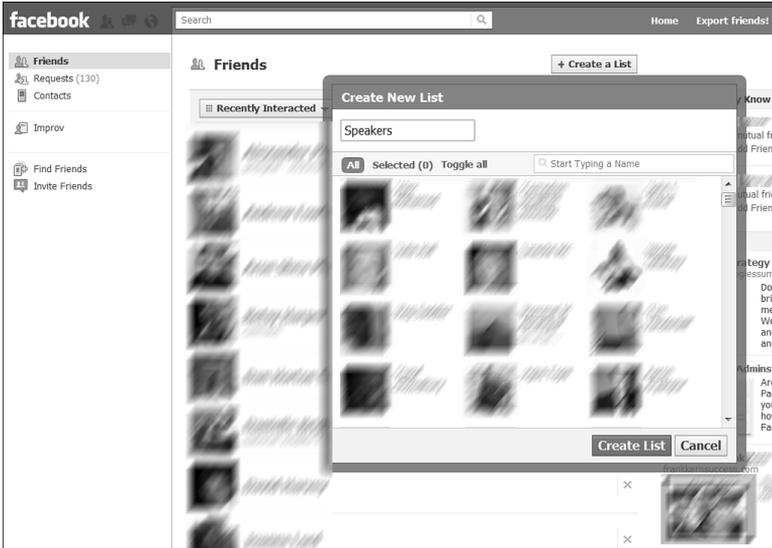
Figure 1.23 *The Manage Friends area, where you can create different lists to enable you to filter your friends quickly.*
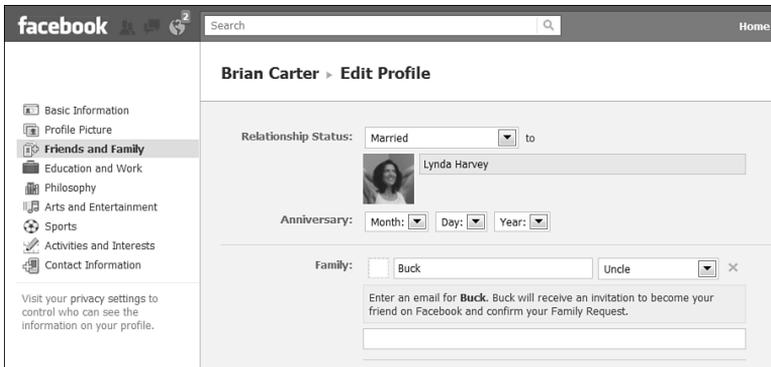
Figure 1.24 *Adding to your family list in the Edit Profile section.*

Messages

Facebook, like many other social networks, has its own private messaging system. This can be accessed via the Inbox tab at the top of your screen. From there, you can send Facebook email to any one of your friends (see Figure 1.25). Facebook

also allows you to attach links, photos, videos, or other application updates
(depending on the actual application), similar to the Publisher tool.
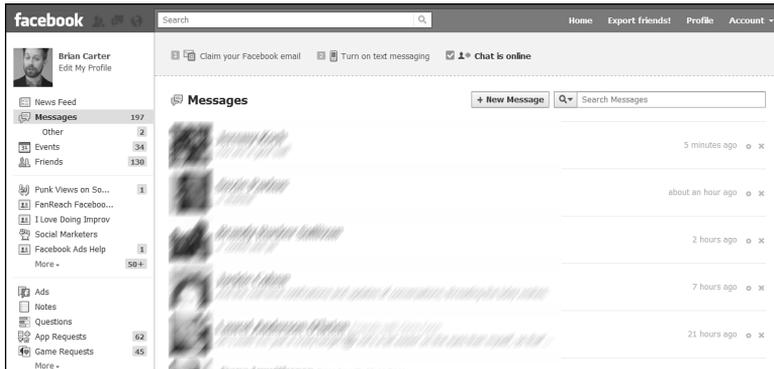
Figure 1.25   *The Facebook Inbox, where users can message each other and Groups or
Pages administrators can send messages to their communities.*

This messaging is now integrating with Chat. You'll notice that when you chat with
someone, the messages will show up in your Messages area as well. There's also an
Other inbox that few people ever look at. This is where messages from Pages go.
That's good and bad; if you're a Page administrator, you're better off posting to
your fans' News Feed, but the good news is that as a user, you see less spam than in
normal email. You can integrate messages with email as well, if you like.

There has been some discussion in the blogosphere about whether Facebook's mes-
saging system will make normal email obsolete. We think this is unlikely, because
many companies won't want to give up domain-branded emails such as Brian@
FanReach.net, and because even in the countries where Facebook is most popular,
not everyone who's online is on Facebook.

Account Settings

In Account Settings, you control many aspects of your Facebook account (see
Figure 1.26): You can select what you want to be shared from your profile and with
whom. There are many settings under this area, and you should take some time
tweaking these settings to your liking.

- Set your vanity URL (username).
- Specify types of notifications you want to receive and how you want to
  receive them.

- Edit the level of access apps have to your account, or delete apps.
- Set up mobile messaging.
- Pay for Facebook Credits.
- Control how advertisers can use your profile information.
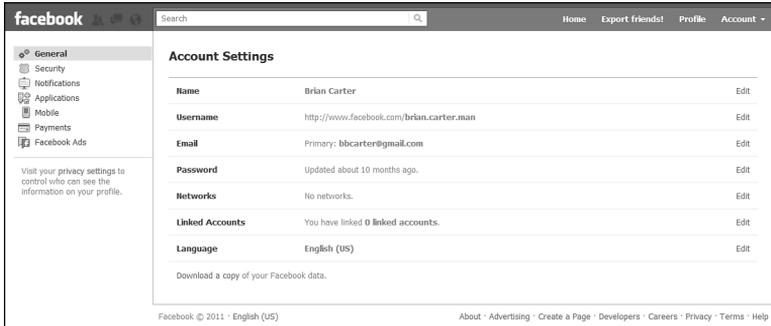
Figure 1.26 *The Account Settings feature allows you to control nearly every aspect of your Facebook account.*

The goal of this book is marketing with Facebook and is not meant to be an all encompassing reference to using Facebook. Therefore, we haven't covered every single feature in Facebook—it is the features described in this chapter that run throughout the entire platform. It is important to understand how this framework contributes to Facebook.

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