

Chris Treadaway and Mari Smith

Facebook[®] Marketing

AN HOUR A DAY

SECOND
EDITION



 SYBEX

SERIOUS SKILLS.

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Facebook[®] Marketing

An Hour a Day

Second Edition

Chris Treadaway

Mari Smith



John Wiley & Sons, Inc.

Advance Praise for Facebook Marketing: An Hour a Day, 2nd Edition

Are you looking to grow your business with Facebook marketing? If so, you need a trusted guide. Facebook Marketing: An Hour a Day is not just any book on Facebook marketing. It happens to be carefully crafted by two of the world's leading Facebook marketing authorities: Mari Smith and Chris Treadaway. Study it. Digest it. Then watch how your business thrives.

—Michael Stelzner, author of Launch and founder, Social Media Examiner

Facebook has become a fundamental marketing platform and, thanks to this book, you'll learn exactly what you must do in order to get the most from it.

—John Jantsch, author of Duct Tape Marketing and The Referral Engine

Chris and Mari have created the Holy Grail, a book where nearly every page is worthy of an underline, highlight, or dog ear. With some companies posting to Facebook twice a month, and others posting banalities four times daily, the content strategy guidelines alone make this book indispensable. It's the definitive guide to doing Facebook right.

—Jay Baer, co-author of The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social

The social media world is full of people saying they know this tool or that tool. But there's a reason "Mari Smith" is the first name people think of when they think "Facebook marketing." This book show you how the world's largest social network can be leveraged for your business. And it's written by one of the few people out there who actually has shown companies how to succeed on Facebook. If you're trying to leverage Facebook to reach your customers, this book should be on your shelf. It's on mine.

—Jason Falls, Social Media Explorer

Chris & Mari have provided the roadmap to help you succeed with Facebook marketing. This is the one book I'd recommend to anyone who needs to launch and measure a great social marketing campaign.

**—Brian Goldfarb, Director of Product Marketing,
Windows Azure, Microsoft Corporation**

Mari and Chris take the very complex and sophisticated paradigm of social marketing and present it in a way that anyone can understand and, more importantly, put into practice.

—Brian Solis, best-selling author of *The End of Business As Usual* and *Engage*

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I hope you see all that reflected in these pages. I'd be very interested to hear your comments and get your feedback on how we're doing. Feel free to let me know what you think about this or any other Sybex book by sending me an email at nedde@wiley.com. If you think you've found a technical error in this book, please visit <http://sybex.custhelp.com>. Customer feedback is critical to our efforts at Sybex.

Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', with a stylized, cursive script.

Neil Edde
Vice President and Publisher
Sybex, an Imprint of Wiley

For my wife, Kim Toda Treadaway, whose support and encouragement mean everything to me. I love you!

—Chris

For our reader—sit's an honor to blaze this trail with you!

—Mari

Acknowledgments

Writing several hundred pages of content on any topic is a huge undertaking by itself. But it's even tougher when it's about something that changes as rapidly and as often as Facebook. The authors, editors, and supporting staff have to respond on a dime to changes, updates, and new issues that arise. Kudos to Mari Smith for again being a thorough collaborator on this book. Her expertise far exceeds the celebrity status she's earned over the years.

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I'd like to thank all the people at the hundreds of clients that I've supported in the years that I've done consulting work. Interactions with you have made this book a better product and a true "practitioner's guide" to using Facebook for marketing purposes.

Thank you as well to everyone who contributed ideas to this book—either through collaboration or via participation in our sidebar Q&As. Your unique perspectives are the lifeblood of the industry, and you're continuing to lead the way. Keep it up!

I'd be remiss if I didn't thank the different people who have taught me valuable school and life lessons along the way. In particular, I'd like to thank teachers from St. George

Catholic School in Baton Rouge, Louisiana, and Northwest Rankin High School in Brandon, Mississippi. They all, in their own ways, instilled enthusiasm, confidence, and (tough as it may have been at times) grace in me throughout the formative years of high school.

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—Chris

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And, to my dear Facebook and Twitter community—it is a true blessing to be connected with you.

If I missed anyone here, it was unintentional; send me a tweet or write on my Facebook Wall, and I'll happily acknowledge you!

—Mari

About the Authors



Chris Treadaway is the founder and CEO of Polygraph Media, a social media data mining and analytics company. Prior to his work at Polygraph Media, Chris spent almost four years at Microsoft Corporation, where he was the group product manager for web strategy in the Developer division and the business lead on the first launch of Silverlight. Chris has worked in the Internet marketing field for more than 15 years and in two other startups, Infraworks and Stratfor, where he built the company's first portal, which was profiled in *Time Magazine* and other international publications. He has a master's degree in business from the University of Texas at Austin and a bachelor's degree from Louisiana State University. He blogs regularly about entrepreneurship and social media issues at <http://treadaway.typepad.com> and on Twitter at www.twitter.com/ctreada.



Mari Smith is one of the world's leading Facebook marketing experts and social media marketing consultants. *Fast Company* describes Mari as "A veritable engine of

personal branding, a relationship marketing whiz and the Pied Piper of the Online World.” Both Forbes and Dun & Bradstreet Credibility recently named Mari as one of the top 10 social media influencers in the world. She is also an in-demand social media keynote speaker and trainer, and she runs her own vibrant social media marketing agency, specializing in helping businesses of all sizes increase their profits through social media integration. Mari has an impressive online network comprised of well over half a million fans, friends, followers, and subscribers. Connect with Mari on her website and blog at <http://marismith.com>, on her popular Facebook page at <http://facebook.com/marismith>, on her active Facebook Timeline at <http://facebook.com/maris>, and on Twitter at <http://twitter.com/marismith>.

Introduction

Over the past seven years, the social media business has grown from a sleepy, sophomoric way for college kids to communicate to the future of how people all over the world will share information and bring their offline lives online. It's incredible to see how much the Internet business has evolved as a result of Facebook, Twitter, Google+, and the many startups that are currently jockeying for position in order to advance our experiences further. I (Chris) originally took a great interest in social media in business school at the University of Texas in 2003. A classmate, Cory Garner, and I had just heard of this new thing called LinkedIn, and we were instantly captivated by the possibilities. Social relationships were becoming more and more transparent, and they were moving online. We worked like crazy to encourage classmates to get on the social network. Our fear, at the time, was that we would lose the opportunity to get people to sign up, and in so doing we'd lose our captive audience. We succeeded in the "membership drive" of sorts, but it didn't turn out to be that important in the end. We had no appreciation for the fact that social media was a tsunami that would eventually encourage just about everyone to create a profile and establish relationships—even the Luddites in our class.

That same tsunami hit consumers in 2006 with MySpace and later with Facebook. I was at Microsoft running Web 2.0 developer strategy and messaging when Facebook had a mere 40 million users. Even then, it was apparent to me that this Facebook thing was poised to redefine the Web, Internet advertising, and possibly even web development. I worked aggressively inside Microsoft to shed light on the new paradigm. I looked around and saw a variety of business opportunities in and leveraging social media. So, I

left Microsoft to start a new company in March 2008, where I could spend all my time thinking of new business opportunities and helping clients with their social media problems.

Over the past several years, I've interacted with countless entrepreneurs, visionaries, and managers and executives of large corporations in an attempt to learn about how people view and want to utilize social media. That experience alone has been rewarding—the best and brightest people from a variety of disciplines are redefining the Web in their own little ways with social media at the forefront of those changes.

Interestingly, since leaving Microsoft, I've also reviewed and edited books on Facebook and social media marketing. The one common theme across all these books is that, to date, they've all been heavy on the ideas, the theory, and the trends that social media brings to bear. That's great, but now there are perhaps far too many books that explain social media marketing from an “academic” perspective.

Conversely, there aren't many books that actually tell people how to conduct a social media marketing campaign. I looked around for books that would help people with the day-to-day tasks associated with Facebook marketing, and I was disappointed to find very little that would help a panicked middle manager navigate the breadth of the Facebook platform. So, I had a quick conversation with the people at Wiley, who I had helped with their Facebook presence, and next thing you know, I, along with Facebook marketing expert Mari Smith, was writing this book for Wiley.

It is in that sense that this book is written strictly as a “practitioner's guide” to Facebook marketing. Mari and I wanted to get down on paper all the tips and tricks that we employ when marketing products and services for ourselves or for clients. We specifically did not want to create a feature walk-through like those that appear in so many

other Facebook marketing books. We also did not want to write another book about the shift to social media, what is possible in the future, or what it means for society. This book is about the here and now and what you can do for your organization using Facebook today.

This book is a collection of thoughts and ideas from hours upon hours of experience spent with clients who have different interests, different motivations, and different levels of expertise. While it's an impossible task to cover everything to everyone's satisfaction, I think we've done a good job summarizing what it takes to be successful. Ideally, this book sparks your creativity so you can use the tools and processes to advance your marketing goals.

This book is a summary of all the little things necessary to make a marketing campaign work. It's specifically for people who get a mandate from a manager, investor, or whoever who says, "This Facebook thing is important—go figure out how to make it work for us!" Those can be stressful situations, and the last thing you need is pressure along with a vague directive and no idea of how to make it work. This book does not provide the creativity necessary to resonate with your customers in clever and unique ways, although we do provide examples in different parts of the book to give you ideas and show you how other people have solved tough problems.

—Chris

I will never forget the defining moment in my life when I pulled up www.facebook.com in my browser. It was May 4, 2007 (I know the exact date thanks to Facebook's new Timeline format!). I was a bit of a holdout at first, because I had been using all manner of social sites for several years prior without much real traction—sites such as Ryze.com, Ecademy.com, LinkedIn.com, Plaxo.com, and Friendster.com. I never did "get" MySpace.com; in fact, my head would hurt whenever I visited the site with all the wildly animated

images and morass of jumbled-up content. Plus, the teens and 20-something audience wasn't a match for my networking objectives.

Now, when I say traction, I mean in the sense of yielding any business results. Granted, I probably wasn't really optimizing my time on LinkedIn back then. See, I'm a very gregarious person and am an excellent networker. (In Malcolm Gladwell's book *The Tipping Point*, his definition of a "connector" fits me to a T.) I never really felt the "need" to add an online social network to my marketing arsenal because I was so well connected in my local community.

However, like I say, Facebook for me was a defining moment. It was love at first sight. I had been asked by a friend of a friend if I'd like to beta-test a new Facebook application, called Podclass. Facebook had not long opened up its API to allow developers to create third-party apps. The founder of Podclass (Gary Gil, who has since become a great friend) was ecstatic to have just been accepted as a Facebook app. So, in order to beta-test Podclass, I had to create a Facebook account. Well, something magical happened that day: I loved the beautiful, simple layout; the white space; and the ease with which I could instantly befriend people whom I'd long admired, people whose books I had on my shelves, and people whose seminars I had attended. Suddenly well-known leaders, authors, speakers, musicians, and even a few celebrities were my Facebook friends, and we began interacting on a regular basis. I was like a big kid in a candy store. I couldn't believe that we all suddenly had this common platform about which everyone was extremely excited and could hardly wait to spend time there. I instantly became Facebook's top evangelist!

Interestingly enough, right from that very beginning moment, I have always seen Facebook from a strategic business point of view. Because, quite simply, there was life

before Facebook. We connected with friends, family, and other loved ones via phone, email, Skype, even regular mail, and, of course, in person. Sure, Facebook has helped spark millions of personal friendships around the globe. There have been more family reunions and school reunions in the last six years than there have in the previous 60 years...because of Facebook! But, just like the line in the movie *The Social Network* goes, “The Internet is in ink, not pencil.” So, I’m very cautious (and strategic) about what I share online, even under the tightest of privacy settings. (I belong to and run many secret Facebook groups, including one for my immediate family, so we can connect “behind the scenes” without being concerned about who’s reading what on our Walls.)

There’s absolutely no doubt that Facebook has fundamentally changed the way we communicate and do business on the planet. It has become part of our daily habits. Wake up, brush teeth, shower, check Facebook. (OK, for many people, those daily habits are in reverse order!) And, when something becomes an ingrained part of our day-to-day lives, there is a massive opportunity for you—as a businessperson and a marketer—to position yourself as the number-one choice within your industry in front of your target audience during prime time. This is very exciting news. Throughout this book, Chris and I will lead you through all you need to know to consistently capitalize on the world’s number-one social network. We’ve seen a massive amount of change and growth on Facebook over even the past couple of years, which is why we’re thrilled to bring you the second version of our popular book!

—Mari

Who Should Read This Book

This book is for anyone who is charged with the responsibility of owning some part of Facebook marketing for an organization, whether it be a business, a nonprofit, a government agency, and so on:

- A middle manager who needs help executing a marketing campaign on Facebook
- An employee who needs ideas for how to best utilize Facebook for marketing purposes
- A business owner who wants to engage better with customers but doesn't have a lot of time to learn on their own
- A manager or executive who needs to know the possibilities and the challenges that employees face when executing campaigns

Much of the content of the book is geared to the tactics of building, measuring, and monitoring a Facebook marketing campaign. People who are not directly responsible for executing a campaign will also learn about the possibilities of Facebook and other social media products.

What You Will Learn

Facebook has attracted almost a billion users in less than a decade. This book will help you learn how to tap into this wealth of consumers for whatever marketing purposes you have. You may need to drive traffic to a website. You may want to use Facebook to drive awareness of another type of marketing campaign. You may just want to get the word out about your own Facebook presence in what is an increasingly crowded space. This book will teach you how to mine Facebook for the very people you need in order to have a successful marketing campaign, regardless of the goals.

What You Need

Although we cover Internet marketing basics throughout the book, it will be easier for you to pick up the skills and demands of effective Facebook marketing if you have a basic understanding of Internet marketing metrics and measurement. The only other thing you need is something to market—a product, a service, a brand, and so on. Without it, you won't be able to run a real campaign.

What Is Covered in This Book

Facebook Marketing: An Hour a Day is organized to turn you into a social media marketing powerhouse while attracting people in your target market to your organization cost-effectively.

Chapter 1: Welcome to the Post-Social Era Walks you through the evolution of Internet marketing, from closed services to portals to search and now the mainstream adoption of social media.

Chapter 2: Understanding Social Media and Facebook Summarizes the Facebook phenomenon, the basics of how Facebook works, and how Facebook fits into the social media landscape.

Chapter 3: Marketing and Business Success on Facebook Helps you frame your approach in terms of how people approach social media and success metrics that will drive your work and inevitable adjustments to your campaign.

Chapter 4: Month 1: Create the Plan and Get Started The first chapter with “hour a day” content, designed to create your first Facebook marketing campaign. We also discuss social media policy, some basic organizational planning issues, how to use the Facebook profile for marketing, and other valuable features of Facebook.

Chapter 5: Month 2: Establish Your Corporate Presence with Pages Summarizes the primary means by which organizations create an “official presence” that is used to communicate with consumers and other target audiences. It includes information on content strategy, editorial calendar, posting multimedia content, page promotion, and culture.

Chapter 6: Month 3: Create Demand with Facebook Advertising Highlights the wide range of opportunities in promoting a website or Facebook presence using Facebook’s self-serve advertising system, one of the best values in Internet marketing today.

Chapter 7: Month 4: Beyond Pages: Groups, Apps, Social Plugins, and Mobile Includes information on a variety of Facebook platform extensions and features designed to help the marketer create better and more engaging social network marketing campaigns.

Chapter 8: The Analytics of Facebook Summarizes all the metrics that are discussed throughout the book to make it easier for you to understand how to keep score and monitor success.

Chapter 9: Addressing Common Marketing Problems Offers solutions to the most common and toughest challenges that marketers have shared with us when promoting products and services on Facebook.

Chapter 10: Unique Facebook Marketing Scenarios Helps frame Facebook marketing opportunities, risks, and threats as they pertain to specific types of organizations that see the opportunities in Facebook.

Chapter 11: Facebook in the Future Presents interviews with the leading experts on social media about where they think Facebook is going.

Contacting the Authors, and Companion Websites

One thing is constant with Facebook and life alike: change. The Facebook platform is, to be polite, a moving target. The behavior of Facebook changes, the rules for communications/notifications and the News Feed change, and developers are allowed to do things today that they aren't allowed to do tomorrow. Facebook makes changes rapidly and sometimes without warning. So, if you'd like to keep up with these changes, feel free to check out one of the following:

www.facebookmarketinganhouraday.com is the Facebook fan page for this book and includes information on the book, links to destinations on Facebook, links to blog posts that will cover hot issues, contact information for any questions you may have, and information on vendors that can help you with sticky social media marketing problems.

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Final Note

This book is really one part social media marketing, one part Internet marketing. As hot of a topic as social media is, in some ways it is just the next iteration of things that have evolved over the past 15 years. It is Internet marketing with social context. Throughout the next several hundred pages,

we will do our very best to help you learn what you need to know to succeed with Facebook marketing. Good luck, and let's get to work!