

# Facebook: Marketing Opportunities for Your Brand

By

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# Facebook Audience

- 66 Million Users
- 16,000+ Apps on platform
- Penetration: North America & England
- Time on site: Ave = ~ 20 minutes
- Typically college educated
- Multiple Opportunities to reach



# Marketing Opportunities: Extend The Success of Your Brand

- Lead Generation
- Brand Extension, Exposure & Loyalty
- Commerce
- Customer Engagement & Evangelism
- Traffic
- Fan Pages
- Frictionless WOMA
- Groups
- Applications
- Advertising: Targeted
- Sponsored Groups: Min 100k Ad Spend

# 8 Facebook Marketing Options

- Applications
- Groups
- Paid Groups
- Targeted Ads
- News Feed Ad Buys
- Pages
- Beacon
- Guerilla
- Execute with a Cohesive Strategy

# The New Golf: 580K Daily

- New way to micro-touch & communicate

Game #13863156 all games my stats global stats settings archives

The screenshot displays the New Golf game interface. On the left is a crossword puzzle grid with words filled in. The words include: UCQK (top row), LAWN (row 2), RINSE (row 3), E (row 4), JIG (row 5), OPTIONE (row 6), L (row 7), UR (row 8), HEART (row 9), AD (row 10), V (row 11), YOU (row 12), CHITS (row 13), FOGS (row 14), FRIZ (row 15), E (row 16), RELIGION (row 17), and K (row 18). Each letter is accompanied by a small number indicating its position in the word. On the right side, there is a player list table, a game title, a winner announcement, a chat input field, and several action buttons.

Players	Score
Blake R	online 512
Heather S	online 137

#13863156, TW1, Regular  
**Blake R WINS!**

type msg here Send

30

**PLAY WORD** **CHALLENGE**  
**SWAP TILES** **PASS TURN**

# Useful Apps: Sponsorship??

- Where I've Been
- Travel Industry: 65K daily users
- Opportunity for brands to engage
- Relevancy



Michael updated his [Where I've Been](#) map. 9:43am



[view his map](#), or [create your own](#)

# Sponsored Groups

25,702 member  
259 discussions  
Ways to spread

The Official Firefox Community

Sponsored

**So you want to be a Top Fox**  
Spread Firefox and reap the rewards

The Basics

Rewards

Tools & Tips

News & Updates

0

Referrals

Welcome to the Top Fox Challenge. Let's get you some referrals:

1. **Get Firefox 2**
2. **Install the Facebook Add-on for Firefox**
3. **Send your Facebook friends to this group using your unique URL:**

<http://www.facebook.com/group.php?gid=2214598120&topfoxid=i-W6VyMWbBnTf>

4. **Go to Tools & Tips for more ways**
5. **Top Foxes are rewarded each month with special gear and prizes!**

**Get Firefox 2**

It's your online life,



mozilla  
**Firefox**

[View Discussion Board](#)

[Invite People to Join](#)

[Leave Group](#)

Share [+](#)

**The Top Foxes**  
See who's on top

**Newest Top Foxes**



Kaitlyn Nello



David Ortiz



Manuel De La Torre

# Facebook Ads

facebook Profile edit Friends Networks Inbox (117) home account privacy logout

Search

Applications edit

- Ads and Pages
- Photos
- Groups
- Events
- Marketplace
- Scrapblog
- more

## Facebook Ads

Reach the exact audience you want with relevant targeted ads.

**Get Started** or manage your existing ads

### Social Ads

Pair your targeted ad with related actions from a user's friends.

Ben Bloom ate at Junnoon. Sponsored

**Junnoon Business Lunch**  
modern India: bold, healthy and flavor-intense.

### Facebook Pages

Represent your business, band, prod more by creating a distinct and custc profile.

**Free Presence**  
Users can find you through their frier search, and more.  
Communicate directly with fans.

**Quick Setup**  
Update with easy tools.

**Easy Customization**  
Display rich media in a flexible layout.

**Viral Distribution**  
Users' interactions with your Page sp naturally to their friends.

**Advanced Targeting**  
Target by age, gender, location, interests, and more.

**Content Integration**  
Get noticed, not skipped.

**Flexible Pricing**  
Buy clicks (CPC) or impressions (CPM).

**Trusted Referrals**  
Attach friend-to-friend interactions about your business to your ads.

**+ Create Social Ad** Learn More »

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1. Get Started 2. Choose Audience 3. Create Ad 4. Set Budget

I want to reach people age 18 and older in the United States. ≈ 17,729,520 people

Location:    
  Everywhere  By State/Province  By City

Sex:  Male  Female

Age:  -

Keywords:    
 (interests, favorite music, movies, etc.)

Education Status:  All  College Grad  In College  In High School

Workplaces:

Political Views:  Liberal  Moderate  Conservative

Relationship Status:  Single  In a Relationship  Engaged  Married

# Social Ads

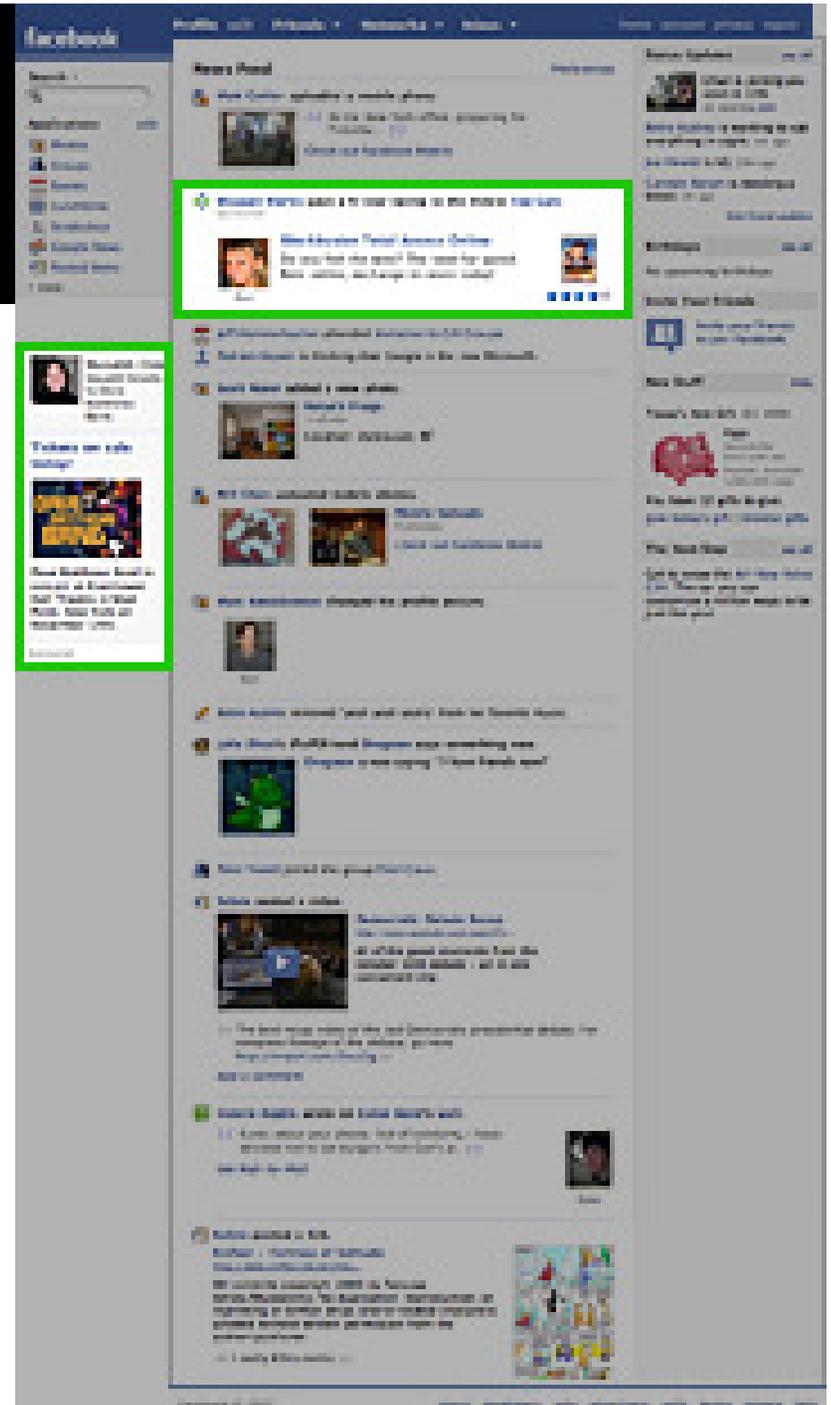
- Personal relevancy

 **Meagan Marks** gave a 4-star rating to the movie **Top Gun**.  
Sponsored

  
Meagan

**Blockbuster Total Access Online**  
Do you feel the need? The need for speed.  
Rent online, exchange in-store today!

  
★★★★☆



The screenshot shows a Facebook news feed. A sponsored advertisement for Blockbuster Total Access Online is highlighted with a green border. The ad features a profile picture of Meagan Marks, a 4-star rating, and the text: "Do you feel the need? The need for speed. Rent online, exchange in-store today!". Other posts in the feed include updates from friends and various news items.

# Pages: Jeep

- 18,884 Fans
- 523 Disc.
- 3240 Photos
- Products
- 4802 Wall
- Video
- Shwag

**Jeep®**

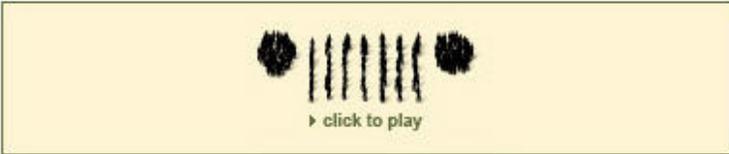


Have fun out there. Jeep

▼ **Information**

Website: <http://jeep.com>  
<http://jeep.com/experience>

**Jeep® Video**



► click to play

▼ **Mini-Feed** [See All](#)

Displaying 3 stories.

**February 8**

 Jeep® uploaded photos to an album. 1:19pm  
Added to: - **3240 Photos**



 Jeep® added the Photos application. 11:50am

 Jeep® added the Discussion Boards application. 11:49am

▼ **Discussion Board** [See All](#)

Displaying 3 of 523 discussion topics

**Lookin' for Mud,yet street friendly tire!!**  
17 posts by 13 people. Updated 53 minutes ago.

**What's your milage on your baby**  
106 posts by 84 people. Updated 56 minutes ago.

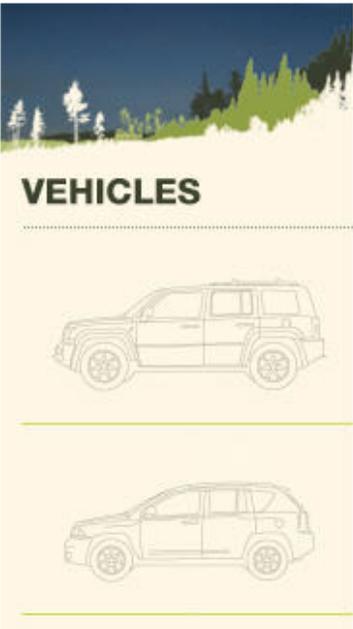
Become a Fan  
[Share with Friends](#)

▼ **Fans**  
6 of 18,884 fans [See All](#)



Deacon Arthur Nave Jr.  
Chris J. Guerra  
Omar Abdulla Bin Yarroof  
Chris Mendez  
Caitlin O'Farrell  
Mike Coppola

**Jeep® Lineup**



**VEHICLES**



# News Feed & Banner

- Blockbuster Ad
- Minimum 100k
- Banner
- 1 per page
- Landing page

The screenshot shows a Facebook news feed interface. At the top, there's a navigation bar with 'facebook' logo, 'Profile edit', 'Friends', 'Networks', 'Inbox (117)', and links for 'home', 'account', 'privacy', and 'logout'. Below the navigation bar, there's a search bar and a sidebar with 'Applications' including 'Ads and Pages', 'Photos', 'Groups', 'Events', 'Marketplace', and 'Scrapblog'. The main news feed contains several updates: 'Updated: 57 of your friends joined the group Now is Gone.', 'Updated: 33 of your friends are fans of wordpress.', 'Updated: 18 of your friends are attending "Customer Service is the New Marketing" Summit.' (with an event photo), a Blockbuster advertisement for 'Blockbuster has an exclusive offer. Sponsored. Get Blockbuster by Mail™ for only \$3.99/month.' (with movie posters for Superbad, Harry Potter, Pirates of the Caribbean, and Hairspray), '75 of your friends received new Super Wall posts.' (with a video thumbnail), 'Bill Palmer added new photos.' (with three photo thumbnails), 'backstage with Slightly Stoopid 12.01.07' (with location 'Los Angeles, CA'), and 'Patty Hankins wrote on Mari Smith's Wall.' (with a comment 'Gomen is photos of Tofino - thanks for sharing them'). On the right side, there's a 'Requests' sidebar listing various invitations and requests.

facebook Profile edit Friends Networks Inbox (117) home account privacy logout

Search Applications edit

Ads and Pages Photos Groups Events Marketplace Scrapblog more

News Feed Preferences

Updated: 57 of your friends joined the group Now is Gone.

Updated: 33 of your friends are fans of wordpress.

Updated: 18 of your friends are attending "Customer Service is the New Marketing" Summit.

18 of your friends are going to the event "Customer Service is the New Marketing" Summit on February 4th. It starts at 8:00am, and should last until 5:30pm. It's hosted by Get Satisfaction. So far 73 people have been invited.

Add to My Events event photo

Blockbuster has an exclusive offer. Sponsored

Get Blockbuster by Mail™ for only \$3.99/month.

75 of your friends received new Super Wall posts.

Click here to see Lotta Agaton's video

Bill Palmer added new photos.

backstage with Slightly Stoopid 12.01.07

3 photos

Location: Los Angeles, CA

In this album: Bill Palmer

Patty Hankins wrote on Mari Smith's Wall.

Gomen is photos of Tofino - thanks for sharing them

Requests

- 9 friend requests
- 21 event invitations
- 249 group invitations
- 1 group confirmation
- 22 cause invitations
- 13 cause invitations
- 3 blog friends invitations
- 1 trip invitation
- 1 top friends friend request
- 2 change community invitations
- 1 presidential quiz invitation
- 1 ninja invitation
- 1 pirate invitation
- 1 werewolf invitation
- 1 newshound invitation
- 2 compare invitations
- 1 compare request
- 1 superlative invitation
- 3 likeness quiz requests
- 2 i am green invitations
- 1 magic 8ball friend request
- 1 add application invitation
- 1 reb me invitation
- 1 get superlatives invitation
- 1 productpulse invitation
- 2 my garden invitations

# 3<sup>rd</sup> Party Ad Networks

- Advertise in apps
- Adknowledge (Cubics), Lookery, Social Media, Appsaholic, etc.
- Check out relevant networks (Zynga, SGN)
- More coming

# Define Success Marketing Campaigns

- Metrics: Determine What Matters
- Use Multi-Pronged Approach
- Target Market
- Measure Marketing Performance
- Engagement: Viral Multiplier
- Frequency of Return
- Fans, Conversations, Conversions...

# Viral Carriers & Touch Points

## Get Squeezed. But Apps Still Work!

- Mini-Feed
- News-Feed
- Requests/Invites
- Notifications
- email
- Shared Items
- Profile Page App Discovery
- Behavioral Based Interaction: Value

# 7 Steps To Facebook Success

1. Start At The End
2. Defined Business Opportunities & Objectives
3. Simplified and Engaging Application 10K foot
4. Application Strategy 1K Foot, Viral Tuning
5. Embrace Multiple Marketing Vehicles: Measure ROI
6. Continual Improvement & Measurement
7. Flexibility, Experimentation & Evolution

# Thanks For Listening

Feel Free to Friend Me on Facebook

<http://www.facebook.com/profile.php?id=540680174>



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FACEBOOK APPLICATION REVIEWS

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Facebook Strategy & Technology Consulting*

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