10 WAYS TO ENGAGE YOUR FANS

BUDDY MEDIA PLATFORM

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Introduction

Just when you thought you'd figured out the Web, along comes Facebook. If you find yourself navigating the world's most popular social network like a first mate without a sextant and compass, you're not alone. While most Facebook users know the ins and outs of communicating and sharing with friends, the majority of professionals who suddenly need to use Facebook for business find themselves at a loss.

The purpose of this white paper is to provide brand marketers with a series of strategies and best practices for engaging consumers on Facebook through the use of Pages and the Facebook News Feed. Most of the tips that we offer are actionable steps that can be taken without relying on web developers and designers. This white paper is filled with pointers that are simple to implement – all it takes is a little bit of effort and a lot of persistence and dedication. Before you know it, you'll turn your meager fan base into an army of dedicated brand advocates who are willing to help you market your brand.

These tried and true strategies have produced results for our clients (including seven of the top ten brand advertisers in the world). Remember, Facebook is a TWO-WAY COMMUNICATION CHANNEL. In-your-face banner ads and rich media take-overs are quickly becoming a thing of the past – as invisible to regular Internet users as the code that powers the websites that they visit. Your Page should focus on maintaining a conversation with your fans. It's called social media for a reason – read on to find out how to make your brand social.

"We know that the Facebook audience is incredibly engaged and that these metrics are increasing every month. As brands, Facebook allows us to connect and communicate with this engaged audience in a much personal way, putting them in direct contact with our brands' Editors. The "Like" functionality allows us to reach and converse with those we know are interested in hearing from us and are already have an affinity to and are engaged with our brand."

- Laura Pinneke, Senior Social Media Manager, New Media Marketing & Services, Meredith Corporation

meredith

"Our fans truly are our biggest brand ambassadors and through social media we were able to ignite a conversation about Hot Wheels, to deepen brand affinity and build a relationship with our consumers."

- Betsy Burkett, Director, Digital Media and Community Management, Mattel

MATTEL®

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Tip 1: Content is King

With millions of Facebook users worldwide, it's impossible to pigeonhole the desires of everyone. If you're not trying to reach a specific audience, it's OK to cast a wide net with your content strategy. However, if your users fit a particular demographic, it's important to remember that your brand connections have already expressed a desire to learn more and interact with content suited to their interests. Concentrate your content strategy on imagery and messaging that is familiar to your advocates, but punctuate that familiarity with something that users have never seen before.

Example #1: Aflac

Aflac's mascot, the Aflac Duck has a pervasive presence in popular culture. As a result, the brand decided to concentrate their Facebook strategy on their well-known 'spokes-duck.' The design of the Facebook tab matches the aesthetic of the corporate site, but the content focuses solely on the Aflac duck, rather than Aflac's core offering of supplemental insurance. Facebook fans are treated to a library of Aflac duck commercials (which are unavailable on the corporate website), the Duck's official Twitter feed, and virtual Duck gifts, which link directly to the point of purchase on Aflac's e-commerce microsite www.duckgear.com.

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Tip 1: Content is King

Example #2: Larry King Live

Larry King Live has been a fixture on CNN for decades. The CNN website is filled with multi-media content to support the dispersal of current events, their wealth of programming, and numerous brand-sponsored marketing initiatives. As a result, Larry King's web-content is buried deep within CNN.com, making it difficult for fans of the show to find the latest news from their favorite host. Larry King's presence on the CNN website amounts to an archive of past blog-posts from Larry and his producers.

The Larry King Live Facebook Page gives fans everything that is lacking from the CNN website. Mr. King's personal tweets and a Facebook exclusive 'Welcome' video occupy prominent real estate on the custom tab. Polls are updated frequently to correspond with newsworthy topics and fans are given a chance to share their opinions my posting their favorite Larry King moments to the News Feed. Notice how the RSS Feed of the Larry King Live blog is well below the fold – ensuring that fans are presented with content unique to Facebook as soon as they reach the tab. Overall, the Page's design matches the look and feel of the Larry King Show set, which provides a familiar and polished experience that reassures fans that they have connected with the official page of their favorite talk show.

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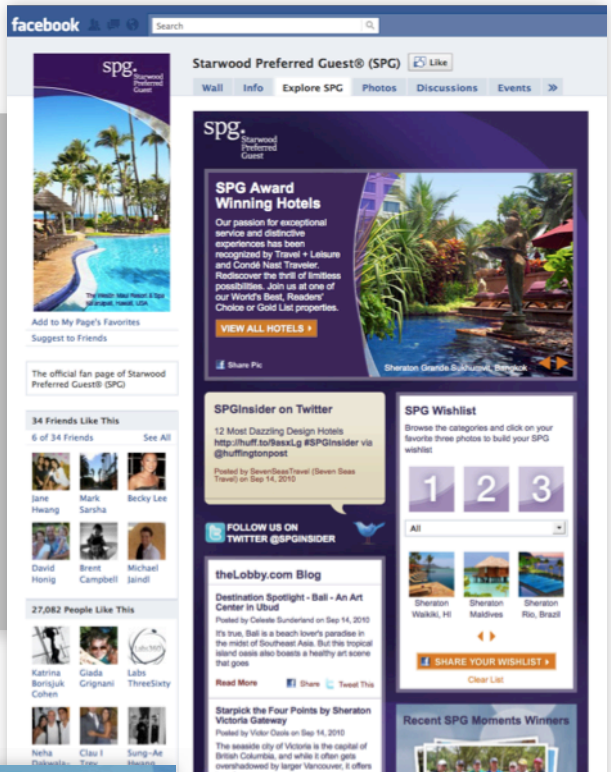
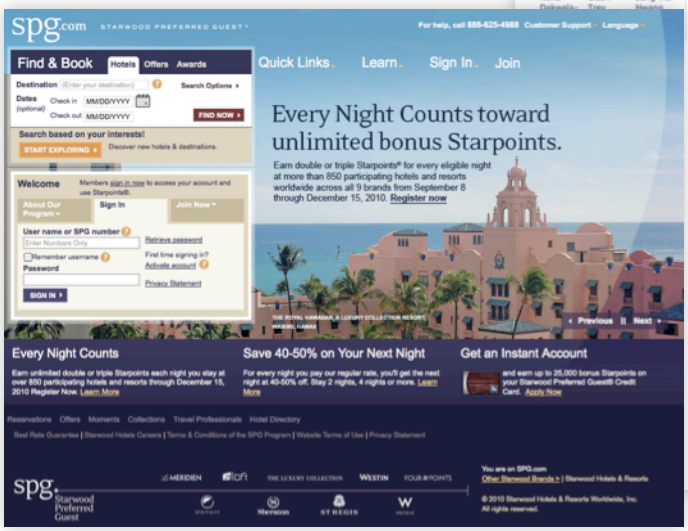
Tip 1: Content is King

Example #3: Starwood SPG

The Starwood SPG website is targeted solely at Preferred Guests. The focal point of the website is the SPG reservation engine. Obviously, the number one goal of the website is to drive web bookings at Starwood properties all over the world. Users must navigate deep into the website to find information and photos relevant to their chosen destinations.

The SPG Facebook Page provides an engaging experience to both members and non-members of the brand's rewards club. Images of exotic and metropolitan resorts and hotels occupy the 'hero slot' at the top of the Page. Fans are prompted to publish a Wish List of Starwood destinations to the News Feed or to post photos of their Starwood vacation to the brand's Wall and Photo Tab. The brand's goal for the Page was to spread word of mouth about SPG properties to non-members, while providing a fan friendly environment for frequent Starwood travelers. The booking engine is relegated to the bottom of the tab, as the brand understands that Facebook should be a conduit to drive reservations, rather than a destination for e-bookings. The brand's style guidelines are perfectly matched, creating a seamless experience for users navigating from Facebook to Starwood's main web presence.





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Tip 2: Leverage Your Assets

The bottom line here is do not reinvent the wheel. Leveraging pre-existing assets allows for branding consistency as well as quick turnaround times when updating or changing the content on your tab. However, don't just duplicate your corporate website on your Facebook Page. We've had a lot of clients who have had success using content that's familiar to visitors of their website in social ways. Brands from virtually any vertical can unearth archival images from past ad campaigns and use them in a variety of ways to treat fans to engaging and interactive content on their Facebook Page.

Example #1: Saks Fifth Avenue

Saks Fifth Avenue has been a New York fixture since 1902. The brand is familiar to consumers all over the world as a standard bearer in the world of luxury shopping. Saks is no stranger to print and direct mail advertising. It's been their bread and butter for the good part of a century. The Wall Post below demonstrates a brilliant aspect of their Facebook marketing strategy. 'Saks Archive Fridays' is the perfect example of a brand leveraging existing assets as a part of a social media campaign. Saks can recycle nostalgic imagery on a regular schedule while providing fans with exclusive looks at fashions from a bygone era. In addition, the scheduling of archival content dispersal sets user expectations, giving fans a reason to return to the Page on a weekly basis.

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Tip 2: Leverage Your Assets

Example #2: Dreamworks Animation - Shrek

If anyone has content to leverage as assets on a Facebook Page, it's an animation studio. Shrek is one of the most successful animated film franchises in history – leading to stupendous brand awareness and loyalty from audiences of all ages. The release of the fourth and final chapter in the Shrek series in May 2010 was supported by the launch of a custom tab filled with imagery focused on the franchises most popular characters. Animation inherently creates artwork and designs that can be leveraged in the development and deployment of interactive social campaigns.

In the weeks leading up to the film's release, Dreamworks Animation focused the Shrek Facebook Page on recognizable characters from past films to peak audience interest and excitement. Users were prompted to choose their favorite characters and share them with friends in the form of virtual gifts or 'Top 3' lists. Once the movie hit theaters, Dreamworks slowly rolled out more imagery and content focused on the plot of the newest installment in the series. The brand launched a second custom tab focused solely on the 'Ogre Resistance' theme that is central to the film's plot. Rich-media widgets were embedded on both tabs, allowing Dreamworks to disperse content built for the open web on their Facebook Page. This allowed the brand to reach a wider audience through frequent News Feed posts with call-outs to the content that might have never been found by fans on the open web.

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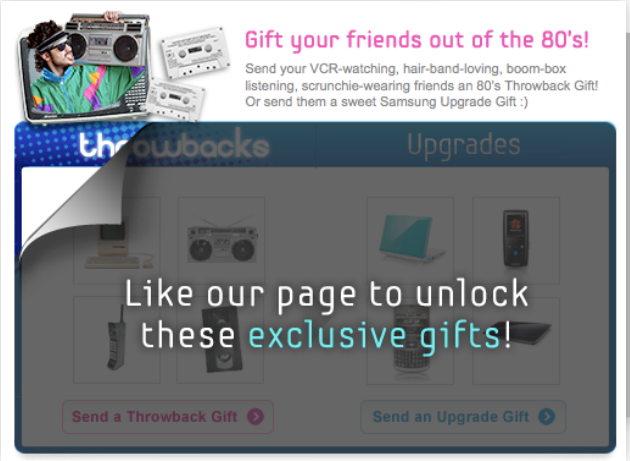
Tip 3: Fans Only

Fan totals are the most transparent metric on Facebook. As a result, the gradual increase in your fan base is one of the primary means of displaying social marketing success. Drive up those fan numbers by 'gating' your tabs and sapplets. The key is a strong call to action that will spur first time visitors to 'like' your brand for access to content reserved for brand advocates.

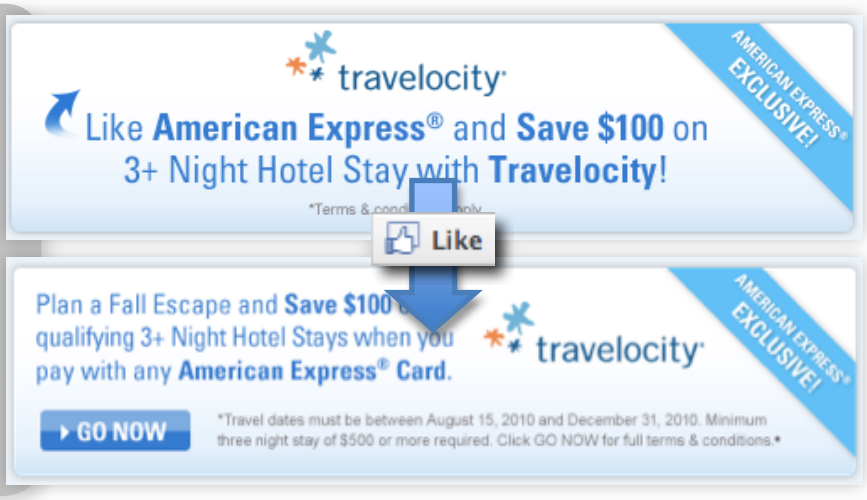
Example #1: Samsung USA



The 'Fan Only' Sweepstakes or Give-Away gets a lot of press in social media circles. Brands are eager to brag about their drastic fan-count increases that result from these 'holistic' campaigns. The reason holistic is in quotes is that these success stories need to be taken with a grain of salt. Many of the most successful 'fan-only' promotions have been supported by large ad buys, which are naturally going to drive up fan tallies. Add the prospect of 'free stuff' into the mix and you've got a recipe for explosive growth. However, not all brands have the money to spend on media or the resources to give away free merchandise. But potential fans can still be incented to like your Page with the promise of exclusive content that only fans can interact with.

Example #2: American Express

Another great tactic for expanding your fan base is the use of dynamic images that refresh when the user clicks 'like.' In the example above, American Express partnered with Travelocity to reward AMEX fans with $100 dollars in savings on hotel bookings in exchange for a simple click on the 'like' button. Facebook users who visit the American Express 'New Offers' tab for the first time are prompted to 'like' the page for an exclusive deal. Once the user clicks 'like', the tab dynamically refreshes replacing the incentive image with a banner that links directly to the point of purchase on the open web.



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Tip 3: Fans Only

Example #3: True Religion, Scottrade, Playboy

Fan totals are the most transparent metric on Facebook. As a result, the gradual increase in your fan base is one of the primary means of displaying social marketing success. Drive up those fan numbers by 'gating' your tabs and sapplets. The key is a strong call to action that will spur first time visitors to 'like' your brand for access to content reserved for brand advocates.

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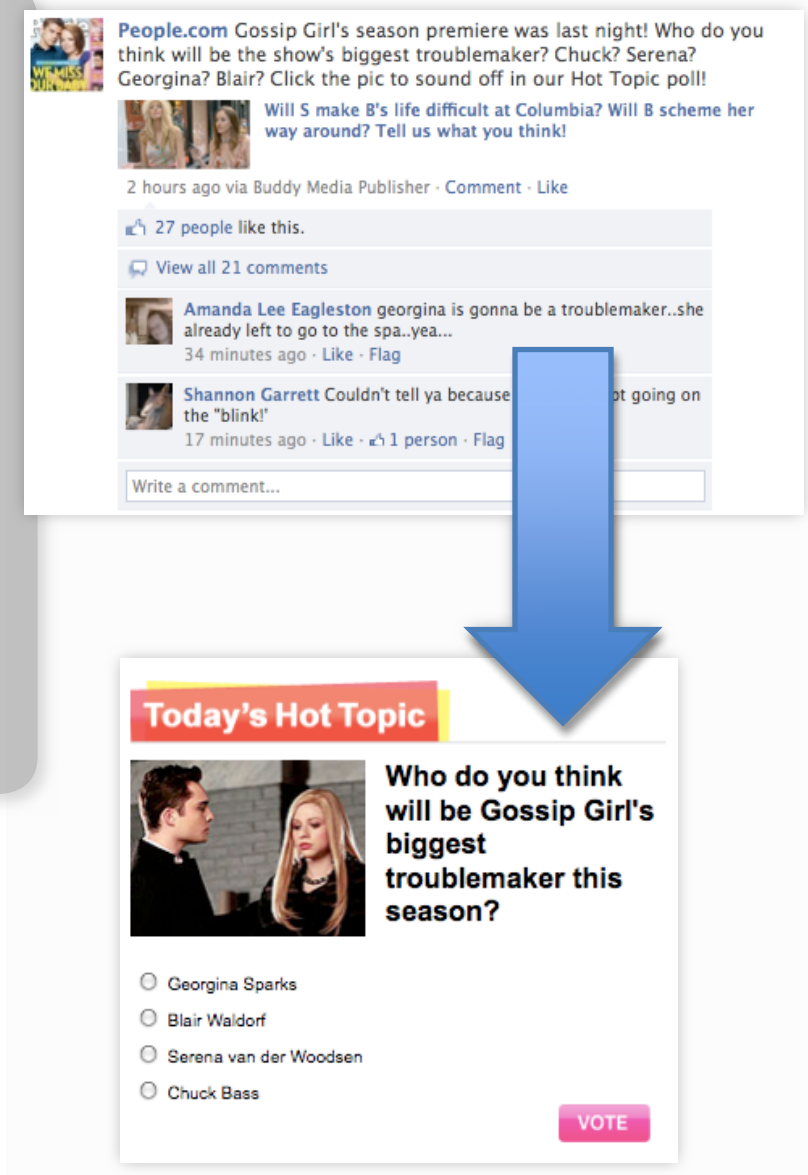
Tip 4: Keep it Fresh

Facebook is a dynamic medium and users expect constantly changing content. Capturing return users is key to the success of your Page as these connections have expressed more than a cursory interest in your brand. Make sure you meet their expectations by providing fresh content whenever possible. Whatever you do, don't let the Page get stale. In our experience, brands that post Newsfeed stories about updated content have seen dramatic increases in traffic to their custom tabs in the twenty-four hour period after their announcement.

Example #1: People.com

Fifteen years ago, People Magazine didn't have much competition in the 'celebrity weekly' sub-vertical of periodical publishing. In the years since, the real-time nature of information dispersal on the Internet has made it imperative for People.com to have a scalable and sustainable web presence. Without the ability to constantly update content with the most topical and relevant news, People.com would fall well behind the hundreds of websites that post fresh stories and imagery on a daily basis.

The example to the left displays one aspect of People.com's 360-degree strategy to spur return visits to their Facebook Page. Each day People.com updates a 'Hot Topic' quiz on their custom tab with a question that relates to one of the entertainment stories that people chat about around the water cooler. Rather than trusting that fans will return of their own volition, People publishes a corresponding News Feed post which calls-out the topic of the day and drives traffic directly to the freshly updated content on their Page.



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Tip 4: Keep it Fresh

Example #2: Redbox

Redbox is another business which must, for necessity's sake, keep their Facebook Page updated with fresh content. The brand is locked in an ongoing struggle with competitors in the DVD/video rental space, like Netflix, iTunes, and cable movies on demand. Most consumers make their choices for movie rentals based on convenience and range of choice. Redbox has the convenience angle covered with over a billion DVDs rented from storefront vending machines since their inception. The brand also keeps themselves at the top of consumer's minds with frequent News Feed posts that inform and spur conversations with advocates. However, the real value proposition of their Facebook campaign is the ability to keep fans informed about the latest releases available from Redbox. The custom tab is updated regularly with new trailers, film synopses, and polls. Each content update is accompanied by a corresponding News Feed post. In addition, a focal point of the tab is a mini-Facebook Wall that prompts users to leave reviews of the films that they have recently seen – creating a repository of constantly rotating user-generated content.

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Tip 5: We Have a Winner!

Limited time promotions, contests, and sweepstakes are some of the most powerful weapons in the Facebook advertisers' arsenal. The ticking clock is a sub-conscious psychological motivator for users to take an action on your page. However, limited time contests work best if they are true to their name. Creating a conga-line of contests will only have your users dancing towards the exits to avoid what they see as an ulterior motive for forthcoming spam. Several of our clients have increased traction and return visits to their tabs by running frequent unannounced sweepstakes and raffles. The element of surprise is key to roping in frequent returnees.

Example #1: Budwesier

Budweiser is constantly rolling out new content to keep their Facebook Page topical. Most of their social promotions are tied to a specific events or holidays – typically the times when the purchase of alcoholic beverages is peaking. In the example above, Budweiser implemented an un-announced sweepstakes, which gave fans a chance to win tickets to the Austin City Limits Music Festival. The Sweepstakes was 'fan-gated' and flanked with supporting content, which was all relevant to the busy summer music festival season. A simple sweepstakes presents a minimal barrier for entrants, as users just need to supply basic personal information for chance to win – rather than submitting or uploading photos, videos, or testimonials. A random drawing increases entries because every user feels like they have a chance at the grand prize.

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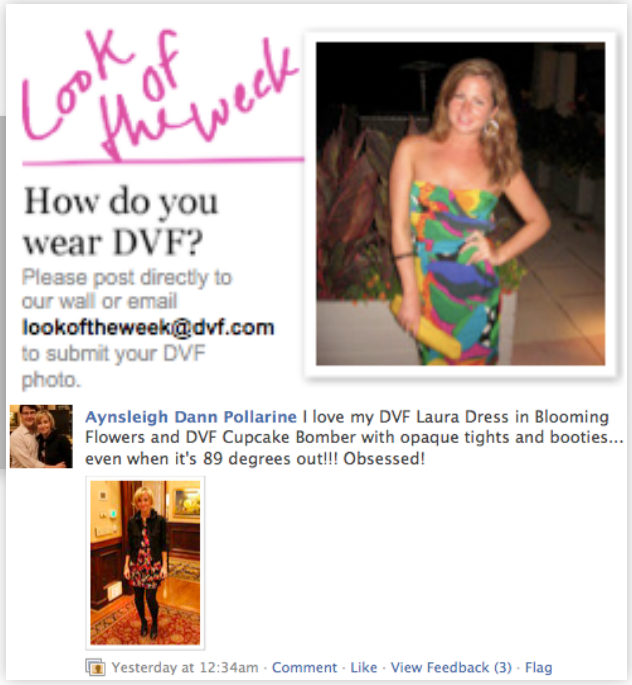
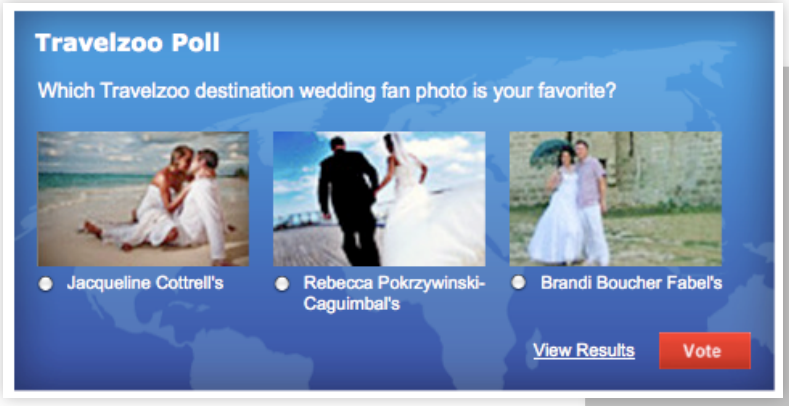
Tip 5: We Have a Winner!

Example #2: DVF

The development of a custom application or micro-site in which users upload content can be costly and time consuming. Instead, leverage the native capabilities of Facebook. Diane von Furstenberg runs a weekly promotion on their Facebook Page that prompts fans of the brand to post photos of themselves to the brand Wall, decked out in DVF's latest fashions. Each week DVF picks a winner and posts the winning photo to their custom tab. As a result of this simple promotion, the brand sees constant activity on its Wall from advocates sharing their love of DVF fashions.



Example #3: Travelzoo



The right contest theme can go a long way toward creating a conversation around your brand. Travelzoo deployed a contest for fan photos of destination weddings, which resulted in a sudden flurry of page activity. Fans immediately posted terrific user-generated photos that helped inspire further 'likes' and comments. Travelzoo took this success to the next level by using the best photos in a special poll on their custom tab. Fans were asked to vote for their favorite user-generated image, and owners of the chosen photos rallied their friends to vote for their image. No prize was needed to motivate these users to participate (other than a call-out in the News Feed to the winning photo submission). Travelzoo's fans were excited to join in the conversation because of the recognition and attention they were receiving from one of their favorite brands. Users are ready and willing to talk about your brand and to give you valuable content for your social presence… all you need to do is ask.

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Tip 6: Comments Spur Conversation

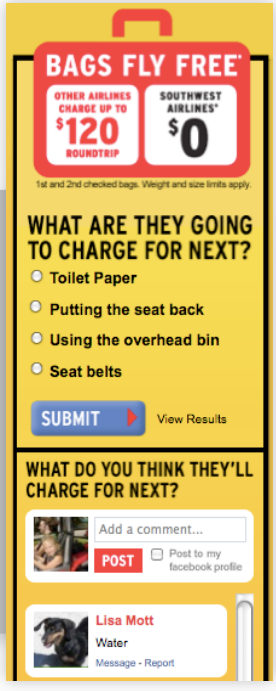
You want users to interact with the content on your tabs and you want them to share their thoughts about your brand with the community. Both can be accomplished with the implementation of a FB Comment section on your custom tab. Prompt your connections to engage with the Plug-In and subsequently voice their personal opinions by publishing their comment to the Facebook News Feed. With Facebook's plans to socialize the web, it's crucial to let your user base know that you see them as more than data points. Let the people's voice be heard!

Example #1: Mitsubishi Motors

Mitsubishi Motors has filled their Facebook Page with a wealth of content about each make/model of car in their line-up. While the Page is filled with information, photos, and videos to excite potential automobile buyers, the brand is also careful not to ignore current and long-term Mitsubishi owners. A simple FB Comment Wall was paired with a thumbnail image of the front grill of a vintage Mitsubishi. Users were asked to weigh in and guess the model and year based on the clue provided. This concept provided a forum for conversation that can be easily updated with new imagery and questions in order to keep fans coming back for more.

Example #2: Southwest Airlines

Southwest Airlines concentrates their Facebook Page on informing frequent flyers about the primary value proposition of traveling with the brand. One of Southwest's key selling points to consumers is the absence of a fee for checked bags on domestic flights. A poll filled with irreverent responses prompted users to choose what other airlines might charge for next. A corresponding FB Comment Wall allowed users to further elaborate on their answers or to even add an answer of their own. Southwest humanized their brand by sharing in air-travelers frustration about the escalating fees for basic services on most airlines. In addition, they positioned themselves as willing to listen to their travelers, which is something that many of their competitors would avoid within the social space.



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Tip 7: Let Users Guide Content

Flexibility is crucial when it comes to planning and implementing your Facebook marketing strategy. The key to success is the ability to make content changes frequently. Prompt your users to upload photos and add the best submissions to an image gallery or ask your connections to weigh in on what they'd like to see on the Page. If your brand has a cohesive marketing strategy that accounts for both traditional and digital media, experiment with letting your fan base dictate the direction of Facebook content proliferation. Or take it one step further and let advocates have a say about your television and print ad campaigns.

Example #1: Taco Bell

Taco Bell has well over two million Facebook fans, thanks in no small part to their popularity amongst Facebook's largest demographic (18-34 year olds). The fast-food giant is not afraid to let their powerful audience have a voice in the direction of their Facebook campaigns. A promotion in early 2010 prompted users to join in a crusade for the re-release of the US two-dollar bill and a longer-running campaign focuses on a retro-inspired team of Taco Bell superheroes. However, the brand doesn't rely solely on their customized content to engage their fans. Taco Bell's social marketing team ensures that the brand maintains a constant presence in the Facebook News Feed with posts similar to the example above. In this case, the brand polls users to see which menu item they would like to see featured in the following week's profile photo.

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Tip 7: Let Users Guide Content

Example #2: Kraft Foods

Kraft Foods has over a hundred brands under its umbrella – each with its own distinct marketing and advertising presence. The Kraft Foods Facebook Page doesn't focus on one brand in particular – nor does it focus on selling products. Instead the Kraft Foods positioned their Facebook Page as an outlet for information about their employees, corporate responsibility, and community involvement. This strategy goes a long way towards putting Kraft Foods in a positive light with consumers who might view the brand as an unapproachable corporate entity. Kraft is not only interested in seeing what their fans have to say about their policies and community outreach efforts – they're also keen on allowing consumers to have a say about the direction of their Facebook Page. A FB Comment Wall in the example below lets fans voice their opinion about what should be included in future iterations of the Kraft Foods Page.

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Tip 8: Set Engagement Goals

When you let your fans know what your goals are, they'll naturally take actions to help you succeed. Include messaging that promises users first-look content, if they help you reach internal goals for interactions, comments, likes, and fan totals. When your goals are reached, make sure to thank your fans for their help – and more importantly make sure you deliver what you promised. These fans are in your corner – let them do your marketing for you!

Example #1: Steve Madden, La-Z-Boy

In both examples above, brands leveraged the wide-reach of the Facebook Newsfeed to keep fans updated on the progress of two disparate social marketing campaigns. Steve Madden deployed a sweepstakes with drawing times determined by the growth of the Page's fan base. Daily News Feed messaging updated the audience about the growing fan count and informed users about winners and the next drawing milestone.

La-Z-Boy recently launched a charitable campaign to help raise money for 'Ronald McDonald House.' The campaign is driven primarily by donation drop-boxes at retail stores and Ronald McDonald Houses across the nation, but Facebook activity by fans also plays a large part in spreading awareness and boosting the amount of money raised.

The graphic above represents a small piece of the campaign: for each virtual Comfort Bear shared,La-Z-Boy will donate a dollar to this worthy cause. Notice the prominent call to action as well as the counting ticker which dynamically displays the campaigns progress towards its goal.

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Tip 9: Start a Conversation

Facebook is the most powerful communication tool on the planet. What's the best way to start a dialogue with your brand advocates? Ask a question, of course! Prompting users to share their personal feelings and opinions engenders a feeling of trust – and let's your fans know you are always listening. Take things one step further by reposting user responses as official messaging. Don't forget to give the fans their props by including a call-out to their name or a comment on their activity.

Example #1: Carnival Cruise Lines

All the action on the Facebook Page doesn't necessarily have to take place on the Wall or the custom tab. Carnival Cruise Lines constantly monitors their Photos tab for user-submitted pictures. This is particularly important for a travel/hospitality brand, as people love posting photos of their vacations to Facebook for their friends to see. In this example, six satisfied cruisers posted an image of their reverie aboard one of Carnival's ships. Carnival proved that they care about their loyal customers by commenting on the fan photo. Even better, the response was highlighted by a personal signature from a Carnival employee.

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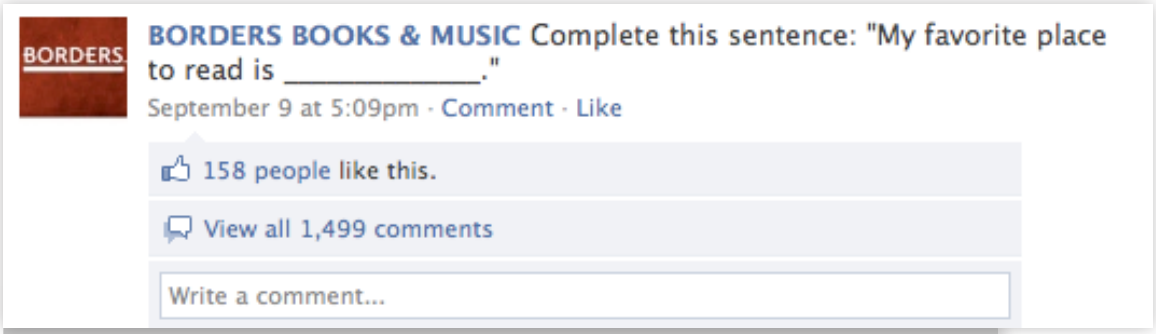
Tip 9: Start a Conversation

Example #2: Marshalls

Marshalls' Facebook Wall is filled with positive feedback from consumers and fans. One of the most frequent threads on the Marshalls' Wall revolves around the absence of Marshalls in many metropolitan areas around the world. Marshalls is extremely pro-active in responding to their fans – answering their concerns, complaints, and questions in a timely manner. Disgruntled consumers who are bitter about not having Marshalls in their neighborhood are handled diplomatically. Each post is responded to personally, with suggestions or comments designed to build and maintain brand loyalty.

Example #3: Borders Books and Music



Asking questions to spur conversations is one of the oldest strategies for engaging users within a social environment. Facebook users have become accustomed to brands asking frequent questions in the News Feed in order to drive interactions and visits to the Page. Borders Books and Music put a creative spin on the News Feed question with a series of fill-in-the-blank queries. Each query was designed to provoke a personal response from users. This strategy can also serve a secondary purpose – the comments and responses that fans leave on the Wall can be invaluable market intelligence about the reading habits of Borders' fans.

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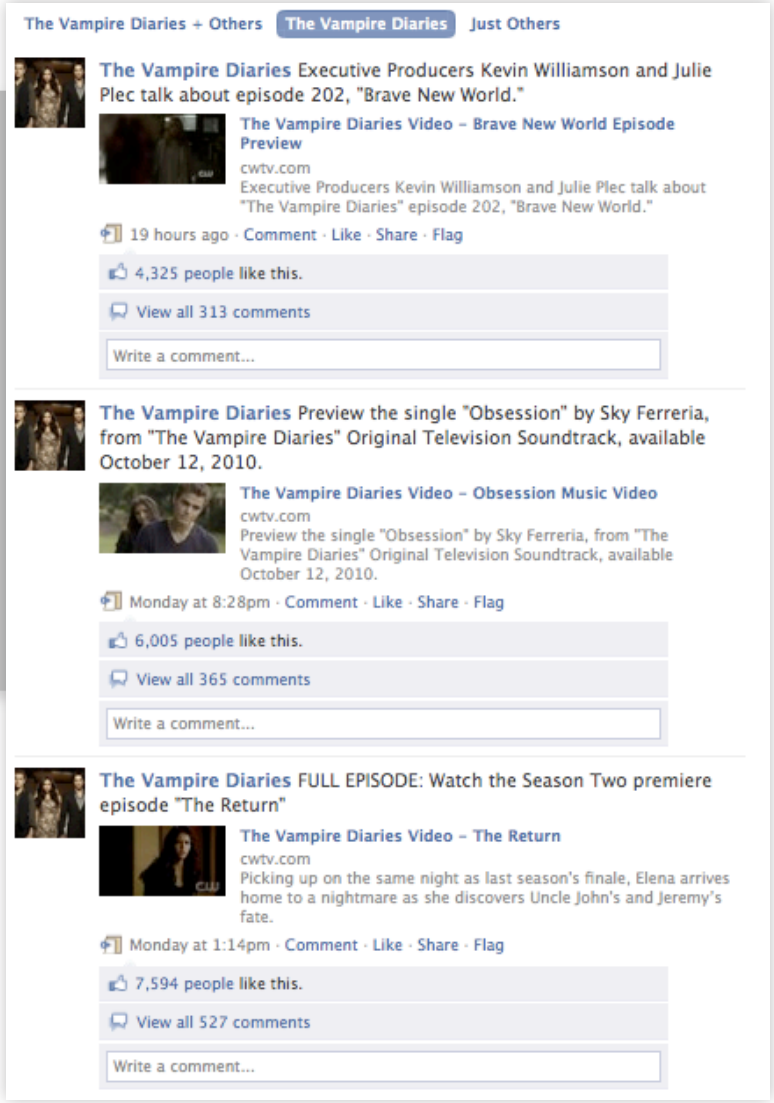
Tip 10: Publish or Perish

Without the Facebook Newsfeed, all of the above strategies are doomed for failure. Your Wall – and its ability to post messaging to each fans' home page- is the primary driver of return visits to Facebook Pages. If you're not letting your fans know what's happening on your Page, it's likely they won't proactively choose to return. Engage your brand advocates with Newsfeed posts that ask questions, reveal enhancements, or make promises. Remember, the Wall is only part of the social experience – so be sure to drive your fans to your custom tab. This will undoubtedly provoke more interaction and sharing, which naturally leads to more traction for your Page.

Example #1: The Vampire Diaries

The Vampire Diaries was one of the most successful new shows of the Fall 2009 television season – and that success shows in the fan count of close to 3 million on the program's Facebook Page. The Wall and News Feed are crucial to any television show's success on Facebook. There are a number of different strategies that can be employed to keep the show at the forefront of the fan's mind.

The CW's Vampire Diaries follows a logical cycle of progression in its News Feed strategy. First, the CW posts a story about the next airdate; they follow soon after with a sneak-peak at the forthcoming episode. These initial posts are typically followed by several messages offering access to supplemental content like the interactive material on the custom tab or exclusive web-content on the CW website. Once an episode airs, the Vampire Diaries rewards fans who might have missed the episode by immediately posting a link to watch the full-episode online.



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Tip 10: Publish or Perish

Example #2: HGTV

While the CW launches different Facebook Pages for each of its shows, HGTV concentrates all of its Facebook activity on a single central hub for its cable channel. The series of News Feed posts on the left exemplifies the importance of mixing up the types of messages that you post for fans. Over the course of a 24-hour period, HGTV manages to reach a disparate audience of fans with their messaging. A video clip excites fans of House Hunters with a sneak peak at the latest episode. This is followed by the chance to win a sweepstakes and a targeted question designed to provoke an emotional response. A post about the newest episode of House Hunters International gives fans an ample amount of information about what to expect when tuning in. Finally, a memorial post on September 11 gets more traction than any visible post in the Feed – proving that messaging does not necessarily have to focus on brand messaging to be effective.

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Conclusion

With over 500 million users and pervasive market penetration in the most populous nations in the world, Facebook is here to stay. The brands used as examples in this White Paper are all household names, but that doesn't mean that the strategies and pointers provided here won't work for businesses with less brand awareness. Engaging Facebook users with unique social content is not exclusive to Fortune 1000 companies and omnipresent entertainment properties. It can be accomplished by any business, in any vertical. That's what Facebook is all about – making the world a smaller place, by facilitating the process by which people and brands connect and share.

Deploying a handful of these strategies will have a measureable impact on your social presence. You'll see fan counts rise and subsequently, you'll see an increase in engagements, interactions, and content shares. However, these tips and pointers are only a single piece of a much larger puzzle. Contact our sales team today to find out more about how Buddy Media can help your business leverage the power of Facebook.

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