

Building Your Brand on Facebook

facebook



The Facebook Mission

Give people the power to
share and make the world
more open and connected

Introduction

At Facebook, everything we do is about making the world more open and connected. This is having a profound impact on the way people engage with each other and the communities and institutions around them.

In a more open and connected world, the most successful brands are connected too. Facebook gives brands the opportunity to form personal and on-going relationships with their customers, turning these customers into their greatest advocates. This works because Facebook lets people share their interests and activities with their friends by forming public connections to the things they care about. For brands, this is effective, word-of-mouth marketing at scale for the first time.

We're committed to connecting you to your customers and allowing you to build deep relationships with them. We aim to provide a powerful marketing platform that is centered on real people who care about sharing their experiences online. The reach and engagement on Facebook make it an outstanding marketing channel. The unique power of Facebook lies in the way it enables brands to maintain relationships with and build experiences around their customers. This allows brands to gather unique insights about their customers, build stronger customer relationships, generate awareness and demand for new products through social advertising, and ultimately, drive sales.

We look forward to sharing more about this opportunity with you in the pages that follow. Our hope is that you will discover just how much of an impact marketing on Facebook can have on your brand and the way in which you engage with your customers.



David Fischer

Vice President of Advertising
and Global Operations

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A Revolution in Communication

In order to talk about marketing on Facebook, it is important to reflect on how our world has changed with the advent of social media. Social media has fundamentally changed the way people, communities and institutions relate to each other, consume information and discover new things. By giving individuals a new platform for self-expression, social media has become a natural extension of the most cherished ways people communicate: talking and sharing with friends. Communities are forming around common interests and ideas. Businesses are actively engaging with customers and responding to their needs. And advocates for every cause now have a global platform to rally support for political and social change.

A Lifeline

For many people, Facebook has become their primary means of communication. When two Australian girls became trapped in a storm drain, they immediately turned to their mobile phones. But instead of making a phone call to emergency services, their first instinct was to update their Facebook statuses. A rescue team arrived soon afterward and they were pulled to safety. While this is not the recommended course of action in a crisis, it is remarkable that their first reaction was not to make a phone call, but to post a status update to Facebook. And that it worked.

Vital Connections

Facebook connects people in extraordinary ways. A Tallahassee, Florida woman named Cathy Schroeder signed up for Facebook after being invited to join a group for her 20-year high school reunion. Soon after, she saw a status update from a friend saying, "I have a friend named Beth who needs a kidney donor. If you have Type O blood, please visit her website." After checking out the website, Cathy learned that over a thousand miles away in Scarsdale, New York, a 33 year-old mother of two named Beth Abramowitz was fighting kidney disease with only one kidney functioning at 10 percent. She was in desperate need of a donor and time was running out. Cathy ended up being a match and ultimately saved Beth's life with a kidney donation.

Friends in High Places

Social media has redefined our relationships with the institutions around us. In Denmark, elementary school teacher Claus Drachmann added Anders Fogh Rasmussen, Denmark's prime minister, as a friend on Facebook. With a direct line of communication via Facebook, Claus asked the prime minister to visit his class. Imagine his surprise when his Facebook friend obliged and made an appearance in his classroom later in the school year.

The World Has Gone Social

With hundreds of millions of active users, Facebook is one of the world's most visited websites. Facebook users are pretty evenly distributed across age groups. And despite its high popularity among young people, Facebook's fastest growing demographic is over 35. Global in both its massive scale and reach, Facebook is available in more than 70 languages around the world. More than 300,000 people helped with the translation process via a crowd-sourced application open to all Facebook users.

In addition to growth around the world, users are becoming increasingly engaged. Half of our users come back every day and the amount of time that people spend on Facebook is triple what they spend on the No. 2 website.

So, your customers are on Facebook every day, posting updates about their thoughts and activities, announcing the births of their children and celebrating milestone events. They are finding old friends, connecting with people around the world and forming communities around their interests. They are consuming information, making recommendations, and sharing opinions with each other. And doing so has become an essential part of their daily lives.



Giorgos Mitaros, Honolulu, Hawaii

With facebook i can reconnect with many of my friends which i have lost



Craig Frusciante, New Orleans, Louisiana

I created my Facebook account in April 2008, and after a little while and some encouragement, a lot of my friends started to join, along with this the interface began to expand and improve, tailoring to mine and my friends needs, and now Facebook is my number one site each time I come on to my laptop!



Roberto Cerna, San Salvador, El Salvador

Yo llegué a Facebook hace como 3 años y he logrado mantener contactos con familiares, amigos y compañeros ke sin este medio no podría hacerlo; además de la posibilidad de conocer y hacer nuevo amigos. La potencia de las Redes Sociales y en especial di Facebook es mucho mayor de lo ke era cuando me registré, hoy forma parte de mi vida diaria y de mi trabajo. Felicidades por los 500 millones de usuarios!!!



Hernan Aguirre, Santiago

Me encanta facebook, es mi vida!, estoy casi todo el dia conectado, y si no lo estoy pienso en que pondre en mi muro acerca de lo que hago diariamente, es mi pagina web favorita! y la internet se ha vuelto mucho mas interesante desde que esta facebook, he podido encontrar a amigos y familiares que no veia de hace mucho tiempo!, es una buena herramienta diaria, puedo decir que facebook ha cambiado mi vida!!



Polly Boy, Reading, England

I always wanted to have a webpage of my own so that I can use it to communicate in a more collaborative way with friends rather than just email. But then Facebook does it for me in an excellent way. Thanks to Facebook I have been able to get in touch with some friends that I had though lost forever. I am still finding old ones that I had nearly forgotten about.



Mohammad Javad Torabi, Tehran, Tehran

بهترین خاطره من از فیس بوک برمی گردد به بنیاد کردن یکی از بهترین دوستانم که 7 سال از هم جدا افتاده بودیم. اولین دانشجو یکی از تاثیرگذارترین و بهترین دوستانم زندگی بود. که با تغییر شهر و محل سکونت، رفتن ما از دبیرستان به دانشگاه و تغییر شماره های تلفنمان ارتباط ما به طور کلی قطع شد. از ارتکات گرفته تا 360 همه خدا به دنبال ارمین کشیدی اما این فیس بوک بود که سبب شد تا ما با تو تا بعد 7 اسدال هستیگر را پیدا کنیم. فیسبوک مستحکم



Qairul Zan, Singapore, N/A

After i joined Facebook, I have connected to a lot of my friends from as young as Primary School till college. I really learn a lot from my friends from their emotional feelings, to relationships. On top of that, Facebook has given people to connect all over the World, I have make friends with Americans to Russian and all over the place. THANK YOU FACEBOOK!



William Le Douce, Quimper

Grâce à Facebook, mes amis sont toujours avec moi. A la maison, sur mon ordinateur. Dans la rue ou au lycée sur mon iPhone. Les contacts sont plus simples :)



Voula Ilda, Chaniá, Greece

I am an immigrant from Albania and I live in Greece. With facebook I can communicate with my relatives that lives in albania or in other countries and meet people from all over the world and talk about the things we like.....!!!
Facebook connects people shishishi.....xD



Clemens de Souza, Lomé, Maritime

Je rencontre des personnes dans la rue sans leur dire bonjours, mais depuis que je suis connecté ce réseau social j'ai compris le sens de l'amitié, ainsi les personnes que je croise sont devenus de vrais amis à qui je souris. facebook nous a réunis nous a rapproché...
Merci facebook!!!



Dove Howard, Broken Hill, New South Wales

Ten years after we started the first women's Australian Rules Football Team from Geelong, we have used Facebook to reconnect with as many past players, officials and fans as possible. We started a group and will be having a reunion in August 2010.

How Facebook Works

User Profiles

The Facebook experience starts with a user profile. Facebook profiles are authentic online representations of peoples' lives and include details about their interests and activities, school and work, and in many cases, even their contact information. And since people log in using their real names, the information they provide is a real and authentic reflection of their everyday lives.

- a Friends**
- b Work and Education**
- c Likes and Interests**
- d Contact Information**
- e Ad Unit**

Privacy First

Privacy has always been a top priority for Facebook. This has led to the creation of tools that let people easily control what they share and whom they share it with.

When adding content to the site, users can choose to share with just friends, friends of friends, everyone on Facebook or a more customized group of people. Furthermore, all profile data used to target ads is aggregated into anonymous groups and personally identifiable information about users is never shared.

Profiles feature photos, videos, status updates and other content that reflects who people are and what their lives are like.

The screenshot shows the Facebook profile of Amy Weller. The profile is divided into several sections, each highlighted with a callout letter:

- a Friends:** Located on the left side, showing a list of 28 friends with profile pictures and names like Megan Tannenbaum, Christina Holsberry, David Fisch, Bob Trahan, Kevin Collieran, and Athalie Laquerre.
- b Work and Education:** Located in the middle section, showing details for Harvard University and University High School.
- c Likes and Interests:** Located in the middle section, showing activities like 'Weekend Trips to Vegas' and interests like 'Fashion, Style, Architecture, Travel, Soccer'.
- d Contact Information:** Located at the bottom, showing contact details such as email (tgrooms3@bellsouth.net), mobile phone (650.505.5155), address (1421 Barrington St.), residence (Saratoga J39), and school mailbox (374).
- e Ad Unit:** Located on the right side, showing a vertical list of advertisements including 'Leopardstown Racecourse', 'Red Bull Illume 2010', and 'Find Your Future Husband!'.

The profile also includes a profile picture, a cover photo, and a bio section with fields for sex, birthday, relationship status, and current city.

The Home Page and News Feed

The Home Page lets people quickly find relevant content about the world around them.

- a** News Feed
- b** Bookmarks bar
- c** Ad Unit
- d** Friend / Page Suggestions
- e** Birthday Reminders and Upcoming Events

Home Page

The screenshot shows the Facebook Home Page interface. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, Find Friends, and Account. Below the navigation bar, a user profile for Amy Weller is visible. A language switch prompt asks if the user would like to use Facebook in English (UK). The main content area is the News Feed, which displays a post from Christina Holsberry about her home, a post from Lifehouse about a tour, a video post from Marina Lieban, and a post from Fahad 'BinBin' Al-Saud. A sponsored advertisement for Toyota is also visible. The right sidebar contains sections for Events, People You May Know, Sponsored, Requests, and Get Connected. The left sidebar shows a navigation menu with options like News Feed, Messages, Events, Friends, Photos, and Ads and Pages. The bottom of the page features a footer with the Genki Crepes & Mini Mart logo and website information.

a News Feed

b Bookmarks bar

c Ad Unit

d Friend / Page Suggestions

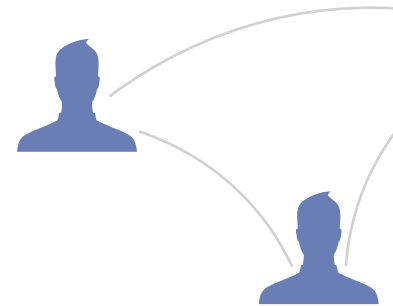
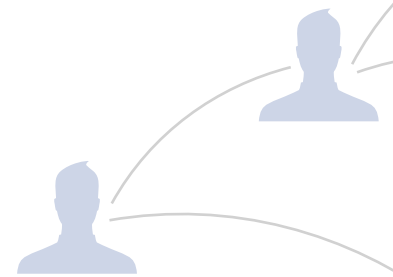
e Birthday Reminders and Upcoming Events

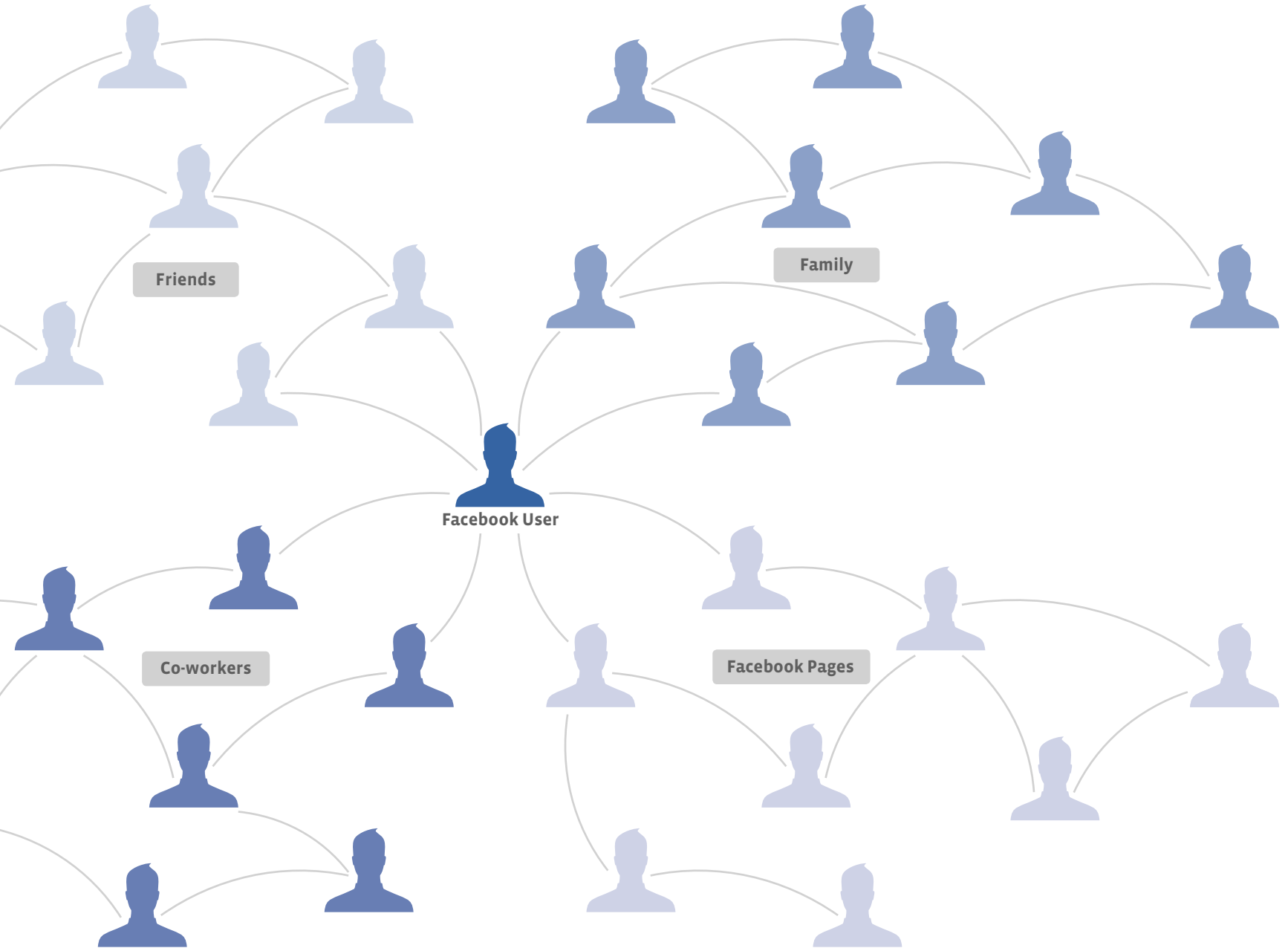
Marketing in a Social World

All over Facebook, people are posting comments about food and travel, uploading photos of cars and clothing, and discussing the latest movies and music. They are part of an ongoing conversation that takes place in an open and authentic setting. And they want their favorite brands to be part of that conversation, too.

Facebook provides the most powerful combination of reach and engagement available to marketers today. Marketing on Facebook lets you engage with people who are most likely to be interested in your brand. It gives them the opportunity to invite your brand into their lives. And it gives you the opportunity to create ongoing, interactive conversations with your existing and potential customers.

At Facebook's core is the social graph, a map of people and their connections to everyone and everything they care about. The most successful businesses on Facebook are a part of the social graph and actively promote that presence. Here are a couple of ways you can integrate your brand with the Facebook user experience.

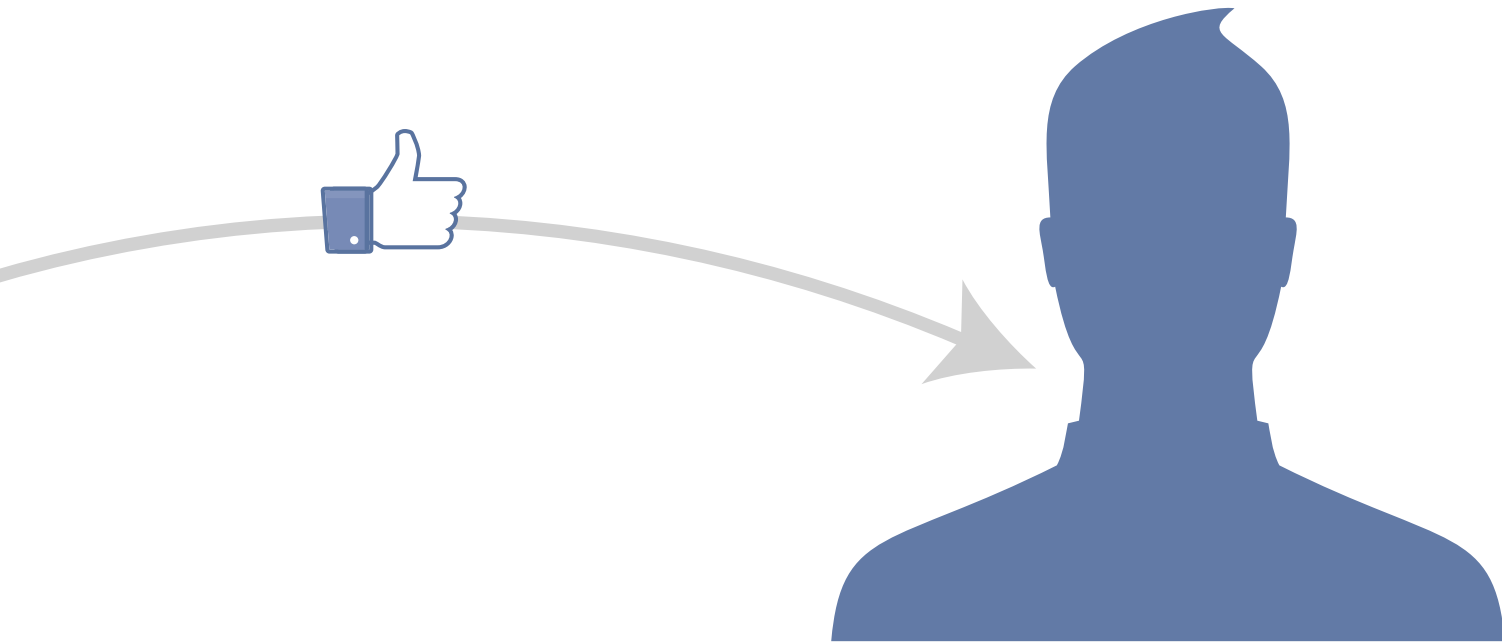




Facebook Pages

Facebook Pages are free public profiles that let you share your business and products with Facebook users on an ongoing basis. When Facebook users connect to your Page by clicking the Like button, you gain a lasting connection with them. This allows you to publish content and continue an ongoing conversation with the people who have chosen to connect to your brand. When they interact with your Page and the content you share, viral stories are generated on their profiles and in their friends' News Feeds, giving your brand free organic exposure.





Facebook for Websites

The social plugins available on the Facebook Platform enable you to make your website more social and personalized. A social plugin is a simple line of HTML you can add to your website that lets people perform essential Facebook activities such as “liking” a product or article, commenting on a photo or video, and sharing your latest promotion.

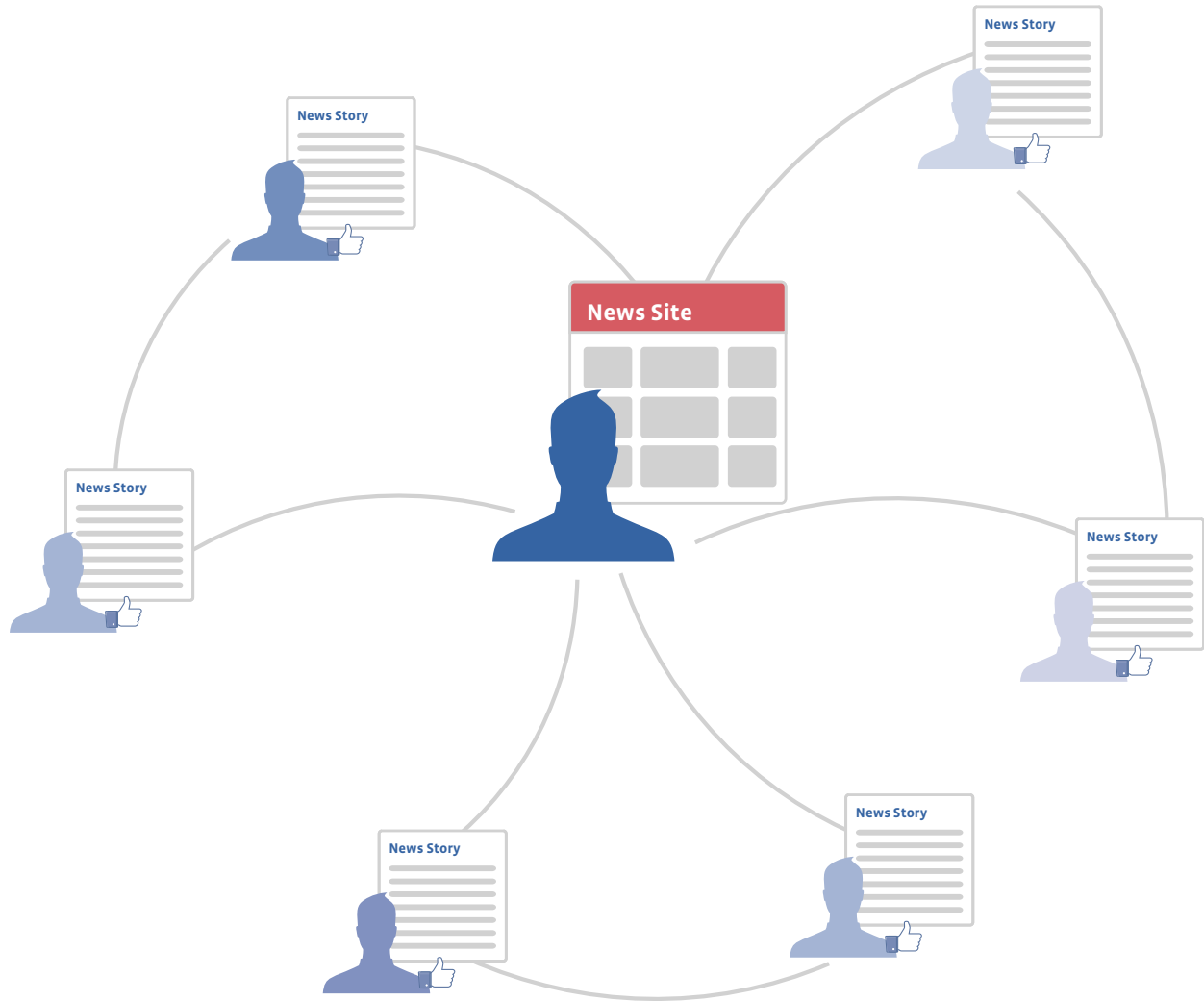
When a user clicks the Like button on your website, the user stays on your site and a story appears in the user’s friends’ News Feeds with a link back to your website.

When your Web page represents a real-world entity – things like movies, sports teams, celebrities, and restaurants – you can use the Open Graph protocol to specify information about the entity.

If you include Open Graph tags on your Web page it becomes equivalent to a Facebook Page. This means when a user clicks a Like button on your website, a connection is made between your business and the user. Your Facebook Page will appear in the “Likes and Interests” section of the user’s profile, and you have the ability to publish updates to their News Feed. Your website will show up around the site in the same places as Facebook Pages (e.g., search) and you will be able to target ads to the people who like your content.

News site featuring the Activity Feed plugin

The image shows a news website layout with a red header containing the text "News Site". Below the header is a grid of content placeholders. A green-bordered inset shows a Facebook Activity Feed plugin. The plugin displays a "Hi there!" greeting, a "FRIENDS' ACTIVITY" dropdown menu, and three shared news stories from "Your friend". The stories are: "This news story - on monday", "This news story - on monday", and "This news story - on tuesday". Below the stories are three more dropdown menus: "Facebook social plugin", "MOST POPULAR", "WEATHER", and "MARKETS".



Facebook Ads

Facebook Ads are integrated into the Facebook user experience to offer interaction and engagement unseen on other advertising platforms. Through a series of simple social actions—such as liking your Page, taking a poll, or RSVPing to your event—people can quickly interact with your ad without ever leaving their current page. When this happens, a social story is incorporated into your ad and shown to their friends. Just like in real life, recommendations from friends on Facebook are really powerful. If a user sees a friend's name in an ad on Facebook, they are 68 percent more likely to remember the ad and twice as likely to remember the brand. This high level of social context can only be found in Facebook Ads, making them more relevant to people and making them much more likely to engage with you.

Marketers know that the best way to build a brand is from customer to customer via word of mouth. When that happens offline, customers usually share their great experiences with a friend or two, but when this happens on Facebook, people automatically share it with an average of 130 friends. For the first time, brands can do effective word-of-mouth marketing on a large, global scale. You create an authentic connection with real people and they in turn make your ads more effective, drive

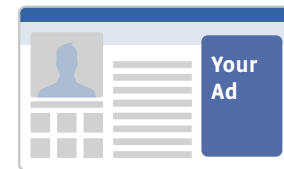
even more connections to your brand and extend not just the reach of your brand but the impact on the people who see it. In a more personal and social world this is how companies will build and sustain long-term brand value.

Targeting



By drawing on the authentic and real-time information people enter in their profiles, Facebook Targeting lets you reach the exact audience that would be interested in your brand. You can target broadly by demographic and geographic preferences or you can get granular by targeting people's specific "Likes and Interests."

Facebook also gives you the unique opportunity to find people at moments in their lives when they are most likely to show interest in your products or services. This is incredibly powerful for businesses – you can find new customers when they start or finish college, get engaged, get married or start a family – at times when they are most likely to need your products.





Facebook Insights

In addition to standard performance metrics, Facebook's insights products help you learn more about your customers and advocates by delivering comprehensive ad performance, demographic and psychographic data for your Ads, Pages, Applications and Social Plugins. Facebook Research Polls also measure the impact of a campaign's message on the awareness and perception of your target audience.

Of course, you don't have to rely on reports to find out about your customers. You can always use your Page to publish questions to your customer base for real-time answers. Sometimes the best insights come directly from the source.

Facebook in Action

Chances are that you are already using some of these marketing tools. But you can make your brand even more social by involving your customers in new ways that will have a direct impact on your business. Being more social will help you build your brand, acquire new customers, deepen relationships with your existing ones, and gain new insights into what they really want and how you can best serve them.

The following companies are just a few examples from the thousands around the world that are using Facebook to make the web a more social place. Each one is integrating Facebook to drive growth and engagement through social and personalized features.

Build Your Brand

adidas



When **adidas** Originals launched its global, cross-media campaign in early 2010, the leading apparel and footwear brand needed a home base from which it could display and distribute all of its exciting new audio-visual content. It was also looking to build a network of consumers made up of its target group to become ambassadors for the brand throughout their spheres of influence.

adidas Originals chose to build this hub with its Facebook Page. The hope was that increasing engagement with its connections on Facebook would pay off in brand loyalty and in more traffic to its website and stores. Through a series of content pieces launched each month on Facebook and other online media outlets, adidas Originals encouraged users to view the entertaining pieces, comment on them and spread them virally to their friends on Facebook.

All of the content had a key purpose: driving people to become connected with the Originals Page, where the brand could continue the conversation with them about new products, events, sports and other topics relevant to its customers. These activities on Facebook have paid off with a steady increase in Originals store traffic, with many customers noting interest in a particular product because they “saw it on Facebook.” The company intends to continue maximizing Facebook to boost its following of interested, like-minded fans that it can naturally convert to customers.

For the full case study please visit the Case Studies tab at www.facebook.com/facebookads

Acquire New Customers

Einstein Bros. Bagels



At the beginning of 2010, the 5,000 people who had connected to the **Einstein Bros. Bagels** Facebook Page were faced with a pretty dormant community. So in an effort to increase its connections on Facebook, Einstein Bros. Bagels came up with the idea of a direct offer to consumers that would get them into the store, while also building a community to solicit feedback about the brand.

Einstein Bros. Bagels invited existing Facebook users who had already connected to its Page to take advantage of a printable coupon for a free bagel and cream cheese in one of its stores. A few weeks later, the company made a media buy on Facebook's homepage called a reach block that guaranteed it would reach 100 percent of its target audience over a 24-hour period. It invited people to "Like" its Facebook Page and get another identical coupon.

By the end of the promotion, connections to the company's Facebook Page grew to more than 600,000. In addition to the increase in awareness of its brand on Facebook, Einstein Bros. Bagels says that, following the Facebook campaign, its brick-and-mortar stores had enjoyed their best sales week of the year as of the third quarter of 2010.

For the full case study please visit the Case Studies tab at www.facebook.com/facebookads

Deepen Relationships

Sub-Zero and Wolf



Sub-Zero and Wolf appliance is an industry leader in refrigeration, wine storage and cooking equipment. When it started to move to a business-to-consumer focus from a business-to-business approach, it realized it needed a way to further engage with customers beyond its website.

Since research showed that many of its customers were already on Facebook, Sub-Zero and Wolf's Brand Communications & Interactive Marketing Manager Christopher Parr decided to establish a brand presence with a Facebook Page. There, people can read content on kitchen designs, recipes and related topics. If they like what they see, they can connect with the Page by "liking" it, as well as "liking" the individual bits of content and starting a cascade of postings across their network of Facebook friends.

While Sub-Zero and Wolf has been focused on building a consumer base of customers and prospects, kitchen designers and Sub-Zero and Wolf dealers are also participating in the Facebook discussions, suggesting an ecosystem has organically developed in its Facebook community. The company says its website metrics for visitors originating from Facebook have risen for number of pages viewed and time spent on the site.

For the full case study please visit the Case Studies tab at www.facebook.com/facebookads

Discover New Insights

Shane Company



Shane Company is the largest family owned jeweler in North America and its radio campaign, featuring the voice of founder Tom Shane, is the longest-running radio ad campaign in the medium's history. In order to become more relevant and to more effectively reach its target audience of 18- to 34-year olds in relationships, the company decided to create a Facebook Page.

To stimulate discussion and encourage people to connect with it, Shane Company used two Premium Poll Ads and asked people to nominate their favorite diamond shape and to vote for their favorite of three possible marriage proposal scenarios. Instead of using keywords, it relied on Facebook's anonymized user data to target people by filtering their ads by age (18 to 34) and relationship status (in a relationship, engaged, married, etc.)

As a result of Shane Company's Facebook Ads campaign, it has established an online community of brand enthusiasts who have connected to the Page and are encouraged to share stories of emotionally significant moments linked to the company's products, such as engagement parties or wedding days. Each interaction serves to reinforce the emotional connection people have to the brand while providing Shane Company with deeper insights into its customer base.

For the full case study please visit the Case Studies tab at www.facebook.com/facebookads

Discover New Insights

World Economic Forum



For its annual conference in Davos, the **World Economic Forum** wanted to poll people all over the world to get a better sense of global values. Traditionally, a worldwide poll is pretty hard to pull off considering the logistics, translators, travel costs and polling team requirements. But using Facebook, the World Economic Forum was able to successfully poll 130,000 people in 10 countries and get their thoughts on a variety of global issues. Best of all, they did it all in just one day.

Working with The Nielsen Company, a media research firm, to compile and analyze the results, the World Economic Forum discovered that a large majority of people—67.8 percent—felt that the current global economic crisis was also a crisis of ethics and values and that businesses need to work on being more transparent. This became the theme of the conference and a message heard by all of the political and global leaders in attendance. And it came directly from the citizens of the world.

Tie Entire Campaigns Together

Facebook is more than a standalone marketing tool. When you tie it into your TV, print and other media advertising, it becomes an integrated marketing solution that helps to bring together your entire campaign. By using other advertising platforms to drive people to your Facebook Page, you have the opportunity to capture their attention, retain their information, and develop relationships that will significantly boost your return on investment.



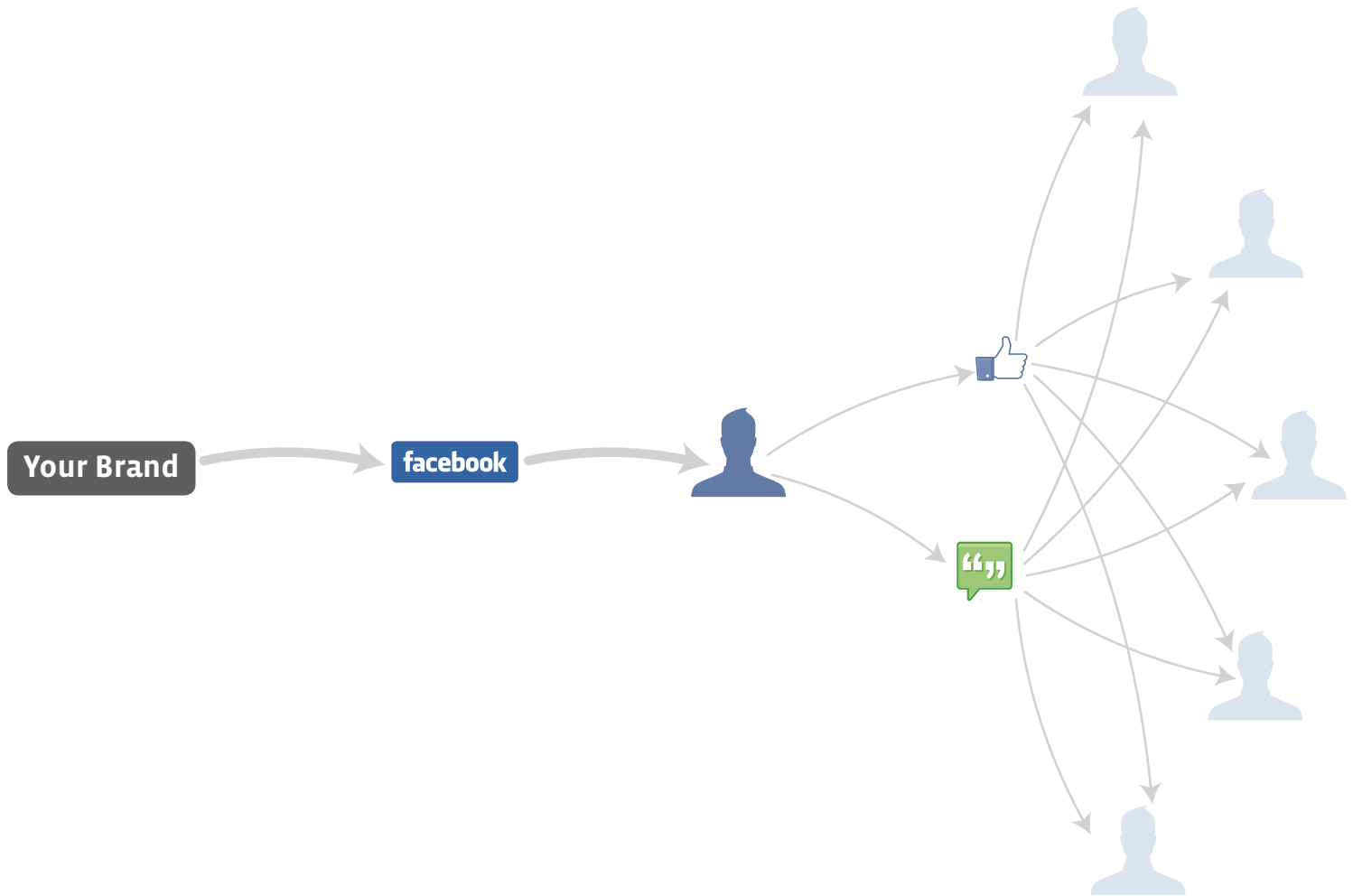


Create a Lasting Impression

A typical impression on the Internet has a beginning, middle and end. People click through to your site and the action ends there. They don't share the experience with friends and if you want to reach them again, you'll probably need a new advertising budget to make it happen.

On Facebook, there is a unique opportunity for that single impression to live on and for the message to be shared organically among friends. Sharing and interaction that happens beyond that original impression is free. Which means you now have more opportunities than ever to share stories and content about your brand in new, captivating ways. And you get to do it with the people who matter most: your customers.

Now that you are familiar with the many ways you can build your business on Facebook, we hope you will take a moment to consider your next course of action. Whether it involves setting up a Facebook Page, starting a targeted Facebook Ad campaign, or placing social plugins across your website, we are excited for you to explore the possibilities and to discover for yourself the incredible effect that Facebook can have on your business.



Contact Us

Facebook's headquarters is in **Palo Alto** with sales offices around the United States in:

- **Atlanta**
- **Austin**
- **Birmingham**
- **Chicago**
- **Dallas**
- **Los Angeles**
- **New York**

Facebook's international headquarters is in **Dublin** with satellite offices in:

- **Hamburg**
- **Hyderabad**
- **London**
- **Madrid**
- **Milan**
- **Paris**
- **Selangor**
- **Singapore**
- **Stockholm**
- **Sydney**
- **Toronto**

For more information, contact your local sales representative or visit <http://www.facebook.com/advertising>.



