

Best Practices in Building an Engaged Facebook Fanbase



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Current* Facts & Figures

- More than 300 million active users
 - 70% outside of the U.S. (available in 70+ languages)
 - Fastest growing demographic is 35+
- A highly engaged audience
 - 50% of users log in to Facebook on any given day
 - More than 45 million status updates daily
 - More than 2 billion photos and 14 million videos uploaded monthly
 - More than 3 million events created monthly
 - More than 45 million active user groups
 - 20% of users access the site from their mobile devices

**Growing by the minute...*

Opportunities for Brands & Institutions



PAGES

- 40% of people have become a “fan” of a brand on Facebook or MySpace; higher among 35-44 yr. olds (52%)
- More than 10 million Facebook users become fans of Pages each day

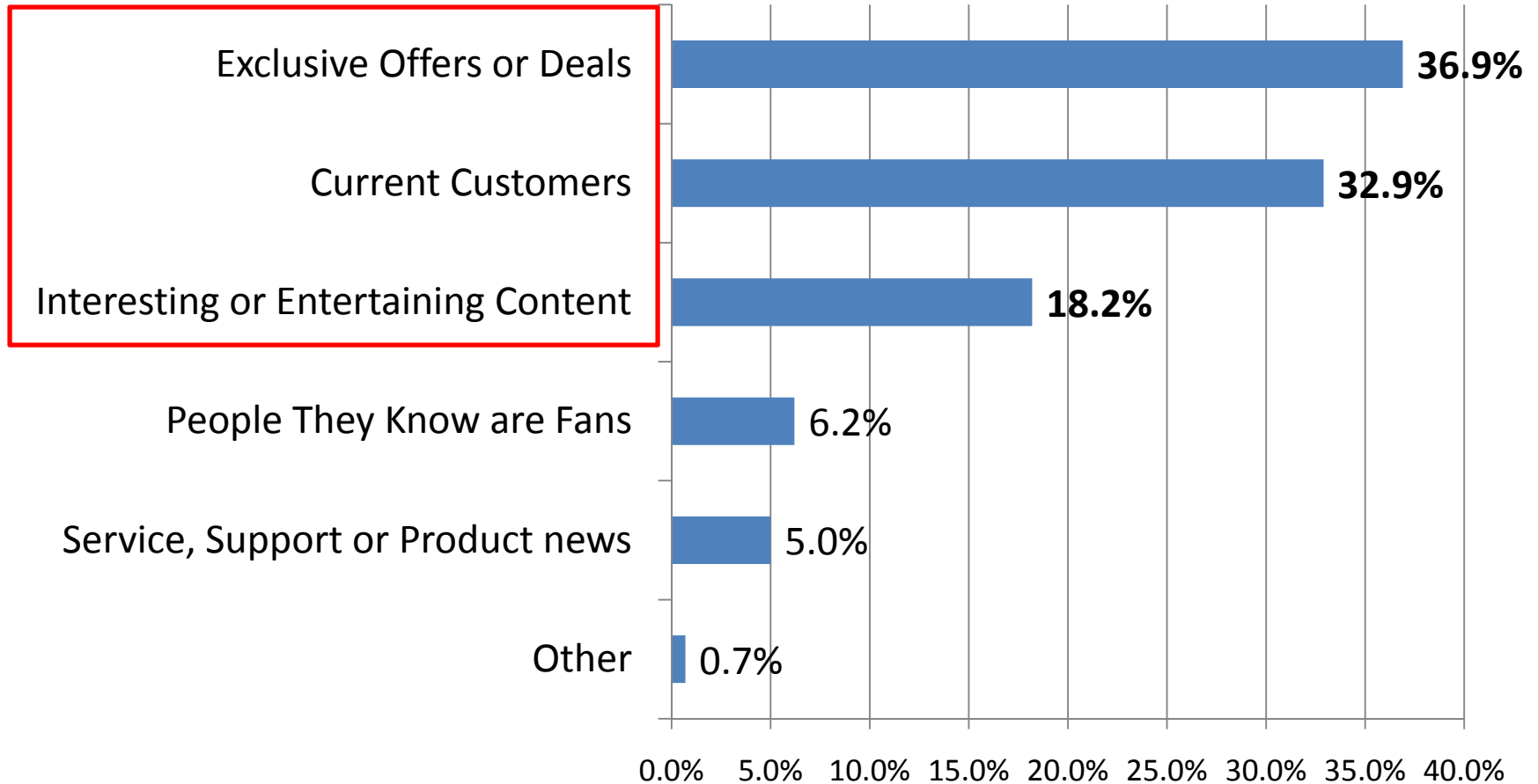
APPLICATIONS

- 350,000+ active Facebook apps
- 70% of users engage with apps
- Most are non-branded, but some companies have seized the opportunity



An advertisement for the Pizza Hut Interface App. The background is red with a white border. At the top right, there is a black box with the word 'Interface' in white. The main text reads 'GET PIZZA ON YOUR FACE!' in large, bold, yellow and white letters. Below this, there is a smaller text block: 'Here's our status update: Now you can order using the new Pizza Hut Interface App!'. Further down, it says 'ORDER FROM PIZZA HUT WITHOUT EVER LEAVING FACEBOOK!' in bold white letters. At the bottom, there is a green button with the text 'ADD APP NOW'. On the right side, there are four small images: a pizza, a woman's face, another woman's face, and a screenshot of the app interface.

Primary Reasons People “Fan” Brands



Great Case: Starbucks



The screenshot shows the Starbucks Facebook page. At the top, the Facebook navigation bar includes 'Home', 'Profile', 'Friends', 'Inbox', and the user's name 'Kristen Wiley' with 'Settings' and 'Logout' options. The Starbucks profile header features the logo, the name 'Starbucks', and a 'Become a Fan' button. Below this are tabs for 'Wall', 'Info', 'Photos', 'Discussions', 'Around The World', and 'Events'. The main content area displays a feed of posts from fans, including messages about Starbucks partners, drinks like mocha lites and caramel fraps, and general fan enthusiasm. On the left sidebar, there is an 'Information' section stating the company was founded in 1971 in Seattle's Pike Place Market, a 'Fans' section showing 6 of 4,523,165 fans, and a 'Favorite Pages' section with 2 pages.

- **5.1 million fans**
- Ran several ad campaigns to boost fan base
- Frequently offers giveaways, including the successful ice cream application
- Ranked the No. 1 most-connected brand by Altimeter Group

Great Case: Coca-Cola

The screenshot shows the Facebook interface for the Coca-Cola page. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Kristen Wiley', 'Settings', and 'Logout'. The page header features the Coca-Cola logo, a 'Become a Fan' button, and tabs for 'Wall', 'Info', 'Coca-Cola', 'Feeds', 'Photos', and 'Discussions'. The main content area is dominated by a red promotional banner for a contest: 'only 2 DAYS LEFT Star in a Coca-Cola Commercial'. The text below the banner reads 'Upload a video of yourself creating the "Sounds of Coca-Cola"' and includes a red 'Audition Now' button. Below the banner, there is a Creative Commons license notice and a 'refreshing feeds' icon. The page is divided into three promotional tiles: the first for a 'Spin the Coke Bottle' app, the second for 'Open Happiness' featuring a group of people, and the third for 'Yeah Yeah Yeah Yeah' featuring a character and a bottle. Below these tiles is a 'Fan Highlights' section with a red background, containing 'Photos' and 'Videos' sub-sections. At the bottom, there is a section for 'The Page Creators'.

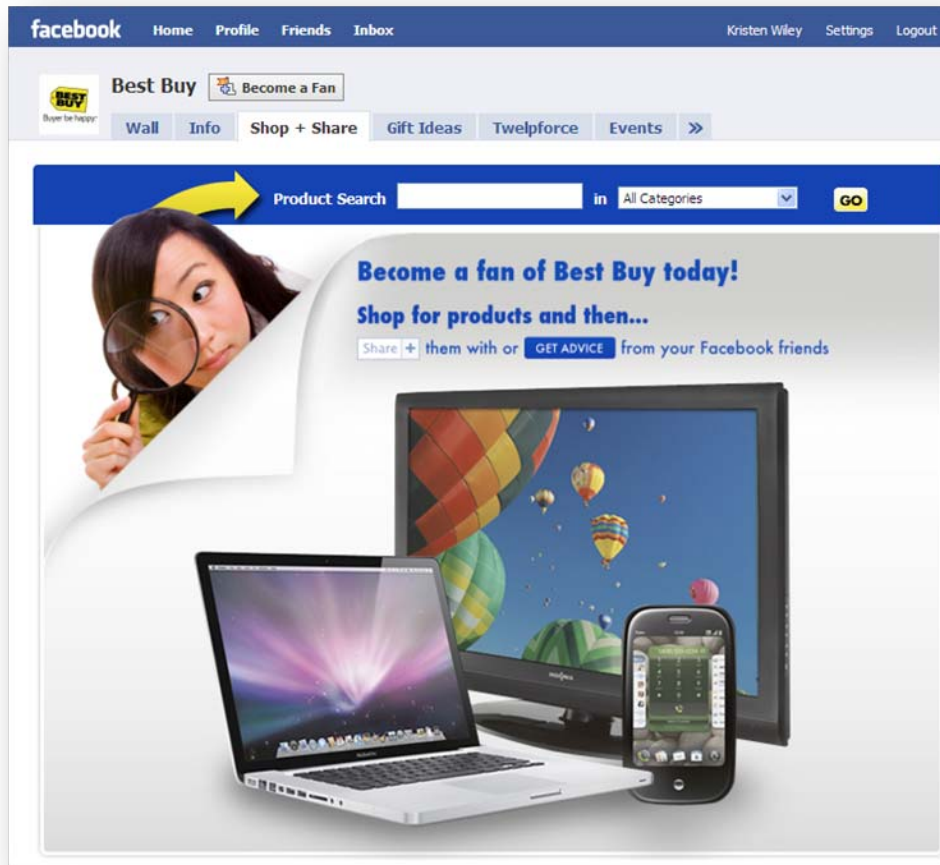
- **4 million fans** (top product page on Facebook)
- Created by two fans who now run the page with backing from Coke
- Features regular promotions
- Links to Coke's other social media communities
- Includes section for fan photos

Great Case: Adidas

The screenshot shows the Adidas Originals Facebook page. At the top, the Facebook navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Kristen Wiley', 'Settings', and 'Logout'. The Adidas logo is prominently displayed on the left. Below it, the page name 'adidas Originals' is shown with a 'Become a Fan' button. Navigation tabs for 'Wall', 'Info', 'Your Area', 'Photos', 'Video', and 'Events' are visible. The 'Your Area' tab is selected, showing a 'Just Fans' section. The main content area features several posts: an invitation to a 'The Moving Stars and Earth for Water' event, a post about 'L'accès à l'eau pour tous' by Fondation One Drop, an announcement for the 'Neighborhood 15th year Anniversary supported by adidas Originals' in Tokyo, and a post about a special event in LA. The left sidebar contains sections for 'Fans' (6 of 2,123,801 fans), 'Favorite Pages' (1 Page), and 'Links' (3 of 642 links).

- **2.1 million fans**
- Features a “Your Area” tab that populates with localized content
- Features an abundance of photos and videos
- Updates a few times per week

Great Case: Best Buy



- **1 million fans**
- Solicits feedback from consumers
- Enables visitors to get feedback on items from Facebook friends before purchasing
- Features “shop and share” and “gift idea” applications
- Connects fans to stores through dedicated tab

Other Brands to Watch (Per Facebook)

- Skittles
- Pringles
- Papa John's
- Target
- Ben & Jerry's
- Warner Brothers
- Virgin America

Top 10 Tips

For Building an Engaged Facebook Fanpage

1. Start with a strategy and assign dedicated, passionate Page managers
2. Use multiple tabs and add applications to enhance the experience
3. Promote the Page aggressively through existing channels, and consider Facebook ads for a faster rise
4. Create a “conversation calendar” and update often, but not too often (good rule of thumb is 2-3 times per week)
5. Moderate comments and respond to fans
6. Give fans what they want!
 - Exclusive offers
 - Interesting and entertaining content
7. Run creative contests to drive engagement and growth (but be sure to heed Facebook’s new guidelines)
8. Post photos and videos and encourage fans to post, too
9. Create Events, Discussion Boards and Groups
10. Use Facebook Insights to measure and improve

Questions?

Thank You