Facebook Pages

The Insider's Guide to Viral Marketing

"With some candidates in the 2008 Presidential election embracing every facet of Web 2.0 to get their message out…your next president may be no further than a friend-add on Facebook." – Time

Consumers are increasingly turning to the Internet for information about companies and products. According to Jupiter Research, 70% of viral marketers report increasing brand awareness as one of the most successful areas of their social marketing campaigns. With 70 million active users, Facebook is the Internet's leading social utility. Facebook Pages give businesses the opportunity to build a consumer base, sell products, run promotions, schedule appointments or reservations, share information, and interact with customers.   Today, hundreds of thousands of leading brands, restaurants, hotels, writers, filmmakers, bands, and retailers are leveraging Facebook Pages to reach consumers.

Businesses now have the ability to expand their revenue base and acquire new customers through free Facebook Pages. Pages enable customers to interact, learn, purchase, and spread the word about your business to their friends.

The key is Facebook's stable and trusted platform, which gives companies the ability to connect with consumers and participate in the conservations they're already having with their friends about their favorite local spots, artists, films and brands. Every day, most of Facebook's 70 million active users log on to Facebook to learn about their friends and share information about their interests and activities. This regular interaction gives businesses the opportunity to connect with existing and new customers as effectively as a face-to-face meeting.

Introduction to Facebook

Facebook offers you an unparalleled opportunity to connect with your fans and consumers—on their turf and in ways they find meaningful. By maintaining a Facebook Page and using all the available features, you can interact with consumers the same way they interact with friends and colleagues. Your biggest fans have probably already told a couple friends about your business in casual conversation, but Facebook's technology makes it easy for them to spread the word instantaneously to all of their friends—on average, over 100 people.

Keys to Using Facebook

1) Make business personal

People primarily use Facebook to share personal information with friends. The more you showcase the human element of your business, your products, and your people, the stronger of an effect it will have on everyone who views it.

2) Update your Facebook Page frequently

Facebook is geared to highlight new information and recent changes. The more often you add new content, the more often people will come back to your Facebook Page. You can also send Updates to your fans to announce in-store events, special promotions, new products, concerts, screenings, or other news.

3) Harness the power of News Feed

The News Feed on users' home pages tells them what their friends are doing. When users become your fan, News Feed tells their friends and invites them to become fans as well. In turn, this can lead to the friends of their friends finding out about your business through their News Feeds, and so on in a virtuous cycle. News Feed is the key to spreading your message virally on Facebook.

4) Choose the applications that are best for your business

Facebook and its outside developers have built thousands of free applications for businesses, bands, and every other type of organization. Your Page comes with the basics pre-installed, but you can easily add whichever other applications are right for your business. For instance, a restaurant may choose to add an application for online ordering or reservations, while a film may add a cinema-locator so the user can find the nearest screening without ever leaving Facebook. You can even build your own applications. The more useful your applications are to your customers, the faster your fan base will grow.

5) Promote your Page through Facebook Ads

Facebook Ads allow you to reach exactly the audience you want and bring them to your Page. You can choose your audience based on age, gender, geography, educational status, relationship status, and precise interests or keywords. Your ads can be socialized so that users' interactions are reflected in the ads their friends see, increasingly the virality of your Page. You can run ads both in traditional "banner" locations and in the News Feed. As with your Page itself, the key to success with Facebook Ads is to experiment and iterate on your work.

Facebook experts are all around you: in your family, on your staff, amongst your customers, at your competitors. Don't hesitate to ask them for advice and to follow their lead when you see a successful strategy at work.

"Is Facebook becoming the social operating system of the Internet, poised to support a whole new generation of businesses?...Wharton's Fader sees Facebook commanding a mass market in a way traditional forms of media no longer do. 'Even TV does not have the same level of engagement. Right now, Facebook is unique.'" – Forbes

Presence

Facebook Pages, which launched in November 2007, allow local businesses, sports teams, artists, films, brands, public figures, non-profits and other business organizations to have a presence on Facebook. Users can add themselves to your Facebook Page as fans, write on your Wall, purchase products, learn about special promotions, upload photos, and join other users in discussion groups. You can send Updates to all your fans whenever you like. And you can add applications to your Page and engage Facebook users with videos, notes, links, Flash content, and more.

Facebook Pages vs. User Profiles

Anyone using Facebook has an individual user profile to navigate the site and communicate with friends, family and colleagues. For your protection, your personal log-in information should never be shared. After logging in to your user profile, you can create and administer a Facebook Page for your business—and you can easily invite colleagues to manage it with you. The differences between user profiles and Facebook Pages help you protect your own privacy as a user while maximizing publicity for your business:

1) Facebook Pages are visible to everyone

Even people who aren't logged in to Facebook can see Facebook Pages. A user profile, on the other hand, can only be seen by the user's friends and others in her networks.

2) Facebook Pages can have an unlimited number of fans

Regular users can have up to 5,000 friends.

3) Users can automatically support your Facebook Page without confirmation

User profiles have to approve all incoming friend requests.

4) You can send Updates to all your fans

User profiles cannot message all their friends at once.

Although a person could never use a Facebook Page as the primary way to navigate Facebook (for instance, a Facebook Page can't join Groups or attend events), Facebook Pages are the perfect solution for businesses, bands, films, sports teams, and other organizations seeking to reach Facebook's 70 million active users.

Getting Started

If you don't yet have one, the first step is to create a free user profile. Go to facebook.com and click "Sign Up." You'll fill out some basic information, receive a confirmation email, and click the link in the e-mail—congratulations! You now have a Facebook user profile.

To create a Facebook Page, go to facebook.com/pages/create.php. Type the name of the Page exactly as you want it to appear and as you think users will search for it. You won't be able to change the name later.

Select the category that's best for your business. Selecting the correct Page type will make the features of the Page more relevant, so avoid using "Other" unless there's truly no good alternative.

Now you just need to add content and publish your Page.

Getting Help with Your Facebook Page

Many questions you may have about your Facebook Page are answered in this guide, so be sure to read it in full if you need help. For help with specific applications, check out facebook.com/help.php. Friends and family who are avid Facebook users are a great resource as well. You can email Facebook at info@facebook.com, but you may find your answer faster by referring to this guide.

Finding Your Facebook Page

There are several ways users can find your Facebook Page:

1) Name Search

Users can search for you by name using the Quick Search bar on any page, or by going to the main search page. Your Facebook Page will appear high in the search results if the user enters your name as it appears on your Facebook Page.

2) Fans' Profiles

A link to your Facebook Page will appear in the profile of each of your fans in their "I am a Fan of…" box.

3) News Feed & Mini-Feed

Users will see stories in their News Feed when their friends become fans of your Facebook Page or engage with the Page in various other ways. Similarly, these stories will be published in the friends' Mini-Feeds. Every day, billions of potential stories are created on Facebook, but only the most interesting ones are published to News Feed; Social Ads, however, turbo-charge the distribution of these actions on your Facebook Page make it into users' News Feeds.

4) Public View of Your Facebook Page

Your Facebook Page is visible to people who are not logged in to Facebook, so you can add links to your Facebook Page on other websites and blogs. Internet search engines will also index your Page and share it with their users.

5) Pages Dashboard

Users can browse through their own Pages, other Pages with recent activity, their friends' favorite Pages, and lists of most popular Pages by category.

6) Events

When you create Events for your Page—like sales, happy hours, and concerts— your fans can invite their friends to come along with them.

7) Share

Fans who like your Page can permanently post it to their own profile and/or invite particular friends to check it out.

"Everybody has Facebook. Everybody gets the message." – Canadian Broadcasting Corporation, in reference to word of a local in-store sale exploding virally through Facebook

Manage

This section provides detailed information about how to build your Facebook Page and promote it with Social Ads. It's important to add fresh content to your Page regularly to keep people coming back. And you'll want to know how to take full advantage of all of your Page's functionalities.

Basic Administration of Your Facebook Page

It's helpful to remember the difference between your user profile and your Facebook Page. You access Facebook by logging into your user profile, regardless of whether or not when you have a Facebook Page. When you edit your user profile, these changes will not be reflected on your Facebook Page. Likewise, when you edit your Facebook Page, these changes will not be reflected in your user profile.

There are two ways to edit your Facebook Page:
1) Use the Page Manager, which appears in your Facebook left sidebar as "Page Manager" or "Ads and Pages." You can also use the Page Manager to view detailed statistics about your Page and to support it with Social Ads
2) Bookmark your Facebook Page and click an "Edit" link in any section or in the upper right part of Page

When adding content to Facebook, notice whether you're adding it to your Facebook Page or to your user profile. If you want to add content to a Facebook Page, go to the Page Manager application or to your Facebook Page first.

Adding and Removing Administrators of Your Facebook Page

If you have colleagues who help maintain your Facebook Page, you may want to add them as administrators of your Page. Since you should never share your personal log-in information to your user profile, inviting your colleague as administrators is the only way to share control of your Facebook Page. The user(s) you add will then need to confirm that they want to have administrative access to the Page.

- Go to your Facebook Page, and click 'Admins' in the upper-right part of the Page. Then select from your friends on Facebook and/or enter the email addresses of colleagues who aren't yet on Facebook
- Users cannot see who is administrating your Facebook Page
- Never share your secret log-in details

To remove an admin from your Facebook Page, just click 'Remove admin' next to the name of the person you want to remove on the Admins page. If you accidentally remove yourself as an administrator of your Facebook Page, you will need to ask one of the remaining admins to add you as an administrator of the Page. Never remove yourself as an administrator of your Facebook Page unless there is at least one other administrator; otherwise, your Facebook Page will be taken down from the site.

Publishing Your Facebook Page

- When you want users to see your Page, go to its Edit Page and click the Settings link at the bottom. Set it to "Published" and click Save Changes.
- You can set your Facebook Page to 'Unpublished' at any time to temporarily hide your Page from everyone except its administrators.

5,000,000

Facebook Pages are gaining over 5,000,000 new fans every week

Using Applications on Your Facebook Page

- You can use applications on your Facebook Page to share information, sell products, and engage your consumers with rich media.
- Use the application directory to find applications you want to add to your Facebook Page.
- A good way to find useful applications is to search for businesses similar to yours and browse the applications they are using.
- To find a developer to build a custom application—such as a sweepstakes to draw fans to your Page—check out the Developer Marketplace at http://www.facebook.com/developers/.

Several applications are included by default with your Facebook Page:

1) Mini-Feed

The Mini-Feed in your Facebook Page shows a log of recent changes, just as it does on a user profile. You may delete any story that you do not want to display. It's important to regularly update content on your Facebook Page, so users know that the Page is being actively maintained.

2) Photos

Photos are the most popular feature on Facebook. With billions of photos, Facebook is the number one photos site on the Internet, so think seriously about how you can best integrate photos into your profile. Upload the photo that best represents your business as the Profile Picture at the top of the Edit Page. A good Profile Picture is crucial to help users find your business in search. You can choose to allow fans to add photos to your Page.

It is a good idea to upload photos frequently to your Facebook Page. Use vibrant, candid photos to communicate the human element of your business: employees, special events, customers, etc. These will give your Facebook Page a natural feel to users who are used to viewing their friends' profiles and photos.

To add new photos, go to the Edit Page for your Facebook Page and click on 'Photos'. To create a new album, select 'Create a Photo Album' at the top of the page. To add photos to an existing album, click on that album and then select 'Add More Photos' at the top of that page.

No changes you make while editing an album will be saved until you click "Save Changes" at the bottom of that page.

See 'Photos' Help (http://www.facebook.com/help.php?page=7) for more information.

3) Events

You can use Events to inform customers about grand openings, in-store sales, happy hours, public appearances, and any other occasions or milestones you want people to be aware of. Fans, in turn, can RSVP and spread the word to their friends.

To create an Event, go to the Edit Page for your Facebook Page and click on "Events." Fill in the event information and add a picture to your event. You can then add photos, videos and other content to the event—and you can choose whether or not to let fans add content as well.

To edit your Facebook Page's Event, go to your Facebook Page and click 'Edit Event' in the upper-right. You can delete an Event by clicking 'Cancel' in the upper-right of the Event's Edit Page.

One of the ways Facebook knows which stories are most interesting to a given user is the number of that user's friends involved in a story. Stories about Events can include all the users who have RSVP'ed. Therefore, actively using Events is a powerful way to reach users through the News Feed.

See 'Events' Help (http://www.facebook.com/help.php?page=13) for more information.

3) Notes
Notes is Facebook's blogging feature. You can use Notes to tell your fans about recent press mentions or awards, highlight new products, or share any other information with your customers.

To write a new note, go to the Edit Page for your Facebook Page, click on 'Notes,' and click on 'Write a New Note' in the upper-right.

You can also import an external blog from another website. From the Notes Edit Page, follow the instructions on the right side of the page.

See 'Notes' Help (http://www.facebook.com/help.php?page=19) for more information.

4) Video
Facebook's Video application offers you a highly engaging and personal way to show fans video promotions, clips of live performances, or recordings of what it's like inside your office, store, or venue. (You can also send Video Updates to all your fans; see Sending Updates to All Your Fans for more information.)

You can record, upload, and edit videos effortlessly—just go to the Edit Page for your Facebook Page and click on 'Videos.'

See 'Video' Help (http://www.facebook.com/help.php?page=26) for more information.

5) Discussion Board

Your Facebook Page has a Discussion Board, where you and your fans can talk about your business, your products, and your upcoming events. This is a great place to get candid, actionable feedback from your customers.

When you or any administrator of your Facebook Page writes on your Discussion Board, the post will appear to come from your Facebook Page and not from your user profile.

To start a new topic or to respond to an existing topic on your Discussion Board, simply click on an existing thread or start a new one. You will see an option to 'Start New Topic' in the upper right part of the main Discussion Board page. Only you and fans of your Page can start a new topic.

You can turn your Discussion Board off by clicking on the 'X' in the upper right corner of the Discussion Board on your Facebook Page. You can also turn the discussion off or on from the Edit Page for your Facebook Page. You can delete any Discussion Board posts or topics that you do not want appearing on your Facebook Page. If a user violates Facebook's Terms of Use with a post, you can report the user by clicking the "Report" link next to one of their posts so that appropriate action may be taken. Posts violating Facebook's Terms of User will be removed.

6) Wall

Facebook Pages come with either Wall or Reviews pre-installed. Wall is a public comment board where your fans can leave messages that will be visible to everyone who views your Facebook Page. When you write on the Wall of your Facebook Page, you will be writing on behalf of the Facebook Page itself and not as your user profile.

You can send a private Message to someone who wrote on your Wall, although this private Message will come from your user profile and not the Facebook Page.

You can delete any Wall post. If a user violates Facebook's Terms of Use with a Wall post, you can report that user to Facebook by clicking the 'Report' link, and you can click 'Block' link, so they will no longer be able to write on your Wall. You can turn off your Wall by clicking the 'X' in the upper right corner of your Wall on your Facebook Page. You can also turn your Wall off or on from the Edit Page for your Facebook Page.

See 'Wall' Help (http://www.facebook.com/help.php?page=3) for more information.

7) Reviews

Facebook Pages come with either Wall or Reviews pre-installed. Reviews allow users to write about your business or particular products— for instance, their favorite dish at your restaurant, a recent spa treatment they enjoyed, or an exciting part of the film they just watched.

If a user violates Facebook's Terms of Use with a review, you can report the user by clicking the "Report" link under their review so that appropriate action may be taken. Reviews violating Facebook's Terms of Use will be removed.

You can choose to display on the front of your Facebook Page only those reviews written by a user's friends. From your Facebook Page, on the Reviews box, just click the edit link and choose your preferred setting. Only Reviews of three stars or higher will receive free viral distribution into friends' News Feeds.

Adding Other Applications

There are thousands of other applications that you can add to your Facebook Page. A restaurant owner might add the applications to help users judge their food, make reservations, or order for delivery. A film producer might add Fandango's Movie Times and Tickets application so users can buy tickets directly from the Page. A musician might add the iCast application by iLike to blog or try either the MusicShop application by Musictoday or the My Merch Store application by Zazzle to sell clothing and CDs. The choices are yours—experiment and pick what's right for your business.

To browse applications, go to the Edit Page for your Facebook Page, click on More Applications link at the bottom of the applications section. When you find an application you want to use on your Facebook Page, just click on it and then click 'Add to Page' in the right-hand column. Be sure to add the application to your Facebook Page and not to your user profile.

To search for an application by name, just type its name into the Quick Search bar in your left sidebar.

You can also add applications you see when other user profiles and Facebook Pages. When you see one you want to add, click 'Add' in the upper-right part of the application's box.

Not all applications can be added to your Facebook Page. When you try to add an application, look for a link in the upper-right for 'Add to Page'. If this link does not appear, then that application cannot be added to your Facebook Page (it's probably designed for user profiles instead.)

Removing Applications

It's easy to remove any application you no longer want to appear on your Facebook Page. Just click on the 'X' in the top-right corner of the application's box in your Facebook Page. If you want to re-add it later, find it through any of the ways discussed above and click 'Add.'

Sending Updates to All Your Fans

- You can send Updates to all of your fans
- You can include rich media attachments or links
- These message blasts show up in the 'Updates' tab of your fans' inboxes

To send an Update, go to your Facebook Page, and click 'Send an Update to Fans' in the upper-right. Use the 'Attachments' options below the message body to add media to your message. If you have added the Video application to your Facebook Page, you will have the option of video-recording a message for fans.

Each of your fans has the option to turn off Updates from your Facebook Page. Be thoughtful about the frequency and relevance of Updates to ensure your fans continue to view them as useful rather than spam.

Any administrator of your Facebook Page can send an Update to your fans, and all Updates will be signed by your Facebook Page rather than the individual administrator.

Viewing Insights about your Facebook Page

- You can view data on who your fans are (including breakdowns by age and gender) and what they're doing on your Page
- You can easily export this data for use in other programs, such as Excel

To view Insights for your Facebook Page, go to the 'Pages' tab inside the Page Manager and click 'Insights' underneath the name of your Facebook Page.

Once there's activity on your Page, spend some time exploring the Insights page to see all the data available. You can toggle what displays in the graph via the dropdown in the upper-left. Not only will these Insights help you know exactly whom to target via Social Ads on Facebook, but they'll also provide useful demographic data to help focus any marketing campaigns you might run off of Facebook.

Click 'Export Data' near the top of the Insights page to convert the data to one of several commonly used formats.

"Facebook has achieved near total penetration of the college market, with more than eight out of ten college students registered. Older Americans are also flocking to the site: it draws 250,000 new members every day…. In the end, social networking sites are wildly popular precisely because they disseminate information so effectively." – The Nation

Reach

This section discusses strategies to get the most out of your Facebook Page. Facebook can be effective as the sole online presence for your business or as a complement to your webpage outside of Facebook. Either way, it's important that you make as much information about your business available on Facebook as possible.

Bringing All Your Information to Facebook

The more content you bring to Facebook, the more success you will have in getting users to affiliate with your Page and spread your products to their friends. Facebook is designed to help users share information with their friends and colleagues. Regularly adding photos and videos, writing Notes, creating Events, and using other applications guarantees your Facebook Page will always have fresh, useful content. You'll get more return visitors, which leads to more fans and customers in the long run.

Like nytimes.com and many other websites, you can add Facebook share links to websites, blogs or forums you maintain. By adding these links (available at http://www.facebook.com/share_partners.php) to your outside sites, you make it easy for Facebook users to share this content with all their friends through all of Facebook's viral distribution channels.

Additionally, you can integrate your outside websites with the Facebook API and Beacon. Each of these opt-in utilities allows you to add information to a Facebook user's account while they're using your site. With the user's permission, you can tell their friends about something they did on your site, like donate money to a cause, make a purchase, or comment on an article. Through the Facebook API, you can access some of their Facebook data to customize their experience and make it easier for them to share information with their friends on Facebook.

For more information on Beacon, visit http://www.facebook.com/business/?beacon. For more information about the Facebook API, visit http://developers.facebook.com.

Using News Feed to Your Advantage

News Feed tells Facebook users about their friends' recent activities on the site. It is the first thing users see on their home page whenever they log in.

News Feed drives the viral spread of information on Facebook through networks of friends. It can cause a domino effect: as something becomes more popular, more people hear about their friends doing it through Feed, and then do it themselves. This can snowball into hundreds of thousands of people hearing about something in just a matter of days.

How Feed Works with your Facebook Page

News Feed stories will be generated by actions your fans take. When someone says they're a fan of your business, they generate a story that may be seen by that user's friends in their respective News Feeds. When your fans write on your Wall, comment on one of your photos, add to a discussion thread, or engage with your Page in one of many other ways, they generate a News Feed story that their friends may receive.

News Feed stories will be generated when your fans RSVP to Events you create for your Facebook Page. This is the primary way their friends become aware of these Events.

How to get the most out of News Feed

The biggest bang you can get out of News Feed comes from getting a lot of people to take the same action in a short period of time. This momentum is instrumental to the snowball effect that News Feed is capable of producing.

For example, say you create an event for an upcoming in-store sale, meeting, concert, or screening. If many of your core fans RSVP quickly, then News Feed stories will spread widely to those fans' friends. Many friends will receive stories about multiple friends joining that event, increasing the social influence of the story. Having a core group of customers or fans on Facebook to help spread the word is an excellent way to leverage the free promotion News Feed offers.

With billions of potential stories created on Facebook every day, only a small fraction—generally the most interesting ones—are actually published to users' News Feeds. Social Ads, however, can ensure that your message reaches users' News Feeds, with these Social Actions attached as the trusted referrals of friends.

facebook

Facebook Ads Expand your Viral Distribution

87% of advertisers find interactive marketing to be more effective than traditional media at selling products or services online. 86% predict social advertising to become even more effective, making it the single most promising of 15 advertising channels studied by Forrester Research.

Targeting has evolved

Facebook Ads give you unprecedented precision in reaching exactly the audiences you want. Your ads can appear on either the Ad Space on the left of the Facebook frame or in the News Feed on the home page. Never before have advertisers been able to target according to any combination of these factors:

- Country
- State
- City
- Gender
- Age
- Any Interest Keyword
- Educational Status
- Workplace
- Political View
- Relationship Status

For instance, a high-end men's fashion boutique in San Francisco might choose to target only male college graduates over 25 living in San Francisco who have listed an interest in "fashion," "suits," "Armani," and "Saks Fifth Avenue." While you're building your audience, Facebook tells you exactly how many users fit within your target. With traditional advertising, you have to guess where your mass messaging is likely to hit the most relevant consumers. But Facebook's ultra-customized targeting ensures that you never waste a penny on irrelevant audiences.

Interest keywords are taken from users' interests and listed favorites (music, movies, books, activities, general interests, etc.). In order for a keyword to be available, approximately 2,000 users must have it listed in their profile. Listing keywords is an "or" rather than an "and" function. For example, let's say that an you choose these keywords: cookies, chocolate, candy. Users who have either cookies, chocolate, *or* candy listed will be targeted--they don't need all three.

What makes a Facebook Ad a "Social Ad"?

Like traditional Internet advertising, your Facebook Ad can drive users to any site outside Facebook. The most powerful investment your business can make with Facebook Ads, however, is to drive users to your Facebook Page. By choosing to add Social Actions from your Facebook Page to your Social Ad, you enrich the text and graphic of your ad with a friend's trusted referral whenever possible.

For instance, say you are friends with John. If John has interacted with Blockbuster's Facebook Page in any of many possible ways—for instance, by becoming a fan—then the Blockbuster Ad that you see will mention that John is a fan of Blockbuster. Since a friend's trusted referral is the most powerful influence on buying decisions, a Social Ad is radically more effective than a traditional ad.

With traditional media, a marketer's best hope is that her mass media interests enough consumers that they pass on the message to a few friends through word-of-mouth. Social Ads leapfrog that haphazard, shotgun approach by entering directly at the level of word-of-mouth conversation.

Getting started

Creating a Facebook Ad is easy:

1) Start

Click the "Advertisers" link at the bottom of any Facebook page and then click "Create a Social Ad." Under "I have something on Facebook I want to advertise," select your Facebook Page and then click "Continue."

2) Target

Define your first target audience. You'll want to run several Ads against different target audiences to see which ones are most effective, so pick the first group you'd like to target and then click "Continue."

3) Create

Choose a title and body text for your ad. The title of your ad can be up to 25 characters and the body can be up to 135 characters, including spaces. No single word in either the title or the body of the ad can be more than 15 characters long. Follow the list of best practices (including using proper spelling, capitalization, and punctuation) to make sure your ad is not rejected. Finish building your creative by uploading the photo or other graphic that best represents your product. The image must be less than 4 MB and cannot be larger than 110 pixels wide by 80 pixels tall. Check "Add Social Actions to my ad" and select any additional sources of Social Actions—for instance, Groups or Pages you administer or relevant applications. Remember: the more Social Actions you have supporting your ad, the more effective it will be. Please note however that you should only choose to include Social Actions that are relevant to the brand or product being advertised. Click "Continue."

4) Budget

Set the maximum Daily Budget for your campaign. Make sure this number covers all the ads you plan on running—not just the one you are creating right now. You will, however, always be able to change your Daily Budget after your ads are running. The Daily Budget represents the maximum that the you wish to spend each day. The minimum Daily Budget is $5. You can specify a Daily Budget for each of your campaign groups. Overall, you will be limited to the Daily Spend Limit that has been set automatically for your account. Your Daily Spend Limit works like a credit limit on a credit card. This is separate from the Daily Budgets that you set for each of your campaigns. The Daily Spend Limit represents the

most that our system will ever allow you to spend in one day. If the combined Daily Budgets of all your campaigns is less than your current Daily Spend Limit, you will never hit your Daily Spend Limit. You will never be charged more than the total of the Daily Budgets that you have set for your active campaigns. Facebook will periodically increase your Daily Spend Limit based on a history of successfully payments on your account.

You can choose to pay based of the number of people who view your ad ("CPM") or the number who click on it ("CPC"). By choosing CPC, you are indicating that what is most important to you is having people click through to your Facebook Page or website and controlling the cost to drive each individual to your site. By choosing CPM, you are indicating that what is most important to you is the number of people who see your ad. If your main goal is to promote a brand or message, CPM makes sense; if your main goal is to sell a product online, CPC makes sense. For any available ad inventory, Facebook selects the best ad to run based on the bid CPC/CPM and historical ad performance. If you choose CPC, you can choose whether Facebook will display your ad in the Ad Space, News Feed, or both. If you choose CPM , Facebook will display your ad in the Ad Space. Facebook suggests a bid range to you by analyzing the recent historical cost of reaching your target audience. Choosing a bid within this range doesn't guarantee a certain number of clicks or impressions. It's simply a suggestion about what bid you will most likely need to be competitive.

When your ad is served, you will not necessarily be charged your maximum bid. For any given impression, Facebook automatically lowers your CPC or CPM of the best bid to the minimum necessary to win the action. Therefore, you should enter the maximum you are willing to pay when creating an ad. This will increase the likelihood that you do not miss out on clicks or impressions that you otherwise could have received.

Next, pick the dates you want to ad to run. You can also choose to run your ad continuously starting today. Either way, you'll be able to pause or stop the ad at any time. Click "Continue."

5) Optimize

Confirm the details of your ad and click "Continue." If it's approved and your bid is high enough, your ad will start reaching your target audience soon. Now you're look at your Ad Manager—think of it as the command center for all your Facebook Ads. It lets you monitor in real-time the performance of your ads so you know what works best. Is my ad running? How many people are seeing it? How many people are clicking on it? How much is it costing? The Ad Manager has the answers. You can also use the Ad Manager to change the schedule for your ad at any time, change your Daily Budget, and change your bid to optimize your ads. The Ad Manager is also where you can find your account billing summary and print your daily invoices.

Create your next Ad. If you want to use the same audience and/or creative, then click on your existing ad in the Ad Manager, and then click on the "Create a Similar Ad" button.

Maximizing return on investment

Facebook Ads offer an unprecedented precision in geographic, demographic, and psychographic targeting, and for the first time ever, they let your business participate directly in word-of-mouth conversations between friends. Here are some best practices to make the most of Social Ads:

1) Narrow In

Rather than mass-messaging a huge audience, run at least five different ads geared towards different audiences. Not only can you customize your message to each group, but you'll know for future ads which audiences respond best. If you target people according to a specific interest—say, "Chinese food" or "sailing"— make sure you mention that interest in the text of the ad. It's worth taking the time to think of all the possible keywords that relate to your product or business and then testing to see which ones are most effective.

2) Socialize Around

Social Actions are the secret ingredient in Facebook Ads. Make sure your ad links to your Facebook Page, and enrich your Page with timely Events, interesting videos, eye-catching photos, and other content that fans can interact with. This will drive a virtuous cycle between users' interacting with the Page and clicking on your ads.

3) Stand Out

Write clear, targeted ads with concise text that speaks directly to the audience you will reach. Be sure to highlight any special offers or unique features that differentiate you from the competition. If your goal is brand name recognition, use your company name in the ad title or body. Advertising contests or sweepstakes for fans can be a powerful way to incentive users to fan your Page.

4) Iterate Onwards

The first few ads you run are a guessing game: Who's going to respond to which creative? Once you've seen the success metrics on those ads, however, the art can turn into a science.

- Is your ad not running? Increase the bid and make sure the creative complies with the best practices.
- Are too few people seeing it? Expand your audience size by making your targeting less restrictive.

- Is a particular creative getting a lot of traction? Test it against an array of target audiences.
- Is a particular audience responding best? Test an array of different creatives against it.

For more best practices, please visit http://www.facebook.com/ads/best_practices.php.

Getting started is easy. The choices are yours. 70 million consumers are waiting for you.

Frequently Asked Questions

Q. Can I message all of my fans?

A. Yes,. See Sending Updates to All Your Fans, above.

Q. Can I download all of my fans' emails, contact info, or other identifying information?

A. No. You may not use users' contact or personal info from the site without their permission, and you will not in general be able to see this fan information. You may ask fans and others to sign up for mailing lists through your Facebook Page as long as you specify how you will use information they supply. You will be able to see useful demographic data about your fans on your Insights page. See Viewing Insights about your Facebook Page for more information.

Q. Can I view fans' user profiles?

A. No. All Facebook users can see your Facebook Page, but fans' user profiles remain protected by their personal privacy controls just as your user profile does.

Q. Can I recruit fans to add me?

A. Yes, you can run Facebook Ads supporting your Page, targeted to the precise geographic, demographic, and psychographic audience you wish to reach. Don't use your user profile to message people you don't know inviting them to become a fan of your Facebook Page. If several users report messages you send as spam, you will lose access to that functionality or even have your user profile disabled altogether. This will cause your Facebook Page to vanish if you are the only administrator of the Page.

Q. What should I do if someone posts inappropriate content on my Facebook Page's Wall?

A. You can delete anything written on your Wall by clicking "delete" on any Wall post. You can permanently block any user who repeatedly writes inappropriate or offensive comments on your Wall. If the user has violated Facebook's Terms of Use by writing something obscene, racist or offensive, you can report that user by clicking the "report" link. Facebook will review the report and take appropriate action. Several other Facebook applications, such as Discussion Board and Reviews, provide similar tools for you.

Q. Where can I get help using Facebook?

A. Your first stop for FAQs is http://www.facebook.com/help.php. You can always write to Facebook at info@facebook.com if you're having any problems with your user profile. If you're having problems with any of Facebook's ad products including Facebook Pages or Social Ads, please contact advertise@facebook.com. But you can also get excellent, practical advice by

talking to active Facebook users on your staff, in your family or in your circle of friends. Odds are someone around you is a regular user and can troubleshoot issues.

Q. Where can I get help with developing an application on the Facebook Platform?

A. The Developers Marketplace (http://www.facebook.com/developers/) has an enormous amount of information for how to get the most out of the Facebook Platform. To access this information, click 'Developers' at the bottom of any page on the site. You can also get help from the large and active Facebook Developers community through the Facebook Developer application, which you can add to your account. (You don't have to be a Developer to add this application.) If you would like to discuss partnership opportunities involving the Facebook Platform or are a Direct Sales client, please email advertise@facebook.com.