

A Marketer's Guide to the New Facebook

Essential Tips and Tools for Breakthrough Results



facebook[®]

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Having a Facebook page is part of doing business today. Over 98 percent of retail websites had a page on Facebook in 2012, and over 97 percent linked to a Facebook page.¹ 33 percent of online shoppers have purchased an item seen on a friend's Facebook wall or News Feed, according to SteelHouse.²

However, it can be hard to figure out how to target the right customers to deliver real business results. There are more than 27 choices of ad units today (though Facebook is on track to simplify the choices this year.)

Additionally, the news media generate hype like "Facebook is shrinking while all other networks are growing."³ Facebook, at least in the US, is seeing average desk time use declining on the desktop. Is Facebook just the next Friendster, destined to be forgotten by consumers?

Evidence points to no. There's a shift in user behavior on Facebook, which reports greater mobile use and higher revenue on mobile.⁴ This matches larger web trends with mobile and tablet use eroding traditional web traffic. It seems more people are using the app on the go, when they're out of home and office and looking to shop or connect with businesses. Facebook is becoming a habit that customers take with them. That's not an audience to pass up.

Facebook added new ad targeting choices, such as "Partner Audiences" and "Broad Categories," which help you deliver content to people in specific demographic groups like "Snack Buyers" or "Jewelry Purchasers."

With the addition of "Graph Search," Facebook is making the mobile experience paramount.

Businesses will need to be visible, rated and "liked" to show up for mobile consumers. Facebook has also become a "default login" for thousands of sites, ensuring that they're tracking user behavior and feeding the vast store of data that lets you target customers even more efficiently. With its redesigned mobile and desktop interfaces placing ads in the main News Feed information stream, click rates should increase.

Facebook remains a challenge and an opportunity for marketers. The opportunity is to reach customers who are willing to tell you a whole bunch of information, including what they say they like, and what their friends like as well. The challenge: Are users looking for products and services, or just social interactions? How do we honor their requests to take time out of being 'consumers' to be 'friends'?

This guide explores Facebook's newer features and some actionable best practices you can use to connect with customers and make your Facebook marketing better.

¹ "On Facebook, Retailers Tackle How Best to Drive Sales" April 9, 2013, <https://emarketer.com/Article.aspx?R=1009793>

² SteelHouse Social Shopping Survey, May 2012, quoted in eMarketer, "Facebook Commerce: Evolving, Not Extinct", April 4, 2013, <http://emarketer.com/Reports/Viewer.aspx?R=2001091>

³ <http://www.businessinsider.com/you-have-to-believe-this-chart-makes-mark-zuckerberg-slightly-anxious-2013-5>

⁴ <http://adage.com/article/the-media-guy/sick-facebook-quit/241970/>

#1

Getting Found on the New Facebook

New Feature: Graph Search

In the "old" Facebook (last year), Facebook users would see friends' walls, and the things their friends actively shared, including company pages.

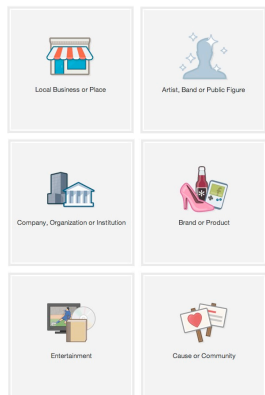
Now, there are many ways for users to discover new businesses. Some are push (paid promotion) and some are 'pull', where users find things because their friends like them first.

Businesses should make sure they are discovered in both ways. With the rollout of Facebook's "Graph Search"⁵ for a limited group of users, Facebook is demonstrating that the future of its interface will put search front and center.⁶

Graph Search turns the top of the Facebook desktop interface into a search bar, letting users search their "social graph" – the people they're connected to as friends, or friends of friends, to find results like "Restaurants in London my friends have been to" or "Chinese restaurants in New York my friends checked in at that my friends like."

Optimizing for Graph Search:

First and foremost, it is critical that your business' Facebook page has the correct category and proper contact information. When you first create a page, you can pick one of several categories, including local business or place, company, brand or cause.



Picking "Local Business or Place" opens a dialog where Facebook asks for location and contact details. These details will be used as part of your page, so fill them all out accurately. The category list includes choices like nightlife, entertainment, restaurant/café,

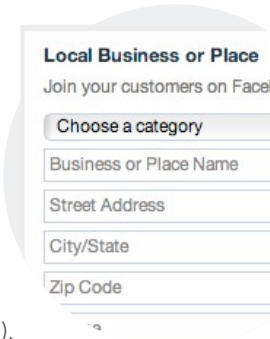
shopping/retail and more. If you run a Chinese food eatery and don't choose "Restaurant/Café", you won't come up in the search for "Chinese Restaurants my friends checked into and liked". Even if your business is a restaurant, not categorizing it leaves you out of the list.

New Feature: Nearby

Facebook's mobile "Nearby" function uses the categories above to help users find businesses near them. The screen shots show restaurants near New York's Empire State Building liked by friends. There is now a clear incentive for owners to encourage check-ins and likes for their establishments.⁷

Getting customers to provide data to Facebook means users searching via Graph Search or the Nearby function will find what they're looking for – your establishment. (Well done, Ayza Wine and Chocolate Bar.) These ratings (stars), "likes," shares and check-ins directly impact the Facebook friends of those taking the actions.

"It's clear Graph Search is in very early days, and ultimately it has potential," says Jason Keath, CEO of social media training company Social Fresh.⁸ "If they continue to move in the direction they are going, it will be valuable. Currently, Foursquare data has more value in location, Yelp is more focused on local businesses and OpenTable knows more about restaurants. Imagine if they open up Graph Search, as they've been talking about, and bring in this data – it can be even more valuable."



#2

Optimize Your Facebook: Best Practices

As Facebook changes its appearance, businesses should adapt to keep fans active and interested. After all, fans spend an average of \$116 more per year in their respective categories than non-fans.⁹

⁵ <https://www.facebook.com/about/graphsearch>

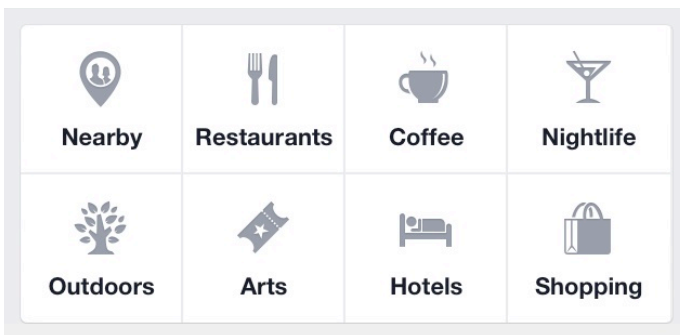
⁶ <http://www.facebook-studio.com/news/item/introducing-graph-search-help-people-discover-your-business>

⁷ New Ways for People to Discover Your Business with "Nearby," Facebook Studio, <http://www.facebook-studio.com/news/item/new-ways-for-people-to-discover-your-business-with-nearby>

⁸ <http://socialfresh.com/>

⁹ <http://www.marketingprofs.com/charts/2013/10758/average-value-of-a-facebook-brand-fan-increases-28>

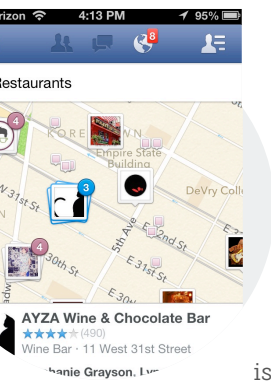
Best Practice #1: Adapt Your Page



In March 2013, Facebook modified the look of their News Feed again. Changes included:

- Stressing larger images
- Providing multiple ways to view News Feed (including a way for people to see all the pages they follow via a right-column dropdown)
- Paying additional attention to cover image. When someone “likes” your page, Facebook shares your cover image.

Recently, Facebook changed the format of its mobile interface, continuing the emphasis on pictures and minimizing its larger interface. According to Matt Idema, Facebook’s product marketing director, “We’re becoming a mobile-first company. Products are being built for mobile before desktop.”¹⁰



Mobile users will see more relevant business details on the top of company and brand pages. That includes address and contact information; make sure yours is up-to-date in your “About” section.

You can also ‘pin’ relevant posts to the top of your page. On mobile, those will appear right below your business’ information. According to Elisabeth Diana, advertising communications manager, Facebook will be adding additional “modules” to business pages. Currently, businesses with a physical location are starting to show maps links in their mobile pages. In the future, a menu link may be relevant for a restaurant. No word on exactly when the

new modules will roll out, but it speaks to the emphasis that Facebook is putting on making it easier for customers and businesses to interact, especially on mobile.

Best Practice #2: Increase Likes and Shares With Content

According to researchers at MIT’s Sloan School of Management, there are some very straightforward ways to increase your “likes,” shares and interactions with customers. Things you’d expect, like posting photos, using humor and being more human in posts, increase likes. But somewhat counter-intuitively, self-promotion of your brand, sharing successes, awards or achievements and posting educational content about your products also elicit more likes. In other words, asking to be liked generates results.¹¹

“One technique that drove comments to wall posts was posing questions,” said the researchers. “When brands asked, people answered. There was a sense of talking back to the brand. Speaking of questions, in our research we observed brands leveraging Facebook wall conversation for new product ideas. Several brands have begun to engage Facebook fans to get ideas on how to improve current offerings and perhaps even design new offerings. Such practices can help draw fans into an open innovation process and propagate a brand’s philosophy of customer inclusiveness. In addition, brand managers can use Facebook’s poll feature as a communication and engagement tool by posing a question and providing a predetermined set of possible answers.”

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It’s important for fans to click “share.” The Facebook user “acts on behalf of the brand to propagate the entire brand message to his or her network.”¹² The posts that people “like” also tend to get shared. Video posts are well shared, as are posts that brands ask fans to share. “Ask, and ye shall receive” seems to be a rule on Facebook.¹³

¹⁰ Interview with Elisabeth Diana, Advertising Communications Manager, Matt Idema, Product Marketing Director, Ads and Pages, and Dan Levy, Director of Small Business, at Facebook HQ on 5/6/2013

¹¹ [SOCIAL MEDIA] How to Create Brand Engagement on Facebook. By Arvind Malhotra, Claudia Kubowicz Malhotra, and Alan See, MIT SLOAN MANAGEMENT REVIEW, SLOANREVIEW.MIT.EDU WINTER 2013, page 19. <http://sloanreview.mit.edu/article/how-to-create-brand-engagement-on-facebook/>

¹² Malhotra, Malhotra and See.

¹³ Ibid, page 20.

The research also covers things that don't elicit likes, such as long messages, event messaging, contests and surprisingly, brands talking about the causes they support. The article is well worth reading.

Best Practice #3: Use In-Store Promotion

Two-thirds of US consumers with smartphones have used them to aid shopping, says a report by research firm Leo J. Shapiro and Associates. 38 percent of respondents research products on their smartphones while at a physical store, and 29 percent of customers have used them to find an online coupon before or while shopping.¹⁴

Use in-store call-outs to promote your Facebook presence.

If you are using Facebook Offers (described later in this paper), alert customers. If they buy the item for full price, then find out from a friend about a discount, you'll have an unhappy customer. If they redeem your offer, meanwhile, all their Facebook friends will find out about it.

If your prospects or customers are already in your shop or location, encourage "likes" and interaction with your brand page.

One common mistake is to show a "Like Us On Facebook" sign without giving the customer an exact URL. A sign that says "Facebook.com/YourBusinessURL" means they don't have to search for it.

Another simple way to get customers to "like" your business is via text message. Facebook's texting short code is 32655.¹⁵ If your customer is already set up to get text messages via Facebook, they can "like" you by sending your business name to the code. For example, if your Facebook page is <http://facebook.com/HowardBGreenstein>, texting "Howard-BGreenstein" to 32655 will automatically "like" the page.

Some local "in-person" businesses provide a bonus for "liking" or checking-in to the business. Putt'n Around Delray Beach¹⁶ is a mini-golf course. On a recent vacation, my check-in earned my kids an additional 18-hole go-around on their second course. This is a simple, low-cost loyalty builder. (And

look, I've passed it along as word-of-mouth marketing.)

Best Practice #4: Manage Your Page on the Go

In addition to managing your Facebook page at your desktop, you can now manage it on Apple and Android devices (in the US, Canada and many other countries).¹⁷ Administrators can perform almost any function, from adding a post to creating offers and viewing metrics via Insights in the pages app. Posts can be created on mobile and scheduled to run at a later time. If you create a retail display at night and take a picture of it, you can set it to be the first thing fans see on your page in the morning.

Insights: A Quick Guide to Facebook's Measurement Tool

Measuring interactions on your Facebook page using the "Insights" tool, which helps you measure interactions with your page, has its strengths and weaknesses.

While it lets you see the number of people who saw or clicked on a post, the data is measured by hours or days. The metrics are not ideal. Additionally, according to Search Engine Watch, the metrics are "unique totals" and not a day, month or weekly period total.

"For example, you could have exactly 1,000 people talking about your page each day in February. That doesn't mean you had 28,000 people talking about your page for the month. Those 28,000 stories in February may have come from just 5,000 unique people."¹⁸

You may need to export the data and manage it yourself to see more of a daily or weekly period.

Despite the lack of precision, you can use Insights to see trends in your posts, like the kinds of posts people "like," share or comment on. If your photo-based posts are more popular, that should be obvious from your metrics over time.

Additionally, Insights shows you the difference between organic, paid and viral reach.

- **Organic:** Unique people who see your original post in a News Feed, a ticker or on your page.

¹⁴ "Majority of US Smartphone Owners Use Devices to Aid Shopping," <http://emarketer.com/Article.aspx?R=1008971>

¹⁵ <https://www.facebook.com/help/174472495939831/>

¹⁶ <https://facebook.com/PuttnAround>

¹⁷ <https://www.facebook.com/help/261725130600682/>

¹⁸ "2 Deceiving Facebook Insights Metrics," March 19, 2013, by Nathan Linnell, <http://searchenginewatch.com/article/2255600/2-Deceiving-Facebook-Insights-Metrics>

- **Paid:** People who see it via a paid element such as sponsored stories or promoted posts.
- **Viral:** People who see the story via one of their friends.¹⁹

These metrics show you the effectiveness of various paid campaigns – ads versus promoted posts, for example.

According to Keath, watch out for “negative feedback” – people hiding your posts or marking them as spam.²⁰ If you're promoting your posts, they can go to “friends of friends” who may find them less relevant. It is possible that updates to Facebook's “edge rank” metrics, which decide what shows in the News Feed, are especially sensitive to this negative feedback. Figure out what posts people don't want to see, and do less of them.

so; “John Jones likes this page”, for example.

In June 2013, Facebook announced it was reducing the number of ad choices from 27 to approximately half. The intent is to simplify the ad purchase process. Businesses will no longer have to purchase separate sponsored stories – the ‘social component’ of the ads will be included. Look for this in the third and fourth quarters of 2013.²²

The **Cost Per Impression** advertising choice is traditionally for branding, says Social Fresh's Keath. When you're running CPC (cost-per-click) ads, you typically want people to click something – perhaps an e-commerce link. “It is important to test different ad optimizations at least quarterly, because what you can learn about your own ads can save you money.



Another smart rule is to use CPC to test a set of ads with a small budget, then take the successful ones and run them using CPM (cost-per-impression.) That way you pay for successful ads in the beginning, then you lower the price via the CPM – more clicks equals a lower cost-per-thousand. Optimized CPM is probably the best choice for most campaigns since Facebook works for you, decreasing cost-per-click and increasing acquisitions on your pages.”

Keath also stresses the need to learn the **Power Editor**.²³ Though Facebook's team stated in our interview that they're trying to move much of that functionality into the Ad Manager, it hasn't happened yet. In the meantime, “if you're running an ad to obtain ‘likes’, use the standard ad manager,” says Keath. “If you're doing regular campaigns, use the Power Editor. You'll save money, have more precision on your targeting and bidding and you'll save time testing audiences and different creative executions.”

Learn This: Power Editor

Power Editor is a plugin that works inside the Chrome browser. Power Editor is a bit of a commitment, so be prepared to read the manual first. Once you do, more advanced targeting features are available.

#3 Paid Promotion: New Ways to Drive Action

Facebook has been adding advertising tools for companies to reach fans. From promoted posts, which ensure a status is seen by a wide audience, to advanced audience segmentation for ads, there are many different options to reach fans and customers.

Ad Manager: Campaigns Made Simpler

The new Facebook Ad Manager (launched in April 2013) does more to allow advertisers who use the “Ad Create Tool” to track return on investment.

The **Ads Create Tool** is a simple interface to buy ads optimized for Page Likes, App Installs and Event Responses, among other things. If your advertising goal is “Get More Page Likes,” the campaign summary page in Ads Manager will show “Page Likes” more prominently and calculate “Cost per Page Like” for your ads.²¹ Additionally, it suggests when you create an ad that you also create a “Sponsored Story.” This tells friends of people who click an ad that they've done

¹⁹ <https://www.facebook.com/help/285625061456389/>

²⁰ “This hidden Facebook page feature is key to getting your content seen,” Steph Parker, 7/24/12 <http://socialfresh.com/facebook-insights-negative-feedback/>

²¹ Ads Manager: Making it Easier to Track Campaign Performance, April 2, Facebook Studio, <http://www.facebook-studio.com/news/item/ads-manager-making-it-easier-to-track-campaign-performance>

²² <http://harbrooke.com/2013/06/facebook-to-simplify-ad-units-soon/>

²³ <https://www.facebook.com/help/332626706817162/>

It allows you to import audience lists from your own mailing lists, and to import and export campaign data to and from Excel. Once you learn the tabs and steps, you can create very powerful audience segments, which you can advertise to in multiple ways on Facebook. While Facebook's Idema mentioned the goal of making things easier via Facebook's ad creation interface on the web, features like Custom Audiences and Lookalike Audiences still require mastering the Power Editor.

New Feature: Promoted Posts

Promoted Posts launched in June of 2012, and are now available to pages with as few as 30 likes. According to Facebook, fans will see your promoted page post as a sponsored story in their News Feed on desktop or on mobile.

When fans like, share, comment or claim an offer from your promoted post, their friends may see the post too.²⁴ This is one of the simplest ways to advertise on Facebook: you're using content you've already created as a post.

When should you promote a post? The best time is when the post is already doing well.²⁵ Promotion can accelerate a popular post and ensure more people see it. Jay Baer provides²⁶ a model for promoting posts: "STIR."

- S – Shelf Life:** Will the post be relevant in four days?
- T – Time:** Has the post been live for six hours or more?
- I – Impact:** Does the post include a link or other call to action (beyond a "like")?
- R – Results:** Has the post exceeded a one percent engagement rate already?

Promoted posts let you geo-target a promoted post. If your initial post didn't have geographic targeting, but you wish to promote to a specific area, this capability rolls out, according to InsideFacebook.com.²⁷ Promoting posts is also a great time to use the Power Editor. It lets you target your promotion more effectively than the simple targeting offered by your page.

Facebook Offers and How to Target Them

Offers are a way to promote coupons or special promotions

to your fans. Currently, offers can be for services or goods in-store only, online-only or both in-store and online. Facebook stated in its June 2013 briefing that Offers will be changing to focus more on in-store only; however, your online promotions can still feature ads pointing to your website. You can limit the amount available, limit the duration of the offer and remind customers about redemption. Offers are shown to fans and are redeemable via desktop printout or on mobile.

Three Ways to Optimize Your Offers

1 Segment Your List with "Custom Audiences"

Use Power Editor to target ad campaigns to a Custom Audience.²⁸ You can upload your customer email or phone list to Facebook, segmented in advance to create your own custom lists, e.g. web-based purchasers versus people who live near your stores.

Remember to segment your own lists first, as Facebook doesn't let you further segment the data. They only get "hashes" of your data – not the actual emails or phone numbers of your customers, and they don't let you change these items once you've uploaded them. You can update or remove people from an audience, but other changes are limited. Once you've created an audience, you can add additional Facebook targeting to make the ads more relevant or personalized.

2 Create a New Lookalike Audience

After creating a custom audience, you can ask Facebook to create a "Lookalike" audience of people with similar characteristics. If you have an Akron-based chain of businesses and you create a custom audience, Lookalike audiences could let you target fan acquisition, offers and ads to those in your geographic area who are similar in demographics, "likes," age and other criteria.

Your lookalike audience can be extremely close to your own audience (if you optimize for "similarity") or you can optimize for greater reach and get a broader group. Additionally, you can exclude existing customers via custom audiences, and people who "like" your page, as Jack



²⁴ <http://www.facebook-studio.com/news/item/new-ways-to-better-reach-your-customers>

²⁵ <http://socialfresh.com/facebook-promoted-posts/>

²⁶ <http://www.convinceandconvert.com/facebook/how-to-know-when-to-promote-a-facebook-post/>

²⁷ <http://www.insidefacebook.com/2013/06/03/facebook-allows-promoted-posts-geo-targeting-even-if-original-post-was-not-geotargeted/>

²⁸ Facebook Custom Audience Creation Manual: http://fbrep.com/SMB/Custom_Audiences.pdf

Threads²⁹ does, to ensure you only reach new audience members with your ad units.

3 Use Partner Categories

Partner Category

- ▶ Acxiom
- ▼ Datalogix
- ▶ Bakery Buyer
- ▶ Beverage Buyer
- ▶ Frozen Food

If you don't have your own lists to upload, or want to reach a different group than you usually do, the Power Editor offers categories such as "people who buy children's products," "Sweets and Snacks Buyers" or "Small Business Owners."

The Facebook Partner Categories and "broad categories" you can see in Power Editor are a great starting point, but not the end point.

Once you choose the category, you can further target your audience with Facebook categories such as age, relationship status, language, education, geography and more.

Case Study – Castle Auto Group

"Facebook Advertising helped us build an audience of scale that we could market to and connect with consistently," said Joe Castle, CEO of Castle Automotive Group³⁰ and also CEO of SOCIALDEALER, a software platform to help dealers and vehicle manufacturers with social and reputation management.

"You have to be consistent with your marketing over the long haul. We had organic growth on Facebook till about 2,000 fans. Then we started with about \$1,000 a month spending on Facebook, and rapidly grew to more than 8,000 fans. Once we hit the 8,000 mark, our activity skyrocketed. It was a real tipping point."

Castle Chevrolet has more than 31,000 fans now, and Castle Buick GMC has more than 10,000 fans. The group sells and services about 5,000 new and used vehicles per year. The dealerships' advertising and marketing efforts are 100 percent digitally focused now, with a goal of building community and reaching customers geographically close to their Chicago-area locations. The company's pages post current model information, car news and trivia that's brand specific, as well as auto nostalgia and lots of photos, and there is a good engagement level on the page.

Using Facebook's Custom Audiences feature in the Power Editor, Castle's team uploaded the information of 14,000 customers from their own database, and matched 57 percent or about 8,000 on Facebook. Using this audience, they did an initial \$300 spend on offers, which converted to over \$12,000 of service within a month. Castle says that as he increases spending, the results are getting better and better.

Castle has offered Facebook-only deals like \$500 off a specific Camaro model, and sold three cars within a week. (He cautions that different states have different advertising rules.) With ads, he targets the local geographical area, and uses very specific campaigns for specific demographics, such as ads for SUVs to "females 22 to 30 with new families."

Remember that the content you promote must be effective to start with. "Content is king," says Castle. "You can put all the ad dollars you want into things, but the content for your sponsored stories or promoted posts has to be strong and engaging for them to be passed along virally. We don't hide that we're a car dealership – we are who we are – and we focus on being informative and making our consumers more knowledgeable."

New Feature: E-commerce Conversion Tracking Abilities

If you have an e-Commerce site, or wish to track direct response and conversions from your Facebook ads and pages, you can now add conversion-tracking pixels to the pages of your site. Author Sean Quadlin reports³¹ that the tracking is similar to AdWords, but has some differences that can be confusing.

"Likes" and shares count as actions, not conversions, and you'll see those in your Facebook Insights. People who click through and purchase are also tracked, but there are some things you'll have to do to filter out other Facebook actions. Additionally, Facebook claims³² it can track a user across devices. For example, a user who views an ad on



²⁹ <http://jackthreads.com/>

³⁰ Interview with Joe Castle, 6/3/13.

³¹ Facebook Conversion Tracking: the Good, The Bad, The Cloudy" by Sean Quadlin at FBPPC.com, <http://fbppc.com/reports/facebook-conversion-tracking-the-good-the-bad-the-cloudy/>

³² "Conversion Measurement a Win For Direct Response Marketers" <http://www.facebook-studio.com/news/item/conversion-measurement-a-win-for-direct-response-marketers>

their Facebook Mobile app and then goes to a desktop to do a transaction will still get tracked and reported.

Social Fresh's Keath says, "This feature has the potential to truly help marketers trying to understand how to attribute different stages in user awareness to a sales pipeline. We use it for our conferences. We use promoted posts to reach a very targeted audience. We optimize our post ads based on which ones people purchase from. The full picture of conversion tracking is still difficult on Facebook; it is not as easy as tracking via Google Analytics. The numbers aren't completely aligned, but it gives us a close enough picture to help us optimize our ads."

New Feature: Retargeting and FBX

With Facebook's Exchange (FBX) now out of beta,³³ any brand can "remarket" or retarget customers via a Demand-Side Platform and cookies.

Facebook is working with TellApart, MediaMath and Nanigans³⁴ and adding additional companies to enable this functionality. When a user who looks at a particular product on a website goes back to Facebook, an ad for that site or product may appear directly in his or her News

Feed, or on the right-side column. Facebook's data about users will likely be layered onto the retargeting data, potentially making the ads more relevant and timely. And since they're right inside the News Feed, they are less likely to be ignored.

Jack Thread's Jonathan Newcomb tested the retargeting and found it did convert, though at the time of his test, only the right-side "Marketplace" ads were available, and they don't generally convert as well for Jack Threads. This area is developing rapidly.

Case Study – Jack Threads

"We use Facebook for acquisition and retention, driving new customers to join our members-only shopping program and continue to engage with our brand over their lifetime," says Jonathan Newcomb, director of customer acquisition and retention at Jack Threads.³⁵

The company is a members-only, online shopping club that curates top-tier street, skate, surf and contemporary

men's fashion brands, offering daily sales of more than 50 percent off. Jack Threads has grown from 3MM to more than 4MM members since January 2013, and has a "data-driven approach" regarding marketing.

"We've run offers, sponsored stories and marketplace ads, but have transitioned from marketplace to the page post ads that show in the News Feed," said Newcomb. "The page post ads and mobile app install ads are the ones we've had the most success with. Page post photos and link posts convert 50 percent higher for us and create a more engaging ad for our target audience." (Jack Threads targets 18 to 30 year old men, with 18 to 24 being a sweet spot.)

Jack Threads looks primarily for member acquisition in its ads, which are a combination of evergreen messages and promotions of the top sales on their online-only site. Newcomb's team has used Custom Audiences to create lists for marketing based on user behavior on their site. Those audiences get promoted posts for the week's top three to five sales. They may already receive the sale information via email newsletter, but this helps cut through clutter and put the information in front of existing customers.

For new customer acquisition, partner firm Ad Parlor uses Lookalike Audiences, overlaying interest categories (via Partner Categories as well as through demographics like age, gender and "likes") to reach new customers. They specifically exclude existing page fans and existing customers via their Custom Audiences (which they update with new customers regularly). That way, they're targeting completely new users and growing their customer base.

Newcomb also tried Facebook's retargeting capabilities. Users would visit Jack Threads and then see a Marketplace ad for a relevant product on Facebook, with the intention to drive them back to the site for a purchase. While it was a good experience at the time of their test, ad units could only show in the right rail, which doesn't convert as well as the Page Post ads they currently favor. Facebook is beta testing the use of retargeted ads in the main News Feed, which might be a reason for Jack Threads to run additional tests for this service.

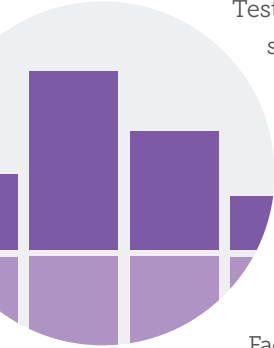
³³ Introducing Facebook Exchange" <http://www.facebook-studio.com/news/item/introducing-facebook-exchange>

³⁴ "Facebook Pushes Third-Party Ads into Users' News Feeds," by Matt Kapko on Clickz.com, <http://www.clickz.com/clickz/news/2258209/facebook-pushes-third-party-ads-into-users-news-feeds>

³⁵ Interview with Jonathan Newcomb, 6/3/13.

#4 Next Steps

Facebook provides a huge range of choice for marketers trying to reach customers.



Testing options is the order of the day, from simple "like" ads to Promoted Posts, Offers and more complex offerings like Remarketing. Using different targeting options, from the more straightforward ones in the Ad Manager to the deep dive offered in the Power Editor, will help you find very specific audience segments.

Facebook's Insights measurement, while not a perfect tool, can help to distinguish working strategies from those that don't move the needle. The addition of tracking pixels will make tying activity on Facebook to purchase decisions more explicit.

With emphasis on the Social Graph, Facebook will continue to offer services to help users find the right business, on the go, nearby, that their friends recommend. Putting some effort into attracting fans, reviews, "likes" and check-ins seems like a good investment in future-proofing your business.

The one constant with Facebook's offerings is change. Keeping up with the latest ways to reach customers requires vigilance and research. This guide is a starting point, but not the final word.

Thanks to the Experts and Businesses We Interviewed for this Guide

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- **Jason Keath**, CEO, Social Fresh
- **Jay Baer**, Convince and Convert
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- **Elisabeth Diana**, Advertising Communications Manager; **Matt Idema**, Product Marketing Director, Ads and Pages; and **Dan Levy**, Director of Small Business, Facebook.

About the Author

Howard Greenstein is a marketing technology strategist and president of the [Harbrooke Group](#), which helps companies communicate with their customers using the latest Web technologies.

He has worked with clients from the Fortune 500, Cable Networks and Wall Street, as well as major advocacy groups. He teaches social media at the Heyman Center for Philanthropy and Fundraising at NYU SCPS, and is a regular contributor to [Inc.com](#).

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