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FB Marketing Guide

Interesting tips & tricks of Facebook Marketing!



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New Warning Alerts on Facebook for Fake News



Social media networks are second to none when it comes to spreading around information, both positive and negative. You must have noticed in newspapers how authorities clamp down on the internet and social media sites when they want to control a civil situation. The sharing of fake news on Facebook has touched astronomical proportions! The menace is such that the people at Facebook have come up with a counter-measure.

The new fake news alert on Facebook is the answer, as of now, to fraudulent news items that dupe people into actually believing in them. When such a news story is shared, you will get an option to tag it as 'disputed' news item. **A red warning sign below the shared link of the post will give away that the story is fake, or 'disputed' in the words of Facebook.** The validation of whether a story is fake news or not comes from sites like PolitiFact and Snopes.com. The message tells you: "Sometimes people share fake news without knowing it.

When independent fact-checkers dispute this content, you may be able to visit their websites to find out why.

Only fact-checkers signed up to **Poynter's non-partisan code of principles** are shown."

What it means that you have the option to tag your own shared story as 'disputed', if it is so. Otherwise, Facebook will check the story's factuality on these two sites and figure out if the story is fake or genuine. If you click on the warning sign, it will direct you to the sites mentioned above to provide an explanation of why the story is fake. Similarly, if you try to share a fake story, you will get a reminder that you are sharing a fake story! The message on your screen will be: **"Before you share this content, you might want to know that the fact-checking sites, Snopes.com and PolitiFact disputed its accuracy."**

Your New Online Reputation Management Buddy: Facebook



Facebook is growing bigger with each passing day. More subscribers, more activities and more marketing opportunities. In this mix, most online brands miss out on a very important function that this social networking giant can do for you. It can help you in managing your **online reputation**. True, this is no bolt from the blue idea that you have never heard before! I do not claim credit for being the first one to bring it up.

However, in my experience of managing the reputation of established online brands, I have noticed that most go wrong in their handling of this platform. This is where I would like to throw some ideas into the ring. These ideas have worked for me and I am more than hopeful that you will find them quite useful.

Idea 1: Use of Check-ins:

Facebook has a function called check-in. It allows a page owner to find out the location of a user when they check into your page. This is a rather dormant function available on this network. But it is there. You have to do some back-end

coding to get it to work for you by picking up location information through GPS. The coding is not something extensive, so it will not be a problem in the least. All you have to do is add some information about your business. By following the instructions, you can activate the check-in function.

Idea 2: Use Check-in Info:

Once you have activated the check-in function, the job becomes a tad easier. You need to check the information of users checking into your page. With this information, you can tap them to ask for feedback. Their feedback is essential, especially the negative ones. When you approach them for their opinion, you are already taking steps in the right direction. You are showing interest in these users. They will appreciate this effort you are making. When you fix the **negative feedback**, you will be in a much better shape as a brand.

Idea 3: Use Negative Feedback:

Just as it is important to fix negative and loose ends, you need to learn your lessons as well. Customers do not complain out of the blue! There must be some issue, either with the service you are providing or with some other matter. Sometimes, an ambiguous way of presenting content to users can mislead them inadvertently. You may not have any idea of the misinformation you are generating in the process, leading to several users feeling shortchanged. With the use of negative feedback, you will be in a better position as a brand. You get a different and inclusive perception about your brand from these users.

Idea 4: Be Empathetic to Users:

In this competitive world, customer relationships can make or break a brand. If you do it well, you will earn some loyal customers. Similarly, you may repel people away with a high-handed attitude. Empathy is what you need. Imagine yourself in the shoes of the users. Imagine yourself calling a customer service team for a complaint. How would you feel if the attending executive is empathetic to your problem? You would feel good about being associated with such a brand, even ignore some bloopers here or there. That is the kind of perception about your brand that you want people to have.

The Final Word

Online reputation management is hard work. You need to touch base with your customers to look at their side of the problem. Facebook offers that platform for

all. You can use it for customer engagement and retention. Because this is an informal platform, you must treat it likewise. Customers have complaints. Check any page of a reputed brand like Amazon or ebay and you will find hordes of complaints with order numbers, etc. Does that make these brands any less popular or do they lose customers? A few, yes, but mostly they are able to hold because of sharp online responses. They are quick to jump into the problem, diagnose it and fix it. Facebook has tools to help you do that. You simply need to use them judiciously.

Write in with your ideas on how to mobilize Facebook for maintaining online reputation.

Monetize Fan Frenzy on Facebook: Doing it Differently



Let us start today with a damp squib: everyone on Facebook knows that there are online marketers trying to monetize users. What it means is that you cannot do something on the sly. It will require some special thought and care on your part as a social media marketer to get people interested. It becomes tougher because these very people already know that you are out to engage their interest. They make it difficult and sometimes impossible to tap. You need some ideas that are different and breaks through the clutter. In this post, I have outlined some methods of engaging and monetizing fan frenzy on Facebook.

Make them Curious. Actually!

The way to capture or stoke fan frenzy that has really caught my attention and given me some degree of success is the element of curiosity. We all know that we are expected to make the Facebook user curious enough to click on our published links. However, as I mentioned earlier, since the user already knows that they are being made to click on it, they are wary of doing so. How do you wrap your head around it? Here's a trick: write something and attach it to the link that you publish. This something cannot be the usual, generic lines like 'Here's what you can know about elephants!' etc. Instead, write something like 'The

second point about elephants applies to humans, too!" People will be immediately hooked to find out what that second point about elephants is. It will ensure, to some extent, that the post is read.

Mix them Up

No one likes to read content when all they are looking for is infotainment. People, especially those on Facebook, are sold on infographics, memes and videos. They are not comfortable with a text-heavy diatribe on whatever you are writing about! When they visit your web page or blog and find simple text (a copious amount of it at that!), they are immediately repelled. They want something of more value in their little time. They are not interested in reading, they are all about browsing or simply glancing through. If your content does not pass this litmus test, you need to do a rethink. Mix up your content, alternating between videos, images, **infographics**, contests, opinion polls and several other options that you have on the table. When users find something different each time, they are game for more.

Revive Golden Oldies

Do you want to continue spellbinding Facebook fans even through your content writer is out on a holiday or writer's block? I have the perfect remedy to do that, not that my writer is frequently ditching my ship! The way out to continue publishing is to revive the golden oldies! That is, republish links of content pieces that have made their mark in the past and will find resonance among new users who have joined your arena. Tested success stories will appeal to new readers as well, provided they are still relevant. After all, a brilliant article on using MySpace or Orkut will not work today, will it? If the relevancy is there, you can replug old posts and make sure that your Facebook page is not running dry of content or ideas.

Insights on Preference

With Facebook insights, you can find out which posts published on your page drew in the fans. Was it a video or an infographic? Was the material about user experience or product features? Studying preferences will give you a glimpse of what will work for your Facebook audience. I have learnt from experience that it is more viable to model your content strategy on the preference of end users rather than expecting them to evolve their taste to enjoy what you publish. Your brand is about them; they are not about your brand.

The Final Word

Despite these ideas, I have to admit that handling Facebook engagement or monetizing it is definitely one of the most challenging jobs in the **digital marketing** field. There is rarely any blanket solution to common problems. Try these out for your brand and let me know if it works.

Email Marketer's Nirvana: Facebook!



Does it sound a little out of tune for you? Yes, you are aware of branding and product promotion and selling on Facebook. Yes, you know that you can take your content to a wider audience through Facebook. Can it help your email marketing campaign as well? Yes, it can! Think of all those email ids that users have to use to subscribe! How would it be if users could subscribe to your email list through your Facebook page and you could add them to your email list without them having to visit your email subscription page on the website? That would mean something, would it not? Let's find out how!

Install the App

Thanks to the availability of online tools, these jobs are not so difficult to manage anymore. You need to install the app that allows you to collect email ids for your email list. This app depends on the email service provider that you are using. It can be something like AWeber, Get Response or Mail Chimp. Search by adding the words 'Facebook opt-in' in the search box after the name of the service provider. For example, AWeber users need to type in 'AWeber Facebook Opt-in'.

When you find the right app (usually the first result on the search), you need to add that app to your page by clicking on something like 'Add the Mail Chimp

app'. Once you find the checkmark on the app, you have to click on Add Page. Once you do that, you can head back to your Facebook profile and find a logo of your email service provider, along with an option like Email Signup. This step is not done, unless you configure the settings on this, and hit on 'Allow Access'.

Choose the List

With the app installed, it is time to choose the email list from your email service provider account. You can do that through the dropdown menu or create a separate list exclusively for Facebook. You can use auto responders to welcome your subscribers. You can create and manage lists through options that clearly state their purpose.

Get the Web Form

Now we have come to the part where you select the web form for your potential users to fill up. There are different and varied options to do that. You can get a preview of the selected web form before actually adding it to your Facebook profile. To make matters easier, there is a default web form for all email service providers. Savvy email marketers may not like the indifferent template and designing! You have the option of customizing the web form so that it looks more like something that is attached to your brand name. You can use the Create Your First Signup form to customize web forms.

Ready to Roll

With these changes made, you can save the changes and start the process. Make sure that the app box on your Facebook page that users will click on to signup for your email list looks and feels attractive. This is the call to action button and it must look like something that users would like to click on. You will get the option of editing the logo by moving your computer pointer over the logo. You should give the logo a name that users may like to click on, other than the logo image. Since both these options are subject to modifications and editing, you can use your discretion and make the changes. To get full value for all these changes that you make, you should try to bring in heavier traffic to the Facebook profile. Use Facebook ads to do that.

The Final Word

As we move into more competitive online marketing zones, we have to make optimum use of resources to target customers and provide them with

convenience to use our services. The more you make life easy for customers, the more they will come to you. Using Facebook pages for email subscriptions ensure that you are cutting down the delay in taking potential subscribers to a designated subscription page and then make them sign up. This is convenience and that spells sales for your brand.

Driving Facebook Traffic to your Website: Some Path-breaking Ways



The internet is always abuzz with reports, news and articles on how Facebook is productive for internet marketers. There are dime a dozen blog posts telling you, or anyone who cares to listen, about optimizing Facebook for brand building, product promotion and selling. However, none of these posts has completely captured the essence of **marketing on Facebook**. Keeping this glaring omission in mind, we have decided to compile a list of our own! Here are some path-breaking ways of driving traffic from Facebook to your website.

Way 1: Pundits advise you to add content to the Facebook chatter about topics that you deal in. But how do you know what to add? If you don't know what has already been said or written about, you cannot add something new or fresh! In walks BuzzSumo! This online tool will give you a clear indication of content that has been written or talked about in the last 6 months. It pans out for all the major social networks. Since we are talking about Facebook here, you can filter the results by specifying it in your search. Use these results to know what to talk about.

Way 2: This is a rather simple trick in the book, but no less effective. It is the age-old saying, a picture conveys way more than mere words! This saying is even

truer for capturing the attention of the viewers. Statistics support this view for Facebook. For every written word shared, there are about 2 pictures or Infographics shared! This is a factor significant enough for every internet marketer to be concerned about, especially in the day and times when there can be nothing better than content going viral online!

Way 3: Look at your products or services carefully. Is it really saleable on a social networking site like Facebook? For example, if you are selling engineering machine parts, Facebook is not really your cup of tea! Instead, if you have a self-help e-book to sell, you can quickly take to Facebook and even get results in quick time. Facebook is a clear-cut demographic that it caters to and you cannot push it without making it look impossible economically.

Way 4: Timing matters, but not as much as it used to even some time back. You could always hear someone say that your posts are likely to receive more 'share's or 'like's if you post at a particular time of the day instead of some graveyard hours. That line of thinking is not really obsolete anymore and posts do get more leverage when they are published at certain times, but the edge has lost out a little in the recent times. A better idea is to check Facebook Insights and find out if things are according to your liking before you hit 'Post'.

Way 5: It is not always important that viewers on Facebook actually click on your link to validate their engagement with your content. It is good enough when a viewer spends time with your content displayed on their screen. They are not idle viewers. They are constantly observing and taking things in and that will help your brand register its presence in their minds. Facebook measures and uses this metric alright! Why don't you do the same and work towards better **brand engagement** with your viewers?

Way 6: Brand pages on Facebook are passé! There is a serious limit to how much content you can put up on such pages and even then, the volume of content is enormous. You are much better off to use personal Facebook profiles for quality and long-lasting audience engagement. In fact, experts will tell you that if the important profiles in your company, like the CFO or the CEO, have Facebook pages, they are more likely to grab eyeballs than just a Customer Service page or worst, fake profiles with generic names like Dave and Stella! Convince the brand's movers and shakers to build up Facebook profiles and cultivate them through social media experts. Your audience on Facebook must know that they are talking to people in the brand who can solve problems and actually make a difference.

We are not claiming that you have not heard about some of these ways, or even all of them! What matters is not who got these ideas in your mind first. What matters is the execution on the ground. We have tried them with varying degrees of success. How about you? Share your thoughts of working on Facebook here so we can all learn from our mutual experiences.

Facebook Engagement: How to Do it Best



Every internet marketer uses Facebook these days for brand building exercises. The success of such exercises, or the lack of it, depends entirely on the way an internet marketer mobilizes Facebook. It is like a potent tool for those who know how to wield it. For others, it becomes a liability that incurs cost but returns little. The key to success for internet marketers on Facebook is to engage users into the brand fabric.

Gone are the days when you sent out friend requests or pushed web links indiscriminately on Facebook! In this new era of **social media marketing**, you have to be smart in utilizing Facebook. There are some old ways of engaging other users. These have not died down despite undergoing some modifications. For example, if you have a cause that requires social media support from the big brothers in that same arena, you can write to them in order to engage them.

You could do that even a couple of years back. What has changed is that you cannot shoot a message to a brand page without hitting the 'Like' button on it. As soon as you do that, the option to write a personal message gets activated. Some brands, of course, polish off the message button altogether! In such cases, you need to find a different way of engaging attention. A good way to do that is to write comments on their Facebook wall. Leave a link to your website after a well-thought-out message. Do not use the stance taken by serial blog

commentators where they copy-paste the same text on all blogs! That shoddy work must never see the light on social media networks.

There is another tested method of better social media engagements, especially on Facebook. That is the use of **Infographics**. Among all the forms of written content, Infographics attract the best kind of attention. These posts are easy to share and sums up your ideas in a good, clutter-free nutshell. Instead of sticking to the articles and blog posts you have written, why don't you convert some of these into Infographics? It will lead to better content dissemination and with their uncanny ability to go viral, who knows how many Facebook users you will be able to engage!

Use Facebook Wisely for Content Marketing



By now, we all know how important social media platforms are in the domain of **content marketing**. We use a healthy dose of Facebook and Twitter to get more online visitors to our websites. The question we are asking here: are we making optimum use of platforms like Facebook to push content? We have noted in our work in the field of social media that more often than not, online marketers do not target audiences on Facebook.

As a result of this scatter-gun approach, they receive substantial number of visitors, but a fraction of them actually stick. The rest bounce out, primarily because they are the wrong kind of online visitors. You will be surprised to know how you can make more out of your content on Facebook because user profiling on this social media giant is in fact better than on Google! With Facebook recording various information about every single user you can target your audiences much better and more effectively.

When you customize your content message to suit only your targeted readers, you save so much time and effort. You serve only those who are interested in your party, rather than everyone out there! You are not just writing for people associated with your brand in some way, but also engaging those who are interested in your kind of products and services and fit the bill of potential customers. The Data File Custom Audience option will help you upload

information about customers or online users that you want to target. Facebook will help you out in matching this information against users who fit the profile and voila, your content profiling is done!

The use of customized messages will surely cost you but it is worth the money you spend. You will be able to reach users interested in your brand and other Facebook users who are 'lookalike'. This option gives you access to people who fit your target consumer profile but are not really part of your circle. Yet! You can engage them into reading your content and feel part of your group. This will also ensure that you are getting people to read your content in a very select process as opposed to a generalized approach. Facebook content customization is surely worth your time.

Try it and tell us about your experience!

Worry Less about Customers Engagement in Facebook



It's important to know how you will develop your business strategy in a platform when its technology is beyond your control. Not all **Facebook** changes are meaningful in this case. Some of ideas are successfully implemented by popular **Social Media Agencies** though.

- More integrated approach, more **engagement**! Use your integrated approach in all **Digital Media Channels**. You will be able to understand easily if something catches the attention of a viewer. Instantly share it on Facebook then. You will see the miracle soon.
- Whatever is the algorithm, great **content** always rise to the top. You always have to keep your content interesting for better engagement. It's better if those content provide some information which your fan can use easily.
- Working more on **Facebook ads** can hit the target. These are some ads which don't miss out easily. As Facebook won't be able to hide personal updates, so you can develop more staff engagement by sharing those updates as well.

- Smart work is always appreciable. More channels, more content, more posts. If your numbers are heavy on Facebook and lesser on **Twitter, LinkedIn, Instagram, Pinterest** and **You Tube**- start to do **cross promotion** through exclusive content, interactive updates, contests and discounts to get more fan followers.
- Currently Autonomic Tools have been used for big data and **big brands** to find out the right people with right messages at the right time via **programmatic marketing**. These tools are really hitting the market and maintaining strong **marketing** effort on this **social platform**.
- It's really hard to believe that time can maintain user engagement. Right post at the right time can do this miracle without any second thought. You will be able to see the improvement of your **Facebook interactions**.
- Be more flexible with other social channels such as **Google+**, LinkedIn and Pinterest to get more dynamic and playful responses from people.

Improving customer's engagement is the primary thing a client wants first. Hence, keep their expectations on the top of the list by using these small, tricky changes which can make the platform more social, playful and active.

Facebook Lessons to Learn from Big Brands



Let's face it: the popularity of a brand will definitely have an effect on its fan following on Facebook, or Twitter for that matter. There are brands that are so immensely popular offline that their online social media pages get appreciative nods from consumers all the time. Their social media work is easier than hitting the online zone with a fresh, new brand. That does not mean that you will rule out the lessons that you can pick up from these big brands and how they handle their online social media affairs. Here are some important takeaways for you:

- **Brand is a Lifestyle:** If you are interested in merely selling a product or service, you will be in for a rude shock on the social media scene, especially Facebook. Who wants to buy a particular brand of chewing gum where there are so many other alternatives for them to pick from? The aim must be to 'sell' the unique, awesome feeling one gets when chewing on your brand of gum! Make the Facebook users feel that their life's troubles will be washed away and replaced by a cool swagger, you will find your chewing gum flying off the shelves.
- **Something for Nothing:** This one advertising mantra is age-old but retains its

original verve. No consumer can resist getting something out of nothing. In the social media context, where your aim is to infiltrate into every possible small network of Facebook users, you need personal recommendation. You also need your trusted followers and brand users to double up as your brand ambassadors. They will only that for you when you offer something in return. Prepare a bouquet of giveaways for small services rendered to bolster your brand name: encourage people to follow your page, participate in discussions or take part in online polls.

- **Events are Everything:** Events encourage participation and that, in turn, brings more people into your Facebook arena. Brands have to organize events and occasions where fans and followers come together to do something cool and worth their time. You need to blow up these events on Facebook. Non-participants must feel that they missed out on a life-changing event by not signing up for your event! This will push them into signing up the next time around and also bring their own coterie to the ring.

Coming Up: New Video Metrics on Facebook



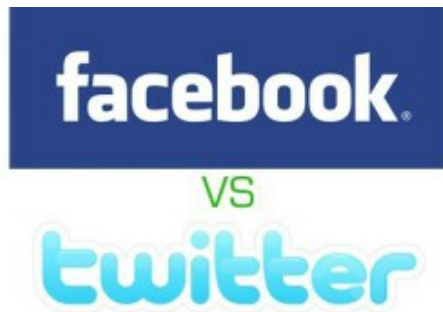
With Google making life simpler for online marketers with every single initiative, you don't expect Facebook to sit tight, do you? Google has offered so much for online marketers using video content through [YouTube](#) and other platforms. Now it's the turn of Facebook. In the coming days, Facebook will offer some unique video metrics that will make it easier for internet marketers to gather data about the videos that they are posting online. Here is a rundown of what you can expect from the new video metrics on Facebook:

- **Audience Reaction:** The new video metrics will help you realize which videos are able to capture the attention of the viewers and which ones are simply draining their interest. With data like percentage of views on videos, you will be able to quickly figure out if the video has repeat watchers or people are simply not interested in watching the entire video. You can get something similar to page view time on [Google Analytics](#). This will help you understand what kind of video content Facebook users want from you and attune your videos to that effect.
- **Number of Views:** Videos, like online content of other genres, are as good as the number of people who view them. In this regard, it is imperative for online marketers to find out how many online users are checking out a particular video. The new video metric of Facebook will offer you that advantage. If a

user watches a video for 3 seconds or more, it will register as a video view. This will include videos that automatically appear on News Feed. When a user clicks on such News Feed videos, it will be registered as clicks to play video.

- **Demographic Data:** Finally, this is one aspect of the new Facebook video metric that will be very useful for online marketers targeting local areas and specific consumer groups. By using the user information uploaded on Facebook profile, the demographic data metric will offer you statistics about viewer location, age and other pointers. Online marketers can unveil a wealth of analytical data with the use of demographic data on Facebook video watchers.

Facebook or Twitter: More Value for your Ads



There is no denying the simple fact that when it comes to advertising returns on investment, there is no one that comes closer to Google. However, that is strictly in the domain of **SEO**. If you are looking for ad options in the social media circuit, the two bigger players are definitely Facebook and Twitter. A comparative study between these two heavyweights of social media networking will give you a clear idea of which one is more suited to return more money for your investments in ads.

To start off our study, we will take a look at the metrics that we are using to compare **Facebook** and **Twitter**: social media popularity, the performance of ads and the applicability of ads in the mobile domain. **In terms of reach** among a global user base, Facebook beats Twitter hands down. Compared to a staggering 1.15 billion users sharing and using Facebook, the number of Twitter users comes up to about 232 million. So, this places the onus firmly in the course of Facebook. If you buy ad slots here, more people get to see your brand name on their computer or mobile screens.

In terms of ad performance, Twitter wins the game. On Twitter, people are more 'engaged' than they are on Facebook. Moreover, the ad system of Twitter allows better targeting of user bases and that is why you can make more out of Twitter ads. The ads on Twitter are packed in with the usual content and that makes it easier for online brands to make inroads without disturbing the user experience of those on Twitter. This also translates into the fact that more people

get to see Twitter ads as compared to that of Facebook, even though the latter's reach is more in number of users.

Finally, **in the mobile ad segment** as well, Twitter takes away the trophy. Twitter is definitely much easier to use on a mobile device than Facebook. You can try it for yourself! You will find it so convenient to check or update tweets and a tad difficult to surf profile pages of Facebook. As a result, more people use mobile devices to tap into Twitter, a fact that helps advertisers in a large way.

Facebook PR Secrets You Should Know



Everyone wants a throbbing **Facebook page** with zillions of 'Like's and 'Share's! But few know how to make that happen! For surely, you have to 'make it happen' rather than sit around idly waiting for a viral blitzkrieg to strike up. There are some **Facebook PR** secrets that can do the job for you and make you a livewire on the world's most favourite social networking circuit. These secrets are derived from statistical data and trends and not parsed from the diary of a social network doodler!

Trick One: The first and the most critical trick of **Facebook PR** is to add the right amount of news, cool quotient and your marketing message. This perfect blend of coffee, with the exact spoonful of sugar, milk and coffee powder, is what social networkers on your profile will sip up with vigour. And just like the coffee analogy, you need all three of them if you don't want the coffee to be served bland. The news and updates grab the attention of the user, the cool quotient packed in acts as the element that people want to identify themselves with and finally, the marketing message served your purpose.

Trick Two: Facebook PR is not just about updating the coolest lines as explained in Trick One. You have to find the optimum number of updates that work for you.

Too many updates within a short period of time dilutes the effect of every update while too long a gap will fade you out of users' memory. So, strike a balance and check how much of shelf life you want to give every update. And every update that you put up must have a positive message. There is a lot of negativity anyway in people's lives! You don't need to add to it with your updates.

Trick Three: There is a debate as to whether your aim must be to get more 'Like's or 'Share's. The opinion of the experts is to go for 'Share's. That way your **content** can be viewed by people beyond your social networking circle.

Encourage people to share your web pages and **web links** and provide them with easy and convenient sharing options. Sharing on Facebook is similar to word of mouth publicity. You can get a much better response from Facebook PR if you get more number of 'Share's.

Facebook Improves Conversation with Innovation



Talking on Facebook and conversing with friends and contact is the main reason why so many users log in every single day. Facebook has freed users from the use of cell phones to call up pals. You can simply log in to Facebook and start talking to them through the use of typed texts. You can answer to updates and leave comments. Now, Facebook has launched an innovation in the commenting procedure. With the new innovative step, you can start a new discussion thread by commenting on a comment!

Let us make this simple: your friend (A) puts up an update. You (B) comment on that. A person reacting to B's comment has to write on A's discussion thread, though the comment is intended for the remarks made by B. With this new innovation, an user (C) can comment on B's remark and start off a discussion from that point, though the entire thread is unfolding on A's update. This innovation will ensure more depth and relevancy in what people are talking and responding to, and in turn, will improve the quality of conversation.

The discussion thread will throw up the positive comments on the top of the heap while spam or negative comments will take a nose dive to the bottom of the ladder. The number of Facebook users making a comment on a particular discussion thread will also have an impact on where that discussion thread is

placed. As of now, the new innovation is set up on 10,000 Facebook users. Official sources at Facebook tell us that this threaded commenting system will be applicable to all by the end of July, 2013.

For those who want to kick start the threaded commenting system now, you can alter your Settings and do that. Go the Manage Permissions section by clicking on the admin panel of your account. Facebook is sure that this new system will enable users to make only relevant comments and as a result, the most meaningful comments will push to the top. This innovation has been in the news for a couple of years now, but it is only now that this program has seen the light of day.

Welcome the New Facebook Home



Till date, Facebook was eyeing but missing out on the pie of developing mobile phone software. Now, with the launch of the Facebook Home, the social networking giant is all set to grab its share! The new Facebook Home can be used on any Android or Smartphone. Facebook's CEO Mark Zuckerberg said, "Today we're finally going to talk about that Facebook phone or more accurately we're going to talk about how you can turn your Android phone into a great social device. We're not building a phone and we're not building an operating system, but we're also building something that's a whole lot deeper than an app."

With Facebook Home, the number one social network of the globe is hoping to bring in more users to Facebook through mobile devices. Home is built on the exclusive idea that a Facebook user checks into their profile on an average of 12 times per day. However, they look up their phones probably 100 times a day! If these users tune into Facebook every time they check their phone, it will mean some serious networking revenue for Facebook. And that is where Mark Zuckerberg is planning to go. And that is why Facebook Home will not be exclusive on any single Smartphone.

Mark Zuckerberg says, "We don't want to build some kind of phone or operating system that only some people are going to use. A great phone may sell 10 or 20 million units at best... Even if we built a really good phone, we'd only be serving 1 or 2 percent of our community." The USP of Facebook Home, other than the innovative use of technology and usability in the form of smart swipes, short

tapping and multiple-touch, is that it is the platform for millions of apps. You will not need another app platform when you start using Facebook Home. In fact, Facebook is so sure of the success of Facebook Home that it is already slated to come out with a tablet version of this software. Mark Zuckerberg sounded confident about Facebook Home when he said, "We think this is the best version of Facebook there is."

Challenges to Facebook Graph Search



Facebook has come up with something called a Graph Search. With this new tool, you will be able to find people and activities of interest within your social pool. It is kind of a personalized search, but within the confines of your own domain and not spilling over the large ocean of the internet. Facebook believes that Graph Search will help you connect and coalesce with your friends and family, even strangers, who have similar tastes in food or music, to name a couple of aspects.

However, if you think that Graph Search of Facebook is a game-changer, experts advise a fair amount of caution. They point out to the fact that Twitter was also part of Google's search results till the microblogging website found this arrangement disturbed by the search engine giant back in 2011. The cause of this fallout: Google felt that search results gleaned from Twitter live feeds obstructed the organic SERPs. So, this theory of offering personalized searches within your own zone has already taken a beating.

More importantly, psychologists have repeatedly challenged the assumption made by Facebook. Facebook feels that users with the same kind of mindset engage in similar activities and share likes and dislikes. That is not the case in reality. People with similar tastes do not always look for the same things! It is true that peer pressure often dictates the choices that we make, but more often than not, people are willing to look beyond the curve at unexplored territories. For

such consumers, Graph Search will not be able to work wonders. That will be a serious challenge for advertisers who will pay for the ads related to Graph Search.

Another serious challenge that Facebook Graph Search is up against is how many consumers will be willing to share the kind of personal data and preferences that go into building up the data bank of this personalized search tool. This is even truer for people living in Iran or China where internet access is restricted and also under watch. For them, Graph Search may turn out to be a failure. Online giants like Google have already come under intense pressure from these pockets to remove all traces of personalized data. It is only the days to come that will reveal if Facebook Graph Search can overcome these impediments.

Best Ways of Facebook Interactions that Leverage Brands



We have all learnt by rote that Facebook can be a healthy tool for online brand leverage. Many startups and small business units are turning to Facebook for this purpose. Random 'friend adds' and creating events/group pages later, they are still stuck in the rut with Facebook! That is because like every other online tool, Facebook follows its own grammar. You cannot force people to be associated with your online business or 'like' or 'share' your web pages. You have to engage them. Here's how.

Update your status messages with posts that tie with events of the day or those coming up around the corner. People feel an instant connect with such updates. They want to share their two-pence with you by commenting on your post. That sparks off a discussion with other members joining in as well. A continued debate on your page is what you need to engage others on your list and also to keep the interest alive in your brand.

Photos can speak a thousand words. That's a cliché but you cannot walk around it! Photos can really generate the interest of people on your Facebook page. Do not wash off your hands by only uploading the photos. Attach catchy captions and also ask others to share their photos. You are looking at ways to keep people interested and there is no better way to do it than encouraging them to

contribute in some way. People like that sense of belonging with a brand name.

Short updates are the order of the day. Studies have revealed that shorter status updates can entice people to respond more (23% more, to be exact). Lengthy updates, however, taper off toward the end, leaving the user confused about what point you were trying to make. Lengthy updates also mean that you are diluting the impact of it.

Get people onboard by running contests and opinion polls. Engaging your network is important and you can do so by asking about what they feel. People like to feel that their opinion counts when it comes to brands. They want to have a say. Opinion polls achieve that. Similarly, getting people to write captions for photos or brand ads will also enable them to think constructively about your brand. They will 'share' this opportunity in their personal circles as well. That will get you the Facebook advantage that you are looking to weigh in.

Mobilize Your Facebook Presence



There is little point in having a strong number of Facebook 'Likes' or members in your Facebook group unless you can mobilize them towards sales. The very idea to have a Facebook page for your online business is to make sure that can capitalize on the social media networking scene. However, it is noted with disappointment that business firms are not able to reap the benefits of having a ton of people on their social networks. Here are some easy steps to make better use of your Facebook presence:

- Update regularly but not too often. There is a fine balance between how many updates or posts you can put up on your Facebook page without annoying your contacts. On the other hand, you have to be careful about not leaving too much of time between posts: that way your contacts will forget about your brand! Strike a regular balance depending upon the message that you want to put across.
- The second key is to post relevant updates and news items. Do not promote your products or services randomly. Be judicious in selecting your marketing message and then promote them on as many channels as you can. Your Facebook platform must be an assortment of updates that make sense. Steer clear of gimmicks and hard-selling. That will upset your 'friends' and repel them from being associated with your brand on Facebook.
- Study the mood of your Facebook 'friends'. Check up statistical data through

the use of Facebook Insights. Learn the way in which your social networks are using your page and pick up the trends fast. By reading into statistics, you will be able to understand what kind of posts your users are responding to and what is keeping them passive. Play to your strengths by using these lessons when you post next.

- Make optimum use of your 'About' section that Facebook pages provide. Write pithy, lucid lines about your organization, your goal and objectives. Let your users know what you are looking for and what you can do for them. Plug in email ids, websites or even business phone numbers for instant connects. You can also make of this section to talk about your USP or provide links to other social networking presences that your brand has online.

How to Make Better Impact on Facebook



Online campaigns are the order of the day. Anyone not hiding under a rock knows how online revolutions have changed the face of modern history in the last couple of years. So many causes found a voice because of social networking websites like Facebook and Twitter. But if you take a quick look around, you will find that though online campaigns have become popular, most of them have bit the dust. This is because of faulty planning and a general lack of awareness when it comes to knowing the power of Facebook.

Facebook can become a much effective tool for your online campaign if you know how to use it. For example, if you are kicking off an online campaign, create a Facebook page for that. The next step is to hunt out other Facebook pages that are more popular and have an influential presence online. You cannot message them through your Facebook page directly. Instead, log on to Facebook with your personal profile and 'Like' the page you want assistance from. Then use a direct message to this page by introducing yourself as a representative of your own Facebook page. This will solve your hurdle.

Another way to generate awareness about a cause is to create pre-existing content and then sharing the infographic through your Facebook page. There are a number of websites offering free software to help you create interesting infographics. With the help of one such website, you will achieve your purpose. Now promote this infographic extensively. Encourage your 'friends' and followers to share or 'Like' the infographic picture on Facebook. If the infographic is interesting enough, it will soon go viral and grab eyeballs for your online business.

A third way is a little time-consuming in the conventional sense but pays rich dividends if done with care. Post comments on Facebook pages and updates related to your domain of interest. It is very similar to the SEO method of blog

commenting except that this applies to Facebook pages and posts. Avoid pasting one single comment on every page or post that you come across! Read the initial thread diligently before commenting. If your comments are sincere, you will get responses and be able to spark off a debate. Try to keep up the discussion by going back to the same thread as long as the debate continues. You will be able to attract people to your cause by this method.

A Nearby User can Optimize His Facebook Page in a Jiffy



The new Facebook's Nearby mobile check-in is specially designed for the Androids. This helps finding out business related information and reviews usually received from a search engine. Facebook can now offer maps, social endorsements, and business info on the go. The Gowalla team, acquired by Facebook in 2011 has created this Nearby function. Let's have a look at the different methods in which the marketers can feature in the Nearby results.

- **Make Your Page Appear:**

People can search by business name or category and can see what is close by.

The closest among the Nearby businesses won't necessarily appear first. This can happen according to the newsfeed content.

Still, the results they see are based on friend activity, check-ins, reviews, personal preferences as determined by Facebook, and more.

It can be optimized by giving out incentives for reviews, by building engagement on the page, and check-ins. You should add the like button to the website for building the network.

- **Optimize Your Facebook Page for Discovery:**

If somebody can find out what they are looking for, without even knowing the business name, that helps the business a lot. The keywords related to the service or the product should be enough. There are few other ways in which your page can be optimized through the Nearby option.

First you need to check the category. It should be the right one. If you have a bar, you should be in the category of pub, bar, café, restaurant, etc. Try to have the relevant category name included in the business name too.

- **Facebook Page Optimization for Conversion:**

A conversion can help a person in discovering the business through Facebooks Nearby. Visitors just walk into your world of business and you need to make them feel at home. You cannot afford to make them waste hours in finding a business listing. Even after wasting so much of time, they won't be happy with a phone number only. This may keep them thumbing through to a next result.

You need to keep updating your business hours and verify your address to ensure that it is correct. Facebook Nearby on a mobile will ensure that the directions maps given online are correct.

New Feature, a Gift for Facebook Users



Facebook is among the most popular social networking sites these days. To some, it is a play thing. Most of them are largely happy with the games and related apps on Facebook. For another group, it is one of the best possible modes of marketing for their business. There is another group, for whom Facebook is the addiction that lets them get hooked to their friends. That is probably the largest group. But, Facebook has something for everyone.

Facebook's new added features for sharing services are really impressive and are going to make the social networking site much more user-friendly. Let us have a look at the best of those.

1. Facebook Nearby for Mobile

Every day, hundreds of millions of users get connected to Facebook through mobile apps like Android devices and Apple. The Facebook Nearby feature helps the brick-and-mortar businesses for reaching out to new customers through friends and networks, taking advantage of the review and rating system.

2. Graph Search

The Graph Search is in beta. Once, you sign up to it, you will be at home. The Graph search will soon be out of beta. Then many people would like to delete a number of elements from their profiles. There can be graphs like -married people who like porn. Nobody would like to fall in such a trap.

But, apart from the privacy issues, there will also be some graph searches for effective marketing. In a press meet last month, Facebook illustrated some of the feature's uses like, job recruiting, business, advertising, etc.

Facebook is quite popular among the online advertisers, mainly for its poignant aim on user interests. The Facebook graph will filter all user data. You can mix and match Graph search filters for reaching out to new customers and important contacts.

3. Facebook Gifts

The season of gifts is still on. The 2013 Creative Pay-It-Forward game will help you in indulging in the gifting for no reason spree. This will keep you and a few of your favorite people happy. The birthday notifications come with the option of "send a gift" option. There are a bunch of vendors who are connected to Facebook. You can go for gift cards, beauty products or apparels and what not? So, choosing gifts for your friends and loved ones is now a matter of seconds. You get gifts for every occasion. The best part is you do not need to keep your address book ready to send gifts to everyone. It's nothing more than a game for you.

Facebook – How It Can Help You Do The Marketing?



Facebook, the world's leading social networking portals has turned out to be a great evidence of being the most useful tool when it comes to marketing and advertising in the past several years. There are more than 19 hundred million women and men with active accounts on Facebook and approximately 4 out of 5 US citizens have their own active Facebook profile. In the present times, Facebook can turn out to be an Internet marketer's instrument as it will enable you to talk and reach a large number of people at the same time, easily as well as quickly. In addition, it also enables you to carry out exclusive marketing to all such people who will be already opting for your products or services that you will be putting up for sale.

With Facebook, You will be provided with numerous different options pertaining to local community development and a lot more. That is one of the reasons why a large number of businesses and even individual brands are generally setting up their Facebook profiles gathering countless fans and followers. With exceedingly similar tools that are available with Facebook, large businesses utilize them to get in touch with their consumers and clients on a regular basis. As a system

advertiser, your business relies upon having the ability to establish, sustain as well as guide your current associations along with your family members, friends and also consumers, consequently this social networking giant appears to be one of the best tools which will help you accomplish your objectives to build more customer relationships along with helping the fresh online marketers.

Following are some of the most vital tips and techniques to check out if you are considering your online based business to be able to tap into Facebook users involving a large number of potential consumers.

- Set Up An Account

First and foremost, you are required to create your own business Facebook page. This is normally called as the Fan Page and all those people who are going to follow you through your page are known as the 'fans, but now Facebook has modified them to mere Web pages, along with all such people who 'Like' the page in lieu of transforming into a prospective fan of the particular page.

- Attracting Customers

The primary suggestion concerning Facebook is just to invite all of your Facebook contacts to 'Like' your site. This is quite basic; however you need to understand the fact that your friends and family members are normally already aware about your portal or business, given the fact that in marketing and advertising tool, there is undoubtedly probably less worthy in having family and friends to have your page checked.

- Engage Your Followers

Putting up a Facebook page does not require much of an effort but encouraging your audience and interacting with the certainly does. If you are unable to encourage your subscribers to patronize your services and products, your page is not doing anything good for you. You need to come up with a reason related to why you have established a page and what it could do for your present as well as potential customers so that they can discover latest happenings on your page.

You can even utilize your Facebook page to deliver useful information, techniques or even suggestions. Try provoking comments and discussions from members in order to encourage a sense of community with your followers.

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Get Unparalleled Facebook Presence with These 5 Out of the Box Tricks



Like almost every online marketer, if you are also indulged in a love-hate relationship with Facebook, then it's time to figure things out. You cannot deny the fact that social media plays an imperative role in the digital marketing strategy. It allows you to engage more people, increase your websites visibility and attracting more traffic towards your website. With every passing week, Facebook seems to change and upgrade its features and functionalities. With so many changes taking place at such fast pace, it is difficult to cope up and become compatible with the changing trends. If you are planning to develop an interesting strategy to that will make you stand out on Facebook, then wait until you read this. Here we will talk about 5 uncommon and out of the box tricks that will help you in achieving an unparalleled Facebook presence.

- **Schedule Posts:**

We agree that there is nothing better than adding a personal touch to your social media, but at times automating your social presence can shed some load off your shoulders. Scheduling your posts ensures that you save your valuable time and you don't lag behind at off-time such as weekends and

night hours.

- **Edit Links:** It happens to all of us- as soon as we pick a link and paste it in the Facebook status update bar, surprise! The Meta data has a lot of essential information missing. Facebook automatically picks up the information that is available on the entered URL. Though, you cannot do much about the thumbnail image, you have the choice to edit the page title and description. Just double click on the headline and description text and you can easily update the information as desired.
- **Define Admin Roles:** If you are handling your Facebook page as a team, you can always reap benefits from the admin role functionality. There are various roles to choose from namely manager, moderator, content creator, analyst and advertiser. Different roles have different responsibilities. Manager has access to the functionalities of all roles.
- **Bring fan Posts in Limelight:** The new Timeline feature has organized the look and feel of the Facebook pages, but at the same time it has put aside the fan posts. If you see any Facebook page today, fan posts are cornered in to one side of the page rather than being on the main interface. You, however, have the option of highlighting the posts from your fans. This will give a variety of content and your fans will get to know how much you value their thoughts. This will help you in improving customer relationships.
- **Manage your Likes:** getting likes is the basic idea of increasing your Facebook presence. As you get likes, it is essential that you like other pages in return. It will ensure that you have a larger audience base and you get access to more news feeds and updates.

As the Facebook community approaches the big 1 billion mark, it becomes highly important to have a proper Facebook branding strategy. The aforementioned tips and tricks will ensure that you get the desired online presence that will get you maximized profits.

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The Call: Facebook



When did you last visit your Orkut profile? Stop before you start counting on your finger because I already know it's almost a decade ago when you last checked your Orkut profile. A social networking site which used to rule the web world died because it failed to meet the expectations of its users and when it failed it eventually failed the users too, because one must not forget that a social networking site is nothing without its users and the users are the one who invest their time to build the community. So why am I after Orkut here when this article is about Facebook? Facebook is popular and there is no chance that the same will happen with Facebook also.. well you might need to think again before you make such statement!

Facebook became popular because there was nothing old about this, every feature it introduced to the mass was unique and people loved it. It gave us a platform with hundreds of audience which we could not have in real life, it gave us the chance to perform before all of our friends and this feature is still awesome, but like everything Facebook is also getting old and many people have already decided to move on.

The fact is that it's not cool anymore which was the main reason how Facebook managed to get billions of user around the world. One of its feature that made it so popular that is content sharing with others is not attracting the mass like it did when it was first introduced, and experts agree that Facebook is now at the point of losing popularity. It's a fact that 90% of its revenue comes from the ads and that means once it starts to lose the popularity, it will be doomed like all those

'once very popular' sites.

For an example once Facebook was popular because of it's photo sharing feature, but over time users shifted to taking photos with smart phones and the service started to get tired, even though Facebook realized this and incorporated instagram to deal with the problem, I don't think it did any better.

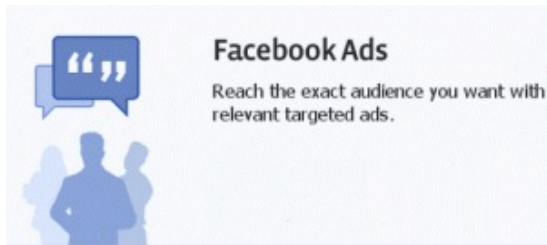
And the next thing is it's new features, like the timeline. You can find a lot of people complaining about this over the internet, and it seems legit to me.

Let's get back to the business factor, this is the one issue that Facebook has totally failed to solve. Facebook has let the sellers reach it's users directly which turned out to be a fail on both the part of facebook and it's users. The fact is that Facebook is not a business platform and the users never liked ads posted in their face distracting them from the latest trailer of expandables 2 or the Justin Bieber joke. There is a very small number of people who are willing to sacrifice their online hangout time for the sellers and we all know what happened because of this , Facebook's IPO failed.

Considering all these factors, I think Facebook is in need of doing something new that can fulfill the user expectations of future else it will face the fate of all those companies like Netscape, Orkut , letstalkaboutpep.com and many more.

Adam is a regular tech blogger who enjoys writing about latest tech updates and facts, a computer geek who has written many articles about social media, he is also writing for his new project, you can check it here [new york web design](#) and [magento development](#) .

Facebook Advertising – Its Pros & Cons



Facebook advertising created a buzz when it was first introduced and till date, it continued to grow in popularity. Better yet, it became a viable traffic builder with the advent of more targeting ads. In fact, you can now target Facebook ads specifically towards certain demographic factors including sex, age, education, and location. Facebook also have tighter restrictions when it comes to the quality of ads. In short, Facebook ads crated a great advertising platform for both large and small businesses.

However, like every other advertising and marketing platform, Facebook ads come with certain pros and cons.

Pros:

While talking about the advantages of Facebook advertising, the first thing that comes to mind is its customer reach. Facebook, at present, has around 400 million customers including 100 million mobile users, which is too good to be ignored. Though Google Adwords continues to be a viable platform to reach more numbers of targeted customers, usage time on social channels is rapidly increasing. Thus, overlooking the potentials of Facebook advertising is like running backward.

Facebook advertising provides the option of PPC or CPM, whereas other advertising networks offer one or the other. Thus, you can opt for the CPM advertising if your focus is on exposure and awareness; alternatively, businesses interested in providing more information and conversion can select PPC advertising. However, you need to understand your audience before deciding on

a particular form of advertising.

Another benefit of Facebook advertising is its increased targeting ads. Facebook can dissect and segment its users' information. Advertisers can leverage upon this special feature of Facebook. Better yet, this social media giant provides real time information, helping you to reach more specific targets.

Finally, Facebook ads are extremely successful with local clients. It allows you to target local customers, which in turn, helps in generating better leads.

Cons:

For businesses that are more focused on click through rate and higher conversation rates, Facebook advertising is yet to create a wonder. In fact, it has a low conversation rates for ecommerce, as people use this platform mostly for socializing. Buying something on Facebook is usually the last thing they have in mind.

Also, the PPC cost is higher for niche markets. People also complained about the weird and irrelevant ads on Facebook. Moreover, the advertising platform of this social media channel is filled with humor sites, free giveaways and reward programs, which often make the ads less relevant.

Despite the few pitfalls, marketers believe that Facebook advertising has the potential to become a traffic builder. Facebook also made significant progress in the past 18 months, in terms of improving their advertising model. And we sincerely hope that team Facebook will overcome the few pitfalls its ad platform has and will truly become a viable traffic builder.

Facebook Advertising – The Future is Here



In one of our last posts, we discussed a few [tips to create impressive Facebook ads](#) to attract potential clients. But before you start implementing those tips, have you ever wondered why should you invest in Facebook ads in the very first place? The answer is simple – Facebook is future of advertising. I know it's a bold statement; nevertheless, it is true. The trend says anything that is new and has the potential to create the buzz will attract the people. Remember when banner ads were first invented in 1994 by Wired.com! Their click-through rate initially was 78%. Though their click-through rate has now dropped to an average of 0.2%, this form of advertising ruled the market for quite some time. Thus, we can safely bet that Facebook ads too will be dominating the market in future.

Moreover, Facebook has the data. All they need is to build the analytics to leverage the power of social advertising. And if you see the statistic, you can understand what I mean. Since last year, Facebook advertising rates have increased to 41%. This is amazing, especially when Facebook started showing more advertisements per page the prices should have decreased. Rather, the prices of Facebook ads managed to increase.

In United States, the average cost per click of Facebook ads has also increased by 20%. However, the click through rate in USA decreased by 8%. This doesn't mean that Facebook advertising has become less of a viable platform in USA. The ad platform of this social networking site comes with a unique feature of detailed targeting, which is too good to stay away from when it comes to framing your digital marketing campaign.

In fact, Facebook ads opened new opportunities for local advertising. Many small-scale businesses and marketers have been successfully driving leads with the help of this method of advertising. Small businesses can actually use this to generate local leads. Another reason to invest in Facebook ads is its current membership. At present, Facebook has more than 150 million, which is likely to increase in the near future. Besides, statistics says, the fastest growing demographics of this social media are over the age of 25. Thus, your Facebook ads are likely to target more than the college crowd. The non-US markets too can focus on Facebook. In fact, non-US based Facebook members are one of the fastest growing sectors. Thus, international businesses can enjoy less saturated as well as cheaper foreign clicks.

However, advertisers need to think out-of-the-box since Facebook is more likely to become inundated with advertisements in the future.

Tips While Creating Facebook Ads

*This is a guest post written by **Mike** who is crazy about **Hyundai cars**. He runs a daily-updated Hyundai blog which provides latest **Hyundai news** and information on automobile industry.*

Efficient Frontier, the ad-buying and optimization firm acquired by Adobe Systems Inc. reported that **Ads on Facebook** would account for 5% of the overall online advertising spending this year. The amount is 2.7% up from Facebook's ad spending during the fourth quarter of 2010. David Karnstedt, the former president and CEO of Efficient Frontier (now VP & GM, Advertising, Digital Marketing for Adobe) said, "Facebook continues to be where marketers are placing new bets by adding advertising spend with a focus on fan acquisition."

In fact, retailers and marketers are already using **Facebook Ads** to attract potential customers who spend a lot of time on this social networking site. The Sponsored Stories and Featured Stories are also becoming popular for **attracting people to Facebook fan page**. Market surveys say, all these marketing efforts are working and brands have successfully increased their fan count by an average of 9% per month in the fourth quarter.

The ad platform of Facebook is pretty simple to work on; it has an image limit of 110×80 pixel, a title limit of 25 characters, and a body text limit of 90 characters. However, many advertisers mess up with an ad unit so small. And the trend is also noticed in Facebook. Here we have a few tips to help you create Facebook ads.

Images: Spare us the poor quality images that have been through several rounds of Photoshop and other **photo editing** tools. Using pixelated, improperly stretched out, and blurry images will hardly help you to impress your targeted audience. And there is no excuse for using such poor quality images when

Facebook allow previewing as soon as you load an image.

Grammar: Just like any other web content, make sure the ad content is free of grammatical errors. Most of the ad-content go wrong with basic grammar. For example, many advertisers tend to forget (read overlook) the necessity for the end of sentence punctuation. Unfortunately, such content is often far below the body text limit of 90 characters. Thus, to make your ad-content look more professional, get rid of such grammatical errors.

Link: As a marketer, you are fully aware of the importance of linking your content to the specific service and product. The same applies for Facebook Ads. While promoting something specific you must link it to the ad, this is especially applicable if you are promoting some contests or discounts. Link the ad to the specific tab where the discount codes are available or the contest is being held on.

Creating Facebook ads are quite simple, provided you know what you are doing and why you are doing it. In other words, you must be aware of your goals. In addition, focus on the detailing of your content to create a convincing and stronger ad campaign, which will definitely go a long way.

Useful Facebook Ad Design Tips - Infographic

Source: [AdChop](#)

Why Monitoring Facebook Network?



With the cut-edge SMM strategies, it has become essential to monitor your social networking. It is no wonder that companies are keeping a close eye on their Facebook friends. The age of privacy was over the popularity of social networking sites, especially Facebook. By making the Facebook users' information by default public, Zuckerberg declared the end of the age of privacy back in 2009. Though he later removed the by default public-accessible status update, the age of privacy already became a matter of yesteryears. For example, social-media monitoring sites like Secure.me help Facebook users in keeping track of the kind of information they share on this social networking sites, and especially with whom.

In the security IT industry, social networks are a big thing. And with around a billion users, it is essential to keep a track of what you are sharing on Facebook, especially when befriending and super-stalking by the potential employers are

becoming common trends in this social network. Thus, it is essential to proceed with caution. This will help in long run by saving you from deleting your Facebook profiles or cleaning up the wall significantly.

Social-media monitoring services help the users in gaining more control over the information they share on this social networking site. Sites like Secure.me have a privacy analysis that scours your profile and help you to go through information shared by you, which might actually compromise the way others view you. For example, listing your family members is like exposing your biological family to your social network, which could be one of the riskiest things to do. Surprisingly, we normally share such information without giving a second thought and Facebook too encourages users to do so. The social-media monitoring services will also analyze the words that can be cause for concern and will identify the language on your profile. This, in turn, will help you to understand your overall profile fitness.

In addition, it will help you to understand the mood of your friend network, which is essential to recognize your Facebook community. Thus, you will know what to expect from your Facebook friends. Better yet, you can identify the Facebook friends who are posting harmful links, spamming your wall.

Secure.me also offers a biometric face-recognition tool. With the help of this tool, you can know if a person who is not your Facebook friend uploads your photo. Even though such photos cannot be tagged, they may have your name in the caption, which could be enough to harm your reputation. This tool will also help you to find photos of inanimate objects where you have been tagged.

In conclusion, social-media monitoring services help you to understand the person whom you befriend by revealing their activities and kind of information they are sharing. Thus, they are essential to build a clean online reputation.

Reaching the Mobile Audience of Facebook

Zuckerberg has done it again! Facebook has recently announced its plans for mobile platforms. In fact, their new Timeline feature will also be available on mobile. According to a data given by this social network giant, there are over 450 million Facebook Mobile users per month. And given the current data, mobile is gradually outgrowing the use of desktop for social networking. As a result, Zuckerberg and his friends revealed their plans for various mobile-centric products including the availability of Facebook Timeline for brands on mobile news feeds. This feature will be available through Sponsored Stories.

So marketers who are not yet serious about mobile marketing, it's high-time to pull-up your socks as these new trends are likely to change the game in 2012. We have a few recommendations here for the newbies.

Optimizing your content for mobile platforms:

With the availability of Timeline for brands on mobile platform, it is essential to optimize the content of your brand page on Facebook for mobiles. These brand pages hardly had any functionality on Facebook mobile till date. Custom applications too cannot work on mobile platforms without the help of a complicated hack-job. Thus, Facebook has opened immense possibilities for brands to reach new customers by making Timeline for brands available on Facebook mobile. Brands will now be able to engage customers with mobile experiences on this social networking site for the first time

Given that about half of the total Facebook users are now accessing this social networking site through mobiles, optimizing your social content for mobile platform might effectively double your brand's reach. Regardless of the viewing device of the users, page managers will be providing identical experience to all users. Thus, users can experience the same workflow on their smartphones as on their desktop. And to leverage upon the opportunity, you should make sure all your applications are viewable across all types of devices and platforms from now

on. Since you will be designing the applications once and deploy them anywhere, your cost will be reduced considerably. In addition, you can avoid issues arising from messy synchronizations and duplication of effort between various creative teams. Better yet, you don't have to work around multiple content channels like before.

Applications using the now-popular responsive design framework are gradually gaining market reputation. This responsive design framework uses specific Javascript, HTML5, and CSS technologies to display the same content on any device. The screen size of the device is no longer a problem. Such applications can morph the tabs of Facebook page with one build, irrespective of the device.

Facebook mobile can enhance offline campaigns:

You can use social campaign marketing that is mobile-optimized for enhancing the in-store experiences of your consumers. ComScore recently published a study stating that in 2011 as much as 36% smartphone users of United States perform retail searches through their phones while inside a store. Nielsen provided a similar data – according to this report, 1 of every 5 smartphone population used phones to scan product barcodes and around 1 of every 8 users employed this device to compare prices by the end of 2011, while inside a store.

Thus, the seamless mobile components can help you to design far-reaching social campaigns apart from creating the more traditional social campaigns. You can use in-store signage as you plan the online and offline campaigns. It will not only increase the participation percentage, but will also play a vital role in your mobile campaign's success. What many brands fail to realize is that advertising promotions only on their pages is not enough. Though it will drive activity in-store, not replicating the same message in the store will result in missing the opportunity to involve the in-store consumers with your Facebook fan page, especially those who have never interacted on your Facebook brand page. If you want to reinforce your message in-store, you will need to first capture the interest of your consumers' socially. This, in turn, will help you in creating a deeper and long-term relationship with the consumer.

Integrating sponsored stories:

Until now, no one could have thought about advertising to Facebook users on mobile devices. It was a lost opportunity for brands. However, with the availability of Facebook Timeline for brands on mobile platform, Sponsored Stories premium ads will also appear in mobile news feeds. This will give

marketers enormous opportunity to push sponsored advertisements within the Facebook user's mobile feeds. The key here is to integrate Sponsored Stories into your existing Facebook marketing program.

We suggest working your Sponsored Stories into an editorial calendar. Sponsored Stories stem from your brand page's user activities; thus, create an activity calendar and make sure it translates to the Sponsored Story format. Also, make your posts attractive with the help of eye-catching images. Finally, remember simplicity is the key to make your social-to-in-store campaign successful. Keeping the proposition simple will help you to get your user involved easily.

With the remarkable growth of mobile Internet users over the past few years, marketers can no longer ignore the necessity to develop a strategic mobile marketing campaign. So get your mobile marketing proposition right to double your social network reach.

Check out this infographics about how the millennial generation uses mobile so that you would understand why Facebook and other sites are now running after mobile.

How the Millennial Generation Uses Mobile

Source - [Mashable](#)

Attracting People to Your Facebook Fan Page

Facebook has hardly left any space for creativity, when it comes to designing the layout of a Facebook Fan page or rather business page. It comes with a standardized look and feel. In fact, the only thing that you can customize is the profile picture. Thus, the only way to get noticed through your Facebook business page is to post quality content. And by content, we mean both images and articles or blogs. We have already discussed few infographics on [how you can have better presence on Facebook](#) and in this post we would cover few more points.

A study was recently conducted by EyeTrackShop, which is a New York-based startup, measuring the effectiveness of both online and print ad campaigns. This study sought answers to what people are looking at on the business pages of Facebook. It was found that the walls of such pages attract the gazes of almost all the respondents. The content that you post on these business pages is very crucial. Thus, creating and publishing interesting content on a regular basis. The key here is to create content that are important or at least interest your fans. The post or image should add value to their lives. However, attracting your fans is just not enough. You need to retain the readers and for that, you need a proper call-to-action.

If Facebook has something that attracts the attention of viewers for a longer period, it is the walls of your business page. However, making it interesting enough is entirely your task. You need compelling content to help the business page build on itself. Also, remember that the Facebook wall posts work in reverse chronological order. This can make your task a little challenging, when it comes to compel your users to scroll down the business page, while keeping their attention and focus on your fan page wall.

Another interesting way to hold on to your readers' attention is to cross-reference your previous status updates. This will compel the visitors to scroll down your page, and in the process, they will consume most of your content.

Pictures are one the best ways to attract the reader's attention. And the smaller one gets more attention. According to the EyeTrackShop's survey, as much as 85 percent of the people surveyed look at your profile pictures. The same theory applies when it comes to choosing a picture. Your audience must be able to relate with it and the picture must address the curiosity or need of your visitors.

It was also found that three quarters of the readers look at the picture that are larger in size. Thus, profile pictures also matters for the business pages and make sure you have a great one.

Facebook Infographic - How to get more friends, fans, likes and comments

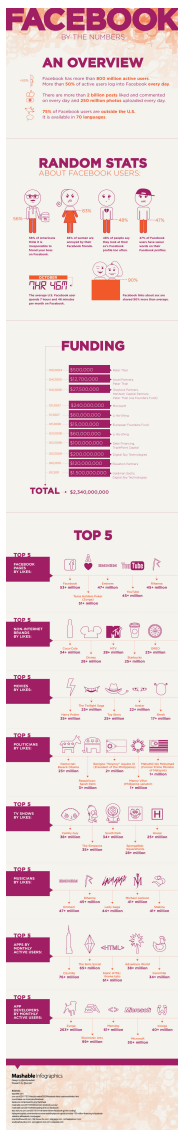


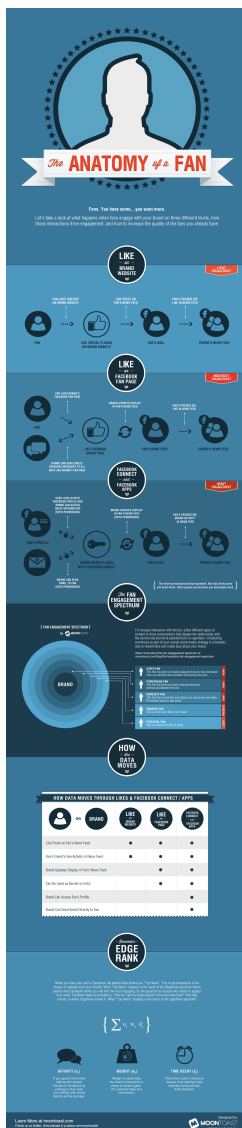
How you can have better presence on Facebook

Facebook has become a phenomenon and there are not many who don't use Facebook everyday. Its not only a website for social networking but its also a great business marketing tool. If you have a business then you can **advertise about your brand on Facebook** and you can do that without direct references which is a great strategy. There are many tricks that can be used in Facebook to get a **better presence** which will help you to be connected with expected customers. Use your imagination and creativity to get the best results out of your Facebook profile. Before coming to how you can have better presence on Facebook, lets have some excellent **infographics** to have some ideas about why Facebook, Facebook fans anatomy, why, what and when people share and how many small businesses prefer Facebook for business.

Related reading - [Tips while creating Facebook Ads](#), [Facebook Advertising- The future is here](#)

Facebook By Numbers :: Infographic






Attracting people is the key to successful marketing. If you want people to notice your post on your Facebook profile or page then you need to attract people with a picture. You must attach an eye catching image to your post so that people find your post interesting and then open it. Another very fun way to get **better presence** in Facebook is to interest people with fill in the blanks posts. You can start a post with a fill in the blank statement and people will surely comment on that post as its very funny. It will build up your connections.

Better Understanding of Facebook Insights


CHANGES IN FACEBOOK INSIGHTS

NEW ELEMENTS TO HELP YOU MEASURE
YOUR CONTENT ON A FACEBOOK PAGE.


REACH
The number of unique people who have seen your post.




ENGAGED USERS
The number of unique people who have clicked anywhere on your post.



VIRALITY
The number of unique people who have created a story from your Page Post as a percentage of the number of unique people who've seen it.





PEOPLE TALKING ABOUT THIS
The number of unique people who have created a story from your Post.



*New and public metric from the last seven days, changing daily.

WHAT DOES "PEOPLE TALKING ABOUT THIS" CONSIDER?





FACEBOOK SHOWS TO ANYONE VISITING YOUR PAGE HOW POPULAR, ACTIVE AND ENGAGING YOUR PAGE IS.

Source: Facebook Page Insights Product Guide for Facebook Page owners
<http://ads.ak.facebook.com/ads/creative/insights/page/insights-guide.pdf>

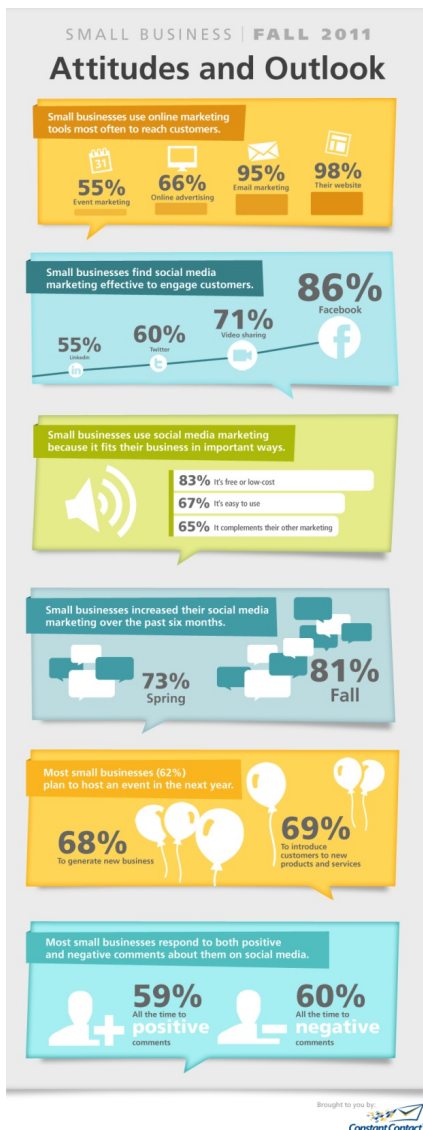
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Canada, Ontario

A great way to have **better presence** in Facebook is to ask for help from people you are connected with. Tell them about any problem that you are facing and ask them to give you suggestion for that. People love to give out free suggestions and your post will have many comments very soon. It will build up your presence. Don't always post about things that are related to your business. You have to make sure that people like you as much as they love your products. Post about interesting and helpful news. This way, more people will be connected with you.

How Small Businesses See Social Media Especially Facebook



Another important thing is to make sure that you have a personal relationship with your expected customers in Facebook. The easiest way to do that is to talk to them every now and then. Try to be popular among people of Facebook to have a **better presence** in it. Ask them to post about their life in your story and suggest them about their problems whenever you can. More than anything else you need to gain their trust and there is no better way to do that except coming out as a friend.

Related reading - Creating customer evangelists

Author: I am Susan Hannan from Exams Key; it gives 100% PMI-001 Test. Let's take benefit of BH0-006 Test material efficiently and get guaranteed success. Check out free demo of all certifications Exam.



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