

Making Facebook Work *for business*

Facebook marketing including:

- Opportunities Facebook offers businesses
- Taking a Facebook Page to the Next Level
- A Small Business Facebook Case Study
- Best Practice Tips

August 28

Mike Gingerich
TabSite.com



About Mike:

- **10+ years in Internet Marketing**
- **Helped Launch TabSite in 2010**
- **SocialMediaExaminer.com blog contributor**
- **Host of Webinars on Facebook Marketing**
- **@Mike_Gingerich on Twitter**
- **Facebook.com/MikeGdigital**

About TabSite:

- **Launched by Digital Hill in 2010 in Goshen**
- **80,000+ Global Users in 150+ countries**
- **Contests Apps**
- **Deal and Coupon Apps & more**
- **Geared to help GROW fans / CAPTURE leads**
- **Facebook.com/tabsite**







Old Marketing



The New Marketing!



facebook

- Users spend **OVER 7 hrs per month**. 2x > #2
- 71% access Facebook via Mobile device
- **77% of b2c companies** acquired a customer through Facebook, as have 41% of all b2b companies. (2012)

Facebook Benefits:

- Increase Exposure / Reach
- Increase Traffic to website
- Increase Email Marketing List
- Increase Leads and Lead Nurturing

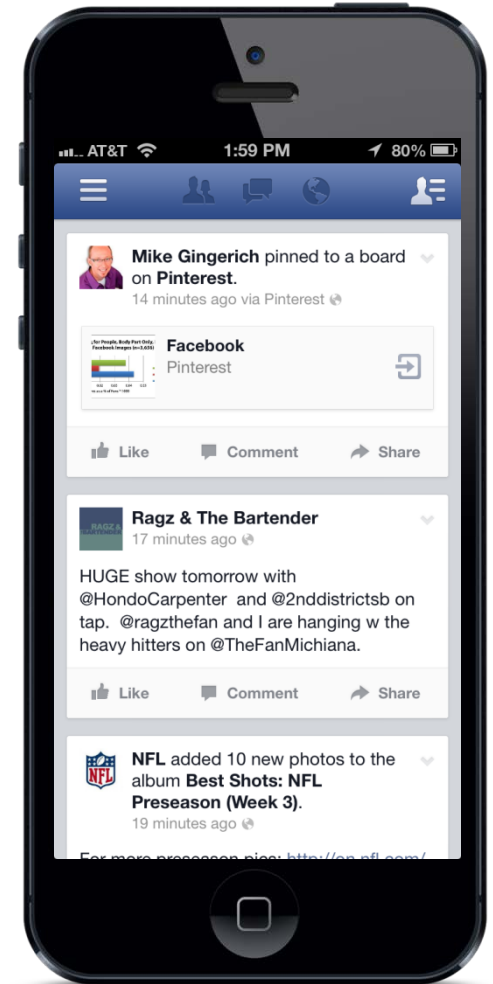


Where do Facebook users spend time?

**Majority of user
time is spent in the
the news feed**

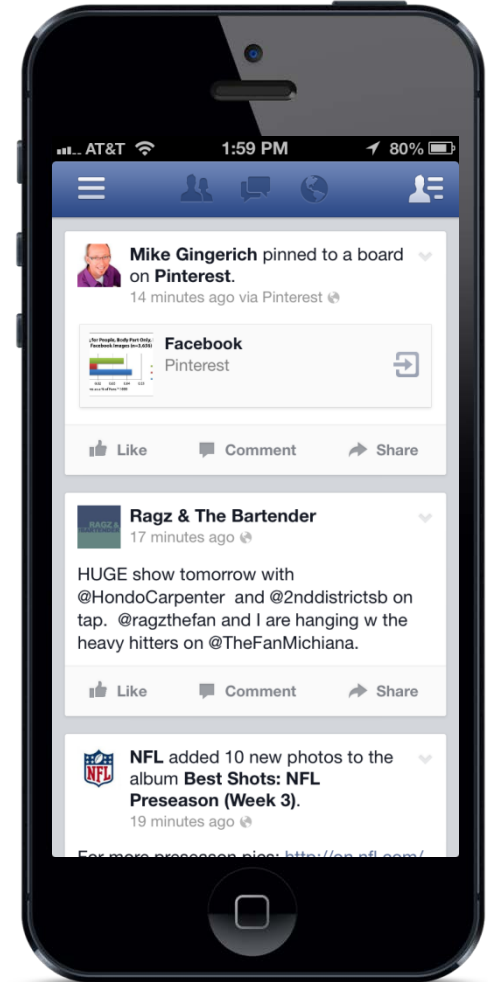
SO POSTING Is VITAL.

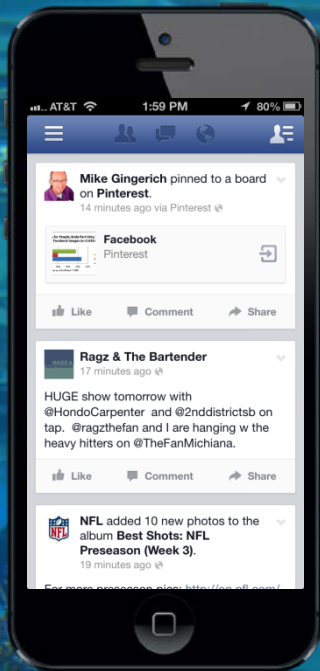
This is how you “*get seen*”



Competition to be seen.. is FIERCE!

You're competing
with your **friend's**
baby pics, news,
sports, funny pics,
videos....





***To market on Facebook is to
swim with the fish that are there!
It is a social network!***

3 KEYS FOR Facebook Success

1. TIMING.

2. POST TYPE

3. POST STYLE



TIMING: When to Post ...

**1. Links posted from 1pm to 4pm
result in the highest clicks**

Source Bitly, May 2012

**2. However, another study..... Outside
9 to 5 had best results**

3. Know your Audience. Use Insights

POST TYPE:

- **IMAGES & VIDEOS Score**
- **INSPIRATION Scores**
- **HELP Scores**

POST TYPE:



POST STYLE

- **Tips**
- **How To's**
- **Opportunities to Win**



Companies on Facebook need to be social, be like the people

HELP Scores

- **General Rule Brands**

80% useful, 20% promotional

Add Value. Be a Resource.

Companies on Facebook need to be social, be like the people

HELP Scores

**Being too
“salesy”
will kill
loyalty.**



For the 20% promotional, Apps can

- **Build Engagement,**
- **Grow Fan Base,**
- **Increase Leads &**
- **Get more Traffic in the door**

4 Primary Types of Facebook Promotions

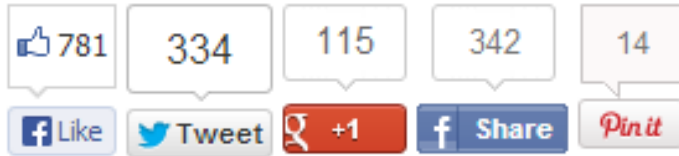


1. Sweepstakes
2. Deals and Offers
3. **CONTESTS**
4. Multi-Social Network

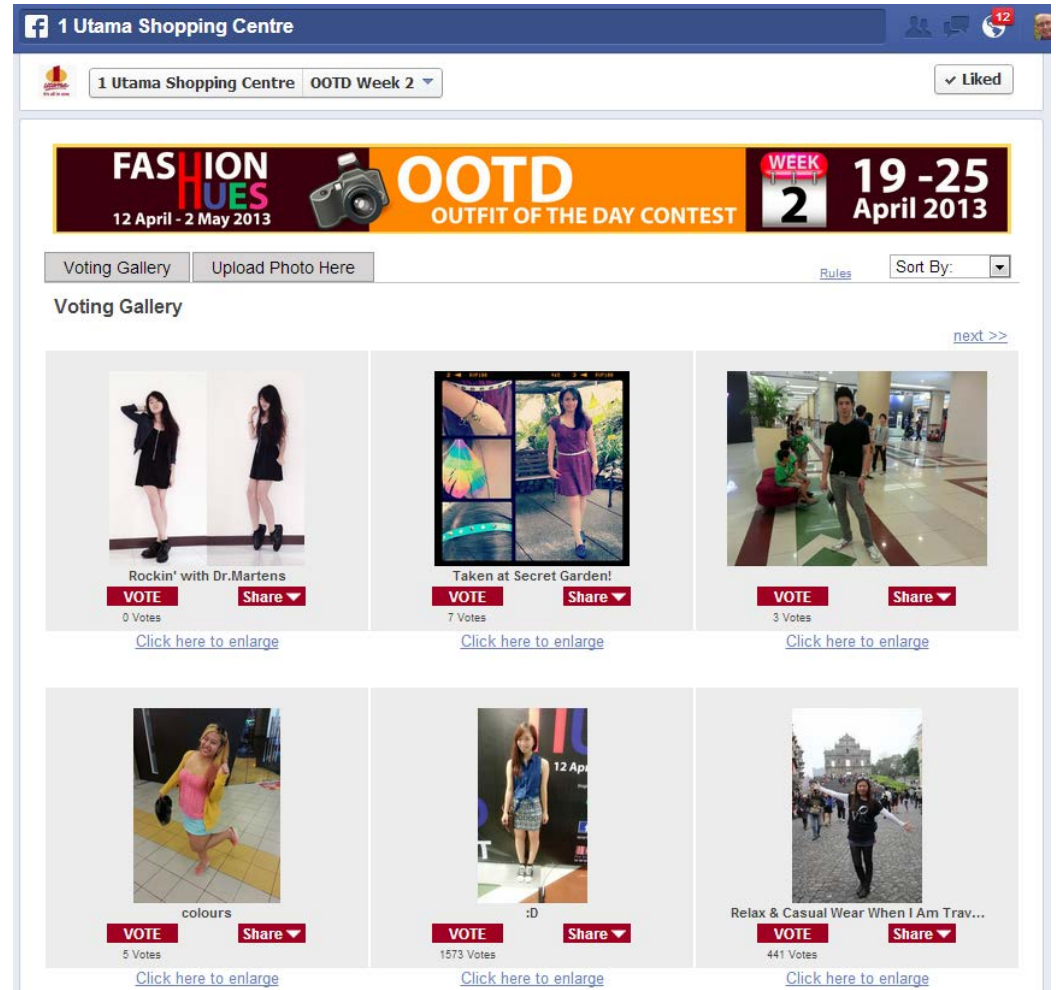
Learn more: bit.ly/4fbpromos

Why a Contest?

- Engagement
INCREASES!



- Likes,
- Shares
- Comments



1 Utama Shopping Centre

OOTD Week 2

Liked

FASHION HUES 12 April - 2 May 2013

OOTD WEEK 2 19-25 April 2013

OUTFIT OF THE DAY CONTEST

Voting Gallery Upload Photo Here

Sort By: next >>

Voting Gallery

Rockin' with Dr.Martens
0 Votes
VOTE Share

Click here to enlarge

Taken at Secret Garden!
7 Votes
VOTE Share

Click here to enlarge

3 Votes
VOTE Share

Click here to enlarge

colours
5 Votes
VOTE Share

Click here to enlarge

1573 Votes
VOTE Share

Click here to enlarge

Relax & Casual Wear When I Am Trav...
441 Votes
VOTE Share

Click here to enlarge

Can a Contest = Sales?

The answer: YES!

Research shows that persons who become a fan are more likely to purchase from that brand.

"79% of Facebook fans are more likely to purchase from a brand they have liked"

- Vocus

- Promotions and Game tools draw people in to a page. *It's a reason to come.*

Case Study

- Photographer
- 24 Weddings
- Couples want to win
- 2 Stage Contest
- Use a Like Gate
- Vote 1x per day

bit.ly/FBphotocase

Vote

Rules Privacy Sort By: ▾

Vote

Round 1:
Sept 13 - 21
Finalist Round
Sept 22 - 28

VOTE for your Favorite!

To celebrate 2012 weddings,
we are going to give one couple a

11x14 Standout Wall Hanging

• This is a 2 Stage Contest! Come back each day to vote!
• 3 Finalists with most votes move on to the Final Round of Voting Sept. 22 - Sept. 28

All weddings photographed through 2012 to date are part of this contest.



Vance Wedding

Like 0 VOTE

0 Votes

[View Large Entry](#)



Cline Wedding

Like 0 VOTE

0 Votes

[View Large Entry](#)



Showalter Wedding

Like 0 VOTE

0 Votes

[View Large Entry](#)



Korenstra Wedding

Like 0 VOTE

0 Votes

[View Large Entry](#)



Miller Wedding

Like 0 VOTE

0 Votes

[View Large Entry](#)



Carlson Wedding

Like 0 VOTE

0 Votes

[View Large Entry](#)

The Summary

Old Marketing



New Marketing!



Facebook Benefits:

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Question and Answer

View the Slides

bit.ly/ChamberLadies

Thanks for joining today!

www.Facebook.com/TabSite

SLIDES: bit.ly/ChamberLadies