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6 BOOKS IN 1

- Creating a Personal Timeline
- Connecting with Others
- Connecting Facebook and Other Social Media
- Building a Facebook Fan Page
- Marketing Your Business on Facebook
- Developing Facebook Apps

Melanie Nelson
Daniel Herndon

Facebook All-in-One For Dummies®

Book 5/Chapter 6: Identifying Your Target Audience for Successful Marketing

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Chapter 6: Identifying Your Target Audience for Successful Marketing

In This Chapter

- **Using Facebook Insights to identify your audience**
- **Marketing Fan Page Timelines offline**
- **Why online and traditional marketing are important**
- **Other online marketing tools used for Facebook**

You might be reading this book to get a better understanding of how you can use Facebook to market your business. If this is the case, we would be remiss if we didn't offer you balanced advice. There are a lot of strong reasons why Facebook is one of the most important places to market your business in the Internet age. The primary reason is its user base. The driving reason to use Facebook for marketing is not at all primarily because of how dynamic and interactive you can get with your market. It's not because of the two-way conversation and the ability to respond to your customers in real time. These are secondary reasons. The fact is that millions of potential customers are on Facebook. In this chapter, we discuss marketing your Facebook presence using a healthy mix of traditional and online tools.

Identifying Your Audience

To conduct any form of marketing or advertising, it's important to identify your target audience for the best results. To effectively market to the right audience, you need to identify who that appropriate audience is — that is, the people who will buy your product and are a good fit to be your customers. The way to determine this might be to identify who your customers are today. The best way to do this is with real data, by taking a look at who your currently engaged customers are. You can do this by taking a closer look at your company and customer list, but you can also use Facebook as a tool to help you. To identify your audience on Facebook, you have amazing analytics tools within your Fan Page called Insights, shown in Figure 6-1.

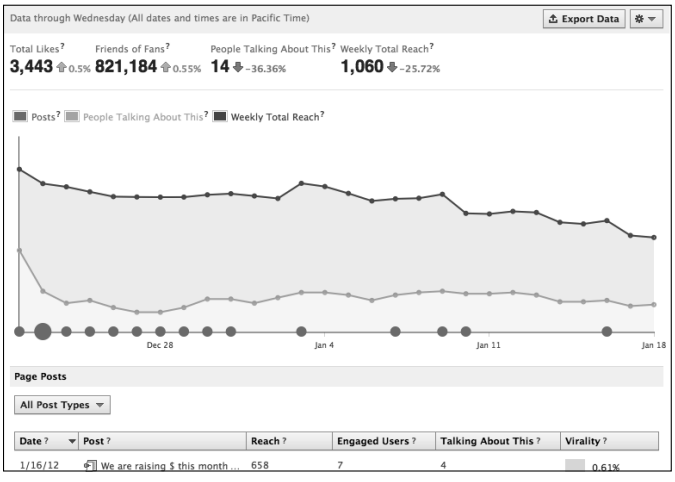

Figure 6-1: Facebook Insights tells you who your audience is.

Facebook Insights tells you not just how many people you reach with your Fan Page Timeline, but the demographics of the people that Like your Fan Page. This way, you can know specifically your balance of male versus female, age range, and many more details. This data tells you who has shown an interest in your Fan Page Timeline, but you can dissect the information even more and see the demographics of people that are actually talking about your Fan Page Timeline. Insights is designed to give you a better understanding of what your Facebook audience is so that you can refine your marketing on and offline. You can read more about Insights and how to use the data in Book V, Chapter 3.

Using Insights enables you to clearly define who that audience is, and to put that information in your quiver for your next barrage. When it's time to promote your Pilates studio and build your Facebook following by advertising offline, you don't want to buy an offline ad in a men's magazine if your Facebook Insights shows that 70 percent of your existing Facebook audience are women. Furthermore, you might find that your fans on Facebook are 30 percent men, but 100 percent of those talking about your Fan Page Timeline are women. This would suggest that your true target audience is women. This is a simplistic example, but these principles can be applied across multiple demographic factors. If you get the right message to the right audience, you can attract the right kind of people to grow your business without wasting time and money on the wrong crowd.

Using the Insights Information

Take a look at your Insights for your Fan Page Timeline. To do so, visit your Fan Page Timeline and be sure you are logged into the account that you use to administer your Fan Page Timeline. Clink See All in the Insights section on the Admin Panel at the top of your Fan Page Timeline. (See Figure 6-2.)

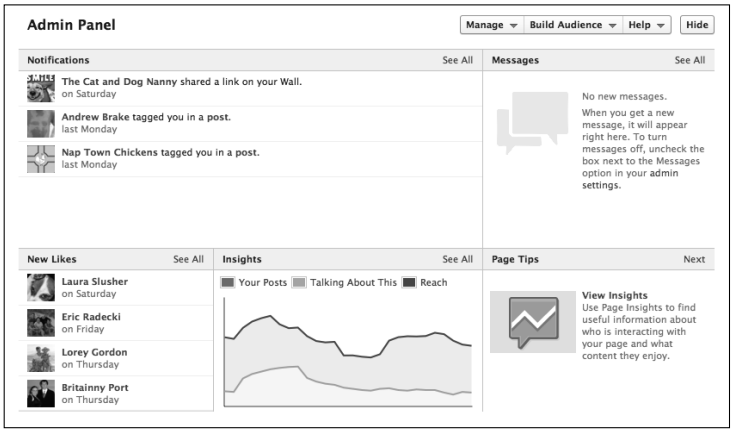

Figure 6-2: Click Insights on your Fan Page Timeline.

On your Insights page, you have the following content:

- General Insights about your Likes and activity
- Demographic information about your Fan Page Likes
- Demographics about your *reach* (the people who have seen your content in a given time frame)
- Demographics of people Talking about This (people commenting on posts, tagging, checking in, and other interactions)
- Demographics on check ins

Examine the following details to find out how you can better implement traditional and online marketing:

- **Gender, age, and city:** Find this information by clicking on any of the links at the top of the Insights page (Likes, Reach, Talking About This, or Check Ins). This data tells you the balance of male versus female by age, which narrows down the scope of people that your business is connecting with. Using this data you can determine where you should purchase advertising, as well as what sort of imaging and messaging will resonate most with your audience. (See Figure 6-3.)

  If you have a national audience, you need to take a different route than if your audience is concentrated in one city. Don't just consider what you have now, but also consider where you would like to grow if you see opportunity in a particular area.

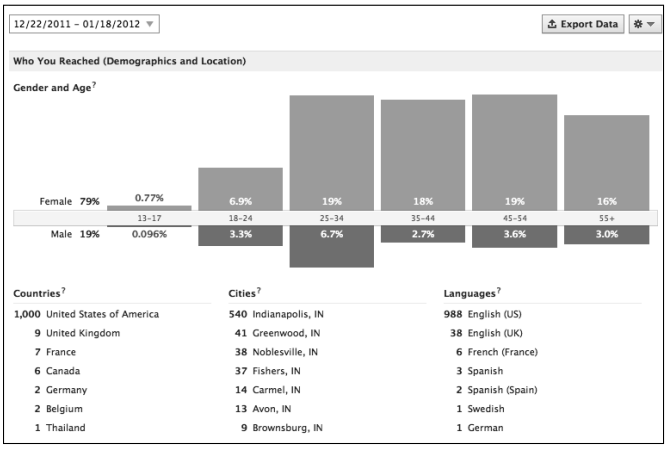

Figure 6-3: Gender and age demographics.

- **Reach and frequency:** Reach shows how you reached people. This data tells you how many people you reached through which method. The three represented reach data are *organic* (natural growth); *viral* (visited your Fan Page Timeline through others sharing or the Ticker); and *paid* (visited because of a Facebook ad campaign). This is usually best to measure Facebook campaigns online, but you may be able to examine traditional advertising's impact on these numbers. For instance, if you know you ran an ad in a local publication and you see a spike in your data, you can probably attribute that spike in traffic to your ad.

  The Unique Viewers by Frequency graph is interesting because it tells you the frequency of those that you have reached. (See Figure 6-4.) In other words, you can get an idea of how many people looked at content more than once. This might give you an idea of the level of interest in your content. It does not typically give a strong picture of whether your content was good or bad in general.

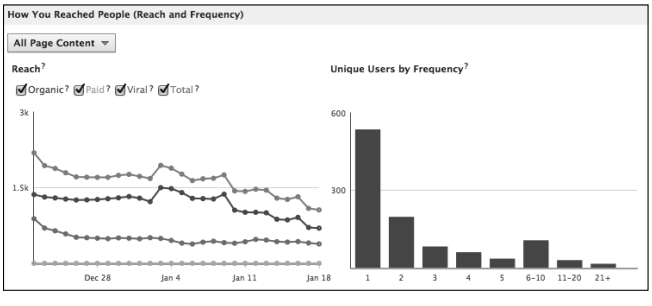

Figure 6-4: Reach and frequency data.

- **Fan Page Timeline views and unique visitors:** This data tells you about your traffic in terms of date as well as the numbers of unique visitors. The graph (shown in Figure 6-5) gives you an idea of traffic by day. Page Views represents the total times your Fan Page Timeline was viewed in a given day. Unique Visits represents the number of individuals that visited your site, regardless of how many times the individuals visited. Use this data to relate it to an offline campaign date — for example, a lot of traffic on the day your print ad was published can be an indicator that it was a successful advertisement.

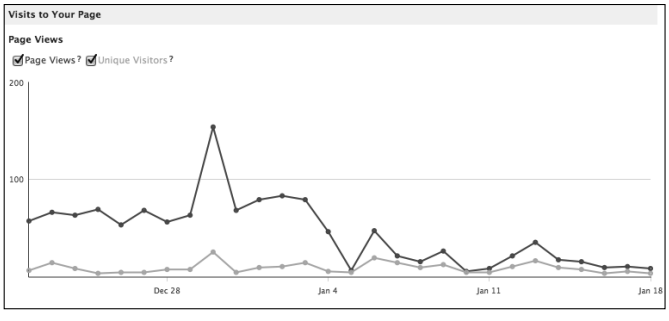

Figure 6-5: Visits to your Fan Page Timeline.

- **Total tab views:** This data tells you how many visitors you have had on a specific tab, as shown in Figure 6-6. Knowing these numbers is great if you create different tabs for different advertisements (each tab has its own unique URL). You can use this data to get an indication of which campaigns are bringing more traffic than others. This data is merely an indicator, because more people search for a Fan Page using the Search function, which would not bring them to a specific tab.

Total Tab Views ?		External Referrers ?	
565	Wall	48	pspindy.com
433	Static FBML 3	5	offerpop.com
87	Html	4	google.com
64	Static HTML: iframe tabs	2	36ohk6dgmcd1n-c.c.yom.mail.yahoo.net
29	Information	1	coupons4indy.com
24	Photos	1	us1.campaign-archive1.com
14	Photo Contest	1	sz0130.ev.mail.comcast.net
	More		More

Figure 6-6: Tab views and referring links.

- **External content referrers:** Here you find out what online sources are leading traffic to your Fan Page Timeline. (See Figure 6-6.) If you have banner ads, coupon sites, or URL redirects, then you can discover how people are finding your Fan Page Timeline. One great way to use this for offline marketing is to have unique URLs in ads such as `www.ourfacebookpage.com` that redirects to your actual Fan Page Timeline. Insights shows that URL as the referring site.

If you understand how all the data is created, you can use it to your advantage when managing a full marketing campaign. The knowledge not only allows you to push out better marketing, but it helps tell you where and what kind to buy if you pay close attention.

Understanding Why Both Online and Traditional Marketing Are Necessary

According to a study at the University of Texas, people remember 10 percent of what they read, 20 percent of what they hear, but 90 percent of what they do and say. This means that when your advertising method is more of an experience, your results are much higher. And how can you offer a more interactive marketing experience? Online. Depending on your goals and campaigns, you can ask your audience to participate as you market to them (via polls, games, and other things). Of course, you can only get so many people to take that high level of action, but that's okay because in the end, you really only want to spend time reaching those customers that are right for your business and that are going to buy your product or service.

With all of this talk about reaching the right customers, it's important to remember that a healthy mix of marketing tactics will yield the greatest results. Traditional marketing (such as print, TV and radio advertising, and so on) is tried and true. It's never going away, though it's changing. Traditional marketing is the foundation of your messaging. Choosing which forms of traditional marketing are right for your business (and which forms are worthless) is easy when you know who your audience is and what their lifestyle is like. But remember this: No matter what their lifestyle, there is a good chance they are on Facebook!

Marketing Facebook Offline

Offline (or traditional) marketing has just as much room for innovation as online marketing. By including your Fan Page Timeline information on your traditional marketing materials, you may expand your reach to those you have not been able to connect with on Facebook. This integration also enables you to add an interactive element to the traditional advertising campaign.

Facebook plays the role of a lead capturing method when it's integrated in traditional marketing. This means that every Like is a lead that you now have subscribed to further marketing messages.

Several studies have shown that when Facebook users Like a Fan Page Timeline, they do not consider that action consent to be marketed to. Remember the advice we've given throughout this book, and don't overdo the hard sell. If your fans feel like you're invading their space with too much marketing, they stop listening — either by ignoring your updates, Unliking your Page, or hiding your updates.

Offline marketing comes in many forms, and they all have their respective strengths and limitations. The way that you effectively use them to market your Fan Page Timeline will vary with each example.

Direct mail marketing

Direct mail can be one of the most powerful or one of the weakest forms of marketing. The reason for the variation is that so much of mail today is a marketing message, people ignore messages that appear to be an advertisement. When a customer receives something from someone he trusts, the story is different. Direct mail is always more successful when it has some context, meaning the recipient has some reason to expect what is sent to them. Using direct mail with this principle in mind can lead to some powerful results.

The best use of a Facebook direct mail marketing campaign is giving people something worth responding to. Don't just direct people to a contest or ask for followers. Instead, consider that when people get their mail and look through it, they're at home. They may not be on the computer, but they likely have one close by. Getting someone to take a moment to log on to Facebook might be realistic if you give them a good enough reason. You may want to create fan-only discount codes via an application (see Book VI for more information about creating and using apps). Just remember to make the discount large enough to entice your customer to stop what they're doing and log on to Facebook to find your Page.

A permission-based marketing response always works best when you give the customer some value. For example, if the people you send a message to are already your customers, direct mail could be the contact they need to consider connecting with you another way (such as on your Fan Page Timeline).

Always make sure that with any print campaign that you give customers an easy to remember URL. That way, you don't lose a potential opportunity because the web address is just too long to type in. You may want to use a custom URL that forwards to a custom tab on your Fan Page Timeline.

TV ads focused on Facebook

Some time ago, TGI Fridays created a campaign to increase its Facebook following. The restaurant did a series of TV commercials as well as other marketing tactics where a fictional character named Woody asks friends to join him for a free burger. In the commercials, Woody stated he was the restaurant's biggest fan. This character fronted the commercials and print ads to implore you to become a fan so that the restaurant could give everyone a free burger. The company offered a burger to the first half million fans. This allowed the restaurant to grow its Facebook Page fanbase to nearly one million. The restaurant realized the value of having a connection to its customers through Facebook and decided to invest time, money, and energy into growing its fan base.

What the restaurant did was more brilliant than the pieces of flair that the wait staff wears. The restaurant didn't hide the fact that it was trying to grow the number of Facebook fans: That was the topic of discussion. The approach was that if the restaurant's Fan Page Timeline hit 500,000 fans, every fan would get a coupon for a free signature burger.

The restaurant's fanbase is near 1 million fans at the time of this writing. Each fan (eligible for the free burger) gave his or her e-mail address (via a third-party app) so that the restaurant could send the coupon. This meant that the restaurant created a strong database to regularly connect with customers, and it used Facebook as way to strengthen customer loyalty. Those that Liked the Fan Page and shared their contact information considered it worth their time. (Even though Liking a Fan Page and providing contact information isn't a big step, it's just enough that you're more likely to get a response from people that are within your true market.)

With a campaign like this, the restaurant made the best of its investment in TV commercials. This is something you should do with every advertising investment: Make sure you get the most out of your investment by giving your audience a call to action with which you can bridge a sustained relationship with them. This philosophy also poses a significant argument for using both paid Facebook ads and your Fan Page Timeline in tandem with each other. This way, you're always building your audience but also sustaining it with a continued connection.

Radio ads focused on Facebook

Radio can be the hardest tool to use to promote Facebook for many companies because you don't have the benefit of visual aids or the option of click throughs. If you use the radio to promote your Fan Page Timeline, make sure that you know how easy or difficult it is to find your Fan Page Timeline for the first time, and prepare for that with your *copy* (the commercial's script). If your URL isn't easy to spell correctly, you should create a custom URL that's easier to spell and redirect that URL to your Fan Page Timeline. You might even want to be sure that you have a prominent ad on your own website that links to your Fan Page Timeline so that those people looking for you have several ways to find you on Facebook.

You should take note of the way people search for you within the Search text box on Facebook. For example, if your Fan Page Timeline name is A.B.C. Pilates Studio and people typically type ABC Pilates, they may have trouble finding you! If you haven't already set your name, change it to something that works well for search.

Radio works best when the ads are frequent. Make sure that the station and time you choose is consistent and targeted at the right kind of audience. Finally, make sure that your call to action is very clear on how to find you.

Online Marketing Resources

Facebook is not a standalone online spot for marketing your business. Facebook is indeed one of the most visited sites on the Internet, but for many, it's a place to connect with people, discover interesting news, blogs, and more. Facebook acts as a portal to the rest of the Internet.

Using other marketing tools on the web is something that you don't want to forget about. When people are on the Internet catching up on TV shows, checking e-mail, searching for products, or even visiting your website, they're only a click or two away from becoming a fan of your Fan Page Timeline. The following sections describe a few ways to use some of the most common tools for marketing your Fan Page Timeline on the rest of the web.

E-mail marketing

Of all marketing channels, e-mail marketing is credited with delivering the highest return on investment. From our experience, we've found that the most successful Facebook promotions are supported by a permission marketing e-mail distribution list. This tells us that e-mail marketing must be a strong way to build your social media audience and drive them to engagement.

One of the biggest benefits of e-mail marketing is that you can communicate with your Facebook fans directly, even if they miss your updates in the News Feed. Figure 6-7 shows an e-mail newsletter that reminds subscribers to enter a contest on a Fan Page Timeline.

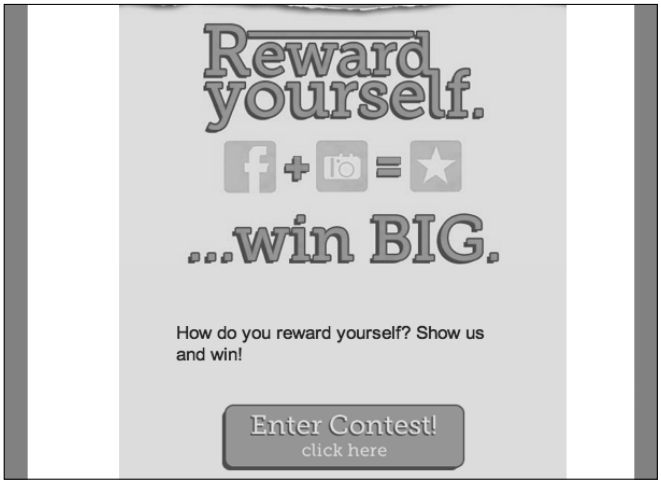

Figure 6-7: Pairing e-mail marketing with Facebook.

Your e-mail marketing software should allow you to efficiently track the success of your campaign. Tracking is what makes e-mail marketing so powerful; you can measure how many people opened your e-mail, as well as how many people clicked the links in it. E-mail marketing software is also generally required to deliver an e-mail in a full HTML formatting. This means that you can send an e-mail that has a fully designed layout, much like you see in Figure 6-7. E-mail marketing software also manages unsubscribes from people that do not want to receive your e-mails any longer. MailChimp (`http://mailchimp.com`), Constant Contact (`http://constantcontact.com`), Aweber (`http://aweber.com`) and ExactTarget (`http://exacttarget.com`) are some of the most popular options.

Although you can create e-mails in plain-text format, marketing e-mails tend to be more effective when they have images to help communicate your message in a simple manner. It's easy to create a template for your e-mail that resembles the design of a Fan Page tab. We suggest including a distinctive graphical button within your e-mail (also shown in Figure 6-7) that makes it easy to click directly to the destination.

E-mails typically have a short lifespan. Make sure that you follow two important tips in an e-mail marketing campaign:

- **Don't give away too much information in your e-mail.** Make sure you share just enough to get your reader interested. Make him visit your Fan Page Timeline to get the rest of the details. If you satisfy his interest in the e-mail, he may forget to click over to Facebook later.
- **Send your e-mail when you have something notable to share with customers.** You will get more traffic if you offer something particularly interesting, so it's always better to tie e-mails to a specific campaign (such as a special promotion or contest) rather than just an invitation to check out your Fan Page Timeline. With campaigns, it usually makes sense to send an e-mail at the beginning and another towards the end of the campaign as a reminder.

E-mail can be tied into your Facebook marketing in the reverse as well. We suggest installing an app on your Fan Page Timeline that allows your fans to sign up for your e-mail list (most e-mail marketing software has an app; check their website's FAQ section). When it's installed you can post a status update reminding your fans to sign up (be sure to provide the link to the sign up tab). Or, if fans are perusing your Fan Page Timeline, they may see your app and sign up on their own (but don't count on it; 90% of fans don't return to your Timeline unless you tell them to).

Search marketing with PPC

PPC (pay per click) ads typically appear at the top of search results in Google and other search engines. These ads are paid out based on how many times the ad is clicked. In other words, the advertiser is charged when

someone clicks the ad, not based on how many times it's displayed. PPC is a great way to create advertising directed at the right audience (anyone who is searching for your product or service) and you can do it on almost any budget. With PPC ads, you define what you're willing to spend, and that amount is applied to ad appearances until the budget is exhausted.

Because all Facebook users are Internet users, it makes sense to use the Internet to promote your Fan Page Timeline. In this case, you use search results to draw relevant traffic to your Fan Page Timeline. (See Figure 6-8.) For example, if you are a Pilates instructor and people search for *Indianapolis Pilates studios* in a search engine, PPC allows them to see an ad at the top of their results page that links directly to whatever page is defined by the advertiser.

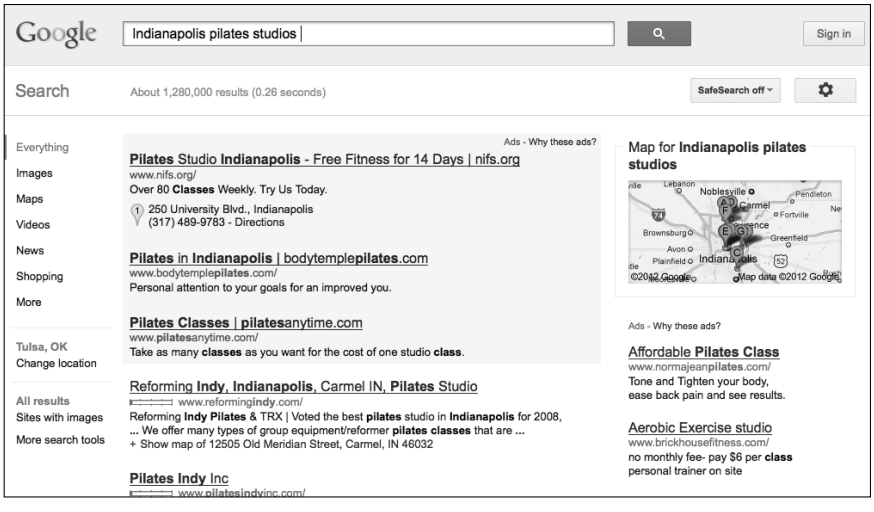

Figure 6-8: Promoting Facebook with Google PPC.

When people search for a product you sell, you don't want to miss the opportunity to capture their purchase. Make sure that if you promote a Fan Page Timeline with a PPC ad that you have the ability to take orders within a custom tab, or direct people to where they can place an order.

Integrated Campaigns

Using a mix of tactics including both online and offline channels is the ideal situation. If your goal is to grow your Facebook audience by drawing your customers there, make sure that your call to action is clear in every portion of your campaign. It helps to use the Facebook logo and colors in your advertising. This is because the Facebook logo is easily recognizable, and you can be sure that people know the destination to respond to your ad is on Facebook.

Using custom Application Pages is the most important element of your Facebook promotions, even if your initial goal is simply to increase Likes on your Fan Page. All promotions are conducted on a Facebook Tab. It makes a big difference to give your audience something to see that is unique to them. For example, BMW customized its Fan Page Timeline with an interactive Application Page that allowed visitors to assemble a car with the custom options they like. Visitors had to Like the Fan Page to use the interactive Application Page, which encouraged many to do so.

Introduction

Facebook is the most prolific social media platform so far. It has over 800 million active users as we write this book. (If Facebook were a country, it would be the third largest in the world.)

Facebook itself can be polarizing. Some people worry about their privacy, while others can't share enough. Some worry that Facebook is getting too big, while others appreciate the innovation that comes from crowdsourcing. As the authors of this book, we tend to fall on the side of loving Facebook. We love the way we can keep up with friends and family, meet new people, network with colleagues across the world, and market to our audiences. Facebook and other social platforms have given the public a larger voice in every conversation being had.

About This Book

If you picked up this book, it's probably because you're not on Facebook yet, and you're wondering about the hype. Or maybe you're on Facebook, but you have questions and need some answers. We've written this book with the beginner and intermediate social media user in mind. As you work with Facebook, we're confident you'll discover why it's so popular.

Our goal in writing this book is to introduce what Facebook is, show how you can use it personally and professionally, and show you a few tips and tricks along the way. We cover a fairly wide range of topics — this is an *All-in-One* book, after all — and you may or may not want to read everything we offer.

One thing we should point out is that social media changes almost daily, and Facebook is no exception. Although Facebook likes to change things up here and there, it generally doesn't change much more than tabs' locations and maybe make ad pictures a little bigger. Occasionally, Facebook changes some basic function — usually by making it more useful overall. As we were writing this book, Facebook unveiled a game changer: Timeline. We discuss Timeline (both for your personal profile as well as your Fan Page) throughout the book, but we're bringing it up here to make a point. We kept up with changes as they were happening, and we've documented all the new stuff that's come out of Facebook HQ since September 2011, but new features continue to roll out. Facebook itself will never be done evolving. You can keep up with the most recent changes to Facebook by checking `www.facebook.com/help/whats-new-on-facebook` periodically.

Conventions Used in This Book

Throughout this book, we're consistent in how we present certain information. You find these conventions throughout the book:

- Whenever you need to type something, we put the stuff you need to type in **bold** so it's easy to see.
- When we introduce a new word you may not be familiar with, we put it in *italics* and define it.
- When we share website addresses (URLs) with you, they look like this: `www.dummies.com`. (If you're reading this book as an e-book, URLs are clickable links.)
- If you need to select an option from a menu, we use an arrow (➪) as shorthand. For example, "Choose Home➪Log Out" means to click the Home menu and then click the Log Out option.

Facebook is a website, so it's not specific to PCs or Macs. If you can surf the web, you can get on Facebook. However, if we share instructions for tasks that are specific to a Windows PC or Mac, we tell you. For example, if you need to copy text, press Ctrl+C (Windows) or ⌘+C (Mac).

What You Don't Have to Read

You're certainly welcome to read this book cover to cover, but you don't have to. Like in all *For Dummies* books, you can skip around to the sections you need without reading everything in between. In fact, you'll notice that we frequently point you to another chapter or section where we discuss the topic in more detail.

If you already have a Facebook account and/or have been using Facebook for a while, you can skip most of Book I, because those chapters focus mostly on why you would decide to join Facebook and on setting up your account. On the other hand, if you're new to Facebook, you may not be ready to dive into our chapters on creating apps or using Facebook ads. But we know you'll be ready soon enough.

Sidebars — you'll notice them because they have a gray background — are extra information we thought you'd find useful but aren't necessarily integral to your Facebook experience.

The bottom line? Use this book as you will. Highlight the important stuff, make notes in the margins, plaster it with sticky-note bookmarks. Our goal was to make this book as useful as possible, and we want you to use it any way that makes sense to you.

Foolish Assumptions

It would be impossible to consider every single type of reader for this book, so we've had to make some foolish assumptions. These assumptions allowed us to write a consistent book and, we hope, allow you to follow along without too much trouble. Here's what we assumed:

- You have a computer and know how to use it.
- You know what a web browser is and can surf the web.
- You have an e-mail address and know how to use it.

How This Book Is Organized

We divided this *All-in-One* into minibooks, which are organized by topic. The minibooks point out the most important aspects of Facebook. If you're looking for information on a specific Facebook topic, check the headings in the Table of Contents, or skim the Index.

Book I: Creating a Personal Timeline

As you decide to join Facebook, there are some important things to consider, such as privacy and how to share things. We explain the personal and professional benefits of joining Facebook and walk you through how to set up your personal Timeline (that is, your Facebook profile). And, of course, we explain how privacy works on Facebook and give you tips about how to best protect yourself and others, and still share as openly as possible (but with the right people).

Book II: Connecting with Others

After you create your personal Timeline, you'll probably want to know how to start sharing content. Book II discusses your online persona and how you can put your best foot forward when interacting with others. We also explain how to share photos, video, and basic updates with your circle of Facebook friends. And we start to widen your circle by introducing you to Groups, Places, Fan Page Timeliness, and games.

Because almost everyone these days is mobile, we explain how you can take your Facebook show on the road and check your account with smartphone apps.

Book III: Connecting Facebook and Other Social Media

Book III is all about helping you understand what social media is, how Facebook fits in, and what other platforms you can use to go with the social media flow. Social media works best when it's integrated with all aspects of your marketing strategy. Find out why linking your website and your Fan Page Timeline is important (and how to do it).

Book IV: Building a Fan Page Timeline

If you own a small business, Facebook offers an excellent marketing opportunity for you to grow your customer base. Find out how to create a Fan Page Timeline, how to use it for marketing and customer service, and how to encourage word-of-mouth marketing with things like check ins and Deals. We even give you important pointers on growing your Facebook community.

Book V: Marketing Your Business on Facebook

Facebook is one of the most amazing marketing platforms available right now, with 800 million users. You're bound to find new customers here! In Book V, we tell you how to build your online influence, how to set up and track Facebook ads, how to run a proper giveaway on Facebook, and how to use Insights (Facebook's analytics program). This minibook is chock full of information that will take your business from meh to amazing.

Book VI: Developing Facebook Apps

If you really want to get going with Facebook, you want to delve into *apps* (short for applications). Apps are what make Facebook so incredibly useful — you use apps for everything from sharing news articles you've read to playing games to listening to music. Apps are particularly useful as you work on your Fan Page Timeline. We explain the basics of apps and take you through building your own, if you want to give it a try.

Icons Used in This Book

To make your experience with the book easier, we use various icons in the margins of the book to indicate particular points of interest.

When we share something we think is useful or will make life easier for you, we use the Tip icon.

If we want to reinforce a point or concepts, we use the Remember icon. This stuff is worth committing to memory.

If we need to warn you about something that could give you problems, we use the Warning icon. Pay close attention when you see a Warning, because when we use it, we mean it!

Information tagged with the Technical Stuff icon gets, well, technical. Technical Stuff isn't essential to your understanding of Facebook, so you can skip these paragraphs if you're not interested.

Where to Go from Here

You can always start by turning the page and reading the first chapter (Book I, Chapter 1). Or look over the Table of Contents and find something that catches your attention or a topic that you think can help you solve a problem. Or peruse the Index to find a specific item or topic you need help with.

We encourage you to Like our Fan Pages on Facebook:

- **Blogging Basics 101:** `http://fb.com/BloggingBasics101`
- **redwallLIVE:** `http://fb.com/redwallLIVE`

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