Facebook is No Longer Optional ... It’s THE Marketing Channel

Presented by:

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(məˈrēn bīˈəl·ə·jē) - A branch of biology that deals with those living organisms which inhabit the sea.
The copepod (a / k / a Plankton)

1 millimeter long!
The Blue Whale (*Balaenoptera musculus*)

- Largest mammal on earth
- 108 feet long & 200 tons
- Tongue weighs 3 tons
- Heart weighs 1300 lbs
- Speed of up to 35 MPH
- Loudest mammals on earth with sounds heard 1000 miles away

A mammal like no other

SOURCE: http://animals.nationalgeographic.com/animals/blue-whale-interactive/
A mammal like no other

SOURCE: http://animals.nationalgeographic.com/animals/blue-whale-interactive/
Fastest growing mammal

Gains 30 pounds a day and doubles its size in the first six months of its life.

SOURCE: http://animals.nationalgeographic.com/animals/blue-whale-interactive/
Sound familiar?
Meet Facebookus Musculus, The Blue Whale of the Internet

- Biggest site on earth
- Gaining 30M new members monthly
- 550M users worldwide
- Half login daily
- 700B minutes/month
- 30B pieces of content shared monthly
From baby to behemoth in 3 years!

Just 3 years ago:
- Less than 25 million members
- 1% of time spent on the internet
- US focused
- Fed by $100M/year Microsoft ad deal

Today: World’s Largest 2-way Global Media Platform

- 10% of all time Americans spend on the internet
- $2B in sales
- Rapid global expansion
- Global marketing on one platform at scale for the first time!

August 2010: Facebook Overtakes Google in Time Spent

![Chart showing time spent on Facebook, Google, and Yahoo from June 2007 to August 2010. The chart indicates that Facebook surpassed Google in terms of time spent in August 2010.](image-url)
Watch out Google ... no more smooth sailing

So what?
Facebook is the single most important marketing channel the world has ever witnessed.
Ignoring it is no longer an option.
Facebook is not just another marketing channel.
Facebook is *THE* channel.
Two primary ways to use Facebook to grow your business.
First: Your brand on Facebook

- Landing Tabs
- Wall
- Photos
- Videos
- Events
- Groups
What works?
Power to the people - give them choices
Ask questions!

BORDERS BOOKS & MUSIC
If you could be a character in any book or movie, which would you choose and why?
Saturday at 6:21pm via Publisher · Comment · Like · Flag

150 people like this.

View previous comments

50 of 647

Thomas Albrikes robin hood he is nasty good with sword.
Sunday at 12:08pm · Like · Flag

Victoria Reid Harry Potter Series. I love Severus! I want to be in Slytherin
Sunday at 12:12pm · Like · 1 person · Flag

Madeline Mauzeri Del Plato I would like to be Jonathan Livingston Seagull so I can fly high and soar above the sea!
Sunday at 12:13pm · Like · 1 person · Flag

Alyssa Fink Either Alice Cullen from Twilight or Katness Everdeen for Hunger Games
Sunday at 12:19pm · Like · Flag
Grow fan acquisition by using existing audiences (email)
Drive conversions within Facebook
Global deployment: One unified Page, many country versions
Utilize “fan only” content to drive connections
Fan only content + UGC! (a / k / a 2006 meets 2010!)
Grow fan acquisition by using existing audiences (TV)
Replace your web site
Drive registrations and members!
Give people easy tools to share and distribute content
Connect with holidays and events
Launch B2B marketing on Facebook
Second: Facebook on your site: The Open Graph

- Social plugins
- User registration
- Server-side personalization
- Analytics
Facebook on your site: The Open Graph
Eventbrite: What are your friends doing?

My Current Tickets

You do not have any current tickets.
Find Events In Your Area

Recommended Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>TUE SEP 28</td>
<td>Mindshare LA presents: Building Community by...</td>
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<tr>
<td>TUE SEP 28</td>
<td>#140conf Meetup in Montreal</td>
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<td>THU SEP 30</td>
<td>Happy 5th Birthday Asylum Access!</td>
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UNLEASH YOUR INNER ORGANIZER

Create an Event

From workshops and art shows to reunions and fundraisers – everyone has an inner organizer. Whether it's for 10 friends or 10,000 strangers, Eventbrite makes it as easy as pie.

- Easily invite your Facebook friends
- Keep track of attendees before and
Rotten Tomatoes: What do your friends like?
Amazon: What should you buy your friends?

<table>
<thead>
<tr>
<th>Birthday and Gift Suggestions for Your Friends on Facebook</th>
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<tr>
<td>Craig Dalton   September 28 (today)</td>
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<td>Gustav Pfau   September 28 (today)</td>
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<td>Joe Fernandez September 28 (today)</td>
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<td>Matthew Miner September 28 (today)</td>
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<td>Tony Case     September 28 (today)</td>
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<td>Alison Pinkus September 29 (1 day)</td>
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See all friends on Facebook and their birthdays.

Popular Among Your Friends on Facebook

- The Beatles Stereo Box Set ~ The Beatles ~ $188.00
- In Rainbows ~ Radiohead ~ $11.89
- The Hangover (R-Rated Blu-ray + DVD) ~ Zach Galifianakis ~ $12.49
- No Line On The Horizon ~ U2 ~ $9.99
- Big Whiskey and the GrooGrux King ~ Dave Matthews Band ~ $12.99
How do I scale this?
1) Strategy: Create your social calendar

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2) Tools: Use tools to make it easy

- Facebook management system should have the following
  - Powerful content management system
  - Library of applications to engage and grow fanbase
  - Publishing tools for management and moderation of wall posts
  - Easy drag-and-drop interface to make it simple to make changes
  - No knowledge of FBML or FBJS required
  - Full rights provisioning and security settings to empower cross-organizational cooperation
  - Real-time analytics with actionable data to optimize your presence
2) Tools: Use tools to make it easy
3) Track everything
Goals? It depends.

- Sales
- An “owned” media network for your brand
- Engagement
- More traffic to your web sites
- Revenue from ad and sponsorship sales and ecommerce
- Always-on communication with “fans” - social CRM
- Free branded impressions
- Not to get fired!
Always-on conversations versus one-off campaigns

You need to be building on-going dialogue with consumers where they already hang out.
NHL.com: Anatomy of success

**WALL**
**Message Your Fan Base**
Drive new fans by scheduling posts/updates to encourage likes, comments and shares

**TABS**
**Scale Your Brand**
Create multiple tabs for brands, campaigns and projects

**Engage Your Audience**
Launch engaging, content-rich social “applets,” like quizzes, polls, sweeps and more

**Acquire New Fans**
Drive new fan growth through friend referrals and Newsfeed messaging
NHL.com: Anatomy of success

**SHARE**
Give users a way to share content with their friends with one click.

**LIKE BUTTON**
Give users a way to “Like” content on your site and share it with their friends on Facebook.

**LOGIN WITH FACEBOOK**
Give users a way to connect with your site using their Facebook credentials.

**LIKE BOX**
Give users a way to connect with your Facebook Page right from your web site.
NHL.com: Anatomy of success
The Branded Viral Loop

1. Michael visits yoursite.com and "likes" it.
2. Activity is published on Michael's FB profile...
3. ...and appears in the News Feed of Michael's friends.

4. Jeff visits yoursite.com and "likes" it.
5. Some of Jeff's friends also "like" and ignite the branded viral loop.
7. Michael and Jeff opt in to two-way communication with yoursite.com.
Thank you!

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Email me to learn more about the Buddy Media Platform!