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THE INSIDER'S
GUIDE TO
FACEBOOK PAGES
OCTOBER 2011

Winning Strategies to Make Facebook Pages Work for Your Business

BONUS
Includes tips from renowned experts, along with profiles of leading Facebook Pages management vendors.

This Clickable White Paper addresses

- Facebook Pages and the “Many-to-Many” Marketing Revolution.
- The Role of a Facebook Page in the Digital Marketing Ecosystem.
- How to develop a complete approach to Facebook Pages, from privacy and permissioning to content calendars and response strategies.
- Budgeting and allocating resources for Facebook Pages.
- Measuring the success of your Facebook Page.
- Partnering with a third-party vendor to develop custom Facebook Pages, Tabs and Apps.

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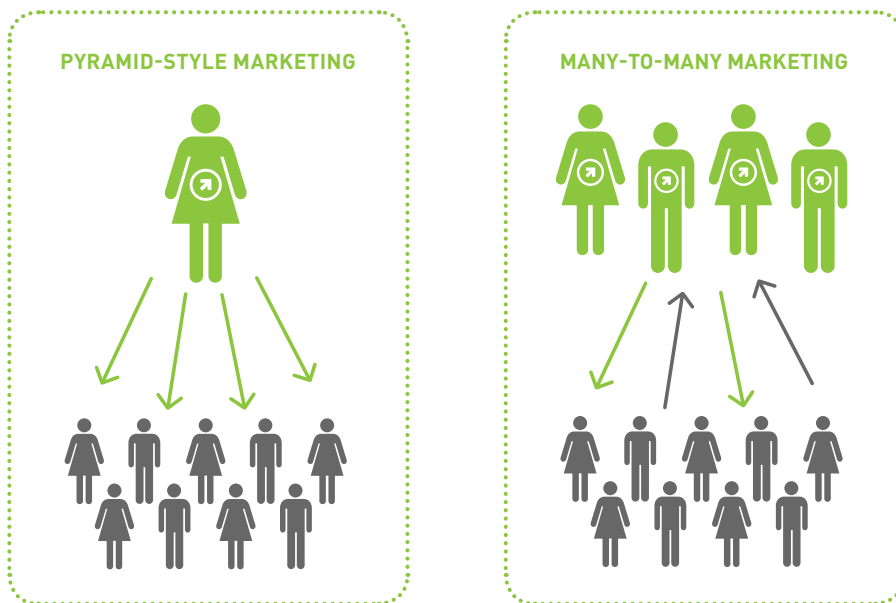


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INTRODUCTION

Facebook Pages and “Many-to-Many” Marketing

Facebook is more than just another channel where businesses can reach their audience. It represents a fundamental shift in the way marketing is conducted. David Dunne, a longtime executive at Edelman Digital and founder of Velocidi, a next-generation digital marketing agency, explains how brands have moved from ‘pyramid-style’ marketing – a few people distributing messages to the many – to a model with thousands of participants. “The increasingly digital world we live in has forced B2B and B2C brands to think beyond their traditional marketing – where a few people decide the brand messages their audiences receive - to programs and campaigns that originate with and revolve around the audience’s digital life. Facebook is one of the important aggregators of these audiences. For many brands, there is nowhere else on the Web where you can collect as large of an audience.”



The numbers bear him out: to date, Facebook has more than 800 million active users. (It won't be long before they reach a billion.) Half of them log on every day. In aggregate, they spend 700 billion minutes per month on the site. Whether you're a startup or a major brand, a Facebook Page is no longer optional.

Even if you don't have an official presence on Facebook, thousands of people will still use the network as a forum to discuss your offerings. As Mark Spangler, Director of Client Services at Stuzo explained, “People are on Facebook, and they're going to talk about you. By owning and claiming your presence, you have the ability to start par-

icipating in the conversation.” Or, as Dunne put it, “The question is not whether you should have a Facebook page, but what your Facebook presence should be.”

Of course, maintaining a Facebook Page isn’t simply a defensive strategy. Facebook Pages are a tool that allow you to interact with users at greater scale than ever before. “With a Facebook Page, you can activate a large audience that’s already pulled together,” explained T. J. Kelly, VP/Group Director of Digital at Edelman. “In most cases, it’s easier to get Facebook users to interact with your page than it is to get them to interact with your website.” Some analysts are even suggesting that corporate Facebook pages may begin to replace traditional web-based homepages in coming years.

Facebook Pages are still relatively new, but a number of offerings have surfaced to help businesses manage them effectively. Among the most important of these include Buddy Media, Vitruve, Wildfire, and Involver. In this report, we’ll review their solutions, and others, after discussing some best practices for Facebook Pages.

Facebook Pages in the Digital Marketing Ecosystem

To tap the full value of Facebook Pages, you should think of it as an addition to your broader marketing strategy. Not a replacement for any existing components. As Kelly from Edelman explained, “Facebook can be the lead in your broader strategy, but it needs to fit into your other owned properties as well as other social media channels.”

And while there has been a considerable amount of speculation about the role of Google in a world where Facebook has nearly a billion users, Dunne from Velocidi is not convinced that the search giant will feel a major impact: “We are seeing first hand that Google continues to be just as relevant in a world where Facebook is thriving. They serve different needs. Each can grow vertically and horizontally without making a dent in the others’ business.” More importantly, according to Dunne, Facebook has at least one significant limitation. “As large as it is, Facebook is still a walled garden. What you need to have is an ecosystem that touches into other places.”

There are many different ways that you might want to engage your customers, and different tools exist for them. Brian Simpson is the Director of Digital Media at Vikram Chatwal Hotels. He has invested considerable time and energy into developing a major Facebook presence for the chain, but he recognizes the need for other properties. “You’ve got your dot com; a highly-edited, tight blog; a looser, more conversational Facebook Page; and a real time Twitter feed.” Each element is critical.



Elements of a Complete Digital Marketing Ecosystem



Is Facebook Pages the New Homepage?

With brands investing more and more resources into their Facebook Page, has the traditional web-based homepage become obsolete?

“Facebook isn’t the new homepage, but I believe it’s a key touchpoint in a brand’s digital ecosystem.”

DAVID DUNNE, Founder & Chief Executive Officer of Velocidi

“I think the website is less significant. You can put everything you need on your Facebook page. Today, even if someone lands on your homepage, you want to push them to Facebook.”

BRIAN SIMPSON, Director of Digital Media at Vikram Chatwal Hotels

Permanent Content and eCommerce

A corporate website is a repository for permanent content, and information about your products and services. This is a site that users can and will depend on for deep-dive information, such as product manuals and detailed terms of service.

Today, your website will also be your primary CRM and e-commerce vehicle, though there is a significant movement of commerce to Facebook Pages. Kelly, at Edelman, suggests that with the growth of “F-Commerce” apps (Facebook-based retail), more and more sales will be driven directly from Facebook Pages. But, these apps are still in early in development, and most Facebook users are not yet acclimated to Facebook as a commerce venue. Until that changes, traffic will still be primarily directed from Facebook Pages to brand homepages in order to conduct monetary transitions.

Daily Engagement

The greatest value of Facebook Pages is as a venue for high-impact, daily engagements with your audience. Of course, your page will only be an effective venue for daily interaction if you give users a reason to come back regularly. “Facebook should have some level of daily interaction, or at least every two or three days,” says Dunne. “If it’s high value, users will come back often.”

To ensure that users have a reason to come back to your page every day, you will need to develop a long-term editorial calendar that tells a continuous story over the course of months, and even years. (Most of the experts we’ve spoken to suggest that advertisers build a 24-month editorial calendar, at the very least.) In stages, you will introduce new content, new tools, and new incentives for your audience to return. We’ll describe this process in greater detail below.

Real-time Engagement

While Facebook is taking over many of the functions of a traditional web-based homepage, it is still not an effective venue for real-time interaction. “People spend most of their waking hours with a PDA, but not on Facebook,” says Dunne. “You can’t rely on it to be your 24/7 touchpoint.” If you need to interact with your audience in real-time, you will need a real-time platform. To date, the most successful real-time platform is Twitter, which is beginning to unlock the full potential of mobile devices as an advertising platform. (We will not be discussing Twitter and real-time engagement here, but we will address it in a future white paper.)

The Growing Flexibility of Facebook Pages

When Facebook Pages were first introduced, advertisers were constrained by the requirement to use Facebook’s native capabilities to develop their presence on the site. Increasingly, this led to a homogenization of branded Facebook Pages, with one page looking very much like any other. As Ovi Roatis, Director of Technology at Velocidi explains, “if all Facebook Page and applications look the same, the value proposition goes down.”

“You’re not seeing website URLs on ads anymore. Even in the most prominent T.V. ads – The Superbowl – Facebook Page URLs are showing up more and more, if not now becoming the standard. ”

T. J. KELLY, VP/Group Director,
Digital at Edelman

The situation today is very different. “With the change of in-page development, you can do nearly everything on a Facebook Page,” says Kelly. The major change to in-page development was the replacement of Facebook Markup Language (FBML) by iFrames in March, 2011.

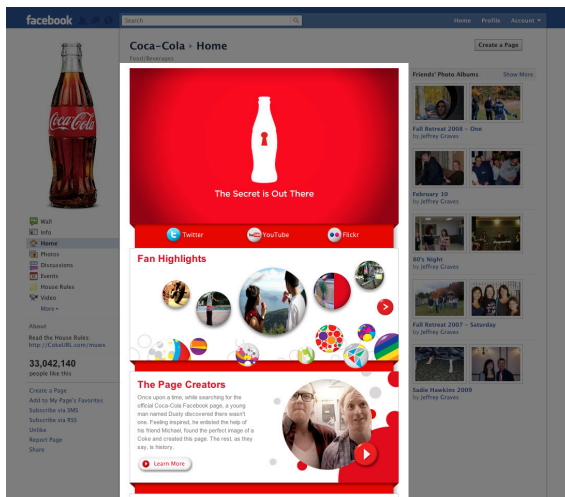
To most web-savvy readers, iFrames won’t sound like a revolutionary development, but a blast from the past. In the early days of the Web, iFrames were ubiquitous. The most familiar configuration divided pages in three: a sidebar at the left, the main content in the upper right, and a thin footer below. More often than not, they were all scrolling in different directions. It was an unattractive usability nightmare for web browsers, and a maintenance nightmare for webmasters.

After years of being relegated to amateur pages, Facebook has introduced an important new use for iFrames. In the past, marketers needed to either use native Facebook apps or wait for the social network to develop the tools they needed. Worst of all, impatient marketers and developers did whatever they could to get the functionality they needed out of a limited toolset. Roatis at Velocidi explains: “Even without iFrames, developers were hacking the system to make things happen. iFrames allows them to do it with less risk.” In other words, forcing Facebook’s native tools to perform tasks they weren’t built for was much more likely to cause pages to fail than traditional web development.

Essentially, iFrames allow marketers to develop fully customized, interactive content and display it within tabs on their Facebook Page. You have to develop and host the page yourself, as you would with a standard website. You can then use the Facebook Developer Application to integrate the page into Facebook.

For a complete set of instructions for implementing an iFrames application on Facebook, check out Tim Ware’s post “Tutorial: Add an iFrame Application to Your Facebook Fan Page — 2011 Edition” on the HyperArts blog.

<http://www.hyperarts.com/blog/adding-iframe-application-to-facebook-fan-page/>



DEVELOPING YOUR FACEBOOK PAGES STRATEGY

Building an Editorial Policy

Like all new marketing initiatives, a Facebook Page requires an investment in education and training. You need to be clear with every member of your organization about who can make updates to your page, and what those updates should say. There is, however, one important difference: everybody on your team already knows how to use the tool.

As Brian Simpson of Vikram Chatwal Hotels explains, “Nearly every one of your employees most likely has a Facebook account already. You’re not teaching them a new tool; you’re teaching them how to use a familiar tool as a business application.” Given that scenario, it’s tempting to simply give the relevant members of your team access to your corporate page, along with some very general guidelines. However, to effectively manage your page, you need to implement a clear and rigorous editorial policy that covers permissioning, your Fan-response strategy, and privacy concerns.

Activation and Permissions

While nearly everyone in your organization already knows how to use Facebook, this does not mean that everyone in your organization should be granted access to your official Facebook Page on day one. Marketing leads should begin carefully, controlling the page yourself, or allowing a small number of your people in your marketing team to have access. This will allow you to determine what kinds of postings work, and what kinds don’t. More importantly, it will give you a sense of the feedback you can expect from your fans, and allow you to develop a plan for responding to it. (See below for more on “response strategies.”)

Over time, however, you will want to grant access to as many people in your organization as possible. The reason is simple: with “many-to-many” marketing, your fans should be able to hear from and interact with exactly the right person on your team. If somebody has a question about a specific feature, that question should be answered by the lead developer of that feature—the person who knows it best. If you’re ready to launch a new campaign or app, it should be launched in the voice of the person most closely associated with it. If you have a geographically-dispersed business, questions from customers in one region should be answered by managers in that region. And so on.

By expanding access to your Facebook Page over time, you will reduce risk while simultaneously increasing the authenticity and volume of your presence. In a conversation with your fans, authenticity is key.

Response Strategy & Etiquette

While response strategies will vary from organization to organization, there is one rule that every owner of a Facebook Page needs to have. T. J. Kelly at Edelman sums it up: “You have to respond to every conversation on your page, positive or negative.”

One of the most valuable features that Facebook offers is a way to learn what your customers think about you in a controlled environment. (If they can’t comment on your page, they’ll still be commenting elsewhere.) However, opening up the conversation introduces risk, and you have to be prepared to deal with it. For positive feedback, you simply need to personally acknowledge the fan who has something good to say about your brand, or one of your offers. Always avoid generic responses: speak directly to the point they were making. There are few things worse than squandering good will by giving a canned response, or by not giving any response at all.

The more difficult challenge is how you should respond to negative feedback. No matter what industry you are in, no matter how robust your products, no matter how carefully you manage your image, you will occasionally receive negative feedback. In egregious cases of slander or defamation, you have the option to remove comments from your page. However, you should exercise that option very sparingly. If you simply remove all negative feedback, other fans will notice, and they’ll speak up. (If they do so on a page other than your own, you won’t have the recourse of removing their statements.)

The proper approach to negative feedback, as every customer service manager knows, is to answer the complaint honestly, and to make amends when possible. If the issue is user error, provide more detailed instructions. If there’s a bug in your product, explain when a fix will be available, and compensate them where appropriate. Finally, if they are asking about features or products that you don’t yet offer, provide some insight into your roadmap. Or, if you don’t plan on offering the particular service a fan is looking for, refer them somewhere else. One of the greatest ways to drive traffic to your pages is to drive it to others. More often than not, they’ll reciprocate.

Privacy

Facebook has dominated the tech news in recent months, particularly when privacy concerns arise. Businesses need to be very careful in this respect, especially if they are in regulated industries such as healthcare and finance. However, according to David Dunne at Velocidi, it is not only businesses in regulated industries that need to address legal concerns: “The FCC is beginning to look into privacy concerns with much greater scrutiny, and there is a mounting risk of class action lawsuits. (There have been over 30 since the beginning of 2011, and only a small handful of them are in regulated industries.) The legal dimension can’t be ignored anymore. For many companies, it’s the deciding factor.”

One best practice applies to all businesses: you need to have a clear privacy policy that is accessible from your Facebook Page. The content of that policy will depend on your industry, and the way you plan on using your page. If you would like to discuss your pri-

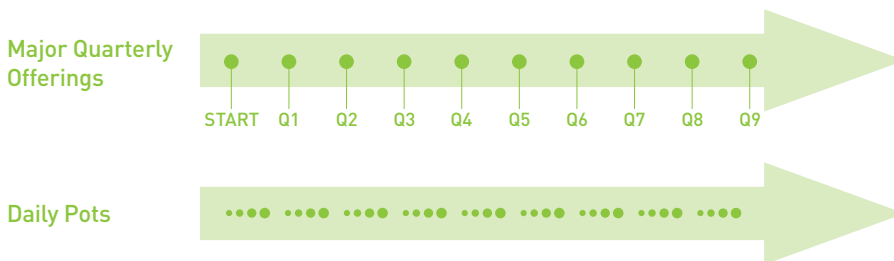
vacancy policy in more detail, please contact your Clickable Solutions Social Media Expert. They are ready to answer any questions, or refer you to a reliable third-party source.

Building an Editorial Calendar

Acquiring fans is only the first step of creating a successful presence on Facebook. According to Mark Spangler at Stuzo, “Liking a page is just starting a conversation. Then, you have to determine through your consumer engagement strategy how you will continue the interaction and the dialogue with your users.” Brian Simpson at Vikram Chatwal Hotels agrees, “Just because you have a page doesn’t mean that people will flock to you.” First, you need to determine the frequency with which you add content to your page.

Official blogs might be updated as infrequently as every week or two, depending on how often you need to communicate news or views to your audience. Twitter feeds need to be updated far more frequently, but content producers are only on the hook for 140 characters at a time. A Facebook page falls somewhere in between.

The Editorial Calendar



Facebook Pages don’t need to be maintained as aggressively as a Twitter feeds. On the other hand, posts to your Page should be somewhat detailed, but nowhere near as extensive as a complete blog post. The specific frequency will depend on your business. According to T. J. Kelly, at Edelman, “When determining your posting schedule, you need to figure out what works best for your brand and your products.” Some brands update their pages every day; others update them less frequently. At most, you can wait two to three days between posts. In either case, you need content. Kelly again: “You can’t post every day unless you have enough truly relevant content.”

Before you launch your page, you need more than a policy for posting and moderating content: you need content. As Kelly explains, “You need to have a content strategy in place before you launch your page. Brands often get themselves into trouble in this way.”

To manage a successful Facebook Page, you will need a buffer of time that will allow you to create relevant content. To protect your brand, be sure to create the first two months of content before you launch your page.

To manage your Facebook Page effectively – that is, to acquire fans and maintain their interest – you need a progressive plan. Your posts and apps must build on one another and constantly create new reasons for fans to engage your brand. You can't simply make disconnected updates. You have to tell a story, and that story needs to be at least two years long.

While multi-media offers like contests, surveys and polls can drive a significant number of Likes to your page, it is easy for Facebook users to dismiss them as one-offs. “The challenge,” according to T. J. Kelly at Edelman, “is to keep those fans engaged.” Doing so requires consistent and rich content. “People often don't realize that this is a long-term strategy,” says Simpson at Vikram Chatwal Hotels. “Patience is going to pay off.”

We're trying to get one from LOFT in the next couple weeks. No guarantees.

Allocating Resources

Once you've developed your editorial policy and built your 24-month editorial calendar, you will need to allocate resources and execute. Given how new Facebook Pages are, this is often difficult for businesses to do. As Patrick Stokes of Buddy Media has explained, “One of the most challenging parts for businesses is figuring out how to fit a Facebook Page into their workflow. Your page can't be a ghost town: you need to be listening and engaged.”

Actual costs are going to vary widely depending on your business and the functionality you plan to offer on your page. However, the line items of a typical Facebook Pages campaign will be relatively consistent. T.J. Kelly of Edelman provides a helpful breakdown of the major cost components, and the questions you need to consider:

1

Setup & Development

The cost of building your page will depend on one question in particular: will you be using Facebook native tools, or will you be creating custom content in iFrames? If you will be using native tools, the only costs will be time, either internally or with an agency or third-party provider. If you will be creating a custom page, costs will vary as widely as they do on your URL.

2

Content Creation & Community Management

As noted above, you need to have a significant amount of content created before launching your Facebook Page, as well as a plan for the next 24 months. If you will be creating your own content, it is crucial to have dedicated resources allocated to the task. If you reallocate resources months after launching a page, your content creation will fall off, and your fan base will disengage accordingly.

In addition to the foreseeable task of creating content for your page, you need to have a policy in place for responding to feedback and criticism. By definition, these items are unforeseeable. But while you can't predict the specific content of negative (or positive) feedback, it should come as no surprise that you will receive some feedback.

3

Syncing

Is your Facebook Page going to be a standalone unit? Or is it going to interact with other properties. What will the relationship be between your Facebook Page and your Twitter feed? Your LinkedIn company page? Your YouTube channel? Every time you add a new channel, you need to allocate resources to monitor it.

4

Analytics

Recently, Facebook overhauled their "Insights" dashboard for Pages developers. In addition to being able to track total "Likes," you can now track: Friends of Fans: the total number of friends your fans have; Total Reach: the consolidated total of people who have posted about your page, news organization who have mentioned it within Facebook, and viral distribution of your page elements; "Talking About This": a new metric that, according to a Facebook spokesperson, provides "the current barometer of how much conversation is being generated by someone's Page on Facebook."

While Facebook's native performance tracking tools provide a wealth of detail, many advertisers will want to take a deeper dive and track more analytics. Costs vary, but you should budget for setting up and monitoring performance.

5

Paid Media Support

The most effective way to drive traffic to your Facebook Page is to let your fans do it for you. (As we explain in the section on Measuring Success, "Submits" are the tip of your conversion funnel.) However, you can't depend on fan referrals for all of your traffic, and paid media can provide a significant boost to your traffic. You should have a dedicated paid media budget that includes both SEM and Facebook Ads.

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MEASURING THE SUCCESS OF YOUR FACEBOOK PAGE

You can't succeed with digital marketing unless you're measuring success. Experienced online advertisers have been doing this for years, particularly with search engine marketing (SEM), where metrics like "Impressions," "Click-Through Rate" and "Conversion Rate" are the basis for any successful campaign. With Facebook, and particularly Facebook Pages, there is not yet a widely agreed-upon set of success metrics.

David Dunne of Velocidi explains the current situation: "The question of 'the value of engagement' has not yet been answered. A lot of people have broached the subject, but nobody has really quantified this. Marketers spend dollars in order to generate sales. There is a relationship between what happens on your Facebook Page and your sales. It's the marketer's job to make it as direct a relationship as possible."

But one thing is clear, as Mark Spangler of Stuzo has pointed out. "Everybody wants their marketing to have a direct impact on sales." (If you drive traffic from your Facebook Page to an eCommerce site, you can measure your impact on sales directly.)

Two Facebook-specific metrics, however, have emerged as essential: Page Views and "Likes." (We expect that the recent introduction of "Talking About This" will soon add a third metric to that list.) We discuss both below. In addition, we review five metrics suggested by Buddy Media in their recent report, "The Five Most Important Metrics You Should Be Tracking on Facebook."

NEWS FEED IMPRESSIONS

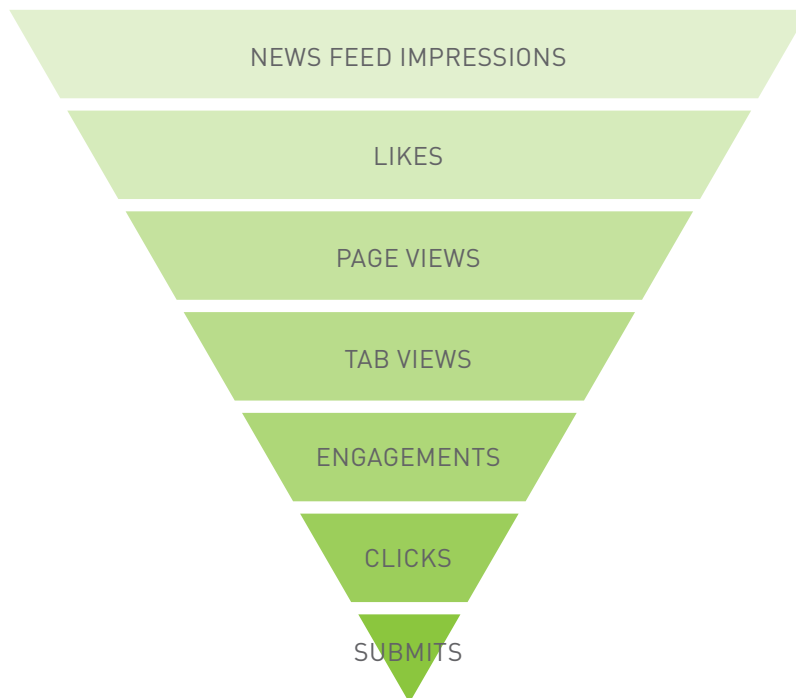
"Impressions" are a familiar metric to marketers with experience in Search Engine Marketing (SEM), but they are slightly different on Facebook. A "News Feed Impression" occurs whenever "one of your posts are displayed in your fans' News Feed." Using the metrics described above, you can determine what percentage of Facebook users who see your content interact with it. (Buddy Media suggests that you set an initial benchmark at "anything over .5% feedback.")

LIKES

The "Like" button has become one of the most important and widely-used features on Facebook. Patrick Stokes of Buddy Media points out that marketers should not think of "Likes" as an abstract metric, but as a concrete statement by Facebook users about

You can download the report here:
http://forms.buddymedia.com/whitepaper-form_five-most-important-metrics-you-should-track-on-facebook.html

Facebook Pages: Layers of Engagement



your company. “Liking a brand used to have a stigma, but that’s changed. Apple in some ways has led this movement. People now think of brands as part of their everyday life. Facebook has helped make that happen.” If a user “Likes” your page, that will be their first interaction with it. Future interactions, and deeper engagements, are tracked with other metrics.

PAGE VIEWS

The simplest indication of your success is Page Views: have you driven Facebook users to your page, or not? While this metric alone doesn’t give you nearly enough information, it is crucial to maximize your total Page Views. As T. J. Kelly of Edelman points out, “only a small percentage of content generated on Facebook is actually seen.”

TAB VIEWS

Tab Views, one of the five metrics suggested by Buddy Media in their report, provide a more granular perspective on your performance than Page Views. This is especially important if you create custom iFrames applications for tabs on your Page, because “you likely will present first time visitors with the most interactive and engaging experience”

on your Page. (This quote, and others in this section, are drawn from Buddy Media's white paper on Facebook metrics, cited above.) Taken together with Page Views and Likes, Tab Views tell you whether users are reaching the right pages on your site, or being diverted to less important content.

ENGAGEMENTS

Unlike "Page Views" or "Tab Views," "Engagements" are a not concrete metric that would be measured the same way by all advertisers. "Engagements can be defined as the primary action that you want users to take within the custom content on your Page." For some advertisers, or certain apps on Facebook Pages, an "Engagement" will range from filling out a survey to submitting a form to watching a video. For each of your tabs, or each of your specialized apps and posts, you will define "Engagement" differently. In this way, "Engagements" are similar to "conversions" in SEM.

CLICKS

In the future, Facebook Pages may become a significant source of direct sales and eCommerce. But today, advertisers who want to drive sales using Facebook will most likely be driving traffic from their Facebook page to an external site. As Buddy Media puts it, "Your Facebook Page should not be a dead end street."

If you have conversion tracking and analytics installed on your site, this metric will be easy to track. In your traffic reports, simply include a section that aggregates traffic from your Facebook URL. This will give you a clear sense of how well your Facebook Page is performing as a source of sales and traffic, especially relative to other sources.

SUBMITS

Describing the unique value of marketing on Facebook, the company's COO Facebook COO Sheryl Sandberg told the Wall Street Journal in 2010, "We enable effective word-of-mouth advertising at scale for the first time." In concrete terms, this occurs when users recommend your content to their friends, by submitting it to their News Feed. "Each published message equates to one fan willing to vouch and evangelize for your brand."

NOTE

While some of the metrics discussed above are available with Facebook's native "Insights" performance tracking tool, others require additional third-party tools. Developers can review the metrics available with Facebook Insights at <http://developers.facebook.com/docs/reference/fql/insights/#Metrics>. If your Key Performance Indicators (KPIs) aren't listed, you should consider one of the third-party options we describe below. Finally, it is important to always remember that every metric you use to measure success on Facebook is a way of measuring the effectiveness of your interaction with your audience. Above all, never forget that Facebook is a social network. Brian Simpson has been a digital marketer for years, but he's also in the hotel business, and he's never lost sight of the relationship between social media marketing and socializing. "It's like working a lobby of a hotel: you want to engage all of your guests, and see what's working and what isn't."

THIRD-PARTY TOOLS

As the flexibility of Facebook Pages has increased, so has the complexity of creating and maintaining them. With growing complexity, brands often turn to third-party vendors with an expertise in Facebook Pages. In choosing a Facebook Pages partner, it is important to make sure that they will allow you to create the kind of content and apps you want, and track your key performance indicators. And while the marketplace is still very young, there are already established players with a track record of servicing major, global brands.

There is one way in particular that a Facebook Pages partner can help you reduce risk. The Facebook platform and API is constantly evolving. If you develop your own iFrame pages and apps, you will need to constantly update your interfaces, applications and performance tracking tools to keep up with Facebook's rapid pace of development. With a third-party partner, you can mitigate that risk: they take on the responsibility of assure compatibility with Facebook, while you create value for your fans.

If you decide that a third-party vendor is right for your business, you will have dozens of options to choose from. Below, we offer a brief introduction to four of the most popular: Wildfire Interactive, Vitruve, Involver, and Buddy Media.

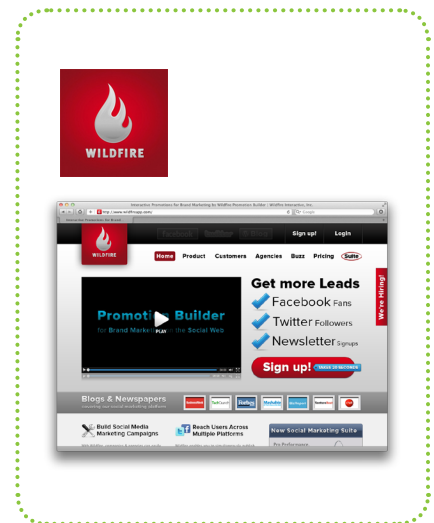
Wildfire Interactive

In March 2011, Facebook stopped supporting their native FBML (Facebook Markup Language) app, which allowed businesses to create simple Facebook Pages that included “Fan Gating”: a tool for creating distinct fans-only content on your page. (When that content includes special promotions, games, or apps, “fan gating” can be a powerful way to drive “Likes” of your page.)

Without Facebook's native tool, advertisers would have to create iFrames applications instead. As we noted above, this created exactly the degree of flexibility that many brands were looking for. On the other hand, it increased the complexity of Facebook Pages, making it difficult for brands looking to make a smaller investment. Enter Wildfire.

In its original version, Wildfire provided a free iFrame App that gave advertisers what they had with FBML: implement a simple page with a “Fan Gate.” Best of all, the app was free for the first three months.

Today, Wildfire is a paid service, but it also offers a far more extensive set of tools than its original iFrame App. While they do offer managed services to larger clients, the core of their offer is their Social Marketing Suite, a self-service tool.



According to Scott Meldrum at iMedia Connection, Wildfire's toolset is extremely valuable for brands who run one-off campaigns with specific flight dates and finite budgets. In particular, Wildfire makes it simple to implement sweepstakes on Facebook Pages.

According to Meldrum, "Anyone who has tried to run a sweepstakes on Facebook knows that it can be a complex process, as Facebook's approval regulations are confusing and inconsistent. Wildfire takes a lot of the guess work out of the equation, providing tools that are smart, simple, and Facebook-compliant. Once your Wildfire promotion is set up, it can be accessed via a tab on your Facebook page. You can link directly to the promotion tab via your website, email, and other marketing communications."

The Upshot: If you're looking for a self-service tool that will help you run targeted campaigns, Wildfire Interactive might be for you. If, on the other hand, you're looking for a managed service without a major investment, you should consider other tools.

Vitruue

Vitruue's Social Relationship Management (SRM) Platform helps brands create and manage tabs, apps and content within a clear, hierarchical management structure. Users can be divided into "Authors," "Editors" and different levels of "Administrators," with all roles being clearly defined. Vitruue's Tabs and Publisher dashboards allow advertisers to manage apps and content with a great deal of flexibility.

Vitruue Tabs

Vitruue Tabs is a tool for creating customizable Facebook Pages and tabs. At a high level, brands can manage the basic look and feel of their tabs, and they can target tabs to specific demographics (the geographic targeting is particularly extensive). The tool also includes numerous app modules, including Photos and Videos; Polls and Quizzes; Twitter and RSS. The modules can be extensively customized, though the tools do require basic development skills and knowledge of HTML and CSS. Vitruue also offers custom app development.

Vitruue Publisher

In addition to tab and Page management tools, Vitruue offers Publisher, which allows brands to create and push content directly to users' walls. Content can be scheduled for automatic publication, or manually released on an ad hoc basis. Like the other publication tools we discuss, Vitruue Publisher incorporates Twitter along with Facebook in the same tool.

Vitruue Mobile

Vitruue also offers tools for brands engaged in mobile, as well as Facebook, advertising. Vitruue Mobile allows advertisers to publish content to Apple's iAd network, which appear on iPhones and (since the end of 2010) iPads.

The Upshot: As we noted above, a clear editorial policy is crucial to the success of an



Facebook Page. With Vitruve, Facebook Pages administrators can manage large teams with relative ease. The company has a clear engineering focus (their name comes from the Roman architect Marcus Vitruvius Pollio, often credited as the first engineer) and their offers will appeal to technically-minded marketing teams in particular.

Involver

Involver offers a wide range of services, from a free tool that allows marketers to implement a small number of “Basic” apps, to an Enterprise solution that offers a far wider set of apps, as well as publishing, monitoring, and analytics tools. And recently, Involver launched SML™ (Social Markup Language), which allows developers to rapidly iterate on Facebook apps and pages without managing updates to the underlying Facebook APIs.

Involver Apps

Involver offers four levels of apps: “Basic,” “Professional,” “Business” and “Enterprise.” Advertisers can implement two “Basic” apps for no charge. Those interested in more advanced functionality can access the three other levels for a monthly fee, ranging from \$99/month for “Professional” to \$2,749/month for “Enterprise.”

“Basic” apps allow advertiser to quickly implement popular features such as Twitter feeds and YouTube channels. They also offer a tool that simplifies the process of rendering static HTML in Facebook iFrames. More advanced levels introduce interactive tools, such as signup forms and polls at the “Professional” level, or badges and virtual gifts at the “Business” level. The most complex apps, such as store locators and Flash-enabled tools, are offered at the “Enterprise” level, which also includes access to Involver’s Audience Management Platform.

Audience Management Platform

Involver’s Audience Management Platform provides three powerful tools. The first is a Publishing dashboard, which allows advertisers to simultaneously push content to multiple platforms, including Facebook, as well as Twitter and Wordpress. The Monitoring dashboard gives advertisers the ability to track numerous channels at once for mentions of their brand, both on their own properties and across the social grid. Finally, the AMP includes a customizable Analytics platform for tracking key performance indicators (KPIs).

SML™ (Social Markup Language)

Involver’s most unique offering is SML™: Social Markup Language. SML allows developers to create customized Facebook Pages apps and use them across their iFrame pages and tabs. While developers can already do so using Facebook’s API tools, SML removes one layer of complexity by allowing marketers and their teams to focus on front-end functionality. Given the rapid evolution of Facebook’s tools and APIs, off-loading API compatibility and maintenance could provide major savings for marketers investing heavily in custom Facebook content.



The Upshot: If you're only looking to implement a small handful of apps, you should re-view Involver's "Basic," "Professional," and "Business" offers to determine whether the tool you're looking for is available out of the box. If, on the other hand, you've already been engaged in building custom apps in house, your technical team should consider SML™, especially if keeping up with Facebook API updates has been a major pain point. A development layer over Facebook's API could reduce development costs significantly.

Buddy Media

Buddy Media is the premier enterprise solution for Facebook Pages, with a focus on agencies and global brands, including Carnival Cruise Lines, Dreamworks, Playboy, and ABC. As well as offering extensive tools for creating and publishing content and tracking performance, nearly all Buddy Media engagements include dedicated account management.

Buddy Media's tab management solution comes with a variety of apps (called "sapplets," or "social apps") out of the box. (Like most offerings, they include polls, RSS and Twitter tools, as well as modules for displaying video, Flash, or other multi-media content.) These can be customized, or placed on tabs and pages with a simple drag and drop interface. They also offer a robust tool for monitoring fan feedback and comments, with automatic tracking of competitor mentions and negative or profane content. If you manage a Facebook Page with an extremely high volume of fan interaction, Buddy Media's monitoring tool can be very useful.

One of the most unique features of Buddy Media's offer are their comprehensive metrics and performance tracking tools. A high-level dashboard provides a quick view of the "overall health" of your Facebook presence (both on your page and off) while real-time analytics are available for a deeper dive. These include insight into traffic sources and fan growth; stream activity and fan engagement; and comparative metrics across numerous Facebook Pages.

Many of Buddy Media's tools will only be useful to brands managing a wide variety of Facebook assets. If you only manage a handful of tabs and pages, maintaining your brand's look and feel across your assets is relatively simple, and issues such as providing a consistent message across geographic marketplaces are largely irrelevant. Brands with dozens of pages across hundreds of markets, on the other hand, face significant challenges in these respects. Buddy Media's "Global & Local" tools are provided for these brands, rather than small or local businesses with a single Facebook Page.

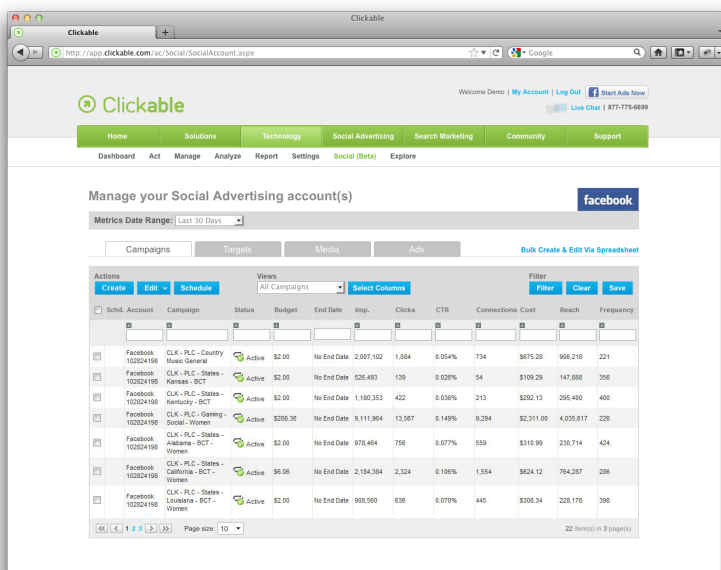
The Upshot: Buddy Media is a full-service solution with a comprehensive dashboard, extensive analytics, and a dedicated account management team. Brands making a major investment in Facebook Pages should seriously review their offers, and agencies looking to provide white-labeled Facebook Pages solutions to their clients should consider a partnership. However, Buddy Media is probably not the right solution for small or mid-size businesses looking to make an initial foray into Facebook—without making a significant investment.



GROW YOUR BUSINESS ON FACEBOOK WITH CLICKABLE SOLUTIONS

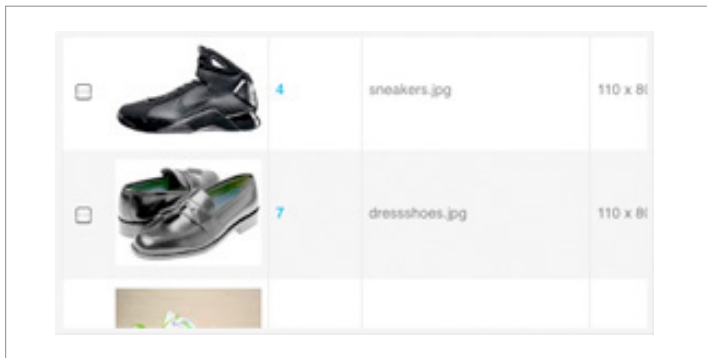
Clickable is a best-in-class solution for managing Facebook Ads. Along with making it easy to advertise across search networks, including Google and Bing, Clickable allows marketers to advertise on Facebook at scale for the first time.

Clickable Solutions is powered by an Expert Team and an award-winning Pro Tool that empowers advertisers and agencies to maximize their return on investment with complete transparency. Every Clickable Solutions engagement includes a dedicated PPC and social advertising expert who will create and manage custom programs that drive superior advertising performance with Facebook Ads.



DEDICATED FACEBOOK SPECIALISTS ENSURE YOUR SUCCESS

Your dedicated Clickable Solutions Expert will create a Facebook strategy tailored to your business, including goal setting, message testing and audience segmentation. They will build and launch your ad campaigns, including demographic and interest-based targeting, ad copy development, budgets and bid strategy. They'll also optimize your campaigns in real-time to adapt to changing market conditions and provide custom reports that will allow you to track performance. Finally, we'll work with our partners to develop, optimize and maintain your Facebook Pages.

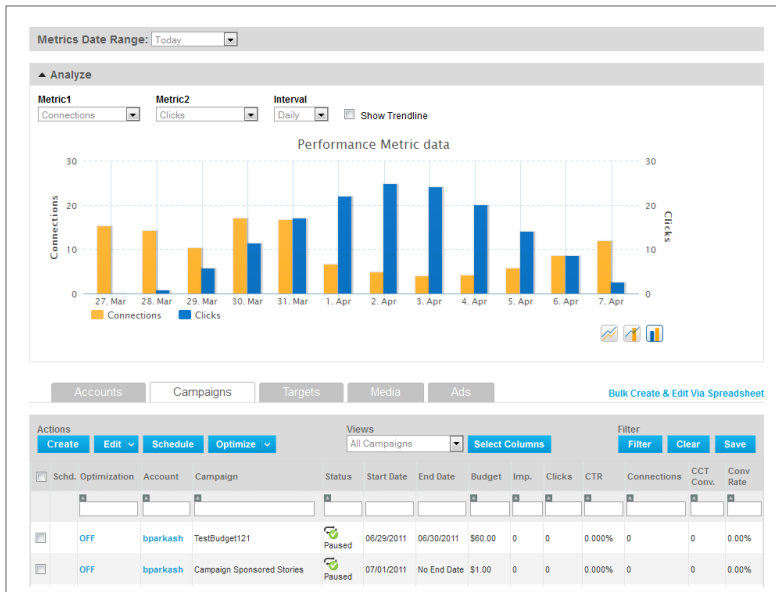


AWARD-WINNING TECHNOLOGY TO SCALE YOUR FACEBOOK CAMPAIGNS

Every Clickable Solutions customer has full access to The Clickable Pro Tool, which includes the Facebook Advertising Suite. The Pro Tool provides real-time insights and automation to help advertisers and agencies create and optimize successful Facebook Ads campaigns at great scale, with less effort, and in less time. The Facebook Advertising Suite includes:

- **Ad Builder:** create 8,000 ads in one fell swoop.
- **Ad Rotator:** prevent ad fatigue instead of just reacting to it.
- **Ad Scheduler:** automatically switch off select campaigns on holidays, weekends, or any day that makes sense for your business.
- **Target Library:** quickly create and save targets; manage campaigns based on target response; view performance metrics and profitability at the target level; edit a single target to update all ads that use it.
- **Media Library:** manage your campaigns based on image performance. Pause a single image to pause all ads using that image. Save time interpreting and acting on your split-testing data.
- **Tagging:** quickly sort and filter your saved targets and images to save time managing your account.
- **Sponsored Stories:** leverage the full power of social endorsement with the latest ad types for Facebook.
- **Broad Category Targeting:** precisely target your audience with Facebook's newest targeting options.
- **Multiple account support:** manage multiple Facebook accounts from a single, simple interface. Use saved images and targets across all linked accounts.
- **Automation:** let Clickable automatically reallocate your budgets and set bids for optimal performance in your engagement campaigns.
- **Data Visualization:** view performance with customizable graphs in the dashboard. Continuous Sync: your data are always up-to-date, so you can review performance and start optimizing the same day you launch your ads.

Clickable Solutions is a complete solution to advertise on Facebook. As a premium Facebook API partner, and we're continuously upgrading our solutions to deliver the greatest return on your Facebook investment.



GET STARTED NOW

Visit www.clickable.com or call 877-775-6699 to speak with a Facebook advertising specialist.



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