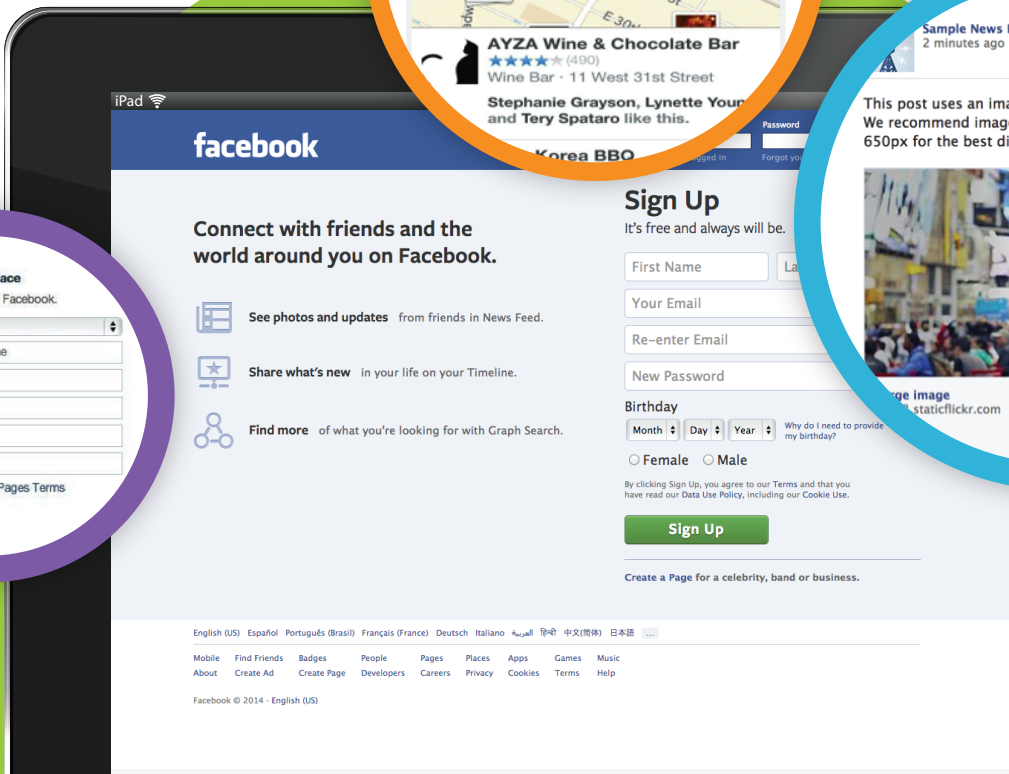
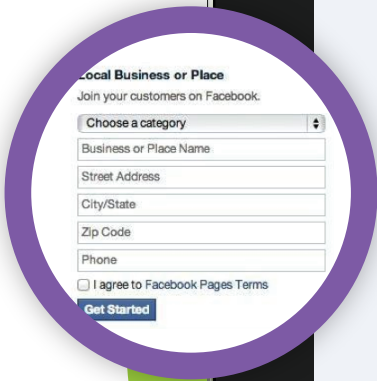


# A Marketer's Guide to the New Facebook 2014



# A Marketer's Guide to the New Facebook 2014

**Having a Facebook page is part of doing business today.** With more than 151 million Americans active on Facebook in 2014, according to eMarketer,<sup>1</sup> a Facebook presence is a must.

Marketers agree. Over 83 percent of them use Facebook, according to a September 2013 Ad Age and RBC Capital Markets survey.<sup>2</sup>

However, it can be hard to figure out how to deliver real business results. Facebook's Ad Manager offers 10 basic ad types, but each has different options and targeting choices. The Facebook Power Editor provides even more choices, adding to the complexity.

Additionally, the news media generate hype like, "Facebook is shrinking while all other networks are growing."<sup>3</sup> Facebook in the U.S. is seeing average desk time use decline on the desktop. Is Facebook just the next Friendster, soon to be forgotten by consumers?

The evidence says no.

User behavior has shifted toward greater mobile use and higher revenue on mobile.<sup>4</sup> More people use the Facebook app on the go, when they're out of home and office and looking to shop or connect with businesses. In order for businesses to show up for those mobile consumers, they will need to be visible, rated and "liked."

Facebook has become a "default login" for millions of sites, meaning that the **social network is tracking user behavior and feeding the vast store of data that lets marketers target customers more efficiently.** Facebook's ad targeting choices, such as "Partner Audiences" and "Broad Categories," help deliver content to people in demographic groups as specific as "Snack Buyers" or "Jewelry Purchasers." Its redesigned mobile and desktop interfaces that place ads in the main News Feed information stream should increase click rates. The addition of "Graph Search," which is now being tested on mobile,<sup>5</sup> proves that Facebook views the mobile experience as paramount.

**Facebook remains a challenge and an opportunity.** The opportunity is to reach customers who are willing to tell you what they and their friends like. The challenge: Are users looking for your products and services or just social interactions? If they are looking for you, how do you best reach them on their mobile devices?

Explore Facebook's newer features and some actionable best practices in this guide, and you'll connect with more customers, as well as improve your Facebook marketing.



1 [http://emarkter.com/Chart.aspx?dsNav=Nr:P\\_ID:150363](http://emarkter.com/Chart.aspx?dsNav=Nr:P_ID:150363)

2 [http://emarkter.com/Chart.aspx?dsNav=Nr:P\\_ID:145088](http://emarkter.com/Chart.aspx?dsNav=Nr:P_ID:145088)

3 <http://www.businessinsider.com/you-have-to-believe-this-chart-makes-mark-zuckerberg-slightly-anxious-2013-5>

4 <http://adage.com/article/the-media-guy/sick-facebook-quit/241970/>

5 <http://mashable.com/2014/02/03/facebook-graph-search-mobile/>

# #1 Getting Found on the New Facebook

## New Feature: Graph Search

In the "2012 era," Facebook users would see friends' walls and the things their friends actively shared, including company pages.

Now, there are other ways for users to discover new businesses. Some are "push" (paid promotion) methods and some are "pull" (users find things because their friends liked them first). Businesses need to be found both ways.



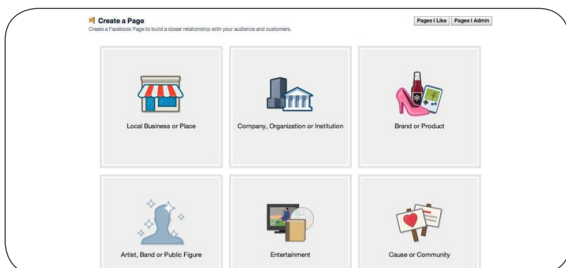
With the rollout of Facebook's "Graph Search,"<sup>6</sup> Facebook demonstrates that the future of its interface is search.<sup>7</sup>

Graph Search turns the top of the Facebook desktop (and for some users, mobile) interface into a search bar.

Users can search their "social graph" – the people they're connected to as friends (or friends of friends) to find results for queries like "Restaurants in London my friends have been to" or "Chinese restaurants in New York my friends checked into that my friends like." The search also includes posts and status updates,<sup>8</sup> so users can find items their friends shared from locations or about topics.

## Optimizing for Graph Search:

It is critical that your business' Facebook page has the correct category and proper contact information. When you first create a page, you can pick from one of several categories.



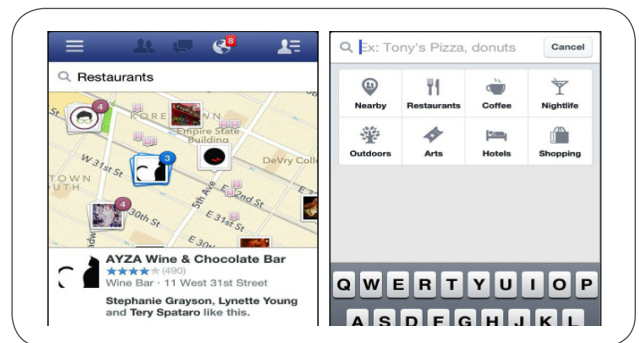
Picking "Local Business or Place" opens a dialog where you enter your location and contact details. The information will become part of your page, so be sure to fill it out accurately.

The category list includes choices like night-life, entertainment, restaurant/café, shopping/retail and more. You must choose one. If you don't, you won't be found because not categorizing your business leaves you off the applicable list. For instance, if you run a Chinese food eatery but haven't chosen the "Restaurant/Café" category, you won't come up in a search for "Chinese Restaurants my friends checked into and liked."



## Feature: Nearby Places

Facebook's "Nearby Places" uses the categories above to help mobile users find businesses nearby as well as ratings, likes, shares and check-ins given by Facebook users. The latter actions result in personalized recommendations. People searching for a "wine and chocolate" bar would see their friends' check-ins and ratings, increasing the chances that they will go there. Such increased odds provide a clear incentive for owners to encourage check-ins and likes for their establishments.<sup>9</sup>



Jason Keath, CEO of social media training company Social Fresh, says, "If they continue to move in the direction they are going, it [Graph Search] will be valuable, but they don't seem to be invested in improving it in the short term. Currently, Foursquare data has more value in location, Yelp is

6 <https://www.facebook.com/about/graphsearch>

7 <http://www.facebook-studio.com/news/item/introducing-graph-search-help-people-discover-your-business>

8 <https://newsroom.fb.com/News/728/Graph-Search-Now-Includes-Posts-and-Status-Updates>

9 New Ways for People to Discover Your Business with "Nearby," Facebook Studio, <http://www.facebook-studio.com/news/item/new-ways-for-people-to-discover-your-business-with-nearby>

more focused on local businesses and OpenTable knows more about restaurants. Imagine if they open up Graph Search, as they've been talking about, and bring in this data – it can be even more valuable.<sup>10</sup>

In the meantime, Keith recommends that in-person businesses like restaurants continue to encourage check-ins. Service businesses, such as auto mechanics, should persist in requesting customer reviews and likes.

## #2 Optimize Your Facebook for Mobile: Best Practices

Active and interested Facebook fans spend an average of \$116 more per year in their respective categories than non-fans.<sup>11</sup> This means that as Facebook continues to change, businesses must adapt to keep their fans loyal and engaged. That, in turn, means that as Facebook becomes a mobile-centric platform, so must the businesses using it to market.

### Best Practice #1: Adapt Your Page

Facebook has changed its mobile interface, mirroring the News Feed's emphasis on images and minimized user interface. Matt Idema, Facebook's product marketing director, says, "We're becoming a mobile-first company. Products are being built for mobile before desktop."<sup>12</sup> The new "Paper" app<sup>13</sup> (currently on iOS) shows the company's commitment to a highly visual experience on mobile.

Mobile users see relevant business details at the top of company and brand pages, which points to the importance of showing up-to-date and correct information in your "About" section. You should also "pin" relevant posts to the top of your page because they will appear below your business's information. If you have a physical location, a map link, as well as photos taken by users at your location, will show.

According to Elisabeth Diana, advertising communications manager at Facebook, additional mobile "modules" to business pages will be added. No date is fixed yet for the rollout of these modules, but their existence speaks to the emphasis Facebook is putting on easier mobile interactions.

### Best Practice #2: Crown Content As King (Again)

Facebook's late-2013 changes<sup>14</sup> to its algorithms favor content publishers, especially news publishers.<sup>15</sup> The company states, "The goal of [the] News Feed is to deliver the right content to the right people at the right time so they don't miss the stories that are important to them [...] Soon, we'll be doing a better job of distinguishing between a high quality article on a website versus a meme photo hosted somewhere other than Facebook when people click on those stories on mobile."<sup>16</sup>

Stories also are highlighted in users' timelines when there are new comments – what Facebook calls "bumping."<sup>17</sup>

Facebook also pays less heed to text-only status updates from pages.<sup>18</sup> This includes hyperlinks shared in a text status rather than a full "link share"; i.e., showing a picture from the linked page. To add images to posts, you or your web developer should take a look at [this checklist](#)<sup>19</sup>.

Many page owners describe reduced organic views and shares of content. One business reported up to an 83 percent drop in organic reach once they stopped using the advertising platform.<sup>20</sup> There are also allegations that the practice of paying for likes is generating fake likes on random



10 <http://socialfresh.com/> - interview with Jason Keith on 2/20/14

11 <http://www.marketingprofs.com/charts/2013/10758/average-value-of-a-facebook-brand-fan-increases-28>

12 Interview with Elisabeth Diana, Advertising Communications Manager, Matt Idema, Product Marketing Director, Ads and Pages, and Dan Levy, Director of Small Business, at Facebook HQ on 5/6/2013

13 <http://facebook.com/paper>

14 <https://www.facebook.com/business/news/What-Increased-Content-Sharing-Means-for-Businesses>

15 <http://newsroom.fb.com/Content/Detail.aspx?ReleaseID=768&NewsAreaID=2&ClientID=1>

16 <https://www.facebook.com/business/news/News-Feed-FYI-A-Window-Into-News-Feed>

17 <https://www.facebook.com/business/news/News-Feed-FYI-A-Window-Into-News-Feed>

18 <http://newsroom.fb.com/News/787/News-Feed-FYI-What-Happens-When-You-See-More-Updates-from-Friends>

19 <https://developers.facebook.com/docs/plugins/checklist/> (graphic also from the same page)

20 <http://mashable.com/2013/12/30/marketers-facebook-rules/>



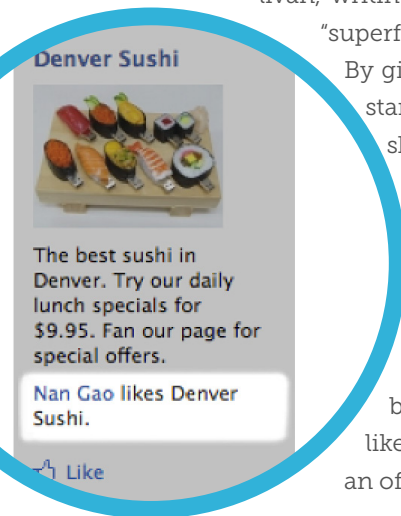
pages – resulting in a larger number of non-engaged fans.<sup>21</sup> A Facebook spokesperson noted, “When you have high engagement on your page posts, it will serve as positive signals into the model and your page is likely to reach more users organically.

“Low engagement has the opposite effect. For some pages, fans that engage with similar pages may lead to non-fans seeing content from pages if we believe those non-fans will be interested in this content.”

As a result, many businesses are wondering what they can do to ensure fans see their content. One way is make sure that any pages you link in a post display an image, as noted above.

Another is creating strong connections with what Dan Sullivan, writing for AllFacebook.com, calls the “superfans” in your online community.

By giving customers reasons to constantly engage with your page and share content, their friends will be driven toward your content and page. This increases overall reach. He also suggests taking advantage of “social context” with Facebook advertising, which refers to ads being shown because a user’s friends have liked a page or taken advantage of an offer.



Organic reach will continue to decline, meaning you need to focus on attracting fans who are interested in your company by creating engaging content. Jason Keath says, “To be honest, it’s getting harder and harder to reach customers without spending some money. You’re either going to spend money getting really good at content, and knowing your customers – which takes manpower and eventually hiring – or you’ll spend buying traffic via Facebook ads.”

Another item of note: as of February 25, when one page tags another page on Facebook, the post is shown to fans of both

pages.<sup>22</sup> The change is intended to show popular content with good engagement to a larger audience.

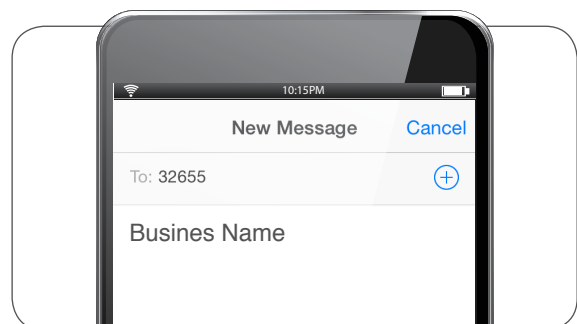
### Best Practice #3: Use In-Store Promotions

Two-thirds of U.S. consumers with smartphones use them to aid in shopping, says research firm Leo J. Shapiro and Associates. Thirty-eight percent of respondents research products on their smartphones while at a physical store, and 29 percent of customers have used their phones to find an online coupon before or while shopping.<sup>23</sup>

Thus, you should promote your in-store Facebook presence, and use geofencing to trigger ads on customer phones. If you use Facebook Offers, alert customers. Any time they redeem an offer, their Facebook friends will find out about it and possibly use it, too. In addition, you should encourage “likes” and interactions on your page. “Likes” and interactions must be easy to do; don’t show a “Like Us On Facebook” sign without providing an exact URL. A similar sign but with “Facebook.com/YourBusinessURL” will be much more successful in building a fan base and increasing interactions.

You also should consider simple, low-cost loyalty programs that reward “likes” or checking into a business. Putt’n Around Delray Beach<sup>24</sup> is a mini-golf course and perfect example of one such program. On a recent vacation, my check-in earned my family an additional 18-hole go-around on their course.

Another way to get customers to “like” your business is via text message. If your customer already receives text messages via Facebook, they can “like” you by sending your business name to Facebook’s texting short code 32655<sup>25</sup>.



21 [http://allfacebook.com/dan-sullivan-how-to-beat-fake-likes\\_b129183](http://allfacebook.com/dan-sullivan-how-to-beat-fake-likes_b129183)

22 <http://newsroom.fb.com/News/811/News-Feed-FYI-Showing-Stories-About-Topics-You-Like>

23 “Majority of US Smartphone Owners Use Devices to Aid Shopping,” <http://Emarketer.com/Article.aspx?R=1008971>

24 <https://facebook.com/PuttNAround>

25 <https://www.facebook.com/help/174472495939831/>

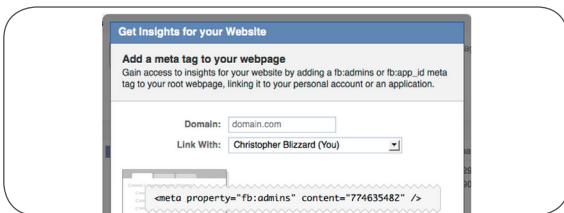
**Best Practice #4: Manage Your Page on the Go**

In addition to managing your Facebook page on a desktop, manage it on Apple and Android devices, too.<sup>26</sup> You can perform almost any function, from creating offers to viewing Insights metrics. Posts can also be created on mobile devices and scheduled to run at a later time.

**Insights: A Quick Guide to Facebook's Measurement Tool**

Facebook's "Insights," which helps you measure interactions with your page, was updated in October 2013.<sup>27</sup> The revamped Insights has moved away from the aggregated metric "People Talking About This" to include separate, actionable elements: Page Likes, People Engaged (the number of unique people who have clicked on, liked, commented on, or shared your posts), Page Tags and Mentions, Page Check-ins, and other interactions. The data is shown on a rolling, seven-day basis, but page administrators can see engagement metrics and export data going as far back as July 19, 2011.

Insights also tracks organic and paid reach. Organic reach, which includes what was previously tracked as "viral reach," shows the number of unique people who saw your original post in their News Feed or on your page. Paid reach includes things like sponsored stories and promoted posts, and shows the effectiveness of your various paid campaigns.<sup>28</sup>



Watch out for what Keath calls "negative feedback." If you promote your posts, they can go to "friends of friends" who may find them less relevant and either hide them or mark them as spam.<sup>29</sup> Facebook's "edge rank" metrics seem especially sensitive to negative feedback, so figure out what posts people don't want to see and publish fewer of them.

**#3 Paid Promotion: New Ways to Drive Action**

Facebook offers a number of paid engagement tools. From promoted posts, in which a wide audience sees a status, to advanced audience segmentation for ads, many different options exist to reach fans and customers.

**Ad Manager: Sophisticated Campaigns Made Simpler**

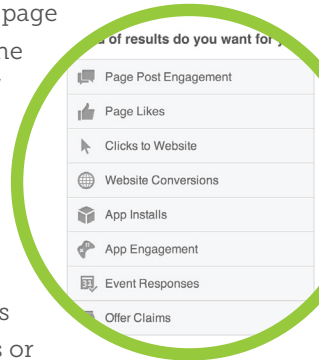
The **Ads Create Tool** allows advertisers to buy ads optimized for Pages, App Installs and Event Responses. Over the past year, Facebook has given much of its attention to simplifying the ad purchase process; according to AllFacebook.com, the tool is becoming ever more flexible and precise in its audience targeting.<sup>30</sup> Targeting has been improved to include demographics, locations, interests and behaviors, and more inclusion and exclusion options are available for geotargeting.

The tool has been updated for better tracking return on investment, too. If your goal is to get more page likes, the campaign summary page in the Ads Manager will show "Page Likes" more prominently and calculate "Cost per Page Like" for your ads.<sup>31</sup>

In addition, all ad units now have a social context. The added feature automatically shares news that a person has liked a page or clicked on an ad with his or her friends: "John Jones likes this page."

If you are using Facebook ads, you'll want to pay attention to **Cost Per Impression** and the **Power Editor**. CPC traditionally is for branding. When you're running CPC ads, you want people to click something but at the lowest price point possible, so you'll want to "test different ad optimizations at least quarterly," says Social Fresh's Keath.

Another strategy, advises Keath, "is to use CPC with a small budget, then take the successful ads and run them using

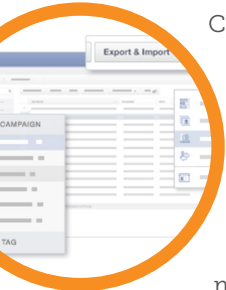


26 <https://www.facebook.com/help/261725130600682/>  
 27 <https://www.facebook.com/business/news/pageinsights>  
 28 <https://www.facebook.com/help/285625061456389/>  
 29 "This hidden Facebook page feature is key to getting your content seen," Steph Parker, 7/24/12 <http://socialfresh.com/facebook-insights-negative-feedback/>  
 30 [http://allfacebook.com/sponsored-stories-sunset-april-9\\_b128224](http://allfacebook.com/sponsored-stories-sunset-april-9_b128224)  
 31 Ads Manager: Making it Easier to Track Campaign Performance, April 2, Facebook Studio, <http://www.facebook-studio.com/news/item/ads-manager-making-it-easier-to-track-campaign-performance>

CPM (cost-per-impression). That way, you pay for successful ads in the beginning, [but] lower the price via the CPM – more clicks equals a lower cost-per-thousand. Optimized CPM is probably the best choice for most campaigns since Facebook works for you, decreasing cost-per-click and increasing acquisitions on your pages.”

You also need to learn **Power Editor**. Though Facebook's team stated in an interview that they're trying to move much of its functionality into the Ad Manager, it hasn't happened yet. In the meantime, if “you're running an ad to obtain 'likes,' use the standard ad manager,” says Keath. “If you're doing regular campaigns, use the Power Editor. You'll save money, have more precision on your targeting and bidding, and you'll save time testing audiences and different creative executions.”

Power Editor<sup>32</sup> is a plugin that works inside the Chrome browser. It allows you to import audience lists from your mailing lists and to import and export campaign data to and from Excel. The editor has a learning curve, so spend time with the manual. If you do, you'll be able to traverse the tabs and steps to create powerful audience segments that can be advertised to in multiple ways on Facebook.



## New Feature: Promoted Posts With Social Context

Promoted Posts launched in June 2012 and are seen as stories in the desktop or mobile News Feed. The feature of note this year is the added social context layer.

When fans like, share, comment or claim an offer from your promoted post, their friends are likely to see the post because of that social context. It's one of the easiest ways to advertise on Facebook. Use content you've already created as a post and let social do the rest.

Promoted posts can also be geotargeted later even if they weren't at the outset, according to InsideFacebook.com.<sup>33</sup> Once your promoted posts are live, you have the option of targeting them to specific geographic areas.

## Facebook Offers and How to Target Them

Offers are a way for you to promote coupons or special promotions to your fans. You can use offers for services or goods in-store only, online-only or both. They can be redeemed via desktop printout or mobile. You can limit your offers by amount available or duration of time. You also can use the “reminder” feature to remind customers to claim the offers before they expire.

### Three Ways to Optimize Your Offers

#### 1 Segment Your List With “Custom Audiences”

Use the Power Editor or Ad Create tool to target ad campaigns to a “custom audience”<sup>34</sup> comprised of your customer email or phone list. Remember to segment your list before uploading it to Facebook; Facebook won't let you further segment the data. You can update or remove people from the audience, but you won't be able to do much else. Once you've created your custom audience, add additional Facebook targeting to make the ads more relevant and personalized.

#### 2 Create a New Lookalike Audience

After creating a custom audience, you can ask Facebook to create a “lookalike” audience with similar demographics, “likes,” age, and other criteria. If you have an Akron-based chain of businesses and create a custom audience, you can use a lookalike audience to test target fan acquisition, offers and ads.

You can optimize your lookalike audience for similarity or greater reach. The first will result in a group extremely close to your own audience; the second will produce a broader group. Additionally, you can exclude existing customers and people who like your page when creating your lookalike audience to ensure you only reach new audience members with your ad units.

#### 3 Use Partner Categories

If you don't have your own lists to upload or want to reach a different group than you usually do, use the Power Editor to choose categories such as “people who buy children's products,” “sweets and snacks buyers,” or “small business owners.”

<sup>32</sup> <https://www.facebook.com/help/332626706817162/>

<sup>33</sup> <http://www.insidefacebook.com/2013/06/03/facebook-allows-promoted-posts-geo-targeting-even-if-original-post-was-not-geotargeted/>

<sup>34</sup> Facebook Custom Audience Creation Manual: [http://fbrep.com/SMB/Custom\\_Audiences.pdf](http://fbrep.com/SMB/Custom_Audiences.pdf)

The Facebook Partner Categories and “broad categories” you see in the Power Editor are only a starting point. Once you choose your categories, you can further target your audience by age, relationship status, language, education and geographic region.

### Video Ads

When people share videos on Facebook, the videos now appear in their friends' News Feeds and automatically start to play without sound. The company is testing the same format<sup>35</sup> with a limited group of advertisers, primarily movie companies, to start. If the test is successful, it will become a premium advertising feature in the future.

### CASE STUDY – CASTLE AUTO GROUP



“Facebook Advertising helped us build an audience of scale that we could market to and connect with consistently,” said Joe Castle, CEO of Castle Automotive Group<sup>36</sup> and SOCIALDEALER, a software platform that helps dealers and vehicle manufacturers with social and reputation management.

“You have to be consistent with your marketing over the long haul. We had organic growth on Facebook till about 2,000 fans. Then we started with about a \$1,000 per month spend on Facebook and rapidly grew to more than 8,000 fans. Once we hit the 8,000 mark, our activity skyrocketed. It was a real tipping point.”

Castle Chevrolet has more than 40,000 fans now and Castle Buick GMC has more than 16,500 fans. The group sells and services about 5,000 new and used vehicles per year. The dealerships' advertising and marketing efforts are 100 percent digitally focused now, with the goal of building community and reaching customers geographically close to their Chicago-area locations.

The company was posting current model infor-

mation, car news and trivia on its pages, but it now focuses on sharing information relevant to customers. “Putting out more informational content that’s geared toward the customer and how they can benefit from that content is definitely working,” said Castle. “Putting up a picture of the Smiths buying a car in our showroom gets no engagement. That’s not social media marketing.”

Using Facebook’s Custom Audiences feature in the Power Editor, Castle’s team originally uploaded customer information from their own database and matched 57 percent of their users on Facebook. They did an initial \$300 spend on offers that were targeted to their audiences, which converted to over \$12,000 of service within a month. They have also offered Facebook-only deals for \$500 off a specific Camaro model, netting the sale of three cars within one week.

Castle is excited about the new Ad Manager and the ability to generate more targeted audiences. He says, “From a competitive standpoint, I can pull up fans of a competing brand’s local dealership and target them directly.”

His team uses the “Clicks to Website” tool that allows them to see if people converted from a Facebook click. They also have noted an increase in mobile visits to the website, prompting them to double check that customers are getting a good experience across both desktop and mobile devices.

Castle Automotive has also started a content-marketing focused effort by creating its own content as well as using content provided by Ally Auto, CarFax and others. “When customers see an article on leasing versus purchasing from Ally, tips for purchasing as a first time buyer, or how to reestablish credit – that info is driving good engagement – it is a real resource,” Castle remarks. “Content is king. You can put all the ad dollars you want into things, but the content for your ads and posts has to be strong and engaging for them to be passed along virally. We don’t hide that we’re a car dealership – we are who we are – and we focus on being informative and making our consumers more knowledgeable.”

<sup>35</sup> <https://www.facebook.com/business/news/Testing-a-New-Way-for-Marketers-to-Tell-Stories-in-News-Feed>

<sup>36</sup> Interview with Joe Castle, 6/3/13.



### New Feature: Ecommerce Conversion Tracking Abilities

If you have an e-Commerce site and want to track direct response and conversions from your Facebook ads and pages, you can add conversion-tracking pixels to your site's pages. Author Sean Quadlin reports<sup>37</sup> that the tracking is similar to AdWords but has some differences that can be confusing.

Likes and shares count as actions, not conversions. Those actions can be viewed in your Facebook Insights.

People who click through and purchase also are tracked in Insights. According to Facebook,<sup>38</sup> such actions are tracked across devices. For example, someone who views an ad on the mobile app but completes the transaction on a desktop will still be tracked and reported.



Keath says, "This feature has the potential to truly help marketers trying to understand how to attribute different stages in user awareness to a sales pipeline [...] The full picture of conversion tracking is still difficult on Facebook; it is not as easy as tracking via Google Analytics. The numbers aren't completely aligned, but it gives a close enough picture to help us optimize our ads."

Facebook recently announced the ability to use the Custom Audiences feature to reach people who have visited a website or a mobile app.<sup>39</sup> If you put the Facebook remarketing pixel on your website or code in your mobile app, you can build a custom audience based on visitors' behavior on that page or app.

Facebook is also testing call-to-action buttons on ads. These buttons would lead customers directly to specific landing pages and result in better tracking of conversions and other actions.

### New Feature: FBX and Retargeting

Facebook's Exchange (FBX) is now out of beta,<sup>40</sup> meaning any brand can "remarket" or retarget customers via a

Demand-Side Platform and cookies. When people look at a product on a website and then go back to Facebook, an ad for that site or product appears directly in their News Feed or in the right-side column. Facebook's own data will likely be layered onto the retargeting data, potentially making the ads more relevant and timely. The company is working with TellApart, MediaMath and Nanigans<sup>41</sup> to enable the functionality.

---

## Next Steps

Facebook provides a range of choices for businesses trying to reach consumers.

Testing is the order of the day, from simple "like us" ads to promoted posts, offers and remarketing. Targeting is also receiving attention, from the more straightforward options found in the Ad Manager to the more complex ones offered in the Power Editor. Both testing and targeting will help businesses target specific audience segments and produce tangible results.

Facebook's Insights, while not a perfect measurement tool, is helpful. It can distinguish between working strategies and those that don't move the needle. Conversion-tracking pixels also will make purchasing decisions via Facebook more explicit.

Continued emphasis on the Social Graph highlights Facebook's interest in helping users find the right local and recommended businesses. Businesses hoping to edge out their competition will need to continue attracting new fans and encouraging likes, reviews and check-ins.

The only constant about Facebook is change. Staying abreast of the latest ways to reach customers requires constant vigilance, research and use.

<sup>37</sup> "Facebook Conversion Tracking: the Good, The Bad, The Cloudy" by Sean Quadlin at FBPPC.com, <http://fbppc.com/reports/facebook-conversion-tracking-the-good-the-bad-the-cloudy/>

<sup>38</sup> "Conversion Measurement a Win For Direct Response Marketers" <http://www.facebook-studio.com/news/item/conversion-measurement-a-win-for-direct-response-marketers>

<sup>39</sup> <https://www.facebook.com/business/news/Improved-Ways-for-Direct-Response-Marketers-to-Reach-People-on-Mobile-and-Desktop>

<sup>40</sup> "Introducing Facebook Exchange" <http://www.facebook-studio.com/news/item/introducing-facebook-exchange>

<sup>41</sup> "Facebook Pushes Third-Party Ads into Users' News Feeds," by Matt Kapko on Clickz.com, <http://www.clickz.com/clickz/news/2258209/facebook-pushes-thirdparty-ads-into-users-news-feeds>

## Thanks to the experts and businesses we interviewed for this guide.

**Joe Castle**, CEO, Castle Automotive Group

**Jason Keath**, CEO, [Social Fresh](#)

**Jay Baer**, Convince and Convert

**Elisabeth Diana**, Advertising Communications Manager;

**Matt Idema**, Product Marketing Director, Ads and Pages;

and **Dan Levy**, Director of Small Business, Facebook

---

## About the Author

Howard Greenstein is a marketing technology strategist and president of the [Harbrooke Group](#), which helps companies communicate with their customers using the latest Web technologies.

He has worked with clients from the Fortune 500, Cable Networks and Wall Street, as well as major advocacy groups. He teaches social media at the Heyman Center for Philanthropy and Fundraising at NYU SCPS, and is a regular contributor to Inc.com. Find him on Twitter [@HowardGr](#).

## About Vocus

Marketing has evolved. To succeed online and offline in today's world, marketers need to make digital channels work together to generate brand awareness, demand and revenue.

Vocus offers a unique solution. Our software integrates powerful features of digital marketing, including social, search, email and publicity. It sends real-time marketing opportunities directly to you in the form of leads, prospects, social media conversations, curated content and media inquiries.

With our marketing consulting and services team ready to help, Vocus delivers marketing success.

Find out more at [www.vocus.com](http://www.vocus.com)

Connect with us:

