



Facebook Marketing: An Emerging Trend in Marketing Field

Farheen Ahmad

Assistant Professor-Marketing

MMS Department, Rajeev Gandhi College of Management Studies, Ghansoli, Navi Mumbai - India

ABSTRACT

What do Lady Gaga, CocaCola, Batman and Pampers Diapers all have in common? They all sell on Facebook offering friends, fans, and followers a privileged and personal point of purchase on the world's largest social networking portal. Something else that all four have in common is that they're all consumer brands; they have traditionally outsourced the business of getting products and services into the hands of consumers to retailers. So what's changed? Why are companies increasingly selling direct to consumers on Facebook? Tracking the emerging trend of 'facebook marketing/ f-commerce' – selling with Facebook this report provides a critical overview of facebook marketing .

It identifies the key risks and opportunities for brands in setting up shop on Facebook – and concludes that there exist a possibility/ big opportunity of Facebook marketing that will ideally be adopted in the near future by all existing brands/industries concerned. This report also advocates various f-commerce solution for brand pages on facebook to sell to their fans to activate brand advocacy. And lastly the report concludes by outlining emerging trends and new opportunities for brands and their agencies in the f-commerce space.

Keywords: Facebook, Marketing, F-commerce, Social Networking, Brand Advocacy.

INTRODUCTION

As Facebook usage in India hits 12 million, the number of Indian brands tapping into the social networking site for PR & marketing is also growing. A study by Indian web strategy firm 'Iffort Consulting' examined the Facebook usage of 25 brands from seven industry verticals. The research revealed that organizations are using tactics like poll contests, interesting apps and videos to drive participation. The study found that youth-oriented brands tend to dominate in India. The most popular brand in terms of Facebook 'likes' was MTV-India with 522,112 Fans. MTV-India was also the brand with the highest growth, with daily growth of about 3,846 'likes', and the most discussed brand with 2,085 interactions each day. The most active brand was Delhi Traffic Police with 12.8 wall posts by administrators each day.

India is an important and growing market for Facebook. Current estimates put the number of Facebook users in India at 12 million – small change for a nation with 1.14 billion. Unlike its neighboring country China, where local social networks such as Baidu and Kaixin dominate, India is an outward-facing democracy with a high percentage of people who speak English. This makes India fertile ground for Facebook and indeed the country is shooting up the charts, recently becoming the 10th most popular Facebook country.

Facebook allows marketers to stay connected with people throughout their day whether they are on their computers or mobile devices, at home or at work, watching TV or shopping with friends. This allows businesses to create rich social experiences, build lasting relationships and amplify the most powerful type of marketing – word of mouth. Connecting with people is just the beginning. In the pages that follow, you will find best practices for reaching your businesses objectives on Facebook. Facebook today has become a culture in itself. Everything that we do, think, believe, feel, love, like or even hate is shared on facebook, this is done without even having second thoughts in mind. As Indians migrate to Facebook, it makes sense that brands will too. So far it seems that the marketing activity of Indian brands has been fairly similar to their counterparts in the U.S. and the rest of the world. It would be interesting to see if some groundbreaking work emerges from this part of the world as the market matures. Perhaps in five years' time, the U.S. will be following Indian trends?



LITERATURE REVIEW

Facebook Marketing: 6 Good Reasons to Proceed with Caution

(Source: 14/04/2011 by Telecom News)

Marketing on Facebook: what companies must know before going there!

In this article, you will discover six reasons that will make companies skeptical about using Facebook Ads, Facebook pages, and the “Facebook site” have positioned the illustrious social network as an essential site in the marketing industry. Deploy policies on social media is important, but before companies jump on snapping up a campaign, they should take a closer look at the power of control Facebook has over each user account, on the fan pages, pictures and content (articles, etc).

1. No control over your pages and content, Facebook is the official judge.

Every Facebook Page is assigned directly to a user (employee). When the Facebook page of a business is created, the user becomes its director. When an employee leaves the company or changes jobs, a management problem arises. Similarly, if the administrator decides to deactivate their personal Facebook account, the associated company and their account will disappear as well. Adding multiple administrators seems a logical remedy to overcome this potential problem, but if Facebook sees the activity of the page as “suspicious”, it can disable all accounts associated with it. Consequently, when an account is deactivated, all pages, fans, content, applications, advertising and announcements will be lost. Making a request to reactivate the account could create a bureaucratic nightmare. After sending an application for the reactivation of an account, you should know that there is no assistance or support, no proposal date of review and no guarantee that the account will be reactivated.

2. Facebook can change the features of accounts at any time.

As well as the deactivation of an account without warning, Facebook imposes its power on its ability to change layouts, interface application programming and configuration.

In all these cases, Facebook never requests the opinion of users. Adaptability is not only important but also necessary for page owners. If Facebook is ‘down’ for an hour or a day because of an overload or a bug, any message, photo or video that was scheduled that day will be postponed because of this problem. Another problem with using Facebook is that any user can add a tag on a company, or change its address ... etc on their status. Account holders do not have the opportunity to review and approve the tag before it is public. Therefore, companies have no control over the information broadcast by the public about it. Consequently, reputational concerns can surface!

3. Facebook does not offer any support for its advertisers.

Facebook does not offer any customer service option for users unhappy with their paid advertisements. There is no phone number to call or any e-mail support. Companies spend thousands of dollars on ads on Facebook, and there is no representative at Facebook that one can contact about their accounts and any other problems they may encounter. However, Facebook requires users to give their details to be contacted, as stated in its terms of use: “We must make it easy for users to contact us. We may also share your email address with other users and those claiming that you have infringed their rights.”

4. Although Facebook does not own your content, it has free access to it.

Publish a video? music? photos? A company can take a long time to mount a new campaign on Facebook, but once the content is published on Facebook, it can be used freely. Facebook states in its terms of use page: “You grant us a non-exclusive, transferable, royalty-free, worldwide license to use the content that you post on or in connection with Facebook.” Would you join Facebook if you knew they were going to sell your data, use your content and make billions of dollars with your efforts and hard work?

5. Your content is neither protected nor backed up.

Advertising and Facebook apps work very well for many of the companies that use them. But many companies that have built their business around Facebook depend greatly on decisions and changes that Facebook make and are therefore vulnerable.

This vulnerability allows Facebook to dominate these sensitive companies.



Equally, companies that use Facebook as their primary sales channel in order to sell and purchase their products via (fan pages, paid advertisements, content, windows, shops Facebook ... etc.) are also vulnerable and subject to the domination of Facebook.

The internet giant may delete their pages, their content and even stop airing the ads without notice! So before investing take the time to make a report of the potential time spent and money loss when working with Facebook.

6. Daily changes in operating conditions.

Even if a company has read and understood the privacy rights that it has on Facebook, these rights can change in an instant.

Facebook has the power to amend its policies and terms of use for any reason at any time, and we users have to accept these changes, or permanently leave Facebook!

If Facebook is the primary means of generating traffic and revenue for your business, diversity of your sources of traffic and customer acquisition as well as the deployment of multi-channel strategies can be your key to success.

RESEARCH METHODOLOGY

The study is based on secondary data. The required data has been collected from various sources i.e. articles, blogs, business journals, publications from ministry of commerce that are available on internet.

OBJECTIVES OF THE STUDY

1. To study the concept of Facebook Marketing.
2. To understand reasons how consumer brands sell on Facebook
3. To understand various tools and techniques available to do Facebook Marketing.
4. To learn about mistakes to be avoided while doing marketing on Facebook.

FACEBOOK MARKETING

In 2009, a single lonely business – US florist 1-800 Flowers – set up shop on Facebook, making the social network its retail home. They built a store where they thought it was the best, on the conversational shores of a commercial wilderness. Others soon followed; first came the musicians, film and TV shows. Then came the celebrities, and then came the retailers, and then came brands. And soon the conversational network had become a commercial road that was so deep, so wide, like a rolling river... And in that time – since the first secure retail transaction on a Facebook page for a \$34 bouquet of flowers at 11.50AM on July 8, 2009– Facebook commerce has evolved. Facebook commerce, or ‘f-commerce’ as it is increasingly dubbed, has evolved from simply selling on Facebook pages to a full ecosystem of solutions for selling with Facebook.

• THE FACEBOOK MARKETING ECOSYSTEM: SELLING ON FACEBOOK

Facebook Stores – third-party e-commerce applications installed on Facebook business pages that enable users to shop and complete purchase transactions without leaving the network. For example, ASOS, JC Penney, GNC, HMV and Express allow people to browse, share and buy from an e-commerce app on their Facebook page.

Facebook Deals – Facebook’s deal platform that enables vendors to get new customers to pay upfront for vouchers that can be redeemed in-store or online. For example, the American Swim Association offers voucher deals for pre-paid swimming lessons.

Facebook Credits – Facebook’s own currency, used for purchases made within Facebook for virtual goods, digital products, and Facebook deals. For example, Warner Bros. allows to pay with Facebook Credits for its movie rental streaming service from Facebook movie



pages (e.g. Harry Potter, Batman, Inception).

• FACEBOOK ASSISTED COMMERCE

Facebook Apps – third-party Facebook applications for Facebook pages, typically product catalogue apps, designed to drive traffic to external e-commerce sites. For example, Apple’s iTunes Facebook page includes a browsable catalogue of featured track previews linking through to product pages on its main e-commerce site, where purchases may be made. Retail giant Walmart uses a similar app to drive footfall to stores featuring latest offers that only go live when enough people have ‘Liked’ them on Facebook.

Facebook Developer Tools – a set of Facebook tools that allow businesses to simplify, personalise and socialise both the in-store and e-commerce site retail experience by adding Facebook features. These tools include Facebook Social Plugins, Facebook Authentication, the Facebook API and the Open Graph Protocol. For example, e-commerce sites such as Amazon, Levi’s and Estée Lauder use Facebook Developer Tools to allow visitors to login with their Facebook accounts and see a personalised store optimized with data from their Facebook account (friends birthdays, products ‘Liked’ by friends, products popular with friends). In-store, fashion brand Diesel is using Facebook

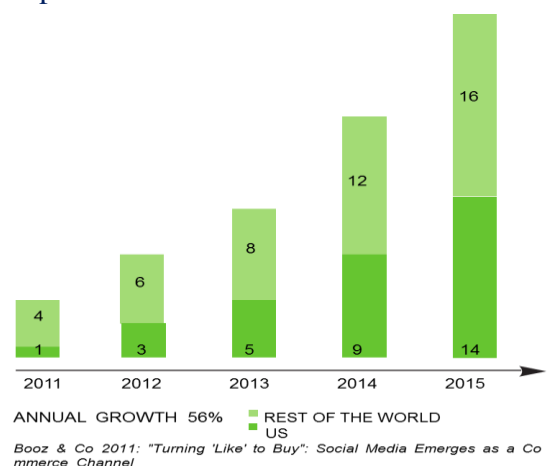
Developer Tools with QR codes (quick response matrix barcodes) on product tags to allow shoppers to ‘Like’ products on Facebook as they browse. Along with department store chain Macy’s, Diesel is also trialling Facebook fitting-rooms, kitted out with webcams connected up to Facebook for sharing try-outs.

Facebook Check-in Deals – a mobile local advertising service from Facebook, allowing businesses to drive retail store footfall with deals advertised on the Facebook mobile app. Part of the ‘SoLoMo’ trend (social-local-mobile), H&M and Macy’s offer 20% discount to people checking-in on their mobile Facebook app to their stores.

Facebook Advertising – display advertisements on Facebook pages designed to drive traffic to e-commerce sites, or footfall to stores – often via downloadable coupons. For example, online florist 1-800 Flowers has used Facebook’s customer testimonial ads (‘Sponsored Stories’) and offered a 15% discount and free Facebook Credits to drive traffic and sales on its e-commerce site. More broadly, businesses are using their Facebook wall as an advertising medium to advertise retail events and products. “It’s a matter of time – within the next five or so years – before more business will be done on Facebook than Amazon.”Sumeet Jain, Principal, CMEA Capital.

In the two years since inception, f-commerce has become, along with group-buy, a poster child for ‘social commerce’, the umbrella term for the use of social media to support the buying and selling of products and services.

In the US, investment money is following f-commerce innovation. Not only are brands increasing their investment in Facebook, but new f-commerce services and ventures are also receiving funding. In the first few months





of 2011, over \$2bn investment was poured into social commerce ventures. Why? Because analysts see social commerce in general, and f-commerce in particular, as the first real business model for social media. Some are predicting that within five years more business may be done on Facebook than on Amazon, and that 10-15% of consumer spending in developed countries may go through Facebook and other social media sites. Consultants Booz & Co forecast that the social commerce market –largely driven by f-commerce and group-buy will be driving \$30bn in annual sales in five time; \$14bn in the US and \$16bn in the rest of the world. Many brands concur with this bullish assessment: Dell Computers, for example, which is a respected pioneer in both e-commerce and social media believes that f-commerce and more generally ‘transactional social media’ will be the next logical step in social media: “Social media may not have driven sales in an obvious way so far, but the next logical step will be transactional social media. When you can buy products through Facebook, rather than just liking them, we’ll start to see a shift in the role of social media in the business.”- Manish Mehta, head of social media, Dell.

• F-COMMERCE FOR BRANDS

For brands already selling direct to consumers, f-commerce is ultimately uncontroversial; the only controversy is over whether it works or doesn’t. But what of consumer brands with no or limited DTC experience? What use, if any, is f-commerce to them?

1.Procter & Gamble has set up shop on facebook to sell new Pantene and Max Factor lines to Facebook fans before they’re available in store. It has also set up shop on facebook to sell campaign Merchandise for successful advertising campaigns such as the Old Spice“The Man Your Man Could Smell Like” campaign. And established a broader e-commerce presence within Facebook, adding stores to the Facebook brand pages of Tide, Gillette, Olay, Gain, CoverGirl, Luvs and Febreze.

2.Coca-Cola has set up shop on Facebook, selling fan merchandise to brand fans – apparel, collectibles, posters, and even furniture from recycledCoke bottles.

3.Unilever has set up shop on Facebook, giving Dove fans early access to new Dove product lines.

FIVE REASONS FOR CONSUMER BRANDS TO SELL ON FACEBOOK

REASON 1: Facebook ROI Consumer brands are coming under increasing pressure to justify the time, energy and money they are spending on Facebook.

Loose talk of ‘engagement’ – with an official definition of “turning on a prospect o a brand idea enhanced by the surrounding context” – is increasingly seen as unaccountable fudge, signalling brand-babble without a business case.

On the other hand, Facebook stores can help brands make the business case for Facebook investment by answering the thorny question of Facebook ROI: What’s the return on invest ment in collecting ‘likes’, servicing customers and messaging followers on Facebook?

As the central component of any business case, ROI is financial measure –money out minus money in – which means that the only way to measure Facebook ROI is to link Facebook investment to sales. E-commerce-enabled Facebook brand pages make Facebook ROI possible.





REASON 2: Brand Experience

Delivering a compelling brand experience on Facebook requires, minimally and essentially, meeting the desires and expectations of a brand's Facebook visitors. These desires and expectations? Increasingly, when asked why they connect with brands on Facebook,

consumers say it's to shop and for deals. By adding a store to their Facebook page, a brand improves the experience it delivers at this touch point. Ironically, as a recent report by IBM concluded, legacy thinking among some consumer brands has created something of a perception gap between why brands think, or rather hope, people connect with them on Facebook, and why they actually do. Brands want to believe that people

least connect with them for shopping and deals (because that's not what they do), whereas people most connect with them for shopping and deals. From a branding and brand experience perspective, perception gaps such as this may be damaging, creating a 'disconnect' between a brand and its market. A Facebook store on a brand's Facebook page may go some way to removing the disconnect whilst protecting brands from irrelevance or, worse, inauthenticity, when they pretend to appear non-commerce.

REASON 3: Brand Insight – Ask consumer brands selling on Facebook why they're doing it – and the answer is more likely to be insight than sales. For example, the Facebook

stores on the brand pages of Procter & Gamble are used as a "Live Learning Lab" to help the business understand how consumers interact with their brands and technology – in real life, as opposed to via artificial surveys and sterile focus groups. Combining conversations with commerce, and using rich Facebook user data, brands have the opportunity to harness Facebook stores to better segment their markets, optimise pricing, packaging and promotions – and even test launch new products. The insight value of f-commerce benefits not only brands themselves, but also their retail and channel partners, ensuring what is produced for stores, flies out of stores. Far from posing any kind of threat to retail partners, Facebook stores from consumer brands may reduce risk for these partners, ensuring that their shelves are stocked with the right products with the right packaging, at the right price and with the right promotions.

REASON 4: Brand Loyalty – Brands are using f-commerce to drive brand loyalty, increasing propensity to repurchase – relative to competitors, by offering loyal brand fans a privileged point of purchase. For example, Warner Bros. sells 'fan-only' special editions of DVD box set movies, including those from Harry Potter, direct from Facebook movie pages. By boosting brand loyalty, brands can increase effectiveness of advertising and marketing, amortising the cost of user acquisition over a longer period.

REASON 5: Brand Advocacy – Brands are using f-commerce to drive brand advocacy: using Facebook stores to get products into the hands of the people most likely to recommend them, their fans. By offering new products on a fan-first basis, and offering fans exclusive fan merchandise designed to create conversations, brands can turn fans into active advocates. For example Heinz sells its new ketchup line from Facebook, just before they hit the store, giving Facebook fans exclusive 'get-it-first' access, and thus something to talk about. They are cleverly instigating digital word of mouth



HOW CAN FACEBOOK MARKETING CHANGE YOUR BUSINESS

• 14 POWERFUL TIPS FOR MARKETING ON FACEBOOK

Finding a good place to showcase your products, services and websites for free in the online world is a dream for everyone – Facebook has made this a reality. With half a billion Facebook users and thousands of online communities to choose from, Facebook has brought potential customers much closer to you. It's no big secret that Facebook can help you in online marketing. However, I know there are many of you who believe that just registering on Facebook is enough... it's not. Your Facebook success story ends before it even begins! There is much more to marketing on Facebook than just creating a profile. Keeping your fans engaged is the key. Don't be a brand, but be a community they love being a part of. In this article, I'm going to tell you how you can use the medium of Facebook to increase your customer base as well as retain the ones you have!

• CREATE YOUR PRESENCE ON FACEBOOK

1. Facebook Profile: By creating a profile for yourself or your business, you are establishing your identity. This will take you a long way in developing relationships with fellow users and in positioning your business. Your profile lets you interact with people on a personal note, more so if it's a local business. Here are some aspects of a profile page:

❖ **Profile Picture:** Always put your best foot forward, which means use the most flattering picture as your profile picture. No matter what they say, a book is judged by its cover. I came across M.A.C makeup's profile and thought it was really catchy with the colors used on the face. Hundreds of indifferent people with little time to spare are going to decide whether to add you based on your picture. So, make sure you get this one right!

❖ **Add Friends:** After creating a profile, don't wait for things to happen. Add new friends every day and the word will spread that you're on Facebook. Before you know it, you'll be starting your day by accepting friend requests! However, make sure you don't add more than 25 – 30 people a day as excessive adding can get your profile removed from Facebook.

❖ **Wall:** This is your main platform to interact with Facebook users. Post messages on your wall and also comment on members' activities, though, only when relevant. A cafe once commented on my status when it was something about food. And there! A personal connection was built in a second! I knew that I was going to visit this place more often. However, make sure you don't spam people every other day or they may remove you from their friend list.

❖ **Photo Albums and Videos:** Photos and videos are a great way to showcase the latest collection of your product. I know many people who love to see what goes on behind the scene during a photo shoot or while a baker does his magic in the kitchen. Moreover, the first thing most Facebook users check are photo updates. So take that camera and start shooting!

2. Fan Pages: Facebook Pages, known as Fan Pages, are designed for businesses, brands, companies, products and celebrities. It enables public figures, organizations and other entities to create an authentic and public presence on Facebook. You can encourage users to become fans of your page and share information with them by uploading pictures, videos, status updates, hosting discussions and displaying wall posts. Unlike Facebook Profiles, Pages are visible to everyone on the internet and are generally better for long-term relationships with your fans, readers or customers.

3. Groups: Facebook Groups allow people to come together around a common cause or activity to express their views. One of the best features of groups is the ability to send messages directly to members' Facebook inboxes. It's a great way to form a community and help your brand image. Nowadays, it's almost a necessity for movies to establish their presence on Facebook during its post-release period as Facebook users look for movies here. The good thing here is that you can send bulk invites to your friends, while it is manually done on Pages. Groups are generally better for hosting quick active discussions and attracting attention.

4. Events: Simply put, Facebook Events can help you connect with your target audience and invite them for your events, even if they aren't on your friend list or one of your fans. Events can be created



individually or even from Profiles, Pages. What I like is that Facebook gives you a choice between making the event Public and Private. Let me explain the difference. I got an invite from Alanis Morissette Unplugged Acoustic Performance for a show next month, though I'm not a 'friend' or a 'fan'. This is an open invitation for a public event where anyone can access the page and RSVP to it. However, if you want to maintain an exclusive guest list, choose the 'Private' option and the event page won't be visible to anyone except those you choose. If you're planning a launch or celebrating a landmark event, the 'Private' option lets you selectively invite people and give details on a page that can't be accessed by anyone else. The next step: how to use facebook for online marketing - Social Media Marketing is still in its infancy. I consider this as an advantage because there are not many set rules, you can try & experiment with different methods & techniques. However, if you don't want to experiment, here are some tried and tested methods that will ensure success:

5. Be Unique and Keep Updating: There's nothing more boring than bland Facebook pages. Add lots of personality and fun to your profile. If possible, try to create applications just for your page. Offer something different so that they keep coming back, instead of letting them wait for updates from you. If you check Dell's Facebook page, you'll see that it keeps updating its status and gives new information on their products and about technology.

6. Use a Big Profile Picture: Who says size doesn't matter? Using a big profile picture is one of the best ways to brand your Facebook page. Facebook allows images of up to 200pix wide x 600pix high to be used as profile images Pages. This way, you stand out in a crowd. Check out Bob Marley or Johnny Depp's page on Facebook and you'll know what I'm talking about.

7. Tag Fans in Photos: You can tag your fans in pictures of new collections, or even ask them to tag themselves as a part of a game or contest. Musician Lenny Kravitz uploaded pictures of his concert in Italy in 2009 and asked everyone to tag themselves. This gave him good publicity as the update on being tagged appeared on the fans' walls.

8. Exclusive Landing Page for Users: Use different pages to target different sets of people. Take new users to a page that encourages them to 'Like' you or to a page they would find interesting enough to keep coming back. Members/fans can be directed to the wall or a game page that might interest them. Red Bull's profile page is designed in a way that users are given a hint to 'Like' the page, while fans are taken directly to the Wall. You can get innovative in designing landing pages and targeting different people.

9. Reward Loyal Supporters: Encourage loyal supporters to join your Page and reward them. Tabs or badges like 'member of the month' that can be placed on their profiles for visibility can be awarded to them. A happy customer on Facebook can get you lots of attention. Remind users to Like and Share information about you. When their friends see the updates on the News Feed, it's highly likely for them to do the same.

10. Use Contests and Polls: Holding contests encourage fans to interact directly with you. Domino's 'Show Us Your Pizza' is a contest where people can send pictures of Domino's pizzas they've orders. The best picture will be chosen by Domino's and the photographer gets a prize of \$500 and a chance to get his picture featured in an ad. This has received a lot of attention from Facebook users.

11. Actively Participate Outside Your Page: Find other Facebook pages related to your industry or topic using Facebook Search & start actively commenting on their posts & updates. This is a great way to build relationships in your industry and even adds credibility to your business. If you're willing to offer free advice on communities and discussions, it will encourage people to check your website out.

12. Integrate Facebook Social Plugins to Your Site: When I go to CNN's website, I can see what stories my friends have 'Liked', or what movies my friends 'Recommend' on IMDB. The Like button on your site enables users to share pages from your site back to their Facebook profile and the Recommendation button gives users of your site personalized suggestions for pages that they like. There are many more buttons like LikeBox, Comments, Live Stream etc that you can add to your website. With this, you can see for yourself what your target likes and design your product/service accordingly. You can also integrate Facebook Connect Plugin in your blog which will enable Facebook



users to leave comments on your blog without registering. The comment they make will be put up on their wall instantly which will be visible to all their friends. So, you effectively get a lot of exposure without doing much.

13. Marketplace: With Facebook Marketplace, you can buy and sell anything using the listing service. The Marketplace application page displays all the most recent listings in your networks. The difference between normal listings and the Marketplace is that you don't see another boring list of business, but they show up as the site's own updates. For example, a sales listing would show up in news feeds as "John is selling Abstract Art." In this case, John can be a 'friend' of your or even a friend's friend. You can find out what people want, what they are offering and also how you are connected to these people on Facebook.

14. Don't Just Write for an Audience of Teenagers: It's time we free ourselves of this misconception. Facebook isn't filled with youngsters. Though Facebook has many youngsters who belong to the age group 16 to 25, we see an increase in the number of people from other age groups who use Facebook regularly. According to Pingdom, 61% of Facebook users are over 35 years old. In fact, the 26 – 34 age group rivals the 18 – 25 age group in both the US and the UK. So, make sure communicate to your target the right way.

COMMON MISTAKES TO AVOID WHILE DOING FACEBOOK MARKETING

1. Broadcasting

Ask any social marketing consultant what the number-one no-no is on Facebook, and he'll likely tell you it's "broadcasting" your messages instead of providing fans with relevant content and engaging on a continuous basis. "With Facebook, marketers of any size can do effective, word-of-mouth marketing at scale for the very first time.

But Facebook is all about authenticity, so if your company is not being authentic or engaging with customers in a way that feels genuine, the community will see right through it," says Facebook spokeswoman Annie Ta. Peter Shankman, social media consultant, entrepreneur and author of "Customer Service: New Rules for a Social Media World," agrees. "Your job is to interact, not just to broadcast," says Shankman. "Fans are looking for a reason to connect with you, and they're showing you that by clicking 'Like.' Your job is to give them a reason to stay." According to Andy Smith, co-author of "The Dragonfly Effect: Quick, Effective and Powerful Ways to Use Social Media to Drive Social Change," many businesses immediately ask how Facebook is going to make them money and have *that* be the focus, as opposed to trying to engage customers and provide a meaningful, authentic online experience. "Marketers need to recognize that people go to Facebook to make a connection or feel like part of a community," says Smith.

2. Not Investing Adequate Time

Another common mistake is underestimating the amount of time a successful Facebook strategy entails. Many social media consultants report seeing a pervasive "set it and forget it" mentality among small businesses. "Some small business owners are under the impression that if they set up a Page on Facebook, that's all they have to do. They think people will just naturally come and want to be a fan of their product or service," says Taylor Pratt of Raven Internet Marketing Tools. "But it takes much more of a commitment than that." It's not just fan growth that will suffer from this approach — it may also hurt your relationships with existing fans, particularly customers who have come to expect timely responses to their posts and queries. "Unlike traditional advertising methods such as a radio spot or a Yellow Pages listing, you can't just create a Facebook Page and just let it run its course," says Alex Levine, a social media strategist at Paco Communications. "Creating a Facebook Page is the first of many steps, but the Page needs to be updated and monitored constantly."

3. Being Boring or Predictable

When they're thinking about marketing, some business owners forget that Facebook is a social place where people share things they find funny, interesting or useful with their friends. Think about what kind of content your fans would actually want to share when planning your posts. Shankman also



cautions against becoming too predictable. “Status updates by themselves get boring. But then again, so do photos, videos and multimedia as a whole. Your job is to mix it up. The moment you become predictable, boring or annoying, they’ll hide you from their feed. So keep it varied and personal — a video here, a photo here, a tag of one of your fans here.” Creating too much “filler” content by auto-publishing content from your blog or Twitter feed can also derail your efforts.

Joseph Manna, community manager at Infusionsoft, recommends using Facebook’s native publishing tools to gain the most benefit from Facebook. “Whatever you do, DON’T automate everything,” says Manna. “It’s nice to ‘set and forget,’ but the risk is two-fold: publishing systems sometimes have issues, and Facebook places low-priority on auto-published content.”

4. Failing to Learn About Facebook Mechanics and Tools

Since Facebook is a relatively new medium, some businesses have yet to explore all its functionality and they’re missing out on creating an optimal brand experience.

“Many small businesses do not take advantage of the tools to introduce themselves to the Facebook audience,” says Krug. For example, the ‘Info’ tab is rarely utilized well, and very few small businesses [create] a custom welcome page. Krug also sees frequent mistakes around one of the most basic elements of Facebook presence: the profile image. “Most companies upload a version of their logo, but the resulting thumbnail image that shows up in news feeds often only captures a few letters in the middle of their logo — this partial, meaningless image is then how they’re branded throughout Facebook,” says Krug. Facebook Insights, Facebook’s built-in analytics system, is also often overlooked, and with it the opportunity to analyze post-performance to see what types of content gets the most engagement.

5. Violating Facebook’s Terms

Not only is it critical to know how Facebook works and what tools are available, it’s also important to know the rules of the road — something that many businesses miss. “Every day I see organizations endangering the communities they are growing by violating the terms they agreed to when their Facebook presence was created,” says small business marketing consultant Lisa Jenkins. What are the most common violations? Some build a community on a personal page instead of a proper Facebook Page. Others fail to abide by Facebook’s rules around running contests. And don’t even think about “tagging” people who are in an image without their permission. “Tagging people to get their attention is not only a violation of Terms but can be reported by those you are tagging as abusive behavior on your part — which brings your violation to Facebook’s attention and opens your Page’s content to review,” warns Jenkins. To avoid these common mistakes, invest time in learning about the Facebook platform, educate yourself on how to build and sustain an audience, and don’t forget to engage with people like you do in real life. “What sets small businesses apart from large companies is their ability to make personal connections with customers,” says Ben Nesvig of Fuzed Marketing. “They tend to forget this when they join Facebook, yet it’s their biggest strength and asset.”

CONCLUSION

The central recommendation of this report is simple: All brands can build brand advocacy with ‘fan-first’ marketing using Facebook fan-stores to get new product lines and fan merchandise into the hands and onto the lips of those most likely to recommend them – their Facebook fans. There are no cookie cutter recipes for setting up successful Facebook stores for your brand fans; f-commerce is too new and experimental for that. The best that brands can do is adopt a strategic approach to f-commerce, adopting something similar to the LEAD approach proposed by McKinsey that is designed to de-risk innovation in social media:

LISTEN – First listen to your Facebook fans: Do they want a privileged and personal point of purchase on Facebook, and if so, what would they want to buy?



EXPERIMENT – Limit initial investment to a small scale fan-store and experiment with how you can use it to drive advocacy.

ADAPT – Adapt your fan-store into an outcomes-driven solution based on fan feedback and on what drives advocacy in practice.

DEVELOP – Continuously develop your fan-store, improving the fan experience as new opportunities emerge.

Ultimately, f-marketing for any brands will not succeed or fail based on processes, but on the ability to act on the insight that making your fans smile is smart for business.

A smile converts to loyalty and advocacy, two of the most precious commodities for brands. Providing fans with a privileged point of purchase is simply walking the talk of making brand happiness your business model providing the people who manage your brand in real life, the brand users who ultimately pay your salary, with an experience worthy of a smile. So the best advice for embarking on an f-marketing journey is to ask yourself how you can make your customers smile with a privileged and personal point of purchase on Facebook and work back from there.

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