

facebook your way to more sales

<<using social networking sites as part of a successful marketing program>>

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presented by kate koziol, ctc

registration

www.facebook.com

1. In the blue box, fill out the information and click sign up - use an email address that is internet accessible.
2. Hit the sign up button
3. Enter the security code. Hit the green button.
4. Confirm your e-mail address by clicking on the blue button.
5. Open up your email account.
6. Flag your PC when you get the email.

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about: facebook

- started by young people
- originally meant for students
- 250,000+ people register daily
- more than 90 million active users
- 4th most-trafficked site in the world
- most-trafficked social media site
- fastest growing demographic is 25+

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who uses social sites?

- adults
- computer savvy
- under constant ad assault
- global
- fast paced
- clutter-haters

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why use social sites?

- live, up-to-date information
- tap into your target audience
- opportunity for branding YOU
- showcase travel photos/videos
- informal contact & publicity
- enjoyable & easily updatable

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Worldwide Growth among Selected Social Networking Sites

Total Worldwide Audience, Age 15+, Home and Work Locations	Total Unique Visitors (000)		
	Jun-2007	Jun-2008	% Change
Total Internet : Total Audience	778,310	860,514	11%
Social Networking	464,437	580,510	25%
FACEBOOK.COM	52,167	132,105	153%
MYSFACE.COM	114,147	117,582	3%
HIS.COM	28,174	56,367	100%
FRIENDSTER.COM	24,675	37,080	50%
Orkut	24,120	34,028	41%
BEBO.COM	18,200	24,017	32%
Skyrock Network	17,638	21,041	19%

Source: comScore World Metrix

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success story exhibit A

- Optical Edge Adventures
 - created group - has 106 members
 - invited "friends" thru network
 - updates photos/video constantly
 - writes weekly newsletter
 - members signed-up for Catalina
 - soft-sell approach only
 - logs-in & updates facebook daily

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tips for success

- use facebook daily - or often
- create a facebook group
- also create a fan page
- don't be a wallflower
- flaunt your tech-savvy self
- choose the right tools

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things to watch for

- clutter
- time vanishing
- hard selling
- not updating
- too personal
- too impersonal



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choosing your friends

1. Click on the Blue Friends Bar
2. Enter Kate Koziol in the search bar.
3. Click on ADD AS A FRIEND
4. A little box will pop up. Include a personal message here if needed.
5. Click on the blue box and the friend request will go to the person to whom you are requesting.

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choosing your networks

- Browse your network(s)
 1. Click on Account on the top right.
 2. Click on second tab that says "Networks"
 3. Type in network using the box on the lower right
 4. Click on "join network."

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the wall

1. Click on FRIENDS and choose one of your friends from the list.
2. Click on friend's Profile.
3. Scroll down to the area that says "The Wall."
4. Write in space provided.

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add photos

1. On the left side click the "Photos" link.
2. Click on CREATE PHOTO ALBUM.
3. Click on create your first album.
4. Give the album a name.
5. Enter a description.
6. Set who gets to see the photos.
7. Click on the boxes in the upper left of each photo.
8. Click UPLOAD.

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creating an event

1. Click "Events" button on left side.
2. Click "Create an event" button in top right corner.
3. Fill out information about the event.
4. Click "Create Event" button at the bottom when finished.

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joining a group

1. Click "Groups" on left side of screen
2. Type in TRAVEL in the "Search for Groups" bar. Can use any specialty or interest.
3. Press enter to search.
4. Look through groups on search results page that are of interest to you.
5. Click the "Join the Group" link under the group picture.

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creating a group

1. Click on "Groups" on the left side of the page.
2. Click "Create a Group" in the top right corner.
3. Fill out information for your group.
4. Click Create Group.
5. Add pictures, videos, post links, etc.
6. Invite people to join.
7. Choose from list of friend at the right.
8. Click Send Invitations.

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news feed and mini feed

- lists your activities
- homepage lists friends' news
- control what content is seen
- keeps you up-to-date
- makes you visible among friends

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tools you can use

- facebook fan page
- where I've been
- splashcast
- facebook ads
- facebook polls
- facebook connect

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don't share

- residential phone number
- street address
- anything you don't want public

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in your free time...

- join one or more networks
- fill in your profile
- add a profile photo
- then...you need friends

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facebook marketing

- communicating, not advertising
- casual, not careless
- simple, not effortless

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questions?

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