

Resources

Throughout this book, we've pointed out hundreds of great examples, case studies, and other information in an attempt to help you think creatively about how social media can solve your specific marketing problems. And although this book helps with your Facebook marketing initiatives, social media is bigger and broader than just Facebook. In addition to our website at <http://facebookmarketinganhouraday.com>, we thought we'd give you a cheat sheet of third-party resources that can help you keep up with the ever-changing worlds of Facebook and social media.

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Companion Website

The *Facebook Marketing: An Hour a Day* companion website—www.facebookmarketinganhouraday.com—has a blog and links to a Facebook presence that complements this book and its content.

Other Reading Material

If you're interested in reading more about social media and trends in Internet marketing, check out some of these books and popular blogs:

Books

The Facebook Era: Tapping Online Social Networks to Build Better Products, Reach New Audiences, and Sell More Stuff by Clara Shih (Prentice Hall PTR, 2009)

Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by Chris Brogan (Wiley, 2009)

The Whuffie Factor: Using the Power of Social Networks to Build Your Business by Tara Hunt (Crown Business, 2009)

Groundswell: Winning in a World Transformed by Social Technologies by Charlene Li and Josh Bernoff (Harvard Business School Press, 2008)

What Would Google Do? by Jeff Jarvis (HarperBusiness, 2009)

Free: The Future of a Radical Price by Chris Anderson (Hyperion, 2009)

Crush It: Why NOW Is the Time to Cash In on Your Passion by Gary Vaynerchuk (HarperStudio, 2009)

Social Media Marketing: An Hour a Day by Dave Evans (Sybex, 2008)

Socialnomics: How Social Media Transforms the Way We Live and Do Business by Erik Qualman (Wiley, 2009)

Blogs

Mashable: www.mashable.com

ReadWriteWeb: www.readwriteweb.com

Seth Godin blog: <http://sethgodin.typepad.com>

danah boyd blog, apophenia: www.zephorias.org/thoughts

The Next Web: www.thenextweb.com

Chris Brogan blog: www.chrisbrogan.com

Social Media Examiner: <http://socialmediaexaminer.com>

All Facebook: www.allfacebook.com

Inside Facebook: www.insidefacebook.com

Social Times: www.socialtimes.com

TheKBuzz: www.thekbuzz.com

Social Media Tools You Can Use

The list of possible social media tools you can use grows daily. It can be overwhelming to try to keep up with the rapid changes and growth; however, we will attempt to list a few of our favorite tools here that have been around for a while or that we have had positive experience and results with.

Blogging Two of the most popular blogging platforms today are TypePad and WordPress. It's a personal choice, and there are arguments for both platforms. Both offer free and paid levels. Going with the paid levels will offer you more ability to customize and optimize for SEO. WordPress.com is the free version, hosted by WordPress and doesn't allow for as much customization; WordPress.org is the version you host yourself and allows you the ability to use a vast array of templates, widgets, and plug-ins.

Linking Twitter to Your Facebook fan page There are currently two ways to do this. Either you can configure the Twitter application (<http://apps.facebook.com/twitter>) on Facebook to post to your Facebook fan page or you can run the Selective Tweets application (<http://apps.facebook.com/selectivetweets>) that will do the same thing as long as you add the #fb tag to your Twitter posts. If you tend to post a lot of tweets, the Selective Tweets app is ideal. Alternatively, you can choose which tweets to post to your Facebook fan page via TweetDeck (<http://tweetdeck.com>) or HootSuite (<http://hootsuite.com>).

OneForty Thousands of Twitter management applications have emerged to help people and companies understand and unlock the value of their Twitter accounts. OneForty (<http://oneforty.com>) is a repository of these applications, which are categorized and rated by individual users.

uStream.tv Want to enable live streaming of an event and include comments and other social features in the user's experience? Fortunately, there is a platform for that. uStream (<http://ustream.tv>) is that platform, and it's even already integrated with Facebook and Twitter!

URL-shortening services Once used just for shortening long URLs shared via Twitter, a variety of URL-shortening services are now providing a full suite of analytics so you know exactly how these links are shared across social media, how often they are clicked, and so on. Awe.sm, bit.ly, and others offer such analytics, and in some cases they also allow brands to establish their own URL shortener like Google did with

youtu.be. For one of the best link-shortening analyses, see this report: <http://searchengineland.com/analysis-which-url-shortening-service-should-you-use-17204>.

Facebook fan page app providers Several companies offer services to help businesses optimize their Facebook fan pages, from basic apps right up to specialized enterprise-level customization:

Wildfire Interactive: www.wildfireapp.com

Involver: <http://involver.com>

Fan Appz: <http://fanappz.com>

Buddy Media: <http://buddymedia.com>

There is also a cottage industry developing around the management of marketing campaigns across social media sites and destinations. These applications come in a few forms:

- Sentiment monitoring (Radian6, Visible Technologies, Scout Labs, SocialTALK, Alterian SM2)
- Customer engagement (Objective Marketer, Spredfast, CoTweet, HootSuite, TwitManage)
- Research and influence (Rapleaf, Converseon, Traackr, BuzzStream)
- Configuration (Buddy Media, Involver, Clearspring, Widgetbox)

Many of these programs offer free trials—just be sure to do your homework if you are going to adopt a tool to help with your social media efforts.

Finally, a wide range of consulting businesses has emerged to help companies navigate all the self-serve options and popular tools. These companies are a particularly good option for people in companies who don't have time to learn and master social media marketing. Although the rise of social media has certainly democratized Internet marketing for the reasons we've pointed out in this book, it's still too complicated for a lot of people. Expect to see more companies emerge that specialize in helping people make sense of it all by providing "assisted-serve" products and services that are laser-focused on specific business goals.

Do keep an eye on our companion blog for ongoing resources and recommendations (www.facebookmarketinganhouraday.com).