

Introduction

Over the past five years, the social media business has grown from a sleepy, sophomoric way for college kids to communicate to perhaps the future of how people will share information and bring their offline lives online. It's truly been amazing to see how much the Internet business has evolved as a result of Facebook, MySpace, Twitter, and other social media technologies.

I originally took a great interest in social media in business school at the University of Texas in 2003. A classmate, Cory Garner, and I had just heard of this new thing called LinkedIn, and we were instantly captivated by the possibilities. Social relationships were becoming more and more transparent, and they were moving online. We worked like crazy to encourage classmates to get on the social network. Our fear, at the time, was that we would lose the opportunity to get people to sign up, and in so doing we'd lose our captive audience. We succeeded in the "membership drive" of sorts, but it didn't turn out to be that important in the end. We had no appreciation for the fact that social media was a tsunami that would eventually encourage just about everyone to create a profile and establish relationships—even the Luddites in our class.

That same tsunami hit consumers in 2006 with MySpace and later with Facebook. I was at Microsoft running Web 2.0 developer strategy and messaging when Facebook had a mere 40 million users. Even then, it was apparent to me that this Facebook thing was poised to redefine the Web, Internet advertising, and possibly even web development. I worked aggressively inside Microsoft to shed light on the new paradigm. I looked around and saw a variety of business opportunities in and leveraging social media. So, I left Microsoft to start a new company in March 2008, where I could spend all my time thinking of new business opportunities and helping clients with their social media problems.

Over the past 18 months, I've interacted with countless entrepreneurs, visionaries, and managers and executives of large corporations in an attempt to learn about how people view and want to utilize social media. That experience alone has been rewarding—the best and brightest people from a variety of disciplines are redefining the Web in their own little way with social media at the forefront of those changes.

Interestingly, since leaving Microsoft, I've also reviewed and edited books on Facebook and social media marketing. The one common theme across all these books is that, to date, they've all been heavy on the ideas, the theory, and the trends that social media brings to bear. That's great, but now there are perhaps far too many books that explain social media marketing from an "academic" perspective.

Conversely, there aren't many books that actually tell people how to conduct a social media marketing campaign. I looked around for books that would help people with the day-to-day tasks associated with Facebook marketing, and I was disappointed to find very little that would help a panicked middle manager navigate the breadth of the Facebook platform. So, I had a quick conversation with the people at Wiley, who I had helped with their Facebook presence, and next thing you know, I, along with Facebook marketing expert Mari Smith, am writing this book for Wiley.

It is in that sense that this book is written strictly as a “practitioner’s guide” to Facebook marketing. Mari and I wanted to get down on paper all the tips and tricks that we employ when marketing products and services for ourselves or for clients. We specifically did not want to create a feature walk-through like those that appear in so many other Facebook marketing books. We also did not want to write another book about the shift to social media, what is possible in the future, or what it means for society. This book is about the here and now and what you can do for your organization using Facebook today.

This book is a summary of all the little things necessary to make a marketing campaign work. It’s specifically for people who get a mandate from a manager, investor, or whoever who says, “This Facebook thing is important—go figure out how to make it work for us!” Those can be stressful situations, and the last thing you need is pressure along with a vague directive and no idea of how to make it work. This book does not provide the creativity necessary to resonate with your customers in clever and unique ways, although we do provide examples in different parts of the book to give you ideas and show you how other people have solved tough problems.

—Chris Treadaway

Who Should Read This Book

This book is for anyone who is charged with the responsibility of owning some part of Facebook marketing for an organization, whether it be a business, a nonprofit, a government agency, and so on:

- A middle manager who needs help executing a marketing campaign on Facebook
- An employee who needs ideas for how to best utilize Facebook for marketing purposes
- A business owner who wants to engage better with customers but doesn't have a lot of time to learn on their own
- A manager or executive who needs to know the possibilities and the challenges that employees face when executing campaigns

Much of the content of the book is geared to the tactics of building, measuring, and monitoring a Facebook marketing campaign. People who are not directly responsible for executing a campaign will also learn about the possibilities of Facebook and other social media products.

What You Will Learn

Facebook has attracted hundreds of millions of users in just a few years. This book will help you learn how to tap into this wealth of consumers for whatever marketing purposes you have. You may need to drive traffic to a web site. You may want to use Facebook to drive awareness of another type of marketing campaign. You may just want to get the word out about your own Facebook presence in what is an increasingly crowded space. This book will teach you how to mine Facebook for the very people you need in order to have a successful marketing campaign, regardless of the goals.

What You Need

Although we cover Internet marketing basics throughout the book, it will be easier for you to pick up the skills and demands of effective Facebook marketing if you have a basic understanding of Internet marketing metrics and measurement. The only other thing you need is something to market—a product, a service, a brand, and so on. Without it, you won't be able to run a real campaign.

What Is Covered in This Book

Facebook Marketing: An Hour a Day is organized to turn you into a social media marketing powerhouse while attracting people in your target market to your organization cost effectively.

Chapter 1: Internet Marketing 1985–2010 Walks you through the evolution of Internet marketing, from closed services to portals to search and now social media.

Chapter 2: What Is Facebook? Summarizes the Facebook phenomenon, the basics of how Facebook works, and how Facebook fits into the social media landscape.

Chapter 3: Develop a Facebook Strategy and Measure Success Helps you frame your approach in terms of success metrics that will drive your work and inevitable adjustments to your campaign.

Chapter 4: Month 1: Create the Plan and Get Started The first chapter with “hour a day” content, designed to create your first Facebook marketing campaign.

Chapter 5: Month 2: Establish Corporate Presence with Pages and Groups Summarizes the two primary means by which organizations create an “official presence” that is used to communicate with consumers and other target audiences.

Chapter 6: Month 3: Create Demand with Facebook Ads Highlights the wide range of opportunities in promoting a website or Facebook presence using Facebook's self-serve advertising system, one of the best values in Internet marketing in 2010.

Chapter 7: Month 4: Advanced Tactics and Campaign Integration Includes information on a variety of Facebook platform extensions and features designed to help the marketer create better and more engaging social network marketing campaigns.

Chapter 8: Customized Experiences via Facebook Applications A detailed overview of opportunities in custom applications on Facebook and how applications may be used in the future.

Chapter 9: The Analytics of Facebook Summarizes all the metrics that are discussed throughout the book to make it easier for you to understand how to keep score and monitor success.

Chapter 10: Organizational Considerations Helps frame Facebook marketing opportunities, risks, and threats as it pertains to specific types of organizations that see the opportunities in Facebook.

Contacting the Authors, and Companion Websites

One thing is constant with Facebook and life alike: change. The Facebook platform is, to be polite, a moving target. The behavior of Facebook changes, the rules change for communications/notifications and the News Feed, and developers are allowed to do things today that they aren't allowed to do tomorrow. Facebook makes changes rapidly and sometimes without warning. So if you'd like to keep up with these changes, feel free to check out one of the following:

www.facebookmarketinganhouraday.com includes information on the book, links to destinations on Facebook, links to blog posts that will cover hot issues, contact information for any questions you may have, and information on vendors that can help you with sticky social media marketing problems.

www.twitter.com/FacebookMktg links to interesting articles and developments in Facebook marketing, case studies, statistics, and so on.

Both sites are operated by the authors and will include updates, podcasts, tips and tricks, and other helpful information that you may need. They're also places for you to provide feedback. As long as you are respectful and constructive, we'll answer just about any question. But we won't do your job for you.

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Final Note

This book is really one part social media marketing, one part Internet marketing. As hot of a topic as social media is, in some ways it is just the next iteration of things that have evolved over the past 15 years. It is Internet marketing with social context. Throughout the next several hundred pages, I will do my best to help you learn what you need to know to succeed with Facebook marketing. Good luck, and let's get to work!