

Digital Media for Farmer Class 101

How to use Facebook in Marketing your Business



Facebook is one of the most effective social media tools at your disposal. Set up a Facebook fan page (start [here](#)) and you have instant access to a wide range of goodies:

- A wall to post updates and notices
- Albums to share pictures
- A video repository
- Forums to initiate conversation
- An events app with RSVP feature
- And many other free apps

Not only does this allow you to share content with a global audience, it provides a platform to listen, engage and interact with customers on an intimate level.

Here are some ways you can use Facebook, along with inspiring case studies.

1. Share useful content

Use your **wall** to share valuable content with clients.

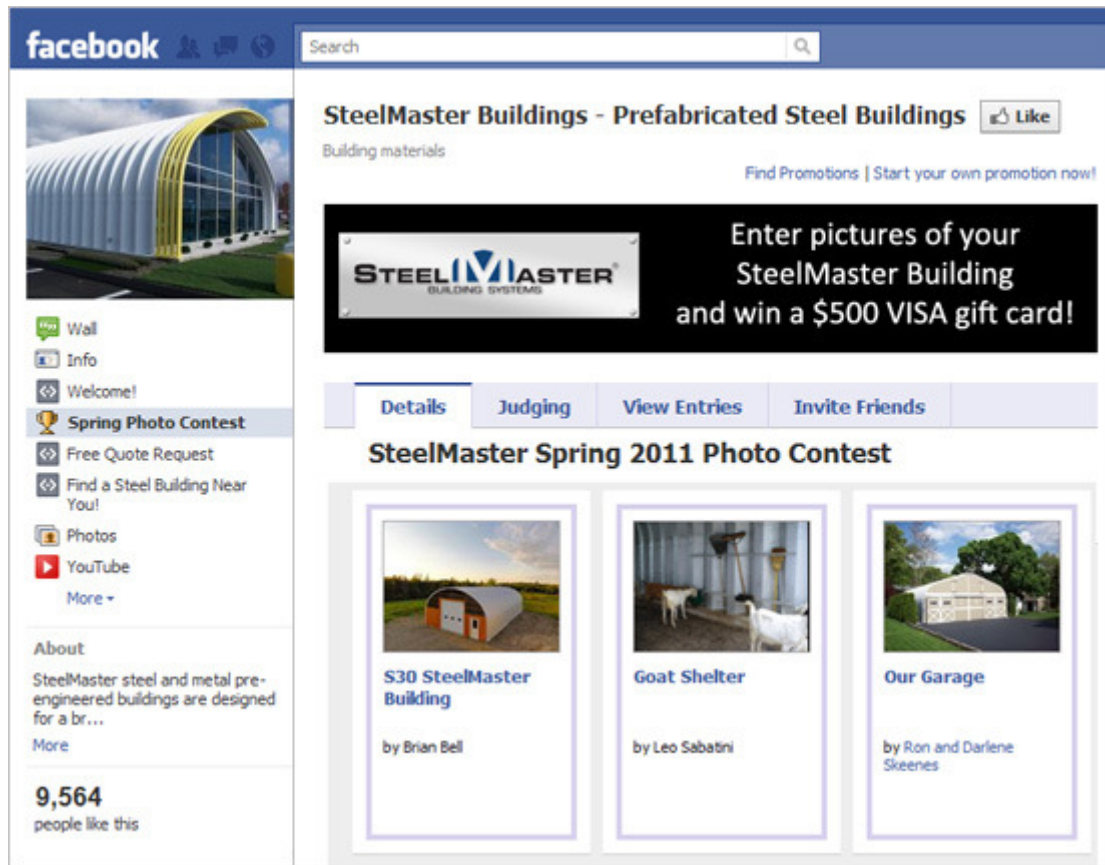
Dell's "Social Media for Business" page is not peddling its latest products and deals, but is specifically geared to providing marketing tips for small businesses. The company found that a large portion of its user base consists of business owners grappling with "this social media thing". Consequently, they use their wall to provide links to useful articles on marketing, initiate discussions on hot topics, share case studies and whitepaper videos, organize tweetchats, and so on. Business owners in their network receive regular bursts of ideas and inspiration:



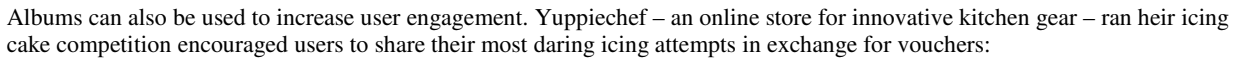
2. Use pictures

Another way to engage users is via the use of imagery.

Steelmaster Buildings – another non-traditional user of Facebook – found that its fan base soared when they launched their photo campaign. This campaign encourages users (which include farmers and industrial users) to upload photos of their products installed on site. Competitions run seasonally and the winner of the most popular photo receives a generous gift card.



Zappos, another example, encourages users to submit fan photos and posts the winning weekly entry directly as their Facebook logo:





Their recent office move is shared in endearing story format and they regularly share pictures of [hot products](#) and [enticing recipes](#).

Yuppiechef Office Move

By Yuppiechef (Albums) · Updated at about 3 months ago



3. Run interactive campaigns

Facebook is an ideal platform to manage interactive campaigns. Nando's [Peri-Peri campaign](#) encourages fans to upload their own endings (in text or video format) to a Nando's ad. The ultimate winner receives an African adventure holiday.

Another example is Woolworth's Good Food Search campaign:



The advertisement is a promotional graphic for Woolworth's 'Search For Good Food' campaign. It features a group of four people (three men and one woman) dressed in outdoor gear, standing on a wooden structure that looks like a ladder or a set of steps. The background is a light, textured surface. On the left side, there is a large green rectangular area with white text that reads 'YOUR PASSPORT TO GOOD FOOD' in a bold, sans-serif font, followed by 'EMBARK ON AN ONLINE QUEST TO WIN' in a smaller, black, sans-serif font. Above this green area, there is a small black box with white text that says 'GET YOUR FRIENDS INVOLVED'. In the top right corner, there is a small green logo with the text 'THE SEARCH FOR GOOD FOOD' and a small map of South Africa. Below the green area, there is a yellow rectangular area with black text that reads: 'Join Woolies in the Search For Good Food! Complete an adventure-filled online journey with us and collect "stamps" for your passport - once you've collected all three, you'll officially be an Ultimate Good Food Explorer! Better yet, you'll be entered into a lucky draw to win a Woolies gift card worth R5000 or **stand the chance to win** one of four Land Rover experiences.'

4. Promote events

Events, product launches and timed promotions can be advertised via Facebook events. This provides the option for users to RSVP online and see who else is participating.

Heinz used their events feed in a very creative way to manage their "Where's Heinz" campaign:



The screenshot shows the Facebook interface for the Heinz Ketchup page. On the left is a large image of a Heinz Tomato Ketchup bottle. Below it is a navigation menu with options: Wall, Info, Where's Heinz?, Dip & Squeeze, Ketchup Love, Events, Past events (selected), Video, and Photos. The main content area is titled 'Heinz Ketchup Past events' with a 'Like' button. Below the title is a list of events for April 2011:

April 2011	
	Where's Heinz® Ketchup? Day 20 08 April at 22:00 40 guests
	Where's Heinz® Ketchup? Day 20 08 April at 18:00 5 guests
	Where's Heinz® Ketchup? Day 19 07 April at 17:00 7 guests
	Where's Heinz® Ketchup? Day 18 06 April at 18:00 3 guests
	Where's Heinz® Ketchup? Day 17 05 April at 18:00 3 guests
	Where's Heinz® Ketchup? Day 16 04 April at 21:30 6 guests

5. Create fun apps and games

If you have sufficient budget, build fun apps to spread viral awareness. This is an area where you will need to enlist the services of a web agency or programming team.

Intel created a brilliant app that allows users to create their own "Museum of Me". This app aggregates content from a user's Facebook page to create a virtual museum of their life. View the video [here](#).



PicknPay's [Grime-o-Meter](#) allows you to tell your friends how dirty they'd be without Handy Andy, and Google's Doodlegram sends customized "doodle greetings" to your friends:

facebook



Search



Wall

Info

doodlegram

Google Doodles

Photos

Video

Questions

About

Organizing the world's information
and making it universally accessible
and...

More

3,200,911

people like this

Google > doodlegram

Like

Website

VALENTINE'S DAY DOODLEGRAM CREATOR



Send a friend a customized doodle greeting



6. Share videos

On your videos page, try to stay away from posting promotional materials and copies of your TV ads only. Instead, post items that users will find useful or entertaining (and preferably both). Here are examples:

Intel's video feed contains inspiring stories on how technology plays a role in people's lives, updates on scientific discoveries and behind the scenes footage on core projects (for example, how Intel teamed up with [3D animators at Deamworks](#)).



Video can cover tips, how to's, demos, reviews, recipes and tours! The possibilities are vast.

Clips don't have to be big budget affairs either. Zappos is a great example of how informal staff-made videos can become hugely popular. Their videos cover simple yet engaging topics that resonate with the average user. These range from how moms at Zappos [manage work-life balance](#) to casual staff interviews on company values (from "doing more with less" to "having fun with a little weirdness"). They even share office pranks and random episodes on staff's [favourite items](#).

Videos can also be used to define the **tone** of a brand. Redbull's page, as an example, regularly features adventure junkies who excel at extreme sports:



Wall

Info

Athletes

Web TV

Games

Red Bull

Photos

Links

Video

Events

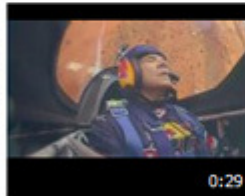
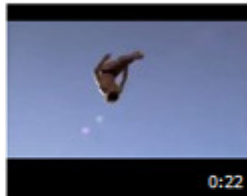
Polls

[Less](#)

Red Bull ▶ Video

Food/Beverages

Red Bull's videos



7. Post job openings

Another useful and surprisingly under-utilized feature is the ability to advertise job openings online:

Zappos.com ▶ **Jobs** 

Clothing

Powered by **Jobvite**

[All Jobs](#) | [Visit Career Site](#) | [Sign up for job Alerts](#) | [About](#)

Search Jobs



Search

▶ **Filters** | **Category:** All | **Location:** All | [Clear Filters](#)

1 - 10 of 61 jobs | [Previous](#) | [Next](#)

Software Engineer - Website Systems
Las Vegas, Nevada 89074

Software Development

Posted Jun 2, 2011

C#.Net Developer
Las Vegas, Nevada 89074

Software Development

Posted Feb 28, 2011

Front-End Developer
Las Vegas, Nevada 89074

Software Development

Posted Nov 2, 2010

Java / JMS Software Engineer
Las Vegas, Nevada 89074

Software Development

Posted Mar 6, 2011

Sr Manager - Front Office
Las Vegas, Nevada 89074

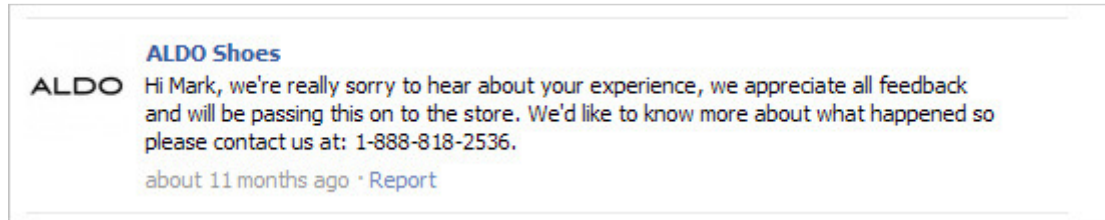
Software Development

Posted Jun 7, 2011

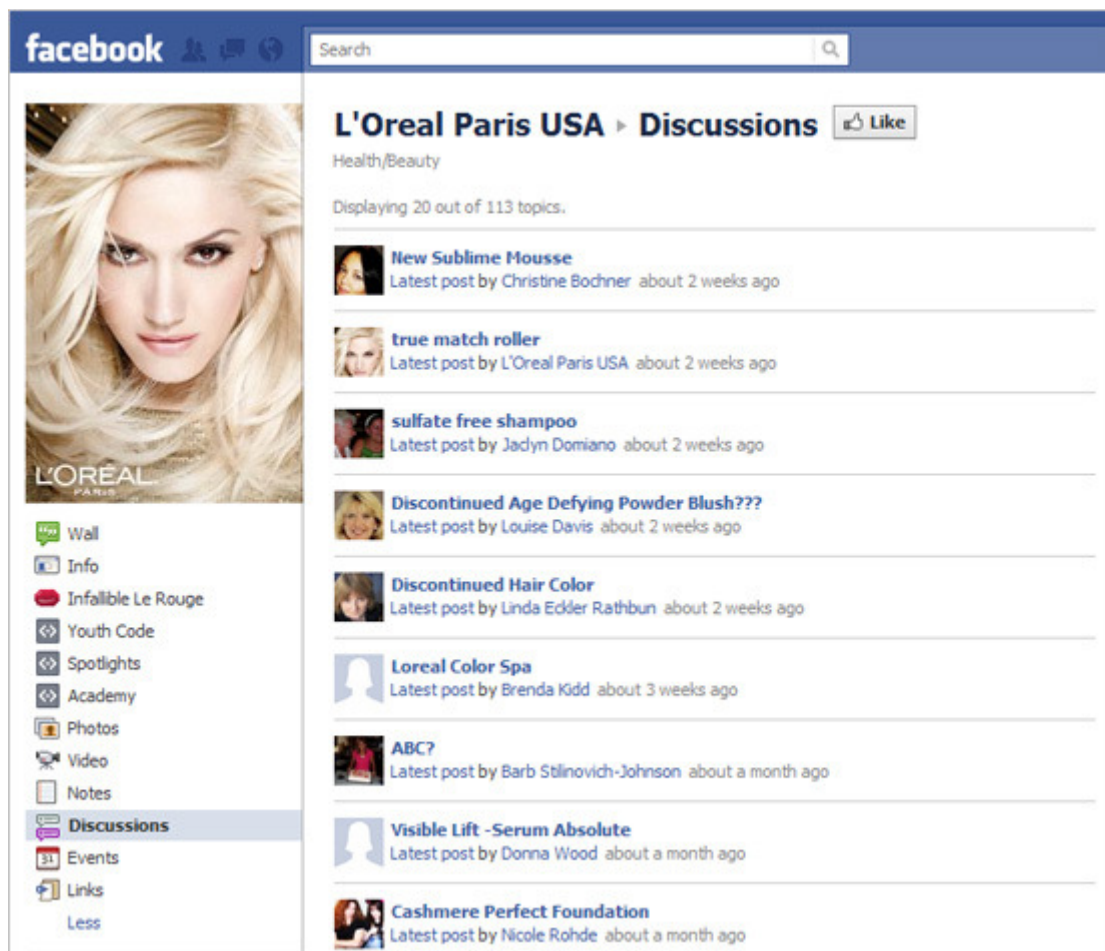
Facebook's Marketplace can also lead to an astounding number of responses.

8. Use the forum

Lastly, the forum is a great place to initiate discussion. If you fear users will share negative experiences of your brand, simply be empathetic with responses. Here is an example from [Aldo](#):



Sony Ericsson fans use their [forum](#) to share product experiences and receive answers on technical questions (many of which are answered by community members themselves), and L'Oreal uses their discussions page to chat about fashion tips and make up applications:



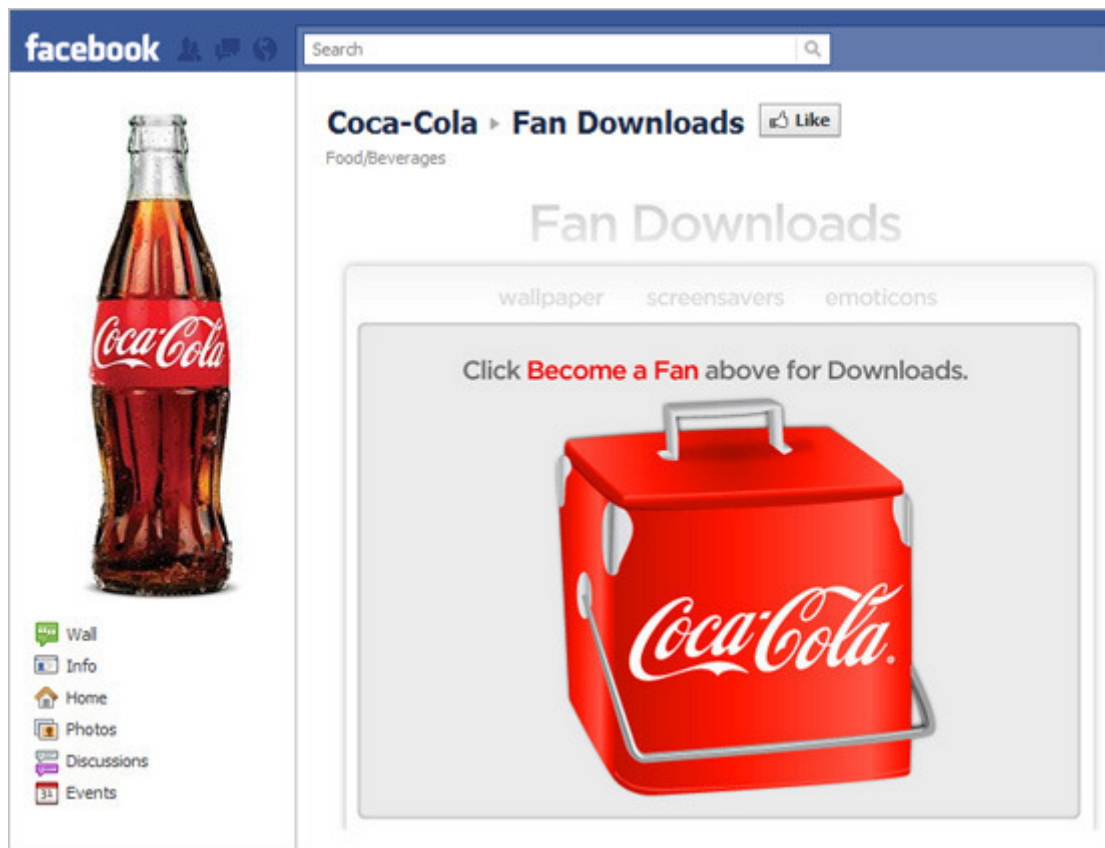
Once I start, how do I build my fan base?

Here are some quick tips:

1. Give people an incentive to join

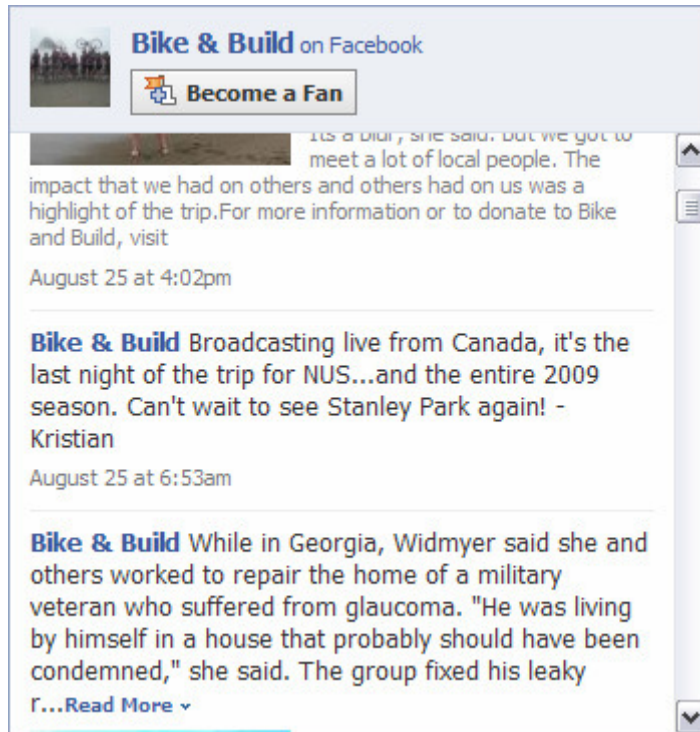
On the launch of its Facebook page, Exclusive Books sent out a mailer where customers could win a dream holiday. To enter, they simply had to join by "liking" their Facebook page.

Other companies make certain apps or sections of their Facebook page password restricted to encourage membership:



2. Embed on your site

Make sure your Facebook icon is visible on your website and, better yet, embed a Facebook feed directly on your home page:



3. Cross-promote

When you launch a fancy new Facebook app, tweet the link and promote it on your blog. Conversely, plug in your blog RSS feed, Flickr page and twitter feed as tabs on your Facebook page.

4. Use your other marketing channels

Market your Facebook URL by including the address on your business cards, letterheads, electronic mailers, email signatures, and so on. Include it in print ads and store signage, where suitable.

5. Keep updating

No one wants to join a dead Facebook page. Assign a staff member (or staff team) the responsibility to update the wall regularly and respond to comments and discussions.

Doesn't all this require a lot of time?

The key is to **focus** efforts on one or two main strategies to start (whether that be videos, albums or apps). If content is useful and entertaining to your fan base, membership will grow organically.

In summary:

1. Don't simply "create and hope". Define a Facebook strategy from the start.
2. Care about what your customers care about. Provide content that is useful.
3. Plug in media that is entertaining and engaging.
4. Be genuine and update frequently.

Share your Facebook page experiences with us below!