

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.

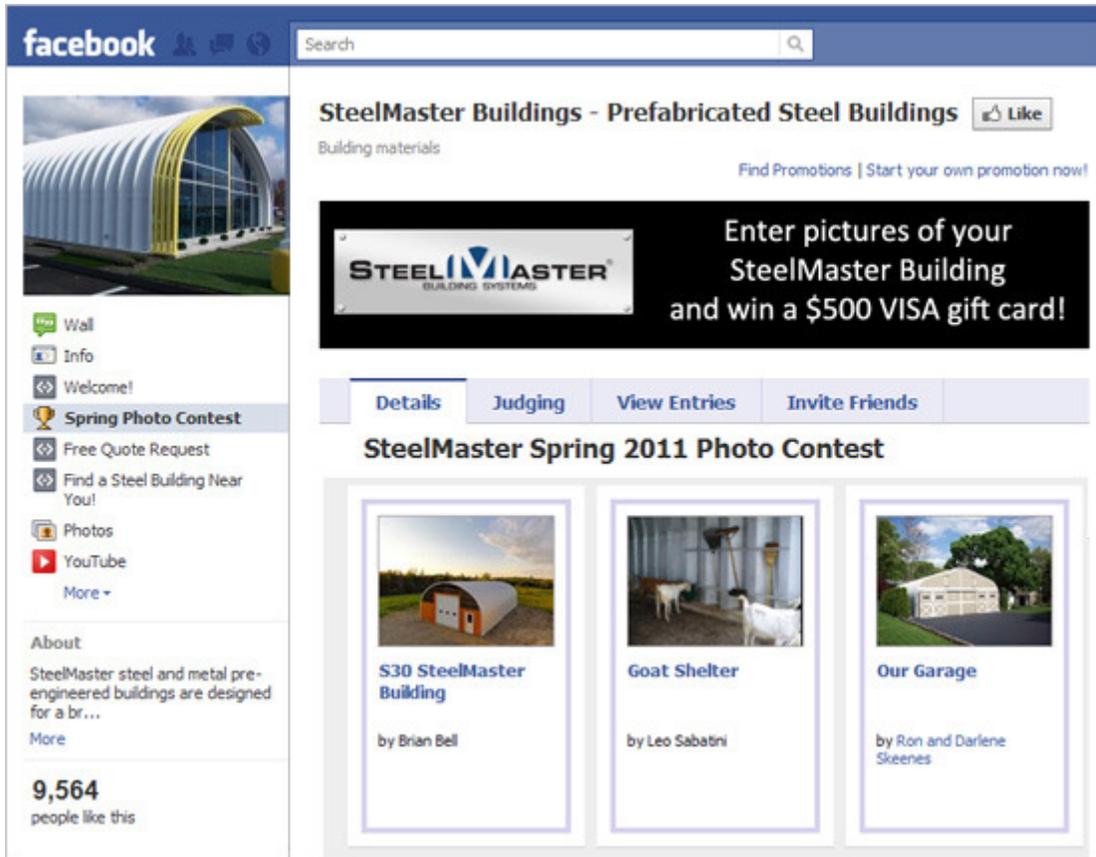
Dell's "Social Media for Business" page is not peddling its latest products and deals, but is specifically geared to providing marketing tips for small businesses. The company found that a large portion of its user base consists of business owners grappling with "this social media thing". Consequently, 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:

The image shows a screenshot of a Facebook page for "Social Media for Business - Powered by Dell". The page features a blue header with the Facebook logo and a search bar. The main content area includes a large Dell logo, a "Community" section with several photos of people at a conference, and a "Wall" section. The wall contains a post from "Social Media for Business - Powered by Dell" with the text: "Control is not as successful as influence." Agree? Disagree? Discuss. <http://del.ly/6032R1m6>. Below this is a link to an article titled "Dell surfs social network tsunami" with a snippet of text: "When computer giant Dell started monitoring social networks five years ago it uncovered 4,000 posts a day featuring its name or products. Today that has soared to 26,000 mentions a day - serving as a stark reminder about the challenges enterprises face managing their brand in a socially networked world." The post has 7 likes and 4 comments. One comment from Sharon Dsouza says: "I too agree that influence creates much more impact rather than controlling..". Another comment from 954 Designs says: "the control freaks wouldn't be happy!". Below this is another post from "Social Media for Business - Powered by Dell" with the text: "Do you feel equipped to approach a social media strategy for your business? Richard Binhammer, Dell's social media and community director, talks through the basics in this podcast: <http://del.ly/6035RE4h>". The left sidebar contains a grid of social media icons (Reddit, YouTube, Facebook, RSS, LinkedIn, Dribbble, SoundCloud, WordPress, People, Yahoo!, Messenger, Fire, Twitter, Blogger) and navigation links for Wall, Info, and Video.

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:

facebook 👤 🗨️ 🌐

THE ZAPPOS.COM

FAN OF THE WEEK



LUCAS B.
Las Vegas, NV

Thanks For Being A Fan!

Share a picture on our wall and you could be our next fan of the week! The Zappos box must be included.



Wall

Zappos.com 👍 Like

Clothing



Wall Zappos.com · Top posts ▾

Zappos.com asked Who was your favorite Beatle?

Paul John George

13 more...

about an hour ago · 10 · Follow · Ask friends

Zappos.com "More than a feelin'...." What was your first concert?
<http://blogs.zappos.com/firstconcerts>



What was your first concert?
www.youtube.com

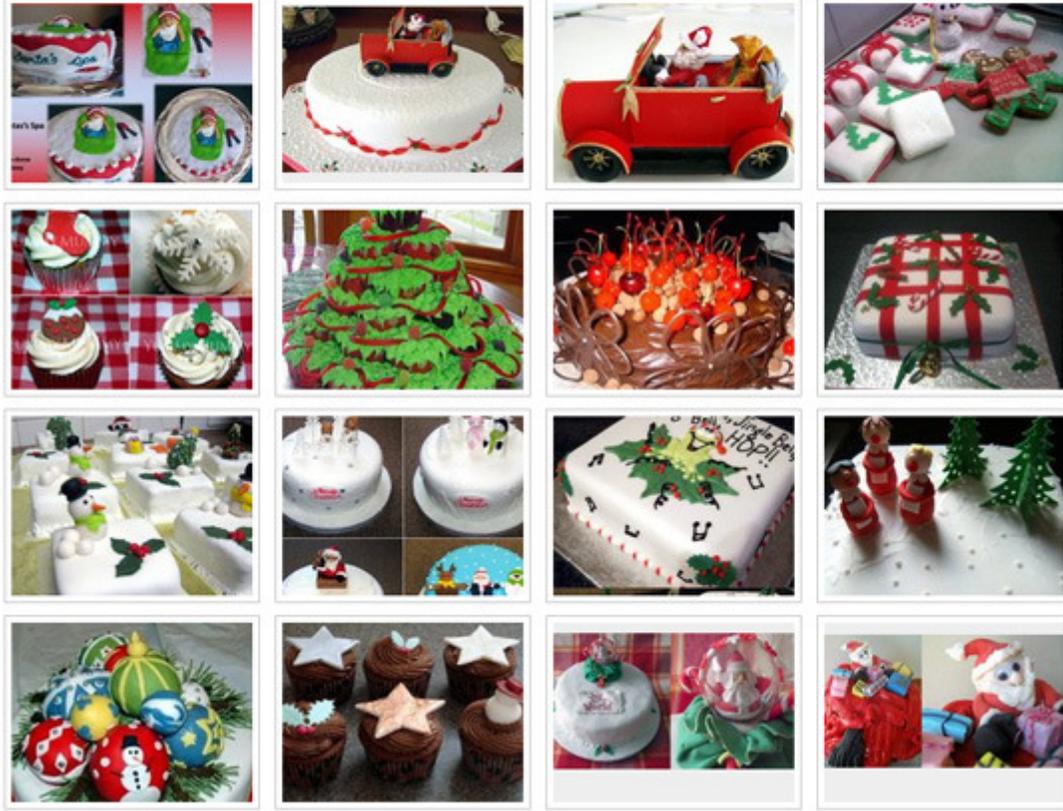
Zapponians share their first concert experiences!

Yesterday at 17:25 · Share

Albums can also be used to increase user engagement. Yuppiefchef – an online store for innovative kitchen gear – ran their icing cake competition encouraged users to share their most daring icing attempts in exchange for vouchers:

Festive Cake Icing Competition

By Yuppiefchef (Albums) · Updated at about 6 months ago



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:



GET YOUR FRIENDS INVOLVED

YOUR PASSPORT TO GOOD FOOD

EMBARK ON AN ONLINE QUEST TO WIN

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.

THE SEARCH FOR GOOD FOOD

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 (highlighted), Past events, Video, and Photos. The main content area is titled "Heinz Ketchup Past events" with a "Like" button. Below the title is the category "Food/Beverages" and a date filter for "April 2011". A list of six past events is displayed, each with a small image, the event title, date and time, and the number of guests.

Event Title	Date and Time	Guests
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:



- Wall
- Info
- doodlegram**
- Google Doodles
- Photos
- Video
- Questions

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

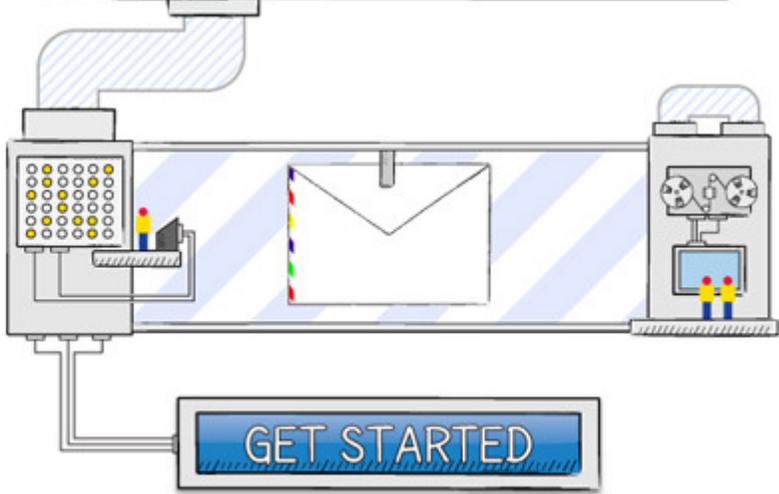
3,200,911
people like this

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:



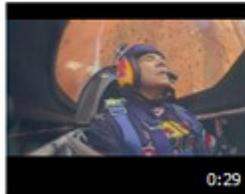
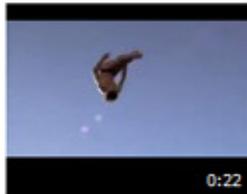
- Wall
- Info
- Athletes
- Web TV
- Games
- Red Bull
- Photos
- Links
- Video**
- Events
- Polls
- [Less](#)

Red Bull ▶ Video

Like

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:



The screenshot shows the Zappos.com Jobs page. At the top, there is a navigation bar with the Zappos.com logo, a 'Jobs' link, and a 'Like' button. Below this, the text 'Clothing' is displayed. The page is powered by Jobvite. There are links for 'All Jobs', 'Visit Career Site', 'Sign up for job Alerts', and 'About'. A search bar is present with the text 'Enter Keyword Search' and a 'Search' button. Below the search bar, there are filter options: 'Filters', 'Category: All', 'Location: All', and 'Clear Filters'. The page shows a list of 61 jobs, with the first 10 displayed. The jobs listed are:

Job Title	Location	Category	Posted Date
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

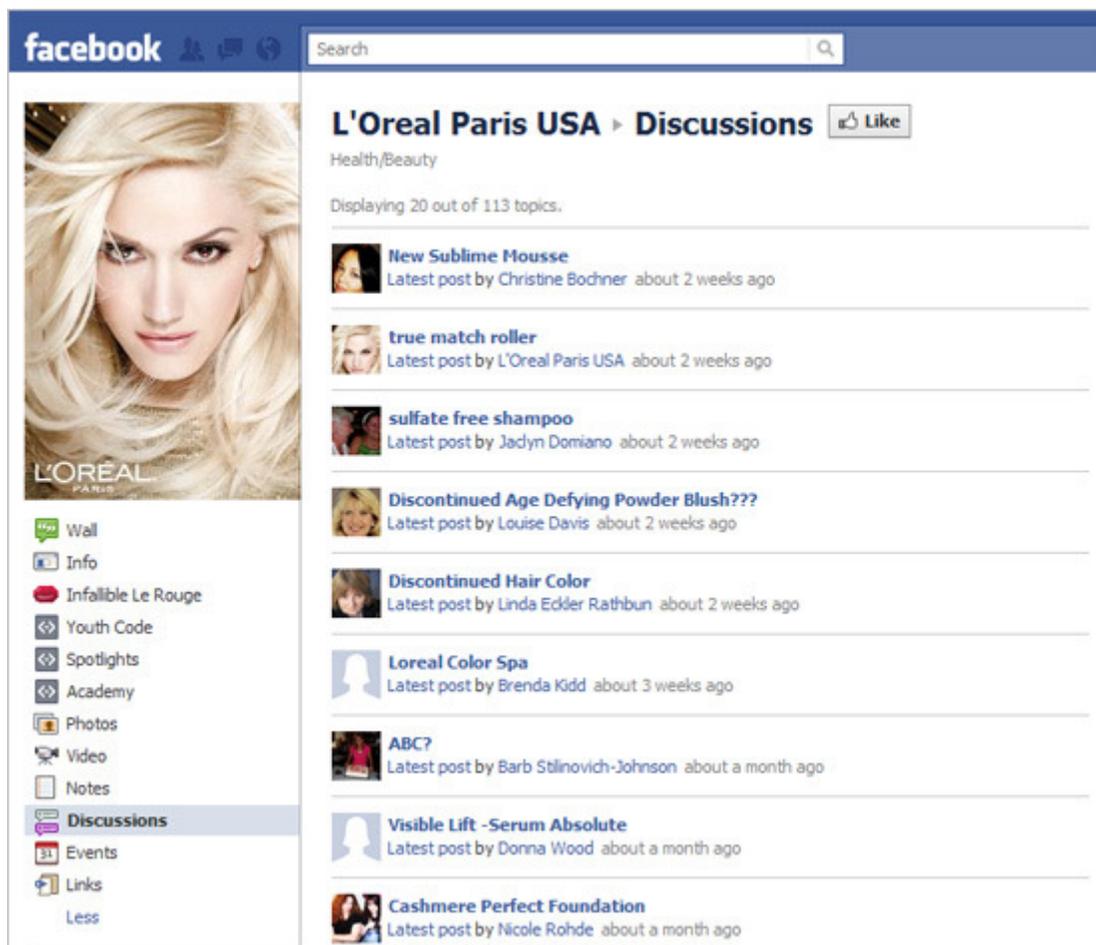
Lastly, the forum is a great place to initiate discussion. If you fear users will share negative experiences of your brand, simply be empathetic with responses. Here is an example from [Aldo](#):

ALDO **ALDO Shoes**

Hi Mark, we're really sorry to hear about your experience, we appreciate all feedback and will be passing this on to the store. We'd like to know more about what happened so please contact us at: 1-888-818-2536.

about 11 months ago · Report

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:



The screenshot shows the Facebook interface for the L'Oreal Paris USA page, specifically the 'Discussions' section. The page header includes the Facebook logo, a search bar, and the page name 'L'Oreal Paris USA' with a 'Like' button. Below the header, the category 'Health/Beauty' is displayed, followed by 'Displaying 20 out of 113 topics.' The main content area lists several discussion topics, each with a profile picture, title, and the latest post information:

- New Sublime Mousse**: Latest post by Christine Bochner about 2 weeks ago
- true match roller**: Latest post by L'Oreal Paris USA about 2 weeks ago
- sulfate free shampoo**: Latest post by Jady Domiano about 2 weeks ago
- Discontinued Age Defying Powder Blush???**: Latest post by Louise Davis about 2 weeks ago
- Discontinued Hair Color**: Latest post by Linda Edkler Rathbun about 2 weeks ago
- Loreal Color Spa**: Latest post by Brenda Kidd about 3 weeks ago
- ABC?**: Latest post by Barb Stilnovich-Johnson about a month ago
- Visible Lift -Serum Absolute**: Latest post by Donna Wood about a month ago
- Cashmere Perfect Foundation**: Latest post by Nicole Rohde about a month ago

The left sidebar contains navigation options: Wall, Info, Infalible Le Rouge, Youth Code, Spotlights, Academy, Photos, Video, Notes, Discussions (highlighted), Events, Links, and Less.

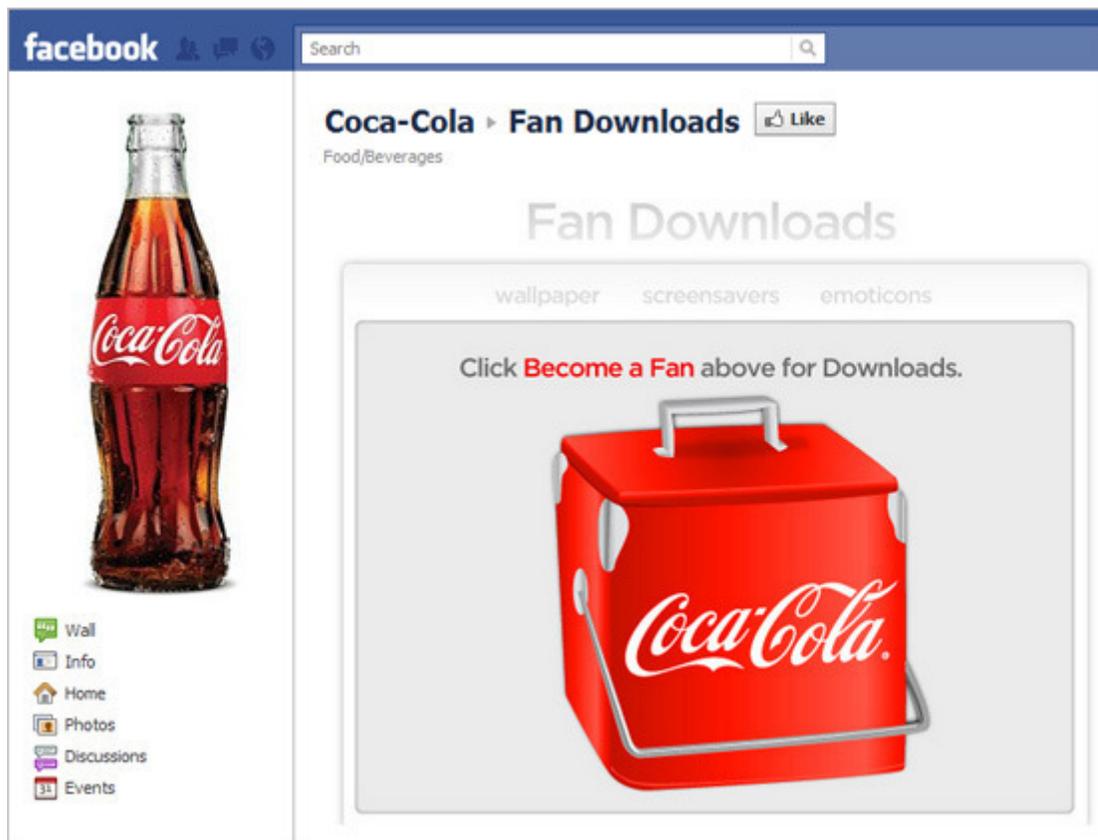
Once I start, how do I build my fan base?

Here are some quick tips:

1. Give people an incentive to join

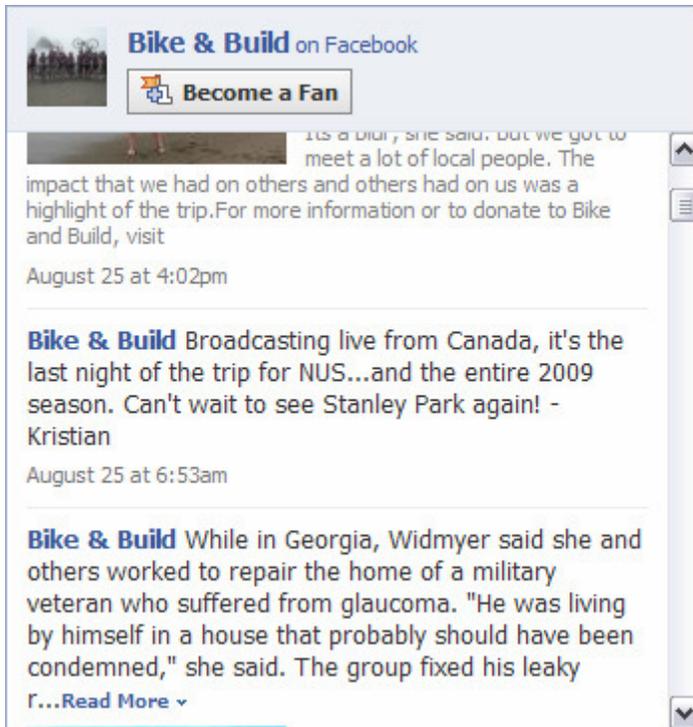
On the launch of its Facebook page, Exclusive Books sent out a mailer where customers could win a dream holiday. To enter, they simply had to join by "liking" their Facebook page.

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!