

# THE 2015 FACEBOOK MARKETING SUCCESS KIT

A guide to understanding the Facebook changes for brands in 2014 and how to build a roadmap for success in 2015.

A publication of: **CR:WDLY**  
AFTERLIKE MARKETING™



Likes

Shares

News Feed

Like-Gating

Retargeting

Social Logins

Comments

Word of Mouth

Lookalikes

"Yes, reaching fans is harder. It's also irrelevant. It's not that these platforms are inefficient. Brands are just using them wrong. In fact, data is proving that there has never been a more efficient, more effective platform in the history of advertising when used the right way. Segmented audience content and overlaid media targeting." - Matt Wurst - VP of Social, 360i

After its busiest year yet, Facebook has marketers scratching their heads and swimming through a sea of jargon. We're here to help brands navigate the waters.

As of the third quarter of 2014, Facebook had 1.35 billion monthly active users.<sup>1</sup> That amounts to 67% of Internet users in the U.S. and 66% of total social media sharing on iPhones.<sup>2</sup> When it comes to brand communities, Facebook is equally dominant. The average Facebook brand community is 3 times larger than the same brand's corresponding Instagram community, 2 times larger than Twitter, 58 times larger than Pinterest and 50 times larger than YouTube communities.

Its global impact is undeniable and its ceiling is unlimited. But in order to know where Facebook is going in 2015, marketers need to understand what changes were made in 2014.

From organic reach to mobile advertising, here are the most impactful changes Facebook made for brands in 2014.

## January

- Ads enter mobile apps
- New ways to improve reach
- Measuring TV Chatter

## February

- Simpler ad billing
- Easier ways to reach the right people
- Simpler Campaign Optimization

## March

- Premium Video Ads
- Lookalike Audiences
- Better FB/TV Media Planning

## April

- Introduction of the Business Manager
- Facebook Audience Network
- First steps to clean up newsfeed spam and like-gating

## May

- Audience Insights improvements
- Introduction of restaurant menus
- More robust video metrics

## June

- Updated design for Pages
- Improved Page manager
- Multi-product ads
- Enhanced custom audiences

## July

- Manage ads on the go
- Optimized ads for global access
- Testing begins on 'Buy' button for offers

## August

- PMDs create Nielsen dashboards
- New event promotion tools
- Ad targeting based on connection type

## September

- Extended video auto-play access
- Display view count on videos

## October

- PMD Program update
- Expansion of Audience Network
- Ad campaign structure updates

## November

- User Data incorporated to increase ad relevance
- New user Ad preferences introduced

## December

- New Call-to-Action capabilities for Facebook Pages

# THE NEWS FEED

## THE FACTS

Facebook calculates affinity by monitoring the interaction of its users.<sup>4</sup> This calculation is based on:

- 1 THE STRENGTH OF ACTION
- 2 CLOSENESS OF RELATIONSHIP TO THE ACTION TAKER
- 3 TIME ELAPSED SINCE THE ACTION WAS TAKEN

## WHAT IT MEANS TO MARKETERS

- 1 **CONTENT MATTERS**  
Visual content like photos and videos are the most frequently engaged with. Posts that have a photo, as an example, get 39% more engagement on average.<sup>5</sup>
- 2 **FREQUENT ENGAGEMENT MATTERS**  
The more your fans engage, the more they will see your content.
- 3 **DEEPER ENGAGEMENT MATTERS**  
Value comments and shares over likes (because Facebook does).

"News Feed is already a competitive place – as more people and Pages are posting content, competition to appear in News Feed has increased. All of this means that Pages that post promotional creative should expect their organic distribution to fall significantly over time." – Facebook

# REACHING YOUR FANS

While the changes Facebook has made to reduce spammy News Feed posts has caused a steady decline in organic reach for brands, it doesn't mean posts aren't able to reach the right people. In fact, for every fan a brand engages, 34 of their friends open up to be reached.<sup>6</sup> With the average Facebook community size for Fortune 100 companies at 4.5 million, that number has the potential for incredible impact at scale.



## HERE'S AN ENGAGEMENT CHECKLIST FOR CREATING THE PERFECT POST.



### MAKE CONTENT VISUAL

- Photo posts reach 39% more than those without
- For many brands, photos with multiple images have seen even higher success<sup>7</sup>
- People interacted more frequently with video than other types of posts this year<sup>8</sup>



### BE CONCISE

- Shorter posts get 23% more interaction<sup>9</sup>



### UNDERSTAND THE BEST DAYS TO POST<sup>10</sup>

- Engagement rate is 18% higher on Thursdays and Fridays



### MAKE CONTENT EMOTIONAL

- Don't be afraid to show emotion or draw emotion through your posts
- Create content that invokes feeling, whether it be humor, passion, or sympathy



### RETAIN FANS TO INCREASE REACH<sup>11</sup>

- When a brand replies to a fan's comment, that fan is 425% more likely to make positive re-engagements just within the next 10-day window



*Brands should focus not only on getting fans to engage, but on getting them back.*



### ADVERTISE. ANALYZE. RETARGET.<sup>12</sup>

- 42% of fans like a Page to get a coupon or discount
- 35% of fans like a Page to participate in contests
- 31% of fans like a Page to share personal experiences
- 27% of fans like a Page so they can share their interests and lifestyle with others



*Understanding what fans are engaging with and why means brands can accurately serve content to the most receptive audience, thereby increasing the probability of engagement.*

# THE END OF LIKE-GATING

Used as a shortcut to grow likes on a Facebook Page by incentivizing users to opt-in, Like-gating became commonplace for many brands since its inception. The practice was banned from the platform as of November 4th, 2014 in an attempt to minimize artificial relationships between brands and users.

## WHAT WAS LIKE-GATING USED FOR?

- Likes as a point of entry for gated content
- Incentivizing likes in exchange for an offer or coupon

## WHAT SHOULD BRANDS DO NOW?

- Use valuable content as a way to get current fans to engage
- Focus on driving engagement amongst current fans instead of merely acquiring new ones

With Facebook users exposed to over 1,500 stories a day on average<sup>13</sup>, serving relevant content to them is extremely challenging. Banning Like-gating shows Facebook's commitment to creating quality connections that brands can leverage, and reinforces the idea that strong brand communities are made-up of strong individuals, not a faceless volume of likes.

In short, banning Like-gating helps to preserve the value of a Like on Facebook. That preservation will lead to a better understanding of the overall ROI of a Facebook community as the platform matures.

"You must not incentivize people to use social plugins or to like a Page. This includes offering rewards, or gating apps or app content based on whether or not a person has liked a Page. It remains acceptable to incentivize people to login to your app, checkin at a place or enter a promotion on your app's Page. To ensure quality connections and help businesses reach the people who matter to them, we want people to like Pages because they want to connect and hear from the business, not because of artificial incentives. We believe this update will benefit people and advertisers alike." - Facebook Developers Blog August 2014

# THE ADOPTION OF SOCIAL LOGINS

2014 was the year of the social login, and for marketers, that's great news. Social logins are a convenient and seamless way for consumers to access gated content, sign up for services, checkout on eCommerce sites, and register for loyalty programs and email clubs. Over 1 million web pages are already using the tool through Facebook alone<sup>14</sup>, and 77% of the consumers prefer to login to websites through their social sites over any other registration process<sup>15</sup>. The writing is no longer on the wall, it is being targeted on customer News Feeds across the country.

## CONVENIENCE FOR CONSUMERS

Today's consumer accesses the internet from an average of 4 separate devices, over 60 hours a week<sup>16</sup>. That makes logging into the same website from multiple browsers time consuming and cumbersome. For that reason, 50%<sup>17</sup> of consumer identities are projected to be social by 2016.

## INCREASED ECOMMERCE

85% of consumers have abandoned a registration process because they were uncomfortable with the amount or type of information the site requested.<sup>18</sup> Social logins increase registration conversion rates up to 90%, which allows brands to increase eCommerce and retarget customers based on a deep level of insights and data.

## FACEBOOK'S DOMINANCE

Facebook is responsible for more than half of all social logins in North America<sup>19</sup>, including 61% on mobile devices. The platform's lead margin against Twitter, Google and other competitors is even higher globally and is trending toward taking even more market share in 2015.



### USING SOCIAL LOGINS?

#### **GREAT**

Use the data you've garnered to serve product recommendations, personalized offers, regional event invites, and surprise and delights. The options are endless, so start having fun getting to know your customers!



### NOT USING SOCIAL LOGINS?

#### **START**

Integrate social logins into everything from your checkout page to email club registration to VIP content. You'll benefit from deep insights that will help you build lasting relationships with your customers.

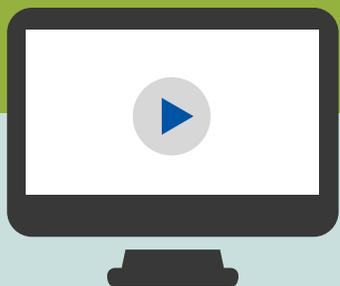
# FACEBOOK ADS: TRENDS TO CONSIDER

Facebook is not only the most dominant force in mobile users, with 1.2 billion active in 2014, but the social network also accounts for 1/5 of all data used on mobile phones.<sup>20</sup> Given that over half of mobile searches lead to purchase,<sup>21</sup> Facebook put a significant amount of time in 2014 toward developing an effective mobile advertising network and broadening the options available to marketers on that network.



**Look to understand the differences in mobile audience and desktop audience, and invest in the areas most likely to drive conversion.**

Facebook has rolled out a more robust mobile ad platform with the introduction of its Audience Network. Meant to drive app installs and engagement, the new ad platform provides significantly deeper insights for Facebook campaigns, but also allows marketers to measure the advertising options comprehensively, and comparatively.



**Facebook's acquisition of LiveRail, a leading monetization platform for video advertisers, only confirms Facebook's commitment to video advertising in the coming year.**

Video advertising is not only the newest asset to Facebook's advertising arsenal, but also the most successful. More users are engaging with video ads than any other form of advertising on the social network. While best practice is to test up to 10 different types of advertising across the Audience Network and Facebook campaigns, planning a heavier mix of video should be the cornerstone of a brand's ad strategy.

# FACEBOOK ADS: RETARGETING & LOOKALIKES

Facebook has changed its rules to filter out unpaid promotional material, and 59% of marketers are planning to increase their ad spend accordingly<sup>22</sup>. But with any increase in spend comes a greater need to optimize. With 1.5 million advertisers<sup>23</sup> to compete with, brands should look to use all the tools Facebook has made available to them going into 2015.



## CUSTOM AUDIENCES

In order to reach a more nuanced audience, Facebook has rolled out updates to its popular Custom Audiences feature in Ads Manager and Power Editor. The update allows marketers to build segments targeted to exact marketing needs like new customers, website visitors, and loyal brand fans.



## LOOKALIKES

Once a custom audience is created, marketers have the option to build a lookalike audience in order to reach new potential customers or resurface current consumers that haven't engaged in recent months. Lookalikes can be targeted to increase a wider range of customers if a brand community isn't mature enough to have several engaged custom audiences, or to grow a current custom audience that is performing well.



## RETARGETING

88% of marketers currently use retargeting<sup>24</sup>. Advertising click through rates for those who are just using retargeting on the web hovers around 6%, while those who use Facebook as a part of their retargeting mix see a 10% increase in CTR. That number increases when retargeting is used in conjunction with features like Custom Audiences.



While there is no perfect formula to building an audience that is actively engaged and willingly subject to brand advertising, there is a very clear path to targeting based on behavior. Facebook has lit that path for marketers in 2014, giving a much clearer picture of who their customerS are and when they are taking action.

# WHAT'S TO COME IN 2015?

With tools already in place for marketers to start taking advantage of mobile advertising and video trends, here's a look at what Facebook is rolling out in the coming months that is expected to shape 2015 for marketers.



## Facebook will become an even bigger part of the ecommerce momentum

Already the dominant network in driving social traffic and sales, Facebook began testing a “Buy” button in July that is expected to be a big part of News Feed referrals for retailers in 2015.



## A heavier focus on reaching current customers and fans

Brands are leaning more heavily on things like retargeting, 1:1 relationship building, and customer engagement



## Facebook users are in (even more) control

Users can now control which ads they see across platforms and what personal information advertisers have access to. As advertising becomes a greater piece of Facebook's revenue, ensuring users only see the ads they want will ensure the success of those ads and become an imperative part of conversions moving forward.



## Mobile payments

With the popularity of apps like Venmo and Snapchat's recent announcement that users can now transfer money to friends, Facebook is widely expected to follow suit. The network's partnership with Stripe and the introduction of Facebook Groups provide further validation on the payments front.

# LEARN HOW CROWDLY CAN HELP YOU FIND AND LEVERAGE YOUR AUTHENTIC ADVOCATES

Crowdly is an advocate marketing platform that connects brands with the advocates who love them most to increase word-of-mouth, loyalty, and new customer acquisition.

Crowdly is the only advocate marketing platform that helps brands identify, segment, connect with, and mobilize their most passionate advocates and brand ambassadors existing within their social community.

If you'd like to speak with a Crowdly team member, click the Let's Talk button to the right, send an email to [hello@crowdly.com](mailto:hello@crowdly.com), or call 855-CROWDLY



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