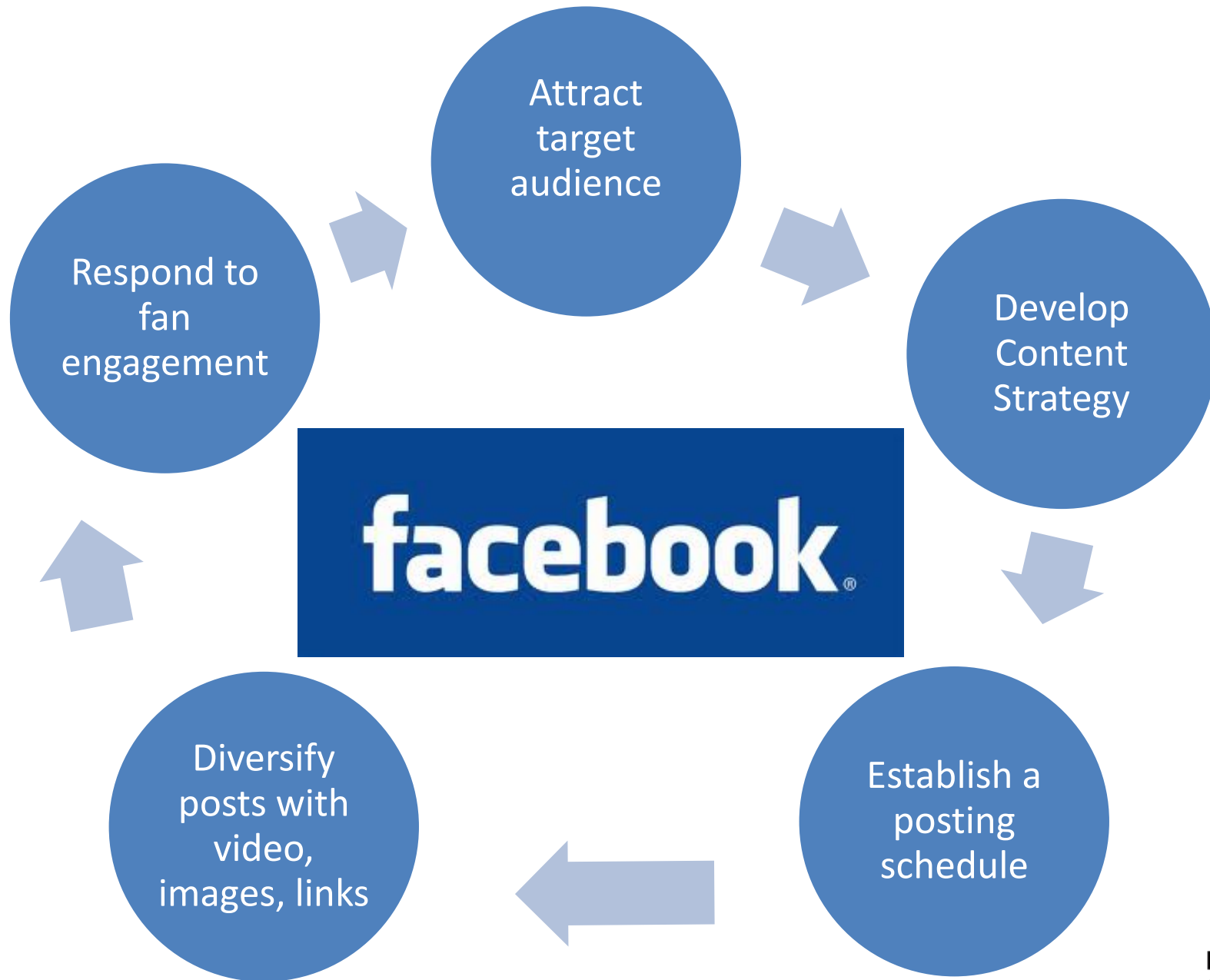




Facebook Strategies That Produce Results October 5, 2011

Developing an Effective Facebook Strategy

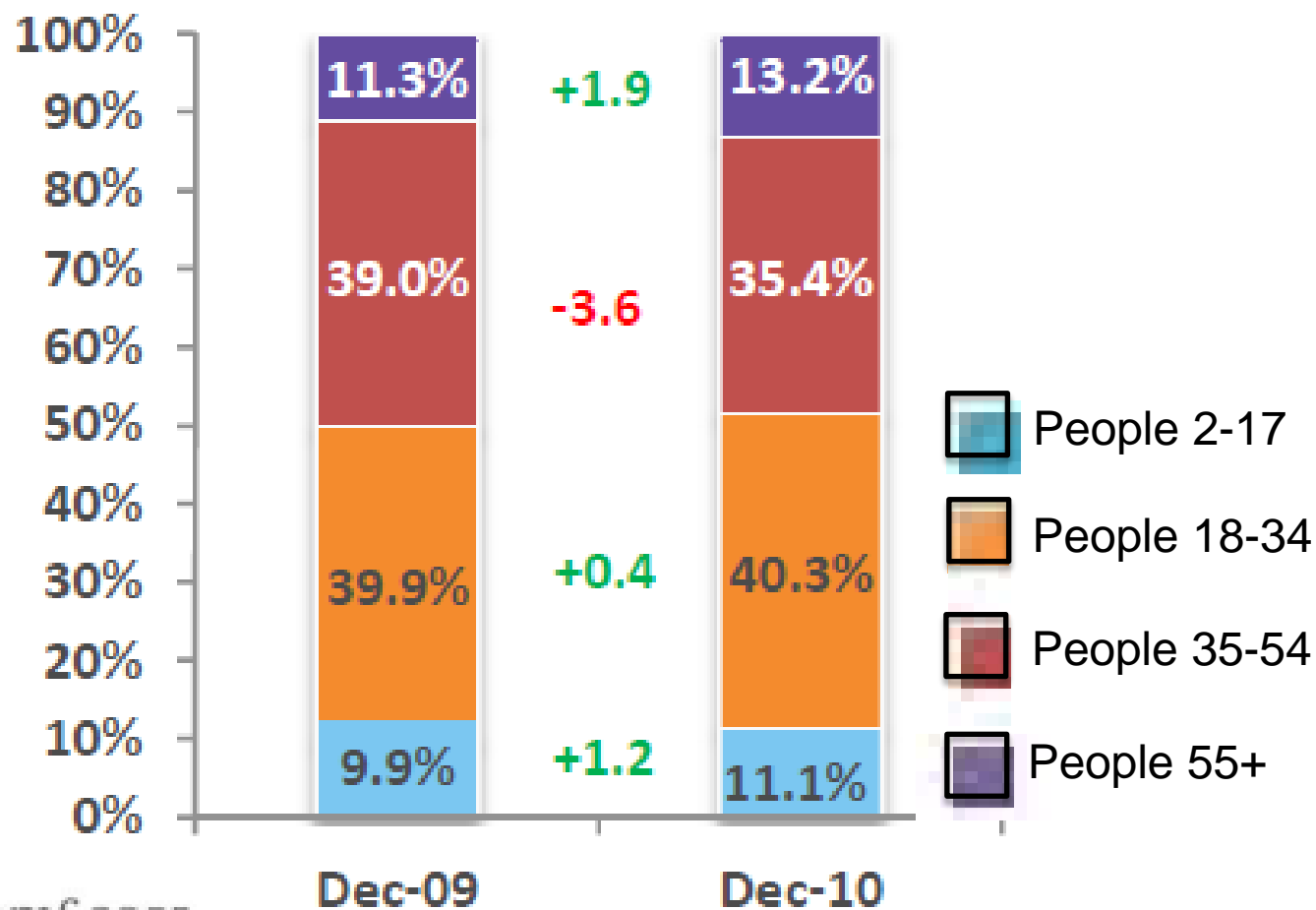


Develop Content Strategy – Understanding the social media behavior of your target

U.S. Demographic Profile


Share of Visitors to Facebook.com

Source: comScore Media Metrix, Dec-2010 vs. Dec-2009



Target Audience Behavior

 Teens have **twice as many friends** than users aged 30-40.


 Teens make almost **3 times as many wall posts** as users aged 30-40.

 Users in their early 20's **list the most activities** in their profile of any age group.



 **Older people write longer updates**, use more prepositions and articles, and talk more about other people including their family.

 Users aged 27 and 28 have **the most uploaded photos**, with an average of 510.

 Users in their 40's upload about as many photos as those in their 20's, but are **tagged in photos 281% less**.

Good vs. Bad Facebook Posts



Good

Engaging with relevant information



Contigo

Tell us your favorite camping activity! Did you know many campsites do not allow glass containers? Make sure to pack a Contigo to stay hydrated whether you are hiking or hanging out at the campfire!



Wall Photos

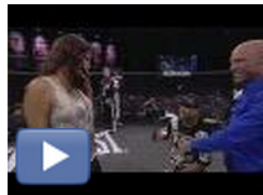
Like · Comment · Share · July 18 at 12:58pm

Diverse and unexpected content



Bellator Fighting Championships

It was "Beauty and The Beast" for Bryan Baker at Bellator 43 who scored a knockout win AND a new fiancée this past Saturday!



Bellator 43 YouTube Moment

www.youtube.com

In a Middleweight Special Feature Fight, inspirational Bellator veteran Bryan "The Beast" Baker impressed against tough UFC and Strikeforce veteran Joe Riggs.

Like · Comment · Share · May 9 at 12:28pm

61 people like this.

View all 17 comments



Bad

Constantly self promotional



Dwight Lofts- Chicago, IL

Looking for a place to live this summer? Dwight Lofts has great options and rates available! Contact the Management Office or email us at live@dwrightlofts.com for more information.

Like · Comment · Share · February 22 at 9:19am



Dwight Lofts- Chicago, IL

Are you looking for housing for the summer? We have great options and rates available! Stop by the management office or email us at Live@Dwrightlofts.com!

Like · Comment · Share · January 25 at 2:17pm

Repetitive unexciting information



The Cleveland Show

Be sure to catch an encore episode of The Cleveland Show - TONIGHT at 9:30/8:30c.

Like · Comment · Share · August 27 at 5:30pm via HootSuite



The Cleveland Show

Cleveland competes to prove his coolness in an encore episode of The Cleveland Show, Tonight at 8:30/7:30c!

Like · Comment · Share · August 21 at 6:00pm via HootSuite

Frequent vs. Staggered Posting

Frequent

- Highly engaged demographic
- Live events
- Cross promotional organizations

Bellator Fighting Championships asked: Best fight of the night?

- Christian M'Pumbu vs. Richard Hale
- Patricio Pitbull vs. Daniel Straus
- Sam Alvey vs. Karl Amoussou

1 · Follow · Ask Friends · May 21 at 10:14pm

Bellator Fighting Championships
Well that right hand convinced us!! Congrats goes out to the first-ever Bellator Light Heavyweight World Champion. Check out who is wearing the belt here:

Bellator 45 Live Results: Christian M'Pumbu vs. Richard Hale
www.bellator.com
Bellator 45 Live Results: Christian M'Pumbu vs. Richard Hale

Like · Comment · Share · May 21 at 10:02pm

Bellator Fighting Championships
Remember this insane moment? Will history repeat itself for Rich Hale, or will Christian M'Pumbu become the first African champion for Bellator?!?! Get ready for the Light Heavyweight World Title Fight!

Bellator 38 moment Richard Hale locks in an incredible inverted triangle submission
www.youtube.com

Like · Comment · Share · May 21 at 9:36pm

Staggered

- Less engaged demographic
- Establish scheduled updates
- Vehicle for customer service

OpenSkies
Extend your Parisian vacation with a tour of wine country on TGV. Get a connection when you book your OpenSkies <http://www.flyopenskies.com/en/special-offers/tgvair.html>

tgv air - OpenSkies
www.flyopenskies.com

Like · Comment · Share · September 21 at 9:53am

OpenSkies
Grab your running shoes and get ready for the 4th annual 5K Paris-Versailles walk on September 25th. <http://www.parisversailles.com/marche.php>

Like · Comment · Share · September 19 at 1:07pm

OpenSkies
Fall is in the air! Enjoy the crisp feeling of the season at this year's Autumn Festival in Paris. From now until December, enjoy various theatre, dance, art, and music exhibits throughout Paris. <http://www.festival-automne.com/home.html>

Like · Comment · Share · September 16 at 11:41am

Examples of Content for Posts

Engaging polls



Bellator Fighting Championships asked: Best fight of the night?

- Christian M'Pumbu vs. Richard Hale ...
- Patricio Pitbull vs. Daniel Straus ...
- Sam Alvey vs. Karl Amoussou ...

1 · Follow · Ask Friends · May 21 at 10:14pm

Attention grabbing videos




Bellator Fighting Championships
It was "Hammer Time" at Bellator 46 as Ronnie "Kid Ninja" Mann leveled Adam Schindler with a devastating left hook to end the featherweight fight early on Saturday. Check it out here:



Bellator 46 Ronnie Mann KO's Adam Schindler
www.youtube.com
Ronnie "Kid Ninja" Mann kicked off the night with a first round knockout of Air Force veteran Adam Schindler.

Like · Comment · Share · June 28 at 4:21pm

Relevant articles




OpenSkies
See the gardens that inspired some of Monet's most famous paintings in Giverny. Tours available daily until November 1st <http://giverny.org/gardens/fcm/visitgb.htm>



Claude Monet's garden at Giverny
giverny.org
Famous gardens of impressionist painter Claude Monet in Giverny, house, water garden and flower garden. Visitor information.

Diverse images



OpenSkies
Dubbed the "Lady Gaga of tennis," check out this great photo from the New York Post on Friday, September 2 of Bethanie Mattek-Sands. Don't forget to send us your questions for Bethanie by this Friday! And see how Bethanie's doing here: http://www.usopen.org/en_US/players/overview/wta130713.html



Wall Photos

Like · Comment · Share · September 6 at 10:21am

Incorporating Video



What Works

👍 User generated videos



Carlyn Ramsey Dixon
can anyone out there relate? :)
Like · Comment · Share · April 26, 2010

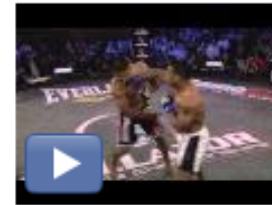
Title: Apr 26, 2010 5:19pm
Shared with: Public

👍 Content that taps into the interest area of the audience



Bellator Fighting Championships

One rule when Hector Lombard enters the cage - do NOT blink! Check out his latest KO here:



Bellator 44 YouTube Moment
www.youtube.com

Like · Comment · Share · May 16 at 5:35pm

👍 80 people like this.

💬 View all 28 comments



Lui Castaneda Great fights bellator , im a big fan now. UFC a bit boring in my opinion
May 17 at 9:40am · Like



Dipesh Kumar wat a punch ...
May 18 at 3:07pm · Like

👍 Humor



Skittles
Like · Comment · Share · April 14

Title: Race the Rainbow [HQ]

Report Video

👍 1,744 people like this.

Incorporating Video



What Doesn't Work



Repetitive Campaigns – Pranks seen too many times



4 people like this. (out of 1,668,873)



Promotional content



14 people like this.



Long, boring instructional videos

Scotch Look Ma, only one hand!



Like · Comment · Share · September 21 at 1:20pm via Scotch

4 people like this.



Only 14 fans out of 882,662 liked video
Too long for promotional content (2:00 min)

Incorporating Video – Bellator, Viral Sensation

- 👍 To date, Bellator has received well over **4 million** views on their YouTube channel with thousand of comments
- 👍 On May 4, 2009, Bellator had the most popular sports video in the world with the Toby Imada Fight Video.



YouTube interface showing the 'Most Popular' section. The top video is 'Bellator V Highlights - Toby Imada vs...' with 816,491 views and a 1:06 duration. A red arrow points from this video to the graph in the adjacent slide.

- 👍 Integration of videos on Facebook page and YouTube Channel exploded fan bases in both platforms

Engaging Fans through Email

- ✉ Entice email newsletter subscribers to like you on Facebook with promotions, special giveaways, etc
- ✉ Incorporate Facebook badge under all employees' email signature
- ✉ Use the newsletter as a teaser of all the Facebook exclusive content



Case Study: PETCO Scavenger Hunt

PETCO Scavenger Hunt Campaign had customers following a treasure map to find hidden scrambled words on PETCO's many social media sites.

Facebook likes increased by **148%**

Email campaign was **responsible for 96%** of the traffic.

The image shows a screenshot of a Petco email newsletter at the top, with the subject line 'Pet Lover, Play our Summer Scavenger Hunt and win!' and a link to 'View as web page'. Below the newsletter is a 'SUMMER SCAVENGER HUNT!' treasure map. The map is on a parchment-like background and features a magnifying glass over the first step: '1. PETCO FACEBOOK PAGE Sunday, August 15. Like PETCO on Facebook and get the first secret letter. We're also giving away one \$100 PETCO Gift Card.' The map lists seven steps: 1. PETCO FACEBOOK PAGE (Sunday, August 15), 2. @PETCO TWITTER (Monday, August 16), 3. THE PETCO SCOOP BLOG (Tuesday, August 17), 4. PETCO FOUNDAER FACEBOOK PAGE (Wednesday, August 18), 5. @PETCOREALS TWITTER (Thursday, August 19), 6. UNLEASHED BY PETCO FACEBOOK PAGE (Friday, August 20), and 7. INSPIRATION NATURAL PET FACEBOOK PAGE (Saturday, August 21). A 'PRIZES' box indicates '\$500 PETCO Gift Cards to five randomly selected people who guess the correct word at the end of the Scavenger Hunt plus surprise prizes each day.' A 'UNSCRAMBLE' section at the bottom states: 'Sunday and Monday, August 22 and 23. Come back to the Scavenger Hunt Homepage after you have dug up all the letters and unscrambled the secret word. Five people who submit the correct word will be randomly selected to each receive a \$500 PETCO Gift Card.' A 'Learn More' link and 'Summer Scavenger Hunt Terms and Conditions' link are also visible.

Engaging Fans through Email

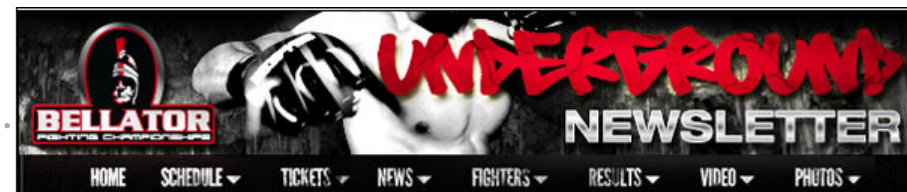
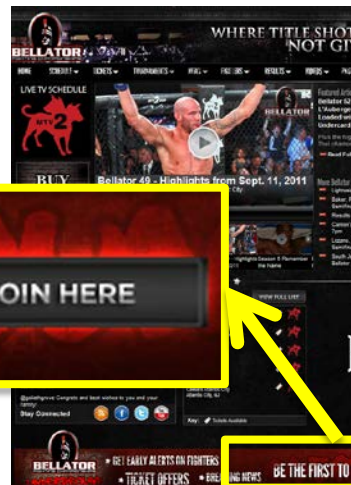


Bellator Underground Newsletter

- The **Bellator Underground** weekly newsletter communicated directly with fans as Bellator CEO Bjorn Rebney and invited them to connect further with Bellator

Results

- Bellator Underground garnered **10,000 subscribers** and all fans were directed to all Bellator social media platforms



Dear Bellator Underground Member,

Bellator 26 in Kansas City is now in the books and it didn't disappoint those in attendance at the Kansas City Power & Light District. The Bantamweight Tournament kicked off with Jose Vega taking the rubber match over Danny Tims with a unanimous decision. Two more semifinalists were slotted with Heavyweight Alexey Oleinik scoring a split decision over Mike Hayes to move forward and Lisa Ward registering a convincing unanimous decision over previously undefeated Aisling Daly. The fight of the night was the tussle between Steve Carl and Tyler Stinson, where Carl earned a technical submission to gain entry into the Season 4 Welterweight tourney

This week, the action shifts to San Antonio, where the Bantamweight tourney completes the quarterfinal round and the Bellator Featherweight Championship is on the line. Be sure to [tune in to watch](#) this week's fights LIVE on Fox Sports Net this Thursday night beginning at 8 p.m. ET.

Bellator 27 Live From San Antonio, TX

Bellator returns to the Majestic Theater in San Antonio for a packed [fight card](#) of nine scheduled bouts that will feature the first-ever Bellator Featherweight Championship title defense. The main event features undefeated Bellator Champion Joe Soto (9-0) versus Season 2 Tournament winner Joe Warren (5-1) in Soto's first defense of the Featherweight title.

In tournament action, three Bantamweights will punch their tickets to the next round in some highly anticipated matchp. Upstart Nick Mamalis (10-4) will look to continue his winning way in the Bellator cage when he takes on grappling specialist Zack Makovsky (9-2), Ulysess Gomez (6-1) will match his submission skills up against Travis Reddinger (14-2) and Bryan Goldsby (12-11) will be looking to score another big upset over Ed West (13-4).

Don't forget to follow the fight action online each Thursday night with our [Blogging Team](#) to catch all the play-by-play action and chat with other Bellator fans.

Thank you,
Bjorn Rebney, CEO

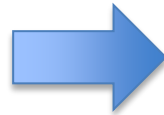


Engaging Contests to Increase Likes

Create Hook to Attract Target Audience



- Compelling prize that speaks to the target audience

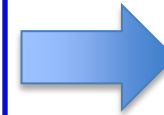


Follow Facebook Guidelines



NORTH SOCIAL

- Use a third-party app



Get More than Likes



- Obtain more information from your target audience

Remember to combine these elements to create a powerful contest that will attract a great amount of “likes” and enhance fan engagement.

Engaging Contests to Increase Likes Big Companies



OpenSkies Tennis Sweepstakes

Strategy

- People who liked the OpenSkies Facebook had a chance to win a trip to Paris for the French Tennis Championships and meet American tennis star Bethanie Mattek-Sands.

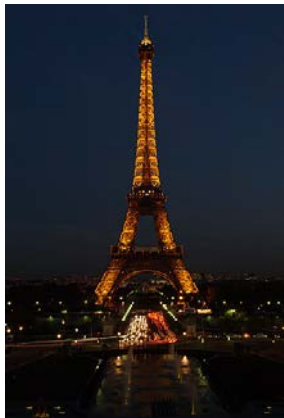
OpenSkies

Need a vacation? Today is the last day you can enter our Sweepstakes to win a trip for two to Paris on OpenSkies! "Like" our page, then click on the "Sweepstakes Tab" to enter! Good Luck to everyone!

Like · Comment · June 15 at 12:02pm

41 people like this.

Write a comment...



USA TODAY | Tennis

Results

- 2,000 likes
- OpenSkies repurposed the entrant information to use in future email marketing.
- Top tier media coverage and permanently increasing OpenSkies' Facebook activity.



Alpaytac Inc.

Engaging Contests to Increase Likes Small Business Level

- Objective is to attract more fans and enhance engagement
- Execute cost-effective giveaways with small prices
- Examples:


Trivia

Travelzoo
Here is today's Guess the Price Trivia clue: An 8-night New Zealand vacation including roundtrip airfare from San Francisco or Los Angeles, airport transfers, four nights at the 5-star Pullman Auckland, flight between Auckland and Queenstown and four nights at the 4.5-star Millennium Queenstown. Can you guess the price? First person to guess correctly wins a prize.
Like · Comment · Share · Yesterday at 10:36am
33 people like this.
View all 589 comments View 1 share

Poll

Gymboree
Gymboree is planning to run some great contests this year. What would you really like to win as a prize? Please take our short survey and let us know what you think.
<http://www.zoomerang.com/Survey/WEB22C7DM8DTFX/>
Click here for a short survey
www.zoomerang.com
Like · Comment · Share · April 7 at 3:39pm
88 people like this.
View all 109 comments

Like Request

Playaway
Don't forget to enter our Love View Like Us Sweeps! 1 Library has the chance to win 5 FREE Playaway Views. Spread the love! [Open through July 6.]
**Love View Like Us Sweeps - Win 5 FREE Playaway Views!**
playaway.com
Like us and enter for the chance to win 5 FREE Playaway Views for your library!

User Generated Content

THE OFFICIAL i9 SPORTS
Tomorrow is the last day to vote for the winner of the Summer Vacation with i9 Sports Photo Contest. Vote by pressing "Like" for your favorite photo! Don't forget to vote!
**Summer Vacation with i9 Sports Photo Contest**
Vote for the winner of the Summer Vacation with i9 Sports Photo Contest by pressing "Like" for your favorite photo!
By: THE OFFICIAL i9 SPORTS
Photos: 48
Like · Comment · Share · September 13 at 7:53am

Small Business Example: BodyGuardz Facebook Giveaways

 Incorporate engaging videos in giveaways

BodyGuardz

Tell us what you want to see any BodyGuardz product versus next. Two random comments win the same BodyGuardz T-Shirt Dain is wearing in this video!



BodyGuardz vs. CrossFit Athletes

www.youtube.com

An all out battle between who is stronger: BodyGuardz Clear Skins or the CrossFit athletes in our first edition of BodyGuardz vs. BodyGuardz products are ava...

 Like · Comment · Share · June 2 at 10:19am

 Provide online coupons

BodyGuardz

It's official people, Apple to talk iPhone on October 4th.

To celebrate, first 10 people to use code: FLASH40 will receive 40% off up to three items on BodyGuardz.com. (\$5 cases and replacements excluded)




Apple holding iPhone 5 event on October 4

news.cnet.com

The company says it will hold the event at 10 a.m. PT next Tuesday where it will 'talk iPhone.' Read this blog post by Don Reisinger on The Digital Home.



 Award people who comment on posts

BodyGuardz

Must-read review from iPhoneLife Magazine on our earjax Lyrics series! Tell us your favorite music group/artist. Random comment by tonight at midnight tonight wins a pair of Lyrics!



Review: Lyrics Edition by BodyGuardz | Mitch Stevens | iPhone Life

www.iphonelife.com

The ultimate destination for iPhone, iPod touch, and iPad users, featuring iPhone Life, the only print magazine for iPhone, iPod touch, and iPad users. Constantly updated news, reviews, blogs, apps, tips, best sites and more!

 Like · Comment · Share · August 17 at 9:46am

 Have polls for fans to decide prizes

BodyGuardz asked: Next week's giveaway prize: \$150 BodyGuardz gift card or an Apple TV? You decide!

- \$150 BodyGuardz Gift Card** ...
- Apple TV** ...

Confronting Negative Comments

When it is OK to:



- ✂ When comment is **racist, hurtful or offensive**
- ✂ When comment is **spam** promoting a service or selling product unrelated to your brand
- ✂ When comment is generated by **underage consumer**



Case Study: Bellator Dealing with Spammer

Solution: We responded to only one post asking spammer for his contact information and to reach out to specific e-mail addresses

Bellator Fighting Championships The Link to the weigh-in's is up! Watch at Bellator.com starting at 8 CST. Link: <http://bit.ly/aODLkO>

Friday at 5:49pm via TweetDeck · Like · Comment

15 people like this.



Mickey Lovell Is Bellator coming to UK tv ??

Friday at 5:51pm · Like · 2 people



Terry R Piwinski so just read the article.... why no elbows till the finals?

Friday at 6:24pm · Like · 2 people



Johnny Bones I would like to know why this page bans people from being able to interact for no apparent reason? And then the website fails to respond when a dedicated fan goes thru the trouble of sending emails just to find out why?! Good job at losing fans before you even gain enough of them!!!

Friday at 10:30pm · Like · 1 person



Brian Bell Ive been interacting on this page all day. You were probably spamming or something.

Friday at 11:27pm · Like · 1 person



Bellator Fighting Championships Hi Johnny, we would like to address your concerns personally. Please provide us with your contact information, or e-mail the addresses provided in the "About Bellator" section of Bellator.com. Thank you.

Saturday at 11:12am · Like

- **Treat social media as in real life**



- **Make it worth your fans' time**



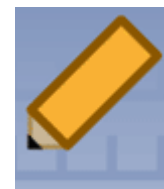
- **Initiate conversations**



- **Stay visible at all times**



- **Create a post schedule**



Contact Information



If you have any questions on comments on the presentation please do not hesitate to contact me at huma@alpaytac.com.



Like us on Facebook at <http://www.facebook.com/AlpaytacPR>



Follow us on Twitter at @Alpaytac_PR



Connect with us on LinkedIn at <http://www.linkedin.com/company/alpaytac-marketing-communications-public-relations>

Thank you!