Maximizing Facebook Reach through Visuals

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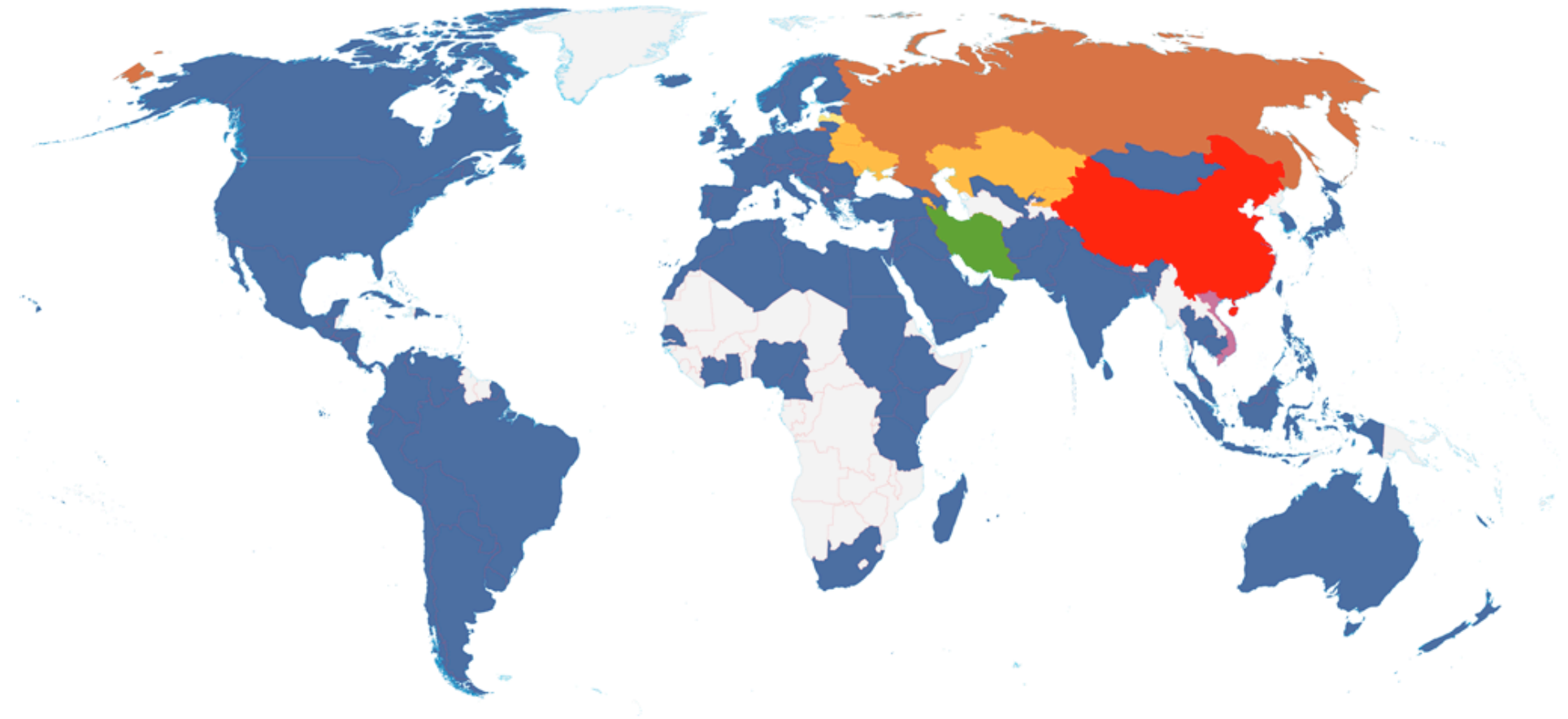
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Agenda

How Does Cisco Maximize Engagement and Reach through Visual Content?

- How Do We Spotlight our Most Engaged Fans and Customers?

- Integrating Visual Content from Other Social Networks

- Tips and Tricks for Posting Visual Content

- Leveraging Paid Services on Facebook to Drive Additional Reach

- Key Takeaways

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WORLD MAP OF SOCIAL NETWORKS
June 2012

Legend:
- Facebook
- QZone
- V Kontakte
- Odnoklassniki
- Draugiem
- Zing
- Cloob

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Around 75 unique Cisco Facebook pages ranging from different technology solutions to country-specific pages…

| Technology/Industry Specific Cisco Pages		Global Cisco Facebook Pages	
Cisco (Corporate)	Cisco Security	Cisco Brasil	Cisco Africa
Cisco Collaboration	Cisco WebEx	Cisco France	Cisco South
Cisco Data Center	Cisco CSR	Africa	
Cisco Channels	Cisco	Cisco Canada	
WAAS		Cisco Mexico	
Cisco TelePresence	Cisco	Cisco Denmark	
SP360		Cisco Finland	
Cisco Wireless	Cisco IBSG	Cisco Israel	
Cisco Insights	Cisco IT	Cisco Italia	
Cisco Education	Cisco Live!	Cisco Cono Sur	
Cisco Health	Cisco	Cisco Latin America	
Enterprise		Cisco Middle East	
Cisco Events		Cisco Netherlands	
Cisco Networking Academy		Cisco Norway	
Cisco Support		Cisco Portugal	
Cisco Retail		Cisco Sweden	
Cisco Manufacturing & Energy		Cisco UKI (UK & Ireland)	
Cisco Career Certifications		Cisco Australia & New Zealand	
Cisco Linksys		Cisco Russia	
Cisco Small Business		Cisco Poland	
Cisco Borderless Networks			
Cisco Channels			

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- **Established 2008 to engage with our loyal fans and customers**
- **Content focused on news, trends and information related to technology**
- **Encourages two way conversation**

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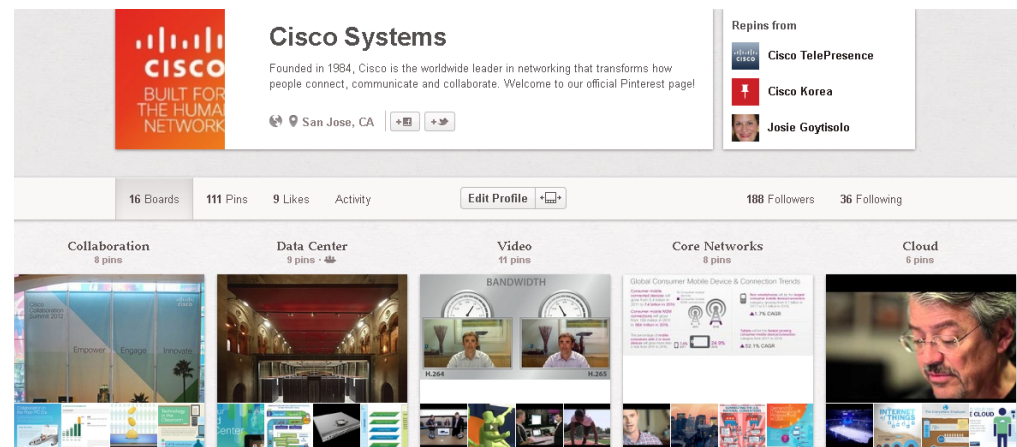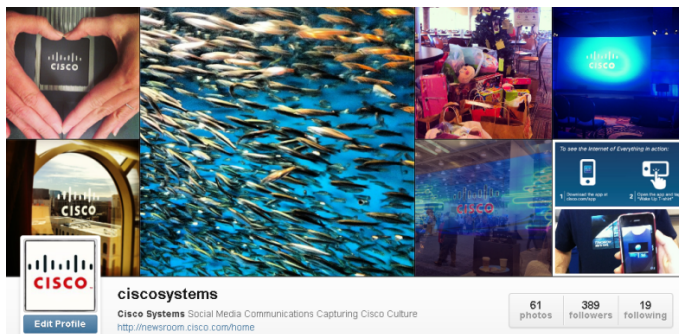# How Do We Engage with Fans and Customers?

- SuperFan Program: show us that you're a Cisco SuperFan

    -20% increase in average engagement

    -200% increase in Likes
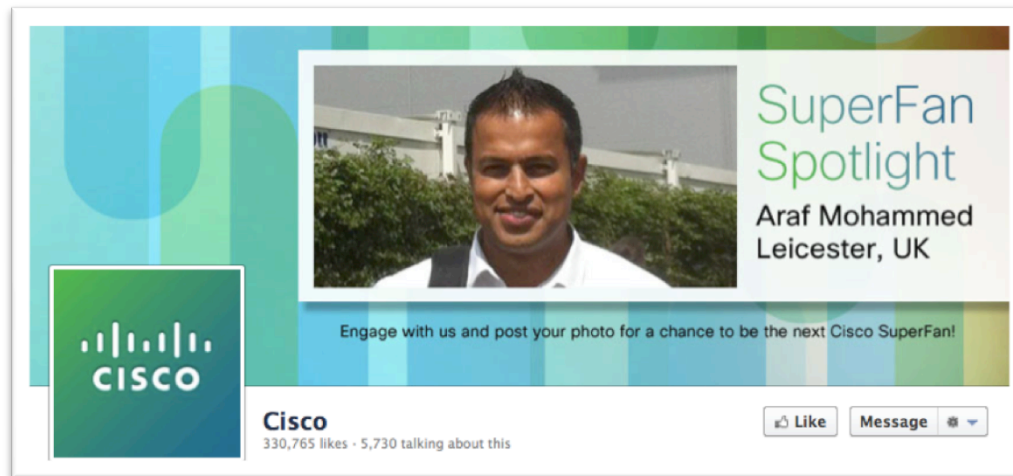
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Integrating Visual Content

- **Instagram: channel to pull in additional visual content**

    -**example: CES 2013**

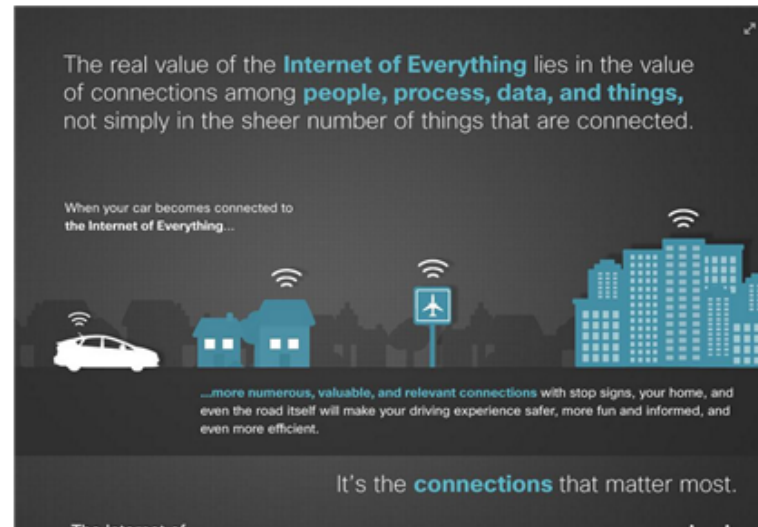- **Pinterest: provides context and repository**

    -**example: MNL Series**

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Advertising on Facebook to Increase Reach

- **Facebook Ads and Sponsored Stories**

- **How are they used?**

- **Cisco's brand campaign**

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Performance of Posts

	Nov 7th [1]	Nov 16th	Nov 28th
Impressions	20585	108745	111520
[Imp] Organic	16160	17754	26560
[Imp] Viral	38	816	2403
[Imp] Paid	4401	95412	89344
Likes	55	432	1045
Comments	25	14	25
Shares	6	19	230
Clicks	**880** [2]	**572**	**959**
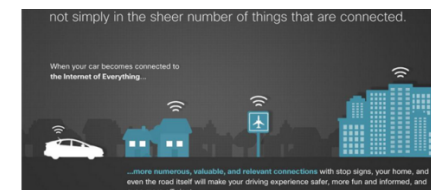
[1] only 3 days paid
[2] #'s included all FB placements across Cisco accounts

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Campaign Results

Nov 7th

Campaign Reach?	Frequency?	Social Reach?	Actions?	Clicks?	CTR?	Spent?
24,672	2.0	3,431	551	412	0.846%	$21.81

	Name	Status ?	Reach ?	Freq. ?	Social Reach ?	Actions ?	Clicks ?	CTR ?	Bid ?	Price ?
☐	DaveEvans117IoEBlog	✔ ▼	24,550	2.0	3,317	549	409	0.843%	Auto Optimized CPM	$0.45 Optimized CPM
☐	Cisco - Sponsored Stories	✔ ▼	124	1.3	121	2	3	1.923%	Auto Optimized CPM	$0.77 Optimized CPM

Nov 16th

Campaign Reach?	Frequency?	Social Reach?	Actions?	Clicks?	CTR?	Spent?
96,976	2.2	52,717	872	1,385	0.662%	$99.86

	Name	Status ?	Reach ?	Freq. ?	Social Reach ?	Actions ?	Clicks ?	CTR ?	Bid ?	Price ?
☐	Cisco - Ad	✔ ▼	96,139	2.1	51,840	866	1,370	0.664%	Auto Optimized CPM	$0.48 Optimized CPM
☐	Cisco - Sponsored Stories	✔ ▼	997	2.9	988	6	15	0.517%	Auto Optimized CPM	$0.40 Optimized CPM

Nov 28th

Campaign Reach?	Frequency?	Social Reach?	Actions?	Clicks?	CTR?	Spent?
105,444	1.7	62,465	5,092	4,439	2.427%	$100.00

	Name	Status ?	Reach ?	Freq. ?	Social Reach ?	Actions ?	Clicks ?	CTR ?	Bid ?	Price ?
☐	Cisco - Ad	✔ ▼	102,513	1.7	58,829	4,967	4,282	2.468%	Auto Optimized CPM	$0.56 Optimized CPM
☐	Cisco - Sponsored Stories	✔ ▼	3,915	2.4	3,891	125	157	1.669%	Auto Optimized CPM	$0.35 Optimized CPM

Key Takeaways

- Recognize engaged users

- Visual content is the future!

  -Photo posts receive up to 30% more engagement than text posts in Facebook Timeline

  -Fastest-growing social networks are Pinterest and Instagram

- Experiment more with Pinterest, Instagram and other visual social networks.

- Experiment with paid Facebook services- $200 can go a long way.

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Thank you!