

Making the Most of Facebook

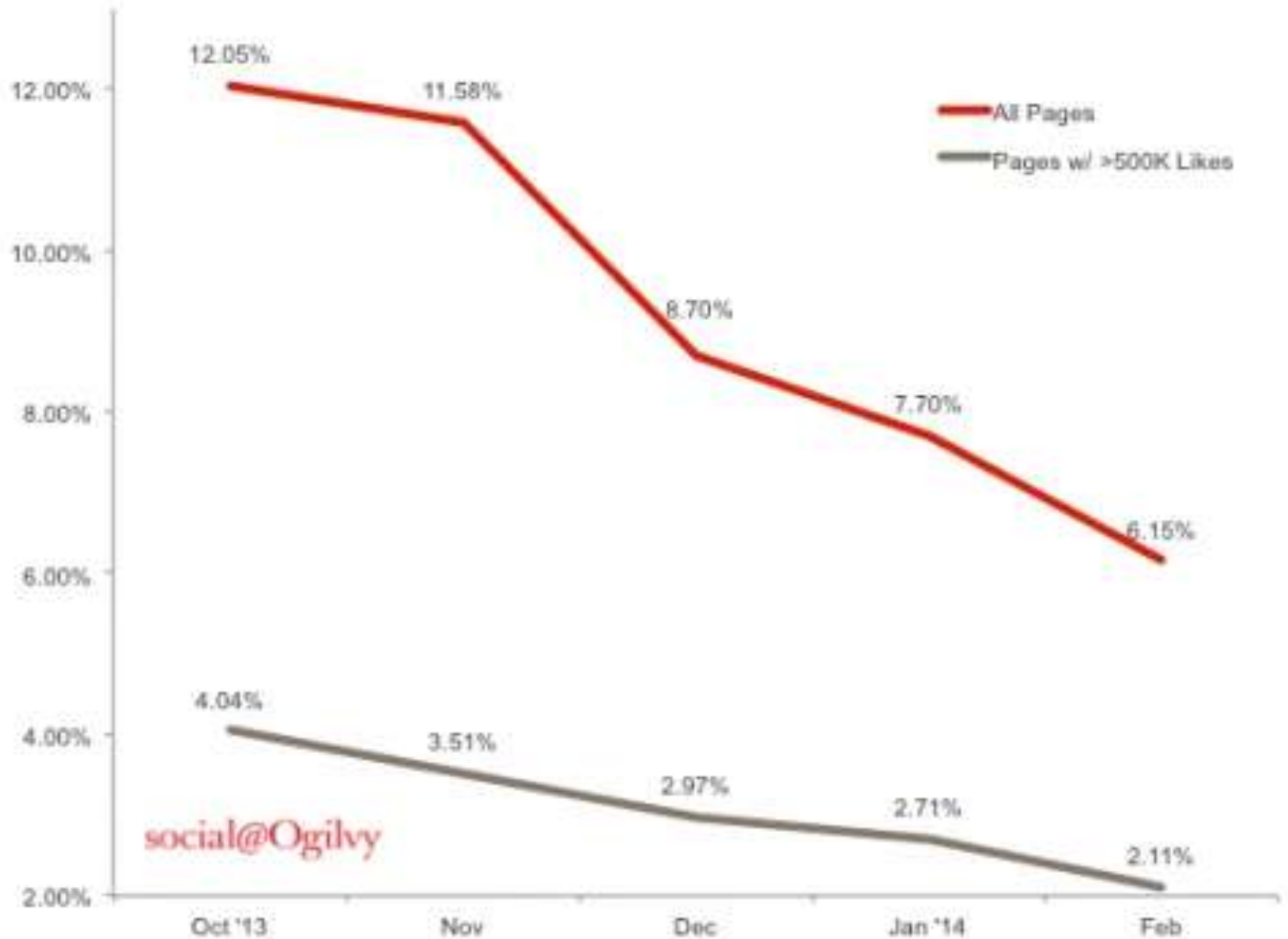
Social Media 20/20 Summit San Francisco

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@runningjen



Average Organic Reach of Content Published on Brand Facebook Pages



social@Ogilvy

Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

Making the most of Facebook as an *advertising network*

Today's Truths about Facebook

- Page likes are irrelevant
- Content is still king
- Data has never been more important → Target, Test, Measure, Optimize

Maximizing Content Performance

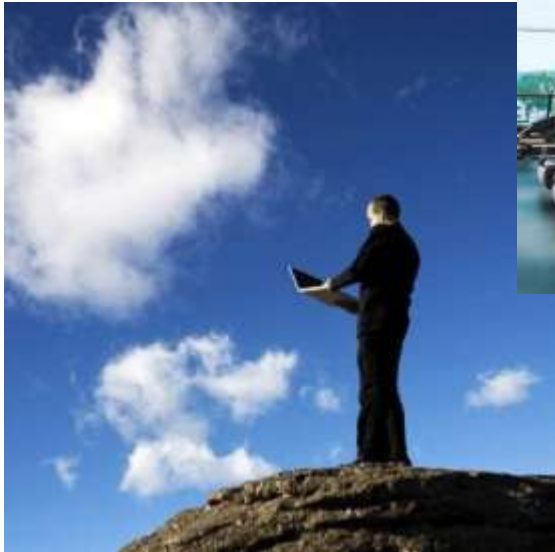
- Know your Content Objectives
 - Reach, Engagement %, Cost Per Engagement, Click-Through, Video Completion, etc
- A/B (...and C and D and E...) test
- Be fanatically attuned to performance, adjust & optimize in real time

What are the right metrics?





It completely depends on your brand & objectives



Optimizing for Engagement

Post objective: Engagement (shares, likes, comments)

Measure: % ENG rate & Cost per Engagement (CPE)

Example Calculations:

$$\text{\% ENG rate} = \frac{\text{Total \# Engagements}}{\text{Reach}}$$

$$5\% = \frac{5,000}{100,000}$$

$$\text{CPE} = \frac{\text{Media Spend}}{\text{Total \# Engagements}}$$

$$\$0.15 = \frac{\$750}{5,000}$$

Optimizing for Click-Through

Post objective: Link Clicks

Measure: Click-through Rate (CTR) & Cost per Link Click (CPLC)

Example Calculations:

$$\text{CTR} = \frac{\text{Total \# Click-throughs}}{\text{Reach}}$$

$$\text{CPL C} = \frac{\text{Media Spend}}{\text{Total \# Click-throughs}}$$

$$0.6\% = \frac{600}{100,000}$$

$$\$1.25 = \frac{\$750}{600}$$

POP
QUIZ

A hand holding a pencil is positioned over the word 'QUIZ' in the title 'POP QUIZ'. The text is rendered in a bold, black, hand-drawn font with a textured, charcoal-like appearance. The background is a light, off-white color with a subtle, faint grid pattern.

Which had higher Engagement?



Intel

Alpine ski technology remained unchanged for 20 years until the invention of the parabolic ski. The curved design greatly increased speed and maneuverability, creating a whole new breed of skier.



Intel

The record for longest ski jump is 246.5 meters. That's more than the length of two soccer fields.

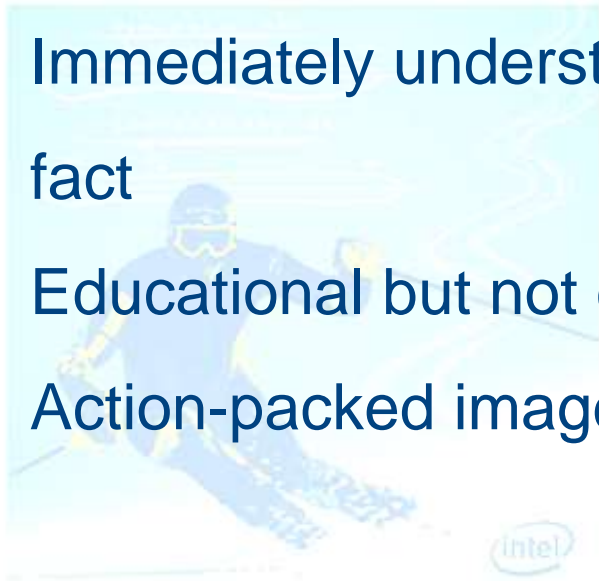


Which had higher Engagement?



Intel

- Short copy
- Immediately understandable fact
- Educational but not complex
- Action-packed image



Intel

The record for longest ski jump is 246.5 meters. That's more than the length of two soccer fields.



2x

Which had higher Engagement & CTR?



Intel

Do you know what's inside your digital devices? Learn about the move to Conflict-Free Minerals <http://intel.ly/19wcd7j>



Intel

Leading the way to a sustainable supply chain: why we're taking a stand on conflict minerals <http://intel.ly/1djELO2>



Which had higher Engagement & CTR?



Intel

Do you know what's inside your digital devices? Learn about the move to Conflict-Free Minerals <http://intel.ly/19wcd7j>



2x -
2.5x

- Thought-provoking question
- Opportunity to learn more
- About YOU not about US
- Unique & striking image
- Stops you in your feed

5 More Content Best Practices ...

“Top 10”



Page link post



Instagram-style imagery



Native video upload

Simple CTA's

- Click Here
- Learn more

Thank You!