



Case Studies: Effective Brand Storytelling on Facebook

LAUREN FRIEDMAN | SOCIAL BUSINESS ENABLEMENT @ ADOBE



Effective Brand Storytelling on Facebook

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About Me

- Since the 5th grade, always wanted to be a writer
- Fell in love with San Francisco
- Worked at a very small startup acquired by Adobe
- Spends way too much time on social media
- Passionate about connecting people to people



Lauren Friedman

Update Info

View Activity Log



Timeline

About

Photos 1,503

Friends 932

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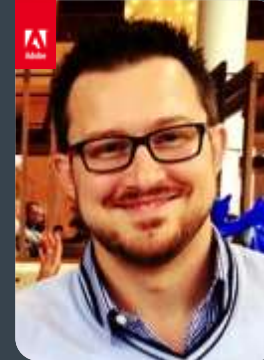
BE AUTHENTIC.

 @lauren_hannah #PRNews



“Share only **what you know** about and **what you believe in.**”

Rufus Deuchler, WW Evangelist




“Don't underestimate the **value of plain speak** and level of **humanization**; they can **smell it** if it's not.”

- Jacob Surber, Sr. Product Mgr

Remember the root of social media:

Connecting people to people.

BE AUTHENTIC.

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Adobe is...



Creative... Visionary... Customer-Focused... Innovative... Visual...



Viewers are 85% more likely to purchase a product after watching a product video.
- Internet Retailer

Consumers are 44% more likely to engage with brands if they post pictures than any other medium. - ROI Research



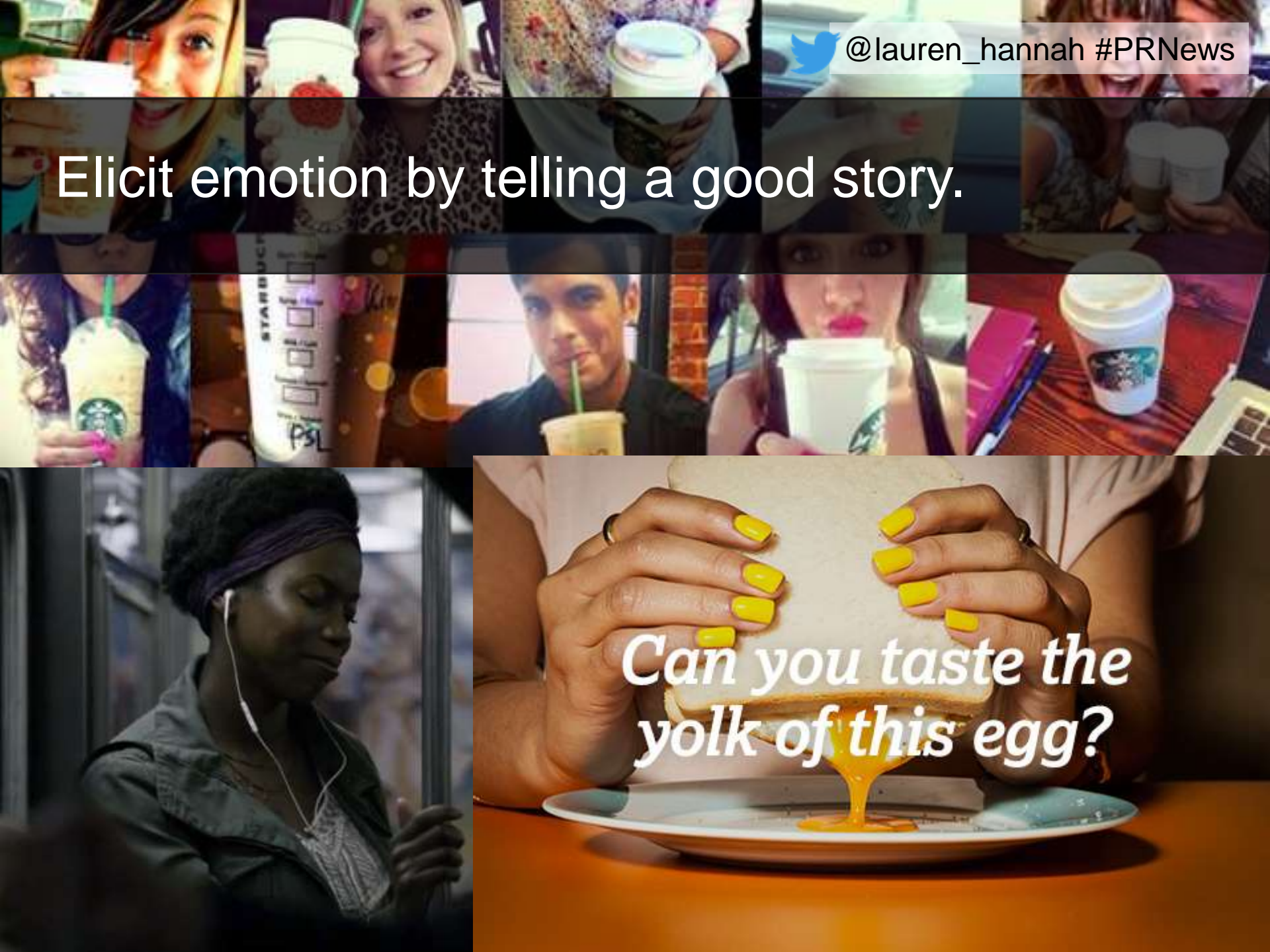
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Our brains process visuals 60,000 times faster than text.



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Elicit emotion by telling a good story.



Can you taste the yolk of this egg?



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Be useful by
sharing
videos.



A full-page background image of a male runner with a prosthetic left leg running on a sandy dune at sunset. The runner is wearing a white cap, a brown t-shirt, and black shorts. The sun is low on the horizon, creating a bright orange and yellow glow. A dark horizontal bar is overlaid across the middle of the image, containing the text.

Inspire action with overlays and quotes.





Curate & Create

1. Curate content from 3rd party sites.
1. Gather user-generated content.
1. Create original content (blog posts, images, articles).
1. Showcase brand value (new product releases, CSR, events).

Schedule & Publish

1. Use an editorial calendar to schedule content in advance.
1. Use tags to categorize your content to later measure success against themes.
1. Publish different types of content at different times throughout the day to gauge what time of day/day of week garners the most engagement

Moderate

1. Respond to customer service inquiries.
2. Thank customers.
3. Respond to positive comments.
1. Encourage your community to engage with each other.



Map calendar to events, campaigns,
conversations.

Leverage existing content.

Be nimble & flexible with your
calendar.



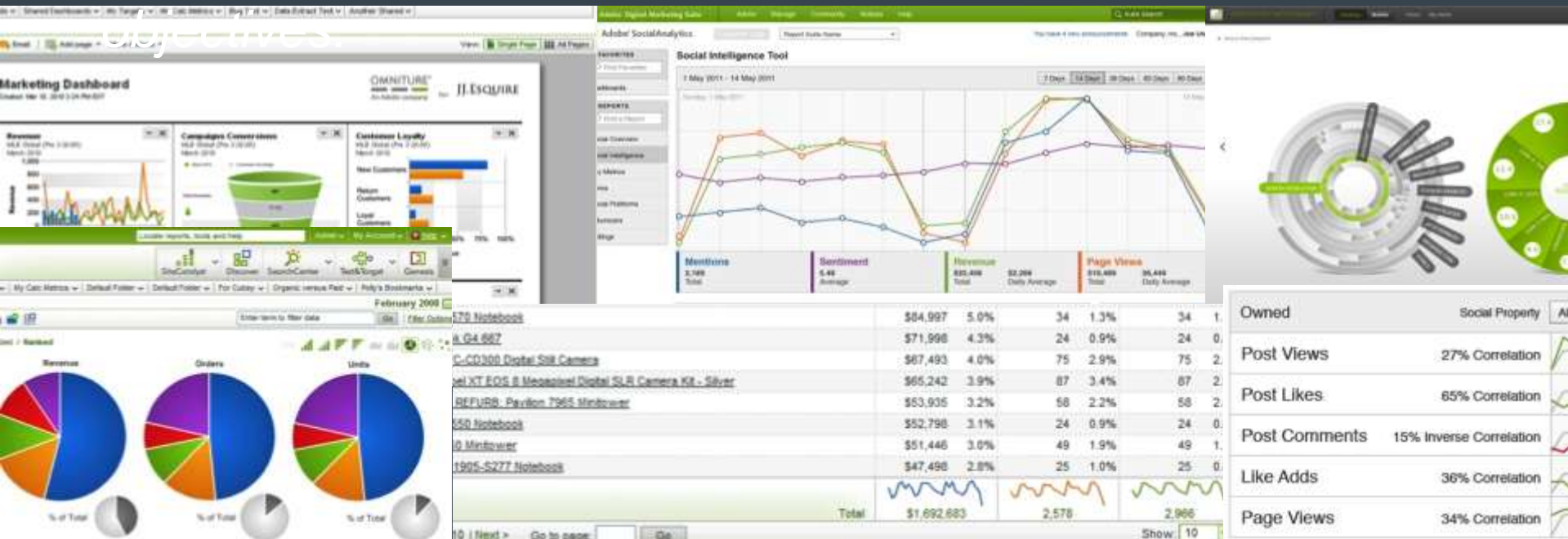


Counting metrics (*Likes, Retweets, Views, etc.*) show program performance, not business performance.

Outcome metrics (*Reach, Conversion Rate, etc.*) quantify the impact of social media programs.

Use a measurement tool like Adobe Social to track against KPIs.

Hint: Your KPIs should tie directly to your business





NOTE TO
SELF: Social is
about
connecting
people to
people

Tell stories
through visual
content.

Plan ahead.
Don't get
caught without
a plan.

Always be
measuring
against KPIs
(that ladder into
your Business
Objectives!)



Thank you.

Questions? Keep in touch.

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