

Facebook Marketing: Challenges & Opportunities

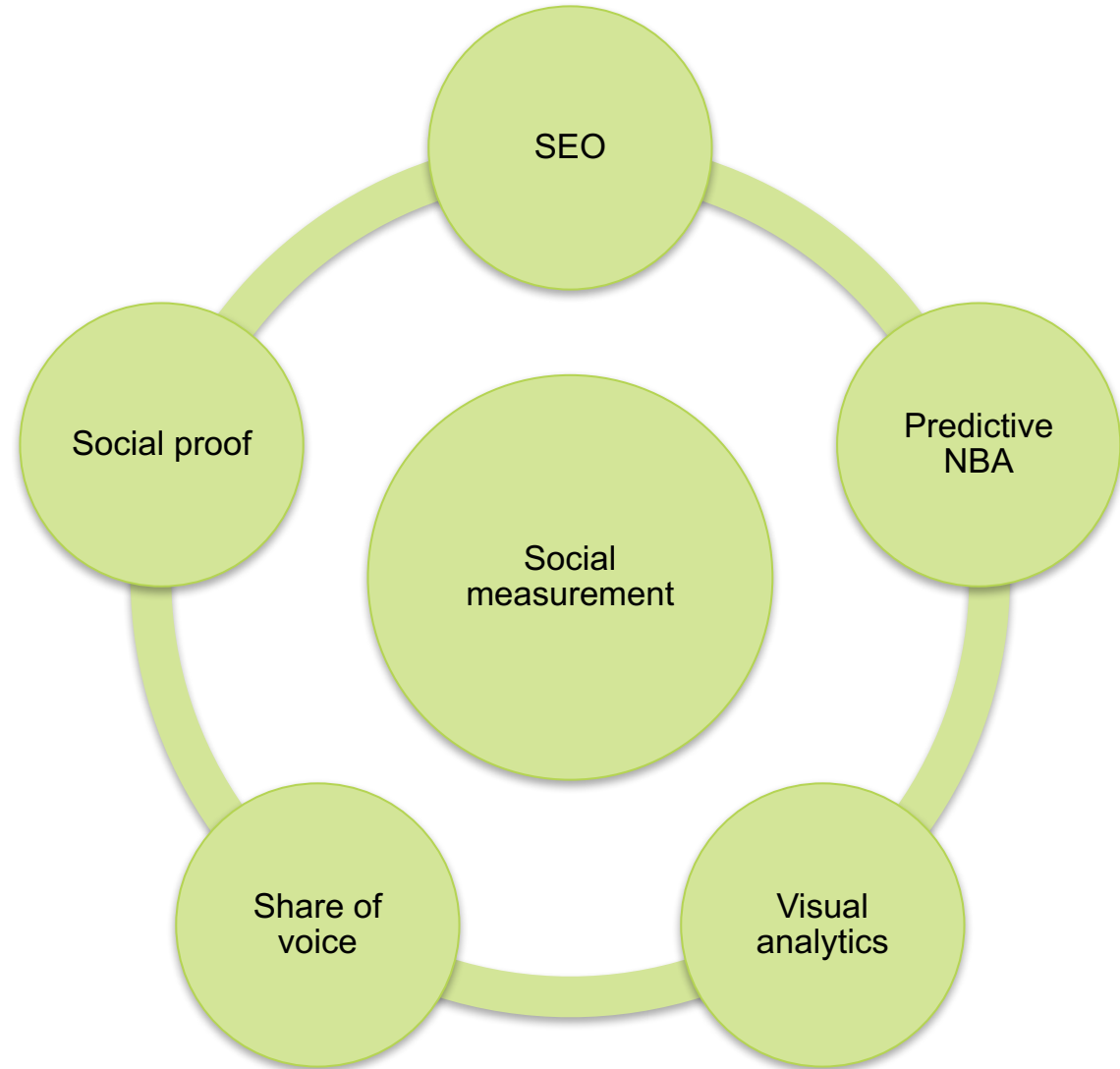
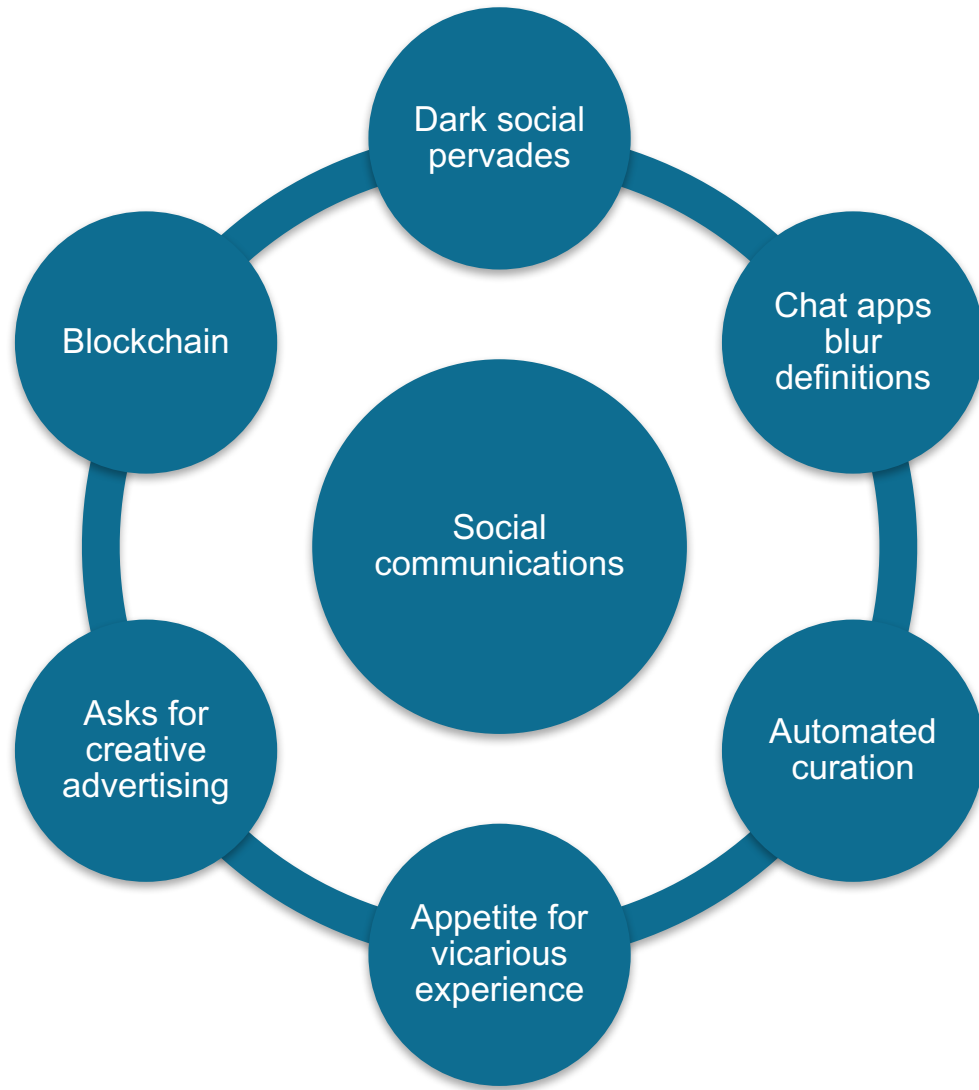


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April 20, 2017

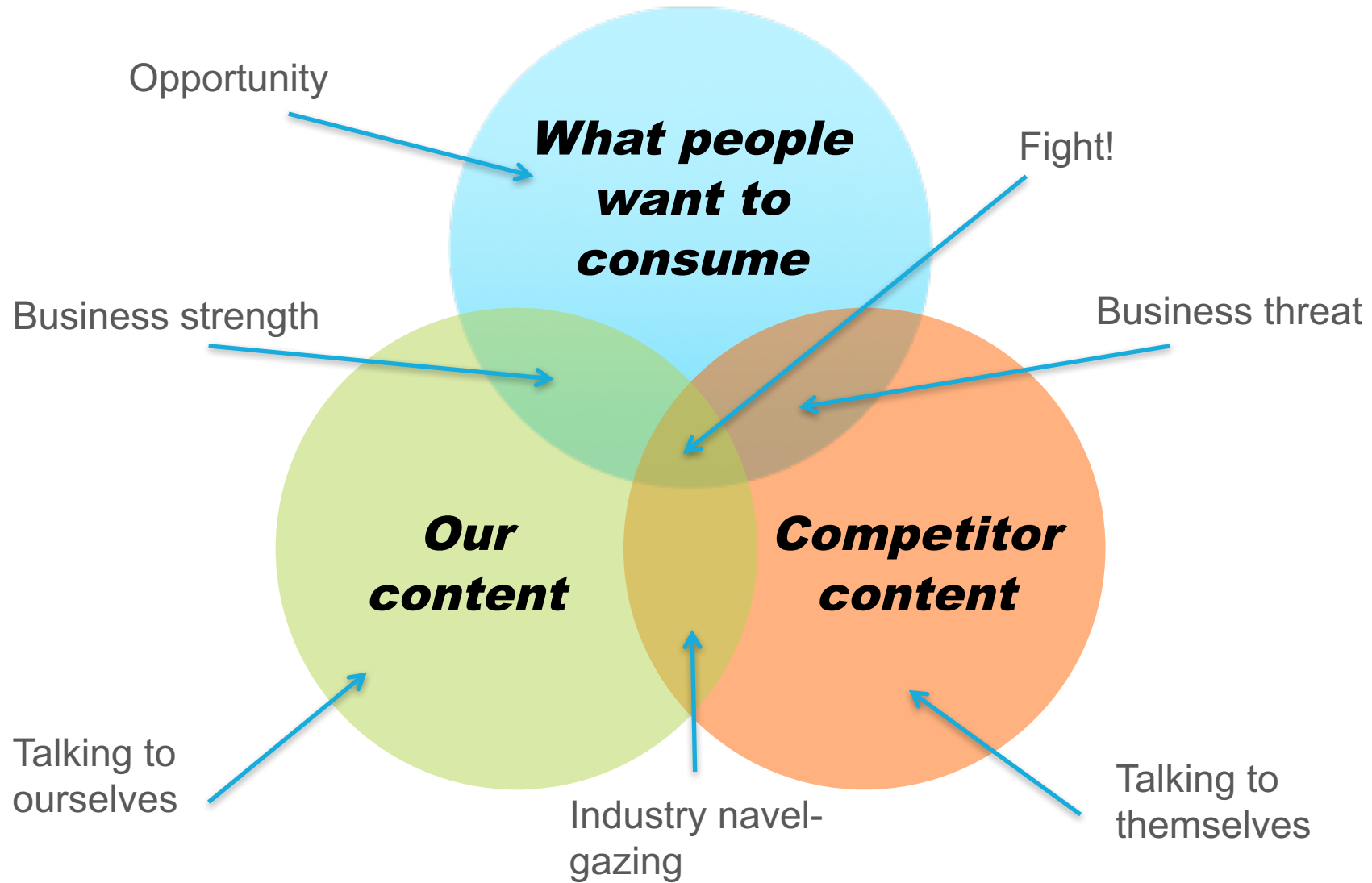


- More than **37,500 customers** – 1,000+ added per quarter for the last 21 quarters – in 150+ countries across multiple industries.
- Over **85 of the Fortune 100 and half of the Global 2000** rely on us to improve their cybersecurity posture.
- Fiscal year 2016 revenue was **\$1.4 billion**, a 49% year-over-year increase – growth that significantly outpaced the industry.
- Ranked an enterprise firewall market leader by Gartner in 2011, 2012, 2013, 2014 and 2015 (published May 2016). Partnered with elite leaders, such as Accenture, Amazon Web Services, Microsoft, Proofpoint, PwC, Splunk and VMware.
- Global support organization (Americas, EMEA, Asia and Japan) recognized for exceptional services, including J.D. Power and TSIA “Outstanding Customer Support Experience” (2015; 2016) for assisted support and TSIA “Outstanding Worldwide” rating (2015) for commitment to customer support
- Ranked **#1** as “best place to work” in the BayArea by SF Business Times (2016) with ~4,100 employees worldwide.

Social Environment in 2017



Take a step back: What's really useful?



Take a step back: What makes you “you”?

CORPORATE SALES REPRESENTATIVE



Entdecke das Leben in Amsterdam und schliesse
Business Deals in Eigenverantwortung sowie mit unseren
Vertriebspartnern!

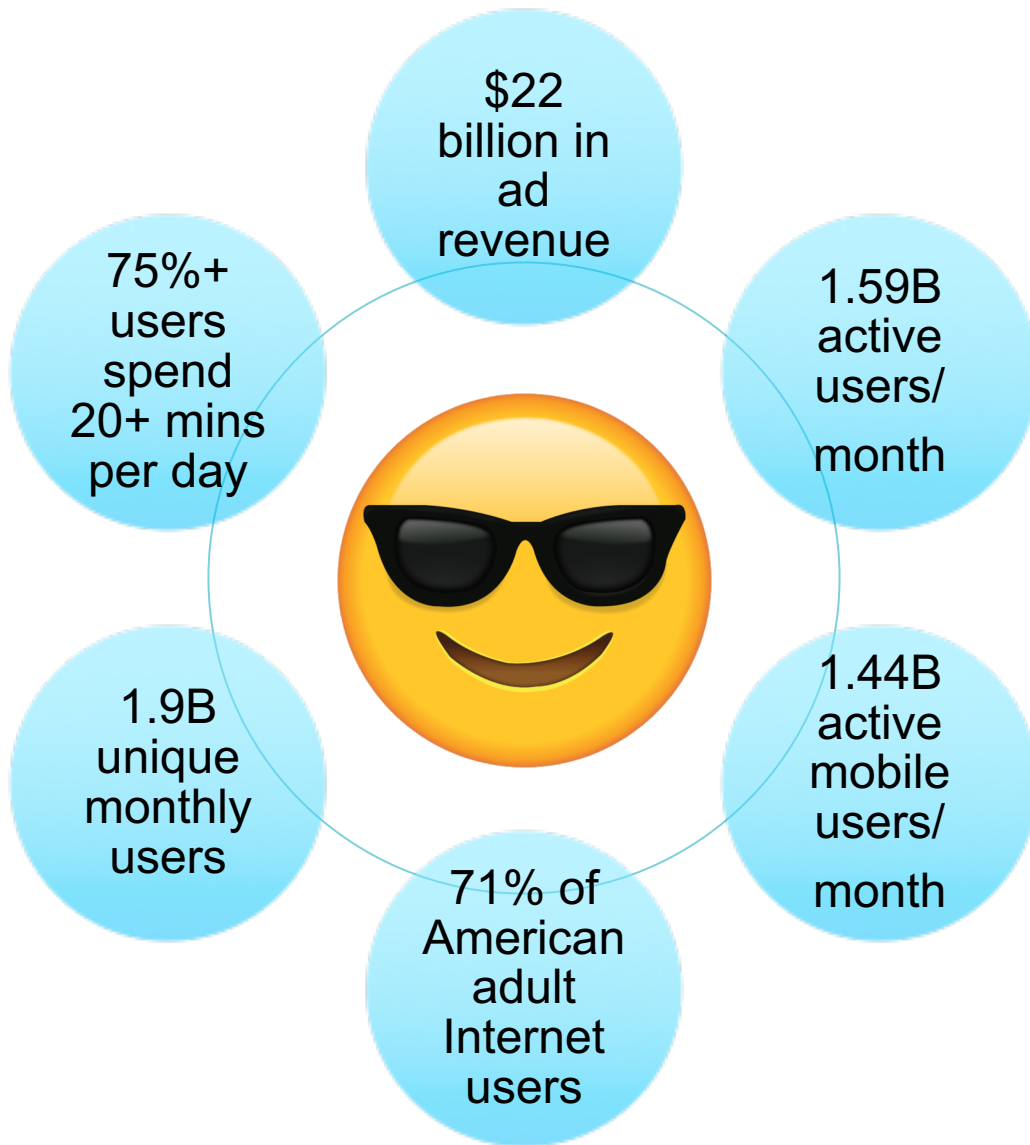


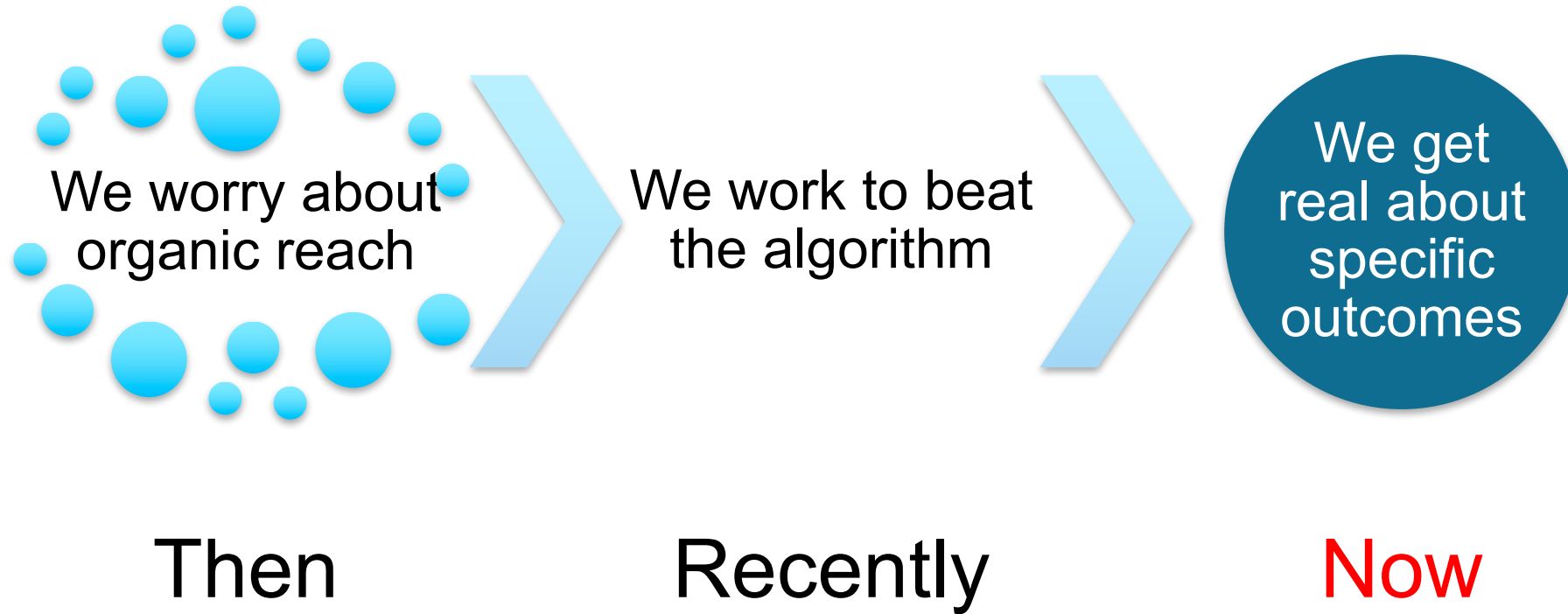
#PRNews @CBerndtson



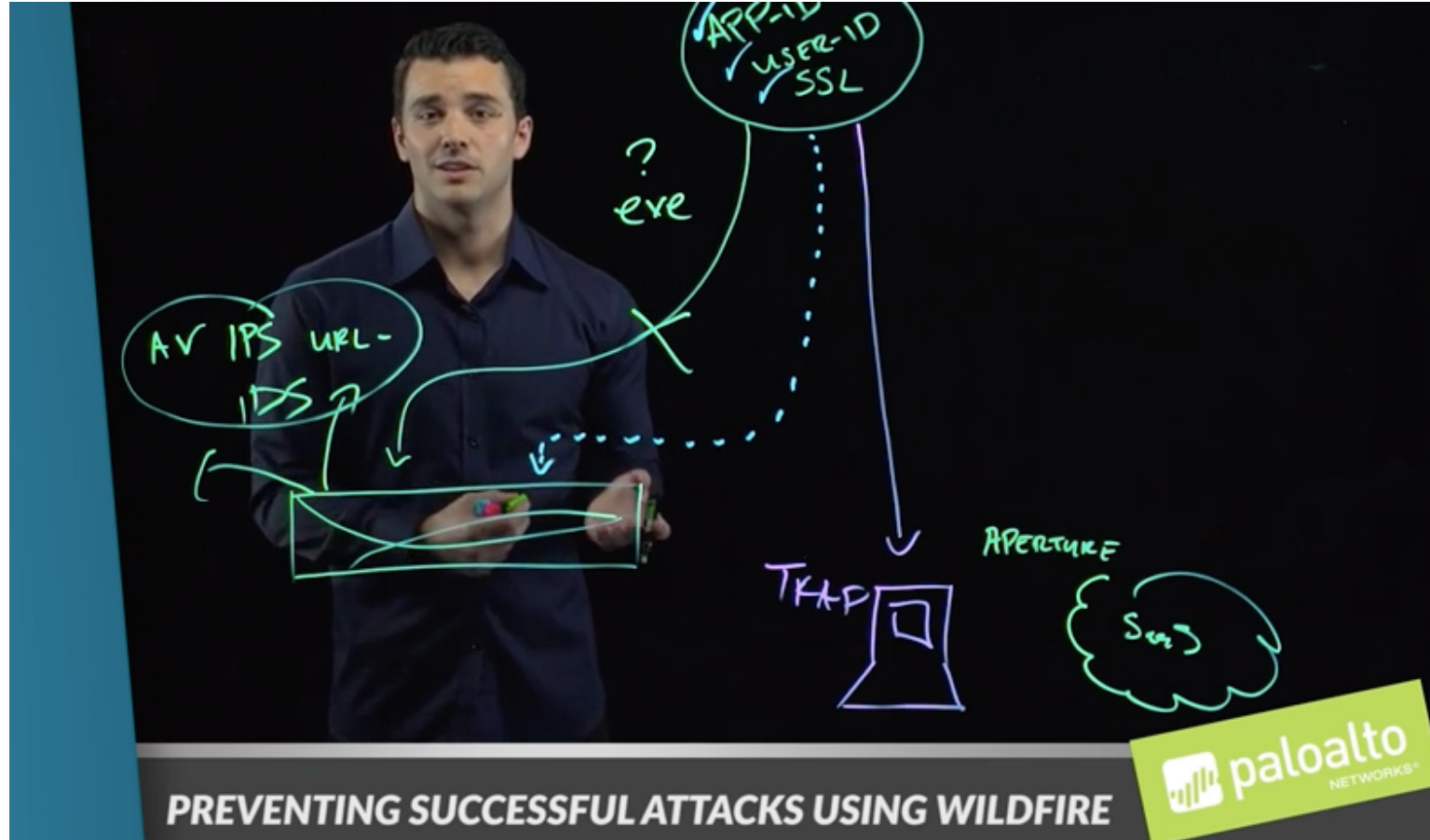
Take a step back: Where are your invested fans?







It worked for us



Success:

- 4x normal video post engagement
- Helped by autoplay and subtitles
- Referral traffic spike to YouTube, global domain and channel subscriptions

It worked for us



Moving to the cloud...Now what? Choose your service and deployment model based on business drivers and required controls

<http://go.paloaltonetworks.com/csafb>

A REPEATABLE CLOUD-FIRST DEPLOYMENT PROCESS MODEL

SPONSORED BY



Success:

- Hot topic in industry and solving a hot business problem within that hot topic
- Directly informed broader comms campaign (PR, etc.)
- ~3,500 clicks and 91 actionable leads based on 10 organic posts in one month at a cost per lead of \$0

#PRNews @CBerndtson



It worked for us



Success:

- We're in a position to serve a customer fastest and best
- Deliberate focus on community in a known Facebook-rich pocket
- Six-figure deal

It worked for us



Success:

- Mix of organic and paid (dark) posts with slightly different formats and the same CTA
- Targeting attributes and geography
- 2 registrations recoup spend

Facebook is a gathering place



Avoid the transient traffic trap

Facebook wants to provide
a diverse experience



You're probably posting too much

Your fans are talking to you



You have insights to inform
your organic and paid content

Most "organic" wins come
from customer service



You must set up to respond
and escalate quickly

Facebook ad forms are
cheap, variable and experimental



It's a great place to experiment
with a small budget

Localization, atomization and vicarious
experience do matter



Your content should look like it was created
for Facebook, not grafted on

Facebook knows exactly
how long people spend with your stuff



You don't have to guess as to whether
you're adding value

Facebook may not be the best fit
for your desired outcomes



Your money and time might be
better spent elsewhere