

How to Use



for Business



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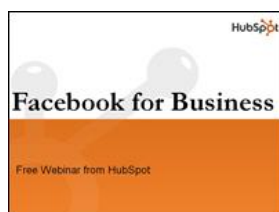
<http://Facebook.HubSpot.com>

Join the Pro Marketers Group on Facebook:

<http://Facebook.ProMarketers.com>

Grade Your Facebook Profile or Page:

<http://Facebook.Grader.com>



Want to learn more about using Facebook for business?

[Download the free kit](#) to get more tips and tricks on using Facebook to market your business and drive more inbound traffic and leads. (<http://bit.ly/FBKit>) and post your questions in the InboundMarketing.com forums (<http://www.InboundMarketing.com/Forum>)!



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Part 1: Introduction to Facebook

Welcome

At this point, you have heard of social media and inbound marketing. Maybe you experimented with Twitter and checked out your kids' Facebook profiles, and you can see the value for college students who want to make sure they're all at the same bar on Saturday night. But why does any of this matter to you or your business?

Social media and inbound marketing are increasingly important assets for businesses to get found by and engage with potential buyers on the web. Think about the way you find information about products and services – are you watching TV ads? Going through your junk mail? Or are you going to a search engine or a friend? People have gotten better and better at ignoring marketing messages with DVRs, caller ID, and spam filters, and instead go to Google and social networks for answers to their questions. The question for you is: will you be there to answer it.

Facebook is not an evil time-waster, a community just for college students, or something scary or irrelevant for marketers – even you B2B folks. Facebook is a tool for connecting people with those around them. And, as with any social media tool, marketers have an opportunity to use Facebook to expand their online footprint and engage with customers directly.

But yes, it can be difficult to figure out what you can and should do. And yes, it can be quite a feat to convince your CEO to let you incorporate Facebook or a larger social media strategy into your marketing plan. But, armed with the right knowledge and metrics, it is possible.

So here we go. In an effort to get marketers up to speed on how to use Facebook for marketing, we're publishing this ebook that will walk you through (absolutely) everything you need to know about using Facebook for marketing to drive real business results.

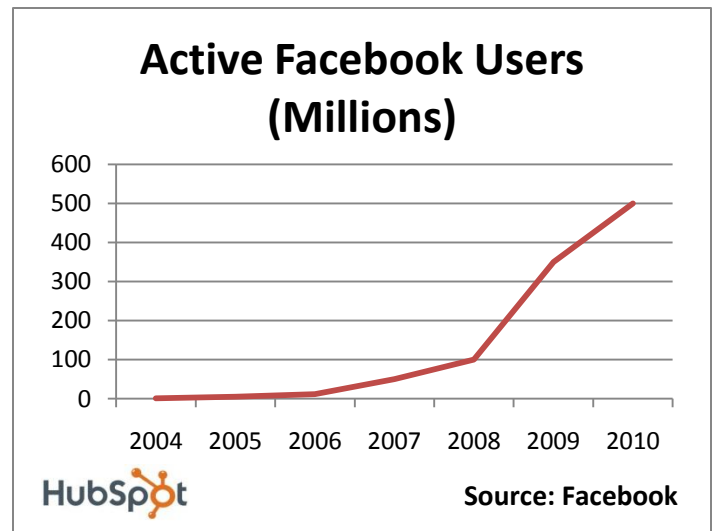
What Is Facebook?

Facebook is a social utility for connecting people with those around them – friends, family, coworkers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address) but has since expanded beyond that to high schools, corporations, regional networks, or any user across the world. Facebook allows users to connect and share information in a variety of ways.

Why You Should Care:

At the time of this writing, Facebook has over 500 million active users¹ and that number continues to grow steadily. It is the third most trafficked website in the world (behind Google and Yahoo)² and the most trafficked social media site in the world³. As early as July 2007, Facebook started calling itself one of the top people/social search engines on the web,⁴ though some disagree.⁵

Think your customers aren't on Facebook? There are tens of thousands of regional, work-related, collegiate, and high school networks. More than two thirds of Facebook users are outside of college and the fastest growing demographic is those 35 years and older. While Facebook started off as a community for college students, it has expanded far beyond that and you will be hard-pressed to find a demographic not yet represented among Facebook's 200 million users.



Business Goals for Using Facebook:

- Get found by people who are searching for your products or services
- Connect and engage with current and potential customers
- Create a community around your business
- Promote other content you create, including webinars, blog articles, or other resources

This ebook will discuss how to use Facebook to achieve these business goals.

¹ <http://www.new.facebook.com/press/info.php?statistics>

² Compete.com

³ Comscore

⁴ <http://blog.facebook.com/blog.php?post=2535632130>

⁵ <http://searchengineland.com/facebook-one-of-the-top-search-engines-i-dunno-about-that-11646.php>

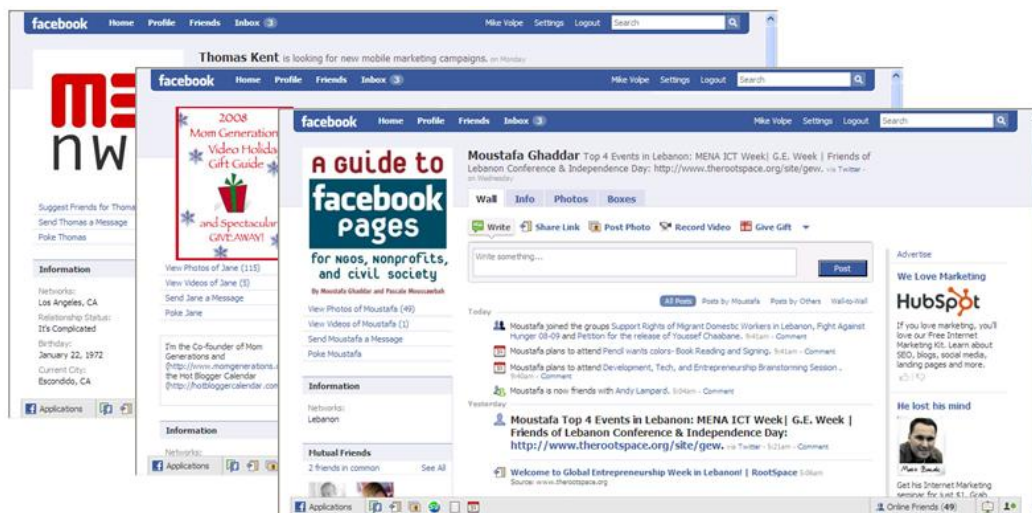
Part 2: Setting Up Your Facebook Profile

This section is all about setting up your personal Facebook profile. To fully and authentically engage on Facebook, you should create a personal account and start making connections and sharing information.

Personal Accounts vs. Business Accounts

On Facebook, Profiles are meant for people and Pages are meant for businesses. To fully engage and leverage Facebook's features, you should create a personal profile. If you're worried about privacy, or balancing business and personal contacts, we'll cover that in the next section.

What **not** to do with your personal profile: Do not create a personal profile for your business. **Profiles are for people, Pages are for businesses.** Facebook is building significant new functionality for businesses, and all of this functionality is only available to Pages. We'll talk about Pages more in a later section.



*What **not** to do:
Do not create a
personal profile
for your business.
Profiles are for
people, Pages are
for businesses.*

There are a few key differences between Business Pages and Personal Profiles:

- Pages allow you to designate multiple administrators, so that you can have multiple people help manage the account, and if one of your administrators leaves the company, you can still have control over the Page.
- Pages are, by default, public and will start ranking in Facebook and public search results.
- Pages are split into different categories (local businesses, brands, musicians) that help you get listed in more relevant search results.
- Personal profiles have friends, which require mutual acceptance, whereas anyone can become a fan of your Page without first going through administrator approval.

Worried about privacy? Facebook is very flexible in letting you control your exposure on Facebook. A later section will discuss how to customize your privacy settings to control who sees which parts of your profile, so that you can safely engage on Facebook with both personal and business contacts.

A Tour of the Facebook User Homepage

Notification Icons: New friend requests, messages, and notifications, including wall posts, comments, etc.

Events: Create an event and view birthday reminders and event invitations.

Core Features: News feed, inbox messages, upcoming events, and friends' lists and requests.

Publisher: Post a status update, photo, link, or video to be published to your profile and to your friends' news feeds.

Account Settings: Privacy settings, logout, Help Center, and more important features to manage your account.

The screenshot shows the Facebook user homepage for Roshni Mirchandani. The interface includes a top navigation bar with the Facebook logo, a search bar, and links to Home, Profile, and Account. The left sidebar contains links to News Feed, Messages, Events, Friends, and a 'More' dropdown menu. The main content area features a 'News Feed' section with a 'Share' button and a list of posts from friends. The right sidebar contains sections for Events, Sponsored posts, Requests, and Get Connected. A 'Chat (Offline)' button is located at the bottom right. Annotations with orange lines point to various features: Notification Icons (top left), Core Features (left sidebar), Publisher (top center), Events (right sidebar), Account Settings (top right), Groups (bottom left), News Feed (bottom center), Requests (bottom right), and Facebook Chat (bottom right).

Groups: View the groups you are a member of or create a new group.

Requests: View your pending friend requests, group invitations, page suggestions, and other requests.

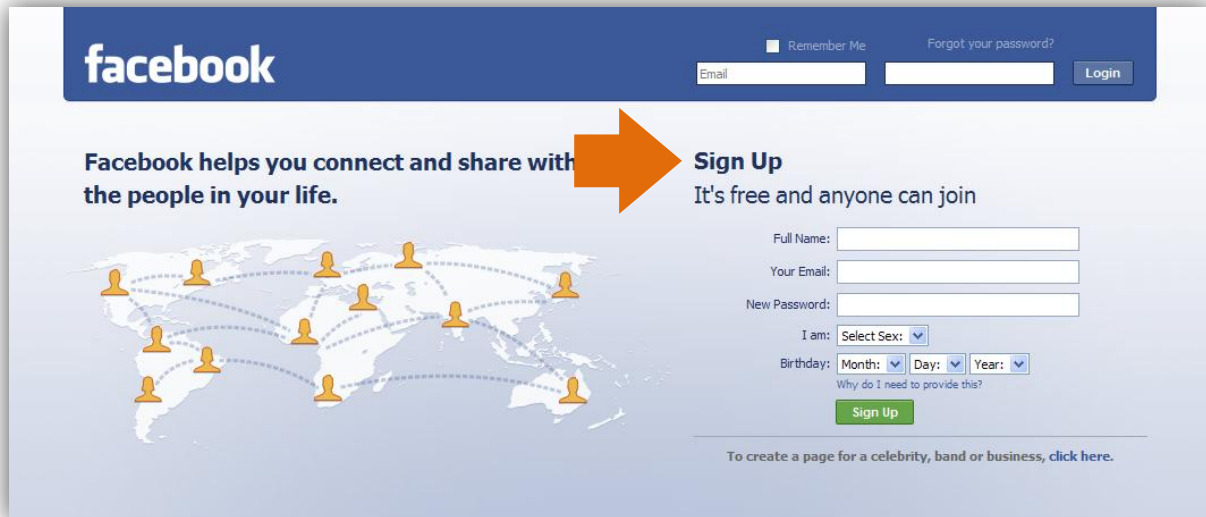
Secondary Features: View your and friends' photos, browse through marketplace listings, add new applications, and more.

News Feed: Your friends' most recent activities (posts, photos, etc.) throughout Facebook.

Facebook Chat: Set your status and chat with your Facebook friends via instant message within Facebook.

Step 1: Sign up for an account.

Go to www.facebook.com and sign up for a free account.

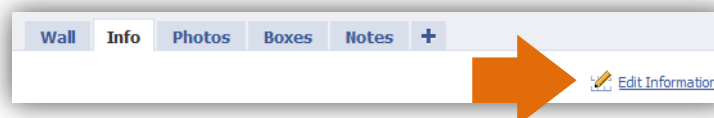


Step 2: Edit your profile.

Click on “Profile” in the top right-hand navigation bar. Don’t worry about the homepage you see here quite yet – we’ll cover that later on, once you fill in your profile and add some friends.

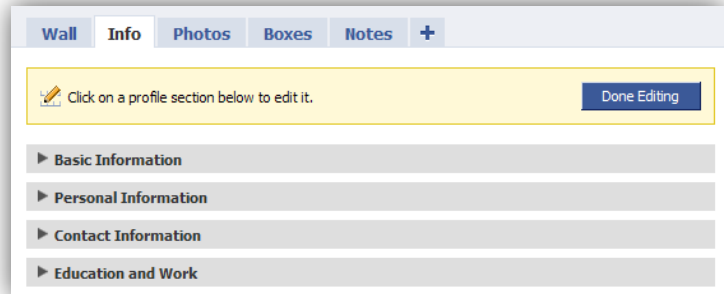


Click on the “Info” tab and then “Edit Information.”



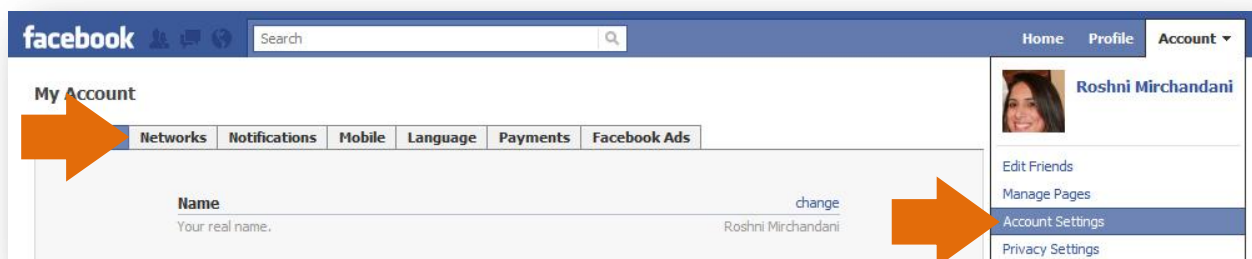
Add basic, personal, contact, and work/education information. All information is optional, but use this as an opportunity to connect with people with similar interests and connections from school or work.

- Basic information: Birthday, hometown, relationship status.
- Personal information: Interests, activities, and a short “About Me” description.
- Contact information: Email address(es), phone number(s), location, website.
- Education and Work: High schools and universities you attended, as well as companies where you worked.

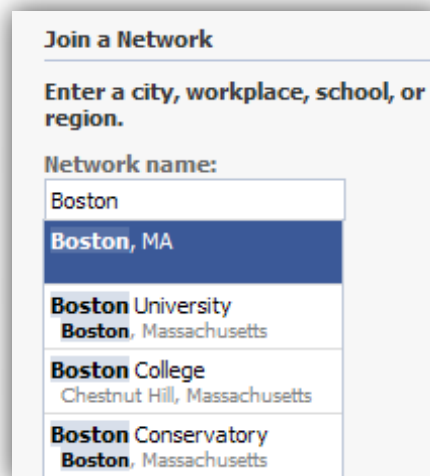


Step 3: Join networks.

Click on “Account” in the top right-hand menu, and then “Account Settings.” On the Account screen, choose “Networks.”



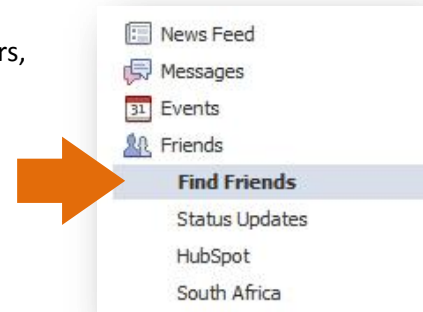
Find some relevant networks to join. Networks play a key role in helping you connect with people. You can join a regional network (one only) and (up to five total) school or company networks (must have a valid email address for each). Joining a network will help people find you, and will help you rank higher in Facebook searches when the searcher is in a common network.



Step 4: Connect with friends.

Facebook's goal is to help connect you with your friends, family, coworkers, and other connections. There are a few tools available to help you start connecting with people you already know.


Click on "Friends" in the left-hand menu and choose "Find Friends."



You can import a contact list, have Facebook search your email address book, search for people in your networks, or even check out Facebook's friend suggestions.

Find Your Friends Wherever They Are

How do you talk to the people you know? Choose a service:


 **Gmail**


Your Email:


Email Password:


Find Friends


Facebook will not store your password. [Learn More.](#)


 **Windows Live Hotmail** [Find Friends](#)


 **Yahoo!** [Find Friends](#)


 **AOL** [Find Friends](#)

 **Comcast** [Find Friends](#)

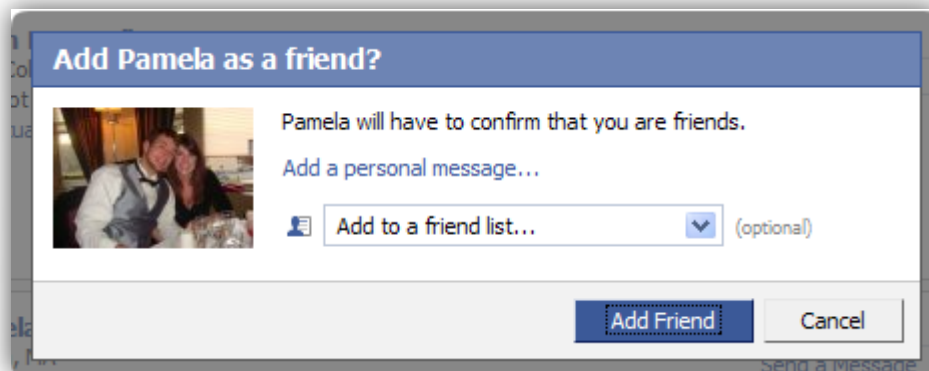
 **Skype** [Find Friends](#)

 **sbcglobal.net** [Find Friends](#)

 **verizon.net** [Find Friends](#)

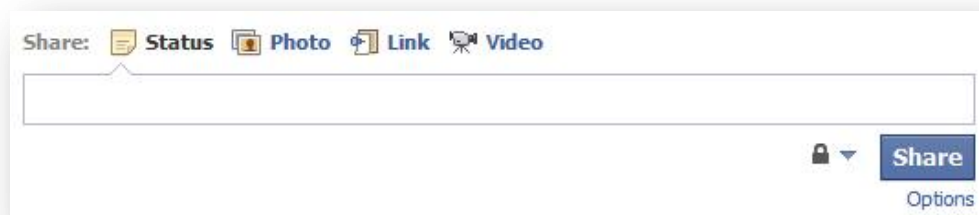
 **Other Email Service** [Find Friends](#)

Once you find someone you know, click “Add as a Friend.” Friends need to be mutually accepted, so “friending” someone will send them a message to confirm that you two are indeed friends.



Step 5: Share information.

Facebook is great for sharing all sorts of information with your network, including photos, videos, notes, and links. From your homepage (what you see when you first log in to Facebook) or from your profile page, you will see a box where you can share your content.



Any content you share will get posted to the Wall tab of your profile, and will also go out to the News Feeds of your friends.



Step 6: Use applications.

There are thousands of applications on Facebook that further help you share content and interact with others. To browse the applications you already could be using, or to browse more applications, click on “Applications” in the left hand corner of the bottom bar while logged into Facebook. Or, visit <http://facebook.com/applications> to browse available applications. Popular applications include Photos, Events, Movies, and Causes.

Privacy Settings

Social media is about establishing and building relationships, whether they are personal or business connections. In many cases, you may find that some connections will blur the lines between the personal and business realms. It is also important to be transparent and authentic when using social media to market a business. People like to connect with people, not faceless brands. Furthermore, it is these personal connections that will lead to business, referrals, and word of mouth marketing for your company.

If you are concerned about exposing portions of your profile to these different connections – perhaps you still don’t want your business connections to see your personal photos – Facebook fortunately allows you to customize your privacy settings to control who sees which portions of your profile. They also recommend the settings you should use depending on who is viewing your profile.

Connecting on Facebook
Control basic information your friends will use to find you on Facebook. [View Settings](#)

Sharing on Facebook
These settings control who can see what you share.

	Everyone	Friends of Friends	Friends Only	Other
Your status, photos, and posts	•			
Bio and favorite quotations	•			
Family and relationships	•			
Photos and videos you're tagged in		•		
Religious and political views		•		
Birthday		•		
Permission to comment on your posts				•
Places you check in to [?]				•
Contact information				•
<input checked="" type="checkbox"/> Share a tagged post with friends of the friend I tag				
Customize settings				
Apply These Settings				

Visibility of every aspect of your profile (photos, contact information, education information) can be controlled via the Profile privacy settings. You can set each section to be viewable by:

- Everyone
- Friends of Friends
- Friends Only
- Other – customize who (which networks, friend lists, or specific friends) can or cannot access a portion of your profile

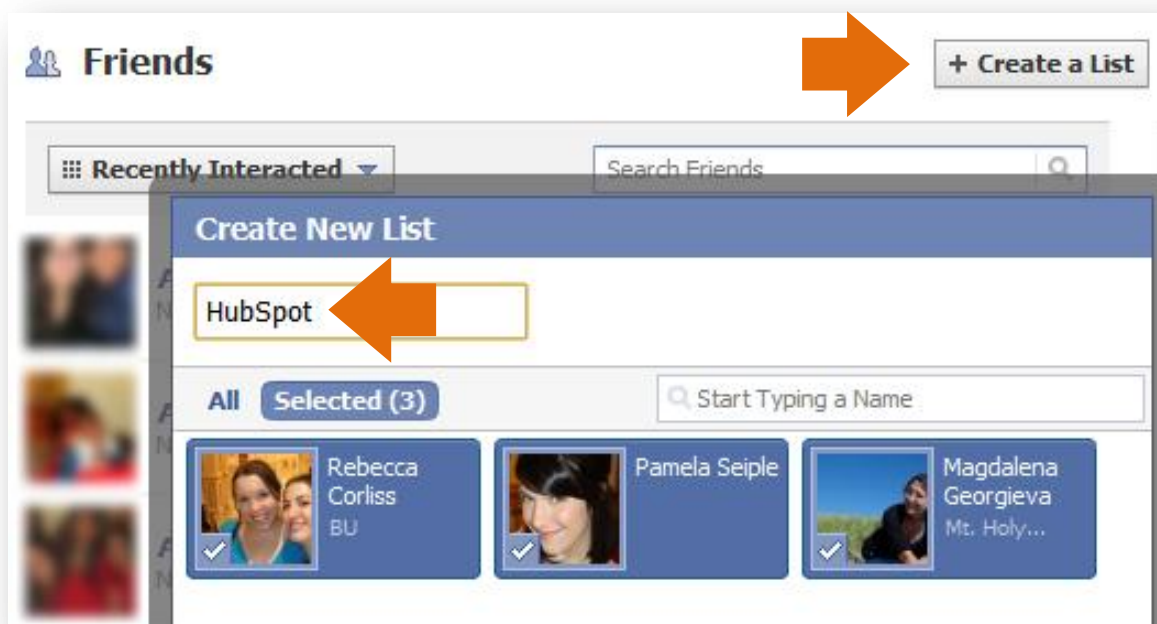
A great (advanced) way for customizing your privacy settings is to set up Friend Lists. Friend Lists are a way of organizing your friends into relevant groups. There are a few benefits to creating Friend Lists:

- Customize privacy settings by Friend List
- View news feed updates by Friend List filters
- Invite Friend Lists to events (must be list of max 100 people)
- Send messages to Friend Lists (must be list of max 20 people)
- *More to come – Friend Lists are an under-used feature that is coming into play more across Facebook*

Click on “Friends” in the left-hand menu to view your friends and click on “Edit Friends” at the top.



Click on “Create List” in the top-right corner and a new window will open with your entire friend list. Type in a name for the list, and start searching for people to add to the list. Select the friends and they will be added individually to the new list.



Part 3: Using Facebook for Business

Aside from individuals creating personal profiles and engaging in the Facebook community, business users can also create a Page for their business or a Group for a community of users.

How to Set Up a Page

A Page is similar to a Profile except that it is, by default, public and users can become a “fan” of your Page without first requiring approval from the Page admins. Creating a Page is completely free but will require your time to build and maintain.

To get started, visit www.facebook.com/pages/create.php (Note: you must be logged in to create a Page.) You will walk through a simple wizard to create your Page.

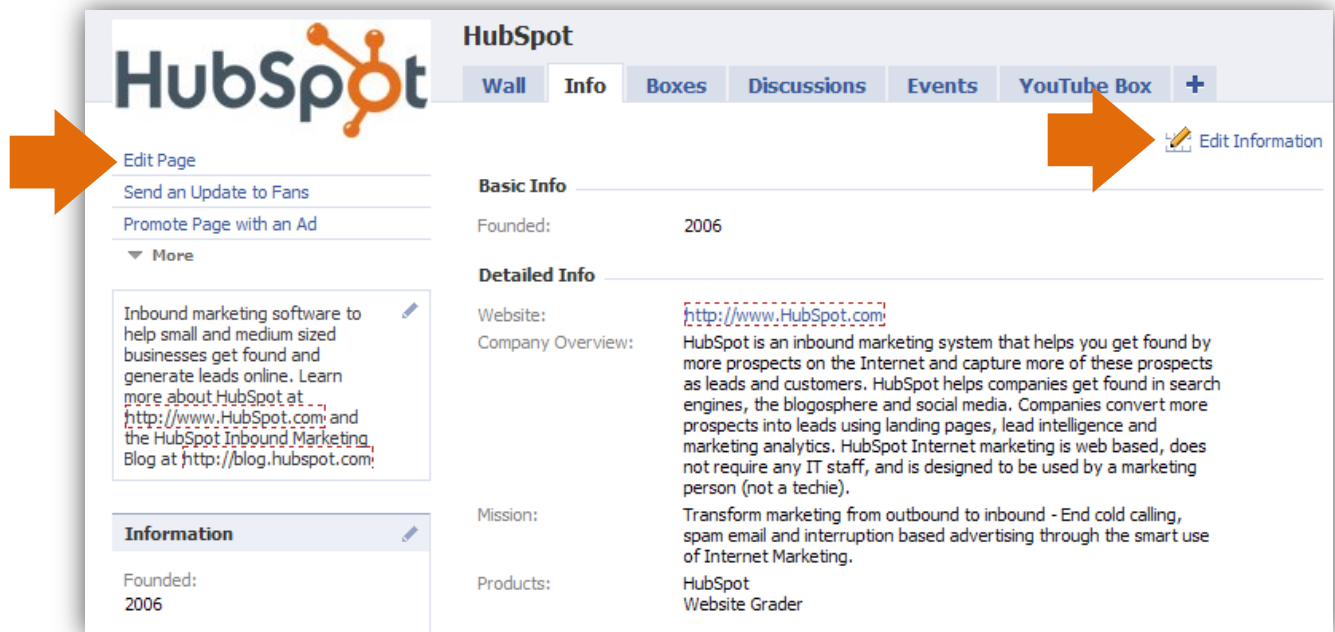
The image shows a screenshot of the Facebook 'Create New Facebook Page' wizard. Three orange callout boxes with arrows point to specific parts of the form:

- Choose a category.** Most companies will be in the “Brand or Product” category. The category will help you rank in more relevant searches and provide relevant info fields on your Page. (Points to the 'Category' section where 'Brand or Product' is selected and 'Products' is chosen from the dropdown.)
- Choose a name for your Page.** In most cases, this should be your company name. (Points to the 'Name of Products' text input field.)
- Now create your Page!** (Points to the 'Create Page' button.)

The form itself has the following sections:

- Create New Facebook Page**
- Category:** Radio buttons for 'Local', 'Brand or Product' (selected), and 'Artist, Band, or Public Figure'. Under 'Brand or Product', there is a dropdown menu showing 'Products'.
- Name of Products:** A text input field.
- Create Page** button.
- Notes: Only an official representative of a brand, organization, or person is permitted to create a Facebook Page for that subject. Fake Pages and unofficial “fan pages” are a violation of our Terms of Use. If you create an unauthorized Page or violate our Terms in any way, your Facebook account may be disabled.

Fill out your Page like you would a Profile. Click on “Edit Page” or “Edit Information” on the Info tab to add information about your business like your website, a short description, products, and so on. Add your logo as the photo for your Page. Take advantage of some of the features of business Pages like the discussion board to engage your fans.



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Wall Info Boxes Discussions Events YouTube Box +

Edit Page

Send an Update to Fans

Promote Page with an Ad

More

Inbound marketing software to help small and medium sized businesses get found and generate leads online. Learn more about HubSpot at <http://www.HubSpot.com> and the HubSpot Inbound Marketing Blog at <http://blog.hubspot.com>

Information

Founded: 2006

Basic Info

Founded: 2006

Detailed Info


Website: <http://www.HubSpot.com>

Company Overview: HubSpot is an inbound marketing system that helps you get found by more prospects on the Internet and capture more of these prospects as leads and customers. HubSpot helps companies get found in search engines, the blogosphere and social media. Companies convert more prospects into leads using landing pages, lead intelligence and marketing analytics. HubSpot Internet marketing is web based, does not require any IT staff, and is designed to be used by a marketing person (not a techie).

Mission: Transform marketing from outbound to inbound - End cold calling, spam email and interruption based advertising through the smart use of Internet Marketing.

Products: HubSpot Website Grader

When you're ready to unleash your Page, make sure to hit the "Publish" button to make your Page public.

 This Page has not been published. To make this Page public, [publish this Page](#).

As the administrator, your name and profile will not show up anywhere on your Page. You are the behind-the-scenes manager. When you post new information or respond to a discussion thread, it will appear to be posted by your company rather than you personally. You can designate multiple administrators as well to help with the maintenance of your Page.



HubSpot

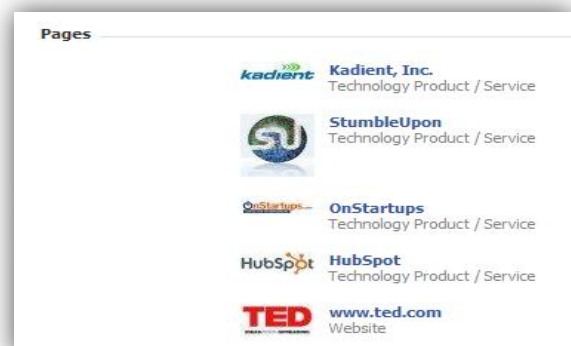
Edit Page

Add Admins


Suggest to Friends


Become a Fan


In addition to being the administrator of your Page, you will want to become a fan. Once you become a fan, you will be listed among all the other fans on your Page and all the Pages of which you are a fan will show up on your profile –giving your business more visibility to your network.





Pages

 **Kadient, Inc.**
Technology Product / Service

 **StumbleUpon**
Technology Product / Service

 **OnStartups**
Technology Product / Service

 **HubSpot**
Technology Product / Service

 **TED**
www.ted.com
Website

How to Promote a Page

Now that you've built your Page, you need to get some fans. Here are a few ideas to get you started.

- **Create an engaging Page.** Use applications like the discussion board and YouTube video box to add more interesting and engaging content to your Page. Give users a reason to become a fan of your Page and engage with you.
- **Leverage the viral nature of Facebook – the news feed.** The added benefit of creating an engaging page is that every time a fan engages with your page – from becoming a fan to posting a comment to attending an event – that activity is published to their “news feed” which is seen by all of their friends on Facebook. When a user first logs into Facebook, they see a feed of their friends’ recent activity, so each and every activity of your fans on your page gets shared with a greater network, giving your business more visibility.
- **Draw on your existing network.** You most likely already have email subscribers and blog readers – so make sure they know that they can now become a fan of your business on Facebook. Consider emailing your opt-in mailing list, including a link to your page in your email signature, blogging about your Facebook page, and posting a link or badge to your page on your website or blog.
- **Make your Page publicly searchable.** By default, your Page will be public so that it can get indexed by search engines and give you the opportunity to drive organic search traffic to your Page. If you don't notice your page showing up in searches, make sure you have set it to be publicly indexed and searchable. Go to Edit Page and then Settings and set your page to be “Published (publicly visible).”
- **Use Facebook Ads for an extra push.** Facebook ads allow you to advertise a website or something on Facebook, including Pages, groups, and events. If you're familiar with Google Adwords, the system for building and running ads on Facebook is very similar. A later section will dive deeper into how to set up and optimize Facebook Ads.

Check out the HubSpot Page (<http://facebook.hubspot.com>) to see some of the ways to create an engaging page, and also become a fan to get updates about future resources and events.



Advanced reading!

- Learn how to add custom html to your page, plus links that give SEO credit! <http://bit.ly/fbseo>
- Learn about the recent changes to Facebook pages – and why businesses will love them – including how to create “landing pages” for your page. <http://bit.ly/fbpages>

Facebook Groups vs. Pages

In most cases, businesses should create a Page to represent their company on Facebook. In a few cases, however, it may make sense to create a Facebook group instead or in addition. The key distinction between groups and pages is that a group is for a community of people with a common interest, while a page represents a brand or entity of which there are “fans.” Here are some of the differences in functionality:

	Facebook Groups	Facebook Pages
Overview	<ul style="list-style-type: none">• Community of people with a common interest	<ul style="list-style-type: none">• Represents a brand or entity of which there are “fans”
Messaging Members/Fans	<ul style="list-style-type: none">• Message – emails member and sends to Facebook Inbox	<ul style="list-style-type: none">• Update – shows up under Requests on user homepage and sends to Facebook Inbox
Visibility on Profiles	<ul style="list-style-type: none">• Shows up on members’ profiles as small text link	<ul style="list-style-type: none">• Shows up on fans’ profiles with image and text link
Visibility in Public Search	<ul style="list-style-type: none">• Groups are publicly indexed and searchable (single page only)	<ul style="list-style-type: none">• Pages are publicly indexed and searchable (each page tab)• Pages may show up in fans’ public search listings
Distribution in News Feed	<ul style="list-style-type: none">• When members join or engage with the group, action is distributed in news feed	<ul style="list-style-type: none">• When users become a fan or engage with the page, action is distributed in news feed• Updates / content shared by the page
Administrator visibility	<ul style="list-style-type: none">• Group admins listed on group• When group admins engage with the group (send a message, respond to a discussion thread), it comes from the admin’s personal profile	<ul style="list-style-type: none">• Admins are the behind-the-scenes managers of the page• When page admins engage with the group (send an update, post content), it comes from the page (business)
Applications Available	<ul style="list-style-type: none">• Basic applications including Events, Discussions, Wall, Links, Photos, Videos	<ul style="list-style-type: none">• Almost all applications (tens of thousands)

How to Set Up a Group

To set up a group, go to <http://www.facebook.com/groups.php> and click “Create a New Group” in the top right hand corner of the webpage.

Fill out the basic group information, including name, network (best to choose “Global” to make your group available to all Facebook users, and group type (such as Business, Geography, Just for Fun).

Create a Group

Step 1: Group Info

Group Name: (required)

Network: Global (Available to all of Facebook)

Description: (required)

Group Type: (required)

Recent News:

Office:

Email:

Street:

City/Town:

Note: groups that attack a specific person or group of people (e.g. racist, sexist, or other hate groups) will not be tolerated. Creating such a group will result in the immediate termination of your Facebook account.

Once you have your group, you can edit your group, add/remove functionality (links, photos, etc.), create events, designate administrators, or invite your friends to join.

Check out the Pro Marketers group on Facebook to connect with professional marketers and see a Facebook group in action.
<http://facebook.promarketers.com>

PRO MARKETERS

[View Discussion Board](#)

[Message All Members](#)

[Promote Group with an Ad](#)

[Edit Group](#)

[Edit Members](#)

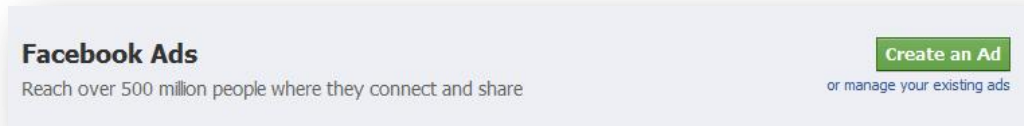
[Invite People to Join](#)

[Create Related Event](#)

[Leave Group](#)

How to Advertise on Facebook

Facebook ads allow you to promote your business, get more fans for your business Page, and drive more leads for your sales team. Facebook ads allow you to advertise a website or content you manage on Facebook (like a group, Page, or event). The ad creation and management tools are very similar to the Google AdWords interface.



To get started, go to <http://www.facebook.com/advertising> and click “Create an Ad”. (Note: you must be logged in to create an ad.) Follow the step-by-step instructions to create your ad.

First, choose your destination URL. This can be an external website or something you already on Facebook, such as a Facebook Page, Group, or Event. Enter the title and description for your ad and choose an image (images are recommended because they increase click-through rate).

A screenshot of the "1. Design Your Ad" form. The form has a header "1. Design Your Ad" and a link "Design Your Ad FAQ". The form contains several fields: "Destination URL" with an example "http://www.yourwebsite.com/" and a "[?]" icon; a "Suggest an Ad" button with a "[?]" icon; a radio button option "I want to advertise something I have on Facebook."; "Title" with a character count "25 characters left. [?]" and an input field; "Body Text" with a character count "135 characters left. [?]" and a text area; and "Image (required) [?]" with a "Choose File" button and the text "No file chosen". To the right of the "Destination URL" field is a preview box showing "Example Ad Title" and "Your body text will go here."

The second step is to choose your targeting options. Your ad is more likely to perform better and continue running successfully if it is being displayed to the users who are most likely to be interested in your product or service. Select the country you would like your ad to be displayed in. You can choose up to 25 countries, but note that if you target more than one country, you won't be able to refine your targeting to specific cities. Next, choose the demographics you would like to target. You can also target people by likes/interests, and connections on Facebook.

2. Targeting Ad Targeting FAQ

Location

Country: [?] United States x

☒ Everywhere
☐ By State/Province [?]
☐ By City [?]

Demographics

Age: [?] 18 - Any

☒ Require exact age match [?] The default is a "broad age match", which will deliver some ads just outside your target age range at a discounted bid. You can check "require exact age match" to ensure that your ad is only displayed to the age range you specify.

Sex: [?] ☒ All ☐ Men ☐ Women

Likes & Interests

[?]

Connections on Facebook

Connections: [?] Target users who are connected to:
 [?]

Target users who are not already connected to:
 [?]

Friends of connections: Target users whose friends are connected to:
 [?]

+ Show Advanced Targeting Options Advanced options include birthdays, languages, education, workplaces, and more.

Estimated Reach

332,420 people

- who live in the **United States**
- who live in **Boston, MA**
- between the ages of **18** and **30** inclusive
- who are **female**

← Determine the size of your target market and reach of your ad as you select filters and customization options.

For the last step, select a payment type and budget for your ad campaign. If you'd like to see what Facebook recommends you bid for each click (CPC) or thousand impressions (CPM), scroll down to the "Pricing" section. The "bid estimator" will show you the range of bids that are currently winning the auction among ads similar to yours. If you would like to set a different bid, click on "Advanced Mode".

3. Campaigns, Pricing and Scheduling [Ad Campaigns and Pricing FAQ](#)

Account Currency
US Dollars (USD)

Account Time Zone
Country/Territory: United States
Time Zone: (GMT-08:00) Pacific Time

Campaign & Budget
Campaign Name: My Ads
Budget (USD): 50.00 Per day [?]
What is the most you want to spend per day? (min 1.00 USD)

Schedule
Today at 4:00 pm Pacific Time
1/17/2011 at 4:00 pm Pacific Time
☒ Run my campaign continuously starting today

Pricing
Based on your targeting options, Facebook suggests a bid of **\$1.50** per click. You may pay up to this much per click, but you will likely pay less.
Note: Tax is not included in the bids, budgets and other amounts shown.
[Set a Different Bid \(Advanced Mode\)](#)

[Review Ad](#) [Questions about creating your ads?](#)

You can choose CPM (Pay for Impressions) or CPC (Pay for Clicks). Because click-through rate is usually low (< 0.1% for most ads), the "Pay for Clicks" option will offer the best value for the cost.

Click "Review Ad" and see a preview of your ad before you publish it.

Facebook has built-in analytics to help track ad performance in terms of number of impressions, clicks, and click through rate. Run multiple ad variations at the same time and use the ads manager to determine which ones deliver the best results for your business.

The screenshot displays the Facebook Ads Manager interface. At the top, there's a navigation bar with links to 'Ads Manager', 'Pages', 'Reports', 'Billing', 'Settings', and 'Help', along with a 'Create an Ad' button. Below this, the 'Notifications' section shows recent updates, including ad approvals and a spend limit increase. To the right, the 'Daily Spend' table tracks daily costs from 11/17 to 11/20. The main section features two campaign tables: 'Website Grader' and 'Lead Gen to HS.com'. Each table includes columns for Name, Status, Max Bid, Type, Impressions, Clicks, CTR, Avg. CPC, Avg. CPM, and Spent. The 'Website Grader' campaign has a \$50.00 budget, while 'Lead Gen to HS.com' has a \$200.00 budget. Both campaigns show performance data since their start dates (11/03/2008 and 06/23/2008 respectively).

Name	Status	Max Bid (\$)	Type	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
Grade Your Website	Paused	1.50	CPC	416,306	183	0.04	1.14	0.50	208.26
Grade Your Website w/track	Running	1.50	CPC	1,299,844	404	0.03	1.20	0.37	483.63
Totals				1,716,150	587	0.03	1.18	0.40	691.89

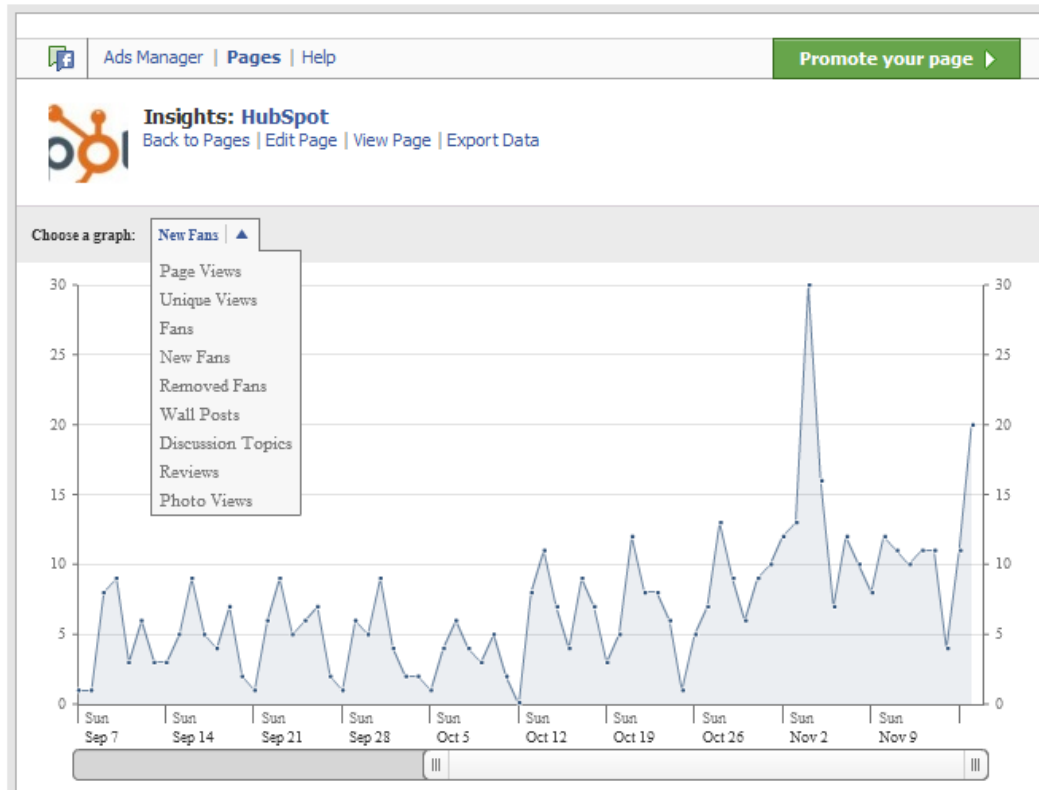
Name	Status	Max Bid (\$)	Type	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
Free Marketing Kit	Paused	2.99	CPC	1,560,192	448	0.03	1.78	0.51	799.08
Expert Marketing Tips	Paused	2.99	CPC	40,571	10	0.02	1.88	0.46	18.76

Want to watch the step-by-step process? View this short video on how to set up Facebook pay per click ads - http://blog.hubspot.com/blog/tabid/6307/bid/4385/How-to-Use-Facebook-to-Get-a-99-Discount-Off-Traditional-B-to-B-Advertising/?source=Facebook_eBook

Measure and Analyze

A key part of any marketing activity is measuring and analyzing the results of your efforts. Here are a few of the metrics to consider:

- 1) **Reach:** Total number of fans, group members, and/or friends.
- 2) **Engagement:** Level of engagement and number of conversations with potential and current customers and fans. Facebook's built-in analytics, Insights, lets you track valuable metrics such as page views, wall posts, discussion threads, and photo views. Check out the Insights for your page by visiting your page and clicking on "View Insights" in the left-hand navigation.



- 3) **Facebook Grade:** The overall marketing effectiveness of your profile or page. Visit <http://Facebook.Grader.com> to grade your profile or page for free.
- 4) **Impact on Sales Funnel:** The number of visitors from Facebook to your website that convert into leads and customers. Use a marketing analytics program to track the impact on your sales funnel.

Tracking these metrics over time can help you measure the ROI of using Facebook and be smarter about how to use Facebook as an ongoing part of your inbound marketing strategy.

Conclusion and Additional Resources

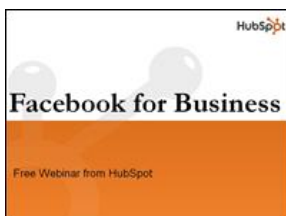
After reading this ebook, you should have a solid foundation to start using Facebook for business. Remember that Facebook is constantly changing, adding features, and growing the community, so get active and don't be afraid to try new things not mentioned here!

More questions on how to use Facebook or Inbound Marketing for your business?

Post them in the InboundMarketing.com Forums (<http://www.InboundMarketing.com/Forum>)!

Quick Reference Glossary

- **Application** – *a program that allows users to share content and interact with other users*
- **Fan** – *Facebook users who choose to become a “fan” and follow an organization’s page*
- **Friend** – *1.) (n) personal connection on Facebook; 2.) (v) to add a Facebook user as a friend*
- **Friend List** – *organized groupings of friends*
- **Group** – *a collection of Facebook users with a common interest; any Facebook user can create and join a Facebook group*
- **Network** – *an association of Facebook users based on a region, school, or workplace*
- **News feed** – *1.) feed of content posted to one’s Wall; 2.) aggregation of one’s friends’ newsfeeds published on a user’s Facebook homepage*
- **Page** – *official presence for public figures or businesses to share information and interact with fans on Facebook*
- **Profile** – *presence for individuals to share information and interact with friends and organizations on Facebook*
- **Wall** – *the core of a profile or page that aggregates new content, including posted items (i.e. status updates) and recent actions (i.e. becoming a fan of a page)*



Want to learn more about using Facebook for business?

[Download the free kit](http://bit.ly/FBKit) to get more tips and tricks on using Facebook to market your business and drive more inbound traffic and leads.
(<http://bit.ly/FBKit>)