

**BUILDING**

**FACEBOOK FANDOM**

**One Fan At A Time**

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# Introduction to Fandom

## What is Fandom?

According to Wikipedia, **Fandom** (from the noun fan and the affix -dom, as in kingdom, freedom, etc.) is a term used to refer to a subculture composed of fans characterized by a feeling of affinity and camaraderie with others who share a common interest. Fans are typically interested in even the minor details of the object(s) of their fandom and spend a significant portion of their time and energy involved with their interest, often as a part of a social network with particular practices (a fandom); this is what differentiates "fannish" (fandom-affiliated) fans from those with only a casual interest.

## Why Build A Fandom?

There are many benefits to building Fandom, especially if you are a marketer. Here are some of the key ones:

1. **Cost effective** – Fans acquired are kept and accumulated over time. You need not re-advertise to reach them
2. **Open conversations** – You can share with fans about brand values, promotions, feedback and information
3. **Focused interactions** – Fans form a special group of consumers who explicitly say they want to interact with you!
4. **Grow loyalty** – Fans can become strong advocates and customers of your brand, products and services

## Where do I begin?

With Facebook, acquiring and defining fans has been made easy with Facebook Pages. What this eBook hopes to do is to guide you in building Fandom through your own Facebook Page, which will function as a destination point for fans of your products and services.

Start With The End

# FACEBOOK DESTINATION PAGES

# Always Start With The End

*“Alice: I was just wondering if you could help me find my way.*

*Cheshire Cat: Well that depends on where you want to get to.*

*Alice: Oh, it really doesn't matter, as long as...*

*Cheshire Cat: Then it really doesn't matter which way you go.” – Alice in Wonderland*

## Starting With The End

It surprises many marketers that we recommend starting with the destination before we even focus on acquiring a single fan. Why should we spend time fussing over the details of the destination? Should we not concentrate our already limited resources on fans acquisition strategies instead?

Most folks do not realize that the Facebook Page is a core component in their quest to build Fandom on Facebook. Without which, there can be no fans and thus no Fandom. The Page needs to be the focal point of your activities to get consumers to a common destination and sign-up as fans. Taking time to plan the layout and structure of your Page will help you achieve the following:



1. **Wow** the socks off anyone visiting your Page
2. **Build** a convincing case of the benefits of being a fan
3. **Convert** visitors to become ardent fans of your Page

So how should one build a compelling destination that will maximize the conversion of visitors to fans? Where do we begin? Are there certain steps that should be followed?

# Building A Custom Page

A Facebook Page uses a template that allows some form of customization within rather strict confines and boundaries. However, with some creativity, marketers have been known to be able to generate an astounding variety of distinctly different branded Pages even within the limited options.

## Steps To Customize The Facebook Page Experience

The following sequential steps will help ensure you create a Facebook Page with some decent customization that personalize the Page visiting experience:

1. **Choose the right type of Facebook Page** – Choose from a list of templates available. This should correctly reflect the type of services or products the Page is trying to promote. Else you will be asked for opening hours when the Page is meant for an online portal!
2. **Place a nice profile image** – Ensure that you have a nice and decent image as your profile image. Have a generous border around your profile as your thumbnail image is extracted from this same image source. The thumbnail image covers only a small area of the profile image and will be used in future for all admin responses on the Wall of the Page.
3. **Name your Facebook Page** – Do ensure that the name is spelt right and that you have full copyrights to the name selected. Social Ads (Facebook Ads that advertise Facebook Pages) have a nasty feature of not allowing you to change the title of your ads. Instead, the Social Ads title takes the name of your Page automatically.



4. **Create custom tabs** – Use an application known as Static FBML (found under Facebook applications) to create custom tabs. These custom tabs appear alongside the default tabs of Facebook Pages. Static FBML adds custom tabs to only Pages which you have admin access to. Multiple tabs can then be created using the Edit Page function. Keep in mind that a Page can only show 6 tabs at a time. With the Wall and Info tabs fixed, you can technically only add 4 visible custom tabs to your Page.
5. **Create custom boxes** – Custom boxes are actually custom tabs that have been set to appear only on Facebook Page Walls. They appear on the lower left (often below the fan box) of the Walls of Pages. They can contain text, images and even hyperlinks. These boxes are useful for external links and highlighting key campaign features.
6. **Re-arrange your tabs and boxes** – This is part of “house cleaning”. Delete or hide all unused tabs. These unused tabs take up space and serves no proper function. Re-order your tabs and boxes according to visual priority. Most visitors view from top left to top right, and then to bottom right of a Page
7. **Fill all tabs and boxes with content** – If any of these components are empty, you should ask yourself why is it even there to begin with. Either remove them or fill them with relevant content!
8. **Create fancy content** – Using Facebook Markup Language (FBML), you can fill your Page with simple fonts, layouts, images and even dazzling Flash applications!
9. **Set the default landing tab** – Most marketers do not realise that this is a key step when creating a Facebook Page. The default landing tab determines the first impressions a visitor has of your product and brand. Leaving the Wall as the default landing tab is not the best option.



## 1. Grab your username / URL shortener –

A typical username looks like this:

<http://www.facebook.com/username>

However, some marketers have gotten creative and started using URL shorteners. These are actually shortened fancy URL re-directors that link to a much longer URL that is difficult to remember. Here's an example:

<http://bg.sg/Intel> links to <http://www.blugrapes.com/Intel>

As of the time of writing, you can request a username if your Facebook Page has more than 100 fans. However, for marketers with a budget, you may want to use URL shortening services (eg. <http://www.tinyurl.com>) before your Page is even published.

In summary, these are 2 ways to let your Page be more accessible:

1. **Less than 100 fans:** Engage the services of URL shortening services such as TinyURL in the interim. It's free and easy to use.
2. **More than 100 fans:** Register the username for your Facebook Page immediately at <http://www.facebook.com/username>. Awarding of usernames are based on the following criteria :
  - Username requested is not already taken, AND
  - You have the relevant copyrights to the username



## Optional

- 11. Embed Facebook applications** – These are applications that have been created using FBML or some other Facebook friendly coding language. It has its place as it uses more sophisticated features such as Facebook Connect APIs.

Once the Facebook Page has been set up, you are now ready to acquire fans. Congratulations on successfully completing the first step towards building your Fandom. Now it is time to get visitors to your Page and convert them into ardent fans.





Reaching Potential Fans

# PUBLICIZING YOUR PAGE

# Reaching Potential Fans

*“If you build it, they will come” – Wayne from the movie Wayne’s World*

## Why Reach Out To Fans?

With your Facebook Page fully constructed, it is now time to woo Facebook users to your spanking new Page. If a beautifully designed Page gets no visitors, it is completely useless in the quest for building Fandom. Some marketers assume that an exciting Page is all that is needed to grow and build a fan base. They believe that exciting content is viral, and that the fan base will grow by itself on Facebook with minimal work. This is one of the biggest Social Media myths.

On 7<sup>th</sup> September 2009, a comparison was made between 2 Facebook Pages – Puma Singapore and Chinese Box. Both companies used different approaches to market on Facebook. One subscribed to the Social Media myth, while the other took a comprehensive approach in planning and executing their marketing campaign on Facebook.

## Busting the Social Media Myth (A Singapore Case Study)

Puma is an internationally established company and brand for sports and fashion apparels, while Chinese Box is a relatively new local traditional Chinese restaurant. Both established an official presence on Facebook (with Facebook Pages of course) within months of each other and began their quest for Fandom.

Puma Singapore took a more passive approach. They assumed that with their brand equity and exciting content, people would automatically join them as fans on Facebook. Here are some of the content available on their Page:



- Sponsorship of Olympics running champion Usian Bolt
- Sponsorships of F1, Ocean Racing and MotoGP racing teams
- Branded launch party event videos and pictures
- Launch product images

There were no other known marketing activities except links from an external microsite and a Facebook group with only 170 members. No advertising or any other forms of marketing tactics were known to have been used to promote the Facebook Page.

Chinese Box on the other hand, adopted a more active approach. They had little brand equity, no awareness and no exciting content to offer. Thus they planned a strategic Facebook marketing approach to wooing visitors to become fans.

Here is a list of some of the marketing tactics used:

- Advertised on Facebook via Social Ads
- Provided incentives for visitors to sign up as fans
- Listed relevant content (eg. Menus, promotions, event photos and directions)
- Requested links from food bloggers
- Maintained active discussions with visitors and fans on Page



## The Results

As of 7<sup>th</sup> September 2009, Puma Singapore Facebook Page had a fan base of 1,137 fans, while Chinese Box Page had a fan base of 1,095 fans. Although Puma has a much stronger brand equity, their lack of effort to reach potential fans placed them on par with a relatively unknown but proactive brand such as Chinese Box.

## The Myth Busted

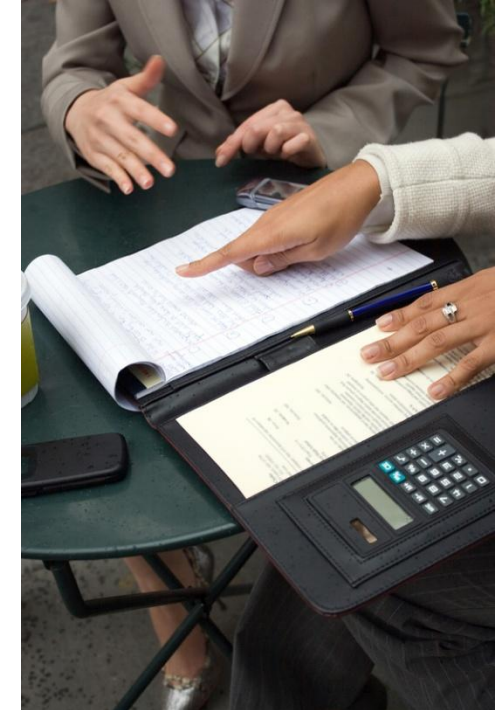
Just because your Page has exciting content, it does not mean an avalanche of visitors will flock to you and sign up as a fan. If you are planning on building a sizeable fan base, then take a more active approach and reach out to potential fans. Else if you build it, they will **NOT** come.

## Reaching Out To Potential Fans

With a finite amount of time and money, there is always a need to know how to reach as many of the right people, with minimum effort, in the shortest time possible while still remaining cost effective.

The recommended approach then is to have a balanced mix between sweat equity (time & effort) and marketing budgets according to the following principles:

- The greater the marketing budgets, the less sweat equity is required
- The lesser the marketing budgets, the greater sweat equity is required



## More Budget, Less Sweat

For marketers with sizeable budgets, you have the benefit of being able to employ the services of agencies to handle most of the grunt work, so do it! This frees you to direct and control the overall marketing campaign strategy. You also then have more expertise at your disposal to share the execution work of your marketing campaigns.

That said, it does not give you the license to leave everything in someone else's hands! No one knows your brand better than you.

Here are some paid solutions to help you reach potential Fans:

- **Advertise via Facebook Solutions agency** – The agency will help plan, manage and optimize your media campaigns on Facebook. It is always good to select agencies with a good credibility and track record on Facebook.
- **Include Facebook Page link in all other advertising activities** – Include your Facebook campaigns as part of your marketing mix, don't leave it isolated. Leverage on opportunities to give your Facebook Page URL exposure to create more awareness of its existence amongst potential fans.
- **Engage your PR agency** – Direct your PR agency to investigate if you are newsworthy enough to generate a press release on your Facebook Page debut. Else if there are any exclusive exciting activities on Facebook that is able to garner some press mileage for increased exposure.
- **Engage your Search Engine Optimization (SEO) agency** – Ensure that a specialist optimizes your Facebook Page for most major search engines so that it can be easily found by your potential fans.



## More Sweat, Less Budget

For marketers with smaller marketing budgets, more effort is required to compensate for a lack of budgets when reaching out to potential fans. However, it does not mean they are less impactful in any way. The major drawbacks of this approach is slower impact, but not necessarily less effective if done properly. Here's what you can do:

- **Issue press releases** – You can still announce your debut or any newsworthy activities on Facebook without an agency. It will be tougher without the help of experts, but still very possible.
- **Submit to major search engines** – The Internet has the top search engines as web king makers. Whoever is easily found on popular search engines will enjoy good web traffic. So submit your Facebook Page URL to major search engines and ensure your Pages are optimized so it can be found by the right folks whom you want as fans.
- **Exchange links** – If you have good relations with related websites, bloggers, friends and any online opinion leaders, request for a link exchange. This increases access points to your Facebook Page because it is easier to be found by both potential fans and search engines. Do the same for your corporate site if you have one.
- **Embed Fan Box** – Get your website developer to incorporate the Facebook Fan Box on your blog or corporate website. Increase access points to your Page and make it easier for your current consumers to become your fans on Facebook. Codes for this Fan Box are retrievable by Page admins. It's found beneath your Page's profile picture.



- **Send emails** – Announce your Facebook Page debut to any relevant existing email database that you already own. Ask and encourage users of your database to join your Page. Do not forget to give them a compelling reason why they should seriously consider being a fan.
- **Suggest to friends** – Even Robinson Crusoe has “Friday” as a friend. So share your Page with friends on Facebook. You will never know until you ask them to be fan. While it is fun to obligate friends and annoy acquaintances, do it in moderation lest you become a nuisance.
- **Tag your status updates** – This is a relatively new feature that was just implemented. Tag your Facebook Page when you do a status update. Your network of friends will see your status update on their Homepage News Feed including the link to the Page you are trying to promote. It will also appear on the Page’s Wall resulting in more activities.





Staying Relevant To The Right Folks

# RELEVANCE MARKETING



# Creating Effective Facebook Ads

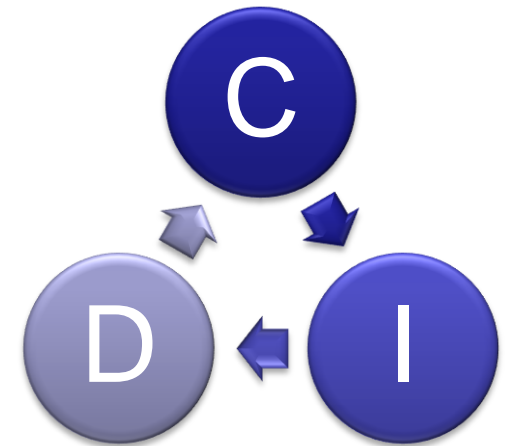
*“Efficiency is doing things right; effectiveness is doing the right things.” – Peter F. Drucker*

## The Holy Trinity Of Effective Facebook Ads

Every marketer knows that there can be a gazillion things that can affect the overall effectiveness of advertising. However, when using Facebook Ads to advertise a Facebook Page, there are three critical factors that are still very much within a marketer's control:

1. **Copy** – Craft a mind blowing and world changing message within 135 characters. Take this opportunity to be precise, concise, compelling and most important – relevant!
2. **Image** – A picture paints a thousand words. So get an image that excites! While sex sells as well as excites, it is crucial to stay relevant to the copy. Do ensure you have the relevant copyrights to the images used.
3. **Destination** – The last thing a consumer wants to feel is that he or she has been conned into visiting a Facebook Page that does not sync with what was advertised by the Facebook Ad's copy and image. Without credibility, there is no way of convincing visitors to ever become a fan of your Page.

By controlling **C.I.D.** (the acronym for the above three factors) and varying their combinations, you can rest assured that the Facebook Ads will be as effective as possible. The key is to make minor adjustments, review the results, and re-adjust accordingly. Repeat till you are completely satisfied with the results. Then again, there is always professional help available if your budgets can afford.



# Social Ads Targeting

*“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” – Peter F. Drucker*

## Targeting Your Ideal Customers

Just a few months ago, I received a mobile SMS coupon trying to entice me with an exciting offer on a whole new range of ladies lingerie. Of course that would have been fantastic but for the fact that I am a man! So unless it was meant to get me to buy it as a present for my wife, it is unlikely that I will even bother wasting any more time on this poorly targeted advertisement.

The same scenario applies when reaching out to potential fans. Do not behave like a rabid flasher showing your wares to anyone who is within your reach, vicinity or willing to take a look. It makes good sense and practise to take some time and effort to first understand who are your target consumers, then attempt to arrest their attention.

## Targeting With Social Ads

There are two main types of advertising inventories available on Facebook - Facebook Ads and Homepage Ads. Facebook Ads that advertise Facebook Pages are also known as Social Ads. We prefer using Social Ads when building Fandom because they are performance based (Pay per click) with some additional useful consumer targeting features which I will discuss later. So you pay only for what works, while also benefiting from ad exposures although no clicks might have resulted. Thus the scope of this discussion will be limited to the use of Facebook Ads only.



Facebook has a rather sophisticated targeting capability when it comes to serving Social Ads. This facilitates displaying ads to only consumers targeted by you. We will cover some of the essential targeting options as follows:

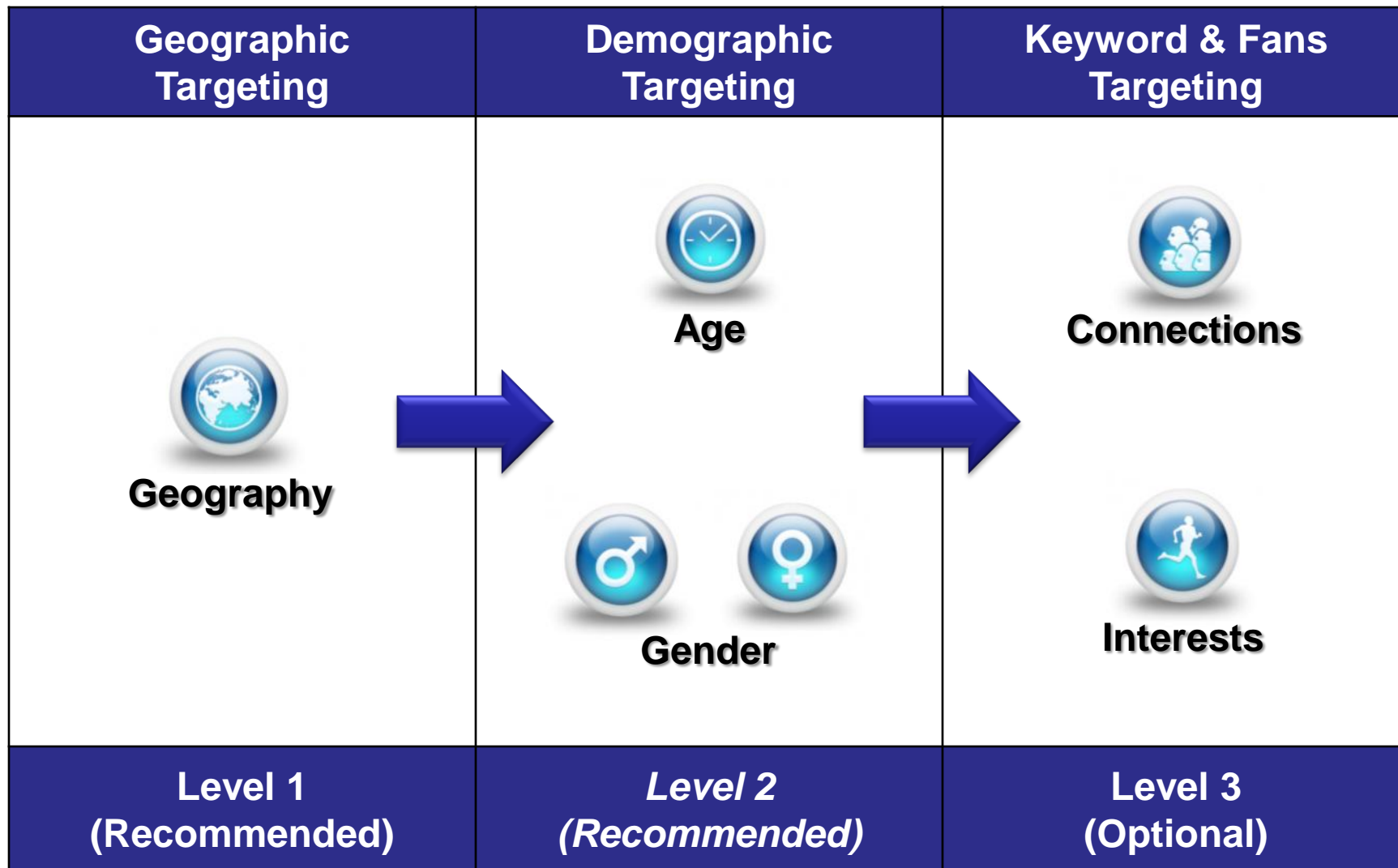
## 1. Physical Demographics

1. **Gender** – Leave this option blank if you intend to target both males and females. On the other hand, checking both male and female options will target users who have chosen to reveal their gender, leaving out those who chose not to. This may result in a potentially smaller pool of targeted users.
2. **Age** - Select the age band of your ideal target consumers. A sophisticated marketer will focus on hitting different age bands when targeting males and females.

2. **Geography** – Facebook targets Facebook Ads using user based IP (Internet Protocol) address and their profile location. Hence this targeting option is rather accurate and useful.
3. **Keywords** – Our opinion is to ignore this option unless there is no choice. Most Asian folks do not have a habit of updating their preferences beyond their initial account registration. Lazy perhaps? Not a very useful option because your targeted pool of users shrinks too drastically to be of use.
4. **Connections** – This is a relatively new targeting option (available only to Social Ads) but extremely useful. When enabled, this option will focus its ads exposure on users who are not already fans of your Page. Never preach to the converted. Focus your efforts and budgets on those who are not yet fans.



# Optimized Consumer Targeting



# Understand Campaign Fatigue

*“Never tire yourself more than necessary, even if you have to found a culture on the fatigue of your bones.” – Antonin Artaud*

In an ideal world, your campaign never fatigues. The ads reach new people all the time and conveniently reappears to those who might have forgotten about it. However, the reality is that every campaign suffers from some form of fatigue.

## Refreshing Facebook Ads

Most consumers are easily bored. Even a typical meal requires some form of variety. Your Facebook Ads campaign is no different and requires frequent adjustments and revisions so that content stays fresh to consumers.

On the average, it is advisable to review both the copy and image of your Facebook Ads weekly. If you are running several Facebook Ads concurrently in your campaign, sieve out the ones that are not performing, revise them accordingly and then redeploy.

2 Weeks is a good duration for your ads to gain sufficient exposure. We don't suggest you let them run any longer without having any revisions made. Consumers who would have responded to the copy and image would have already done so by then.



Getting Fanatics!

# FANS CONVERSION

# Getting Fanatic

*“Fan [noun] – an enthusiastic devotee, follower, or admirer of a sport, pastime, celebrity.” – Dictionary.com*

## Making It Easy To Get Fans

Now that you have managed to arrest their attention with Facebook Ads, put a compelling offer on the table, convince them to visit your Facebook Page and become a fan. As they make a consideration, it's best to help lower any barriers that might hinder them from becoming a fan.

Here are some questions to consider:

1. **Reason** - Did you provide enough compelling reasons to be a fan? Eg. Exclusive content, incentives, etc.
2. **Ask** - Did you ask visitors on your Facebook Page to be a fan? If not, ask! Sometimes it's this simple.
3. **Engage** – Are there sufficient engagement of fans? Unless you are interesting, you gather no interests from others.
4. **Connect** - Are their fellow friends already a fan of your Facebook Page? Herd mentality works wonders in communities.
5. **Access** - Are there sufficient access points to becoming a fan? Remember that out of sight means out of mind. Eg. Fan Box, etc.



Building Momentum

# GROWING FANS



# Building Momentum

*“Even the largest avalanche is triggered by small things.” – Vernor Vinge*

## Starting An Avalanche

A massive avalanche has its origins as a small humble snowball, which gathered so much speed and momentum till it became a force of nature to be reckoned with. Similarly, when building your Fandom, the same basic principles apply. You need to gather both speed and momentum to get an avalanche of fans.

Our research and experience has shown that to build such a momentum, you will need to have these in place:

- 1. Hit minimum fan mass** – We estimate this figure to be at least 1,000 fans. Anything less will mean too small a fan base to attract any significant attention from fellow users. Social Ads are also less effective without this mass as it is unable to leverage on such a small existing pool of fans to add credibility to the ads.
- 2. Achieve high Post Quality** - Your Post Quality is determined by the percentage of fans that engage with content on your Page. It is calculated on a rolling seven-day basis. You will need to outperform Pages of similar size.
- 3. Be highly relevant** – If you managed to target your fan base correctly, users on Facebook with similar profiles will also be exposed to the Page in the form of Highlights. This lends higher credibility amongst users as Highlights are not paid ads and would receive more consideration.



## The Aftermath

If you are successful in starting an avalanche when creating your Ffandom, here are some additional perks to help your Page gain even more momentum:

1. **Free Homepage exposure** – Facebook actually helps you gain even more momentum by placing your Page under Highlights of users' Homepages provided:
  - User has friends who are already fans of your Page
  - There is sufficient quality interactions (via Post Quality) on your Page

This is extremely useful as placement here is highly coveted by marketers as the credibility of this exposure is extremely high amongst Facebook users and has a viral element.

2. **Viral effect** – From our observations, we noticed a trend that when four of a user's friends are fans of a Page, curiosity usually gets the better of them when a Social Ad appears. It is very likely that they will also check the Page and consider being a fan too. This seems like herd mentality, but it's definitely wonderful for the marketer as no one wants to be left out!



# Improving Interactions

Interactions sets the tonality of your Facebook Page and reflect the personality behind the Page. Do it well, and your fans will thank you for it and are likely to become advocates. Mess it up and you will feel their wrath.

We also mentioned that quality interactions contribute to the fan acquisition momentum – they improve your Page's Post Quality, which increases the probability of being displayed under 'Highlights' of users' Homepages.

## Interaction Guidelines

Here is a list of guidelines we recommend you adhere to when interacting with your fans. They are by no means exhaustive, but should serve as a basic foundation for interactions.

1. **Be relevant** – Never post rubbish as part of your status update. That is a sure way to kill the Fandom you painstakingly built. It amounts to throwing refuse into your neighbor's garden, hoping he will value it more than you do!
2. **Be interesting** – No one likes a bore. Appeal to the curiosity, interests and emotions of your fans.
3. **Be courteous** – You are your brand's ambassador. As a marketer, we need to be brand guardians too. Being friendly allows your fans to be more loyal and it brings about mutual respect in any interaction. Moreover, there is definitely more professionalism with courtesy. Speak to your fans instead of talking down to them.



4. **Be concise** – Remember that you are not blogging when you update your Page status. Keep it brief. Bite sized updates and information works best. If you need to place a URL link, use URL shorteners.
5. **Be truthful** – Never lie in your updates and especially your responses. It is definitely alright if you do not have the answers. Just be truthful in your replies. You can always reply that you will check if you do not know the answers. Your credibility is important for your Page.
6. **Be cool** – There will always be difficult fans, with difficult issues and difficult questions. The key is to be cool about anything you encounter. No one enjoys interacting with highly-tensed folks. Remaining cool and collected allows you time to think before you act rather than respond and regret later.
7. **Be responsive** – When you hear an echo, you know that you are either in the vicinity of a dead town, or you are in a vast expanse of emptiness. Always respond to fans who bother to write you on the Pages' Walls. Join in the conversations.
8. **Be regular** – Out of sight means out of mind. If you have irregular updates on your Pages, it is likely that your fans will soon forget your existence. Fans remember you when there is quality activity happening regularly and consistently on your Page.
9. **Do not spam** – In your enthusiasm to interact and get your fans excited, remember never to spam! Be mindful that you now have privileged access to News Feed of your fans' Homepages. Unwittingly, many marketers update their Page's status in rapid succession much like firing machine gun. Much to the pain of their fans who are being spammed.



- 10. Do not tolerate abuse** – While it is ok to tolerate differing opinions, it is certainly not tolerable to have anyone abusing or be abused. All interactions about drugs, gender (sexual in nature or discrimination), religion and politics should be avoided like a plague. We advise that interactions of such nature should be deleted.



# Effects Of Timing

*"When torrential water tosses boulders, it is because of its momentum. When the strike of a hawk breaks the body of its prey, it is because of timing." - Sun Tzu*

## Understand The Effects Of Timing

Imagine a newscaster about to deliver the most earth shattering news in centuries, only to find a handful watching because it is 3am in the morning! While this may be the most important piece of news, it will soon fade into obscurity because it lacks an audience as a result of its untimely delivery.

The bottom line is that timing is important. Based on our observations (see Appendix), we've found the best times to update your Facebook Page's status for maximum effect and exposure.

## Timing Your Status Updates

There are three time belts on a weekday which are most suitable for updating your Page's status as most people are checking their Facebook Homepages during these times. So your updates will have the best chance of being noticed and read.

- **10am to 12pm: Pre-lunch.** Most folks tend to view their Homepages before going for lunch. This gives them a short break from work and also an update about what their friends are doing. Perhaps this also provides topics for interesting lunch conversations.



- **4pm to 6pm: Before returning home.** This is a short break to recover from the possible fatigue of work prior to returning home.
- **10pm to 12am: Pre-bedtime.** Before most folks go off to bed, they take comfort in knowing what has been happening amongst their circle of friends.

## Time Belts To Avoid

While there are suggested timings to best reach consumers, there are also time belts to be avoided. These periods have the least amount of users on Facebook for various observable reasons.

- **Weekdays**
  - **6am to 8am: Travelling to work/school.** Most people are on the road home with limited Internet access. Hence access to Facebook will also be limited.
  - **6pm to 8pm: Travelling home.** Same as above, the majority of people would again be on the roads travelling. Thus limited Internet access would imply limited Facebook usage.
- **Weekends & Holidays: Out of home.** Most folks should be taking a break from their normal routines. It is likely that a majority would be spending time out of their homes enjoying their well deserved breaks. Unless the bulk of Facebook users have constant Internet access while being on the move, the usage of Facebook will definitely be below average.



All Together Now

# CONCLUSION



# Conclusion

*"Life is far too important a thing ever to talk seriously about.." - Oscar Wilde*

## In A Nutshell

Facebook is still evolving each day. Currently, we notice that it is like a 2.0 version of the old Internet forum communities. It is a connected community for the masses with much more sophistication, richer content, but still relatively easy to use for the average Joe.

These guidelines and recommendations to acquiring fans came from our personal experimentations and experiences with campaigns that we managed for our valuable clients. The writing of this eBook and providing it for free meant that we can raise the bar on what is possible on a Social Media platform such as Facebook. Consumers should not be allowed to suffer mediocrity in acquiring fans on Facebook.

Our parting thoughts can be summarized here:

1. Building Fandom is not a new art. It follows similar principles of building online forum communities with bits of adjustments.
2. Anyone can do it. This is not just for the marketers with huge budgets.
3. Building Fandom takes time, effort and dedication. There is no giving up.
4. Have loads of fun and learning every time. There is always something new.
5. Think big, but act small when building Fandom. Convince users to be a fan of your Page - **One fan at a time.**



# About the Author

Ryan is a serial entrepreneur and an avid digital marketer who has founded several start-ups companies ranging from online gaming to digital marketing.

Ryan joined Blugrapes in August 2008 as its Business Director. With his personal passion and marketing experience from Nokia, Microsoft, and Lenovo, Ryan developed performance centric digital marketing solutions for many Fortune 500 companies by leveraging on mobile and social media technologies.

An NUS graduate, with a BEng in Electrical Engineering, Ryan is also a husband and proud father to two young children.

Ryan is available to provide lectures and presentations on how companies use mobile and social media marketing effectively. Please contact him at [ryan@blugrapes.com](mailto:ryan@blugrapes.com).



# About Blugrapes

Founded in March 2006, Blugrapes is a marketing consulting company. We aim to maximize marketing returns with our professional consultancy services and premium solutions with the almost ubiquitous mobile technology and fast growing social media platforms as the current mediums of choice.

Blugrapes is named after an urban belief that there exist an extremely rare species of blue grapes. A premium is thus imposed by virtue of the elusiveness of the fruit and the beliefs of its potential buyers, rather than its actual existence. Hence, our objective is to enable our clients to debunk the myth that marketing cannot be accurately measured and that most marketing ROIs are already at an optimum.

We provide marketing optimization solutions to capture consumer data, analyze effectiveness of media spends, develop and execute highly optimized digital marketing campaigns. Reporting and management of these solutions are often tightly integrated into a unified dashboard. All without the hassle of integration or engaging in laborious technical implementations.

We believe that no marketers should be deprived of the ability to maximize marketing ROI and still ensure that each engagement is highly relevant. Thereby always optimizing conversions by knowing when to present the right message, at the right places and at the right time.

# Acknowledgements

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- Our Board Of Advisors for their unwavering support
- Alice for her kind support and managing the kids while I wrote the eBook

# Corrections, Comments & Updates

## New Updates and Additions

For any updates on the eBook (which there will be some due to the ever changing nature of Facebook!), please visit the eBook's page at <http://bg.sg/fandom>

## Comments and Feedback

Please give us comments and feedback at our Facebook Page at <http://www.facebook.com/Blugrapes> .

## Any Other Matters

Kindly email us at [info@blugrapes.com](mailto:info@blugrapes.com) or visit our website at <http://www.blugrapes.com>



Coming Next Update

# WHAT'S UP DOC?

# Coming Up Next

Given the limitations of time, we are not able to include everything we wanted in this eBook. However, we promise to update and revise the content as frequently as possible. This is to keep current with Facebook's changes, trends and social media marketing needs. For the next eBook version, we will attempt to include the following:

1. Tips & Tricks
2. Dos & Don'ts
3. How To Sustain Fans
4. Running Contests
5. More Case Studies



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Some Other Useful Info

# APPENDIX

# Finding Peak Access Periods

Here is how to measure the effects of timing your Status Updates of your Page according to the usage and access patterns of your target audience:

1. Get a sizeable sample pool of your Page's target audience
2. Check hourly on the number of friends that are online (see Chat function image on the right) on Facebook from the sample pool
3. Plot a chart of number of online friends versus time
4. Repeat plotting over a few select days of a week
5. Pick peak periods to do Status Update!



# Fan Interaction

Page admins who post engaging, high quality content will have interactive fan bases capable of virally spreading content. The following terms shows how fans are interacting with your posts and consuming your material.

- **Interactions:** Total number of comments, Wall posts, and likes.
- **Interactions Per Post:** Average number of comments, Wall posts, and likes generated by each piece of content you post.
- **Post Quality:** Score measuring how engaging your content is to Facebook users. A higher Post Quality indicates material that better engages users.
- **Stream CTR / ETR:** This graph is a measure of the Click Through Rate and Engagement Rate for your content appearing in the Facebook News Feed. If a user clicks on one of your posts, that will be counted as Stream CTR. If a user likes or comments on one of your posts, that will be counted in the Stream ETR. Please note that Stream data is based on a sample and therefore is an estimate of your Stream CTR and ETR.
- **Discussion Posts:** The number of Discussion topics users have created on your Page.
- **Reviews:** The number of times fans have used the Reviews application to rate your Page.

# Interactions & Quality

When you create compelling content, your fans may choose to interact with the material by commenting, liking, or writing on your Wall. These fans help to spread your content virally throughout Facebook, as their engagement leads to organic stories being published in their friends' News Feed.

Your Post Quality is determined by the percentage of your fans that engage when you post content to your Page. It is calculated on a rolling seven-day basis. The number of stars depends on how your Post Quality compares to similar Pages (for example, Pages that have a similar number of fans.)

To increase the number of Interactions and improve your Post Quality you may consider:

- Making sure that your posts, whether they are Status Updates, photos, links, or videos, are relevant to your fans. Posting engaging content is the best way to get people to interact with your Page.
- Posting frequently, but not posting an overwhelming amount of content that users may find spammy or burdensome to consume.
- Increasing your total fan base to generate more interactions: Promote your page with an ad

# Types of Facebook Ads

Facebook Ads accepts 2 types of ads, a Facebook Ad and a Social Ad.

- **A Facebook Ad** is a straight forward branded ad, linking to either an external site, a Facebook application or a Facebook Page.
- **A Social Ad** is also a fully branded ad, but it ties in social interactions performed by user's friends with a brand. Facebook then uses that action as the headline of the creative for the Social Ad and displays it in their Mini Feed.