

Return on Facebook

What Every Marketer Needs to Know to Generate Social Revenue

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Target Audience:

- Business and Marketing Leaders
- E-Commerce Management
- Social Media Managers and Planners
- Digital Marketers and Agencies

You will gain specific value from:

- How to create a social media strategy for your business
- A framework for the completion of your social media plan
- Detailed tactics that will increase your audience size and social commerce sales
- A curated list of resources to help with the development of your strategy and tactics

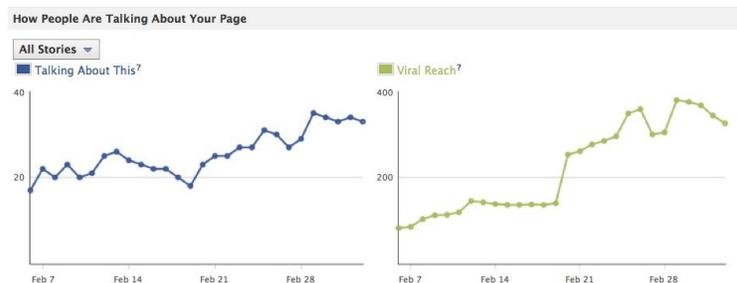
As a business owner or leader you likely have taken the first step towards the generation of e-commerce revenues through social media. Recent surveys indicate over 50% of all business have implemented first generation social commerce applications. Many have recognized that Facebook is the next big shopping frontier and the implementation of a store creates a focus for your efforts. Now that you have placed your storefront on Facebook, you might be asking “what now” or more importantly “how do we get a return on our efforts?”

ShopTab has created a comprehensive social strategy roadmap to answer those questions and more. In the following pages you will find an outline that will lead you through the strategy creation process, tactics outline and plan definition to support your social media efforts. The ultimate value for using this document should be a social media plan that works in concert with your overall marketing and business plan.

1. Declare your Social Strategy

Think back a decade or so when e-commerce first emerged – experts couldn’t agree if it was a revolution or just a blip. Business leaders were buffeted with messages of “first mover advantage” and a plethora of technology solutions to go from “bricks to clicks.” Fast forward to today, and up to 15% of U.S. consumer purchases are completed online – almost \$200B in 2011. Retailers like Amazon, Zappos and Expedia are household names while booksellers, shoe stores, and travel agents have been relegated to a shrinking share of the pie. In retrospect, the ROI on investments designed to participate in e-commerce had less to do with “first move” investments and more to do with the long standing business practice of developing a well thought out strategy! As e-commerce has evolved, so too have the venues in which people transact with companies. A new and popular frontier is Facebook. Companies are scrambling to offer products and services for sale directly through their Facebook presence, but are they doing it with a goal in mind?

In order for your Facebook Store to be successful a documented social marketing strategy is a priority. Without a strategy you are buying into all the media hype about counting Likes, Shares and Tweets but not tying these actions to measurements that are important to moving your business forward.



Once you are clear on your social strategy statement, a set of quarterly and annual objectives is required to create organizational clarity to your desired impact. If you don’t define success measurements, how will you know if you reached your goals or getting an ROI for your efforts? If you are just starting your social strategy process then we suggest following our five step process to success. If you already have a set social strategy and feel comfortable with your objectives, you can move onto our third step that outlines specific social commerce tactics that can help you to meet your overall objectives.

Strategy

Just as you have done with each of your significant business decisions, your social strategy provides an anchor for all your project activities. Spend the time to understand what will create value and a unique position for your organization within your social networks.

Social strategy statement examples:

- We want to be viewed as the most socially engaged company in our market so that we can increase our customer base in the 18 to 35 demographic.

- We want to engage our clients as soon as they have a question or issue via social media to improve our brand image and our drive online revenues up 30%.
- We want to drive 10% of our online revenues via social commerce or attributed to social marketing activities.

Question: Does your strategy support your overall marketing plan goals? If it does, move forward to defining your objectives. If it doesn't, go back to your marketing plan and try again since you must be in alignment of your overall goals before you move forward.

Objectives

Each strategy needs objectives defined that outline what your business wants to obtain. Objectives can be small or big, short or long-term, and apply to all aspects of your business. However, make sure they are clear and concise and will move your business forward to achieve your strategy.

If you are a local store or business some example objectives could be as follows:

- You want to increase your sale volume by a 10% monthly.
- Increase local involvement and fan base to over 2,000 by the end of the year.
- Increase in "likes" by 50 and shares by 20 per week or month.
- See an increase by 100% in Facebook referral traffic as seen in Google Analytics by end of the year.
- See an increase in traffic by 50% from all social sites to your website.
- Redeem over 250 Facebook coupons for walk-in traffic sales.

If you are a large national or international brand some example objectives could be as follows:

- You want to increase your sale volume by a 100% from social site referral traffic.
- Increase your fan base by 25,000 by the end of the year.
- An increase in daily "likes" by over 100.
- Deliver "social buzz" by a 100% increase in Tweets, G+ marks, FB posts, likes and shares.
- Have the most number of fans in your market segment.
- Targeted social engagement rates by countries or regions.
- We want a FB post "virality" average of 3%

At this point, social media and social marketing provide a nascent channel so it is not yet fully clear which metrics you to prioritize that will support a given strategy. It is important to monitor and adjust your objectives over time.

Now that you have established your strategy statement and outlined your key objectives it is time to develop your audience.

Resource List:

Components of a Strategy Statement - <http://www.managementstudyguide.com/strategy-statement-components.htm>

2. Grow your Audience

Driving users to your Facebook page is important so let's remember why users are on social networks – they are interested in being social. Get your social game on so that you reflect your brand, personality and products appropriately. Just like a cocktail party or attending a business networking function, you need to be both interesting and interested. You can't stand out in a social environment if it is evident that all you want to do is to sell to people – most of us run from those people! Start interesting discussions, bring up varied topics, and provide unique perspectives that help people. This will all help drive up your audience.

As your overall online audience grows, so does your social fan base and when your fan base grows, so can your sales. Fans sell to other fans, the more buzz you can generate around your Facebook shop the better. Let's be clear, if you don't have an audience (hundreds for a local store or tens of thousands for a national brand) you should not move to the next step. Work to create the critical mass in this step before you can expect impactful revenue or engagement results from a Facebook store.

It is time to brainstorm about ideas to build you fans both through online (using Facebook, Twitter, Google+, LinkedIn, Pinterest, your blog, guest blogging, email newsletters and webinars) and via your offline marketing efforts to increase your social following.



Image source: <http://www.brandnewbuzz.com/wp-content/uploads/2011/06/social-media.jpg>

Below are a few strategies that you can use to increase your audience size. The new Facebook Timeline for business pages layout is very visually engaging, so try to think of things that will post well on your page.

- ❖ Use your website to funnel people to your Facebook page. Make your social marks prominent.
- ❖ Create contests. An example is to have a contest that requires someone to engage their friends in order to receive a coupon. Promote via online and offline methods.
- ❖ Post interesting daily “Did you know,” that your fans may not know about your market, business, products, or features
- ❖ Have a daily or weekly trivia question either about your company or something related to your products or marketplace.
- ❖ Create posts that allow them to fill in the blank. For example, if you are a shoe store you could say, “My favorite shoes to wear in the summertime are _____.”

- ❖ Post interesting pictures with your product or about your product. For example, you are a pottery store so you could post pictures about pottery from the past or that you see at a market.
- ❖ Encourage your audience to take your products to different locations and take pictures with your product. If they post them, give them a reward.
- ❖ Design your timeline layout to showcase photos of your business. Get creative, people like catchy photos and will share them.
- ❖ Utilize [Facebook's ad campaigns](#) in order to drive traffic to your Facebook store.
- ❖ Send an email encouraging newsletter subscribers to Like your page.
- ❖ Feature your social buttons prominently in all paid and offline advertising.
- ❖ Also think of the “pinability” (yes we created a new word, which will soon be in the dictionary for the Pinterest generation) your Facebook page has.

CAUTION: If you have a very small audience, stop and focus all of your social marketing efforts to build this base before you go forward with focusing on social commerce. Your fans will become your best advocates so we need to make sure we have the largest base possible.

Before we go too far, is there an ROI to move forward? Let's do some quick math to see if adding a Facebook store provides a valuable element to support your social marketing efforts.

<u>Sample:</u>	<u>Fixed</u>	<u>Variable monthly</u>
Start-up costs (custom design, special agency work...)	\$ _____	
Monthly subscription or maintenance		\$ _____
Resource and staffing costs		\$ _____

Example with ShopTab:

Start-up costs	\$ 0	
Monthly subscription or maintenance		\$20.00
Resource and staffing costs (8 hours @ \$50/hour)*		\$400.00
Totals	\$ 0	\$420.00/month

If our average sale is \$100 we need to have approximately 5 orders a month to be profitable.

* Assumes 2 hours a week for promotion of store via tactics outlined in step #3.

3. Social Commerce Tactics

Once you create a Facebook shop it cannot be left to its own devices. This new commerce channel requires consistent promotion in order for it to be seen by your users and generate sales through your fan base. This promotion allows the community to know your shop is present on Facebook and open for business. Now is the time to let your creativity develop unique experiences for your users to engage them with your products or services. Facebook is a social network so interesting conversation is critical and should dominate your communication. A good rule of thumb is 80/20 for social conversation versus anything promoting your company products and services. You don't want to be viewed as only promoting your products since this will hurt your growth of followers and ultimately sales.



Image source: <http://www.highfillperformancegroup.com/wp-content/uploads/2010/05/crayons-and-creativity.jpg>

Below are ideas on ways to leverage your store to support your overall social strategy objectives:

Social Engagement – creating social commerce conversation by linking activities to your products.

- Periodically create a poll asking a question on an existing product, feature enhancements for a product or to prioritize new products your fans want to see.
- Use your email newsletter to drive new fans. Since the new Facebook Timeline format will show you your latest fans, let them know the next 100 new fans will get a special promotion or coupon.
- Encourage sharing often. Encourage fans to share by offering an incentive.
- Ask followers to post on your wall/home page and provide a free sample of a product for the most creative post.
- Directly message your new fans and ask them what they want to see or why they “Liked” your page.
- Ask your fans to post a picture using your product or wearing a branded t-shirt to win a new product or offer.
- Everyone wants coupons for discounts so make your store header image hyperlink to a website page with a coupon. Make the first “product” in your store a free coupon option – they click the buy button and go to a website page for the coupon.

Sales – create selling opportunities

- Introduce products on Facebook first, offer a special deal for these early users. Create urgency by defining a short time period for the offer.
- Your Facebook shop is an opportunity to present something different than what is on your website. Leverage this concept in your pricing, packaging and offers.
- Offer a discount or promo code solely for the consumers that made a purchase through the Facebook store. Place this promo code in your banner image, not cover image, and in your product descriptions.
- Create a category called “Best Sellers” or “Most Popular” and feature that category on your first store page.
- You don’t have to put all of your products into your Facebook shop. If you have a fully functioning website then use this as an opportunity to [promote “on sale” items](#) by creating a special category for your store or even have it as the only category.
- Promote a specific product, sale item or packaged offering in the header graphic on every page. This graphic may be linked to the website page that supports this promotion.
- Create easy navigation to find your products. Use the “Categories” and [“Subcategories”](#) functions to make it easy for your users
- Many stores have provided free shipping as an option only for Facebook fan purchases with a special code or link to a special web checkout page.

Loyalty & Exclusivity – create a unique value for being a fan of your page and store

- Create a [“Daily” or “Weekly”](#) special page to drive returns to your fan shopping page site. Use the Share or Advice button to promote on your wall and encourage your fans to share with friends
- Create a “Featured” page that only has unique products or price specials available to your fans
- Make your “Daily Deal” or “Featured” page the first page of your store
- Create packaged offerings that only are available to your fans
- Pin your share about your daily or weekly “Deal” to your Facebook home page so that existing fans are reminded and non-fans can see the value of liking your page
- Put a “Free shipping for Fans” or discount promotion code in the store header to give your fans a unique offer for purchases through the store
- Make your header graphic a hyperlink to a webpage that has a printable coupon code for retail walk-in traffic
- [Request comments](#) from your users on a product (What do you think of our color options? Would you wear this out on Friday night?) and provide a special incentive to the most creative response.

There are many more selling tactics that are out there to be discovered. We will include some of the best websites we have found that can help get your creative juices flowing.

Resource links:

<http://www.socialmediaexaminer.com/21-creative-ways-to-increase-your-facebook-fanbase/>

<http://www.flyteblog.com/flyte/2011/11/amy-porterfield-shows-you-how-to-grow-your-facebook-audience.html>

<http://inklingmedia.net/2011/03/14/the-key-to-growing-your-facebook-fan-base/>

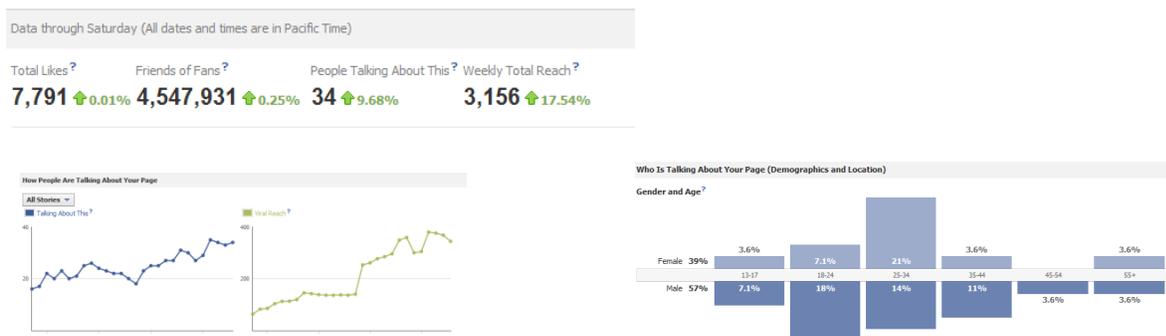
<http://www.socialmediaexaminer.com/5-ways-to-increase-your-facebook-fan-engagement/>

4. Measurement

Of course we know that if you put in all this hard work into your social strategy that you want to be able to measure the return.

Well, thankfully we have thought of that as well. A majority of e-commerce retailers leverage Google Analytics on their website so it was important that we didn't create a second reporting system that you had to try to match-up within each reporting period. Google Analytics will allow you to track your traffic and orders from Facebook as well as other social network activities. We can integrate [Google Analytics tracking into your Facebook store](#) "Buy Now" buttons which will allow you to see just how well your social strategy is working. The set-up is very simple and is a requirement for measurement of your promotional activities that focus on your Facebook store.

In addition to Google Analytics, there is also the option to use Facebook's "Insights" to measure your overall Facebook page engagement. This functionality has improved dramatically over the last year. Insights will allow you to see details on who is following you and trends in their overall engagement. Insights can provide immediate feedback for your campaigns and promotions and to view graphical impact over time. Detailed reports on gender, age, geography, sources of traffic, frequency of visits and page views are also available and exportable for historical evaluation.



Resource links:

How to Track Tweets, Facebook Likes and More with Google Analytics - <http://www.socialmediaexaminer.com/how-to-track-tweets-facebook-likes-and-more-with-google-analytics/>

Google's Social Interaction Analytics - <http://code.google.com/apis/analytics/docs/tracking/gaTrackingSocial.html>

5. Refine

Think you are done? Not a chance! You will want to review your reports from step #4 at least weekly. This environment provides real-time data so you can make adjustments during campaigns and promotions to drive up their overall impact. This assessment will likely prompt you to add new tactics to your list or revise your plans to accommodate for current trends.

Additionally, we suggest you pull these reports together monthly or quarterly and review with your business and marketing leaders. The meeting format should address your past performance, planned activities and solicit feedback. There is plenty of learning that can happen when reviewing this data and it can also assist in building internal buy-in for the overall social marketing effort. One of the main advantages of working in social marketing is the ability to continuously improve in near real-time versus more traditional marketing mediums that can take weeks and months to assess. It may be important to bring example stories to this meeting that outline the impact of the Facebook store to drive traditional sales to your website or retail locations – i.e. A tweet that convinced a friend of a fan to buy your product on the website.

Refine, refine and refine. The social marketing world is very new and your success plan will take plenty of trial and error. Jump in with the strategy outlined in the following section, continue to refine your tactics and follow your plan to social success and brand fame in social marketing!

Conclusion

Now that we have given you an outline for your social strategy, take the time to sit down and complete your social marketing plan. A plan is critical for any success and now you are on your way with your social marketing efforts!

Resource links:

“How to Use Twitter for Marketing PR” - <http://blog.hubspot.com/blog/tabid/6307/bid/4034/How-to-Use-Twitter-for-Marketing-PR.aspx>

“20 Examples of Great Facebook Fan Pages” - <http://blog.hubspot.com/blog/tabid/6307/bid/9469/20-Examples-of-Great-Facebook-Fan-Pages.aspx>

Below are informative blogs for how-tos on social sites other than Facebook:

“6 Google Tips for Business” - <http://www.socialmediaexaminer.com/6-google-tips-for-businesses/>

“26 Tips for Using Pinterest for Business” - <http://www.socialmediaexaminer.com/26-tips-for-using-pinterest-for-business/>

“26 Tips to Enhance your Experience on LinkedIn” - <http://www.socialmediaexaminer.com/26-tips-to-enhance-your-experience-on-linkedin/>

“9 Ways to Make Your Marketing Analytics Actionable” - <http://blog.hubspot.com/blog/tabid/6307/bid/31412/9-Ways-to-Make-Your-Marketing-Analytics-Actionable.aspx>

Social Marketing Plan

Date _____

1) Our Social Strategy Statement(s):

2) Social Marketing Objectives:

- 1) _____
- 2) _____
- 3) _____

3) Tactics:

3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17
Ex: Start engaging our fans.	Ex: Create weekly trivia.	Ex: Start a photo contest.									

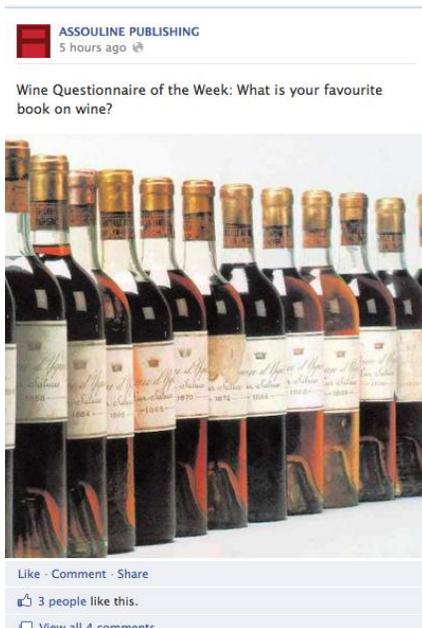
4) Reporting:

	Weekly Review	Monthly Review	Quarterly Review
Baseline reports			
Trend analysis			
Reporting against objectives			

5) Refine:

Key adjustments for next period, big marketing efforts to leverage

- 1) _____ 2) _____
- 3) _____ 4) _____



A great way to engage your audience is to ask a question that relates to your industry.



Creating contests will help boost your fan page activity with “likes” and “shares.”



Inserting a promo code in your banner image can bring more visitors to your Facebook site for exclusive deals.

For more visual aids on how to grow and engage your audience please visit:

<http://www.slideshare.net/ShopTab/how-to-grow-your-audience-with-your-facebook-store>

<http://www.slideshare.net/ShopTab/how-to-turn-likes-into-sales>