



Laura DeMeo

Cross the finish line with
social media marketing



FACEBOOK TRAINING

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

LEG 2

Facebook Marketing Goldmine

- ✓ Part I: How to set up and optimize *Personal Profile* account
- Part II: How to set up and optimize *Fan Page*



Welcome to the Facebook Training

Welcome to my step by step training on how to use Facebook to grow your business

This is the **Second of the three-part Social Media training series**. This Facebook training is broken down into two parts: Part I and Part II. This is Part I: How to set up and use your personal profile account.

By this time, you should have already reviewed the Twitter Training and started to implement the strategies you learned!

The last of the training series will be a special webinar presentation with LinkedIn Expert, Lewis Howes, on how to use LinkedIn to grow your business. Lewis is a highly acclaimed speaker, author, and top business leader. He will show you how he rose to the top by leveraging the power of his professional network using LinkedIn... and how you can too.

Today I will be introducing to you simple and fast strategies on Facebook that once you discover and put into practice— you will create passionate, raving fans and explode your business

Laura DeMeo

How does that sound?!!



How would you like to...

1. Explode your business just by tapping into the power of Facebook-that is **Fast, Simple, & Affordable?**
2. Get hundreds of new customers without spending a lot of your Time and Money-- just by **Word of Mouth?**

Laura DeMeo



What we'll cover in this training...

- Why Facebook?
- The Social Media Mindset
- How to Create a Personal Profile account
- The Facebook Landscape: News Feed
- How to Find Friends and Build your Network
- How to Create Friends List and manage it
- Understanding the Difference between, Personal profile, Groups, & Fan Page
- Why Facebook Page is essential for your business

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What we'll cover in this training cont...

- Discovering the 4 Key elements to a successful Fan page (Plan & Design, Quality Content, Promote, & Engage)
 - Steps to create fan Page (plan & design)
 - How to Customize using Applications
 - How to Create Quality Content
 - How to Promote your Fan Page
 - How to Engage your Audience
- Introduction to the latest changes with Facebook and why it is a fundamental transformation on how we communicate on the internet (Social Plugins and Open Social Graph)
- Privacy Settings
- Review
- Next Steps: Creating a Plan of Action

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Why Facebook?

- 500 Million Active users
- 55 min. Average session time
- Largest Social Networking site
- 2nd Most Trafficked website in the World
- If Facebook were a country, it would be 4th largest Country
- 68% of US Facebook users “more likely to buy on a positive Facebook Friend referral”
(eMarketer)

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Social Media Mindset



- **WHAT IS YOUR GOAL?** What is the outcome you want to achieve? Do you have a clear direction and purpose where you want to be? What is your “WHY” – your motivation for doing this? Map out your goals for using FB, Twitter, Linked
- Understand it is about building **RELATIONSHIPS & DEVELOPING TRUST**- not about being a “pushy “ sales person -Relationships first, business second... always
- Quality vs. Quantity- Consistent **high quality CONTENT** is essential to building your reputation online. People will *want* to syndicate your content and promote you through word of mouth marketing
- **Build a Tribe**- build relationships with your core inner circle
- **REPUTATION**- your biggest asset (protect it). Be a giver and serve others in the best way possible

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Social Media Mindset cont...



- **TRANSPARENCY-** be honest and have high integrity. Align yourself with people & products that you truly believe in
- **AUTHENTICITY-** Be real and genuine. People will see through you. The more real you are, the more trust, respect, and credibility you build
- **BE A CONNECTOR** proactively make a habit of connecting people together and making introductions that are mutually beneficial
- Share information- **SYNDICATE** valuable content
- **SPEED OF IMPLEMENTATION** Follow through with what you say and take massive action. Get started with baby steps

Laura DeMeo



How to Create your Personal Profile

1. Go to www.facebook.com
2. Create your profile

The screenshot shows the Facebook homepage with a dark blue header. On the left, the word "facebook" is written in white. On the right, there are links for "Keep me logged in", "Forgot your password?", and a "Login" button. Below the header, the main content area features the text "Facebook helps you connect and share with the people in your life." and a world map with orange profile icons connected by dashed lines. On the right side, a "Sign Up" form is highlighted with a red border. The form includes fields for "First Name", "Last Name", "Your Email", and "New Password". It also has dropdown menus for "I am:", "Month", "Day", and "Year", and a "Sign Up" button. Below the form, there is a link that says "Create a Page for a celebrity, band or business."

Laura DeMeo



Create your personal Profile

- **Upload Professional Photo**
- **Add description Personal Information**
Basic Information | City/hometown | Birthday (don't include year)
Personal Bio | Favorite quotes
- **Likes and Dislikes** (keep target audience in mind, include rapport building activities & interest, show off best quality and traits). Use key words – every word becomes Clickable link in Facebook Search Engine...
Activities/Interests | Music/ Books | TV/Movies
- **Education and Work**
High School/College | Employer
- **Contact Info.**
Links to website, fan page, twitter, Linked-In, You Tube
- **Add Pictures and videos** (to create more personalized connection)

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Create your Profile

Add Description of basic personal Info.

Basic Information

- Profile Picture
- Relationships
- Likes and Interests
- Education and Work
- Contact Information

Visit your [privacy settings](#) to control who can see the information on your profile.

Laura Demeo

[View My Profile](#)

Current City: Brielle, New Jersey

Hometown: Boston, Massachusetts

Sex: Female Show my sex in my profile

Birthday: May 23, 1973 Show only month & day in my profile.

Interested In: Women Men

Looking For: Friendship Dating A Relationship Networking

Political Views:

Religious Views:

Bio: today's online marketing era, they must incorporate and implement a solid social media plan and marketing strategy.
I also teach this "tri-athlon racing model" of Social Media-- the 3-part training of Twitter, Facebook, and Linked-In not only puts you into a fast, 30-day "race" to building a strong online presence, but it also

Favorite Quotations: "Live with Passion"-- Tony Robbins
"It is never crowded along the extra mile" -Wayne Dwyer

[Chat \(Off\)](#)

Laura Demeo



Create your Profile

Add Your likes and interests

facebook 2 13 33 Search Home Profile Account

Laura Demeo [View My Profile](#)

Your changes have been saved.

Activities: What do you like to do?
Biking, Runnining, Triathlons, Hiking, Reading, Traveling, Spending Time With Family and Friends

Interests: What are your interests?
Marketing, Traveling, Biking, Ironaman triathlons, Healthy living, Social media marketing, Great Wine, Natural foods, Cats, Online marketing, Personal development

Music: What music do you like?
Positive Music, Coldplay, The Jersey Shore Podcast

Books: What books do you like?
The Three Laws of Performance, Optimum Sports Nutrition, The Power of Full Engagement, Think and Grow Rich, The Power of Now Eckhart Tolle, The Psychology of Mans Possible Evolution, Tribes

Biking

Marketing

Positive Music

The Three Laws of Performance

[Chat \(Of](#)

Basic Information
Profile Picture
Relationships
Likes and Interests
Education and work
Contact Information

Visit your [privacy settings](#) to control who can see the information on your profile.

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Personal Profile Filled-Out

Laura Demeo Really excited about the project I am working on-- long overdue!! but well worth the wait. Staying super focused until it is done. Helpful training tutorials coming soon... can't wait to share!

[Wall](#) [Info](#) [Photos](#) [Video](#) [Blog](#) [Boxes](#) >>

About Me [Edit](#)

Basic Info

Sex:	Female
Birthday:	May 23
Relationship Status:	Engaged to Jon Brodsky
Current City:	Brielle, New Jersey
Hometown:	Boston, Massachusetts

Bio

Success is measured not in dollars, but by how many limitations you break through

I am a Social Media Trainer and Marketing Strategist for business ranging from small to larger corporations- my clients have had a very successful run in business and now realize that in order to stay competitive in today's online marketing era, they must incorporate and implement a solid social media plan and marketing strategy.

I also teach this "tri-athlon racing model" of Social Media-- the 3-part training of Twitter, Facebook, and Linked-In not only puts you into a fast, 30-day "race" to building a strong online presence, but it also teaches powerful "training" tools that guarantee skyrocketing productivity and results in that time so you reach a new level in your business you never thought possible.

My online marketing courses focus on extreme business success that simulate the world of tri-athlon racing and incorporate the success-training methods that qualified me for the Ironman World Championships--and continuously have me breaking new physical and mental limitations every day

Favorite Quotations

"Live with Passion"-- Tony Robbins
 "It is never crowded along the extra mile" -Wayne Dwyer
 "A wealthy person is somebody who has the ability to see the obvious before everybody else."

[View Photos of Me \(29\)](#)
[View Videos of Me \(7\)](#)
[Edit My Profile](#)

Success is measured not in dollars, but by how many limitations you break through

Information

Relationship Status:
 Engaged to Jon Brodsky

Birthday:
 May 23

Current City:
 Brielle, NJ

Employers

Self-employed
 Marketing Entrepreneur

College **University of Massachusetts Amherst '95**

High School **Framingham North '91**

Likes and Interests [Edit](#)

Activities

Biking, Running, Triathlons, Hiking,, Reading, Traveling, Spending Time With Family and Friends

Interests

Marketing, Traveling, Biking, Ironman triathlons, Healthy living, Social media marketing, Natural foods, Cats, Online marketing, Personal development, Great Wine

Music

Positive Music, Coldplay, The Jersey Shore Podcast

Books

The Three Laws of Performance, Optimum Sports Nutrition, The Power of Full Engagement, Think and Grow Rich, The Power of Now Eckhart Tolle, The Psychology of Mans Possible Evolution, Tribes, Mastery of Life, The Brain That Changes Itself, Chicken Soup for the Cat and Dog Lover's

Television

Don't Watch Tv

My LinkedIn

Profile HTML

[follow me on twitter](#)

Photos

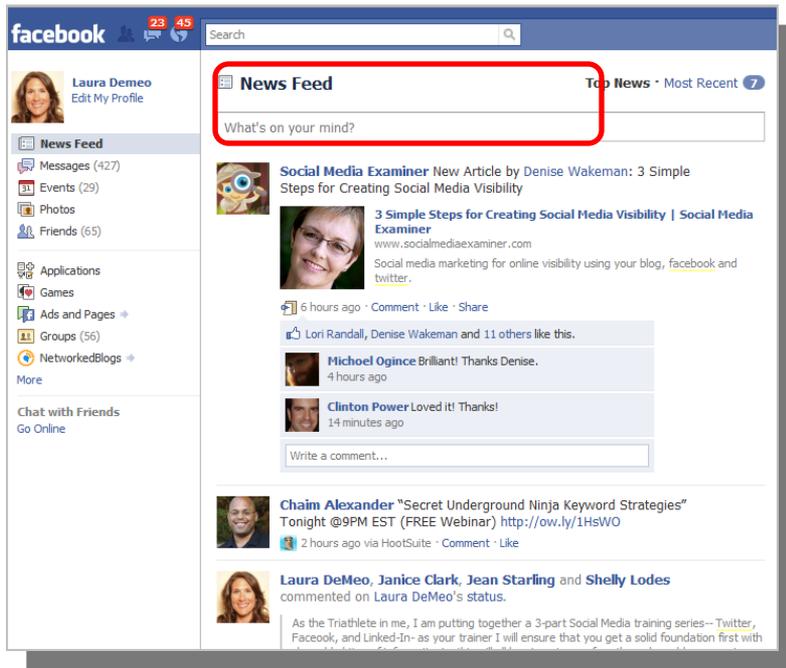
2 of 8 albums [See All](#)

[Wall Photos](#)

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News Feed



- The News Feed shows real time status updates from your friends. It is the Central Hub on Facebook and why people use Facebook
- Remember everything you post is public so always keep in mind how this might look from a friend's perspective
- Too many status updates may annoy some of your friends and may hide you as a result.
- Engage with Friends as much as possible to build rapport and relationship
- Recommendation to post once a day if you are just starting out. Add value as much as possible and build your credibility. As you become more comfortable, add multiple posts but be sure to maintain a balance and keep your visibility without becoming annoying

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Account Settings

facebook 6 34 Search Home Profile **Account**

Choose Your Privacy Settings

Basic Directory Information
To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

Sharing on Facebook

	Everyone	Friends of Friends
My status, photos, and posts	■	
Bio and favorite quotations	■	
Family and relationships	■	
Photos and videos I'm tagged in		■
Religious and political views		■
Birthday		■
Can comment on posts		■
Email addresses and IM		■
Phone numbers and address		■

Why are these settings recommended?

[Customize settings](#) ✔ This is your current setting.

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Edit Friends
Manage Pages
Account Settings
Privacy Settings
Application Settings
Help Center
Logout

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How to build a Targeted Network



Find Friends and build relationships

Create Friends List

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Finding Friends



Know Your Target market

- Identify core influencers in Target market
- Start building relationship with key centers of influence first- then build from there

Where to find target friends

- Friends of friends
- Groups
- Fan pages
- Social Networks (Twitter/ LinkedIn)

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Adding Friends the Right way

- Facebook makes it very easy to connect with people
- Facebook is a closed network meaning it is permission based and friend request needs to be accepted (contrary to fan page- open network)
- Basic process- but most people send friend requests the wrong way!

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Adding Friends the Right way

Avoid These Mistakes



- No personal Message
- No clear objective or overall strategy
- Not taking the time or effort to making a good first impression
- No personal profile picture

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Adding Friends the Right way

Add a personal Message:

- Tell them something about yourself and the common interests or mutual friends you have
- Let them know how you found their profile and engage a conversation
- Ask a question or pay a compliment
- Find out more about them by reading their, blog, Visiting Linked-in profile, twitter streams etc.
- Once accepted as friend, show interest in them- read info. Tab, likes/interests etc...take the time to read posts and discover other ways to connect with them...start building a relationship



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Adding Friends the Right way

Send a personal Message:

facebook 2 13 33 Search

Kim Dushinski

Wall Info Photos Boxes Video Notes

Add Kim Dushinski as a friend?

You will have to confirm that you are friends.

Add to List

Message:

Hello Kim, was first introduced to you during the ISMA training and I am very interested in learning more about mobile Marketing. I look forward to hearing you speak

Send Request Cancel

Community: Denver, Colorado
Hometown: Tabernash, Colorado
Political Views: Spend less. Stay out of my personal life.
Religious Views: Spiritual not religious

Self-Employed. Married. Mom. Love dogs and horses. Social media makes me happy. Love my Palm Pre. Gen X.

In my work life I am the author of The Mobile Marketing handbook. Connect with me for biz here: <http://facebook.com/mobilemarketingprofits>

Favorite Quotations "Go for it! Get 'em" - Jack Randall (my dad)

Work and Education

Employers MobileMarketingProfits.com May 2007 - Present
Mobile Marketing Consultant, Author, Blogger
Showing small businesses and entrepreneurs how to market with mobile.

facebook 2 13 33 Search

Kim Dushinski

Wall Info Photos Boxes Video Notes

Add Kim Dushinski as a friend?

You will have to confirm that you are friends.

Add to List

- Family
- IG
- ISMA
- SMSC2010
- Social Media
- Top TL
- Triathlon/Running
- Tribe
- Create List

Message:

Hello Kim, was first introduced to you during the ISMA training and I am very interested in learning more about to hearing you speak

Send Request Cancel

Community: Denver, Colorado
Hometown: Tabernash, Colorado
Political Views: Spend less. Stay out of my personal life.
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Self-Employed. Married. Mom. Love dogs and horses. Social media makes me happy. Love my Palm Pre. Gen X.

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Managing your Friends

Creating Friends List

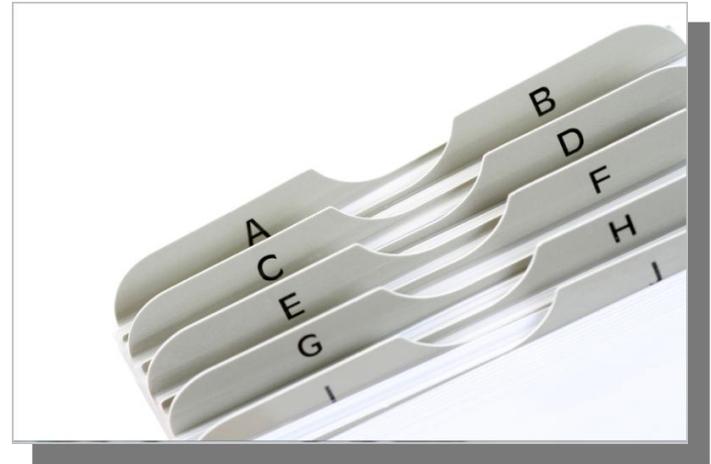
- Essential for managing your friends especially as your network grows
- Helps you remember where your friends came from and you first met them
- Allows you to send group invites or suggest invites to your fan (rather than individual invites)
- Friends lists allow you to keep track of key influencers in a particular group
- Friends lists enable you to filter out all the noise in the News Feeds and to stay on top of key influencers and people that are most important to you

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Possible Friend List Categories

- Target Market
- Influencers
- Interests/ Activities (sports)
- Business Contacts
- Affiliation, Event, or Tribe
- Personal Friends
- Family
- Fans of particular person or brand
- Education (High School and/or College)



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Create a New List

This screenshot shows the Facebook interface for a user named Laura Demeo. The 'Friends' section is active, displaying a list of friend requests. A red box highlights the '+ Create a List' button located in the top right corner of the Friends section.

This screenshot shows the 'Create New List' dialog box that appears after clicking the '+ Create a List' button. The dialog box is highlighted with a red border and contains the following elements:

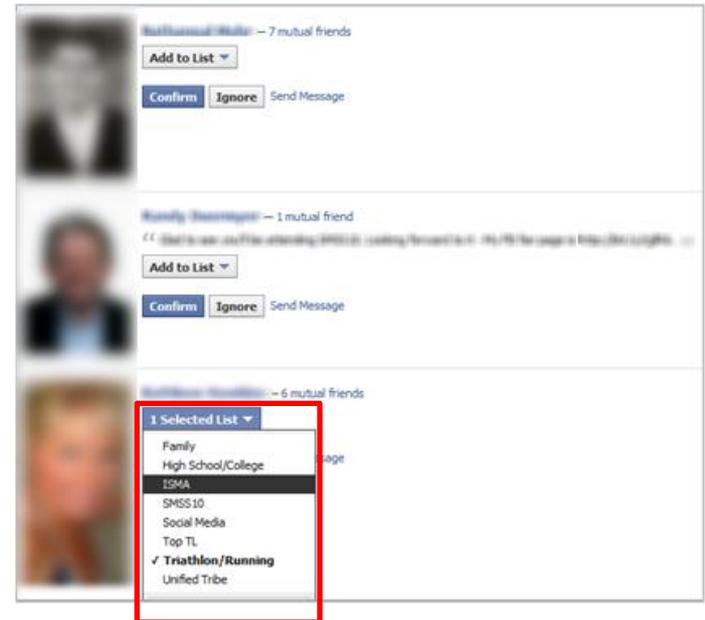
- A text input field labeled 'Enter a Name'.
- A search bar with the placeholder text 'Start Typing a Name'.
- A grid of friend profile pictures for selection.
- A 'Selected (0)' indicator.
- 'Create List' and 'Cancel' buttons at the bottom.

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Good Organizational Habits

- Start getting in the habit of creating and managing friends list from the very beginning (it will save you time and energy)
- It is never too late to start- just begin now!
- When sending friend request and click “Add as Friend”, a box will pop up allowing you to type in personal message and “Add to List” (even before person accepts you as a friend)
- When you want to accept friend request, click confirm and add to designated List



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Cross the finish line with
social media marketing



FACEBOOK TRAINING

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

LEG 2

Cycling through Facebook

Part I: How to set up and optimize *Personal Profile* account

✓ Part II: How to set up and optimize *Fan Page*



Create a Fan Page

Explode your business!

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Why Facebook?

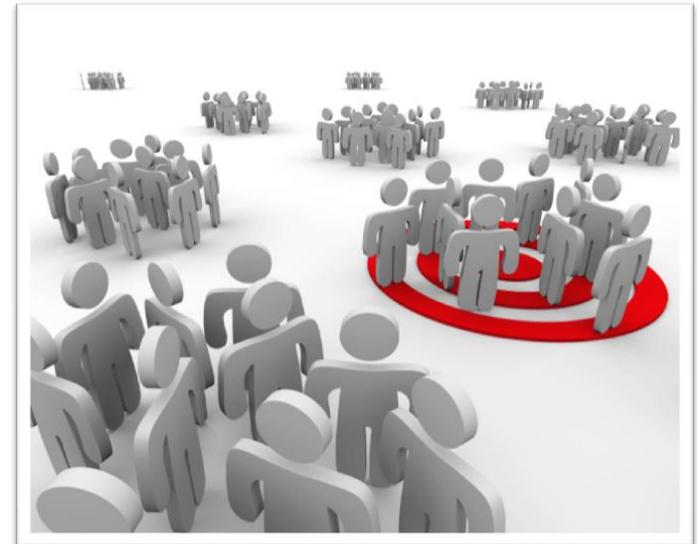
- 500 Million Active users
- 55 min. Average session time
- Largest Social Networking site
- 2nd Most Trafficked website in the World
- If Facebook were a country, it would be 4th largest Country
- 68% of US Facebook users “more likely to buy on a positive Facebook Friend referral” (eMarketer)

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Why Facebook continued...

- Brand NEW industry changing platforms that is already revolutionizing how we communicate on the internet
- Opt-in email capture system to build your list
- Fan page is open system- anyone can join and “like” your page
- The most powerful site for Targeted marketing
- Lots of Free interactive tools (Ex. Add Photos, videos and a host of Numerous engaging Applications
- Ability to build large network of real friends who like, trust, and know you
- Social Plugins (Like button, API Graphs, Recommendations, Live Stream, Friends activity and more



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Difference between Personal Profile, Group, and Fan Page

Facebook Personal Profile

- Personal: Reciprocal relationship- must mutually agree to be friends
- Tight knit invitational community
- Everyone looks at their personal home page/ news feeds- more activity from friends News Feed than from Fan Page News Feeds
- Limit of 5,000 friends
- Content is not indexed by Google
- Can not be used for business purposes (no selling or promoting product/services)
- Only allowed 1 profile page

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Difference between Personal Profile, Group, and Fan Page

Facebook Group

- Content is not indexed by Google
- Can not add custom Applications
- Once Groups exceed 5,000 people, can't message them
- In my opinion, no reason to have groups when the benefit of Fan pages are so powerful

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Difference between Personal Profile, Group, and Fan Page

Facebook Fan Page

- Fan page: Become a Fan has been replaced by NEW “like” button
- SEO- highly targeted marketing strategies
- Unlimited fans (vs. limit of 5,000 friends)
- Super Targeted marketed
- Used for Business purpose- can market and sell services and products
- Create Advertisements
- Post with Targeted Key words and benefit from keyword Rich Text
- Unprecedented Marketing implications- sitting on a treasure chest of psychographic data
- Can create unlimited number of pages (to represent multiple industries or niches)

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Fan Page Success...

Is Directly Proportional to:

- 1. Plan & Design**
2. Quality of Content
3. Promoting your page
4. Engage your audience
(Generating Interaction & comments)



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Plan and Design



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Plan & Design your Fan Page Checklist

***POST Method**

(made popular by facebook marketing expert, Mari Smith; source: Forrester Research/Groundswell)

1. **People**--What **Target Market** you most like to attract to your Facebook Fan Page?
2. **Objective**- What is the primary **objective** of your Facebook Fan Page
3. **Strategies**-What **strategies** do you plan to implement?
4. **Technologies**- What **technologies** will you use (Apps., photos, blog)?



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Plan & Design your Fan Page

7 Basic Steps

1. **Create Page**
 - a) Log in to your Facebook profile
 - b) Click on small “Advertising” tab or click “Ads and Pages”
2. Choose **Category**
3. Choose **Title** of your page
4. Upload **Image**
5. Fill out your **Mini. bio/** info box
6. Fill in completely your **Company/Brand info.**
7. Add Applications (Apps)

...then publish page when done

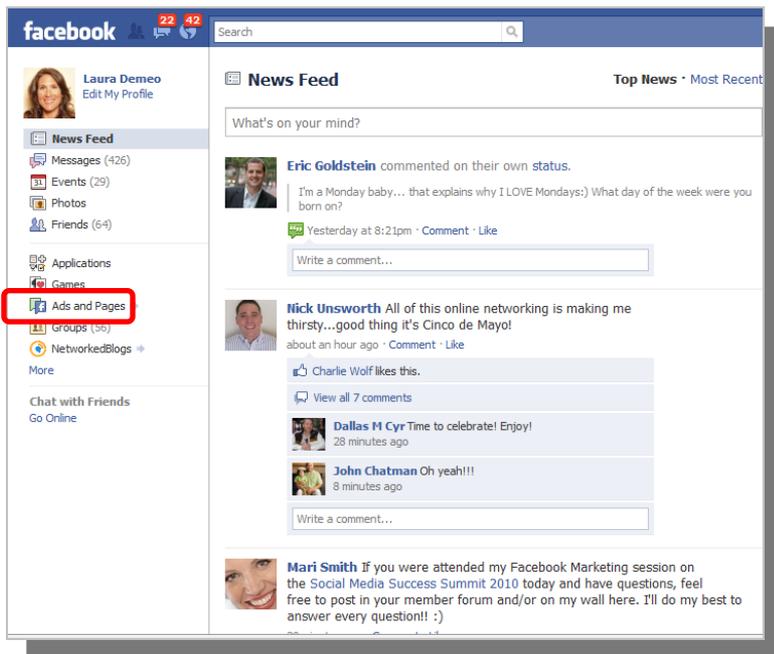
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7 Basic Steps...step #1

Create Page

1. Log in to Personal account
2. Click **“Ads and Pages”** or click **“Advertising”**



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7 Basic Steps...step #1

Create Page

3. Click on “Pages”

4. Click on “Create Page”

The screenshot shows the Facebook Advertising interface. The 'Pages' tab is highlighted with a red box. Below the navigation bar, there are tabs for 'Overview', 'Prepare', 'Step By Step', and 'Case Studies'. The '2. Targeting' section is visible, showing options for location (United States) and age (18-44). There are also sections for 'Connect with Real People', 'Create Your Facebook Ad', and 'Optimize Your Ads'.

The screenshot shows the Facebook Pages interface. The 'Create a Page' button is highlighted with a red box. Below the navigation bar, there are tabs for 'Overview', 'Prepare', 'Step By Step', and 'Find New Fans'. The 'Create a Facebook Page' section is visible, providing information about creating a public profile for business and products. There are also sections for 'Start the Conversation' and 'Drive Customer Awareness'.

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7 Basic Steps...steps #2 and #3

Choose Category and Title

- 3 Types of Categories to Choose from
- Selection will determine the fields in which you describe your business
- Once Category is chosen, can not change
- Once Title (name of your page) is chosen, can not change

The screenshot shows the Facebook 'Create a Page' interface. The 'Official Page' section is highlighted with a red box, showing the 'Brand, product, or organization' category selected and the 'Page name' field containing 'Laura_Test Page'. The 'Community Page' section is also visible, showing a 'Page name' field and a 'Create Community Page' button. The 'Create a group instead?' section is also visible, showing a 'Create Official Page' button.

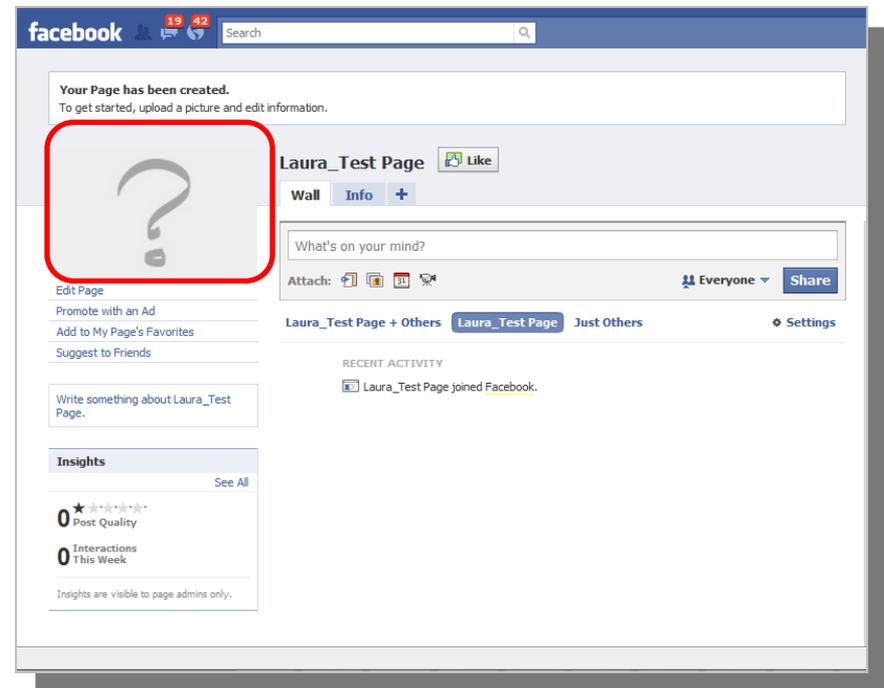
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7 Basic Steps...step #4

Upload Image

- Professional Photo
- First impressions
- 180px by 540



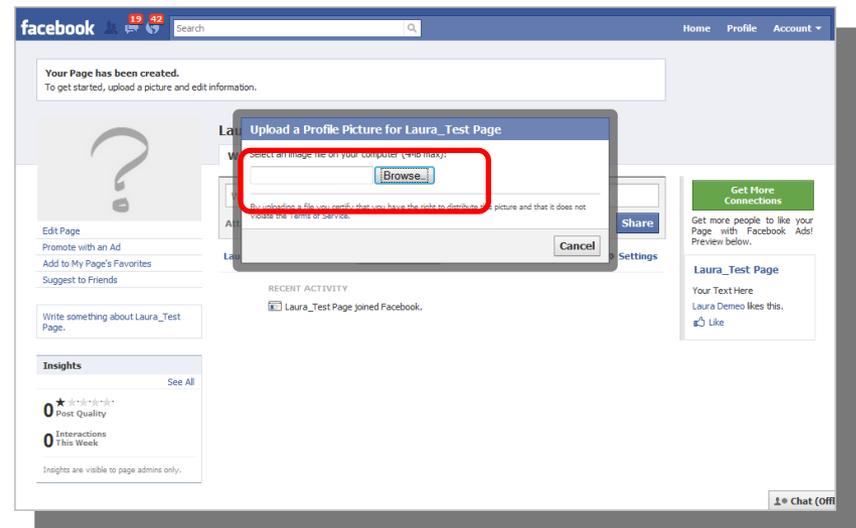
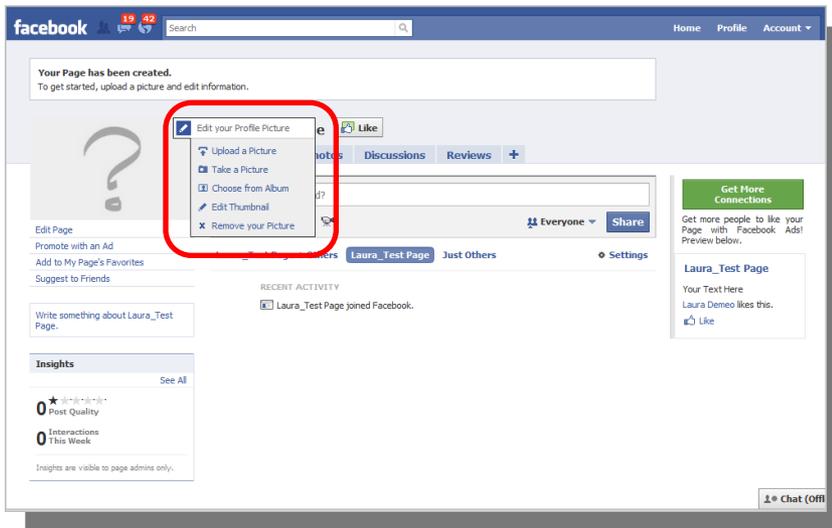
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7 Basic Steps...step #4 cont...

Upload Image

1. Click **“Edit Photo”**
2. Click **“Browse”** and upload photo



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7 Basic Steps...step #5

Fill in Mini Bio

The screenshot shows the Facebook page creation process for a page named "Laura_Test Page". At the top, a notification states "Your Page has been created. To get started, upload a picture and edit information." The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a profile picture of a runner, a "Like" button, and navigation tabs for Wall, Info, Photos, and Videos. A red box highlights the "Info" tab, with a red arrow pointing to it. Below the tabs is a text input field for "What's on your mind?" with a "Share" button. The "Info" section is partially visible, showing "Laura_Test Page + Others" and "Laura_Test Page" tabs, along with a "Settings" link. A "RECENT ACTIVITY" section shows "Laura_Test Page joined Facebook." On the right side, there is a "Get More Connections" button and a section for "Laura_Test Page" with a "Like" button. At the bottom left, a red box highlights the text "Write something about Laura_Test Page.", with a red arrow pointing to it. A "Chat (Offline)" button is visible at the bottom right.

Laura Demeo



7 Basic Steps...step #6

Fill in Company Info

Your Page has been created.
To get started, upload a picture and edit information.

Laura_Test Page

[Wall](#) [Info](#) [+](#)

Click on a profile section below to edit it. Remember to save your changes. [Done Editing](#)

Basic Info

Detailed Info

Website:

Company Overview:

Mission:

Products:

[Save Changes](#) [Cancel](#)

Mini Bio: Introduce yourself or product/service

What do you do?
Who do you help?
Give a reason why they should "Like" your page!

Use main key words and link to website

[Get More Connections](#)

Get more people to like your Page with Facebook Ads! Preview below.

Laura_Test Page

Your Text Here
Laura Demeo likes this.
[Like](#)

[Chat \(Offline\)](#)

Laura Demeo



7 Basic Steps...step 7

Add Applications

- Adding applications to your Facebook profile and fan page customizes and greatly enhances your page
- Applications are tools that make your page more interesting and engaging
- Helps to build relationships and create strategic marketing channels
- Allows you to syndicate link to your content to other social networks and your blog and/or other websites.
- For a directory of Facebook Applications visit:
<http://www.facebook.com/apps>

The screenshot shows the Facebook Settings page with the following sections:

- Settings**: Edit. Edit country restrictions, age restrictions and published status.
- Wall Settings**: Edit. Change the default view for fans and control who can post to your Wall.
- Mobile**: Edit · Learn more. Publish status updates, photos and videos to your Facebook Page on the go.
- Applications**:
 - My LinkedIn**: Edit · Application Settings · Remove Application. Connect your LinkedIn and Facebook accounts - display your LinkedIn Public Profile on Facebook.
 - NetworkedBlogs**: Edit · Application Settings · Link to this Tab · Remove Application. Bring your blog to Facebook, and Facebook to your blog. Supports multiple blogs, RSS and ATOM feeds, and fan/business pages. The best to import your feed. Get your blog networked with the largest blogger community on Facebook.
 - Vype Live Broadcaster**: Edit · Application Settings · Remove Application. Vype Live Broadcaster allows anyone to broadcast and interact live with friends and family.
 - Testing - FBML**: Edit · Application Settings · Link to this Tab · Remove Application. Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

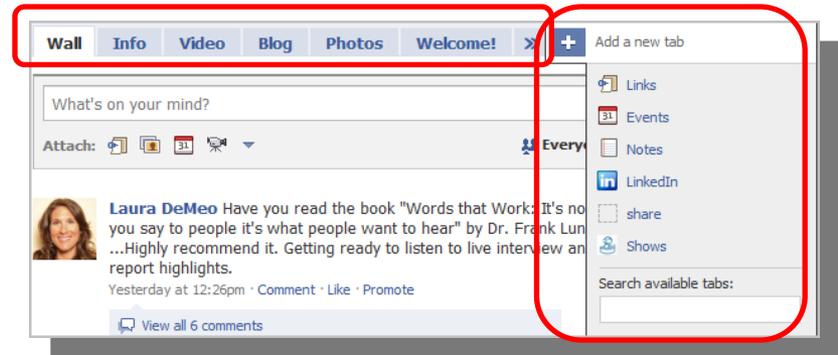
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How to Customize Using Applications

Types of Applications

- Facebook's built-in (Photos, Links, Events, Notes, networked blog, Video)
- 3rd Party Applications
 - Involver.com
 - Wildfire.com
 - FanAppz.com
 - BuddyMedia.com
- External developers create applications using Facebook's API (Application Programming Interface)



Main Tabs are fixed (Wall, Info.)

Other Tabs can be rearranged:
Dragged and dropped to move
Tabs

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How to Customize Using Applications

Types of Applications

- There are hundreds of Apps and possibilities to choose from and customize your business (fan) page
- In the next several slides, I will show useful examples of applications, why they are important, and how to use them, and exact steps how to add them to your page
 - **Networked Blogs** App
 - **Twitter** App
 - **Notes** App
 - **FBML** App

Laura DeMeo



Application Examples

Networked Blogs

- Import your Blog
- Increases your exposure on Facebook
- May inspire Friends and Fans to syndicate to other social networks

Networked Blogs

Bring your blog to Facebook
<http://www.networkedblogs.com>

Go to Application

Add to my Page
Add to My Page's Favorites
Suggest to Friends
Block Application

Laura DeMeo



Application Examples

How to Add Networked Blogs

Click **“Edit Page”**

Your Page has been created.
To get started, upload a picture and edit information.

Laura_Test Page Like

Wall Info Photos Discussions +

What's on your mind?

Attach: Everyone Share

Laura_Test Page + Others Laura_Test Page Just Others Settings

RECENT ACTIVITY

- Laura_Test Page joined Facebook.

Edit Page

Facebook Insights

Add to My Page's Favorites

Post to Friends

Mini Bio: Introduce yourself or product/service

What do you do?
Who do you help?
Give a reason why they should like your page!
Use main key words and link to website

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Laura_Test Page

Very important real estate!! Be sure to fully complete this information section... Use key words-it will help with SEO and enable...
Laura Demeo likes this.

Like

Chat

Dashboard: Click **“Browse More”** Applications

With Facebook Notes, you can upload an unlimited number of photos to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

Discussion Boards
Edit · Application Settings · Link to this Tab · Remove Application

Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!

Links
Edit · Application Settings · Remove Application

With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.

Video
Edit · Application Settings · Remove Application

Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends. Additional features include full-screen playback, tagging your friends in videos, rotating videos, and more.

Notes
Edit · Application Settings · Remove Application

With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.

Events
Edit · Application Settings · Remove Application

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

More Applications
Browse More

Applications you might find useful:

- Static FBML

Laura Demeo

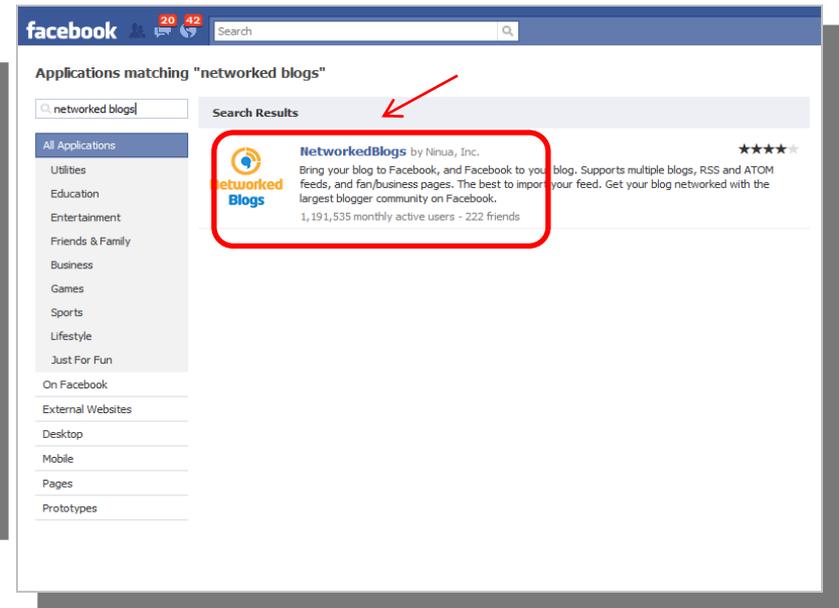
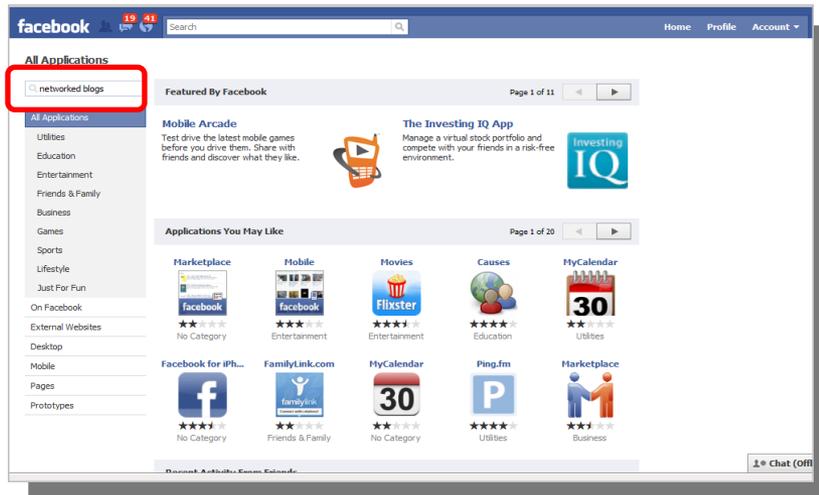


Application Examples

How to Add Networked Blogs cont...

In Browse space, type in:
Networked blogs. Click enter

Click on link: **Networked Blogs**



Laura DeMeo



Application Examples

How to Add Networked Blogs cont...

Click **“Add to My Page”**

The screenshot shows the Facebook page for NetworkedBlogs. The page header includes the Facebook logo, a search bar, and the page name 'NetworkedBlogs' with a 'Like' button. Below the header are tabs for 'Wall', 'Info', 'Reviews', 'Boxes', and 'Welcome'. The main content area shows a post from NetworkedBlogs with a photo and text. On the left side, there is a sidebar with the NetworkedBlogs logo and a 'Bring your blog to Facebook' link. A red box highlights the 'Add to my Page' button in the sidebar, with a red arrow pointing to it.

Click **“Add to Page”**

The screenshot shows the Facebook page for NetworkedBlogs, similar to the previous one. A modal dialog box titled 'Add NetworkedBlogs to your Page' is open in the center. The dialog has a header 'Select which Page you wish to add NetworkedBlogs to.' and a list of pages. The first page in the list is 'Laura_Test Page' with a profile picture and the text 'Professional Service'. A red box highlights this entry, and a red arrow points to the 'Add to Page' button next to it. Below this entry are three more 'Application' entries, each with its own 'Add to Page' button.

Laura DeMeo



Application Examples

How to Add Networked Blogs cont...

Go back to Dashboard (Edit Page)

*Tip: <http://www.facebook.com/pages/manage>

Follow prompts to Add Networked Blogs App (Allow Publishing)

Settings
Edit
Edit country restrictions, age restrictions and published status.

Wall Settings
Edit
Change the default view for fans and control who can post to your Wall.

Mobile
Edit · Learn more
Publish status updates, photos and videos to your Facebook Page on the go.

Applications

- NetworkedBlogs**
Edit · Application Settings · Remove Application
Bring your blog to Facebook, and Facebook to your blog. Supports multiple blogs, RSS and ATOM feeds, and fan/business pages. The best to import your feed. Get your blog networked with the largest blogger community on Facebook.
- Photos**
Edit · Application Settings · Link to this Tab · Remove Application
With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.
- Discussion Boards**
Edit · Application Settings · Link to this Tab · Remove Application
Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!

Laura_Test Page (edit)

NetworkedBlogs [Search] [Go]

Home | Profile | Friends | Browse Pages | Help

Promote your blog to 1,000,000 users. Advertise on NetworkedBlogs.

Page Settings for Laura_Test Page

1. Select blogs you want to display on your business page:
Don't see your blog? Make sure it's registered with NetworkedBlogs. If it's already registered, then make sure you are following it.

Blog Name	Publish to Wall & Show on Tab (recommended, best distribution)	Show on Tab Only (no publishing on page wall)	Test Auto Publishing (will post a test message on page wall)
Laura DeMeo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Save changes before testing
[chrisbrogan.com]	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
The Best of CustomTwt.com	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Personal Development for Smart People - Steve Pavlina	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Tom Shebell	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Buzz Marketing Daily	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Seth Godin	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
KatieFreeling.com	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing

Laura DeMeo



Application Examples

How to Add Networked Blogs cont...

The screenshot shows the Facebook application settings interface. A modal window titled "Request for Permission" is open, displaying the following text: "Allow NetworkedBlogs to publish posts or comments without prompting me." Below this, it states "Future posts from NetworkedBlogs" and shows a preview of three posts from "Laura Demeo" being shared to a "facebook" profile. At the bottom of the modal are "Allow Publishing" and "Don't Allow" buttons. Three red annotations are present: 1. A red box around the "Allow NetworkedBlogs to publish posts or comments without prompting me." text. 2. A red box around the "Click here to allow publishing" link. 3. A red box around the "Save" button.

- Click to allow publishing to facebook
- Save Settings

Laura Demeo

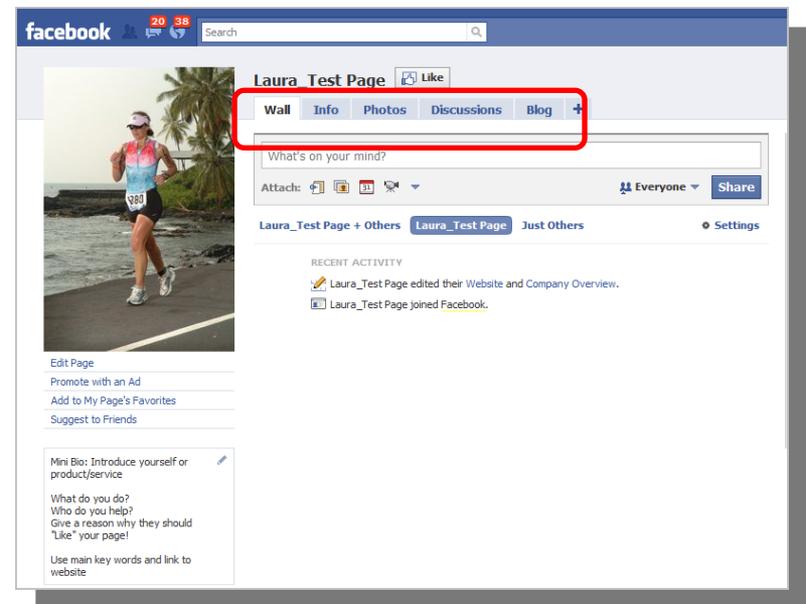
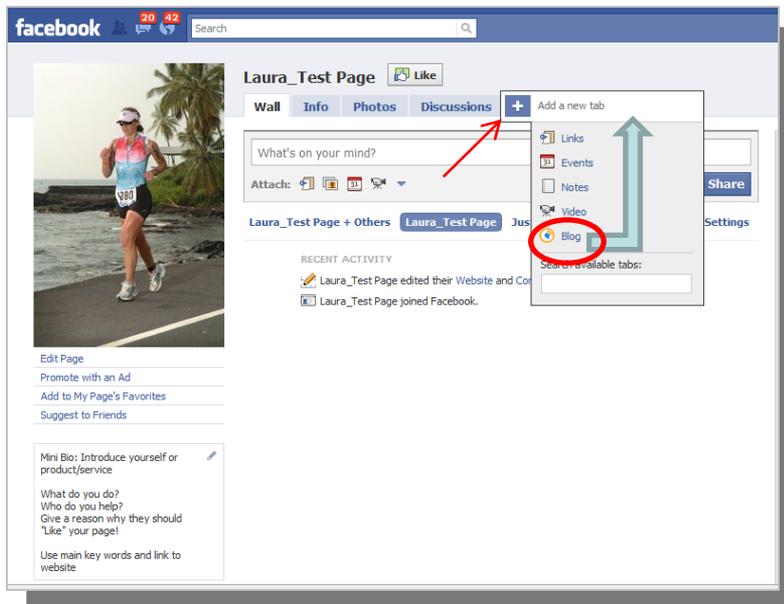


Application Examples

How to Add Networked Blogs cont...

1. Click “+” Tab
2. Drag **Blog** to Menu Bar

“**Blog**” is now Displayed in Menu Bar



Laura DeMeo



Application Examples

How to Add Networked Blogs cont...

Click the new **“Blog”** Tab

Blog Successfully Imported to Fan Page

The screenshot shows the Facebook interface for a fan page named "Laura_Test Page". The navigation tabs at the top are "Wall", "Info", "Photos", "Discussions", "Blog", and "+". The "Blog" tab is highlighted with a blue background. Below the navigation, there is a text input field for a status update, an "Attach" button, and a "Share" button. The page also shows a profile picture of a woman running, a "Mini Bio" section, and a "RECENT ACTIVITY" section with two entries.

The screenshot shows the same Facebook fan page for "Laura_Test Page", but with a "NetworkedBlogs" widget added. The widget is highlighted with a red rectangular box. It features the "NetworkedBlogs" logo, a profile picture of "Laura DeMeo", and a "Follow" button. Below the widget, there are three blog posts with titles and short excerpts. The first post is titled "FREE 30 Day Social Media Success Program", the second is "Prueba" (private), and the third is "Watching Winter Ultra Run (35 Mile): A Blistering Cold Adventure!".

Laura DeMeo



Application Examples

Twitter Application



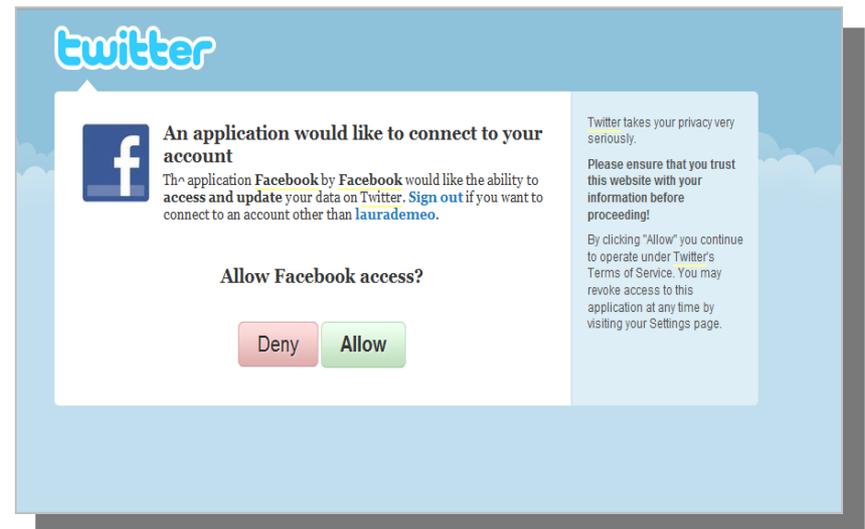
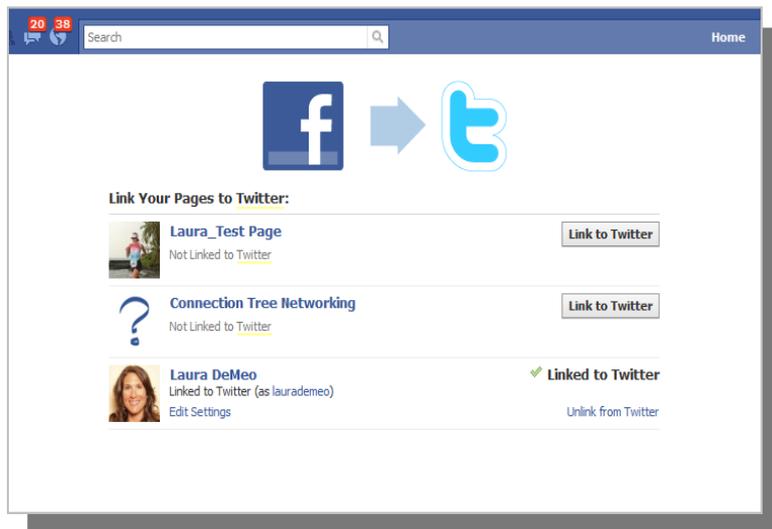
Laura DeMeo



Application Examples

How to add the Twitter Application

<http://facebook.com/twitter>

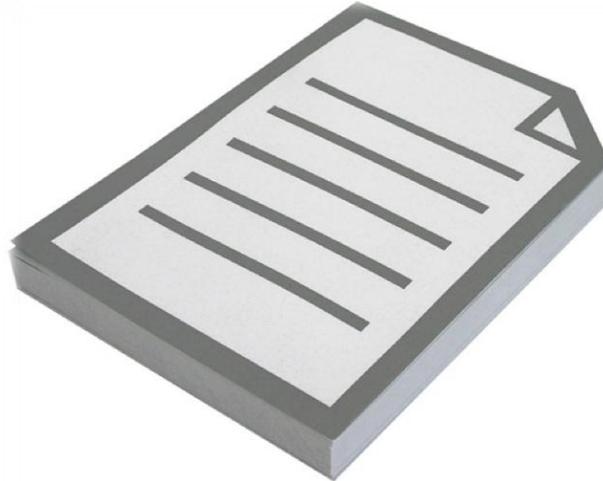


Laura DeMeo



Application Examples

Notes Application

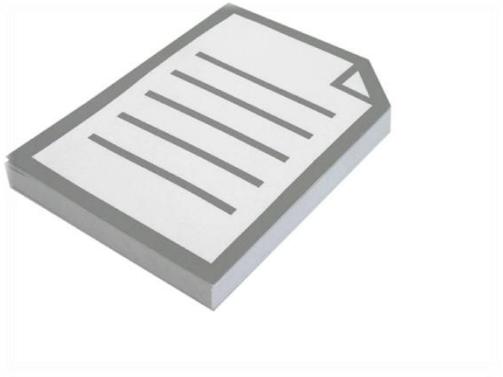


Laura DeMeo



Application Examples

Notes Application



- Simple social blogging platform
- Users can type whatever they want in a note & tag certain friends and share in facebook where can be found in newsfeeds
- Import blog content
- Import twitter feeds

Laura DeMeo



Application Examples

How to add the Notes Application

The screenshot shows the Facebook application settings page. The 'Notes' application is highlighted with a red box and a red arrow pointing to it. The page is divided into two columns. The left column lists various applications with their respective icons, titles, and descriptions. The right column contains promotional and administrative options.

Application	Description
Photos	With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.
Discussion Boards	Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!
Links	With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.
Video	Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends. Additional features include full-screen playback, tagging your friends in videos, rotating videos, and more.
Notes	With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.
Events	With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.
More Applications	

Promote your page

- Promotion Guidelines
- Promote with a Like Box

Admins Add

Laura Demeo

Help with Your Page

For tips and information about Facebook Pages, [click here](#).

Promote with Facebook Badge

Get Your Badge

Laura Demeo

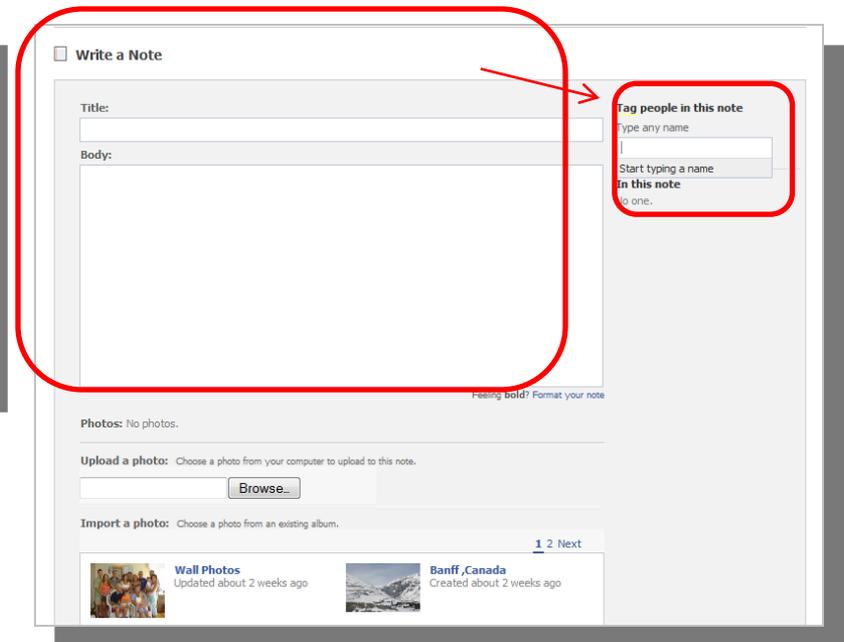
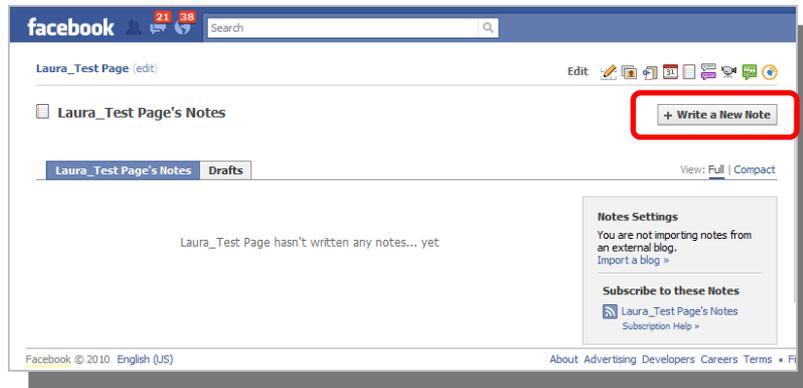


Application Examples

Notes Application: Use to Update and Tag People

Click **“Write a New Note”**

May **“Tag”** People in the Note



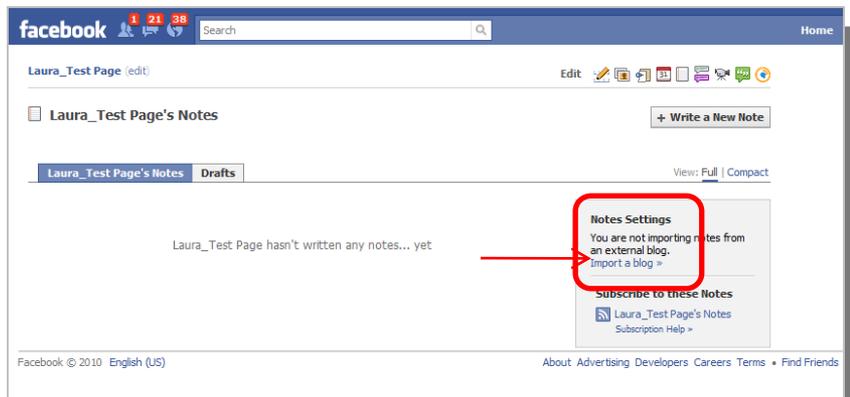
Laura DeMeo



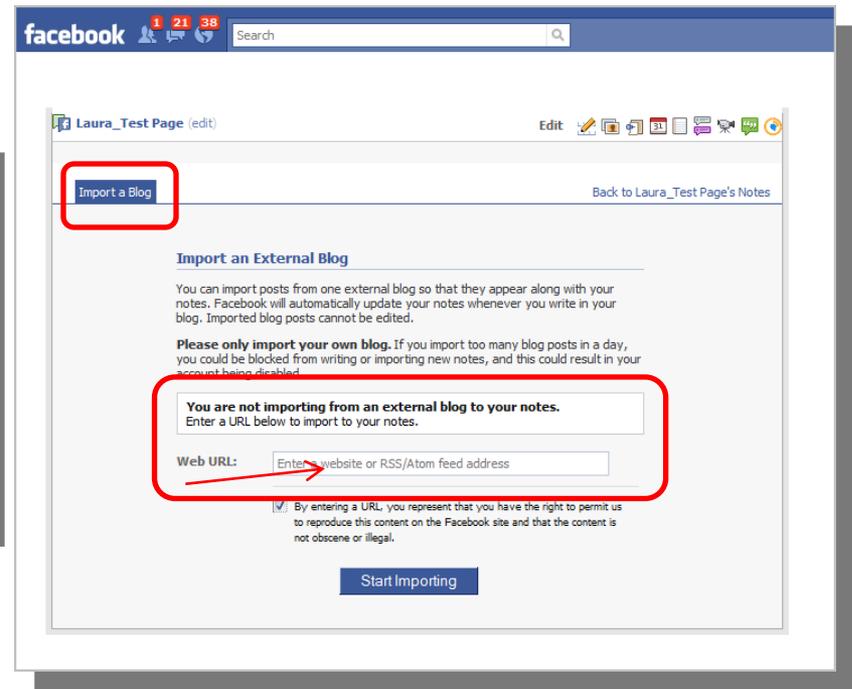
Application Examples

Notes Application: Use to Import Twitter Favorites (RSS Feed)

Use Notes to Import your Favorites
Twitter Feed. Click **“Import Blog”**



Copy Twitter RSS Feed URL here



Laura DeMeo



Application Examples

Notes Application: Use to Import Twitter Favorites (RSS Feed)

1. Right Click on **“RSS Feed for Favorites”**
2. Copy Link

3. Paste link
4. Click **“Start Importing”**

Right Click
Copy Link Location

Paste Link Here

Start Importing

Laura DeMeo



Application Examples

Notes Application: Use to Import Twitter Favorites (RSS Feed)

Click **“Confirm Import”**

Your Favorites Twitter Feeds are now Successfully Imported to fan page

Laura_Test Page (edit)

This is a preview of Laura_Test Page's imported blog.

We retrieved these entries from your feed at <http://twitter.com/favorites/19299185.rss>

If you confirm this import, we'll check the feed every couple of hours for new posts you've made, and add anything we find to your Facebook notes.

Confirm Import

Cancel

Import Info

This is a preview of Laura_Test Page's imported blog.

You can continue to import this blog or cancel.

Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>
Thursday, April 29, 2010 at 4:38pm

Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>

mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)
Thursday, April 29, 2010 at 4:32pm

mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)

jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <http://bit.ly/b...>
Thursday, April 29, 2010 at 4:05pm

jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <http://bit.ly/bOwkWq>

facebook 1 21 37 Search

Laura_Test Page Like

Wall Info Photos Discussions Boxes Blog +

What's on your mind?

Attach: Everyone Share

Laura_Test Page + Others Laura_Test Page Just Others Settings

Laura_Test Page

Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>
Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>
a few seconds ago · Comment · Like · Share

Laura_Test Page

mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)
mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)
a few seconds ago · Comment · Like · Share

Laura_Test Page

jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <https://bit.ly/b...>
jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <http://bit.ly/bOwkWq>
a few seconds ago · Comment · Like · Share

Laura_Test Page

Laura DeMeo



Application Examples

Add Static FBML Application

The screenshot shows a Facebook page for an application named "Static FBML". The page layout includes a top navigation bar with the Facebook logo, notification counts (1, 21, 37), and a search bar. The main content area is divided into a left sidebar and a right main section. The sidebar contains a green double-headed arrow icon with a code symbol, the text "facebook", and three options: "Add to my Page", "Add to My Page's Favorites", and "Suggest to Friends". Below this is an "Information" section with a 4.2-star rating (4.2 out of 5) based on 2265 reviews, and a "Fans" section showing "6 of 192,056 fans" with a "See All" link. The main section has a title "Static FBML" and tabs for "Wall", "Info", "Reviews", and "Discussions". The "Wall" tab is active, showing a text input field with the placeholder "Write something..." and a "Share" button. Below the input field are tabs for "Static FBML + Others", "Static FBML" (which is selected), and "Just Others". A message states "Static FBML has no recent posts." and there is an "Older Posts" dropdown menu.

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Application Examples

FBML Application: FBML= Facebook Markup Language

- One of the most vital components to your fan page because it allows you to create fully customized content
- Makes fan page more Compelling and Engaging
- Allows you to add advanced functionality to a page by placing a customizable box in which you can render HTML or FBML giving you free reign over the space to style and customize however you want!
Unlimited potential!
- Popular uses of FMBL:
 - images, video, stylized Text
 - Custom landing tab or welcome tab
 - Opt-in box- Email capture
 - Graphics
 - You Tube Badge
 - Can have multiple FBML tabs
- **See Following Examples!**

Laura DeMeo



Application Examples

FBML Application: FBML= Facebook Markup Language

1. Create a Static Page

This screenshot shows the 'More Applications' section of a Facebook application's settings page. The 'More Applications' section is highlighted with a red box and contains the following text: 'Browse More', 'Applications you might find useful', and a link for 'Static FBML' with a small icon.

This screenshot shows the 'Static FBML' page on a Facebook profile. The page has a header with a green double-headed arrow icon and the text 'Static FBML'. Below the header are tabs for 'Wall', 'Info', 'Reviews', and 'Discussions'. A red box highlights the 'Add to my Page' button. Below this button are links for 'Add to My Page's Favorites' and 'Suggest to Friends'. At the bottom, there is an 'Information' section and a navigation bar with 'Static FBML + Others', 'Static FBML', and 'Just Others'.

2. Add to Page

This screenshot shows a dialog box titled 'Add Static FBML to your Page'. The dialog box prompts the user to 'Select which Page you wish to add Static FBML to.' It lists a page named 'Laura_Test Page' with the category 'Professional Service'. A red box highlights the 'Add to Page' button next to this page. Below the page listing, there is a dashed box labeled 'Application' and another 'Add to Page' button.

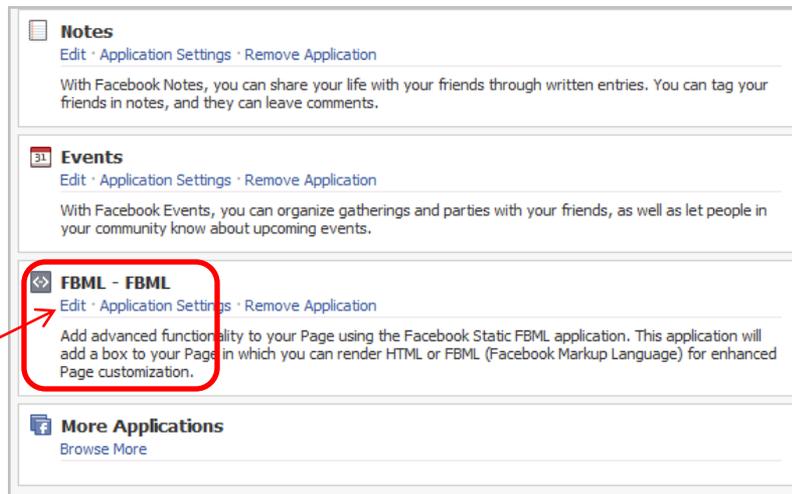
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Application Examples

FBML Application: Customize Your Fan Page

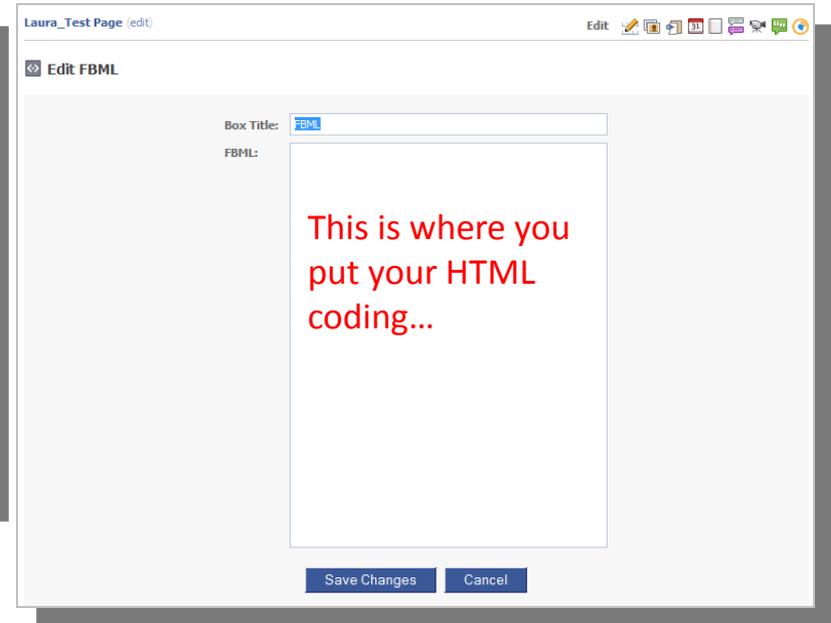
3. Edit Page



The screenshot shows the Facebook application settings menu. The 'FBML - FBML' application is highlighted with a red box and a red arrow pointing to it. The menu includes sections for Notes, Events, FBML - FBML, and More Applications.

- Notes**
Edit · Application Settings · Remove Application
With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.
- Events**
Edit · Application Settings · Remove Application
With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.
- FBML - FBML**
Edit · Application Settings · Remove Application
Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.
- More Applications**
Browse More

4. The magic happens here!



The screenshot shows the Facebook FBML editor interface. The 'Box Title' field contains 'FBML'. The 'FBML' field is empty and contains the text 'This is where you put your HTML coding...' in red. The interface includes a 'Save Changes' button and a 'Cancel' button.

Box Title:

FBML:

This is where you put your HTML coding...

Laura DeMeo



Application Examples

Excellent use of FBML App to Create full Customization: Dunkin' Donuts

The screenshot shows the Dunkin' Donuts Facebook page. The page header includes the Dunkin' Donuts logo (DD) and navigation tabs for Wall, Info, Dunkin' Perks, Maurice, News/Promos, and Photos. A poll overlay is displayed in the center, titled "What is your favorite Iced Coffee flavor?". The poll options are French Vanilla, Hazelnut, Blueberry, and Coconut. There are "Vote" and "Results" buttons at the bottom of the poll. The background shows a "FAN OF THE WEEK" section with a photo of a young boy and a "DUNKIN' DONUTS" logo.

The screenshot shows the Dunkin' Donuts Facebook page with a promotional offer. The offer is titled "JOIN NOW & GET A FREE MEDIUM BEVERAGE*" and includes the text "DUNKIN' PERKS® & enjoy: medium beverage of your choice* medium beverage of your choice to celebrate your birthday* see in-store and online offers, plus all the latest Dunkin' news". Below the text is a pink "ENROLL NOW" button. At the bottom, there are five images of Dunkin' Donuts beverages: a chocolate latte, a coffee, a white cup with "DUNKIN' DONUTS" logo, a tea, and another latte. A disclaimer at the bottom reads: "*We'll send you a coupon for a free medium beverage of your choice which includes any iced or hot coffee, tea or latte, hot chocolate or Coolata®. All cooler beverages".

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Application Examples

FBML App example: Threadless T-Shirts, Create a Store Front

Can order T's Directly from Page Create lots of excitement & Interaction through "Comments"

Great use of Videos

The screenshot shows the Threadless Facebook page with a navigation bar including 'Wall', 'Info', 'New Tees!', 'Video', 'Live', and 'Photos'. The main content area features a section titled 'New tees for May 3, 2010' with a row of small t-shirt thumbnails. Below this, a featured t-shirt is displayed: 'A Plot to Destroy the King' by Mark R. Skipper. The t-shirt is red with a black and white illustration of a cardinal perched on a branch. To the right of the t-shirt image is a photo of a man wearing the t-shirt. The product listing includes a 'Share' button, a 'Like' button (with 8 likes), and a comment section with two comments: 'Dwi YuliYanto May 4 love this bird :D' and 'Benjamin Lance Hunter 2:11 am nice'. At the bottom, there is a 'Choose your size' dropdown menu, an 'Add to cart' button, and a rating of '3.48 out of 5 by 668 people. Score designs!'.

The screenshot shows the Threadless Facebook page with a navigation bar including 'Wall', 'Info', 'New Tees!', 'Video', 'Live', and 'Photos'. The main content area features a section titled 'Threadless's Videos 241 videos'. Below this, there is a grid of video thumbnails. The first row contains four videos with durations of 5:47, 0:43, 0:37, and 0:37. The second row contains four videos with durations of 5:49, 1:20, 4:28, and 0:57. At the bottom, there is a 'Fan Video' section with a video titled '7 urbane'.

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Application Examples

FBML App example: John Assaraf

Custom Video Welcome Message

Creative use of Email Opt-in Box

John Assaraf Like

Wall Info Welcome Notes Events Ask John >>

BECOME A FAN ↑

JOHN ASSARAF
More Money • More Life • More Love

CLICK TO PLAY

My Free Gift To You!
*"The Secret to Building Wealth:
The Seven Natural Laws That Will Change Your Life."*

SIGN-UP NOW

First Name:

Email:

We will never sell, trade, or share your contact information.

ASK JOHN DIRECT

"What is your biggest question about having it all in your personal and professional life?"

Type in your name...

Type in your primary email...

Type in your question here now...

Here's My Question John >>>

* Every Friday John will answer a selection of these questions at <http://www.johnassaraf.com/>

Laura DeMeo



Application Examples

FBML App example: Starbucks

Monitor Starbucks card directly from Fan Page

facebook 3 10 45 Search

Starbucks It's the last two days of Starbucks Frappuccino Happy Hour! From 3-5 p.m. get a half price Frappuccino However-You-Want-It. {US + Canada} Have you found your favorite yet? on Saturday

Wall Info **Starbucks Card** Around The... Photos Video >>

YOUR CARD. YOUR REWARDS. YOUR FRIENDS.

We've made it easy to monitor your Starbucks account right here on Facebook.

By using this app you'll be able to:

- MANAGE your card balance
- VIEW your Rewards
- SURPRISE your friends and reload their Starbucks Cards. *Coming soon!*

GET STARTED >>

Encourages fan to send Photos

facebook 3 10 45 Search

Starbucks It's the last two days of Starbucks Frappuccino Happy Hour! From 3-5 p.m. get a half price Frappuccino However-You-Want-It. {US + Canada} Have you found your favorite yet? on Saturday

Wall Info **Starbucks Card** Around The... **Photos** Video >>

Starbucks's Albums 4 Photo Albums

View Comments

<p>Wall Photos 15 photos</p>	<p>Tazo Tea buyers travel the world. 18 photos</p>	<p>The Avett Brothers play Starbucks 19 photos</p>	<p>Howard Schultz's trip to Rwanda 47 photos</p>	<p>Profile Pictures 5 photos</p>
---	---	---	---	---

Fan Photos 4,058 photos

View Comments 1 2 3 4 5 Next Last

--	--	--	--	--

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Application Examples

FBML App example: Lizabeth Phelps:

Brain Sticky Communications Expert

www.inspiredleadershiptraining.com

Create Text Welcome Message

The Testimonials Speak for Themselves

facebook 22 41 Search

Inspired Leadership Training

Wall Info Photos Welcome! Testimonial Discussions >>

Welcome to Inspired Leadership Training!

It is my mission that this fan-page be the hub of a powerful, international movement of **bold, original entrepreneurs who revolutionize the world**. My part in their success will be to inspire, empower and encourage them to fulfill their calling—and guide them to *succeed at it* with **powerful communications** to their prospects, clients and peers that make them wealthy *and* change the world!

Specifically, this fan-page will emphasize business communication that grabs the attention of the brain, is **"Brain-Sticky": irresistible, memorable and one-of-a-kind**.

This is where I will personally interact with "visionary entrepreneurs"—coaches, wellness practitioners, authors and speakers—to ensure they create "Brain-Sticky" businesses that are not luxuries but essentials. And then to help them *convey the value* of their businesses so compellingly that *prospects buy them and clients stay with them*, and so they powerfully deliver their unique ideas in ways that get heard and create change.

I lead live and virtual trainings that are bold and original and that *teach* inspired entrepreneurs to be the same: to embrace **fearless originality** in building their businesses and, most especially, in delivering their world-changing messages.

So, become a fan and find out if your business, marketing materials, information products and presentations pass the Brain-Sticky litmus test! Enter my challenges and contests. Answer my provocative questions. Learn about the brain and its relationship to learning (something your prospects and audiences are—hopefully—doing when you speak). Learn about the psychology of influence. All the information that's *critical* for those who want to make a living and a mark on the world.

Become a fan and become a part of the movement of bold, original, "Inspired Entrepreneurs" who revolutionize the world with their ideas!

facebook 22 41 Search

Inspired Leadership Training

Wall Info Photos Welcome! Testimonial Discussions >>

A Small Sampling of Testimonials

"Lizabeth, I did the 2-day Book Yourself Sold Seminar this week and it was the best it's ever been. It literally was twice as good as it usually is. And, it was all because of the work you did. You are brilliant!"

I couldn't get away with it any more—relying on just my talent and good content alone. I was exhausted at the end of the day and my audiences weren't getting the results that I wanted them to. Then I met Lizabeth Phelps who told me she could show me a system for "talking to the brain," so that what you teach sticks.

Truthfully, I was skeptical. But guess what? She was right. Boy did she help! I worked with her to revamp my workshops for two months and—this is no exaggeration—100% of what I'm teaching now sticks. And, on top of that, I don't get drained after a day of speaking anymore. In fact, I no longer consider myself a mere "speaker." Lizabeth has taught me how to be an Experience Maker.

— Michael Port, BookedGoldUniversity.com

"Secrets of Impact & Influence" was beautifully structured to make any talk easier to develop, practice and deliver. It was led with the best of brain-science research and with heart by Lizabeth Phelps. A terrific experience for those who feel strongly they have more to give and gain by speaking from the stage, and perhaps especially for the shy or introverted or highly intellectual—or those with a puritanical upbringing they wish to shed! Thank you very much, Lizabeth! You're a blessing!" (Value of this course: \$1495-\$2495)

— Andrea Lee, Thought Leaders International, www.andreajee.com

"Secrets of Impact & Influence" is a whole different model of presenting that wakes up the senses, engagement, results and impact for anyone and any audience. And more, Lizabeth herself models the wonderful tools and practices making it all "stick." I will put them to immediate use in my talks and teleseminars.

— Janet Goldstein, Publishing and Strategy Consultant, www.JanetGoldsteinEnterprises.com

Laura DeMeo



Application Examples

FBML App example: Add an email opt-in box

Get Our Twitter Marketing Video Tutorial

Signup for email updates and get your free Twitter marketing tutorial guide.

FREE Newsletter Signup



Name

Email

SUBSCRIBE NOW

Sign up for Email updates and get Free Newsletter

Offer Free Gift (Something of Value) in exchange to Optin and share email

Build your Email list and develop rapport and relationship with your audience

Laura DeMeo



Application Examples

FBML App example: Laura's Fan Page

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

cebook 22 41 Search

Laura DeMeo Have you read the book "Words that Work: It's not what you say to people it's what people want to hear" by Dr. Frank Luntz? ...Highly recommend it. Getting ready to listen to live interview and will report highlights. on Tuesday clear

Wall Info Video Blog Photos Welcome! >> +

Laura DeMeo Cross the finish line with social media marketing

Click the "Become a Fan" button above for cutting edge social media strategies

Welcome!

My goal is to share cutting edge social marketing strategies and powerful mind-conditioning habits that will help you blast through your limitations and go beyond what you never thought was possible professionally and personally.

Success is measured not in dollars, but by how many limitations you break through

00:56 vimeo

f t in r

cebook 22 41 Search

Laura DeMeo Have you read the book "Words that Work: It's not what you say to people it's what people want to hear" by Dr. Frank Luntz? ...Highly recommend it. Getting ready to listen to live interview and will report highlights.

Wall Info Video Blog Photos Welcome! >> +

What's on your mind?

Attach: [Icons] Everyone Share

Laura DeMeo Have you read the book "Words that Work: It's not what you say to people it's what people want to hear" by Dr. Frank Luntz? ...Highly recommend it. Getting ready to listen to live interview and will report highlights. Yesterday at 12:26pm · Comment · Like · Promote

View all 6 comments

Jennifer Carlevatti Aderhold Putting it on my "must read" list, Laura. Thanks for sharing! 3 hours ago · Delete · Report

Laura DeMeo Great Jennifer! You'll find it hugely valuable-- I'll be creating a blog post soon to feature highlights 7 minutes ago · Delete

Write a comment...

Gloria Rand Hi Laura! I'm looking forward to the start of SMSS 10 tomorrow. I'm a copywriter, specializing in search engine optimization. I'm also a runner, completed one marathon & 3 half marathons. Haven't tackled a triathlon yet - I'd love any advice you have on running & social media. Mon, 28 Dec 2011 · Comment · Like · Promote

My LinkedIn

LinkedIn

Twitter

FOLLOW ME

Laura DeMeo



Fan Page Success...

Is Directly Proportional to:

- ✓ **Plan & Design**
- 2. Quality of Content**
- 3. Promoting your page
- 4. Engage your audience

(Generating Interaction & comments)



Laura DeMeo



Quality of Content:

- What do I say?
- Where do I find fresh Content?
- How often do I update?

Laura DeMeo



Content: You Have a Fan Page, Now What?

What do you say?

- Add a variety information: Add your own thoughts, latest news updates, useful tips and tools, links to resources— articles, videos, thought leaders etc.
- Stay focused- create and editorial calendar for fan page-like bloggers do
- Conduct surveys/ polls— ask what they want
- Send out a message to twitter followers, friends on Facebook, email list and ask what them what they want to know.

Laura DeMeo



Content: You Have a Fan Page, Now What?

How often do I update?

- Recommend when just starting– do 1 per day
- Daily Posting
- Build up to several posts per day
- Post during high traffic times (may need to experiment)
- Keep posts brief (a fraction of the allotted 420 Characters)

Laura DeMeo



Content: You Have a Fan Page, Now What?

Content Sources

- Import Blog
- Favorites Twitter feeds
- Create Twitter Lists- scan daily for new, relevant content
- Content aggregators
 - Google Reader--Subscribe to 15-25 blogs in your niche or related industry and add to review daily for fresh information
 - Alltop- Content aggregation site- Top blogs around the world
 - Smart Brief- Company that filters information based on industry Targeted information

- StumbleUpon- social Bookmarking Site:
community of several million- they categorize good information using
down. Basically filtering websites and say whether it is interesting or

- Interviews
- Videos
- Photos



Laura DeMeo



Fan Page Success...

Is Directly Proportional to:

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(Generating Interaction & comments)



Laura DeMeo



How to Promote Your Page



Laura DeMeo



How to Promote Your Page

- There are many creative ways to promote your fan page
- In order to grow your fan page, you need to drive traffic to your page. Provide high quality content and a give a reason why fans will want to join your page
- May take some time in the beginning to build momentum --the key is to be very consistent with your updates
- Facebook offer two ways to promote your page
 - Syndication where updates and comments goes into the news feeds
 - Paid Ads on Facebook– Which is high leverage extremely targeted marketing
- Next several slides explore ways to grow your page
(I highly recommend that you visit Mari Smiths article “21 ways to increase your fan page” for more ways- <http://www.socialmediaexaminer.com>)

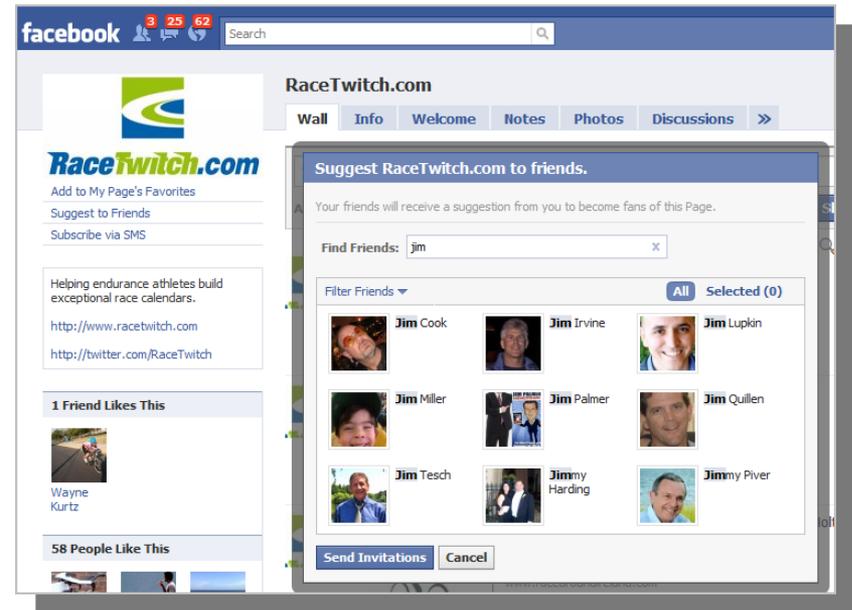
Laura DeMeo



How to Promote Your Page

Suggest to Friends

- Send a Notification to your friends on Facebook through “Suggest” to Friends Tab
- Suggest friends over time and not in one single event because you will have a single exposure. By staggering your invitations, this will show up in news feeds and give you Sustained visibility
- Does not allow you to send personal message and may be perceived as too forward for some people



Laura DeMeo



How to Promote Your Page

Add a Link / Facebook badge to Personal Profile



View Photos of Katie (159)

View Videos of Katie (71)

Send Katie a Message

Poke Katie

I'm a social media, blogging, and personal development coach who LOVES helping people reach their full potential in life! :)

Make sure you head over to:

<http://fanpage.connectwithkatie.com>

And come hang out with me on my fan page! :)

My HTML



Extended Info

Social Media Fan Page

Write on Our Fan Page Wall:



Laura DeMeo



How to Promote Your Page

Link Your Facebook Page to Twitter Account

- Every update on your facebook page will automatically send to Twitter as a tweet.
- A facebook update larger than 420 characters will automatically be shortened using Bit.ly link back to Facebook
- Have Fan page URL displayed in twitter background



Laura DeMeo



How to Promote Your Page

Send Your Email Subscribers

- Send your Email list an update that you have a brand new Fan page and would like for them to Join the community
- Repeat several times over time
- Give them an incentive to join your page- what are the benefits?



Laura DeMeo



How to Promote Your Page

Add to Your Email Signature File

- Include a link to your fan page in every email
- Check out:
www.wisestamp.com



Laura DeMeo



How to Promote Your Page

Embed Widgets to your Blog: Like Button

- Facebook has recently introduced a suite of interactive Social Plugins
- Add “Like” Box (formerly Fan Box widget) to your Blog
- Include a message above that encourages your blog visitors to click the “**Like**” button

The screenshot displays a Facebook page with several social plugins. A red heart outline highlights the Facebook logo. A red box highlights a 'Like' button with 568 likes. Another red box highlights a 'Like' button with 193 likes. A red rounded rectangle highlights a 'Mashable on Facebook' widget showing 177,983 likes and a grid of user avatars.

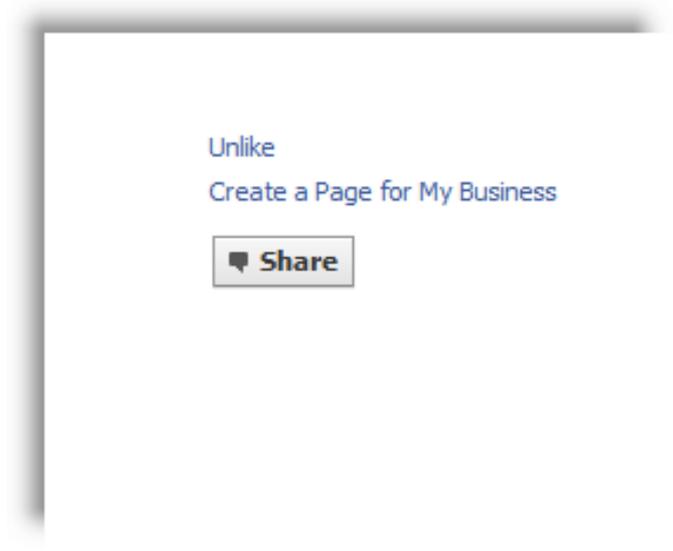
Laura DeMeo



How to Promote Your Page

Use the Share Button

- Share button is everywhere on Facebook
- Go to Fan page and Click Share button
- Add a compelling comment about something new happening on page and invite your friends to join
- Less intrusive than “Suggest To Friends Feature”



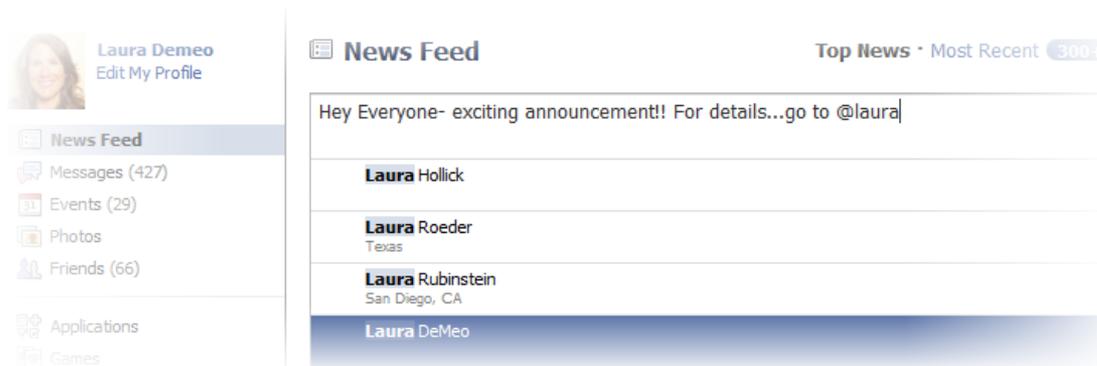
Laura DeMeo



How to Promote Your Page

Use the @tag feature

- Use @Tag feature to Promote your fan page from Personal Profile (need to be fan of your own page to work)
- Start typing @ symbol and first few letters of your fan page and a drop down menu appears
- Your status update to link to fan page will appear in NewsFeed
- Use sparingly. Every once in a while, let friends know about exciting news, new event, or link to High quality content (that will benefit your audience)



Laura DeMeo



How to Promote Your Page

Use Print Ads

- Do you have your fan page your fan page other Social networking sites displayed on your print advertisings?
- Add under your company name in mailing envelopes
- Add fan page link to Magazines, Business Cards, brochures, newsletter, postcards, products etc.



Laura DeMeo



How to Promote Your Page

Promote via Paid Facebook Ads

- High Leverage, highly targeted advertising
- To buy advertising, click “Advertising” link on bottom of page
- Fill out the Demographic info. Follow simple steps to reach your exact target market
- Facebook users can become a fan directly from the like button displayed below ad.
- Powerful Social Proof features (displays friends who already “like” page)

Run the ING NYC Marathon! ×



Guaranteed Entry with the Liver Life Challenge Team!
Train with certified team coach and help 30 million Americans with liver disease.

Like

Deal of the Day: ×
\$19.99



15 Tulips for Mother's Day, Order Now! Great selection and free glass vase with your order.

Like

Laura DeMeo



How to Promote Your Page

Olympic Games: Promote via Events

The screenshot shows the Facebook interface for a page titled "The Olympic Games". The "Events" tab is highlighted with a red box. Below the navigation tabs, there are three event listings:

- Wednesday, June 23**
 - Olympic Day** (Type: Sports - Sports Practice, Where: Everywhere, When: Wednesday, June 23 from 12:45 am to 11:55 pm)
- Saturday, August 14**
 - 2010 Youth Olympic Summer Games / JO d'été de la jeunesse à singapour** (Type: Sports - Sporting Event, Where: Singapore, When: Saturday, August 14 at 12:00 am until Thursday, August 26 at 12:00 am)
- Friday, January 13, 2012**
 - 2012 Youth Olympic Winter Games / JO d'hiver de la Jeunesse à Innsbruck** (Type: Sports - Sporting Event, Where: Innsbruck, Austria)

Laura DeMeo



How to Promote Your Page

Import Your Blog

- Networked Blogs App.
- A tool that enables your blog posts to automatically feed into your update status on your Facebook page and appear in the News Feeds
- Enhances your exposure so people will want to “Like” your fan Page



Laura DeMeo



How to Promote Your Page

Vpype: Live Video Streaming

- Vpype app. displays on your Fan Page as a tab called "**Shows.**"
- Allows you to broadcast live anytime
- Allows to host your own shows (right from your fan page!)
- **Promote** broadcasting/ show by tweeting on twitter and on personal facebook profile status update
- Excellent way to promote and send people over to your Facebook fan page



Laura DeMeo



Fan Page Success...

Is Directly Proportional to:

- ✓ **Plan & Design**
- ✓ **Quality of Content**
- ✓ **Promoting your page**

4. Engage your audience

(Generating Interaction & comments)



Laura DeMeo



Engaging with your Audience

- Facebook now more than ever with its recent introduction of the Social Plugins is fundamentally transforming the way we communicate on the internet
- The true power of Facebook is realized once you begin engaging in social networking
- The Facebook platform is brilliantly designed which makes it so easy to connect and interact with friends, fans, prospects & clients
- Friends can interact by commenting & using the “like” button on your messages, events, photos, videos, blog etc. Every touch goes through the Newsfeed! Very powerful
- The more you understand that Facebook is about making friends, building relationships, & cultivating community, the more successful you will become- do not approach with pushy salesperson’s mentality, but rather as a giver and a leader who creates a thriving community
- Facebook is a massive network of real friends who know, trust, and like you. Activity on facebook can become viral through friends interaction and visibility through the newsfeeds.
- You must know who your audience is before you can engage with them

Laura DeMeo



11 Ways to Engage your Audience

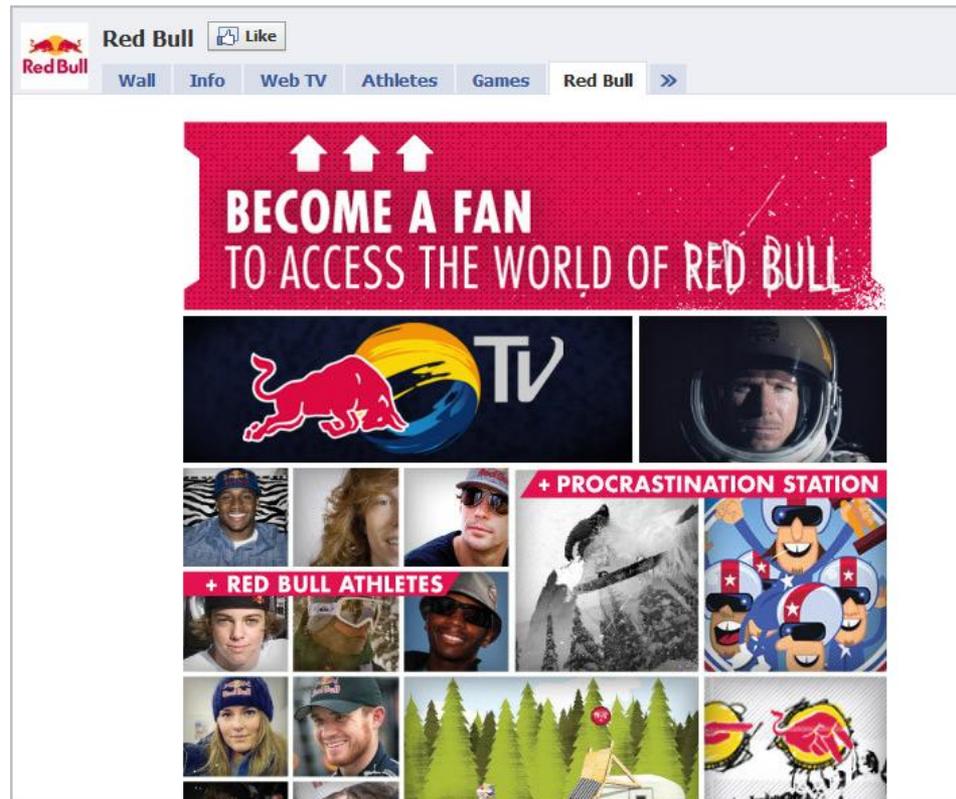
1. Encourage Discussion: Ask Questions (gets people to immediately think and want to respond)
2. Create Polls- allows people to feel heard & contribute their thoughts/experiences
3. Build community: encourage fans to become friends with each other. Allow fans to post photos and video
4. Use the word “you” or “your” –not general- everything (like you are talking to them specifically) ex: what are your thoughts?
5. The @ tag feature – use strategically (new feature) add up to 6 @ tags. Your post shows up on their wall– more exposure
6. Respond to questions promptly. Address negative comments or unhappy fans immediately
7. Make comments yourself (not too soon..)
8. Create Events- do seminars, webinars, teleseminars- Fans will RSVP
9. Keep Content Fresh and relevant (older content gets pushed back in newsfeeds)
10. Be a Resource for fans- will give incentive to keep coming back (ex. recipes, How to guides, customer support, instructions, share strategy & tips)
11. Thank your Fans

Laura DeMeo



Engaging Your Audience

Red Bull: Encourages fans to interact... and ultimately connect with brand



Laura DeMeo



Engaging Your Audience

Red Bull: Encourages fans to interact... and ultimately connect with brand

- Aggregated twitter feeds from Pro Athletes (Ryan Sheckler, Shaun White)
- Associated themselves with popular athletes
- Red Bull *knows* their target market (college kids & teens)

The screenshot shows the Facebook interface for the 'Red Bull Athletes' page. The navigation bar includes 'Wall', 'Info', 'Web TV', 'Athletes', 'Games', and 'Red Bull'. A red box highlights the '+ RED BULL ATHLETES ON TWITTER' section, which includes a 'Follow' button and a Twitter icon. Below this, there are several tweets from athletes, including Ryan Sheckler, Ashley Fiolek, Maya Gabeira, Daniel Dhers, and Aaron Colton.

Laura DeMeo



Engaging Your Audience

LEVIS: Rewarding Fans

The screenshot shows the Levi's Facebook page interface. On the left is the profile picture (Levi's logo) and a sidebar with options like 'Add to My Page's Favorites', 'Suggest to Friends', and 'Subscribe via SMS'. The main content area features a post from 'Levi's' dated Tuesday, April 26, 2011. The post text is: 'Levi's 300,000 AWESOME Fans! To celebrate... you get 20% off everything on levi.com today! Just use this promo code FB20MAY'. Below the text is a 'Share' button. The post has 652 likes and includes options to 'Comment', 'Like', and 'View Feedback'. A second post below it says 'Levi's Fans Rock! Free Shipping at Levi.com on any order today! Check it out!' and includes a promotional graphic that reads 'DECLARE YOUR LIKES LIKE-MINDED SHOPPING STARTS HERE ONLY AT LEVI.COM'. The graphic also mentions 'FREE SHIPPING ON ANY ORDER TODAY ONLY'. The post has 482 likes and includes options to 'Comment', 'Like', 'View Feedback', and 'Share'.

Laura DeMeo



Engaging Your Audience

LEVIS: Polls and Shops

Levi's®
STYLE

CHECK OUT OUR SPRING TRENDS

SHARE LIKE 158 people like this

This image shows a Facebook post for Levi's. At the top, there are three small images: a man in a hat, the Levi's logo, and a group of people. Below these is a large video player with a play button icon. At the bottom, there is a red-bordered box containing the 'SHARE' and 'LIKE' buttons, and a thumbs-up icon with the text '158 people like this'.

POLL

What Levi's style do you rock?

- Skinny
- Slim Fit
- Boot Cut
- Relaxed

VOTE VIEW RESULTS

Exclusive Facebook offer
15% OFF ANY ORDER!
SHOP LEVI.COM

SHOP MEN'S TOP RATED!

SHOP WOMEN'S TOP RATED!

SHOP

This image shows a Facebook post for Levi's. It features a poll titled 'What Levi's style do you rock?' with four options: Skinny (selected), Slim Fit, Boot Cut, and Relaxed. Below the poll are 'VOTE' and 'VIEW RESULTS' buttons. To the right, there is a promotional banner for '15% OFF ANY ORDER!' with a 'SHOP LEVI.COM' button. Below the banner are two more promotional banners: 'SHOP MEN'S TOP RATED!' and 'SHOP WOMEN'S TOP RATED!'. At the bottom, there is a 'SHOP' section with three images of people wearing Levi's clothing.

Laura DeMeo



Engaging Your Audience

Dunkin' Donuts: Promos

facebook 2 23 54 Search

DD Dunkin' Donuts

Wall Info Dunkin' Perks Maurice News/Promos Photos >>

CREATE DUNKIN'S NEXT DONUT CONTEST

VOTING IS CLOSED!

It's time to celebrate 60 glorious years of donuts. Come back on National Donut Day, June 4th, when we announce the Grand Prize winner. Want to make your own donut just for fun? Check out the gallery for inspiration or dive right in and get started.

GET A REMINDER

Laura DeMeo



Engaging Your Audience

Dunkin' Donuts: Fan of the Week

The screenshot shows the Dunkin' Donuts Facebook page. The 'Fan of the Week' section is highlighted with a red box. It features the Dunkin' Donuts logo (DD) and a photo of a smiling woman holding a donut. Below the photo, it says 'FAN OF THE WEEK' and 'AMERICA RUNS ON DUNKIN''. The post is by 'Brittany Callahan' and says 'THIS MORNING WORKING AT DD I NEVER THOUGHT WE WAS GOING TO BE ABLE TO TAKE A BRAKE IT WAS BUSY!!!PEOPLE IN NORTH CAROLINA LOVE COME DUNKIN DONUTS!!!'. Other posts from 'Brenda Willey' and 'Natasha Reynolds' are also visible.

The screenshot shows a gallery of Dunkin' Donuts profile pictures. The title is 'Dunkin' Donuts's Photos - Profile Pictures'. There are 73 photos in total, with the first 20 shown. Each photo is a small square image featuring the Dunkin' Donuts logo (DD) and a different person or scene. The gallery is organized into a grid of 4 columns and 5 rows, with the last row containing only 2 photos.

Laura DeMeo



Engaging Your Audience

Charlene Li: Interactive Welcome Tab

Charlene is the co-author of *Groundswell* – very popular book

www.facebook.com/charleneli

Just published: *Open leadership- slide share presentation*

Charlene Li
Wall Info Photos Boxes Events Notes >>

HOME NEWS BLOG EVENTS

WELCOME Charlene Li

Charlene Li is the Founder of Altimeter Group and co-author of the business bestseller, "Groundswell: Winning In A World Transformed By Social Technologies", published by Harvard Business Press in May 2008. She is currently working on her next book, "Open: How Leaders Win By Letting Go", to be published in May 2010 by Jossey-Bass. She frequently consults and speaks on social and emerging technologies and publishes a blog, The Altimeter.

Click here for more info about Charlene's latest book.

Click here to activate this interactive Facebook fan page.

FOLLOW CHARLENE LI ON TWITTER

Presentations by Charlene Li

slideshare

Open Leadership
How Social Technology Can Transform The Way You Lead

Charlene Li is the Founder of Altimeter Group and co-author of the business best-seller, "Groundswell: Winning In A World Transformed By Social Technologies", published by Harvard Business Press in May 2008.

She is currently working on her next book, "Open: How Leaders Win By Letting Go", to be published in May 2010 by Jossey-Bass.

- ASTD Keynote on Open Leadership
- Open Leadership Introduction
- Finding and Supporting Your Open
- Developing & Measuring Open
- Web 2.0 Expo Speech: Open Leade
- Making the Case for Open Leaders
- Making The Case For Open Leade
- SXSW - Open Leadership
- Dachis Social Business Summit - O
- Developing A Social Strategy Webr
- Understand Your Customers&rsq
- The Future Of Social Networks

Charlene Li
Altimeter Group
May 16, 2010

Follow me on Twitter
@charleneli
#astd10

ALTIMETER

1 / 21 view on slideshare

View on Slideshare Embed this Presentation Pack

Laura DeMeo



Engaging Your Audience

Target: Play & Learn

Target Like

Wall Info Video **Play + Learn** Liberty Club Wedd >>

Turn Summer Play into Summer Learning

School's out—and while your kids are ready to play, you know they'll perform better next fall if their minds stay active this summer. You can turn parks, gardens and playgrounds into learning adventures with these easy ideas from Target and Search Institute. Check back each week for fun new tips.

Search INSTITUTE
DISCOVER WHAT KIDS NEED TO SUCCEED

WEEK 1
Start Summer Off Write
Make this the summer your child falls in love with words. Strong writers tend to be strong readers and vice versa—so developing these powerful skills will give them big advantages in school and beyond.

facebook 2 3 53 Search

Target Like

Wall Info Video **Play + Learn** Liberty Club Wedd >>

Target + Others **Target** Just Others

Target Ready for an easy (low-price) bathroom makeover? It's simple as shelves, color & a little creativity. Sabrina Soto, our home expert, shows you how. What room are you dying to update?

Bathroom Storage: Expose Your Love of Color
bit.ly
You can sum up the big home trend for spring in three words: color, color, color. I'm loving warm hues of pink and lavender, and a simple way to let them shine in your bathroom is to make the most of exposed shelving.

3 hours ago · Share

124 people like this.

View all 44 comments

Target Did you see Iron Man 2 last weekend? So good! We liked. If you're a fan, check out our exclusive Iron Man 2 comic & Hall of Armor gear—only at Target & only for a limited time. <http://www.Target.com/ironman2>

8 Friends Like This
6 of 8 Friends See All

Laura DeMeo



Engaging Your Audience

Dell: Customer Support & Other Engaging Features

Dell
Wall Info Home **Earth** Support Design Studio >>

Share

Plant
a tree for a friend.

Help us build a healthier planet, one tree at a time. Dell is making a donation to The Conservation Fund to plant up to 150,000 trees on behalf of our Facebook fans. It's easy to join in: **Become a fan, pick a friend and Dell will plant one of these trees on behalf of them.**

[Get Started >](#)

Marie-Josée Leduc planted a tree for Patrick Morin.

6,991
Trees planted

Dell
Wall Info Home Earth **Support** Design Studio >>

Dell Support on Facebook
Get fast, friendly support, without leaving Facebook.
[Get Started >](#)

Dell Support for Home and Home Office

- Getting Started**
PC Setup guides, how-to's and other essential resources.
[Explore Resources >](#)
- Manuals**
Get technical manuals for Dell computers and accessories.
[Find a Manual >](#)
- Drivers and Downloads**
Download essential updates for your Dell computer.
[See All Downloads >](#)

Dell Support from our Community

- Hot Topic**
You asked, we responded: See how we're solving customers' top tech issues.
[Find a Solution >](#)
- Ask Our Customers**
Get uncensored, free advice from the Dell Community Forums.
[Ask the Community >](#)
- What Do I Buy**
Ask the community for tips on finding your perfect computer.
[Get Recommendations >](#)

Laura DeMeo



Engaging Your Audience

Dell: Earth Day Plant a Tree for a Friend



Plant
a tree for a friend.

Select a Friend Below Plant a Tree ▶

Janet Leombruno	Jason Santarcangelo	Jayrie M...
Janice Clark	Jason Bago	Jean Stai
Jared Meyer	Jason Falls	Jean Cah
Jarrett Holmes	Jason Simons	Jeff Dudl
Jason Kerchner	Jay Chapin	Jeff Rom

Congratulations! Dell will plant a tree for Janice Clark.

Dell works everyday to help make being environmentally conscious easier, more efficient and more cost effective for you. Whether it's worldwide recycling programs, investing in sustainable packaging, or building products that consider the environment in their design, we all share a common goal of reducing our impact on the environment for a cleaner and healthier planet.

To find out more about how Dell helps the environment, visit: Dell.com/earth

<p>Laura Demeo planted a tree for Janice Clark</p> <p>Less than a minute ago</p>	<p>6,992 Trees planted</p> <p>143,008 Trees left to plant</p>
--	---

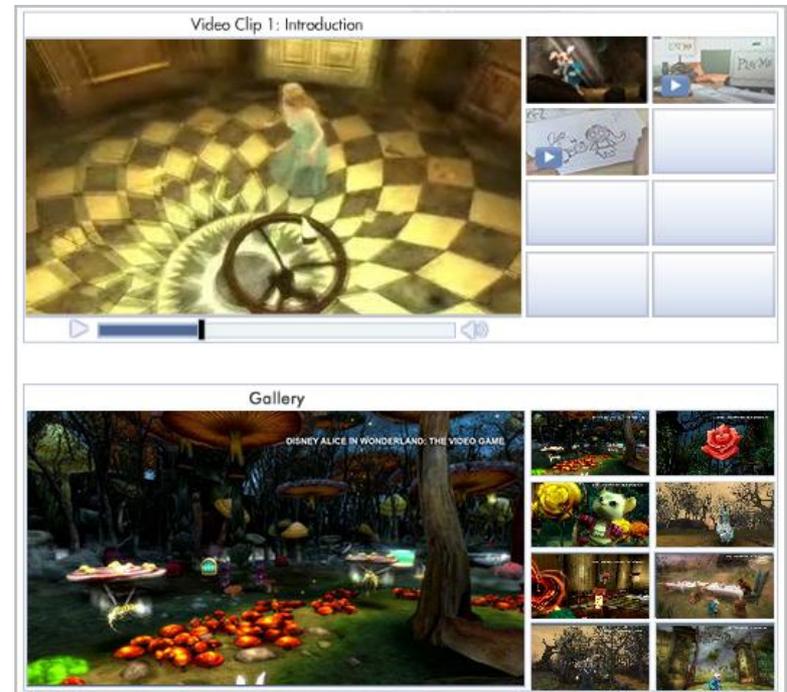
<p>How planting a tree makes an impact</p> <p>By planting a tree for a friend, you can not only help absorb greenhouse gas emissions, but also help improve air quality, recycle water, create shade, and provide food and homes for humans and wildlife across the planet.</p>	<p>Dell and The Conservation Fund partnership</p> <p>To bring you this program, Dell has partnered with experts at The Conservation Fund. The Conservation Fund has saved land in all 50 states – more than 6 million acres of wild havens, working lands, vibrant communities and</p>
--	---

Laura Demeo



Engaging Your Audience

Alice in Wonderland: Interactive Content



Laura DeMeo



Engaging Your Audience

Pizza Hut: Order pizza directly from fan page

The image shows a screenshot of the Pizza Hut Facebook fan page. At the top, the Pizza Hut logo is on the left, followed by the name 'Pizza Hut' and a 'Like' button. Below this is a navigation bar with links for 'Wall', 'Info', 'Vote!', 'Order App', 'Hot!', and 'Photos'. The 'Order App' link is highlighted with a red rectangular box. Below the navigation bar is a large red graphic with a white outline of a pizza. The graphic contains the following text and images:

- GET PIZZA ON YOUR FACE!**
- Here's our status update: Now you can order using the new Pizza Hut Interface App!
- ORDER FROM PIZZA HUT WITHOUT EVER LEAVING FACEBOOK!**
- Get fed fast without missing a single status update. Add the Pizza HutInterface App and place your order straight from Facebook.
- START ORDERING TODAY**
- ADD APP NOW** (in a green button)

On the right side of the graphic, there are four small images: two people's faces, a pizza, and a screenshot of the Pizza Hut mobile app interface. The word 'Interface' is written in a black box above the app screenshot.

Laura DeMeo



Engaging Your Audience

Lance Armstrong: Engage via Discussions

The screenshot shows the Facebook interface for the Lance Armstrong page. The 'Discussions' tab is highlighted in blue. The page features a profile picture of Lance Armstrong on a bicycle, a cover photo of him in a cycling jersey, and a post from him dated April 29, 2010, with 1,511 likes and 448 comments. The left sidebar includes options to 'Add to My Page's Favorites', 'Suggest to Friends', and 'Subscribe via SMS', along with an 'Information' section listing his affiliation as 'Founder and Chairman, Lance Armstrong Foundation'.

The screenshot shows the 'Discussions' page for the Lance Armstrong page. The 'Discussions' tab is highlighted with a red box. The page displays a list of discussion topics, each with a title, number of posts, creation date, and the latest post by a user. A '+ Start New Topic' button is visible in the top right corner.

Topic	Posts	Created	Latest Post
masters athletes	8 posts	Created on February 27, 2010 at 11:08am	Latest post by Rose Marie Ray Posted on May 16, 2010 at 7:48am
Leibovitz Photo	2 posts	Created on May 9, 2010 at 10:02pm	Latest post by Shelley Green Posted on May 15, 2010 at 1:48pm
GANARA ARMSTRONG EL TOUR 2010.!	15 posts	Created on April 23, 2010 at 1:01pm	Latest post by Aitor Zabala Amarika Posted on May 15, 2010 at 10:46am
HISTORY OF A DOPER	318 posts	Created on November 30, 2009 at 3:49pm	Latest post by Roshun George Posted on May 14, 2010 at 6:26am
The World's 25 Most Motivational Athletes	1 post	Created on May 13, 2010 at 4:00pm	Latest post by Thomas Wadham Gagnon Posted on May 13, 2010 at 4:00pm
Its not about the bike	48 posts	Created on July 31, 2009 at 1:38pm	Latest post by Purva Agrawal Posted on May 13, 2010 at 8:42am
The Contrador Showdown Begins	44 posts	Created on February 22, 2010 at 7:21am	Latest post by Brad Burnett Posted on May 9, 2010 at 9:49pm
DIRECT TV !!	5 posts	Created on February 3, 2010 at 7:02am	Latest post by Patrick Cox Posted on May 9, 2010 at 3:58pm
VIVE ARMSTRONG			Latest post by Victor Tiburcio Matias

Laura DeMeo



Engaging Your Audience

Sports Authority: Engage via Contests

Sports Authority

Wall Info Like and Win! Golf Sweeps Sales & Pro... This Week's Ad >>

Step 1: Like

Step 2. Enter Sweepstakes **Step 3. Invite Friends**

Details

"Like" Sports Authority by clicking the LIKE button above and enter for a chance to win a \$5,000 Sports Authority gift card and shopping assistance from one of our in-house Sports Authorities! For even more chances to win, invite your friends and receive one (1) additional entry for each friend you recruit to "Like" Sports Authority and enter the sweepstakes!

Sweepstakes Period: April 21 to May 31, 2010

Ready for your chance to win a \$5,000 gift card from Sports Authority? Simply "Like" Sports

Sports Authority

Wall Info Like and Win! Golf Sweeps Sales & Pro... This Week's Ad >>

1. Enter Sweepstakes **2. Invite Friends**

Details

It's May and it's the perfect time to start getting ready for an amazing season of golf at your favorite course. Nike Golf & Sports Authority are giving you the chance to take your golf game to the next level with prizes worth over \$6,000!

Simply register below for your chance to win! **Remember to invite your friends and receive one (1) additional entry for each friend you recruit who enters the sweepstakes.**

Grand Prize: Nike Oven Experience (ARV \$4,800)

Laura DeMeo



Latest Changes With Facebook

Facebook Social Plugins: A fundamental shift in how we communicate on the internet



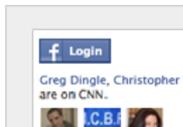
Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



Login with Faces

The Login with Faces plugin shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.



Comments

The Comments plugin lets users comment on any piece of content on your site.



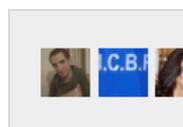
Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



Like Box

The Like box enables users to like your Facebook Page and view its stream directly from your website.



Facepile

The Facepile plugin shows profile pictures of the user's friends who have already signed up for your site.



Live Stream

The Live Stream plugin lets your users share activity and comments in real-time as they interact during a live event.

Laura DeMeo



Latest Changes With Facebook

Social Plugins: A fundamental shift in how we communicate on the internet

- Facebook has created a powerful suite of Social features (plugins) that is fundamentally revolutionizing the way we communicate on the internet
- They have introduced a platform that is connecting the entire internet through the social network (Facebook)
- These Social plugins (such as the “Like” button) can be easily embedded on your blog or website– thereby adding Facebook’s social functionality to your site
 - Integrates Facebook with websites (or your blog!)
 - Makes it simple to see information about friends & share information with friends – even if that individual has never visited the site before.
 - Facebook is becoming the primary authentication hub for social experiences around the web
 - There is no login or extra steps or a single line of coding

Laura DeMeo



Latest Changes With Facebook

What does this mean for you? Digging deeper into Facebook

- 500 Million active users
- 5.3 Billion fans on Facebook
- 20,000 new fans per day
- 55 min. is the average time per day on Facebook
- Reason why people are active on Facebook- they want to stay connected and see what their friends are doing (don't want to feel out of the loop)
- Facebook's Newsfeeds is where all the action is- all your updates and friends updates show up here and is visible by your entire network and each of your friends' entire network
- March 13, 2010- Facebook for the first time overtook Google and became the most trafficked website in the USA

Laura DeMeo



Latest Changes With Facebook

How the latest Facebook changes will drive more traffic to your sites

- The Like button is an immensely powerful new feature and has the potential to create viral marketing. It reinforces the power of social proof
- Every time you click the “Like” button surrounding a product, blog post, opt-in (email capture in exchange for valuable info.) or whatever else, it instantly flows through the Newsfeeds
- Your network of real friendships who know you, like you and trust you will see what you have just “Liked”. They are more likely to “like” as well

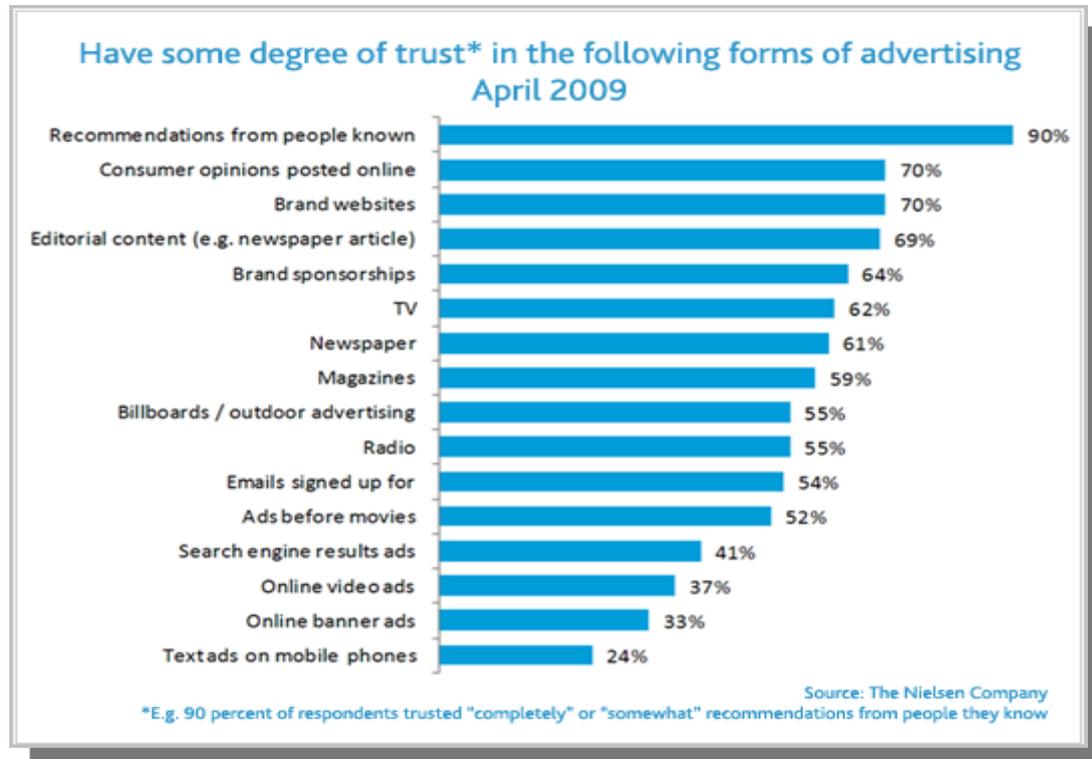
Laura DeMeo



Latest Changes With Facebook

People Buy From People They Know and Trust

- 90% of people Trust Recommendations from people they know, and Facebook's "like" button is the perfect way to recommend a product to a friend.



Laura DeMeo



Latest Changes With Facebook

The power of Social Proof

- So for example, if you offer a free gift (or newsletter) through your opt-in on your blog or website and I feel it is rich with valuable content, I will “like” your opt-in
- This then shows up in my newsfeeds for my network of friends to see and it will show up in your newsfeed and shared with your friends
- More than likely, my friends who know, trust, & like me will be interested and head over to your website/blog and also Opt-in – they will gladly share their name and email in exchange for your valuable free gift
- Do you see the viral potential here? My friends see what I liked, it enters the newsfeeds– the more friends that are connected and see all the “Likes” the more they will be influenced– this is human nature and demonstrates the power of social proof
- Now you have a new subscriber that you can now start building a relationship with. Eventually, they will become very familiar with you and trust you. Now you have significantly increased your chances of converting a prospect into a loyal buying customer

Laura DeMeo



Latest Changes With Facebook

The power of Social Proof: Summary of how it works

1. **Like** anything, anywhere on internet
2. The Link to that page you liked is **added to your profile** and shared with Friends
3. Enters the **News Feed** and updates friends
4. Find out what your **friends like and share** through the social plugins Ex. Recommendations and Activity Feed)

Connect with your friends on your favorite websites
Learn about the different ways you'll see Facebook across the web

Like anything, anywhere
Look for Facebook Like buttons across the web to publicly connect with the things you care about and share them with your friends.

The Like button
When you click the Like button, a link to that page is added to your Facebook profile and a story is shared with your friends.

Updates
That page can also keep you updated through your News Feed.

Your friends
Find out what your friends have liked, shared and commented on through the Activity Feed and Recommendations social plugins. These new plugins offer you the same control over what you can see and share as you already have on Facebook. More details can be found on the Facebook Blog.

Chat

Laura DeMeo



Latest Changes With Facebook

Open Social Graph Personalizes Web Experience



Laura DeMeo



Latest Changes With Facebook

Open Social Graph Personalizes Web Experience

- Facebook has recently announced its new Open Social Graph program, a platform for personalizing the web browsing experience on websites and blogs without logging into Facebook
- The Open Graph is spreading the wings of Facebook across the entire internet, making its mark and power known through the social plugins and “Like” buttons now woven across the web
- **What does this mean for your business?**
 - you will know more about your target markets likes and interests based on his or her “like” history (now by accessing Facebook API or user data)
 - You can customize and tailor your website and/or blog that speaks directly to your audience
 - You are creating a personalized web experience increasing your rates of conversion
 - Seamless access to Users Open graph through Facebooks new auto-authentication feature (no login to facebook is necessary)
 - Unparalleled opportunity to maximize your presence

Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:



Social plugins offer you the same control over what you can see and share as you already have on Facebook. All social plugins are extensions of Facebook and are specifically designed so none of your details are shared with sites on which they appear. More details can be found in our [Help Center](#).

Instant Personalization pilot program

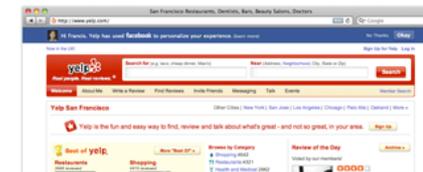
You'll find a personal and social experience the moment you arrive on our select partner sites - Microsoft Docs.com, Pandora and Yelp.



PANDORA



We're working closely with these partners so you can quickly connect with your friends and see relevant content on their sites. These sites personalize your experience using your public Facebook information.



When you arrive on these sites, you'll see a notification from Facebook at the top of the page.



These partners were carefully chosen, reviewed and are contractually required to respect your privacy preferences. You can easily opt out of experiencing this on these sites by visiting your [Privacy Settings](#) or clicking "No Thanks" on the blue Facebook notification at the top of partner sites. If you opt out, your public Facebook information can still be shared by your friends to these partner sites unless you block the application.

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Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:

- In the final slides of this presentation, I will show you two examples of companies partnering with Facebook for this instant web personalization Pilot Program
- We will then conclude this presentation with a Brief review of what you just learned.

Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:

Yelp: Creating personalized web experience...
Website that offers reviews on most services

Now in the UK

Friends Activity | Logged in as Laura D. | My Account | Log Out

Search for (e.g. taco, cheap dinner, Max's) | Near (Address, City, State or Zip) | Brielle, NJ 08730 | Search

Welcome | About Me | Write a Review | Find Reviews | Invite Friends | Messaging | Talk | Member Search

Browsing Brielle Businesses

1 to 10 of 1593 - Results per page: 10

Refine By:

- Active Life
- Arts & Entertainment
- Automotive
- Beauty and Spas
- Education
- Event Planning & Services
- Financial Services
- Food
- Health and Medical
- Home Services
- Hotels & Travel
- Local Flavor
- Local Services
- Mass Media
- Nightlife
- Pets
- Professional Services
- Public Services & Government
- Real Estate
- Religious Organizations
- Restaurants
- Shopping

Show Filters

1. Mariner's Cove Restaurant
Category: Restaurants
5 stars 11 reviews
712 Union Ave
Brielle, NJ 08730
(732) 528-8023

This place is amazing. I ordered the banana nut pancakes with a side of pork roll and it was awesome. I had to wrap the rest to go home because the portions are huge. My pancakes cost about...

2. Shipwreck Grill
Category: Seafood
5 stars 4 reviews
720 Ashley Ave
Brielle, NJ 08730
(732) 292-9380

This is a great place for a special occasion. The menu is creative and very well executed, the wine list is extensive and service is impeccable. Its too expensive for an everyday outing but that only

Me Map | Map, stay put | Redo search in map

Search for (e.g. taco, cheap dinner, Max's) | Near (Address, City, State or Zip) | 08730 | Search

Welcome | About Me | Write a Review | Find Reviews | Invite Friends | Messaging | Talk | Member Search

Shipwreck Grill

5 stars 4 reviews

Like

Category: Seafood [Edit]

720 Ashley Ave
Brielle, NJ 08730
(732) 292-9380

Price Range: \$\$\$

Accepts Credit Cards: Yes

Attire: Dressy

Good for Groups: No

Good for Kids: No

Walter Services: Yes

Outdoor Seating: Yes

Good for: Dinner

Alcohol: Full Bar

Edit Business Info | Is this your business?

First to Review | Deb S.

Send to Friend | Bookmark | Send to Phone | Write a Review

4 reviews for Shipwreck Grill

Sort by: Yelp Sort | Date | Rating | Useful | Funny | Cool | Total Votes | Friends | Elites

Map data ©2010 Google

Browse Nearby:
Restaurants | Nightlife | Shopping | Movies | All

People Who Viewed This Also Viewed...
Mariner's Cove Restaurant
5 stars 11 reviews
Brielle, NJ

Example: If connecting to Yelp through Facebook profile, they will be able to give you certain information about a restaurant or music venues based on the information you make publicly available about your favorite foods or favorite music through your "like" history

Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:

Pandora: creating Personalized web experience (is a new form of personalized internet radio that was designed to help you discover new music you'll love, and enjoy music you already know)

Hi Laura. Pandora is using [Facebook](#) to personalize your experience. [Learn More](#) - No Thanks

PANDORA® internet radio register | sign in

Help

share [social icons]

Register for FREE! Already registered? [Sign in](#)

Create an account to save your stations and access Pandora anywhere.

Your Email this will be your username

Password

Birth Year

US Zip Code

Gender Male Female

Send me personalized recommendations and tips. [Privacy Policy](#)

I have read, understood, and agree to the [Terms of Use](#)

PANDORA® internet radio [GET CLOSER](#) \$229 laurademeo@yahoo.com | sign out

search for music Your Profile About the Music Share Mobile Help

Coldplay Like Laura Demeo and 291 others like this.

Biography

After surfacing in 2000 with the breakthrough single "Yellow," Coldplay quickly became one of the biggest bands of the new millennium, honing a mix of introspective Brit-pop and anthemic rock that landed the British quartet a near-permanent residence on record charts worldwide. The group's emergence was perfectly timed; Radiohead had just released the overly cerebral *Kid A*, while Oasis had ditched two founding members and embraced psychedelic experimentation on *Standing on the Shoulders of Giants*. U.K. audiences were hungry for a fresh-faced rock band with big aspirations and an even bigger sound, and Coldplay were more than happy to take the reins. *Parachutes* went multi-platinum in several countries and earned the band their first Grammy, but Coldplay continued to grow into the 2000s, topping their debut album's success with higher record sales and an increased public profile.

Chris Martin (vocals/piano), Jon Buckland (guitar), Will Champion (drums), and Guy Berryman (bass) were all born into musical households. Martin, the eldest of five, began playing the piano as a young child and later took solace in the work of Tom Waits. Buckland, on the other hand, grew up with the heavy guitar sounds of Eric Clapton and Jimi Hendrix. [Continued...](#)

People Listening to This Artist

- dan.johnston
- brittlevo

Have a better business week. Find out more

Bloomberg Businessweek

Pandora- Uses Facebooks API to pull in your unique Social Graph. This means that Pandora will recommend streaming music stations built around artists you've Liked on Facebook in the past!

Laura Demeo



New Simplified Privacy Settings

facebook 6 34 Search Home Profile **Account** ▾

Choose Your Privacy Settings

Basic Directory Information
To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

Sharing on Facebook

	Everyone	Friends of Friends	Friends Only
My status, photos, and posts	■		
Bio and favorite quotations	■		
Family and relationships	■		
Photos and videos I'm tagged in		■	
Religious and political views		■	
Birthday		■	
Can comment on posts			■
Email addresses and IM			■
Phone numbers and address			■

Why are these settings recommended?

[Customize settings](#) ✔ This is your current setting.

Applications and Websites [Edit your settings for using applications, games](#) **Block Lists** [Edit your lists of blocked people and](#) **Controlling How You Share** [Learn more about your privacy on Facebook.](#) **Chat (Offline)**

Click Account
Click Drop Down Menu
Click Privacy Settings

Laura DeMeo



Latest Changes With Facebook

Are you starting to see the *new opportunities* to take your business to a the *next level* using Facebook?

Laura DeMeo



How are you doing?!

- What new things did you learn about Facebook that you didn't know before?
- What did you learn about yourself?
- Did you get any new ideas on how to grow your business?
- What are your thoughts about the integration of Facebook with your website -especially the Like button now plastered across the web?
- How will you use this information?
- What will you do to move forward?

Laura DeMeo



Let's Review

- ✓ Facebook is the largest Social Networking Site in the World
- ✓ How to set up a personal profile and understand the Facebook Landscape including the Central hub: its News Feed
- ✓ The right way to build a network; Create friends List
- ✓ The difference between personal profile, groups, and Fan pages and Why Facebook is so essential to your business
- ✓ Delving deep into The 4 KEY elements to a Successful Fan page and (Plan & Design, Content, Promotion, and Engagement)
- ✓ The most recent & MAJOR changes on Facebook (The Like Button, Social Plugins, and the Open Graph)
- ✓ Introduction to the Open Graph- using Facebooks user data to pull in friends open graph (data) based in Like history and other social activities- and create personalized web experience

Laura DeMeo



What Next?

- 1. Write down your goals and purpose**
For example I want to identify and connect with 10 key influencers in my niche. Give yourself a time limit on the amount of time you plan to spend connecting and building relationships on Facebook
- 2. Set up your Facebook Profile and completely fill out all your information**
- 3. Start creating Friends Lists and connect with your target market**
- 4. Contact me for custom Social Media Marketing Strategy**

Laura DeMeo



**Congratulations on Finishing!!
You are Awesome... Now Celebrate!**



Laura DeMeo



Laura DeMeo

Cross the finish line with
social media marketing



FACEBOOK TRAINING

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

LEG 2

Facebook Marketing Goldmine



Contact Information

Do you have any questions?

Go to my Fan Page: <http://facebook.com/laurademeo>

Ask me your questions here!

I would love to help you

Contact me at: laurademeo@yahoo.com if you would like custom design fan page done for you

If you found this presentation helpful, please comment on my blog <http://laurademeo.com> and share with others.

Laura DeMeo