

# Index

## • *Symbols* •

# Clickers field, 214

## • *A* •

AboutFaceDigital (advertising services company), 293

account, Ads

other Facebook accounts, 12

settings, 195–197

setup process, 27

user list, 196

Account Charged notification, 186

ACT! (CRM system), 171

Action data

described, 77

reports, 157, 207

action photo, 90

Action Rate data, 207

Active campaign, 188

Activity Feed plug-in, 243

Ad Approved notification, 185

ad copy

ad campaign adjustments, 79

brand building, 53

character limit, 10, 34

defined, 13

described, 34–35

Facebook Guidelines, 273

first ad, 28

in images, 90

local campaign, 48

marketing writers, 96

test campaign, 100

Ad Created notification, 185

Ad Destination Guidelines, 273

Ad Disapproved notification, 185

Ad Preview, 32

ad pricing

bidding systems, 15–16, 65–67

budget reports, 77

campaign adjustments, 78–79, 143–146

campaign optimization, 143–146

described, 15

tips for bidding, 70–71

traditional media, 64

Ad Requires Editing notification, 186

Ad Space area, 12

Add a User button, 196

Add to My Page link, 130

address

of business, 38

verification program, 168–169

Administrator function, 84, 132

Ads and Pages link, 72, 215

Ads Board feature, 35, 97

ads, creating

Ads Manager feature, 185, 194

alternative advertising options, 108–111, 252–262

application development, 110–111

campaign adjustments, 78–79, 97, 148–149

copyright, 14

Facebook library, 301–302

Facebook sales team, 102–105

first ad, 27–33

marketing objectives, 52–62

multiple ads, 90–94

notification, 185

online-offline ad integration, 98

process of, 12–13

schedule for ads, 93–94

scope of campaign, 47–52

test campaigns, 99–101

unique aspects of Facebook, 14

- Ads Manager feature. *See also* monitoring ad campaigns
- access to, 138
  - account settings, 195–197
  - Advertising Performance report, 205
  - budget reports, 72–78
  - campaign notifications, 184–187
  - deleted campaigns, 80
  - described, 72, 181–182
  - Facebook Reports, 200
  - graphs, 189–191
  - home page features, 182–184
  - Lifetime statistics feature, 187–189
  - multiple campaigns, 192–193
  - report types, 138
  - Responder Demographics report, 210
  - Responder Profiles report, 213
  - weekly data, 193–194
- Ads page, 27, 48
- Ads Report
- budget reports, 72–79
  - described, 72
  - paused campaign, 80
- Adtester CX (software), 175
- Advertiser Information form, 102
- advertising
- elements of, 33–38
  - goal of, 20
  - networks, 69
  - principles of, 9
  - types of, 81–86
- Advertising Age (Web site), 295–296
- Advertising Performance report
- ad analysis, 138–140
  - defined, 201
  - described, 75–76, 205
  - elements of, 206–210
  - example of, 206
  - generation of, 205–206
- age, user, 30, 44, 144
- Alchemy (advertising services company), 227–228
- All Facebook (Web site), 266, 290
- AllPosters.com (Web site), 18
- analyzing ads. *See also* Insights feature; monitoring ad campaigns
- alternative Facebook options, 108–111
  - audience perceptions, 146–148
  - budget reports, 71–79
  - campaign optimization, 143–149
  - conversion tracking, 175–178
  - dashboards, 227–230
  - demographic reports, 140–143
  - Facebook sales team, 102–105
  - importance of, 95
  - international campaigns, 154, 224
  - landing pages, 119
  - Lifetime Statistics feature, 187–189
  - methods for, 99–101
  - online-offline ad integration, 98
  - performance objectives, 105–107
  - performance reports, 138–140
- animated image, 36
- announcement, 114–116
- application
- development of, 110–111, 258–259
  - directory, 110
- Application ad
- described, 84
  - example of, 108–109
  - popularity of, 108
- approved ad, 32, 185, 273
- Aps Directory, 129–130
- aspect ratio, 36
- auction, 68–69
- audience, targeting. *See* targeting users
- audio clip, 155
- **B** •
- badge, 98
- banner advertising, 1, 64
- Becker, Karen (veterinarian), 287
- Best Buy (retailer), 39, 40, 128–129, 255
- bid-based model, 68–69
- bidcactus (Web site), 177

- bidding system. *See also specific systems*  
brand building, 54  
budget reports, 77  
campaign optimization, 143–146  
common mistakes, 269  
defined, 15  
described, 15–16, 70  
performance reports, 138–140  
recommended bids, 70–71  
tips for bidding, 70–71  
types of, 65–67  
value of, 67–69
- BikerOrNot.com (social hangout), 53, 55
- billing information  
financial resources, 96–97  
first ad campaign, 32  
notifications, 186
- Bing (search engine), 66
- birthday, user, 30
- blast, e-mail, 114–116
- blind bidding, 68–69
- BLiNQ Media (advertising services company), 228–229
- blog  
about Facebook, 266, 289–290, 300  
cross-promotion tips, 112–114  
marketing tips, 294
- Blue Sky Factory (e-mail provider), 46
- body text  
ad campaign adjustments, 79  
brand building, 53  
character limit, 10, 34  
defined, 13  
described, 34–35  
Facebook Guidelines, 273  
first ad, 28  
in images, 90  
local campaign, 48  
marketing writers, 96  
test campaign, 100
- Book field, 213–214
- book group, 284–285
- bookmark, 128
- Box Title field, 133
- brand  
Application ads, 108–109  
application development, 110  
campaign strategies, 53–55  
consistency among pages, 39  
customer service, 173  
feedback from customers, 61  
referrals, 88  
self-promotion, 262  
sense of community, 57  
tips for building, 53
- Branded Content (Web site), 296
- Branded Gift ad, 84, 86
- BrandLift survey, 88
- Bucket field, 211–212
- budget  
Ads Manager features, 182, 188, 192  
changes in, 78–79, 143–146, 186  
creation, 15  
described, 14  
financial resources, 96–97  
first ad campaign, 31  
Lifetime Statistics feature, 188  
need for, 63  
notifications, 186  
paused campaign, 79  
performance report, 207  
reports, 72–79  
sponsored ads, 102  
test campaigns, 100  
tracking methods, 71–78
- Budget/Day field, 188, 192
- Buffett, Howard G. (*Fragile: The Human Condition*), 284
- Building Facebook Applications For Dummies* (Wagner), 259
- business category, 24, 25
- business Page. *See* Page, business
- business-to-business technology firm, 294
- Buzz Marketing for Technology (blog), 294
- By City radio button, 48
- By State/Province radio button, 50

## • C •

- calendar, 204–205
- call to action
  - audience perceptions, 147
  - benefits of Facebook Ads, 18–19
  - brand building, 54
  - common mistakes, 270–271
  - defined, 18
  - described, 34
  - example of, 35
  - lead conversions, 122, 160–161, 177
  - sales generation, 55–56
- campaign notification, 184
- Campaigns link, 80
- capitalization, 273
- Case Studies tab, 304
- celebrity, 286
- Character Arcade (games), 235–236
- charity donation, 281
- chat session, 169
- Chex Mix cereal, 162–163
- Choose a Graph section, 219
- circulation date, 98
- Cities Within check box, 48
- City field, 48
- Cleary, Brian P. (author), 284–285
- click rate
  - Ads Manager, 183, 188–189
  - Advertising Performance report, 139–140
  - campaign optimization, 143–145
  - common mistakes, 268–269
  - conversion tracking, 176
  - Lifetime Statistics feature, 188
  - Responder Demographics reports, 141–143, 212
  - Responder Profile reports, 214
- Clickable (software company)
  - ad copy, 96–97
  - described, 228
  - lead conversion, 164
  - trial products, 106
- closed bidding system, 15
- Coca-Cola (beverage company), 165, 166
- college graduate, 30, 44
- column, table, 208
- Comic Bug (retailer), 39–40
- comma-separated values file, 74, 204
- comment
  - described, 217
  - Insights feature, 219–220
  - link to, 156
  - plug-ins, 241–242
- communication
  - CRM systems, 171
  - from Facebook, 184
  - lead conversion, 165, 172–173
  - lead follow-up, 167–173
- community building
  - audience perception, 147
  - feedback from customers, 61
  - landing page selection, 120, 122
  - plug-ins, 234–235
  - tips for, 57–60
- company
  - contact information, 38
  - credit cards, 96
  - e-mail address, 169
  - logo, 37, 39, 264
- comparison shopping, 68–69
- computer, 4
- Connections filter, 30
- contact information
  - companies, 38
  - users, 168
- Content Guidelines, 273
- contest
  - brand building, 110
  - compelling content, 256
  - cross-promotion, 115
  - landing pages, 120
  - lead conversions, 162
  - nontraditional advertising, 277–279
- contract negotiation, 68
- conversion
  - defined, 107, 160
  - described, 122
  - performance objectives, 107

- performance reports, 207
- process of, 159–167, 172–173
- rates, 122
- relationship marketing, 165–167
- tracking tips, 175–178
- types of, 162–164
- copyright, 14, 36
- CoreMetrics (tracking tool), 47
- Cost of Conversion data, 207
- cost per click (CPC) method
  - Ads Manager feature, 188, 193
  - bid ranges, 70–71, 143–146
  - brand building, 54
  - campaign optimization, 143–146
  - cost determination, 67–69
  - customized landing pages, 119
  - described, 15, 65–66
  - Lifetime Statistics feature, 188
  - performance reports, 140
- cost per customer, 174–175
- cost per thousand impressions (CPM)
  - Ads Manager feature, 188, 193
  - benefits of, 65
  - bid ranges, 70–71, 143–146
  - brand building, 54
  - campaign optimization, 143–146
  - common mistakes, 269
  - cost tracking, 65
  - defined, 67
  - described, 15–16, 65
  - Lifetime Statistics feature, 188
  - performance reports, 139–140
  - value of Fans, 135
- Country field, 50–51
- coupon, 32, 186
- CPC. *See* cost per click method
- CPC Bids header, 193
- CPM. *See* cost per thousand impressions
- Create a Facebook Account screen, 26
- Create a Page screen, 24–25
- Create a Similar Ad button, 194
- Create button, 128
- Create Official Page button, 26
- Create Your Ad button, 48
- creating ads
  - Ads Manager feature, 185, 194
  - alternative advertising options, 108–111, 252–262
  - application development, 110–111
  - campaign adjustments, 78–79, 97, 148–149
  - copyright, 14
  - Facebook library, 301–302
  - Facebook sales team, 102–105
  - first ad, 27–33
  - marketing objectives, 52–62
  - multiple ads, 90–94
  - notification, 185
  - online-offline ad integration, 98
  - process of, 12–13
  - schedule for ads, 93–94
  - scope of campaign, 47–52
  - test campaigns, 99–101
  - unique aspects of Facebook, 14
- credit card
  - financial resources, 96
  - first ad campaign, 32
  - payment notification, 186
- credit, game, 108–109
- currency, 31, 108–109
- custom tab, 127–134
- customer
  - acquisition cost, 160
  - database, 46, 164
  - inquiries from, 105
  - service, 165, 173
- customer information
  - bid ranges, 143–144
  - bidding systems, 67–68
  - budget reports, 72–79
  - collection methods, 134–136
  - conversion tracking, 176–177
  - customer relationship management systems, 170
  - demographic reports, 77–78, 140–143, 210–212
  - external landing page, 125
  - Facebook features, 16
  - Facebook sales team, 102

customer information (*continued*)  
 first ad, creating, 30  
 Insights feature, 150–157, 225  
 landing page selection, 37, 120  
 lead verification, 168  
 targeted attributes, 16–17, 44–47  
 test campaign, 100–101  
 types of, 16–17  
 customer relationship management (CRM)  
 system  
 described, 169–170  
 examples of, 171–172

## • D •

Daily Active Users graph, 152, 224  
 Daily Active Users line, 222–223  
 Daily Budget Change notification, 186  
 Daily Fan Views graph, 157  
 Daily New Likes count, 222  
 Daily Page Activity, 157  
 Daily Post Feedback percentage, 219  
 Daily Post Views number, 219  
 daily report, 73  
 Daily Spend feature, 182  
 Daily Stats for the Week Of header, 194  
 Daily Story Feedback report, 157  
 Dairy Queen (restaurant), 278  
 dashboard  
 benefits of, 226  
 creation, 227–230  
 defined, 199  
 Insights feature, 215–216  
 management of, 199  
 data, customer  
 bid ranges, 143–144  
 bidding systems, 67–68  
 budget reports, 72–79  
 collection methods, 134–136  
 conversion tracking, 176–177  
 customer relationship management  
 systems, 170  
 demographic reports, 77–78, 140–143,  
 210–212

external landing page, 125  
 Facebook features, 16  
 Facebook sales team, 102  
 first ad, creating, 30  
 Insights feature, 150–157, 225  
 landing page selection, 37, 120  
 lead verification, 168  
 targeted attributes, 16–17, 44–47  
 test campaign, 100–101  
 types of, 16–17  
 database, customer, 46, 164  
 data-mining software, 74  
 Date Range field, 74, 204  
 date, viewing, 68, 93  
 Default Landing Tab for Everyone Else  
 list, 134  
 deleting campaigns, 79–80, 194  
 Demographic field, 210–211  
 designing ads  
 Ads Manager feature, 185, 194  
 alternative advertising options, 108–111,  
 252–262  
 application development, 110–111  
 campaign adjustments, 78–79, 97, 148–149  
 copyright, 14  
 Facebook library, 301–302  
 Facebook sales team, 102–105  
 first ad, 27–33  
 marketing objectives, 52–62  
 multiple ads, 90–94  
 notification, 185  
 online-offline ad integration, 98  
 process of, 12–13  
 schedule for ads, 93–94  
 scope of campaign, 47–52  
 test campaigns, 99–101  
 unique aspects of Facebook, 14  
 Destination URL field  
 first ad, 27, 28  
 multiple ad campaigns, 37–38, 92–93  
 Poll ads, 84  
 URL selection, 37–38  
 Detroit Red Wings (hockey team), 279–280  
 DigitalNext (Web site), 296

direct marketing  
 benefits of Facebook, 20  
 defined, 20  
 described, 20  
 Facebook's unique features, 21  
 landing pages, 122  
 discussions page  
 customer feedback, 61–62  
 Facebook sales team, 304  
 Insights feature, 221  
 tracking tools, 157, 221  
 downloading  
 ad data, 184  
 products, 177  
 Dunay, Paul (author), 276–277, 281  
 Dynamics CRM (Microsoft), 171

## • E •

Edit Ad Creative button, 194  
 Edit Page link, 132  
 Edit X rows button, 192  
 editing ads  
 ad development, 94  
 Ads Manager feature, 192, 194  
 payment notification, 186  
 Editorial and Format Guidelines, 273  
 education level, 30, 44  
 eLance.com (freelance site), 110  
 election, political, 110, 111  
 e-mail  
 alternative Facebook advertising  
 options, 252  
 confirmation of account setup, 26–27  
 cross-promotion, 114–116  
 initial contact with leads, 169  
 lead verification, 168–169  
 notifications, 184–187  
 scams, 27  
 targeted campaigns, 46  
 emoticon, 33  
 employee involvement, 58, 61  
 engagement ad  
 common mistakes, 269  
 described, 81

Insights feature, 222–224  
 plug-ins, 235–236  
 referrals, 88  
 Event, Facebook  
 compelling Page content, 257  
 described, 39, 82  
 example of, 85  
 Live Stream plug-in, 246–247  
 locked titles, 33  
 performance objectives, 105  
 referrals, 86–88  
 tracking tips, 150–157  
 eVoice (transcription service), 161  
 Excel (Microsoft software), 74–75, 184, 204  
 exclusive product, 256–257  
 expense, advertising  
 common mistakes, 269  
 Lifetime Statistics feature, 188  
 return on investment, 174–175  
 expired coupon, 186  
 Export Format option, 203  
 exporting  
 reports, 80, 184, 209, 226  
 user information, 225–226  
 external landing page  
 ad types, 82, 84  
 benefits of, 125–127  
 cross-promotion, 112–116  
 described, 124  
 development of, 127  
 first ad, 27  
 Like box plug-in, 244  
 local ad campaign, 48  
 multiple ad campaigns, 37–38, 92–93  
 review by Facebook staff, 125–126  
 selection, 37–38  
 External Referrers list, 155

## • F •

Facebook  
 Ad Guidelines, 14, 272–273  
 founding of, 1  
 functions of, 10  
 number of users, 1, 10

- Facebook (*continued*)
    - popularity of, 9–10
    - sales team, 102–105, 302–304
  - Facebook Ads for Pages and Events
    - feature, 18
  - Facebook advertising
    - described, 1, 10–12
    - elements of, 10–11
    - goal of, 20
    - home page, 12–13
    - origin of, 1
    - strengths of, 1
    - types of, 81–86
  - Facebook Application Development For Dummies* (Stay), 5, 129
  - Facebook Global Monitor report, 291
  - Facebook Marketing Bible report, 291
  - Facebook Markup Language (FBML)
    - benefits of, 128
    - custom tab creation, 127–134
    - defined, 5, 127–128
    - versus HTML, 128
  - Fan ad, 82
  - Fan, Facebook
    - Action data, 77
    - community building, 57–58
    - conversions, 162
    - feedback from, 61–62
    - internal landing page, 123
    - Like box plug-in, 244
    - photos from, 39
    - recommendations from, 86–88
    - tracking tools, 150–157
    - value of, 135, 174
  - Fan Page. *See also* Page, business
    - defined, 23
    - described, 11
    - maximum fans allowed, 24
    - origin of, 1
    - transition to business Page, 24
  - FBML. *See* Facebook Markup Language
  - FedEx (shipping company), 110
  - feedback, customer. *See also specific types*
    - audience perceptions, 146–148
    - described, 61–62
    - graphs, 219
    - lead conversion, 165
  - F8 conference, 231
  - filter. *See also specific filters*
    - audience perceptions, 146–147
    - nontraditional ads, 276
    - report settings, 202
  - Filter By criteria, 73, 202
  - financial resource, 96
  - Find Us on Facebook button, 252
  - fixed cost, 174
  - Flash image, 36
  - flat-rate model, 68
  - following up leads, 167–175
  - form
    - described, 134–136
    - lead conversion, 163, 166–167
  - format, report, 74, 203–204
  - Fragile: The Human Condition* (Buffett), 284
  - fraud
    - CPM system, 67
    - e-mail confirmations, 27
    - Facebook Guidelines, 274
  - free item
    - lead conversion, 162
    - sales, generating, 105–106
  - freelance developer, 110
  - frequently asked questions, 61
  - fresh ad, 146, 265
  - Friend, Facebook
    - Activity Feed plug-in, 243
    - Comment plug-in, 241–242
    - interactive games, 235
    - internal landing page, 123
    - Like button plug-in, 238
    - recommendations from, 86–88, 239
    - sample copy, 34
  - Friendpile plug-in, 245–246
  - Friends of Connections field, 86–87
- 
- **G** ●
  - game application
    - development of, 258–259
    - nontraditional ads, 108–109

- GameLoft (video game company), 58, 60
- gender, user, 30, 44, 210
- General Mills (food company), 162–163
- Generate Another Report option, 210
- Generate Report button, 74, 205
- geo-targeting, 68
- Get Code button, 113, 238
- gift, 84–85
- giveaway, 105
- golfstakes.com (retailer), 126–127
- Google (search engine)
- AdWords, 107
  - Analytics, 37, 47, 128
  - bidding systems, 66–67
- GoStats (tracking tool), 37
- grammar
- body text, 34
  - Facebook Guidelines, 273
  - titles, 33
- graph
- Ads Manager, 183, 189–191
  - Insights feature, 150–157, 216–226
  - user interactions, 217–222
- graphic. *See* image
- Group, Facebook
- alternative advertising methods, 34, 84, 259–260
  - described, 259
- **H** •
- Header option, 113
- headline. *See* title, ad
- hobby, 45, 149
- how-to information, 173, 253
- HTML code
- versus FBML, 128
  - Like box widget, 113–114
  - plug-ins, 232, 236, 238–239
  - report format, 74–75, 204
- Hyatt Resorts, 278, 279
- identifier code, 176
- iframe window, 113–114
- image. *See also* photo
- brand building, 53
  - common mistakes, 263–265
  - financial resources, 96
  - first ad, creating, 28
  - importance of, 89
  - local campaign, 48
  - online-offline campaign integration, 98
  - previews, 32
  - profile picture, 28
  - selection, 36–37, 89–91
  - size limit, 10, 28, 36
  - test campaigns, 100
- impression
- Advertising Performance report, 138–139
  - bidding systems, 15, 65, 67
  - defined, 188
  - Lifetime Statistics feature, 188
  - Responder Demographic reports, 212
  - industry setting, 195
- information, user. *See* user information
- in-game ad, 108–109
- Inside Facebook (Web site), 291–292
- Insights feature. *See also* analyzing ads
- audience perceptions, 147
  - dashboard, 215–216
  - data export, 225–226
  - demographic information, 225
  - described, 19, 150, 214–215
  - engagement ads, 222–224
  - interactions among users, 156–157, 216–222
  - media consumption, 155
  - overall Fan base, 150–152
  - Page views, 154–155
  - user demographics, 153–154
- Instant Message, 169
- Integrated Solutions: Contact Us form, 102–104
- Interactions Detail report, 156–157
- Interactions graph, 150
- interactive advertising
- community building, 58
  - feedback from customers, 61–62
- **I** •
- I Have a Coupon to Redeem link, 32
- icons, explained, 5

interactive advertising (*continued*)

- Like links, 11
- plug-ins, 235
- tracking tools, 156, 216–222
- types of interactions, 217

Interactive Advertising Bureau Revenue Report (PriceWaterhouseCoopers), 16

interests, of users, 45, 149, 213

internal landing page

- benefits of, 122–124
- creation, 127–134
- described, 122
- example of, 123
- forms, 134–136

international ad campaign

- analysis of, 154, 224
- number of international Fans, 1
- scope of campaign, 50–52

Internet

- access to, 4
- most popular sites, 9–10
- service providers, 177
- technology growth, 16

introductory offer, 98

inventory, 79–80

InvolveSocial (application development company), 110–111

Island Life (game), 108–109

iStockphoto (Web site), 297–299

## • J •

Jennings, Annie (public relations expert), 288

Jigsaw (address verification service), 169

job search, 279–280

job type, 30

jump page, 125–126

## • K •

Kassouf, Tim (marketing director), 276–277

Key Sources list, 152

keyword

- audience perceptions, 146–147
- bidding systems, 66
- first ad, creating, 29
- refined campaigns, 149
- sales generation, 55–56
- targeted campaigns, 45
- test campaign, 100
- text in photos, 90
- tips for use, 30
- titles, 33
- Web site usage logs, 47
- Keywords target field, 29

## • L •

landing page. *See also* Page, business

- ad analysis, 119
- body text, 34
- creation, 127–134
- cross-promotion, 112–116
- customization, 119
- defined, 119
- described, 39
- Facebook Guidelines, 273
- forms, 134–136
- Insights feature, 155
- multiple ads, 37–38, 92–93
- ordering process, 178
- selection, 37–38, 119–127
- types of, 39–40
- usage log, 47

Language filter, 31, 44, 51

language, report, 204

language-specific campaign, 51

Last Updated field, 188

Launch a Package (application), 110

lead capture page. *See* landing page

lead conversion

- communication tips, 172–173
- described, 122, 159–167

lead generation

- follow-up, 167–175
- performance objectives, 105–106
- tracking tools, 169–172

- LeClaire, Jennifer (*Web Analytics For Dummies*), 176
- Lerner, Erik (real estate broker), 285
- letter, 169
- Lewis, Damon (Facebook advertiser), 279–280
- library, Facebook, 301–302
- Lifetime Statistics feature, 187–189
- lifetime value, 174
- Like Box plug-in, 112–114
- Like button
- Action data, 77
  - brand building, 54
  - business versus Fan Page, 24
  - conversion tracking, 176–177
  - described, 11, 217, 232
  - familiarity of, 234
  - Insights feature, 150–153, 156, 219–220
  - internal landing page, 123
  - lead verification, 168
  - referrals, 87
  - stories, 156
  - targeted campaigns, 45
  - tips for adding, 232, 236–237, 239
  - Video ads, 84
- Live Stream plug-in, 246–247
- local ad campaign, 47–48
- local business, 29, 68
- Location filter
- demographic reports, 142
  - described, 44–45
  - first ad, creating, 29
  - local campaign, 48
  - test campaign, 101
- locked title, 33
- Login button, 240–241
- Login with Faces plug-in, 240–241
- logo, company, 37, 39, 264
- Lowden, Sue (Senate candidate), 110–111
- loyal customer, 173
- mailing list, 162
- Mango Harvest (game), 110
- market research, 282
- marketing
- alternative Facebook advertising, 252–262
  - application development, 110
  - cross-promotion, 112–116
  - objectives, 52–62
  - online-offline integration, 97–99
  - performance objectives, 105–107
  - resources, 96–97
  - self-promotion, 262
  - test campaigns, 99–101
  - types of, 19–20
  - writers, 96
- Marketplace, Facebook, 260–261
- Marriott (hotel chain), 124
- Max Bid field, 70
- Max Rows option, 241
- measuring results. *See* analyzing ads
- media consumption, 155
- MediaWorks (Web site), 296
- Meltdown Comics (retailer), 232–233
- membership conversion
- common mistakes, 269
  - described, 162, 164
- Merrill (outdoor community), 120
- message, advertising
- ad campaign adjustments, 79
  - brand building, 53
  - character limit, 10, 34
  - defined, 13
  - described, 34–35
  - Facebook Guidelines, 273
  - first ad, 28
  - in images, 90
  - local campaign, 48
  - marketing writers, 96
  - test campaign, 100
- Microsoft (technology company)
- customer relationship management system, 171
  - data-mining software, 74–75
  - downloaded ad data, 184
  - investment in Facebook, 1
  - report format, 204
- **M** •
- magazine ad, 98
- Magic Bullet (kitchen appliance), 166–167, 253–254

mission statement, 38  
 mistakes, common, 263–273  
 monitoring ad campaigns. *See also* Ads Manager feature; analyzing ads  
   ad testing, 99–101, 147–149  
   alternative Facebook options, 108–111  
   audience perceptions, 146–148  
   budget reports, 71–79  
   campaign optimization, 143–149  
   Facebook sales team, 102–105  
   Insights feature, 150–157  
   lead conversions, 160, 175–178  
   ongoing maintenance, 97  
   online-offline ad integration, 97–99  
   performance objectives, 105–107  
   resources for, 96–97  
   test campaigns, 99–101  
 monthly membership, 164  
 monthly report, 73, 204, 210  
 More Ads link, 35  
 More link, 225  
 Mountain Dew (soda), 256  
 movie studio, 84  
 Multilanguage Excel option, 204  
 Music field, 213–214  
 MyPartyShirt.com (retailer), 161–162

## • N •

naming  
   business Pages, 26  
   campaigns, 31, 183  
 national campaign, 50–52  
 Navigation bar, 182–183  
 negotiating advertising rates, 68  
 new user, 223–224  
 News Feed  
   Comments plug-in, 242  
   internal landing page, 123  
   Like button plug-in, 238  
   referrals, 87  
 newsletter  
   account settings, 197  
   Facebook sales team, 302  
   lead conversions, 160, 162, 165

newspaper ad, 98  
 Nike (retailer), 82, 85, 92  
 No Filter option, 202  
 note taking, 170–171  
 Notes (Updates) tab, 304  
 Notification feature, 182, 184–187, 196  
 # Clickers field, 214  
 NuSpark Marketing (marketing company), 53, 55

## • O •

offer wall, 108  
 Official Page header, 24  
 Omniture SiteCatalyst (tracking tool), 47  
 Oncontact (CRM system), 171  
 O’Neill, Nick (blogger), 266, 290  
 online advertising  
   alternative Facebook options, 108–111, 252–262  
   elements of, 14  
   growth of, 9, 16  
   integration with offline ads, 97–99  
   nontraditional examples of, 275–288  
   payment models, 64  
   principles of, 9  
   purpose of, 18, 20  
   types of, 81–86  
 online impression  
   Advertising Performance report, 138–139  
   bidding systems, 15, 65, 67  
   defined, 188  
   Lifetime Statistics feature, 188  
   Responder Demographic reports, 212  
 Online Yard Sign (application), 110–111  
 Open Graph initiative, 231  
 operating system, 4  
 optimizing your campaign, 143–149  
 opt-in form, 135–136  
 ordering process  
   conversion tracking, 178  
   forms, 166–167  
 Oreo (cookie brand), 278–279  
 organic ad, 88  
 Outlook (Microsoft), 171

● *p* ●

- Page, business. *See also* Fan Page; landing page
- community building, 58
  - consistency with business site, 39
  - content of page, 253–257
  - cross-promotion, 112–116
  - customer feedback, 61
  - described, 10–11, 23
  - first ad campaign, 30
  - function of, 19, 24
  - maintenance, 97
  - maximum fans allowed, 24
  - multiple ad campaigns, 92–93
  - name of, 26
  - preparation for ads, 38
  - purpose of, 253–254
  - referrals, 86–88
  - stickiness, 217, 235
  - tracking tools, 150–157
  - transition from Fan Page, 24
  - unique Page ID, 112–113
  - updates, 38–39, 59, 97, 146
- Page Name box, 26
- Page Views Activity graph, 154–155
- Pages You Admin list, 215
- paid membership, 164
- Pala Play & Stay (spa giveaway), 162–163
- pausing campaigns, 79–80, 183–184
- pay per click (PPM). *See* cost per click method
- paying customer, 164
- payment model. *See also specific models*
- notifications, 186
  - performance reports, 138–140
  - selection, 64–69
- PayPal account, 96
- Pei Wei (restaurant), 110
- people, photo of, 89, 264
- performance, ad. *See* Advertising Performance report
- Permalink option, 208
- phone call, 169
- photo. *See also* image
- albums, 39
  - common mistakes, 263–265
  - contests, 278
  - selection of, 89–91
  - sources for, 36, 39, 265, 297–299
  - tracking tools, 157
- Pick Up Stix (restaurant), 163–164
- PINK Nation Page, 257
- pixel, 10, 36
- plug-in
- available plug-ins, 237
  - benefits of, 234–236
  - described, 232
  - example of, 233
  - most popular, 238–247
  - selection, 237–247
  - tips for adding, 236–237
- political election, 110–111
- Poll ad
- described, 84
  - example of, 85
  - sponsored ads, 103, 105
- postcard, 169
- PPM. *See* cost per click method
- previewing ads, 32
- PriceWaterhouseCoopers (Interactive Advertising Bureau Revenue Report), 16
- pricing ads
- bidding systems, 15–16, 65–67
  - budget reports, 77
  - campaign adjustments, 78–79, 143–146
  - campaign optimization, 143–146
  - described, 15
  - tips for bidding, 70–71
  - traditional media, 64
- product preview, 165
- product review, 39
- profile, Facebook
- campaign optimization, 146–147
  - profile pictures, 28, 245
- profit
- budget reports, 77
  - return on investment, 174–175

- progress report, 97
  - promotional code, 32, 92, 161
  - province, 50
  - public figure, 286
  - punctuation
    - body text, 34
    - Facebook Guidelines, 273
    - titles, 33
  - puzzle, 280
- **Q** •
- Queen of Auctions (mailing list), 114–115
- **R** •
- Rank by Estimated CTR field, 214
  - RapLeaf (Web site), 280
  - rate card, 64, 68
  - real estate, 285–286
  - RealEstateArchitect.com (Web site), 285
  - recommendation, user, 86–88, 239–240
  - Red Bull Roshambull game, 258–259
  - Redbox (retailer), 115–116
  - Reference Guides tab, 304
  - reference landing page, 119–120
  - referral, 86–88
  - region field, 211
  - regional campaign, 48–50
  - Relationship Interests filter, 30
  - relationship marketing
    - common mistakes, 271–272
    - described, 20, 22
    - goals of, 22
    - landing page selection, 37
    - lead conversions, 165–167
  - Relationship Status filter, 30, 146
  - relevant ad, 146
  - renaming campaigns, 183
  - repetitive words/phrases, 33
  - report
    - audience perceptions, 146
    - budget analysis, 72–79
    - demographic data, 140–143
    - Facebook resources, 291
    - Insights feature, 150–157
    - performance analysis, 138–140
  - Report, Facebook. *See also specific reports*
    - ad performance, 205–210
    - customized settings, 201–205
    - described, 200–201
    - profile attributes, 213–214
    - report generation options, 201–205
    - types of, 201
    - user demographics, 210–212
  - Reports link, 72–73
  - Reports screen, 138, 205
  - request for information, 105
  - resized image, 36, 38
  - Responder Demographics report
    - ad refinement, 148–149
    - audience perceptions, 146
    - creation, 210
    - defined, 201
    - described, 77–78, 140–143
    - elements of, 210–212
  - Responder Profiles report
    - ad refinement, 149
    - defined, 201
    - described, 78, 213–214
  - Rest-of-Site page, 12
  - return on investment (ROI)
    - formula for, 175
    - sales generation, 56
    - tracking tips, 173–175
    - value of Fans, 135
  - revenue, 174
  - Review Ad page, 32
  - reviewing
    - ads, 32, 183
    - products, 39
  - Reynolds Wrap (retailer), 59–60
  - Rio All-Suite Hotel & Casino, 244
  - Rockstar Games (video game company), 53
  - ROI. *See* return on investment
  - Rosetta Stone (retailer), 265
  - RSVP (attendance count), 105

## • S •

- sales cycle, 173
- sales, generating
  - budget reports, 77
  - Facebook sales team, 102–105, 302–304
  - lead conversions, 159–167, 172–173
  - multiple ad campaigns, 92
  - performance objectives, 105
  - referrals, 86
  - tips for, 55–57
- Salesforce.com (CRM system), 171–172
- Salesforce.com For Dummies* (Wong), 171
- scheduling ads, 93–94
- search engine
  - conversion tracking, 176
  - cost per click ad, 66, 69
  - defined, 9
  - external landing page, 125
  - optimization, 125
  - popularity of, 9
  - results page, 69
  - user information, 16
- See Details link, 223
- segment, 141–142
- self-service solution, 184
- Set a Different Bid link, 70
- settings
  - account, 187, 195–197
  - report, 201–205
- Sex filter, 30, 142
- sharing content, 254–255
- sharing videos, 84
- Shop Now! (retailer), 92
- shopping
  - carts, 177–178
  - engines, 68–69
- Show Faces checkbox, 240
- Sign Up Now button, 26
- slang, 273
- slider, 190
- slogan, 39, 53
- So Cal Comic Convention, 133–134
- social ad
  - defined, 11
  - described, 81
  - illustrated, 12
- Social Media Today (Web site), 296–297
- Social Plug-in
  - available plug-ins, 237
  - benefit of, 234–236
  - described, 232
  - example of, 233
  - most popular, 238–247
  - selection, 237–247
  - tips for adding, 236–237
- Sort feature, 183
- sorting tables, 208
- Sostre, Pedro (*Web Analytics For Dummies*), 176
- spam, 108
- special offer, 173
- spelling, 33–34
- Spending and Usage Patterns on Facebook
  - report, 291
- split ad campaign
  - common mistakes, 266
  - defined, 100
  - refined campaigns, 149
- sponsored link/ad
  - budget, 102
  - defined, 66
  - described, 102
  - example of, 66
  - users' home pages, 103–105
- squeeze page, 122
- state campaign, 48
- Static FBML application, 128–134
- Status column, 184
- Status field, 188, 192
- status update, 221
- Stay, Jesse (*Facebook Application Development For Dummies*), 5, 129
- sticky Page, 217, 235
- stock photo, 36, 265
- store hours, 38
- story, 156

- Stream option, 113
  - streaming event, 246–247
  - Summarize By option, 72–73, 201
  - summary line, 206
  - survey, 178, 255–256
  - symbol, 33, 273
- T •
- tab, custom
    - creation, 127–134
    - forms, 136
    - tracking tools, 154–155
  - Table of Campaigns, 182
  - table, report, 207–208
  - Tabs View list, 155
  - tag, tracking, 175–177
  - Target (retailer), 256
  - targeting users
    - ad campaign adjustments, 78, 148–149
    - audience perceptions, 146–147
    - bidding systems, 67–68, 70
    - body text, 34
    - brand building, 52–55
    - budget reports, 77–79
    - common mistakes, 266–268
    - community building, 57–62
    - customer attributes, 16–17, 44–47
    - demographic reports, 140–143, 211–212
    - described, 43
    - direct marketing guidelines, 21
    - filters, 29–31
    - first ad, creating, 29–31
    - Insights feature, 153–154
    - referrals, 86–88
    - sales generation, 55–57
    - scope of ad campaign, 47–52
    - test campaign, 100–101, 148–149
  - Team Terrapin (sailing team), 142–143
  - technical problem
    - campaign adjustments, 79
    - Facebook library, 301–302
    - financial costs, 96
  - test pricing, 21
  - testing ads
    - benefits of, 137–138
    - bid ranges, 144
    - campaign optimization, 144, 147–149
    - common mistakes, 265–266, 268–269
    - described, 147–148
    - goal of, 138
    - images, 90
    - Insights feature, 152
    - methods for, 99–101
    - reports, 79, 138–143
    - targeted audience, 100–101, 148–149
  - text message, 33
  - third-party application, 58
  - Threadless (retailer), 55–57
  - 3 Sisters Adventure Trekking group (training company), 281
  - thumbs-up approval, 11
  - time limit, 100
  - Time Summary option, 73, 202–204, 210
  - Tineslinger (adventure series), 82–83
  - timestamp, 176
  - title, ad
    - character limit, 10, 33
    - common mistakes, 270
    - defined, 33
    - described, 33
    - disapproved ad, 185
    - Facebook Event, 33
    - first ad, creating, 28
    - local campaign, 48
  - title case, 273
  - title, tab, 133
  - Top Countries listing, 224
  - Total Likes line, 222
  - Tough Mudder (Web site), 282–283
  - tournament, 258
  - tracking
    - codes, 98, 102
    - conversions, 169–172, 175–178
    - dashboards, 227–230
    - engagement ads, 222–224
    - Events, 150–157
    - Insights feature, 150–157, 214–222

return on investment, 173–175  
 viewers, 37, 47, 125, 150–157  
 Tracking Virtual Goods on Facebook  
 report, 291  
 trademark, 36  
 transaction landing page, 119–120, 122  
 trial product/service, 105–106, 163  
 TripAdvisor (Web site), 58–59, 85  
 TV Show field, 213–214  
 Twitter (Web site), 171, 254  
 two-step close system, 125–126

## • U •

Unique Clicks data  
 conversion tracking, 176  
 described, 77, 207  
 unique ID  
 conversion tracking, 176, 177  
 plug-ins, 242, 246  
 Unique Impressions data, 76, 207  
 Unique Page Views, 154  
 university name, 30  
 unsubscribing, 156, 219–220  
 updating fans, 58  
 URL (Web address)  
 described, 4  
 Page ID, 112–113  
 tracking tools, 37, 47  
 usage logs, 47  
 USA Network (television network), 235  
 User base, 222–224  
 user information  
 bid ranges, 143–144  
 bidding systems, 67–68  
 budget reports, 72–79  
 collection methods, 134–136  
 conversion tracking, 176–177  
 customer relationship management  
 systems, 170  
 demographic reports, 77–78, 140–143,  
 210–212  
 external landing page, 125  
 Facebook features, 16

Facebook sales team, 102  
 first ad, creating, 30  
 Insights feature, 150–157, 225  
 landing page selection, 37, 120  
 lead verification, 168  
 targeted attributes, 16–17, 44–47  
 test campaign, 100–101  
 types of, 16–17  
 Users graph, 150  
 Users Who Interact With link, 224

## • V •

Vanguard Productions (publisher), 87  
 Ventegy (business development company),  
 122–123  
 verifying leads, 168–169, 177  
 Victoria's Secret (retailer), 257  
 Video ad  
 described, 84  
 example of, 85, 173  
 insights feature, 221–222  
 sources for videos, 298  
 sponsored ads, 103, 105  
 tracking views, 155  
 View All Ads link, 183  
 View Insights link, 150–151, 215  
 View Old Page Insights link, 224  
 Viking Grills (retailer), 120–121, 173  
 viral marketing, 135  
 virtual currency, 108–109  
 Vitruve (marketing company), 135

## • W •

Wagner, Richard (*Building Facebook  
 Applications For Dummies*), 259  
 Wall page  
 Comment feature, 242  
 landing page development, 133–134  
 posts to, 217, 220–221  
 tracking tools, 154  
*Web Analytics For Dummies* (Sostre and  
 LeClaire), 176

- Web page, external
    - benefits of, 125–127
    - company logo, 37
    - consistency with business Page, 39
    - cross-promotion, 112–116
    - described, 124
    - development of, 127
    - first ad campaign, 27
    - landing page selection, 37–38
    - Like box plug-in, 244
    - review by Facebook staff, 125–126
    - URL address, 4
    - usage log, 47
  - webcast, 246–247
  - Webpage option, 204
  - WebTrends (tracking tool), 47
  - weekly data, 193–194
  - Wendy's (restaurant), 115
  - widget, 112–114
  - Wildchild (retailer), 92–93
  - WiseChoice (college-student matching service), 282
  - Wong, Tom (*Salesforce.com For Dummies*), 171
  - word choice, 34, 53, 56
  - workplace, 30, 195
  - writing expert, 96
  - writing style
    - ad campaign adjustments, 79
    - audience perception, 146–147
    - body text, 34–35
    - brand building, 53
    - business Page content, 253–254
    - common mistakes, 270–272
    - Facebook Guidelines, 273
    - sales generation, 55–56
    - titles, 33
- X ●
- XID value, 247
  - Xobni (CRM system), 171
- Y ●
- Yahoo! (search engine), 66
  - Yelp (Web site), 232–233
- Z ●
- Zappos.com (retailer), 258
  - Zuckerberg, Mark (Facebook founder), 1, 231
  - Zynga (game developer), 108–109