

# Facebook Marketing

Lloyd A. Luna  
President and CEO, LLOYDLUNA Corporation  
Internet Marketing and Social Media Consultant  
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*About the event:*

**Facebook Marketing Plus** is a session for corporate and business people who'd like to understand deeply the ins and outs of social media, the challenges they pose in the area of corporate branding, sales, marketing, customer service, and social responsibility, and the opportunities to create a community of Internet enthusiasts.

Exposure and presence on social media such as Facebook isn't enough to achieve something noteworthy in the cyber space. Creating strategy is therefore necessary. The process involves understanding fan or customer behavior, engagement pattern, and following or creating trend.

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## Reasons for putting your business on Facebook

### People on Facebook

- ▣ More than 800 million active users
- ▣ More than 50% of active users log on to Facebook in any given day
- ▣ Average user has 130 friends

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## Real-time Search Changes the Game

- Facebook is now making most content available publicly, unless you tell them not to via your privacy settings. Twitter opened their data stream to anyone (not just big developers). Google and Bing are incorporating this data into search results, in real time. This has tremendous implications for search engine optimization and reputation management, because a negative status update about your brand might now show up on the first page of Google search results for your company name (at least temporarily). The shakeout is still happening, but someone in your company needs to be on top of real-time search. Today.

## What is Facebook?

-  Facebook, the product, is made up of core site functions and applications. Fundamental features to the experience on Facebook are a person's Home page and Profile. The Home page includes News Feed, a personalized feed of his or her friends updates. The Profile displays information about the individual he or she has chosen to share, including interests, education and work background and contact information. Facebook also includes core applications – Photos, Events, Videos, Groups, and Pages – that let people connect and share in rich and engaging ways. Additionally, people can communicate with one another through Chat, personal messages, Wall posts, Pokes, or Status Updates.

## What happens when you are not on Facebook?

-  People will talk about you or your brand and you'll be the last person to know what they say about you.
-  Your competitors will be there and the places you behind them.

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## Facebook in Building, Sustaining, or Developing Your Brand

 (Listening) Feedback mechanism

 (Speaking Up) Responses

 (Forum) Community engagement

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## Why build your own community in Facebook

 Cost-effective way to build a community

 Easiest and fastest way to target your market

 The best way to learn more about you and your brand





