

BEYOND CONTESTS

a
Guide
to

USING FACEBOOK APPS

to Connect with Customers

= All Year Long =

Presented by



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Now that Graph Search has officially rolled out for most Facebook users (as of August 2013), users can search on Facebook for things like “Restaurants in San Francisco my friends like” or “Boutiques in Chicago my friends like.” This means that brands and businesses have even more incentive to design their Facebook Pages to be more user friendly, and to be the place where customers, and potential customers, go for, well, just about anything related to the business. What’s one way to make your Facebook Page your business’ hub? Apps!

Apps Boost Engagement

During the last few months we’ve referenced consulting company [*Syncapse’s 2013 Facebook report*](#) a few times because we found the statistics within it so enlightening. For instance, did you know that 42 percent of Fans Like a brand’s Page in order to gain access to a coupon or discount? Or that 41 percent of Fans like a Page in order to receive regular updates from the brand? The one stat that didn’t surprise us at all was that **35 percent of Fans Like a Page in order to participate in contests.**

Using apps you can create all the content that your Facebook fans want: coupons that are exclusively for your fans, apps that keep your fans informed about events and product updates, and apps to grow newsletter lists, plus much more.

Different Apps for Different Businesses

The type of business you’re in will determine which apps are the most beneficial for you, but there are some apps that are universally helpful. Below we have a list of 18 app ideas to inspire you. Eighteen apps?! Yes, that sounds like a lot. But by building apps one at a time you can spice up your engagement and build a powerful social media presence that will work for you long term. Some of these apps are meant to be live for a month or two (e.g., most contests/promotions, seasonal apps, coupons, and special event apps) while other apps could be available at all times (e.g., customer support, newsletter, about us, testimonials).

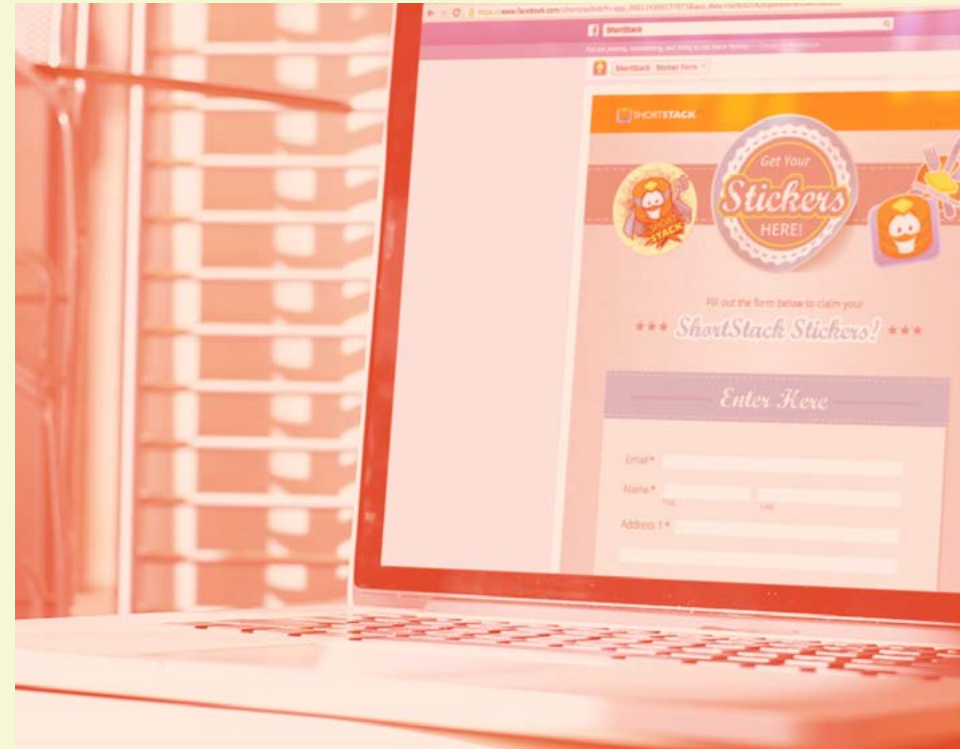


INTRODUCTION

The Data You Collect with Apps is Valuable





























You can also use apps to gather helpful information about your users – and so you have a way to get in touch with them in the future to let them know about special offers and other news about your business.

Before you install any apps, familiarize yourself with your Page's Insights. After the app is up and running, look at the Insights again and see what's changed. If you notice that your Page has more views and Likes, your app is doing its job. By the way, we recommended fan-gating apps, i.e., asking users to Like your Page before they can access apps. Use these numbers as benchmarks for similar apps. **Apps also allow you to collect email addresses** where you can send your followers future marketing materials.





Widgets List

 Promotion	 Twitter
 Voting	 RSS
 Entry Count	 SoundCloud
 Image	 Flickr
 Rich Text	 Mailchimp
 Links	 Google Maps
 Gallery	 Instagram
 Product	 Virtual Gift
 Comments	 Poll
 Like	 Count Down
 Invite Friend	 Action
 Custom Form	 Code
 Newsletter	 iFrame
 Video	 Plain Text

In the next chapters, we'll cover each app individually. Take a look at the legends, we'll tell you the difficulty level of each app, which widgets were used, and if we have a Template available within ShortStack.

App Difficulty Legend



Easy - minimal widgets, no coding, minimal CSS



Intermediate - more widgets, light coding, moderate CSS



Expert - lots of widgets, custom coding, lots of CSS

Ready to start building a more powerful Facebook presence using apps?

Let's get started!



CHAPTER 1: *Customer Service Apps*

You can use apps to cover many customer service functions. For example you can send followers to specific departments within your company, take reservation requests and collect feature requests, and ask for user feedback.

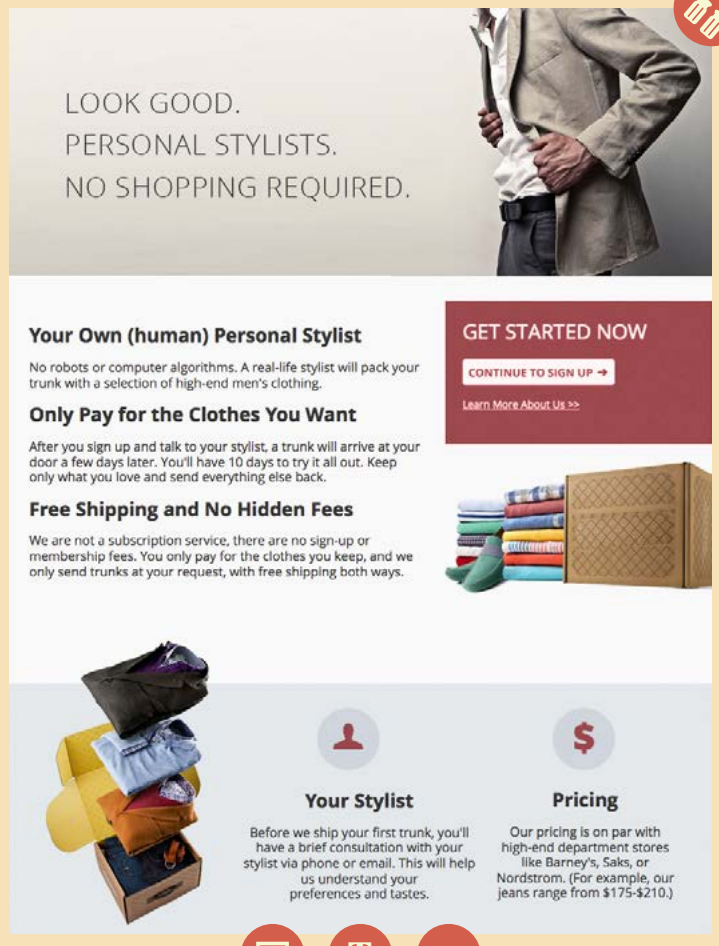
Here are four examples of customer service apps.

Contact Us or Request More Information app

The easier you make it for people to get in touch with you, the better. Using a “contact us” app allows your fans/customers to send email to specific departments within your company. For example, you can use an app to send fans straight to whomever handles sales, customer support, press inquiries, etc. streamlining the contact process. You can also link to this type of app whenever someone comments on a post or asks for more information, keeping them inside your Facebook “property.”

*data
collection
tip*

Use the information you collect here to look for trends and product or feature requests.



LOOK GOOD.
PERSONAL STYLISTS.
NO SHOPPING REQUIRED.

Your Own (human) Personal Stylist
No robots or computer algorithms. A real-life stylist will pack your trunk with a selection of high-end men's clothing.

Only Pay for the Clothes You Want
After you sign up and talk to your stylist, a trunk will arrive at your door a few days later. You'll have 10 days to try it all out. Keep only what you love and send everything else back.

Free Shipping and No Hidden Fees
We are not a subscription service, there are no sign-up or membership fees. You only pay for the clothes you keep, and we only send trunks at your request, with free shipping both ways.

GET STARTED NOW
CONTINUE TO SIGN UP →
[Learn More About Us >>](#)

Your Stylist
Before we ship your first trunk, you'll have a brief consultation with your stylist via phone or email. This will help us understand your preferences and tastes.

Pricing
Our pricing is on par with high-end department stores like Barney's, Saks, or Nordstrom. (For example, our jeans range from \$175-\$210.)

Icons at the bottom: Instagram, Twitter, CSS





CHAPTER 1: *Customer Service Apps*

Reservation or Appointment app

Any small business owner who wears many hats should definitely use an app that allows his or her clients/customers to request or even book appointments/reservations via Facebook. You can ask for a name, telephone number and dates and/or times that a customer wants to come and then call them to book or confirm an appointment when it's a convenient time for you. You can also embed or iFrame in a more sophisticated reservation system that will actually make the reservation for your customers, something like OpenTable.



Non-styled version available as
a [ShortStack Template](#)





CHAPTER 1: *Customer Service Apps*

Events or Calendar app

Facebook offers a default version of an events app (within the status update box, you can create events), but using ShortStack to create an events app allows you to customize the look of the event invite announcement to complement your Facebook page and/or website. One reason to create an event with an app is that when you alert your fans/friends to the event, they don't view it as spam. If you frequently host events, using an app makes it easy to promote what's happening now as well as what you have going on down the road. Our calendar template, called Holiday Calendar, reveals information when users click on a date. You can also pull in a calendar from another source using an embed code and our Code Widget or by using an iFrame.





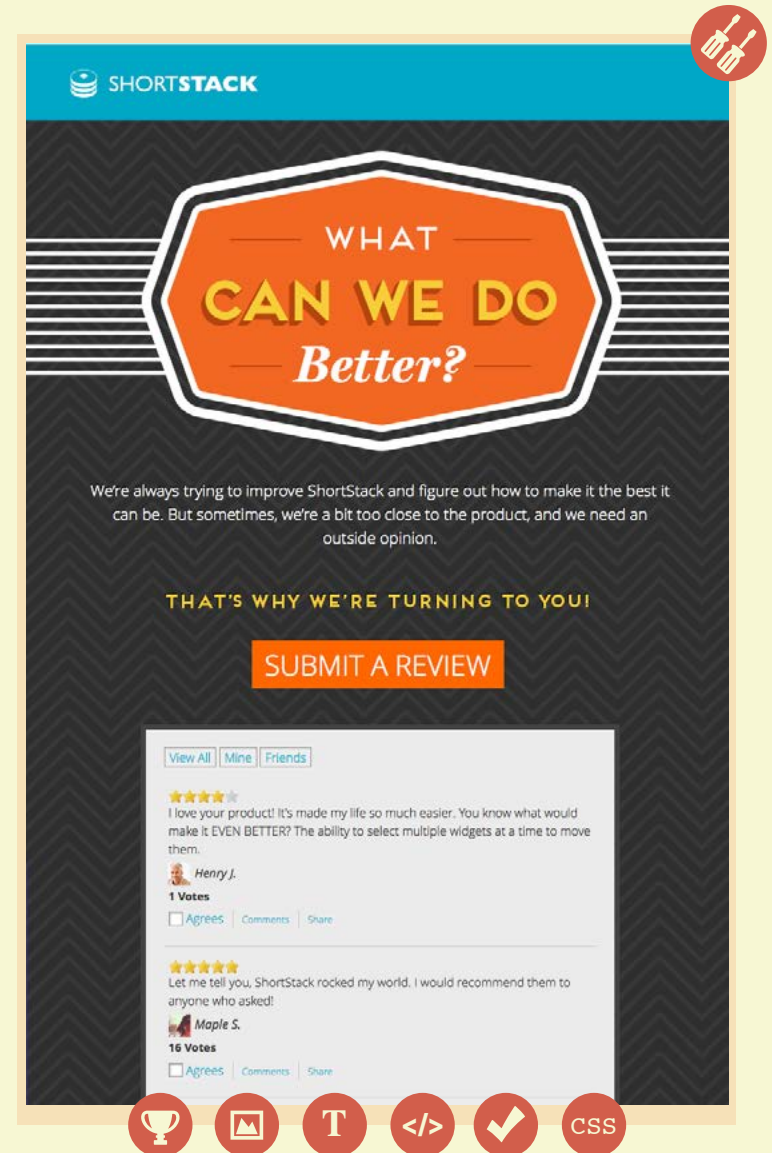
CHAPTER 1: Customer Service Apps

Testimonials app

At ShortStack we have an app we call “What Can We Do Better?” It functions as both a testimonials app – where users leave us compliments – and a place where users can request new features or offer other feedback. It’s an easy way for us to learn what we’re doing right and what our users would like us to do differently.

data
collection
tip

If you are asking for feedback from your fans, be willing to listen to what they’re saying. Most people don’t provide feedback just for fun. Customer feedback can alert you to trends, and even give you ideas for features your users would like to see. You can use this to your advantage, promoting new features by saying “You talked and we listened: Check out these new features that our users requested.”



Non-styled version available as
a [ShortStack Template](#)



CHAPTER 2: Customer Appreciation apps

Of course you want to reward your loyal fans with special offers – it's one type of app that is guaranteed to have them return to your page again and again. From Facebook exclusive coupons to thank-you apps, Customer Appreciation apps are awesome!

Here are two easy ways to say “Thanks” to your fans and followers.

Facebook Exclusive or Coupon app

Rewarding your loyal fans and customers with access to special deals is easy to do with a “Facebook Exclusive” or “Coupon” app. Your fans will get into the habit of checking your Page to see if there are offers available only to them. If you're an e-tailer, you can link fans from the app to your website where they can buy the deal.

data
collection
tip

Take a close look at the analytics for the app (available with ShortStack's Full Stack plan and above). Look for spikes in tab views and downloads for insights into when you're being noticed. The coupon should be downloadable so you can track when it is redeemed and adjust the valid period of the coupon accordingly.



Non-styled version available as
a [ShortStack Template](#)



CHAPTER 2: *Customer Appreciation apps*

"Secret" Thank You app

All those awesome people saying nice things about your business on Facebook, Twitter or anywhere else on the web? Use a special customer appreciation app to say "Thanks!"

If you have more than 12 apps installed, you can add this app to your roster, but keep it in the "13th" position. If you don't have that many apps yet, publish the app to a Page that no one but you knows about. Then, when someone on Facebook, or another social network, says something nice about your business, you can send that person a link to your "secret" customer appreciation app. Either way, only the users who have been shared a link to your app will have access to it.

You can design your customer appreciation app to reveal a special promotion code or use a custom form for users to fill out to receive an exclusive gift.

SHORTSTACK

ORIGINAL BRAND
ShortStack
Quality Tees

We'd like to say
Thank You
with a
★★★ *sweet tee!* ★★★

All you need to do is fill out the form below and a brand-new ShortStack shirt will be on its way!

Enter Here

Email *

Name *
First Last

Address *

What style shirt would you like? *

☐ Men's
☐ Women's

✎ 🖼️ 👍 T CSS





CHAPTER 3: *Data Collection Apps*

You run Facebook promotions for a reason and one of them is to collect information about your users. How much you collect, and what, is up to you, but don't let the information go to waste. What did you learn about your visitors? Did you learn anything about your business, or where you should be heading next? Analyzing your data can be an excellent opportunity to fine-tune your business if developed correctly.

Here are two types of apps that can be useful for collecting data about your followers/fans.

Newsletter app

Why add a newsletter signup app to your Facebook page? Because getting customers to sign up makes it easier to market to them later, and for the long term. You can even ask people to like your Page in order to reveal the newsletter signup form. That way you have an additional way to communicate with your customers/users. You can also use status updates to tease newsletter content and then direct your fans to the app where they can sign up to receive the newsletter. **ShortStack integrates seamlessly with MailChimp, Constant Contact and Highrise.** (Note: If you use a different newsletter service, you can display your preferred service using their embed code with our Code Widget.)

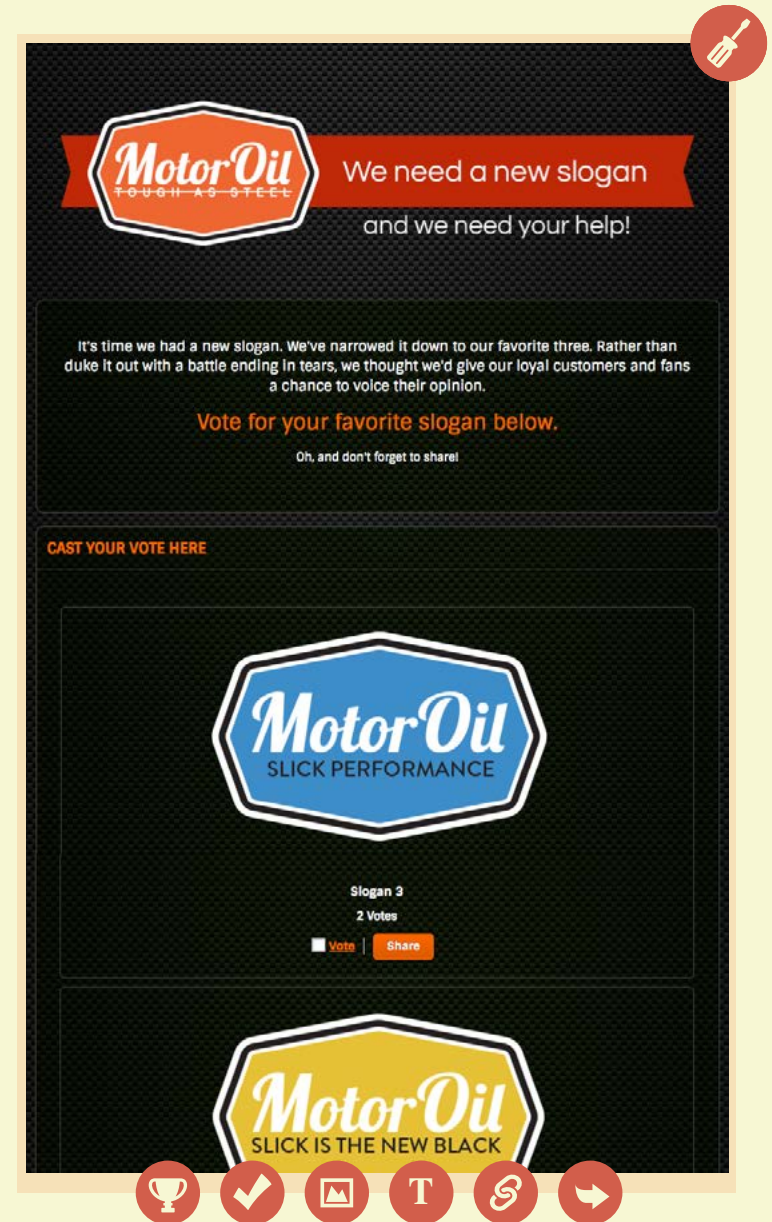
*Non-styled version available as
a [ShortStack Template](#)*



Crowdsourcing app

Crowdsourcing is asking your community of users to offer their suggestions about new products or features, or how to solve a problem or address an issue. Your fans' opinions of your business are invaluable, and your fans are probably willing to give their opinions for free. You can ask them to suggest new flavors (the way Lays Potato Chips and Vitamin Water have both done in the recent past) or new colors or services and then let your community take a vote for what you do next.

Crowdsourcing information using a Facebook app can give your business clear direction because you're counting on your best customers for guidance. Plus, you can have some fun with this and let your fans really get involved by letting them have a hand in the new decision.





CHAPTER 4: *Just for Fun Apps*

People flock to Facebook to be entertained, share opinions about things they're passionate about and find interesting content. As a business, it's essential that you remember this when you're designing apps for your Facebook Page. Facebook is where you can start building a relationship with your fans. And loyal fans can turn into loyal customers who then encourage friends and family to become loyal customers as well.

Here are six just-for-fun relationship-building apps.

Holiday or Seasonal app

There are certain times of the year when brands and businesses want to capitalize on upcoming holidays. In the U.S. there are the super popular holidays such as Halloween, Thanksgiving, Black Friday/Cyber Monday and the variety of other December holidays (Christmas, Hannukah, New Year's, etc.) along with plenty of others throughout the year. And then there are huge retail sales events for President's Day, Memorial Day and Labor Day weekends; plus Easter, Mother's Day, Father's Day, Fourth of July ... and the list goes on. There are unique holidays in every region, so the location of your business will determine the seasonal and holiday apps you build.

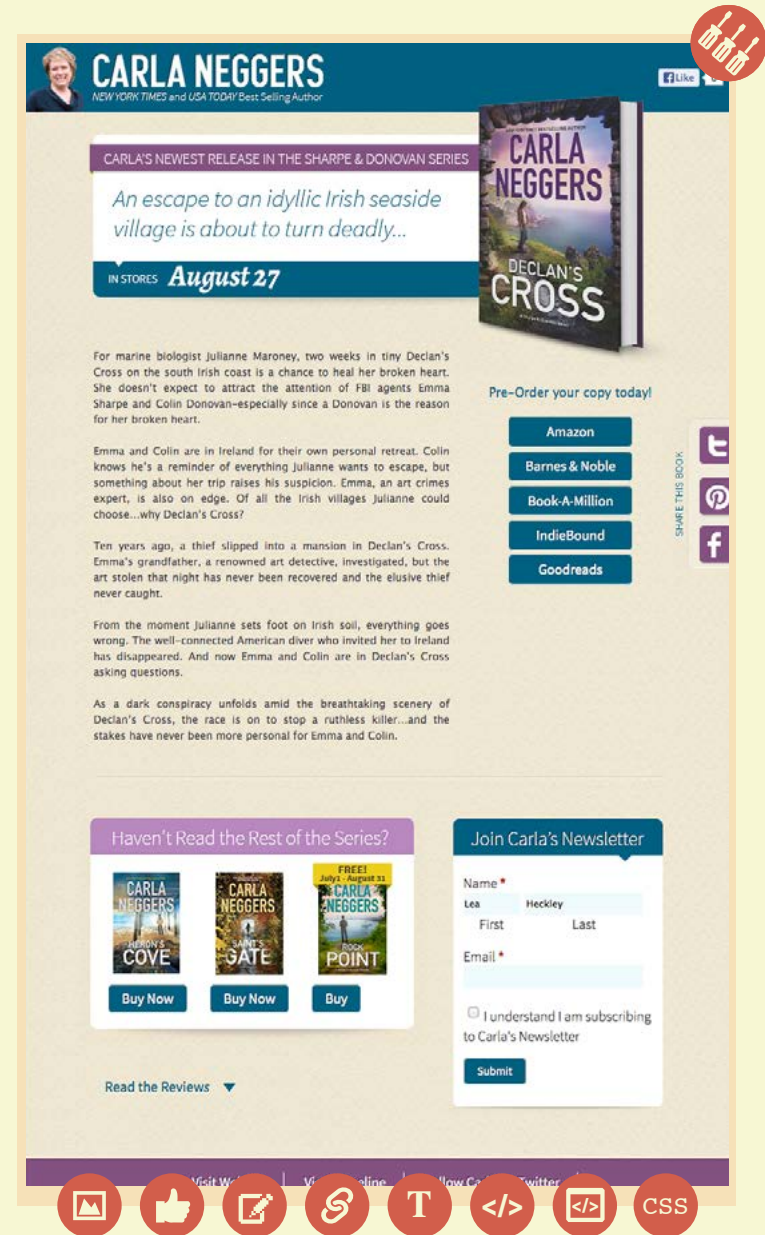




CHAPTER 4: *Just for Fun Apps*

New Product Reveal app

As we learned from the Syncapse report, Facebook Fans are interested in knowing what their favorite brands have in the pipeline, and using a **New Product Reveal app** will get them excited about it. We've seen some great examples of product reveals that inspire massive sharing. For example, video-game and movie producers have used this type of app to reveal movie trailers and details about new games. With each Like a little bit more is revealed (note: this type of function would need to be manually updated). Since fans are eager to see what's next, they're willing to ask their friends to Like the Page to gain access to more fan-gated exclusive content.





Countdown app

If your company is close to hitting a milestone or goal, let your fans share the excitement by building an app that lets them count down to the goal along with you. One way to do this with an app is to create a calendar and allow people to vote on which day they think the goal will be met. If you want to collect some information from your users, even just an email address, you can require them to fill out a form in order to enter. Just remember: the more questions you ask of your fans the less likely they'll be to enter your contest. In general, ask for as little information possible.

*Want to read what we learned?
[Read the Case Study >](#)*

SHORTSTACK Like 0

WHEN WILL SHORTSTACK REACH 50,000 Fans GUESSING GAME

Share!

Tell us which day you think we'll reach 50,000 fans for a chance to win some

sweet swag

Enter Here

Name *
First Last

Email *

I predict ShortStack will reach 50,000 fans on...

Select a date *

Tuesday Wednesday Thursday Friday Saturday

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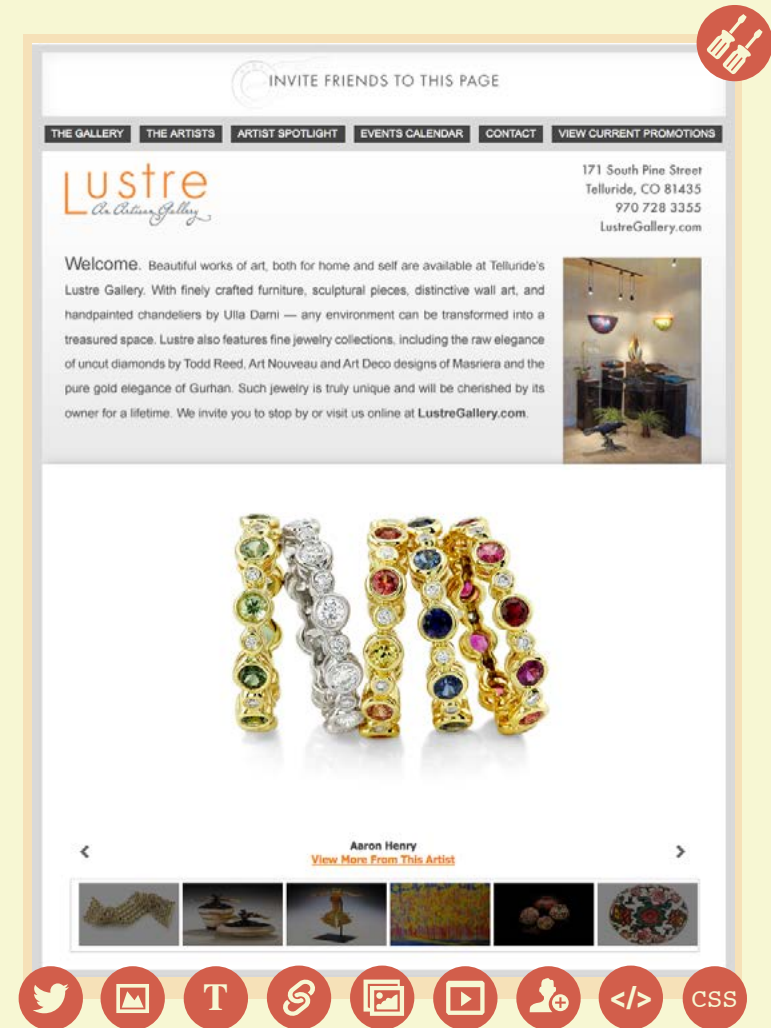




CHAPTER 4: *Just for Fun Apps*

About Us app

The space that Facebook allows for businesses/brands to give their fans details about the business is limited. But by using an “About us” app, you’ll have plenty of space to tell your story. An app that gives followers and fans information about your business functions much the same way that the “About” section of a website does. Use it to let users know the hours your business is open, give details about team members, and any other information you’d like visitors to know.



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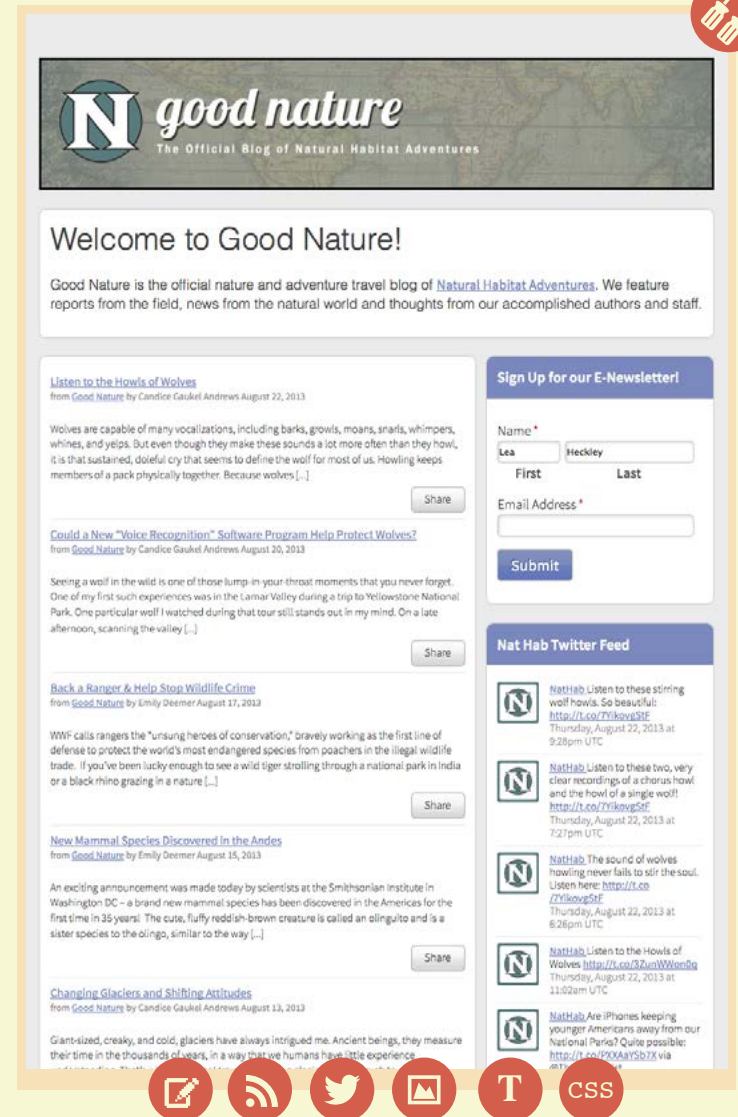
CHAPTER 4: *Just for Fun Apps*

RSS Feed app

Any business owner who writes a blog can use an RSS Feed app on his or her Facebook page allowing them to bring their blog right to the fans. It's always smart to reach out to your fans/customers where they are, and installing an RSS Feed is an easy way to do this. With the RSS Feed app, post status updates with a "link here to see what's new" that links to the RSS feed app. You can also keep the RSS app pinned to the top of your page so it shows off your latest content (find instructions for how to do this [here](#)).

data
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tip

Compare the numbers of subscribers to the numbers of page views on your blog. How far apart are they? Since the RSS app is giving your blog more exposure, it'd be helpful to know if it is affecting blog readership.



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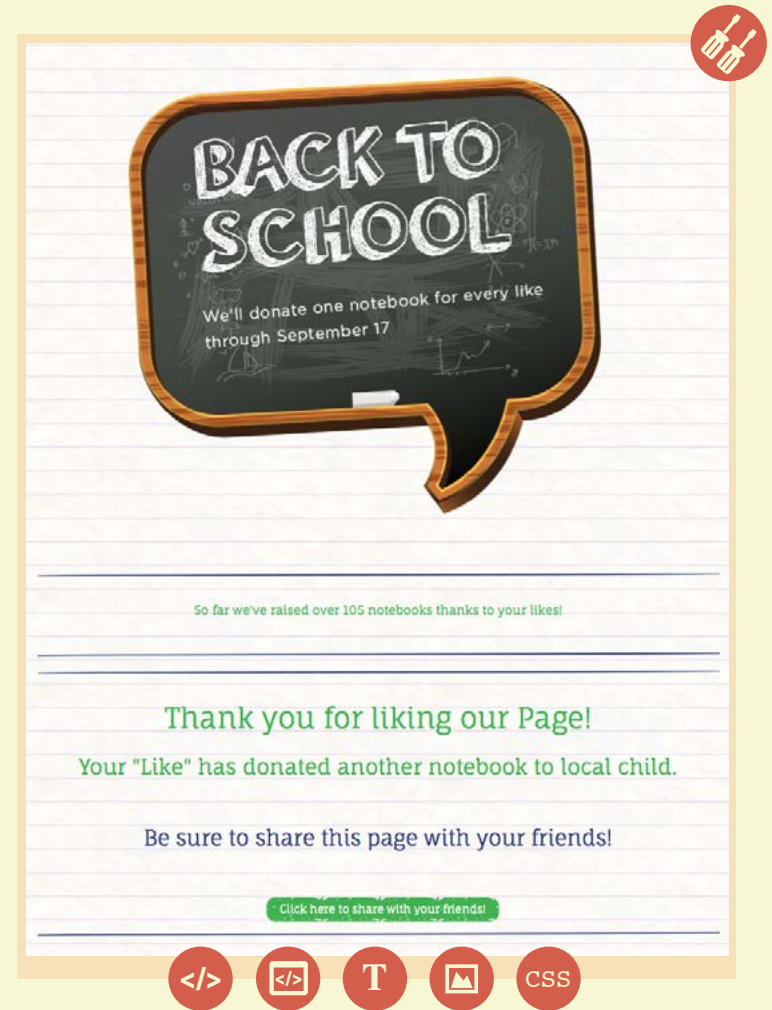




Like-drive charity benefit app

People love causes, and they especially love to get behind causes they and their favorite brands are passionate about. You can drive new Page Likes while supporting a charity or a cause with a **fun Like-drive app**. With a Like-drive app your business is able to display the number of new Likes on your Page and show real-time progress toward reaching your goal.

Pick a cause and then let your fans know that for every new Like you receive your company will donate “\$xx” to a certain charity or cause. This is fun and easy, will encourage your fans to reach out to their friends, increase your fan count, and benefit a charity all at the same time.



*Non-styled version available as
a [ShortStack Template](#)*





CHAPTER 5: Contest and Promotion Apps

As we noted in the introduction of this eBook, 35 percent of Facebook fans like a brand in order to gain access to contests and promotions. Hosting contests gives you an opportunity to increase page Likes, boost visibility and engagement with Facebook fans and followers and have some fun with them.

Here are four different kinds of contests you can try.

Basic Contest app

Apps for hosting promotions/contests and giveaways are the most popular apps you'll find on Facebook. And with good reason: Promotions can drive traffic and significantly increase engagement. But only if you do them right. Lots of factors go into *running a successful contest* but there are three things you must do:

1. Follow *Facebook's terms of service*
2. Keep the entrance requirements simple
3. Offer a prize that's relevant to your business.

data
collection
tip

Facebook's new contest and promotion guidelines allow you to host contests on your Page Timeline and announce winners in status updates. Use our *Comment/Like Importer* to collect the names of everyone who enters into a ShortStack database.

adidas WHEEL OF WEATHER CHALLENGE

Weather the Storm Giveaway

Entry Period: July 9 - 14

To demonstrate the benefits of our latest GORE-TEX® waterproof outerwear, we've developed the ultimate weather-test machine designed to conjure up the worst Mother Nature has to offer. On Monday, July 15, Martin Laird and Dustin Johnson will go head-to-head in Scotland on a 180-yard hole in what we are calling the "Wheel of Weather Challenge."

For the first four shots, the weather conditions will be determined by a spin of a wheel but for the final, and ultimately deciding shot, it's our Facebook fans who will determine just how tough the weather will be. Our athletes will earn points for proximity to the hole on each shot with the one who earns the most points being deemed the winner.

Pick the winning player and be entered for a chance to win their Ultimate Tournament Collection.

HOW TO ENTER

Step 1: Select Who You Think Will Win The Wheel of Weather Challenge

Martin Laird **VS** Dustin Johnson

Team Martin Laird Team Dustin Johnson

Step 2: Choose the weather conditions for the final shot of

Icons: </>, trophy, checkmark, image, link, speech bubble, user, video, CSS

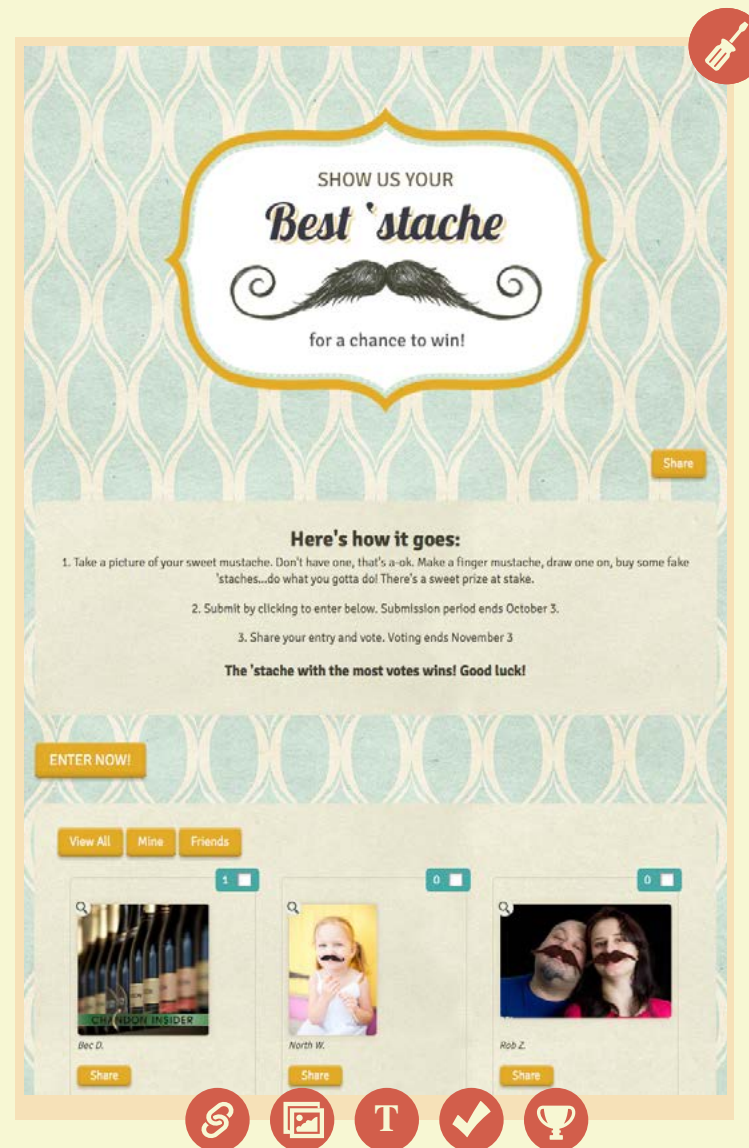




Photo or Video Contest app

There's a reason that photo contests are the most popular type of Facebook promotion: people love taking photos, looking at photos and sharing photos. With a photo contest, fans have the ability to upload photos directly to your app and vote for their favorite photos. ([Click here](#) for more information about how to do this with ShortStack.)

The type of business you operate and the industry you're in will determine the type of photo contest that will work best for you. For example, if you own a bakery, ask your fans to upload a picture of their favorite cookie, cupcake or croissant. If you're a realtor, ask your fans to upload photos of the home improvements they're most proud of. You can then open the voting and encourage those who entered to reach out to friends to vote on their submission. ([Click here](#) for more information about how to do this with ShortStack.) A photo contest is a fun way to reward loyal fans and bring in new fans.



Non-styled version available as
a [ShortStack Template](#)





CHAPTER 5: Contest and Promotion Apps

Guessing or Quiz app

People love guessing games, and Facebook is the perfect platform to let your fans guess something unusual or interesting about your company. For example, if you own a frozen yogurt store, you can have your fans guess what your summer flavors are going to be. If you own a clothing company, you might ask fans to guess what the next hottest styles or trendy colors will be. ([Click here](#) for more information about how to do this with ShortStack.)

Don't forget to reward your fans. Offering a prize to those who guess the right answer provides incentive to enter. It doesn't have to be a big prize, either. It can be a sticker, t-shirt or a coffee mug.

UniSmile Dental
we commit to your healthy smile

Winner gets 2 MOVIE TICKETS Each Month

You Can Win a ?

8 Took the Quiz so far

Name

Email

1. How many times a day should you brush your teeth ?
Select

2. How often should you floss ?
Select

3. How often should you visit the dentist ?
Select

4. How often should you replace your toothbrush ?
Select

5. Which of the following is the number one reason for adult tooth loss ?
Select

6. Which of the following are ways to prevent bad breath ?
Select

Submit

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[Terms & Conditions](#)

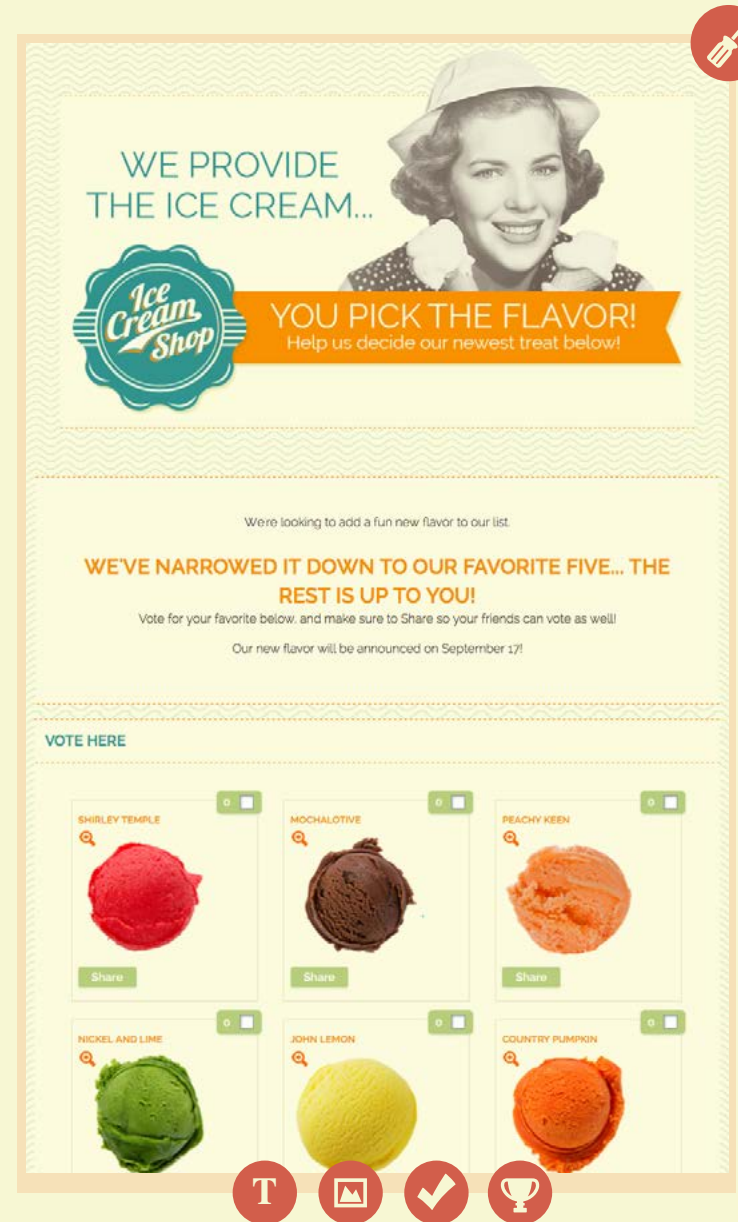
Icons: Trophy, Calendar, Photo, T, CSS





Voting or Survey app

Facebook users like to participate in surveys. Using a survey or voting app is a great way to learn what kinds of services or products your customers wish you would provide. **Using a voting or survey app can ultimately reduce the risk of investing in new products or services** only to have them bomb. For example, if you're a restaurant and you learn that your customers want more vegetarian dishes on the menu, you might not want to order that industrial sausage making machine you'd been thinking about. Or, if you own a hair salon and you get tons of requests for hair-straightening services you might be willing to invest in someone who is licensed to provide that for you.

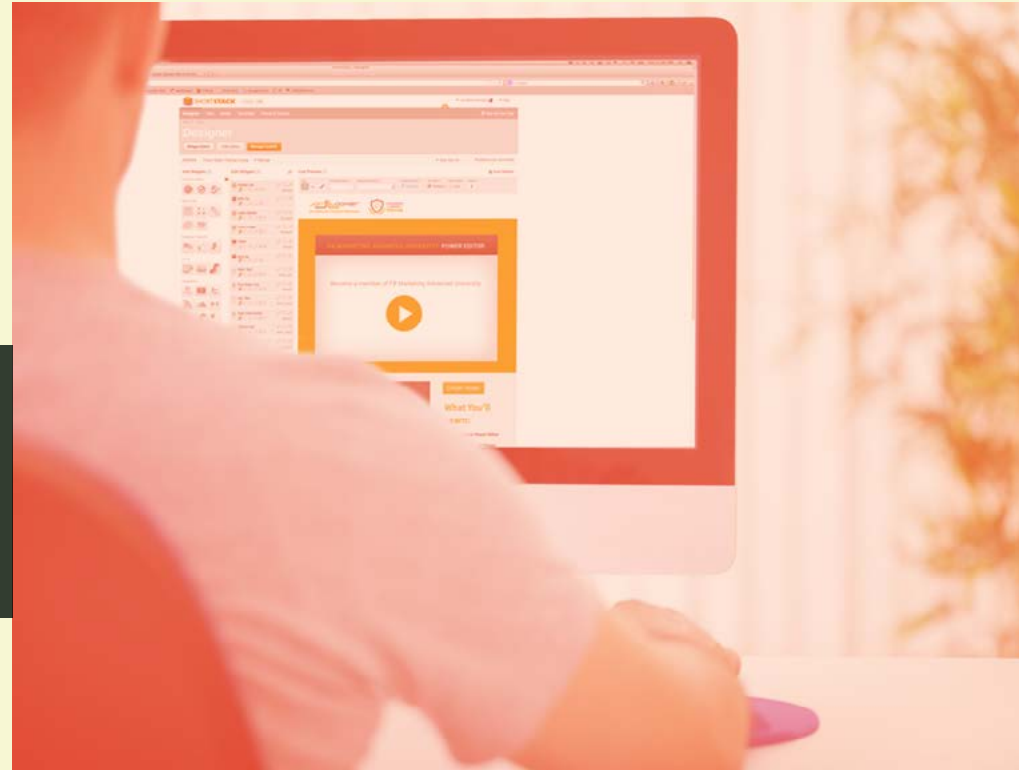


ALL GOOD THINGS MUST COME TO AN END

These are just some of the ways you can use apps to build a robust, engaging and long-term Facebook presence for your business. Now that you've seen how a variety of businesses are using apps, get out there and build your own. And when they're live, please send us links so we can take a look. We love seeing what our users make!

Ready to get started building apps?

[CLICK HERE TO CREATE YOUR FREE ACCOUNT](#) ►



Like this eBook? Subscribe to our mailing list to receive more free content as we release it.

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