

facebook for business

Facebook: A part of daily Australian life

IAB How to Build Brands Online – 25 July 2013

Naomi Shepherd, Head of FMCG, Facebook Australia | July 24, 2013



77%

Of the online population are on Facebook

12 million

Monthly Active Users

Facebook is part of Australian daily life.

Over

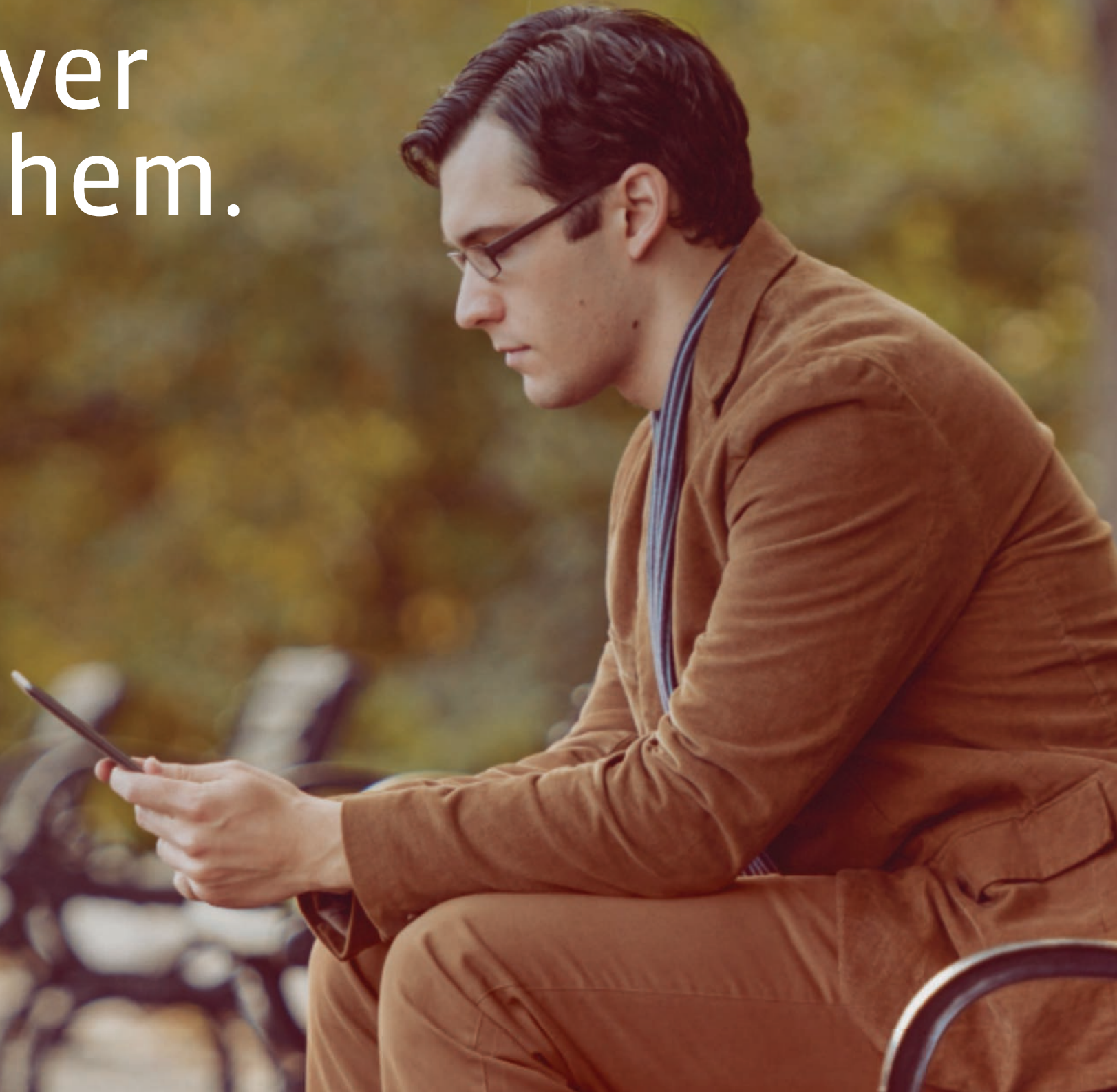
60%

Return daily

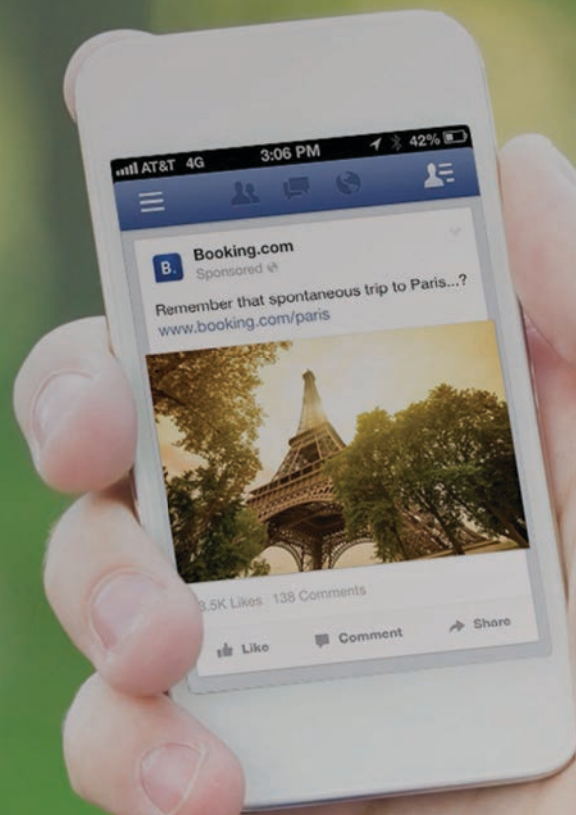
All of the people
who matter to you.



Where they discover
what matters to them.

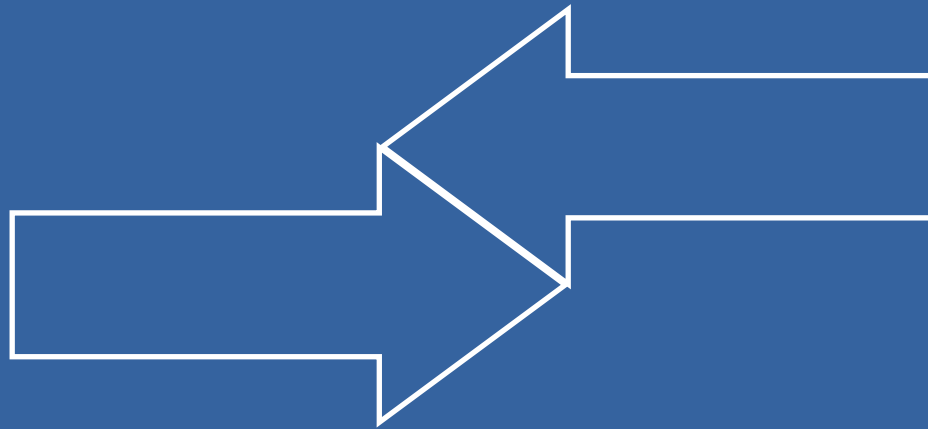


Every day.
Everywhere.

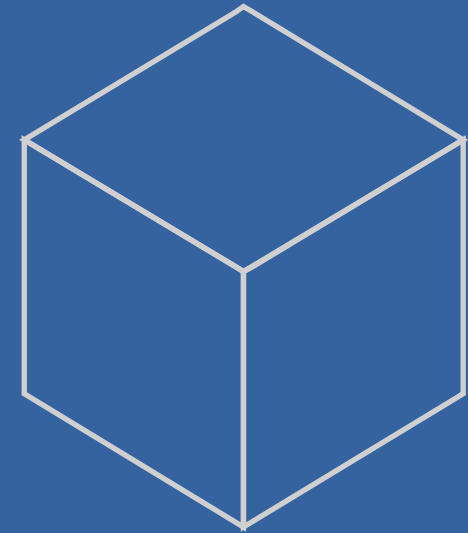




Targeted
reach



Deep
engagement



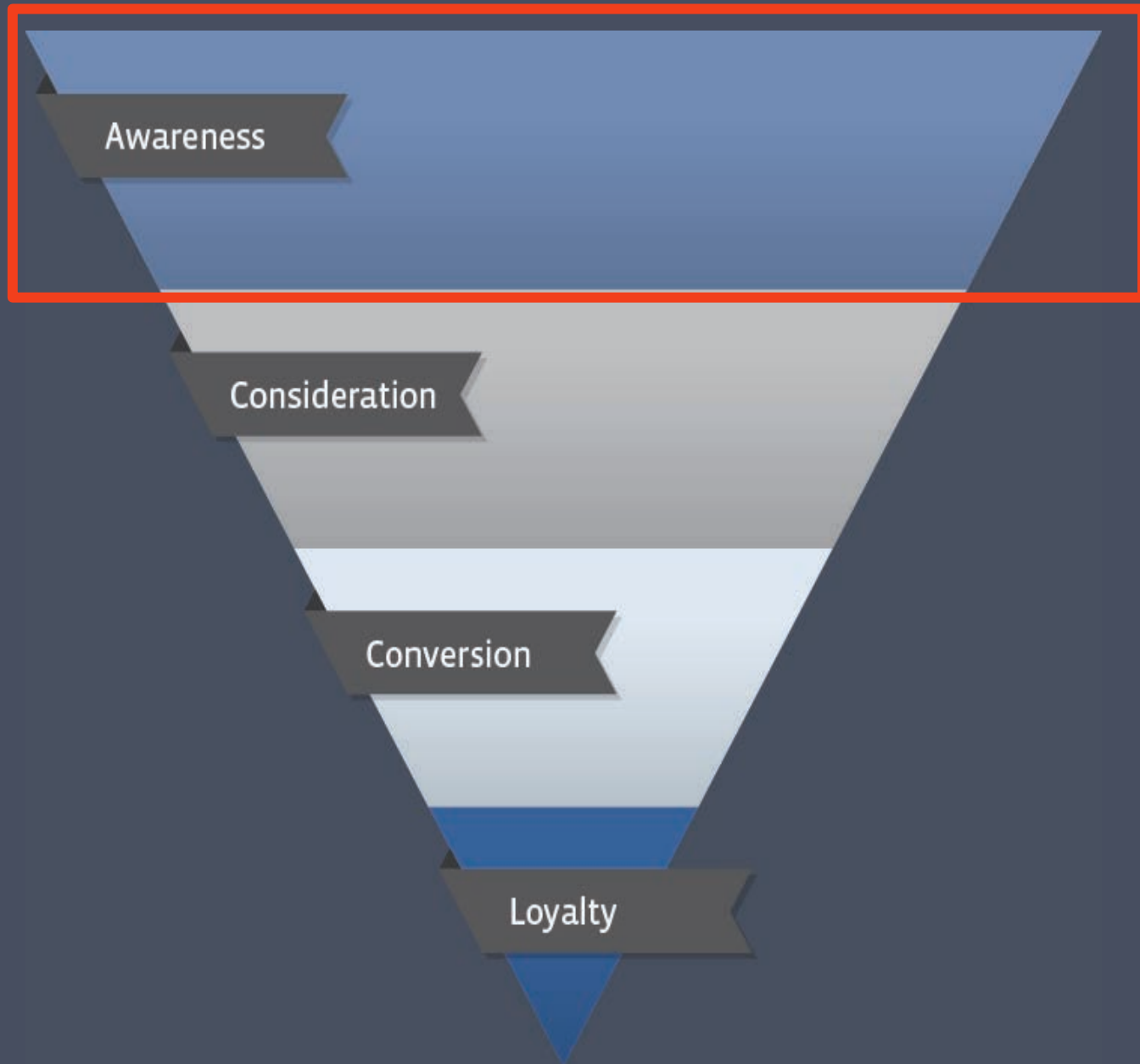
Proven
results

Facebook is not just a social objective.
Think marketing in a social world



At any stage of the funnel, there is a Facebook solution to answer your objective.

Which ads should I use?



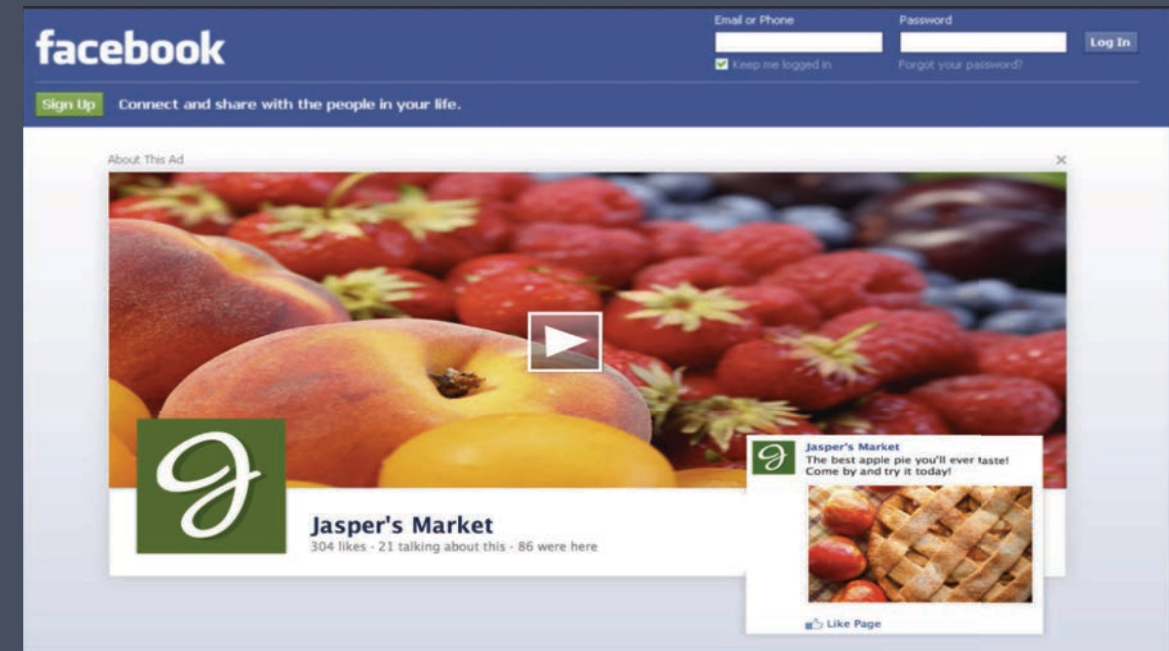
Video Page Post



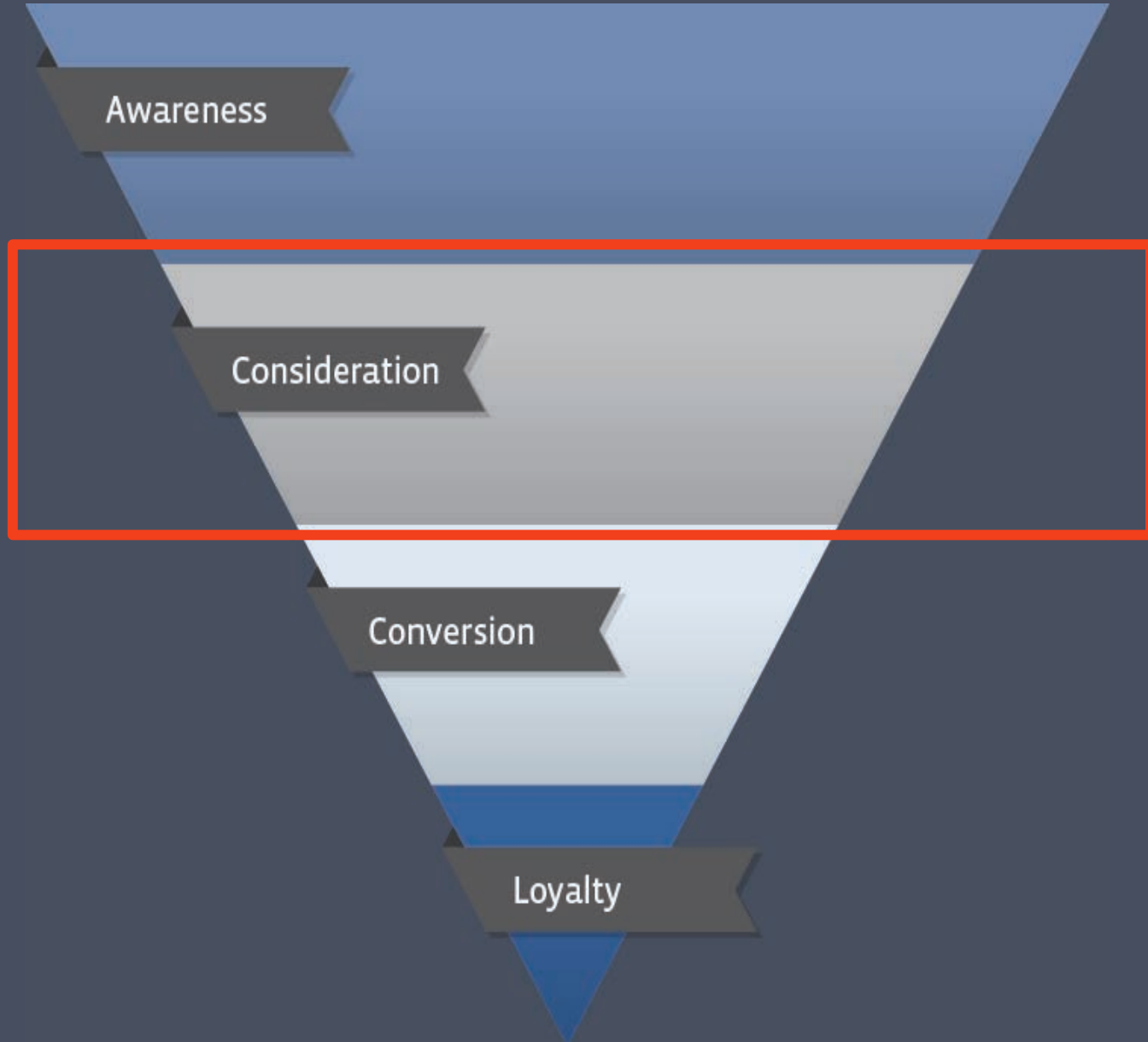
Photo Page Post



Logout Video or Link Page Post Ad



Which ads should I use?



Page Like Ad

A screenshot of a Facebook advertisement for Jasper's Market. The ad features the market's logo, a photo of avocados, and the text: "Try our new guacamole recipe! Fresh avocados are now in. Come get some today!". It also shows "142,487 people like this · Sponsored" and a "Like Page" button.

Which ads should I use?



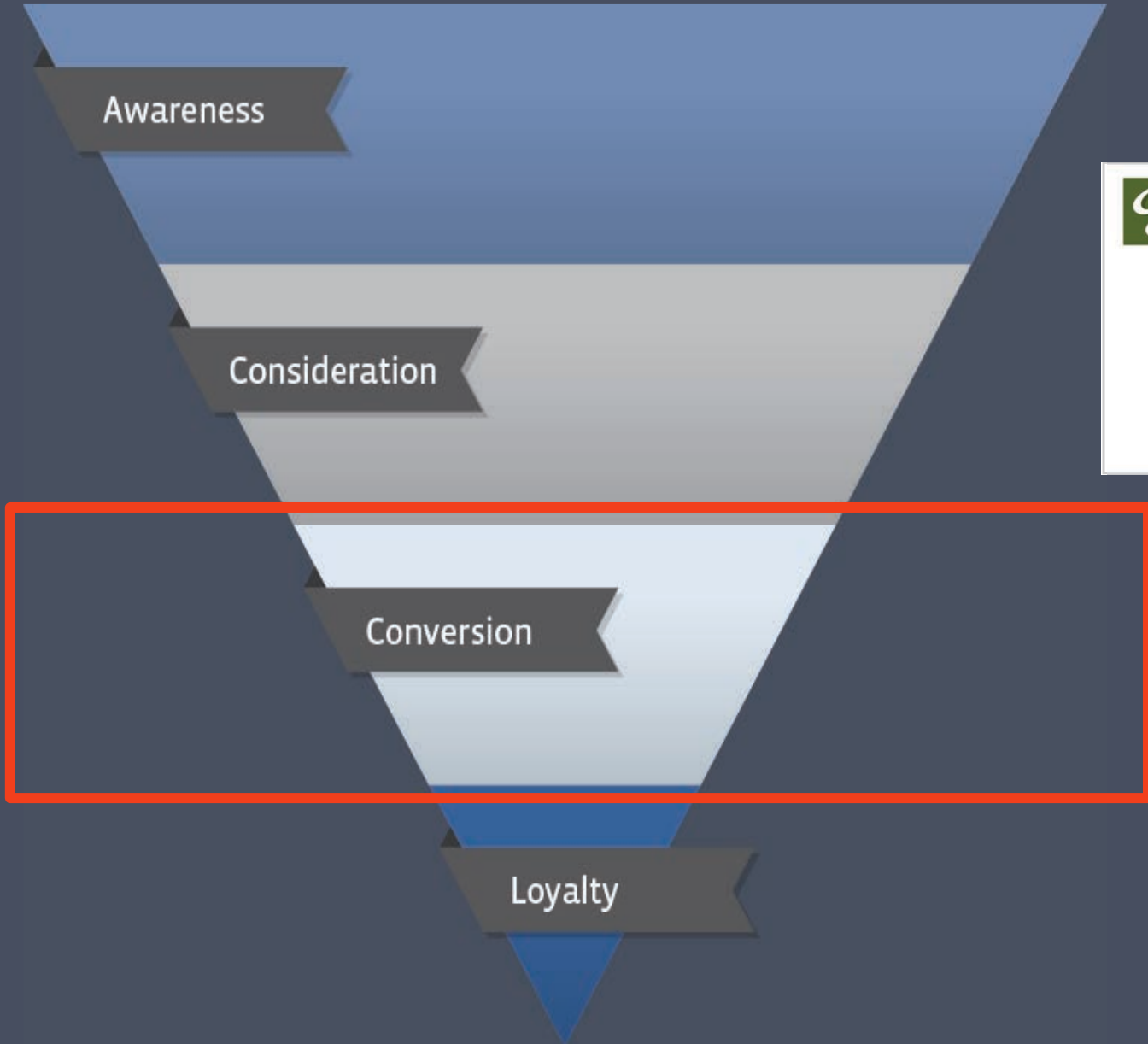
Mobile App Install



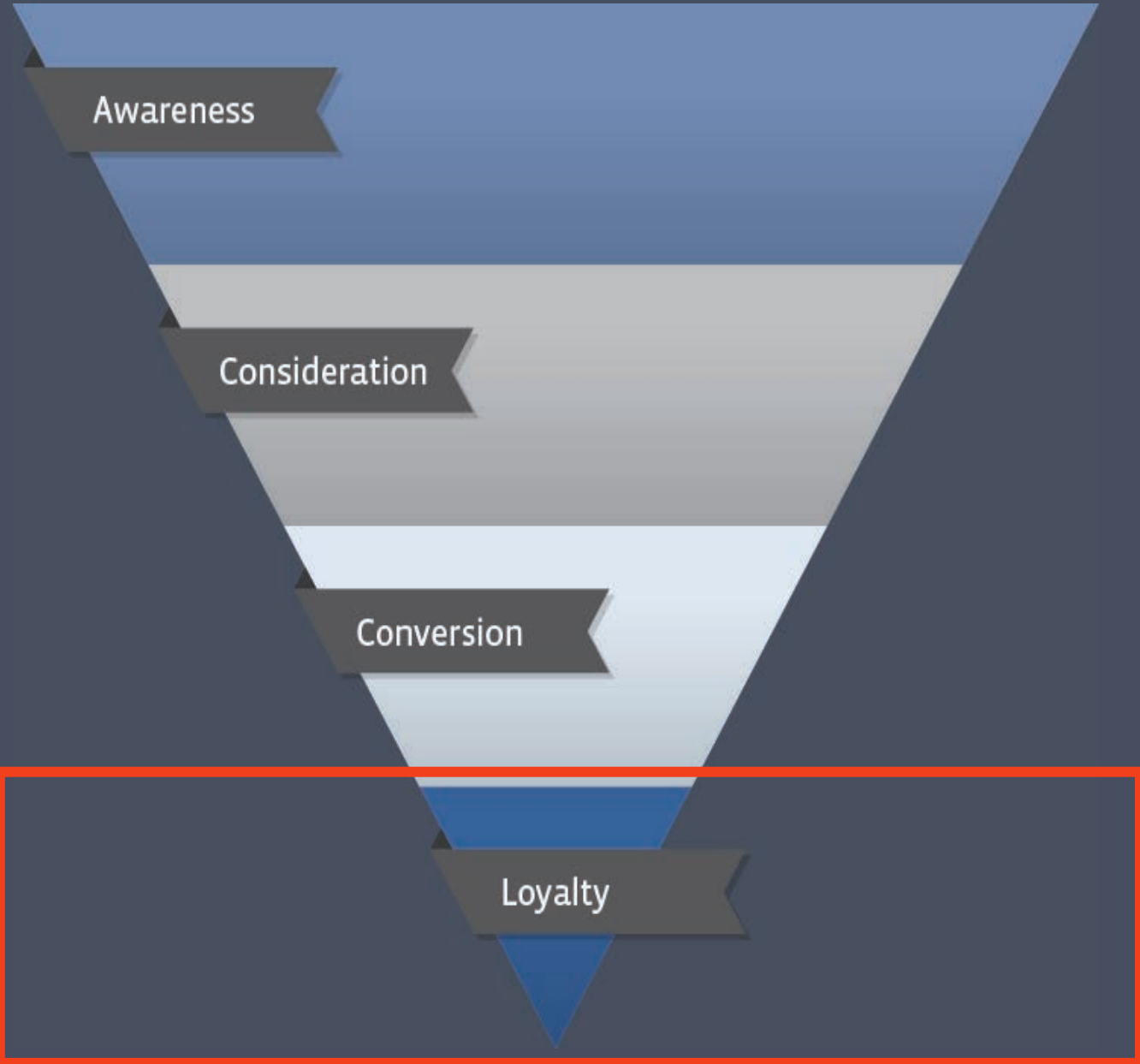
Domain Ad
(Driving off Facebook)



Offer Page Post



Which ads should I use?



Event Page Post



Offer Page Post



Be share-worthy

(don't just join the conversation, be the conversation)

Great creative on Facebook is just great creative

 **Oreo**
August 6 via Oreo

Now, to perfectly land an Oreo cookie in milk.
<http://oreo.ly/dailytwist>



AUG 5 | MARS ROVER LANDS
Red creme currently unavailable

Like · Comment · Share 21,779 407 3,363

 **Oreo**
Like This Page · June 25 via Oreo



JUNE 25 | PRIDE

Made with creme colors that do not exist.

Proudly support love! — with Angie Argumedez, Colby Saunders, Kari Schramm, Naomi Lodge, Devin Lee, Kayla Jordan, Jaeda Lamar, Allison Foxworth and Matthew Hill.

Like · Comment · Share

298,052 people like this.
90,854 shares
View previous comments 50 of 60565

Melissa Mae Sherman By the scriptures part, I mean 99% of us have read the Bible. We know, you don't have to keep pulling them out. Hold thy tongue.
August 3 at 5:01pm · Like

Timothy Leow Given that Facebook inc. openly and fully supports the LGBT community, I think most of you should delete your accounts. Good luck with the whole Google thing as well...
August 3 at 6:23pm · Edited · Like · 7

Jakob Dunbar The bible says so much that christians dont pay attention to. The only obey the parts that are in their favor.
August 3 at 10:28pm · Like · 14

Georgiana Peret-Ungur Dear Oreo, why must you and so many other Publicly Owned companies get involved in politics? A company should be about catering to ALL of their customers needs and desires and by t...
See More
August 4 at 10:26am · Edited · Like · 1

Write a comment...

 **OAK**
July 23, 2012

OAK. May contain traces of bicep.

Like · Comment · Share 122 8

Ensure brand relevance

Use rich images

Keep text short & sweet

Encourage lightweight interaction

Be timely



Like Comment



BMW UK

With a royal baby due this summer, we're proud to announce the launch of our limited edition BMW P.R.A.M (Postnatal Royal Auto Mobile), a masterpiece in family-focused technology. Available in limited numbers, in either Royal Blue or Princess Pink, it features air con, reclining seat, ambient interior lighting and paparazzi-proof hood as standard.

You're never too young for your first BMW. Let us know what you think.

Like · Comment · Share · March 28

Album: Timeline Photos

Shared with: Public

[Open Photo Viewer](#)

[Download](#)

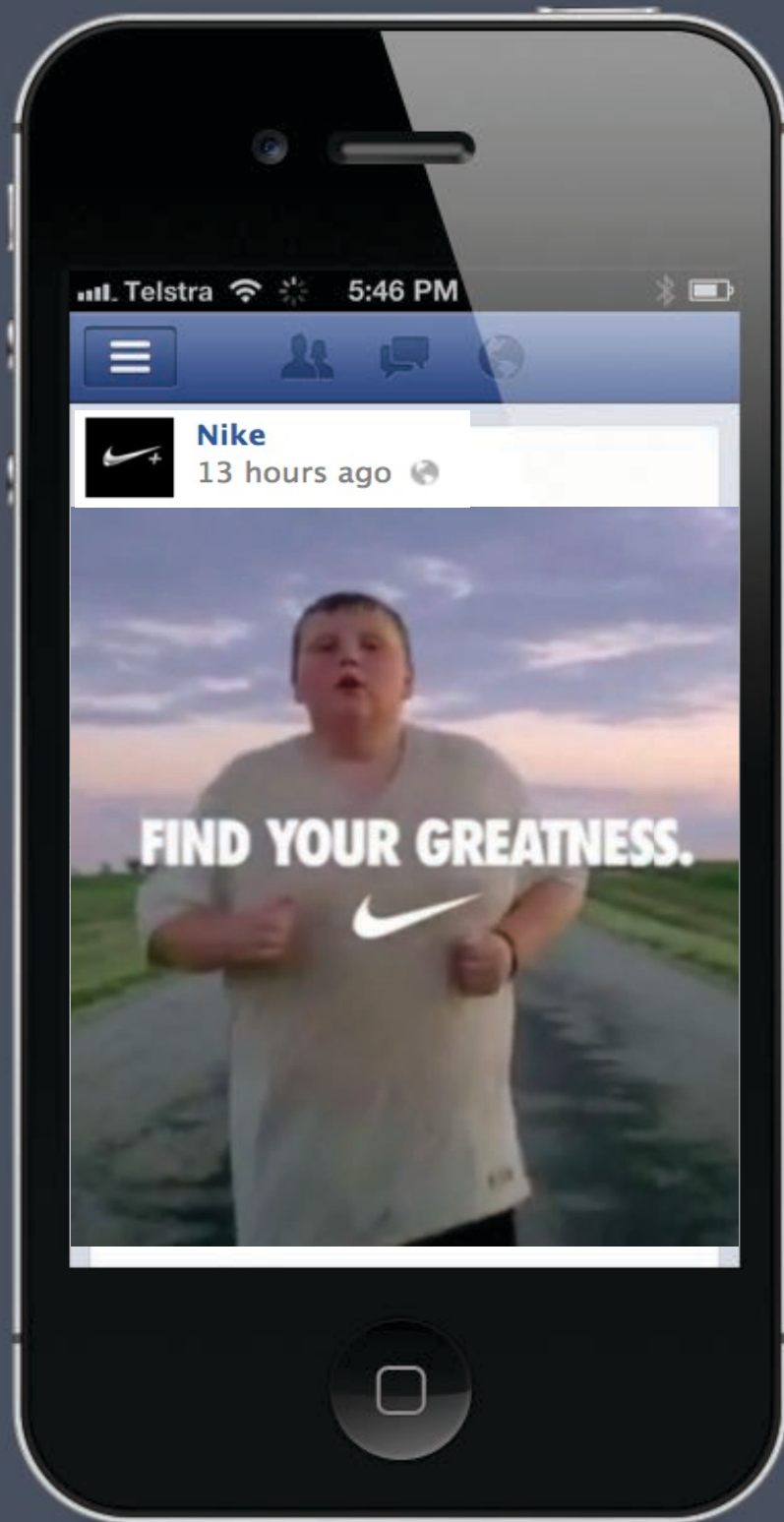
[Report](#)

Have a point of view

IF YOU HAVE A
BODY YOU ARE AN
ATHLETE



FIND YOUR GREATNESS.

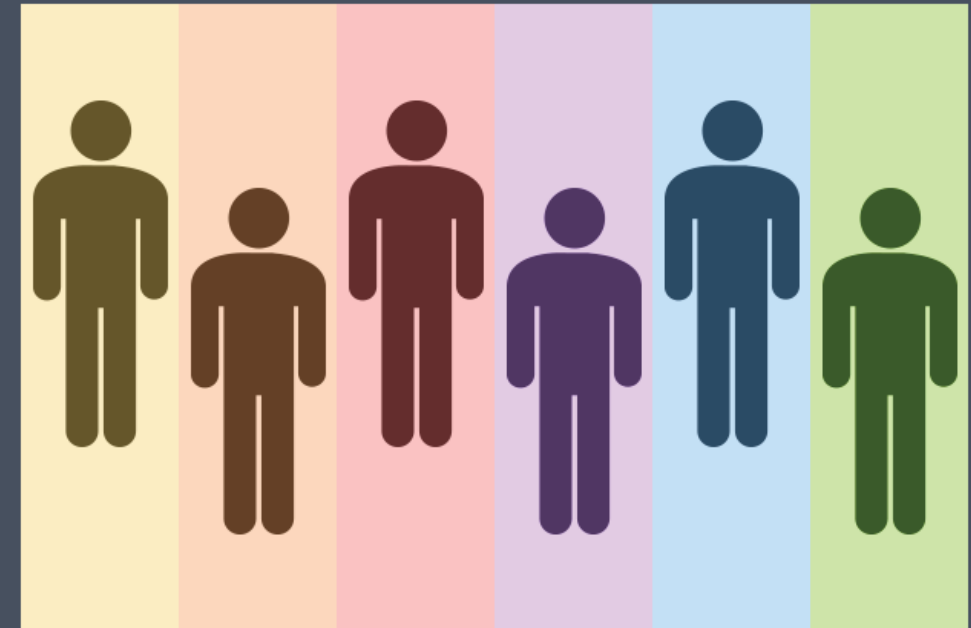
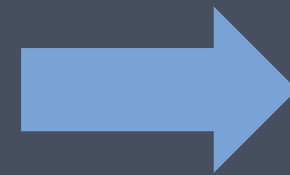
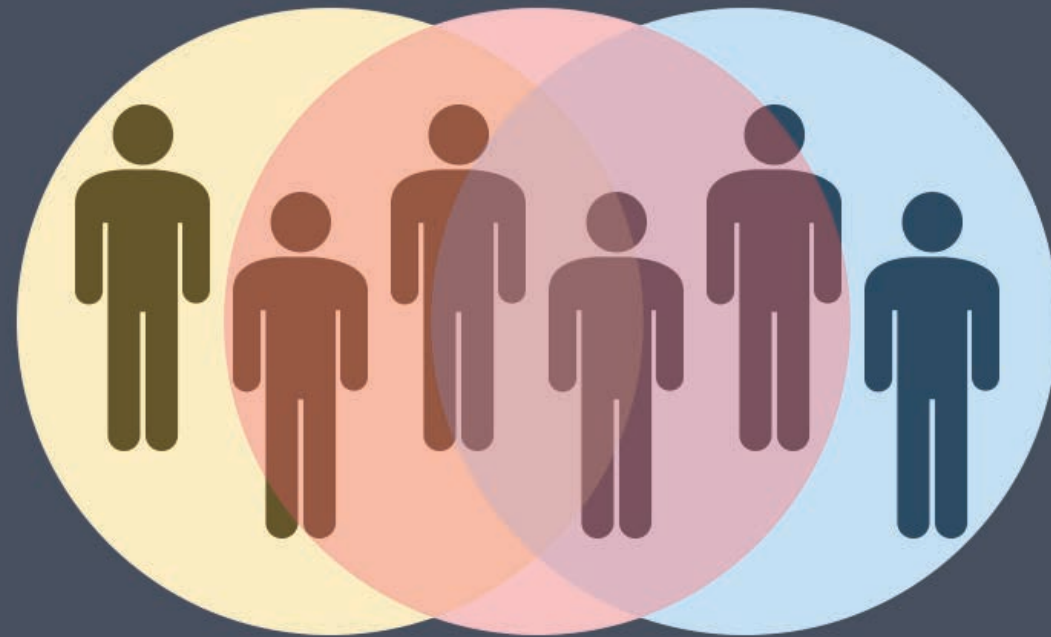


Gauge success using new page insights

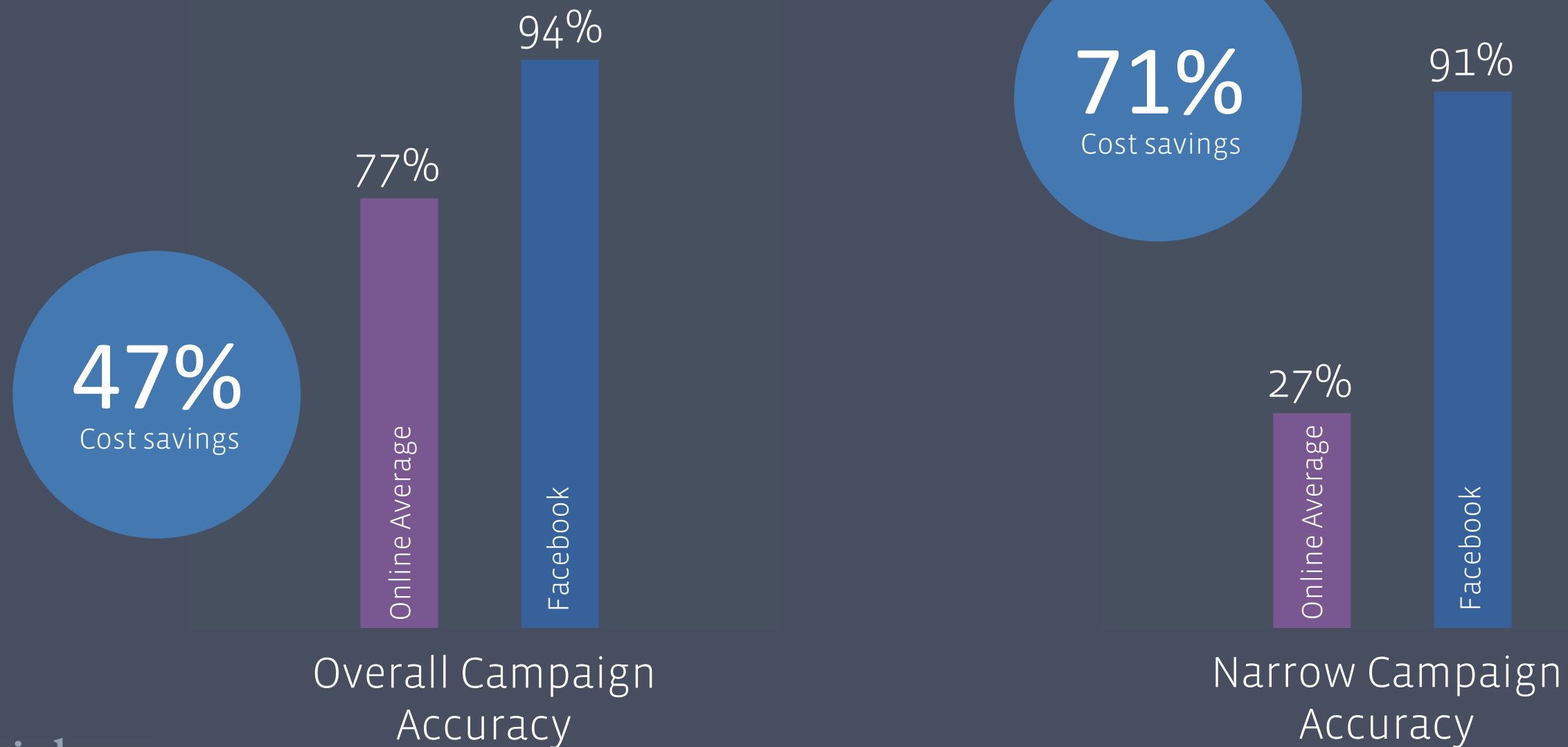


Targeted Reach

Find your exact audience at scale, with minimum wastage



Greater targeting accuracy

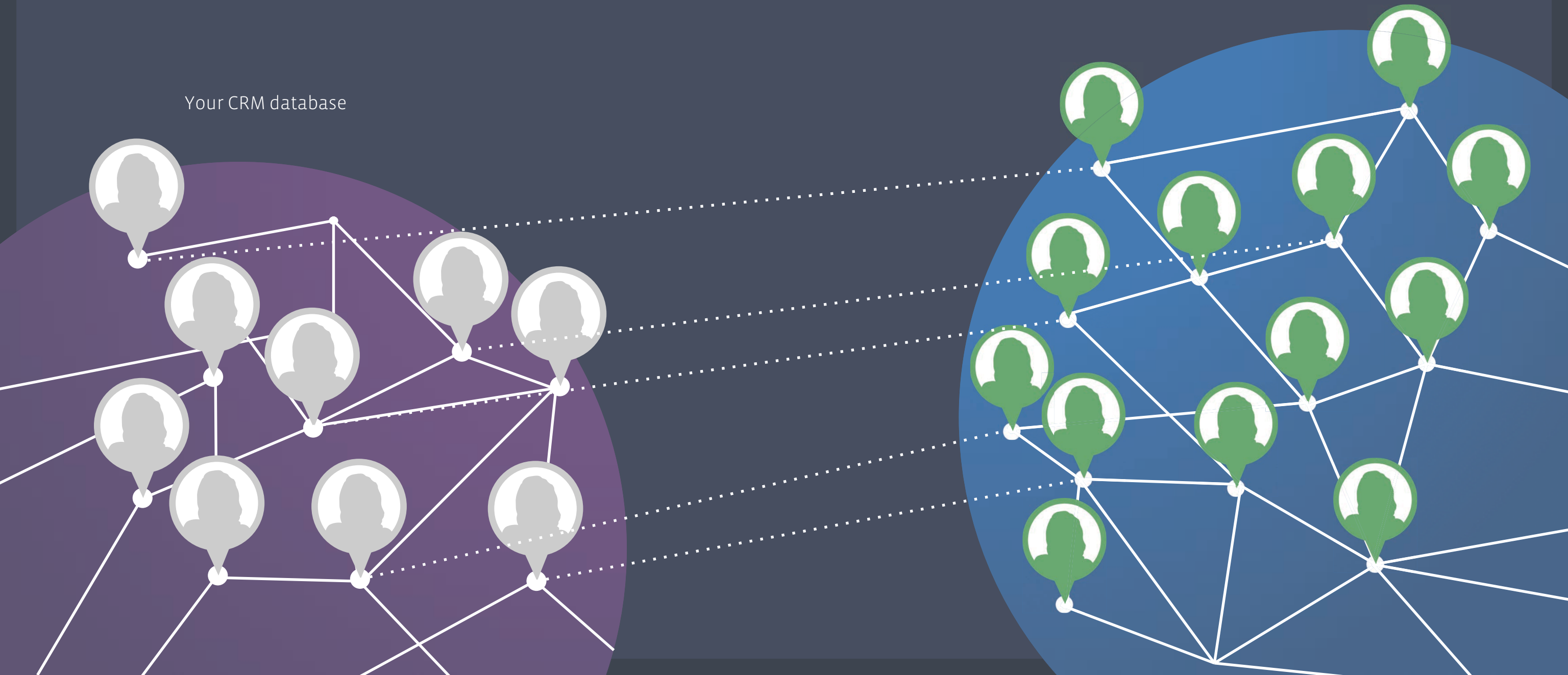




Reach your own consumers with custom audiences

Your CRM database

Facebook



97%

Trust word of mouth or
friends and family

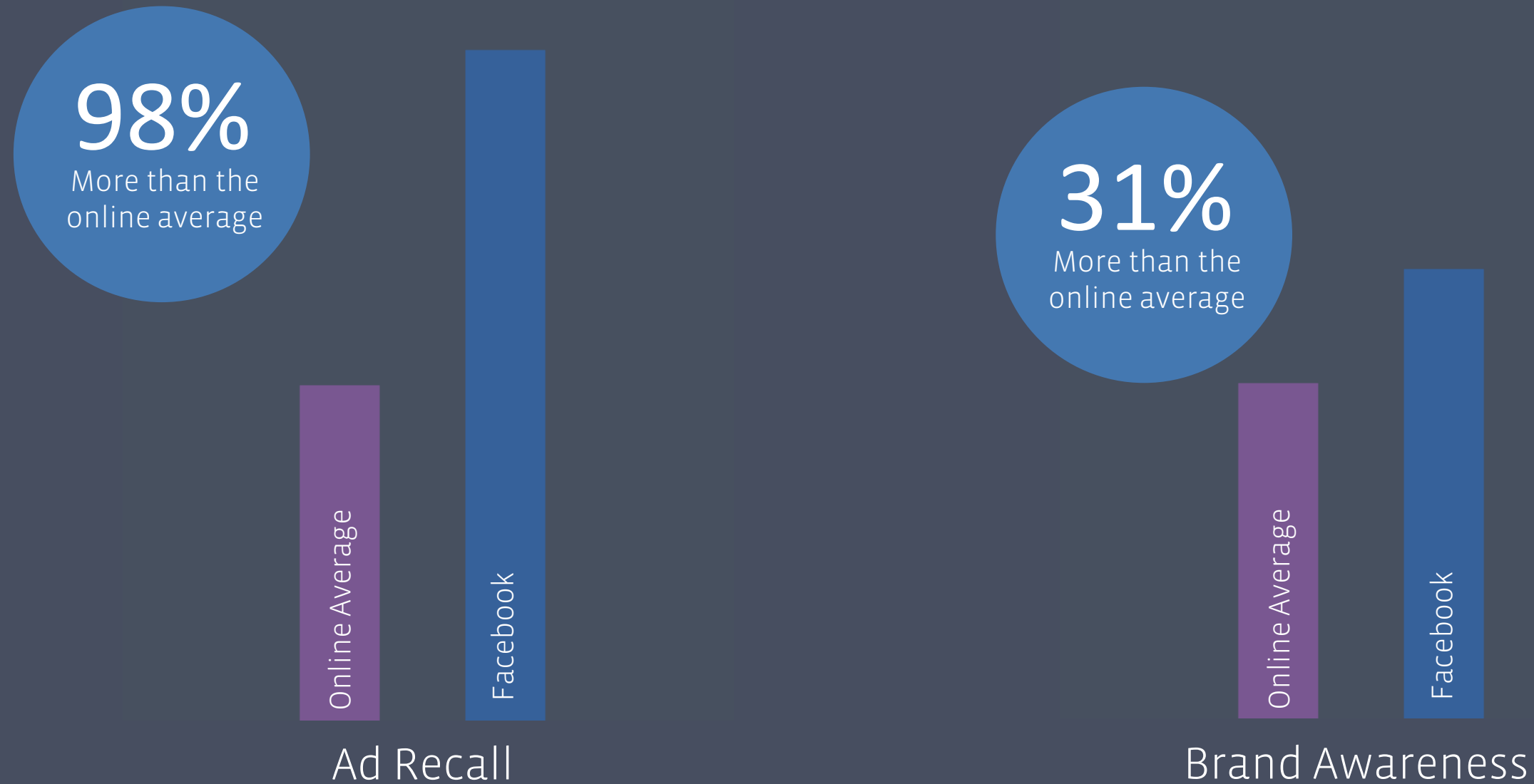
Recommendation and amplification

nielsen

Source: Nielsen report 'Global trust in advertising and brand messages' April 2012

Social Context drives greater awareness

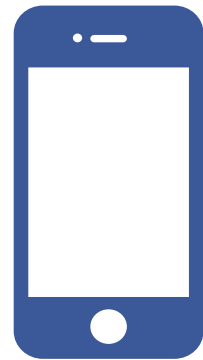
Extend awareness of your brand, through recommendation by fans to their friends.



FACEBOOK IS THE ULTIMATE SECOND SCREEN

87%

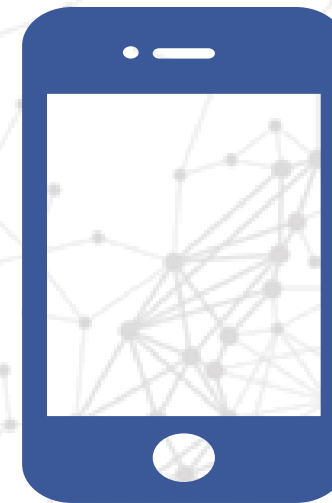
Aussie Facebook users
browse Facebook
whilst watching TV



Mobile



Desktop



Tablet

A group of people are having a picnic outdoors at sunset. In the foreground, three men are standing and talking. The man on the left is wearing a light purple t-shirt and khaki shorts. The man in the middle is wearing a light-colored patterned button-down shirt and blue jeans, holding a red beer bottle. The man on the right is wearing a blue long-sleeved shirt and light green shorts, also holding a beer bottle. In the background, a woman in a grey jacket and blue shorts is sitting on a green picnic bench, and another man in a red jacket is sitting on the same bench. The scene is set in a park-like area with trees and a warm, golden light from the setting sun.

Measure your business objectives

Measure against your business objectives

Reach

Did I reach the right number of people and the right type of people?



Reach

Brand Resonance

Did I improve my brand's image and change the attitudes of consumers?



Awareness



Purchase intent

Reaction

Did I cause a consumer to act – to buy a product, sign up for a service or make a referral?



ROI



Trial



Consumption

Remember...

1. Ensure your marketing investment reflects where your consumer is and where he's going (mobile), not where he's been.
2. Good creative = good creative.
3. Reach well-targeted audiences at scale with relevant brand messages.
4. Measure what matters ... reach, awareness, brand attributes, sales and ROI.