Develop a Facebook Strategy and Measure Success

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We've set the stage of the social media landscape and introduced the critically important concepts of the News Feed, profiles, and friends on Facebook. Now we'll use these concepts to develop a strategy to get you started. Chapters 4–7 will walk you through executing the strategy—but execution means nothing without a good plan to get started.

Chapter Contents

Defining Your Facebook Presence

It seems like a relatively simple concept, but a lot of companies struggle with determining what their presence on Facebook and other social media will be. Should you lead with brand? Product? Information on your business? Newsletter content? What will resonate with customers in a meaningful way that will compel them to listen to you and share your wisdom with their friends? If you are struggling with this, you aren't alone. It isn't easy to translate your assets into a social media success story.

When helping clients with their social media problems, we've had the most success starting off by thinking about the exact reasons a consumer interacts with the company. What is the value proposition of your company or product? What does the product provide that competitive products don't provide? Do you spend more time marketing the actual benefits of your product, or do you market a lifestyle to which people aspire? Facebook won't cure problems with a product or brand, but it will give an opportunity to reach out in new and interesting ways that, to some extent, reinforce what people already think. Therefore, it's pretty important to think through your most successful customer campaigns and find commonalities across them. If you are trying to establish a campaign that highlights differences between your products and your competitors' products, you should probably undergo the same exercise for them as well. It sounds almost elementary, but you really need to think critically about your business, where you fit in, what you have (or should have) learned from past campaigns, and how you can sell your vision in the context of social media.

Understanding Who Your Customers Are

Empathy with target customers is another key part of the brainstorming process. What do they want from you and your company? More important, what *don't* they want from you? Product stewards (product managers, marketing managers, evangelists, executives, and so on) like you put their lives into improving products, marketing efforts, sales performance, and so on. But as such, you can also be too close to empathize with customers who get marketing messages at every turn—most of which are annoying, intrusive, or flat-out offensive. They come in commercials, Internet advertising, product placement, email, social media…you name it. Good Facebook campaigns will enhance a customer's life in a meaningful way.

Those of you in larger companies have probably spent a fair amount of time or resources thinking through customer segmentation and personas. Personas are a way to humanize a customer segment by making some generalized assumptions about how individuals in certain segments live, what they do, how they think, and so on. The sample personas in "Sample Personas for Acme Foods" illustrate an example of personas for a fictional frozen food company.

Personas are great for kick starting the creative process. Although they can sometimes be a crutch used to oversimplify thinking, they can be very helpful in thinking about customer engagement.

Featured Case: Sample Personas for Acme Foods

In this fictional example, Acme Foods is looking to understand different segments of its market by creating personas that reflect the reasons customers are interested in their products. Here are a few examples.

Debbie is a 41-year-old housewife in Cedar Rapids, Iowa. She is married, has three children under the age of eight, and cares for her aging mother who is being treated for lung cancer. Her husband travels for business three days per week. She is responsible for all the household chores, cooking, and meal planning, so she doesn't have much time for the Internet, although she is a regular e-mail user. Her family eats at home six days per week. Her children are overweight, so she is increasingly concerned about nutrition and portion control.

Brock is a 22-year-old college graduate in Palo Alto, California. He is single, and he just entered the workforce after graduating with honors from Stanford University. He just got a lease on his first apartment, and now he is learning to cook and prepare meals on his own. The only problem is that he is now busier than he has ever been. He buys food at the grocery store mostly based on convenience. His refrigerator is empty, but his freezer is full. He keeps up with friends on Facebook, and he watches more YouTube than live television.

Annie is a 66-year-old retiree currently living in Savannah, Georgia. She enjoys playing golf, spending time at the beach, catching up with old friends, and visiting with her 11 grandchildren. Her husband is now diabetic, so they don't enjoy dining out as much as they did years ago. Annie has never enjoyed cooking—she looks for shortcuts in the kitchen wherever she can find them. The retirement community provides packaged meals three times a week. She now frequents the computer center to learn how to use the Internet.

Jill is a 31-year-old attorney in Bristol, Connecticut. Now that she's settled into her career, she's taken up cooking as a hobby. She likes using fresh ingredients whenever possible, but she always has backup ingredients in her freezer just to be safe. She has read about the health benefits of frozen foods, but she remains a skeptic. She aspires to open a restaurant later in life. She just found Facebook, but she's afraid of sharing personal data on the Internet.

Mapping Customer Needs to Effective Tactics

Some tactics will resonate well with certain personas, and others obviously won't. This is an important consideration—social media and Facebook campaigns can't be expected to (and likely won't) solve your problems across all customer segments. Pick

and choose opportunities, and make sure you are reaching those customers in friendly, helpful ways that map to your brand or product. Some tactics will work, but others could offend your customers. Don't be so close to your social media effort that you fail to see when your tactics actually bother the customer. Facebook and social media are interesting, innovative ways to reach out to your customers, but poor execution can certainly backfire on you. Think customers first and your business second, and you'll probably be more successful.

How does this work in practicality? Let's think through a few examples. A local home builder wants to take better advantage of social media. So, start by asking the primary and critical question, "What do customers of the home builder want?" They want the best house they can get per their prioritized purchasing criteria: size, neighborhood, convenience to work/play/children/family, price, and so on. How will they find this house? Good question. There are a lot of ways people can find houses. Maybe they hear about houses from a friend, perhaps they drive by properties in a certain neighborhood and find what they want, perhaps they find a great deal in the newspaper, or maybe a friendly real estate agent has suggested properties for them. No matter what, it's fragmented and oftentimes difficult to find a great deal. So, the customer's main motivations in this case are convenience, knowledge, time savings, and assistance with a very important purchasing decision.

Keep the home builder in the back of your mind, and now think about a different example—a popular local restaurant that has a unique local flair. What do customers of this restaurant want? We'd venture to say they occasionally want a great meal at a great price. But the restaurant is more to local customers than just another place to eat. It's a lifestyle, a part of the fabric of that city that makes it a special place to live. It's a brand of the people, and the association with it speaks volumes. So, the customer's main motivation to engage with this restaurant is one of affiliation, personality, and appreciation for local business.

These are two totally different cases where customers are motivated differently and where appropriate and effective Facebook marketing tactics would differ. Customers for houses want totally different things than people showing support for a unique local business. And perhaps more important, people make a one-time decision to purchase a home, whereas they may eat at the same restaurant 30 times a year. So, the characteristics of the business—transaction cost, transaction frequency, local differentiation, and brand affinity—all have a significant impact on the tactics that would make sense. You'll see this in more detail as we walk you through the different marketing elements that Facebook provides.

When in doubt about your customer, keep asking questions. Whether you're in the brainstorming process or in the middle of a focus group, it doesn't hurt to keep asking questions until you get answers that clarify the motivations of others.

Close-Up of a Successful Social Media Campaign

We've discussed the differences in the various social networks, and we've covered some considerations for determining what your customers really want through segmentation and personas. Now it's time to map those needs to things that you can effectively deliver in Facebook and social media.

We'll now take a moment to focus on marketing strategies by highlighting some of the key features of the Facebook fan page. We'll use the example of the Threadless site/fan page, which has more than 100,000 fans (`http://facebook.com/threadless`). Threadless.com releases new graphic T-shirts weekly that are designed, submitted, and rated by their own community. Since Threadless is so dependent upon its customers/community for its product and for the content created around its products, it's easy to understand why Threadless views Facebook as a critical element in its overall marketing strategy.

Threadless provides several examples of the components of a successful Facebook marketing plan:

Step 1: Defining the audience As with any successful marketing campaign, it's critical that you accurately define the audience on which you're focusing your efforts. Threadless is obviously focused on tech-savvy kids and young adults. However, it's not as though Threadless had to start from scratch with this first component of its Facebook campaign strategy. The company's product planning and management already took this into account. The audience was already defined as part of the product planning and management process. The only thing most companies will have to do here is translate their audience definitions to the appropriate content on the Facebook platform. The content on the Threadless fan page demonstrates that the company has at least considered how customers in their target market will use Facebook and respond to a fan page.

Step 2: Determining the goals and objectives Your next step is to determine what the goals and objectives are for your Facebook presence. Is it simply a means to enhance customer service, or do you expect to see an increase in sales? Do you expect to see a direct correlation between your activities on Facebook and conversions on your e-commerce website? Knowing what your goals are is only half the challenge here. It's also important to have a grasp on how to measure your efforts. Make sure that you know what "success" looks like. Put metrics into place that allow you to gauge success or failure on Facebook as relates to your efforts.

One way Threadless is using Facebook is as a direct marketing channel. However, they haven't lost sight of what the platform's original intent was: socializing and communication between friends. But as you review its profile, you'll find several elements that have strong calls to action with the clear intention being a conversion or purchase. In this situation, it would be easy for Threadless to use a basic website analytics application such as Google Analytics to track referrals from Facebook to its primary

e-commerce website. Threadless can then follow the user's breadcrumb to derive the percentage of conversions that originate from Facebook.com. Reviewing the following source code shows that there's a high likelihood that it's doing just that:

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://
ssl." : "http://www.");

document.write(unescape("%3Cscript src='" + gaJsHost + "google-
analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-3478547-1");
pageTracker._trackPageview();
} catch(err) {}</script>
<script type="text/javascript">
pageTracker._trackEvent('sale_homepage', 'ab_test', 'A'); </script>
```

Not only do you see that Threadless is using Google Analytics as its website tracking tool, but Threadless has defined a `sale_homepage` page on this landing page for the site.

Step 3: Setting configuration options Facebook provides more settings and configuration options than any other major social network in use today. It is critical that you understand what these settings do and the flexibility Facebook gives you. For instance, which tab will be your default landing page? The default landing page is the first page that a user sees when coming to your Facebook fan page. How many people do you want to give administrative access to for editing your page? Will you allow customers and users to leave comments and posts on your Wall? In this case, Threadless accepts the risks inherent to allowing people to post commentary to its Wall and allows visitors to share thoughts on the different T-shirt designs that they post on the Threadless fan page. This brings us to our next point: is your page compelling? We'll talk more about fan page settings in Chapter 5, "Month 2: Establish an Effective Corporate Presence with Pages and Groups."

Step 4: Creating a compelling page After people find your fan page, your marketing strategy has achieved only part of what it should. Threadless encourages interaction by encouraging people to comment on the designs of its newest T-shirts and by allowing them to post pictures and videos wearing Threadless merchandise. Threadless posts information about sales that they currently have going on and markets contests that they are running. This provides the user with a great combination of social interaction with

other people who have similar interests and provides Threadless with a vehicle where they can directly market to a captive audience.

Facebook allows most applications to run as tabs on the top of the fan pages. Threadless takes advantage of this feature by providing a rich user experience and extra value for users through event postings and discussion boards. On the Events tab, users find postings of events that are of interest to consumers of Threadless T-shirts. In the discussion board area, people discuss issues that they have with customer service, pop culture, getting designs featured, and a myriad of other topics that may or may not directly involve the Threadless brand directly. As it turns out, the majority of discussion threads do have some relationship to Threadless and its products. The benefit for the brand? Threadless is nurturing its own audience within the virtual walls of its Facebook fan page. It has created a destination point that allows people to come in, feel comfortable, and socialize. All the while, more than 100,000 Facebook users are being exposed to the Threadless brand, which keeps it "top of mind" in the consumer's psyche.

Defining Your Social Media "Product"

One thing that is common across different social media campaigns is the fact that each has a fairly well-defined set of rules by which they operate. The social media presence is, in effect, an interactive online "product." The medium is a combination of Facebook, Twitter, other social media destinations, and the Web. All of it is consumed by a computer or cellular device. Customers, fans, and followers are found for the "product" through a variety of means, such as viral marketing, Internet marketing, email marketing, social network marketing, and word-of-mouth marketing. There is an implicit contract between the company and the customer that the "product" will perform as expected and that the company won't violate the terms under which the customer was first attracted to the product. Your thinking should assume that your social media presence is a product of its own that needs care, maintenance, and performance metrics that will help guide decision making. This social media "product" enhances a consumer's experience with the product or service you are trying to sell or the brand you are trying to manage.

Different situations in business require different tactics. Some tactics are off-limits to you as a marketer of a certain kind of product, while others are fair game. You shouldn't get too critical of yourself or of your company, nor should you significantly change what your product, service, or brand represents to the marketplace. Translate what you do to the social media context and experiment on the edges. The "Quick-Start Guide for Social Media" sidebar should kick start your creativity and guide your thinking as you brainstorm project ideas.

Quick-Start Guide for Social Media

Maybe you are approaching social media for the first time, maybe you have inherited a failed project, or maybe you are resurrecting some old ideas. Whatever the case, sometimes you need quick answers to help you see opportunities and make quick decisions.

Get good answers for the following 10 questions before you decide how to engage. We highly recommend this exercise before getting started regardless of whether you will run your first project in-house or with the help of a consultant.

1. What is most recognizable about your brand? This can be a person, a place, a logo, a jingle, and so on.

2. Does your brand have a spokesperson or character who "is" what you are trying to sell? If not, are you open to creating one?

3. What is the goal of your project? Sales/e-commerce? Improved image in your market? Better customer service and satisfaction?

4. What specific metrics will you use to measure success?

5. When discussing the opportunity in social media with executives at your company, do they view social media as an opportunity, a risk, or an unknown?

6. Does your company or brand have official policies for blogging, employee activity on social media, and outreach to customers? Is it centralized or decentralized?

7. What types of content do you have that would be interesting to share with social media users?

8. Are you willing to share interesting content from third-party sources on the Web with your customers?

9. Creating your campaign, maintaining it, tracking metrics, and making adjustments will take time and expertise. Do you have interested people in your company who are willing and able to do this work?

10. What is your backup plan in case the social media project fails or doesn't meet the goals of your organization? Who can you call for an objective third-party opinion if you have a problem?

Specific Applications of Facebook Marketing

Facebook offers several options and features for marketing your product or company. While we're discussing developing your social media product on Facebook, it is helpful to take a look at how some other brands, companies, and organizations have utilized these features.

Advertising

When Charlene Li was an analyst at Forrester Research, she produced a series of case studies where she showcased the differences between traditional marketing and social media marketing. The key take-away from the series of case studies was that marketing on Facebook requires communication, not advertising. Now, advertising of any kind requires some method of interruption. This can come in the form of a commercial interrupting a television show or radio program, a billboard interrupting the landscape on your commute home, a large decal on the floor in the grocery store interrupting your shopping experience, or any other myriad of creative techniques advertisers have devised to turn your attention from the content or task at hand toward a message from a client who wants your attention.

One of the challenges with advertising on Facebook when the platform first introduced ads was the relatively low response rates from users. Although Facebook's pay-per-click model of advertising offers competitive rates as compared to similar platforms on Google, Yahoo, Microsoft Advertising, and others, Facebook users have been consistently obstinate when it comes to responding to advertising on its profile pages. As an advertiser/marketer, Facebook offered a unique challenge. It has an extremely large, desirable audience that refused to click ads.

To be sure, there are plenty of options for you as a marketer to consider when it comes to purchasing advertising on Facebook. For instance, as with most sites, you can purchase standard IAB (Interactive Advertising Bureau) ad units across the Facebook.com domain. Depending upon advertisement, you can expect a click-through rate of anywhere between 4 percent and 26 percent, according to Forester Research. That's a huge range, but even on the low end the news feeds deliver impressive results.

Companies and organizations also have the option of creating Facebook Ads. Facebook Ads (previously called Facebook Flyers) are nothing more than self-serve advertisements (`www.facebook.com/advertising/`). Advertising with Facebook Ads allows users to make their own custom-designed ads on Facebook at low prices. Users have the option of creating Facebook Ads on either a cost-per-click (CPC) or cost-per-thousand (CPM) model.

These are just a few of the advertising options available on Facebook. To be sure, all of these options should be considered when developing your Facebook marketing plan.

Engagement Ads

Keep in mind the entire Facebook platform has been developed to encourage and facilitate communications. Enter the Facebook Engagement Ad. Dell Computers uses Engagement Ads to provide users with the ability to engage with its "Social Media for Small Business" ads in the same way the users interact with other content on Facebook.

Through video-enabled Engagement Ads, Dell allows members to leave comments on the ads that then show up with their friends' news feeds or sign up as a "fan" of a Dell product or marketing channel via Facebook's "pages" feature. Additionally, if a brand signs up for it, an Engagement Ad can be used as a vehicle to allow Facebook users to send a brand-related virtual gift to a friend.

3M used many of the features of Facebook pages in its marketing strategy to launch the Scotch Shoe, a tape dispenser designed to look like a Mary Jane shoe.

Although many in the company were excited about the launch of this new product, targeted at a female market, budget constraints put traditional media out of reach and made promoting the product a challenge. Although many in the organization were skeptical, the 3M marketing team chose Facebook and the channel to launch this unique new product.

"We have the sales and market share, but with a product like tape, it is difficult to get your consumers passionate about your product," said Brian Stephens, who handles e-marketing for 3M Canada's consumer and office division. Nonetheless, 3M had to create product awareness and generate buzz for this new product to sell.

3M chose to market the Scotch Shoe on Facebook for a few different reasons. Facebook is Canada's most popular social networking platform. Along with more than 350 million users worldwide, Facebook is home to more than 12 million active Canadian users. In Canada alone, Facebook boasts more than 7.5 billion impressions per month.

Marketing on Facebook is free. Of course, there are costs involved with ad creation, copywriting, design, marketing, planning, execution, campaign and community maintenance, and more. But creating a business fan page costs nothing on Facebook. When you are on a budget, it's hard to beat free.

3M created a Facebook fan page. This gave its customers and fans a targeted destination for free, which allowed 3M to not worry about designing and developing a new product page on the 3M website, saving scarce financial resources for better use elsewhere. On the fan page, 3M provided fans with all the relevant information about the product, such as images and videos, store listings, and product availability. The Facebook page also allowed 3M to survey, post discussions to facilitate dialogue, develop and nurture relationships with community influencers, and collect feedback about the product.

3M produced and promoted contests to drive traffic to its fan page. One contest incentivized users to become fans by offering a gift card for a shoe store. Another contest awarded the winner a free Scotch Shoe. In both cases, the contests were directly targeted to the product's key demographic. This, in turn, encouraged interaction and engagement on the fan page. To enter the contests, users were required to enter commentary and feedback about the Scotch Shoe on the fan page, thereby dramatically accelerating the amount of exposure the fan page received via the social media

ecosystems of the product's fans. Remember, any time a user entered a comment on the fan page for the Scotch Shoe, that comment was exposed to every person who followed that user via their news feed, which shows up on the home page of every single person who is Facebook friends with the Scotch Shoe's fan page member. (See: `http://www.facebook.com/ScotchTapeCanada`.)

   3M launched three different Engagement Ads during this campaign. As part of the marketing strategy, 3M closely monitored the performance of its Engagement Ads and adjusted the rotation and targeting on a regular basis. The result? The Scotch Shoe sold out almost immediately in every store that stocked the product. The Scotch Shoe Facebook page has more than 21,000 fans and thousands of wall comments. According to MarketingProfs, the Engagement Ads created for the campaign delivered more than 1.5 million impressions and 300,000 clicks. (Source: `http://www.marketingprofs.com/casestudy/137`.)

   3M didn't have big marketing dollars to execute this campaign. Scotch certainly isn't one of the sexier brands like Apple, BMW, or Nike, but it was still able to run a successful Facebook marketing campaign and hold contests that engaged its customers without giving away prizes that would have otherwise been cost prohibitive. The 3M marketing team used Facebook as an effective, low-cost platform to successfully launch a product and create new relationships with its customers.

Your Facebook To-Do List

Now turn your attention to execution. What are the specific tasks required to establish and maintain a successful presence on social networks? Figure 3.1 shows the basic workflow for social network marketing.
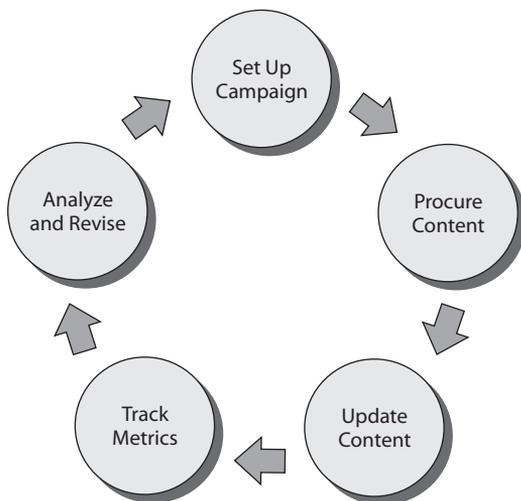
Figure 3.1 Social media workflow

The first thing you may notice is that the decision to create a campaign kicks off a work process that is iterative. Welcome to the Web! At each stage of the process, you really should have the next step in the back of your mind. It's rare that one of these steps takes a significant amount of effort, but the aggregate can get time-consuming, especially if you are running or managing multiple campaigns or if you are taking advantage of several social networks at the same time. Let's go through what each part of the social media workflow really means.

Set Up Campaign

The entire workflow starts with a concept—an idea that will drive the execution of the work along with the tone of the project. So, it's safe to say that when you are getting started, you are squarely in creativity mode. As you define your "product," what will the experience be for an end user? Can you do something special that will inspire your audience? Take the Subservient Chicken example from Chapter 2, "What Is Facebook?" What does Burger King have to do with a man in a chicken suit taking orders from an Internet user? Not a lot, unless you want your brand to be fun and lighthearted.

Of all parts of the process, this is the one best suited for outsourcing to creative agencies. Creative professionals can really help by contributing unconventional ideas that may resonate unexpectedly well with your customer base. If you are going to go this route, *don't* interfere with the creative process, but *do* make sure you task the agency to come up with a variety of ideas for you to consider. Nobody succeeds every time out—baseball players, quarterbacks in football, or creatives—so don't look for one great idea but, rather, a few concepts that can drive your final decision. And remember that *you* are the one making the decision. At the end of the day, you are the customer. You need to be able to execute on the idea you choose, and that idea has to fit what you intuitively know about the brand or product that you manage on a regular basis.

Procure Content

Content is the lynchpin to successful social media. With all the noise out there, you need to have an interesting or useful voice, and you have to communicate regularly enough to stay relevant. This can be in the form of articles, essays, status updates, podcasts, videos, music, and so on. Fortunately, norms on the Internet have evolved in such a way that you don't have to create your own unique content every time you want to say something. So much content is available on the Internet that you can sometimes just point to content produced by others. Alternatively, you can use existing content that you've created for other reasons. You can commission new content for use on social media. There are a lot of strategic considerations here that we'll cover later in

this book. For now, understand that you'll need to find, repurpose, or create new content (pictures, video, podcasts, status updates, blog posts, and so on) if you're going to effectively engage with customers via social media.

Update Content

Having the content certainly isn't enough. You need to make sure you use the content effectively. And since social media is truly interactive, you're going to get both direct and indirect comments and feedback. How will you keep content updated and respond to feedback? Who will manage this process? These questions certainly need to be addressed well in advance of launching your Facebook campaign. You need at least an understanding that guides the social media presence—the hierarchy of people who are allowed to make updates, what they are/are not allowed to say, scenarios they are not allowed to address, and so on. Without understanding across your organization, you are implicitly creating a situation that turns the social media effort into a political minefield. This is particularly important given that social media is at the intersection of sales, marketing, business development, customer service, and customer satisfaction.

Track Metrics

Someone, somewhere in the process, needs to update the daily metrics that are created as a result of your activity. Some of this already happens when metrics are generated for activity on your website. In all likelihood, your team is already using one of a number of statistics or web analytics vendors (Omniture, Coremetrics, Webtrends, or even Google Analytics). These products track unique users, page views, and other important data that tells the tale about how your websites are used. The use of social networks similarly creates a rich data set that tells you how customers receive your social media presence and campaigns. Some of it is readily available by just scanning a fan page, a group, or a profile. Other data can be found in Facebook Insights. One thing is certain—critical data is probably located in a number of places. You need to pull appropriate data into a spreadsheet or database so you can analyze it appropriately. We'll look more closely at the importance of tracking metrics in several places in this book and in detail in Chapter 9, "The Analytics of Facebook."

Analyze and Revise

After your social media presence has run for a period of time, you'll have a rich set of data that can tell you whether your effort is succeeding. Success may be an absolute goal such as 2,500 Facebook fans or an additional 5,000 unique visitors for a website during a month, or it may be a trending goal like 10 incremental fans per day after 90 days. Progress against these goals will need to be judged based on all the relevant data. For instance, maybe you are getting a lot of traffic to your Facebook presence, but it

mostly comes from paid advertising, when you need something a little more "viral." So, you've achieved your goals, but you've done so in a way that isn't sustainable and won't make your boss happy.

Revise: Set Up Campaign, Take Two

Once you determine whether you can improve or whether you've maxed out the benefits of your efforts, you'll know what you need to change. Changes can come in the form of increased/decreased advertising, demand generation from e-mail marketing or other sources, more/less regular communication, better coordination with other web properties, or a different type of messaging altogether. Revisions are OK and a natural part of the process. Rarely does a social media presence launch without any revisions. You should expect to go through a few rounds of the entire process before you figure out the sweet spot where customers respond to your efforts.

It takes a special person to know how to do all of these things well, especially considering that success relies upon both creativity and proficiency with data analysis. Usually people are *either* right-brained or left-brained, not both! It's an important dynamic to understand—these projects are generally best run by people who naturally complement each other.

> ### Diversity of Opinion and Strengths
>
> Most successful marketing projects are well executed across several criteria. The campaign meets customer needs or wants and is true to the core values of the business. The value proposition of the product or service is communicated effectively. The design of the campaign is well done, and the brand elements are elegantly integrated. Communication with customers is effective and fits the needs of the campaign. Numbers are captured to reflect the success of the campaign, and your colleagues instinctively know how and when to act to make modifications.
>
> What we've described is, in simple terms, a successful marketing campaign. Yet few people have skills across all these areas to be a one-man or one-woman marketing machine. Why? It takes a variety of different skills, and they rarely appear in a single person. Some of it is education—for example, you don't typically expect educated engineers to be the most fun at a cocktail party. Similarly, you'd never want a born salesperson to brand your company. By tapping into a variety of people with different strengths, you'll do two things. You'll get some overlap of responsibility so no one person can take down your marketing campaign. You'll also get a diversity of opinion that can make the entire project run more smoothly.

Now that you know the basic requirements for a Facebook marketing campaign, it's time to make your plan consumable in your organization and get started.