Tactical Facebook
Social Fresh Tampa

Ellie Mirman
Inbound Marketing Manager
HubSpot

Twitter: @ellieeille
Phase 1: Collect underpants
Phase 2: ?
Phase 3: Profit
Warning

Results vary by business and industry

But, you don’t need an extraordinary number of likes to see results
B2C is Ahead of B2B

Average Facebook Page Likes by Business Target Market

- B2B: 300 Facebook Likes
- B2C: 650 Facebook Likes
Sharing Content on Facebook
Why Share Content?

- **Social Proof**

- **Visibility**

- **Virality**
Who Shares Content?

• You

• Your Fans

• Your Readers
What Should I Post?

- Questions or announcements
- Video interviews
- Blog posts (your own & other relevant articles)
- Landing pages for education-based offers (webinars, ebooks, etc.)
Getting Your Content Seen
Why “News Feed Optimization”? 

Only 1 in 500 updates make it to the news feed*

*According to Facebook consultants BrandGlue
Facebook’s Algorithm: EdgeRank

\[ \sum_{\text{edges } e} u_e w_e d_e \]

- \( u_e \): affinity score between viewing user and edge creator
- \( w_e \): weight for this edge type (create, comment, like, tag, etc.)
- \( d_e \): time decay factor based on how long ago the edge was created

Source: Teach to Fish Digital Blog
Post a **Variety** of Content

...to bring in a variety of users  
(increase affinity score)
Sex Sells and Facebookers Love Facebook

Q: What is the best kind of content?

A: Sex and positivity are highly “shareable.”

Q: What is the most shareable word?

A: “Facebook” is shared the most.
Facebook content does well. Really.
Respond to Comments

HubSpot
Thinking about redesigning your company's website? Make sure you focus on what's important!

What REALLY Matters in a Website Redesign
blog.hubspot.com
Creating a new website can potentially be a long and arduous process - but it doesn't have to be!

12,148 Impressions • 0.21% Feedback
February 17 at 4:42pm • Like • Comment • Share • Promote

24 people like this.

Jim Johnson: Good post and comments, but I'd add one thing to it that's important for web sites in general: If you have an external link, have it open in a new window so visitors don't navigate away from your site. For example, I might have reached this article on the HubSpot Internet Marketing Blog via Google, but then get so involved with salesforce.com or pullnotpush.com that I forget where I started and never return. (Comments are closed on the article, or I would have posted there.)
February 17 at 6:04pm • Like • 2 people

Thomas Morgan: Before during and after redesign. Use user testing.com. Incredible insights
February 17 at 11:33pm • Like

Thanks, Thomas!

...and request feedback to increase number of interactions (increase weight score)
Experiment with **Targeting**
Post Content Regularly

…but not too frequently to allow for interactions (increase recency score)
Q: How often should I post to my page?

A: Posting every other day is best.
Q: What day should I post on?

A: Articles published on the weekend are shared most.

Q: What time should I post?

A: Articles posted at 8am are shared most.
Optimizing Types of Content
Blog Articles
Include an Image

**HubSpot**

New Blog Post: Need More HUGS? Join Us This Fall in Boston for HubSpot User Group Summit 2011

*Need More HUGS? Join Us This Fall in Boston for HubSpot User Group Summit 2011*

11,715 Impressions · 0.05% Feedback

Thursday at 8:00am via HubSpot · Unlike · Comment · Read Need More HUGS? Join

You and 5 others like this.

Write a comment...

VS.

**HubSpot**

Thinking about redesigning your company’s website? Make sure you focus on what’s important!

*What REALLY Matters in a Website Redesign*

blog.hubspot.com

Creating a new website can potentially be a long and arduous process - but it doesn’t have to be!

13,720 Impressions · 0.19% Feedback

Thursday at 4:42pm · Like · Comment · Share · Promote

24 people like this.
Don’t Miss the **Meta Description**

Google Launches A More Social Search
http://blog.hubspot.com/blog/tabid/6307/

I battle is happening in the Silicon Valley Two software gaints Google and Facebook are fighting to be the leader or search in the coming years Faceb

1 of 3  Choose a Thumbnail

Say something about this link...

Share
Google Launches A More Social Search

A battle is happening in the Silicon Valley. Two software giants, Google and Facebook, are competing to be the leader of search in the coming years. Facebook won't give Google access to its social graph data. In response, the search engine giant is working with just about every other social network in an effort to make Google search social.

Yesterday Google launched an upgrade to its search engine, adding social results for users signed in with their Google accounts. In addition to traditional website search results, searchers will start seeing results from their friends on Twitter, Blogger, Flickr, LinkedIn, etc.

Read More

Fri, Feb 18, 2011 @ 08:51 AM by Kipp Bodnar

Comments

Tags: SEO, Google
Offers
Ask a Question

HubSpot
A debate we have around the office frequently: should your content be behind forms or not? What do you think?

Should Your Content Be Behind Forms? [Debate]
blog.hubspot.com
What is the right approach to inbound marketing, putting forms in front of your content or leaving the content totally free?

12,152 Impressions · 0.14% Feedback
February 14 at 6:25pm · Like · Comment · Share · Promote

7 people like this.

View all 10 comments

Stacy Dyer Taylor Certainly it’s something you need to test. Generally speaking, the educational-type, challenges/solutions type content should be ungated to let more ppl be educated. This ungated content should include follow on offers and CTAs to drive ppl to more extensive content that does require a form.
February 15 at 8:45am · Like · 1 person

Roberta Macklin As a user/consumer I value more highly content that is freely accessible. I really don’t appreciate having to fill in a form or “Like” a company to get the information. If the information is valuable I am happy to fill out a form or subsc...
See More
February 15 at 1:03pm · Like

Write a comment...
Encourage Likes & Shares

Webinar Details:

Duration: 70min

Presenters:

Jason Keath, founder of Social Fresh, a social media education company

Ellie Mirman, Inbound Marketing Manager at HubSpot

View the Recorded Video Below!

Tweet this Webinar Share on Facebook Share on LinkedIn

BONUS: Thinking about attending Social Fresh Tampa? For 25% off, please go to http://socialfresh.com/tampa and use coupon code facebook45

AppFolio Great webinar from HubSpot - loved the panel and got some good Facebook marketing ideas.

Archived Webinar: Facebook Page Marketing Webinar www.hubspot.com

Hear this panel of thought leaders and how they answer some of the toughest Facebook marketing questions.

February 16 at 1:50pm • View Post
Integrate Landing Page in Facebook

MailChimp Email Signup

Product/Service

MonkeyWrench
Tips and Tricks from MailChimp

Power user? The MonkeyWrench is our sporadic newsletter chock full of advanced MailChimp tips & tricks. We'll go over obscure features you never knew existed, how to hack stuff in MailChimp, and occasionally discuss advanced email marketing concepts.

(Required fields are bold)

Email Address *

First Name

Last Name

Preferred format

HTML

Text

Mobile

Subscribe to list
Learn how PR is becoming more social with Peter Shankman on Episode 7 of Inbound Now. How do you handle your PR and blogger outreach on the web?

Inbound Now #7 - PR Tips and Tricks with Peter Shankman - Inbound Now - blip.tv

12,724 Impressions · 0.13% Feedback

February 11 at 10:41am · Like · Comment · Share · Promote

16 people like this.
Include Links in the Description

Ellie Mirman

You’re Invited! HUGS 2011 (September 15-16)
www.youtube.com
http://HUGS.hubspot.com/

RSVP for our second annual HubSpot User Group Summit held in Boston on September 15-16, 2011.
• Use Flickr with Facebook
For More Interactions & Viral Effect

• Post images directly to Facebook

Brian-Logan Reid
Yes. Hubspotters wear sunglasses in the office :p
Status Updates
Keep it Simple
HubSpot

Interviewing the lovely Tamar Weinberg this week’s episode of Inbound Now. She’s a brilliant tech and social media blogger (on Mashable and Lifehacker to name a few) & author of The New Community Rules. Do you have any social media questions you’d like her to answer? Ask them here!

12,182 Impressions · 0.08% Feedback
February 7 at 10:57am · Unlike · Comment · Promote

You and 4 others like this.

View all 5 comments

Luiz Carlos Conte Awesome. I do the techinal revison in portuguese of The New Community Rules here in Brazill. Tamar Rocks.!!!
February 7 at 12:55pm · Like

Joseph H. Schwendt II Hey David…looking forward to the episode. techipedia is an amazing site! I'd love to know how things have gone since she put up the pay wall…
February 8 at 5:17pm · Like
Encourage User-Generated Content

http://www.facebook.com/gemvara
Encourage User-Generated Content

http://www.facebook.com/#!/AllThingsJeep
Resources
HubSpot’s Facebook Marketing Hub

Facebook for Business

Facebook for Business

Comprehensive Facebook Marketing

Facebook is a tool (a social utility), as they see those around them. As with any social media, expand their online footprints, directly engage, promote their brands. Use this Marketing Hub to better market your business. For broader check out our Social Media Marketing Hub.

Featured Facebook Blog Articles

Getting Started:
- On Facebook, People Have Profiles
- Now, Any Business Can Tap into Facebook

Latest Blog Articles About Facebook

Top 5 Things Not to Do on Facebook
Monday, Jan 31, 2011 Ellie Mirman

How to Get Facebook Fan Page Activity Alerts via Email
Monday, Jan 24, 2011 David Wolfe

Social Media Marketing By The Numbers [Infographic]
Tuesday, Jan 18, 2011 Dhemesh Shah
Blogs on Facebook Marketing

- Blog.HubSpot.com
- InsideFacebook.com
- AllFacebook.com
Facebook Marketing Solutions

About:
We share news and best practices for marketing on Facebook. This Page is run by Facebook employees. Please keep contributions relevant to marketing on Facebook. View the Help tab to see our Comment Policy & get help with questions about your account.

Facebook Marketing Solutions + Others
Just Facebook Marketing Solutions

Facebook Marketing Solutions

We're excited to announce the new CLIO Special Recognition Award for Facebook Integrated Media. Your innovative use of Film, Radio, Print, or Out of Home, and Facebook together in the same campaign could win one of the world’s most recognized awards for advertising, design, interactive and public relations. Entries open...

See More

CLIO Awards
www.clioawards.com
Every year, CLIO reviews the entry system to stay current with changes in the advertising, design and communications industries. This year, with the help of key industry leaders, we have simplified and clarified the entry process.

Facebook Marketing Solutions

The world is waiting to see what the marketers at Budweiser have in store for Super Bowl this weekend. In its World Cup campaign, Budweiser scored a hit on Facebook with a “Paint Your Face”

http://www.facebook.com/#!/marketing
HubSpot.com/Social-Fresh-Tampa
Tactical Facebook
Social Fresh Tampa

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