



Retail on Facebook

Drive awareness. Build demand. Get your customers to find you before they search.

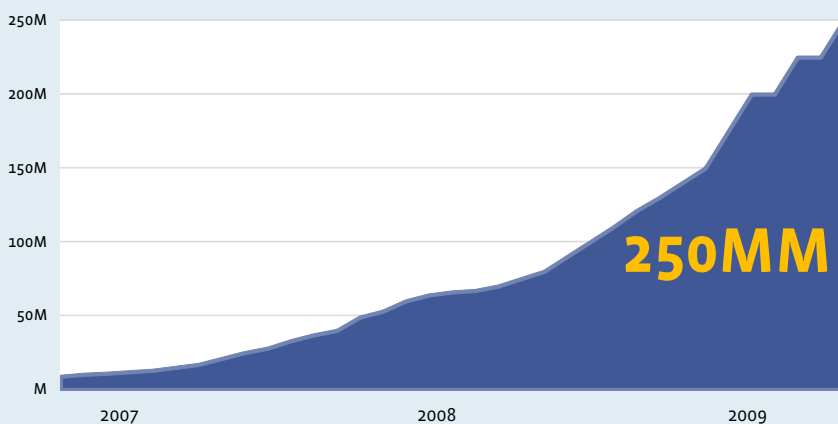


How does retail fit into Facebook?

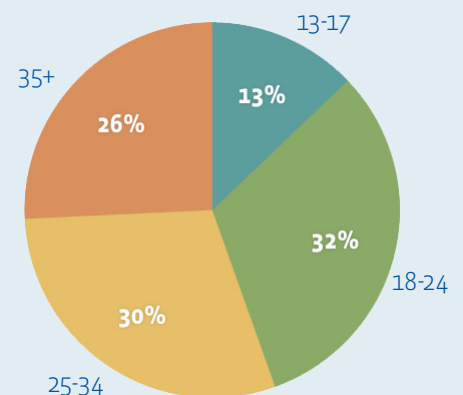
Facebook enables hyper-targeting at massive scale. With over 200 million users, Facebook reaches customers through uniquely powerful demographic and psychographic targeting. Your message is amplified through the trusted referrals of friends and loved ones rather than the bull-horn of indiscriminate one-way communication.

Facebook's social network helps your business create buzz both online and offline. Our ad platform allows you to bring brand and product awareness to the forefront, influencing consumer behavior and increasing purchase intent.

Audience Growth (Millions)



Audience Composition By Age



Sources Facebook internal data, July 2009

Note: Active users are registered users who have logged on to Facebook at least once in the last 30 days.

Social Media Strategy

Use Facebook to build your social media strategy and reach the right shoppers at the right time. Transform the way you communicate with your customers by incorporating your customer's social connections into an advertising game plan. Understand and create deeper connections with your target market by participating in a two-way conversation.

Tips for targeting

1 Be dynamic, test and optimize

Don't limit yourself to one advertising angle. Facebook enables easy, efficient testing, even with small initial budgets. Cast a wide or narrow net and find what works. Refresh your ad creative every 3-5 weeks to ensure your image and content is new to a user's eye. Analyze results and optimize on success.

2 Utilize psychographic and demographics data

Facebook offers precision targeting based on authentic user data. Use this to your advantage. Creating a flashy ad or fan Page won't add value if you don't listen to your audience. Do a deep dive into what your consumers are thinking by optimizing your ads with our insights and reporting tools. Merge this information and frame ads specifically around gender, age, keywords, location, etc.

3 Engage your audience

Develop meaningful relationships with your consumers. Shoppers are sharing information about your brand everyday. Give incentives for users to follow your business. Special promotions, seasonal discounts, holiday coupons, and access to exclusive content are great ways to do this.

4 Use an effective landing page

The fewer clicks, the better. Focus your landing page on your customer. Make sure your landing page is optimized for conversions.

Effective landing pages

Tips for a successful ad campaign

Tip 1

Measure your results. Use third party tracking URLs to help measure the success of an ad.



Tip 2

Be clear and consistent. Include a call to action. Match the information in your ad creative to the ad's landing page.



Tip 3


When advertising a specific product, link to the most appropriate page (e.g. product page), not simply the home page.



The power of Facebook Ads

Stage 1

Fixation Shoes & Accessories



Find the latest shoe styles and trends! Visit our Page today and get access to coupons and special offers.

Become a Fan

Your ad



Yvonne



Yvonne becomes a fan of your Page

Stage 2

Fixation Shoes & Accessories

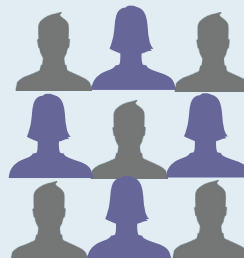


Find the latest shoe styles and trends! Visit our Page today and get access to coupons and special offers.

Yvonne Chen is a fan.

Become a Fan

Yvonne's action becomes part of the ad

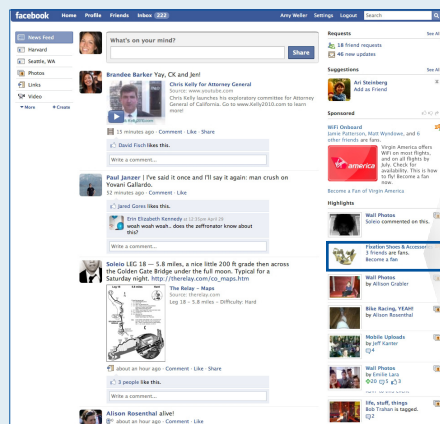


Yvonne's friends see that she is a fan



Yvonne's friends become fans of your Page

Stage 3



Fixation Shoes & Accessories



3 friends are fans.
Become a fan

All these actions automatically create relevant stories in user profiles, which show up in their friends' Highlights. This is the free and effective viral distribution that Facebook Ads offer.