

Free
eBook

Facebook Timeline

for

Conversions & ROI



9 Tips for a Pain-free Transition

Summary

Facebook's Timeline is more than just a change in the design layout. It provides a radically different way for businesses to present their brands to current fans, new visitors, and potential customers. In this eBook, *Hy.ly* outlines ways to use *Facebook* to drive customer engagement, get more fans, and ultimately increase sales.

TABLE OF CONTENTS



Recover lost traffic

Page 4



Star posts and use Milestones to build a positive brand

Page 9



Facebook Timeline for Conversions & ROI

1 Tell your story using the new Timeline

PAGE 3

2 Recover lost traffic

PAGE 4

3 Brand using your Cover Photo

PAGE 5

4 Create conversions using Apps

PAGE 7

5 Use Pinned Posts to direct visitors to your goals

PAGE 8

6 Star posts and use Milestones to build a positive brand

PAGE 9

7 Use private messaging to interact with your customers

PAGE 10

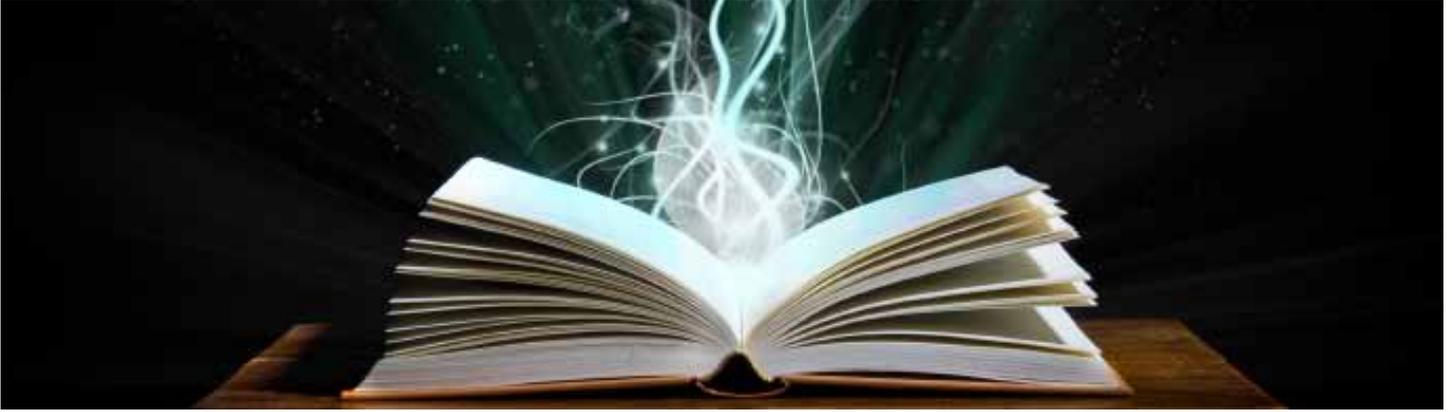
8 Vary your post types to improve engagement

PAGE 11

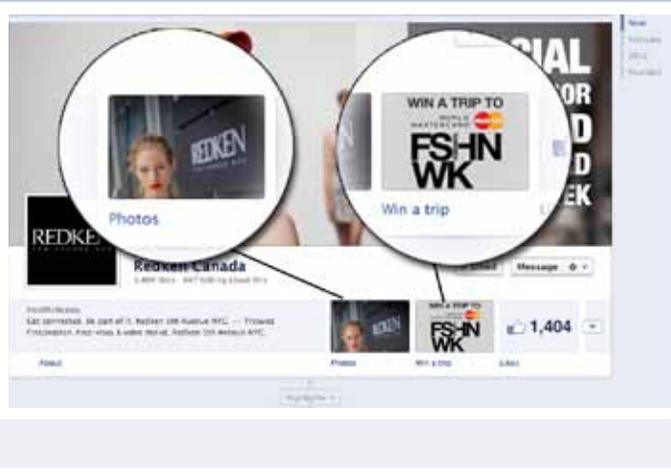
9 Put it all into action

PAGE 13

Tell your story using the new Timeline



Facebook's Timeline is more than just a change in the design layout for pages. It's a radically different way to present your brand to your current fans, new visitors, and potential customers. Think of the Timeline as a storytelling platform in which you can present the history of your company in a chronological order. You will be able to highlight your company's accomplishments, showcase your brand, and drive traffic more precisely using the Timeline's new functionalities. Most importantly, the Timeline provides many exciting opportunities for conversions. In this paper, we will outline how you can use Facebook to drive customer engagement, get more fans, and ultimately increase sales.



Tabs are now Apps

Your Tabs, which used to appear on the left side of your page in a vertical column, will now appear horizontally on the right, below your Cover Photo. They are now referred to as Apps, and are located in the "Views and Apps" section. This is the area of your Timeline where your photos, events, likes, and custom Apps are now located. There are four Apps that can be displayed in this area, and the first slot is reserved for photos.

Telling your story

The Timeline allows you to tell your company's story in a highly visual, customizable way. You can also tell your customers' stories in multiple places, such as your Cover Photo, your Timeline, Photos, and Apps.

Posts are now stories

Your Posts are now called Stories. Using the Composer, you can add milestones, status updates, ask questions and post photos to any point in your Timeline.

Recover lost traffic



Immediately after your page is converted to the Timeline, you will probably notice a drop in traffic, especially if you were using default landing tabs. The elimination of the ability to use default landing tabs has sent thousands of companies who had come to rely on them as a tool for conversions into a panic.

This is one of the most significant changes for brand pages, since it has become a common social media marketing tactic to use a default landing tab that asks visitors to “like” your page in order to access special deals and discounts. However, according to TechCrunch, only 10% of page App traffic is driven by default landing pages, while the remaining 90% comes from published links and ads. Use your Views and Apps area to drive engagement, and remember that you can also use your Timeline posts to steer users to the Apps you want them to engage with.



Redken Canada
March 15, 2012



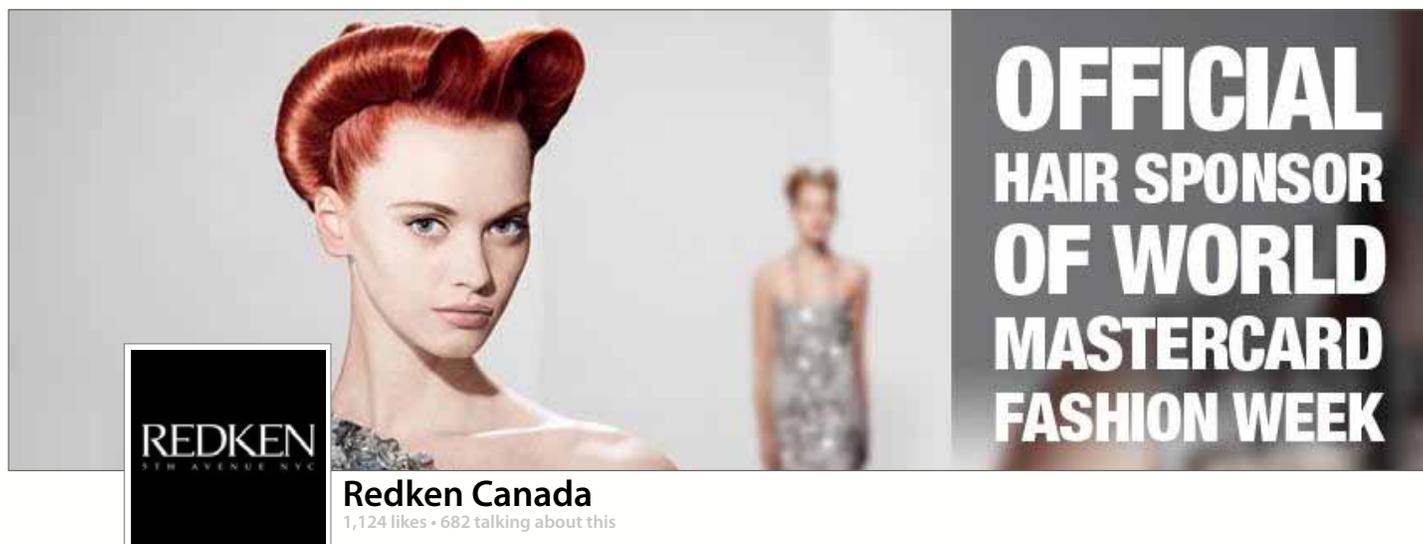
Goodbye, default landing tabs. Hello, pinned posts!

One of the best new features introduced in the Timeline is the ability to Pin a story to the top of your Timeline for up to 7 days using the pencil icon. Your pinned stories will be prominently displayed the top left of your Timeline where visitors can easily see it. Pin stories which include links to places you want your users to engage with the most, such as to your business’s website or to a particular App.

Timeline as a tool for increasing ROI

The Timeline provides new opportunities to improve ROI and conversions. Pinned posts, App icons, and stories in your Timeline can all be used to drive traffic to particular places you want visitors to navigate to. Take advantage of the new visual format of the Timeline to catch your reader’s eye, and use strong calls-to-action to direct your visitors to contests, Apps, or your website.

Brand using your Cover Photo



Your cover photo is the first thing people see when you visit your page, so make sure to take advantage of the opportunity to grab your visitors' attention right off the bat. Choose a sharp, visually engaging **851 x 315** pixel image that your audience will respond to. Some ideas include: a popular, recognizable product your company produces, a photograph of a customer in your target demographic using and enjoying your product, or a graphic that highlights your company's success.

Cover Photo: 851 x 315 pixels



Your cover photo is the large **851 x 315** pixel image that appears at the top of your page, above your profile photo.

Profile Picture: 180 x 180 pixels



Your profile photo is the **180 x 180** pixel image on the lower left corner of your cover photo. Your profile picture can be a head shot, your company's logo, or it can even be part of your cover photo.

Thumbnail Picture: 32 x 32 pixels



Keep in mind that your profile picture will appear as a **32 x 32** pixel thumbnail on other parts of the site, such as next to comments you may leave on other pages, so be sure that your profile picture can also stand on its own if you're going to blend it with your cover photo.

Since your cover photo overlaps with your profile picture, you can blend them together to create a clever, unified image. You may also wish to rotate several images and try them out to see which ones your audience responds best to. Alternatively, you can use text, charts, or graphs to make your point in your cover photo instead of a photograph. Just keep the following in mind...

DON'T: Include price or purchase information in your cover photo

It might be tempting to display a current store promotion in your cover photo or use your cover photo's prominent position to drive engagement to your website, but Facebook explicitly lists including text such as "40% off" or "Download it at our website" as a "don't."

DON'T: Include contact information in your Timeline cover photo

Leave out information such as your website address, email, or mailing address. A good rule of thumb is, if the information should go in your page's "About" section, leave it out of your cover photo.

DON'T: Reference Facebook features or actions

Don't reference Facebook features such as "Like" or "Share", and don't use arrows to point to such features.

DON'T: Include any calls-to-actions in your Timeline cover photo

Don't use any calls-to-actions like "Get it now" or "Tell your friends". These are allowed in other parts of your timeline though, such as in your Views and Apps section, and in posts on your timeline, but not in your cover photo.

DON'T: Use deceptive or misleading images or text in your cover photo

Use your own original content. Be careful not to infringe on third parties' intellectual property.

Create conversions using Apps



Photos



Donate



Videos



Store

1 ▾

Apps are growing from **520** pixels wide to **810**, which is in line with the Timeline's overall increased emphasis on visuals. Use this to your advantage and customize your Apps to utilize all of the newly available space when running a contest, making an announcement, or crafting your custom App.

Pick a thumbnail image to be associated with each App that is **111 x 74** pixels. The image you chose should encourage your visitors to click on the App, so you might include call-to-action text in the thumbnail image, such as "Donate" or "Enter Here". The rest of your Apps are accessible by clicking on the dropdown icon to the right of the views and Apps section.



Subscribe

Use Apps For Gaining Subscribers

Use Apps to start a customer contact list so that you will be able to generate more leads.



Win a trip

Use Apps for Contests and Sweepstakes

If you are running a contest, use the App icon to direct traffic to the App.



Events

Use Apps to Allow Fans to RSVP

Got a special event coming up? Use an App to allow guests to RSVP.

Use Pinned Posts to direct visitors to your goals



Posts can be pinned on your Timeline for up to 7 days. Direct visitors to your goals in a Pinned Post by giving them a clear call-to-action, such as incentivizing them to “Like” your page in exchange for a discount, or including a link to a special product or discount on your website.



Direct potential customers to where you want them to go

If you're running a contest, for example, you can create a post alerting visitors to the contest App and then pin that post to top of your timeline. Your call-to-action will therefore appear both in your pinned post and in the contest App's icon. This way, you have several places on your page where visitors can learn about your promotions.

Starbucks: Kona is Back!

Starbucks uses a pinned post to draw their visitors' attention to a newly available product. The story is featured in a strategic spot on their Timeline where it is easily visible to potential customers. They include an attractive image of the product, along with a link to their website, where customers can learn more about the product and how to purchase it.

Star posts and use Milestones to build a positive brand



Starred posts and Milestones allow you to showcase your company's successes and growth, so use them to share awards, major events and new product releases with your visitors.

Accentuate the positive, eliminate the negative

Control what appears on your Timeline by going back over your old stories and deleting anything that is irrelevant, embarrassing, or obsolete. Use the Star icon to highlight a story and assign it more value on your Timeline. Starred stories will take up more space than unstarred stories.

Use Milestones to highlight your company's successes

Milestones allow you to note turning points in your company or product's history, such as the date your company launched, reached a record number of fans, or won an award. Include Milestones as part of your larger branding strategy.



Opened in 1971

We opened our first store in Seattle's Pike Place Market.



Use private messaging to interact with your customers

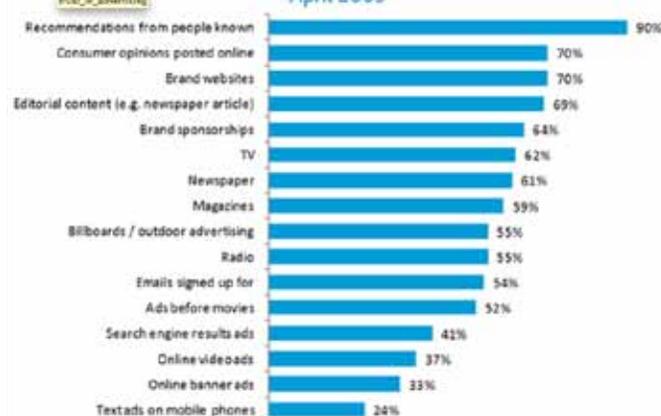


If a visitor leaves a negative comment on your Timeline, you may wish to use private messaging to discuss his or her concerns. Your fans can also send you private messages now, giving you a new opportunity for direct customer engagement.

Encourage fans to share with their friends

Visitors to your page will be able to see which of their friends are fans of your page, as well as what their friends have recently said about your company. These opinions hold tremendous weight since research has shown that consumers trust their friends' product opinions more than any other form of advertising.

Have some degree of trust* in the following forms of advertising April 2009



Source: The Nielsen Company
*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know

Therefore, it is important to control what your fans are saying about your product. Encourage your current fans to post about your company on their Timelines, and encourage them to share your stories with their Facebook friends.

Vary your post types to improve engagement



Your stories are the core of your Timeline. Use a variety of text-based stories, images, milestones, links, questions and videos to increase engagement with your fans and potential customers.

Create stories your customers will want to share with their friends.



Quality content can inspire viral sharing, so create engaging posts to encourage your fans to share your content with their Facebook friends.

Use photos to drive engagement

According to Facebook's own internal studies, posts that include a photo can generate twice as much engagement as compared with other post types.

Showcase customer testimonial videos



When you post a video, star the post and it will take up twice as much space as usual. This will encourage visitors to view the video directly on your Facebook Timeline, rather than watching it in a new window or tab, thus keeping your visitors from leaving your page.

Best Practices For Posting



- The best time to post to your Facebook Timeline in general is between 8 p.m.-7 a.m. but check your analytics and experiment to find the time that's best for your company.
- In general, stories posted on Wednesdays have 8% more engagement than posts on other days.
- Don't exceed two posts a day; otherwise, fans may hide you from their newsfeed and never see your posts again, unless they choose to manually change their preferences.
- Post one to four times every week for best results.
- Shorter posts receive the best engagement, so keep your posts under 40 characters, or at least under 80 characters.
- Question posts generate twice as much engagement as non-question posts. Fill-in-the-blank posts get nine times as many comments as other posts; for example, "The best thing about the new Facebook Timeline is _____."
- Use the words "coupons" and "\$ off" when posting about discounts. These tend to do better than "% off" discounts.
- Update your Timeline and switch up your images regularly. When fans get used to your digital persona, they won't have any reason to visit your page often. Updating your Timeline regularly, switching up your cover photo, and introducing new App icons every so often will keep your content fresh and encourage return visits to your Timeline from your fans.



Put it all into action



Nine tips for maximizing conversions with the new Timeline

- 1.** Use Pinned Posts to drive Traffic instead of default landing tabs
- 2.** Pin stories which include links to places you want your users to engage with the most, such as to your business's website or to a particular App.
- 3.** Choose a sharp, visually-engaging cover photo that showcases your brand, and choose a profile photo that will scale well as a thumbnail icon.
- 4.** Pick a thumbnail image to be associated with each App that includes call-to-action text in the thumbnail image, such as "Donate" or "Enter Here", to increase conversions.
- 5.** Star posts and add Milestones to your Timeline to brand your company.
- 6.** Control negative comments on your Timeline and use private messaging to address customer concerns and questions.
- 7.** Use a variety of post types such as text-based stories, links, videos, questions, and images, but use images more often than other post types to maximize engagement.
- 8.** Craft and post quality content to encourage viral sharing.
- 9.** Apply best practice to your Timeline posting strategy.

Free 15-minute Consultation

Learn how Hy.ly can help you reach your conversion goals and increase social media ROI.



Consult with a Hy.ly Conversions & ROI expert!



Contact Jessica

jt@hy.ly

516-HYLY-INC (495-9462)



Contact Coy

cg@hy.ly

516-HYLY-INC (495-9462)

About Hy.ly

Hy.ly actively rejects the hype surrounding social media. Instead, Hy.ly focuses on ROI using a Platform + Solutions approach to enable clients to acquire fans, leads & customers through Facebook. The Hy.ly platform has been recognized as one of the Top 20 Emerging Facebook Apps. (<http://bit.ly/hylytop20>)

Hy.ly was founded by serial entrepreneur Munish Gandhi, who previously co-founded Clickable, which received funding from Union Square Ventures and First Mark Capital, and is a technology partner with American Express.