



MACVB Annual Meeting  
Holland, Michigan  
October 1, 2012



# How to Turn Your Facebook Likes into Love

Presented By  
Dave Serino  
Strategist & Educator  
Think! Social Media

Think!

@DaveSerino

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# WORDS OF WISDOM

*"We lived on farms, we lived in cities, now we're going to live on the internet."*

Sean Parker

The Social Network

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# MORE THAN A SOCIAL NETWORK....



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## THE POWER OF FACEBOOK ADVERTISING

CONNECTING WITH, ENGAGING AND INFLUENCING YOUR CUSTOMERS

# CONNECT

FIND AND REACH YOUR AUDIENCE WITH PRECISION AT SCALE WITH FACEBOOK ADVERTISING

MORE PEOPLE, ON MORE DEVICES, MORE OFTEN THAN ANYWHERE ELSE



1

**955M**

TOTAL MONTHLY ACTIVE USERS



**58%**  
RETURN DAILY



**6:35**

FACEBOOK

**1:55**  
MICROSOFT\*

**2:07**  
YAHOO\*

**3:20**  
GOOGLE\*

HOURS SPENT ON DESKTOP PER PERSON PER MONTH

2

**67%**

YEAR OVER YEAR MOBILE USER GROWTH



**543M**

MONTHLY ACTIVE USERS ON MOBILE

1

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# facebook<sup>®</sup>

## EdgeRank

$$\left\{ \sum u_e w_e d_e \right\}$$



AFFINITY ( $u_e$ )



WEIGHT ( $w_e$ )



TIME DECAY ( $d_e$ )

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# FACEBOOK

1 - "Affinity" - Affinity measures the one-way relationship that a fan has with a Facebook Brand Page they have "liked".

2 - "Weight" - Weight measures how much interaction/engagement a current Facebook post is receiving.

- Shares > Comments
- Comments > Simple like
- Like on Your post > Click on a Link

3 - "Decay" - The longer a post has been up, the less likely it is to get seen. The very second it's posted, it's decaying. Facebook is becoming the perfect venue for

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facebook   David




**Golden Nugget Atlantic City**  
4,229 likes · 404 talking about this · 8,753 were here

Like Message

 Hotel  
 Huron Ave & Brigantine Blvd, Atlantic City, NJ.  
 1 800.777.8477  
 Open until 11:59 pm.

 Photos  4,229  Atlantic City  SWEEPSTAKES 1

About Photos Likes Map Sweepstakes

Highlights

Recent Posts by Others on Golden Nugget Atlantic City [See All](#)

 **Melanie Venice**  
 enjoyed playing the slots then had the worst dining e...  
 1 like 2 comments · 10 hours ago

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# FACEBOOK

## Use the Cover Photo to Capture the Visitor

- A showcase image to represent your destination, property, or attraction.
- It should be consistent with your marketing strategy and brand.
- Crowd source for a unique image through sites like Flickr or invite fans to submit their own
- Can not include price info, contact info, web addresses or references to “Like” the page.

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facebook   Davi



**FAN PHOTO OF THE WEEK**  
Dave Gosling Phegans Bay, NSW



**Australia**  
2,449,406 likes · 85,331 talking about this

Regional  
The official Facebook page for those who love holidays in Australia. Post your best Aussie snaps to our wall to give us permission to share. [more info]

Liked   

Food & Wine     1

Coastal     Outback

[About](#)    [Photos](#)    [Likes](#)    [Things to do](#)    [Instagram](#)

Highlights ▾

Write something...

**21 Friends**  
Like Australia



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facebook Search David

Baltimore About ✓ Liked

**401 Light Street**  
Baltimore, MD 21202

Phone 1 877  
Email info@baltimore.org  
Website http://www.baltimore.org  
http://www.visitmybaltimore.com

### Basic Info

**Founded** 1729 (Incorporated 1797)

**Parking** Street  
Parking Lot  
Valet

**Products** Go to [www.visitmybaltimore.com](http://www.visitmybaltimore.com) to see examples of all the wonderful and unique experiences Baltimore has to offer created by the people that know it best, Baltimoreans.

### About

Whether it's baseball and beer, pop culture and pop art, the classics and the contemporary, fine dining and festive events. There's something new and unexpected to discover in Baltimore. Learn more by following @BaltimoreMD on Twitter.

**Company Overview**

The official destination marketing organization for the City of Baltimore.

**Description**

Baltimore is a colorful city with an easy, breezy, open feeling that gives people the freedom to kick back, be spontaneous and allow the energy of the city to guide each adventure. Baltimore's vibrant harbor at the heart of the city sets the stage for easy access to all major venues.

# FACEBOOK

Use the Timeline to Tell Your Story

*"It's an incredibly powerful way for modern audiences to engage with the Tower's rich history, in the same way they interact with their friends and record their own lives."*

Tim Powell

Digital Media Manager

Historic Royal Palaces

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Explore 1000 years of history

+ Create Page  
Heisman Trophy Tour  
sportsillustrated.cn...  
Coming to Soldier Field. Visit the Nissan Tour before the Notre Dame

Tower of London Timeline 1542

Liked

### Catherine Howard is beheaded on Tower Green

February 13, 1542

Henry VIII's fifth wife is arrested at Hampton Court Palace, accused of past love affairs and present adultery. She is later taken to the Tower of London and beheaded by axe, probably aged only 20.

<http://bit.ly/QzF2BB>



Tow  
19,67

Landmark · Historical Place · Tourist Att  
The 1,000 year old fortress in the centr  
history. Famous as the home of the Cro  
ravens...and bloody tales of prisoners a

About

Post Photo / Video

Write something...

Tower of London  
September 27



1542  
Catherine Howard is beheaded  
on Tower Green

Like · Comment

2

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facebook  David Serino Home

facebook  David Serino Home

**Ben & Jerry's** Timeline 1988 Highlights Like Create a Page

**Ben & Jerry's** July 2, 1988

Ben & Jerry's purchases and renovates a manufacturing facility in Springfield, Vermont, to produce its ice cream novelties and releases Peace Pops (chocolate coated ice cream bars on a stick with information on the package about 1% For Peace) nationally.

**Ben & Jerry's** July 1, 1988

Ben & Jerry's rescues Rhode Island's legendary Newport Folk Festival from oblivion by becoming its sponsor.

Food/Beverages  
Ben & Jerry's believe give back to the co possible ice cream  
About

Post Photo  
Write something...

Like · Comment · Share 1

Like · Comment · Share 1

Now  
February  
2012  
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2010  
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2006  
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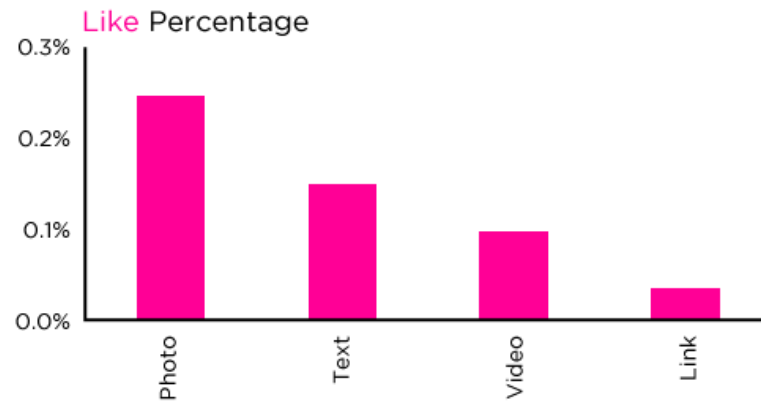
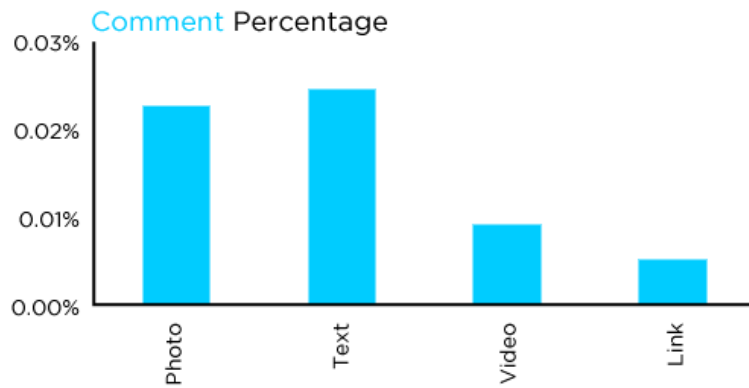
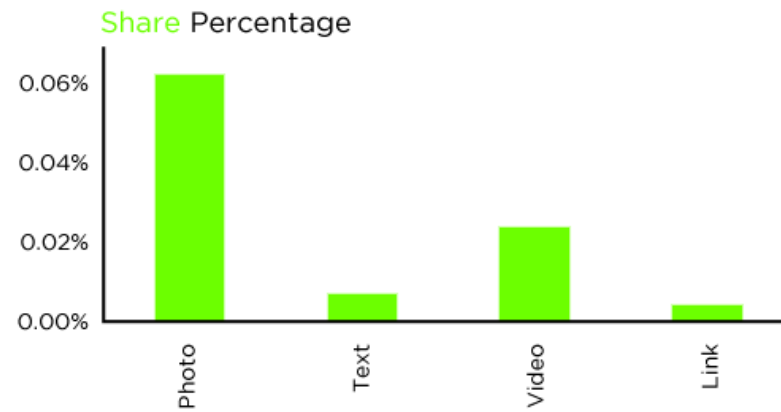
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# FACEBOOK

## Add an Image to Each Post!



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**Louisiana Travel**  
September 27

Oh yeah -- Shrimp po' boy!! Click like if you love 'em!  
Where's your favorite spot in Louisiana to get one?

Photo via flickr/Prince Roy



Like · Comment · Share

519

6,031 people like this.

View all 1,100 comments

**Michigan's Upper Peninsula** shared Lake Superior's photo.  
Friday

Yup...it's that time of year :)



Like · Comment · Share

1,377

4,552 people like this.

View all 248 comments

Think!

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# FACEBOOK

## Power the Post!

Visit St. Pete/Clearwater  
July 9

ATTENTION St. Pete fans - You don't want to miss week 7's 100 Days of Summer giveaway. The winner this week wins a 4-day, 3-night stay at the Renaissance Vinoy Plus, enjoy 3 free breakfasts on at this gem on the waterfront in downtown St. Pete and tickets to the Salvador Dali Museum and Painting With a Twist-St Pete Enter now and every day until Sunday, July 15th for this prize package.  
<http://bit.ly/j3CeRj>

Ad Preview Edit

Visit St. Pete/Clearwater  
ATTENTION St. Pete fans - You don't want to miss week 7's 100 Days of Summer giveaway. The...

1,893 189 350

Targeting Edit

This ad targets 1,629,140 users:

- who live in the United States
- between the ages of 25 and 55 inclusive
- who like #Gulf Shores, Alabama, #Orange Beach, Alabama, #Visit Florida, #Gulf Coast of the United States, alabama gulf coast, #Clearwater, Florida, clearwater beach, #St. Petersburg, Florida or #Tampa, Florida
- who are not already connected to Visit St. Pete/Clearwater

Suggested Bid: \$0.18 - 0.43 USD

Organic	34,957
Viral	10,593
Paid	389,349

858,764 people saw your most popular post.

432,497 people saw this post

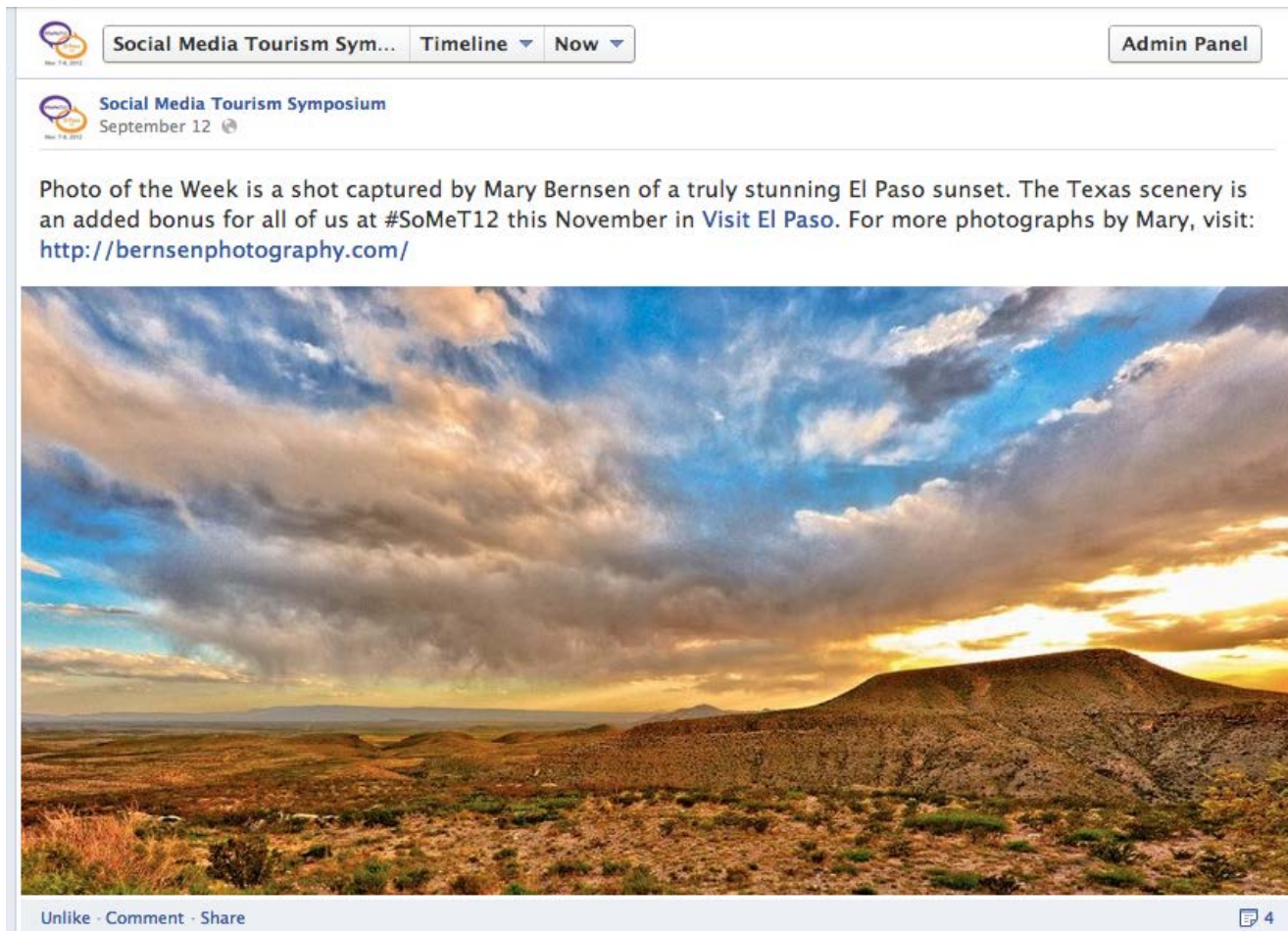
189 350 Promote

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# FACEBOOK

## Highlight and Pin the Post!



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# FACEBOOK

- **Make it Shareable with a tag!**

**Colorado River Trail**  
After climbing Enchanted Rock State Natural Area, which do you enjoy more – the downhill trip or resting once you make it to the top? Then next time you make the climb, who will you bring with you? Tag them when you vote in the comments below.

Like · Comment · Share · February 6 at 11:04am ·

Jeremy Harvey, Katie Cook and 3 others like this.

1 share

**Sarah Tumlinson Page** I'm partial to enjoying my time at the top. I bet Alysia Cook would be fun to bring along. Heck, she's climbed a volcano ...  
February 6 at 11:06am · Like · 1

**Katie Cook** I love to rest and check out the view too. My husband, Patrick Cook, and I have enjoyed the hike many times.  
February 6 at 11:10am · Like · 1

**Colorado River Trail** Thanks to <http://www.flickr.com/photos/daveham/> and <http://www.flickr.com/photos/friedpotatoproduct/> for the pics! :)

**Flickr: daveham's Photostream**  
[www.flickr.com](http://www.flickr.com)  
Flickr is almost certainly the best online photo management and sharing applicat...  
See More

February 6 at 11:11am · Like

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# FACEBOOK

- **Ask a Question**

 Visit South Africa shared Travelzoo's photo.  
Check out this deal from our friends at Travelzoo



Would you take a walk on the wild side in South Africa? You can with this safari deal. <http://ow.ly/dO8k5>

Like · Comment · Share ·  293  24  48 · 43 minutes ago · 

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# FACEBOOK

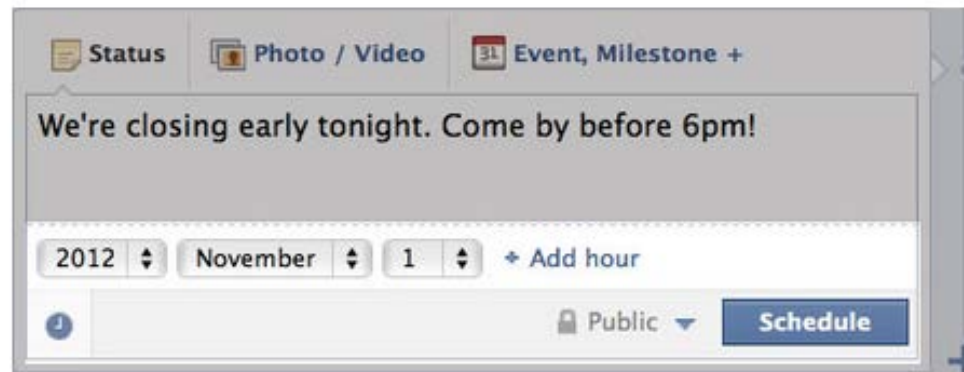
- **Think outside the work week**

- ▼ **How do I schedule a post to appear on my Page later?**

You can prepare a post and schedule it to appear later by adding a date and time in the future before you post it. You can schedule a post up to 6 months in advance in 15-minute intervals.

From your Page's sharing tool:

1. Choose the type of post you want to add to your Page
2. Click the  icon in the lower-left of the sharing tool
3. Choose the future year, month, day, hour and minute when you'd like your post to appear
4. Click **Schedule**

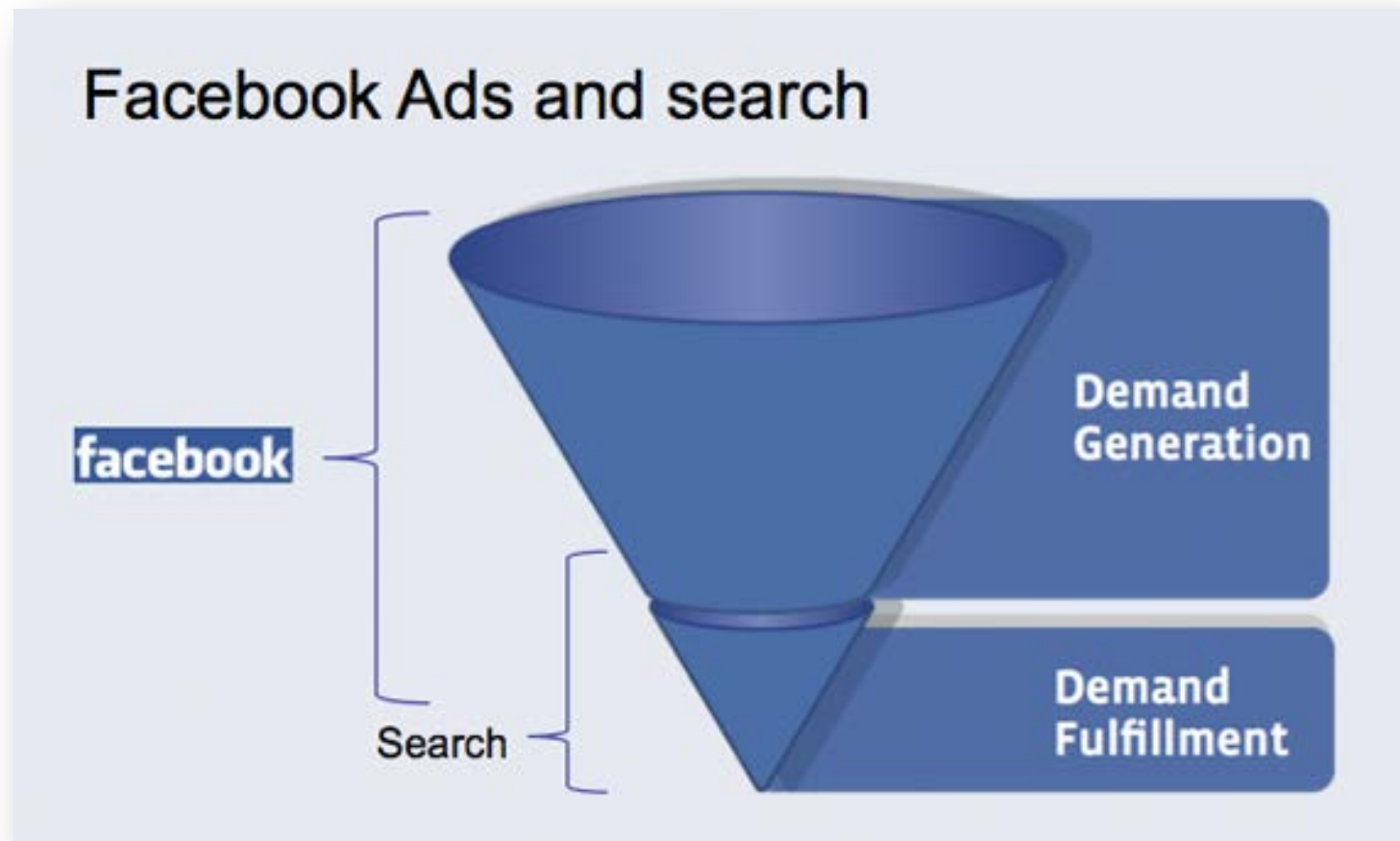


If you choose a date in the past, the post will appear immediately at the appropriate place on your Page's timeline. All times correspond to the current time zone you're in.

Think!

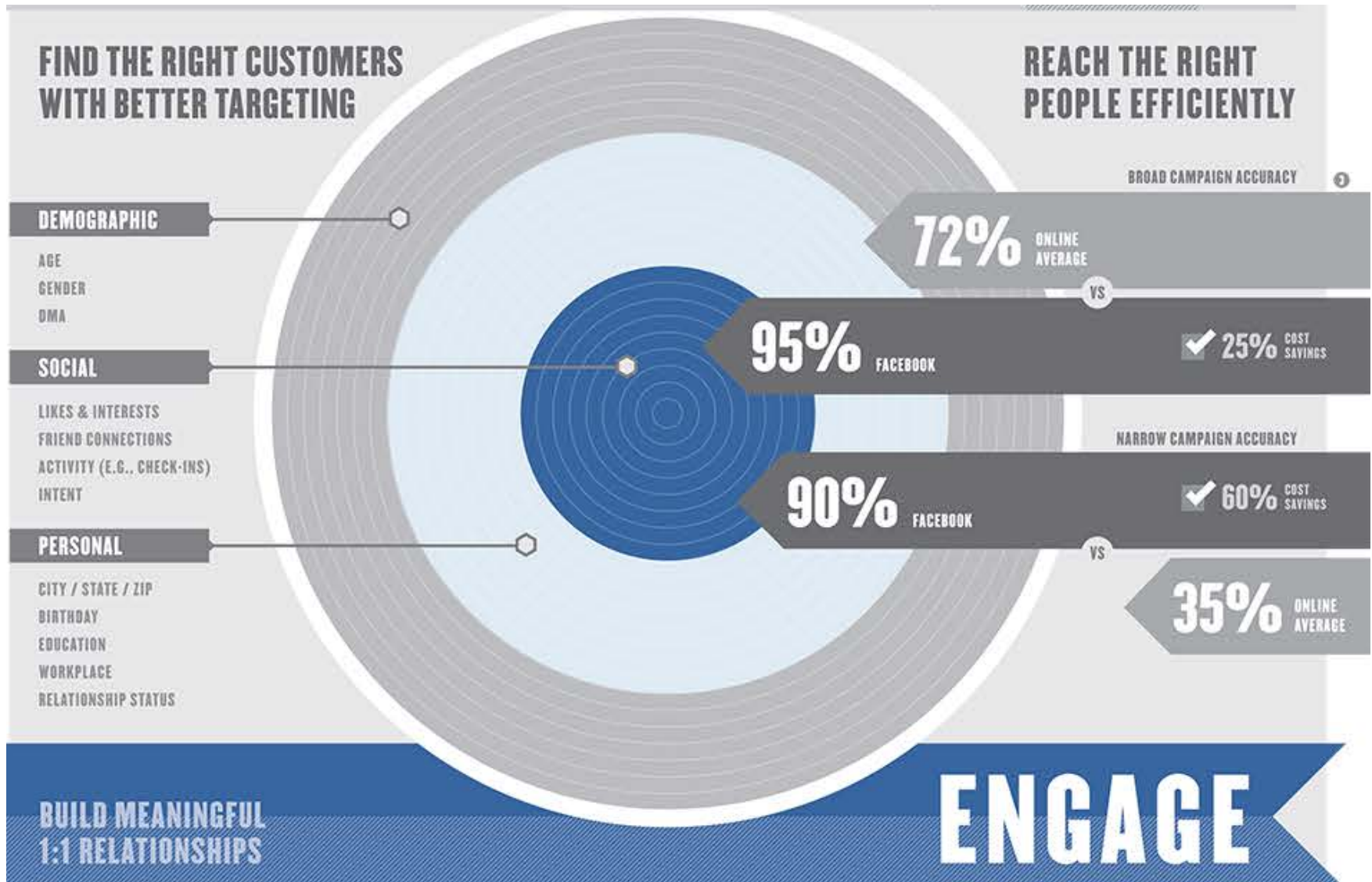
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# CREATING DEMAND WITH ADS



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# FACEBOOK ADS

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## Preview

Miles & Miles of Bargains



All Campaigns » Campaign: More on 34  
Ad: Miles & Miles of B

Campaign Name: More on 34  
Ad Name: Miles & Miles of B

Aurora to Galesburg, bargains await...Father's Day weekend is the date!  
Friday and Saturday, June 17 & 18, 2011  
See Our 2009 Photo Contest Winners

Miles and Miles of Bargains

## View Advertising Report

Export Report (.csv) Generate Another Report Schedule this Report

Report Type: Advertising Performance  
Summarize By: Ad  
Time Summary: Custom  
Filter: Miles & Miles of Bargains  
Date Range: Lifetime

3,272,602 Impressions 1,776 Clicks 0.054% CTR \$899.53 Spent \$0.27 CPM \$0.51 CPC

Date Range ?	Campaign ?	Ad Name	Impressions ?	Social Impressions ?	Social % ?	Clicks ?	Social Clicks ?	CTR ?	Social CTR ?	CPC ?	CPM ?	Spent ?
Lifetime	More on 34	Miles & Miles of Bargains	3,272,602	177,169	5.41%	1,776	127	0.054%	0.072%	0.51	0.27	899.53

**List your sale for FREE!**  
**Sellers** tell us where you'll be along the route  
**Buyers** check here to find vendor locations

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facebook Search for people, places and things David Serino

You are posting, commenting, and liking as Gaylord Michigan Tourism Bureau — Change to David Serino

Gaylord Michigan Tourism... Enter to Win! Liked

**Ad Preview** Edit

**Gaylord Michigan Tourism Bureau**  
Love the Michigan outdoors? Click LIKE to WIN a Kayak & Gaylord Outdoor Adventure Getaway!

You like this.

**Targeting**

This ad targets 1,750,220 users:

- who live in the United States
- who live in Indiana, Michigan, Ohio or Wisconsin
- age 18 and older
- who like #Outdoors, #Pure Michigan, #Wilderness, #Kayak, #Camping or #Canoeing
- who are not already connected to Gaylord Michigan Tourism Bureau

Suggested Bid: \$0.17 – 0.40 USD

View on Site - Create a Similar Ad

Close

Fall is a great time to experience all the great things that Gaylord, Michigan has to offer.

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# Measuring Facebook ROI: Conversions in Baton Rouge, LA

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# BACKGROUND

- Goal one was to calculate the ROI estimates of the organization's 21,760 Facebook Fans/Likes
- Goal two was to understand more about the audience's demographics & the use of each application
- Sample of completed surveys included 425 Facebook Fans/Likes

# ROI – FACEBOOK RESULTS

- The average incremental trip lasted 2.7 days, with reported in-market spending of \$137.90 per day. These incremental trips are estimated to have generated \$1,185,666 in new visitor spending in Baton Rouge.
- The page also convinced visitors to extend their intended stays. The research results show that the Visit Baton Rouge Facebook content generated 404 new visitor days for Baton Rouge.

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# ROI – FACEBOOK RESULTS

- The Visit BTR Facebook page had accounted for approximately \$1,241,354 in direct visitor spending in Baton Rouge. Visit Baton Rouge had 21,760 Fans/Likes on Facebook at the conclusion of the study
- It is estimated each of these Fans/Likes represented \$57 in economic impact to Baton Rouge.

# ROI – FACEBOOK RESULTS

## Baton Rouge: Social Media ROI Calculation

21,760 Facebook Fans



## Identify Incremental Visits (& Trips Extended)

3,184 trips (404 days)



## Determine the value of these trips/days

\$1.24 million

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www.FaceBook.com/ThinkSocialMedia  
www.FaceBook.com/DaveSerinoSays



<http://44d.me/DaveSerino>

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