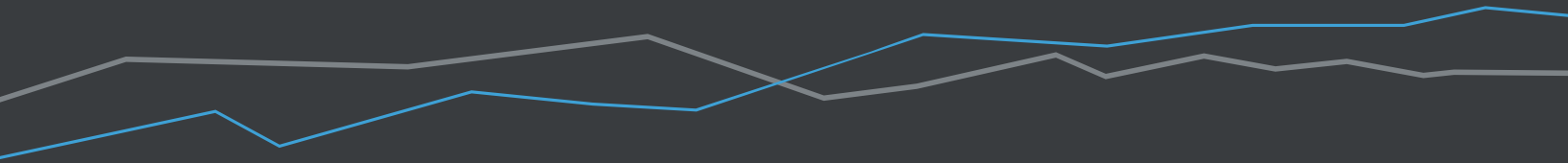


# webtrends™

Expanding Your User Engagement and Presence



## Engage Your Audience

Companies must go beyond marketing that interrupts a customer's online experience. Marketers see Facebook as the best opportunity to do that, and with good reason.

Facebook has more than 500 million users. According to Mashable.com, in August of 2010 Facebook finally became the website where more people spend more time than any other, with an average 9.9% share of total online hours. A brand's Facebook Page has become the point of contact for customers, particularly millennials and the under-35 demographic.

The Facebook app space is ripe for experimentation, but only if brand marketers do it in a strategic and focused way that generates real value.

This white paper discusses how to use Webtrends Engagement Apps to increase user posts about your brand and attract more friends to your page.

### What is an App?

An app is fun, useful software that enhances social and mobile mediums. In many ways you can think of an app as a website inside a site, or a mobile site that makes your brand more accessible and engaging.

Engagement Apps are very useful for market research. Requiring minimal effort, these apps generate fan and follower interaction by asking for personal preferences.

### WHY ADDING ENGAGEMENT FEATURES TO YOUR FACEBOOK PAGE IS IMPORTANT

Getting a user to "like" your Facebook Page is as important as them joining your mailing list, because "likes" allow you to send newsfeeds to the user on his or her own Facebook homepage.

And although Facebook allows you to share basic videos, photos, and notes, it does not offer advanced engagement capabilities like polls, quizzes, gifts or gift cards.

### WEBTRENDS ENGAGEMENT APPS

Webtrends Apps includes a variety of brandable, customizable turnkey apps that add advanced engagement features. When combined with good content, Face Off, Quiz, Poll, and Sweepstakes are the four most useful engagement apps on a Facebook Page.

### MOST POPULAR FACEBOOK ENGAGEMENT APPS

Face Off	Your users will love picking between two options and sharing with their friends.
Quiz	Your users will enjoy fully branded and highly viral personality quizzes.
Poll	A fun way for your users to vote and share with their friends.
Sweepstakes	Create a sweepstakes that your audience can engage with to win prizes.

### ADDITIONAL ENGAGEMENT APPS

Trivia	A fun way for your users to test their mental powers.
Gifts	Virtual gifts are a fun way to engage fans with your content.
Shout Out	Let your users post fun quotes to their newsfeeds and draw traffic and interest from their friends.
Song Cards	Your users will have a great time sending song cards with custom messages to their friends.

## CUSTOMIZE LOOKS AND CALLS TO ACTION

You can brand each component of a Webtrends App, arrange them individually, and add numerous calls to action and hovers.



Webtrends Apps can be highly styled, with custom calls to action

## ADD AN ENGAGEMENT APP TO YOUR FACEBOOK PAGE

Having more than one engagement feature on a single tab significantly decreases conversions. Add engagement apps to a Facebook Page within a single tab to give visitors a focused path to follow.



A Webtrends App deployed in a Facebook Page tab

## ADD AN ENGAGEMENT APP TO YOUR WEBSITE

You can also increase traffic by driving visitors directly from your Facebook Page to your website. And if your website includes Facebook Connect logins, Webtrends Apps will automatically inherit that information. Users can then share with their friends from your website as though on Facebook.

*"We're always looking for new ways to let our fans engage with their favorite CBS TV shows. By socially syndicating CBS content with Webtrends, CBS fans can now customize their Facebook and MySpace pages with content from shows like CSI, Survivor and NCIS."*

**Anthony Soohoo, CBS Interactive**



## USE THE NEWSFEED TO DRIVE TRAFFIC TO THE ENGAGEMENT APP

App notifications need to show up on your visitors' Facebook homepages. So once you install an engagement app, let users know about it by posting to newsfeeds.



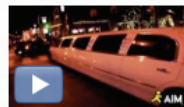
**AIM** Do you live near Dallas, Tampa or Atlanta? Love Jason Derulo? If yes to both, enter for a chance to win a VIP Trip to Meet Jason Derulo Live in Concert with 8 of your closest friends! Enter now <http://bit.ly/AlMJDerulo>

October 5 at 11:45am · Like · Comment

Then, follow up with more newsfeed posts so a majority of subscribers see it. Posting once every three days on a campaign is a good amount.



**AIM** If you haven't entered our contest to meet and see Jason Derulo LIVE with 8 of your friends, here's what you're missing out on.



October 6 at 11:41am · Like · Comment · Share



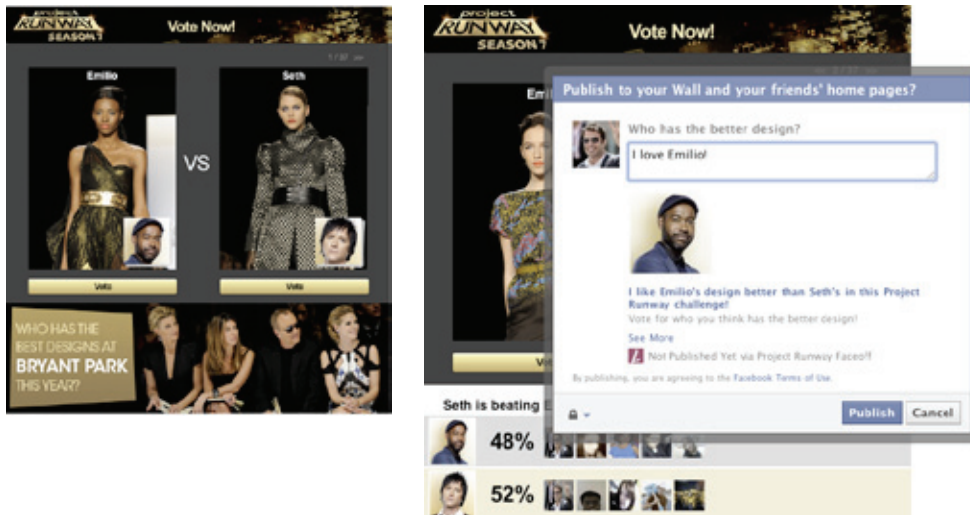
**AIM** Dallas & Atlanta Jason Derulo Fans! Today is the last day to enter the AIM Jason Derulo contest where you and 8 friends could be ridin' in style to Jason's concert. Plus meet him live! Enter now <http://www.aim.com/contest>

October 11 at 6:58am · Like · Comment

## GET USERS TO POST TO THEIR NEWSFEED SO FRIENDS WILL SEE IT

Whenever a user takes an action, encourage them to post to their own newsfeed, especially if they have voted and expressed their taste, knowledge and style.

Their selection then shows up in their profile newsfeed and on their friends' homepages. Webtrends Apps lets you fully customize this post, as well as the call to action at the bottom of the post.



**Peter Yared** I love Emilio!



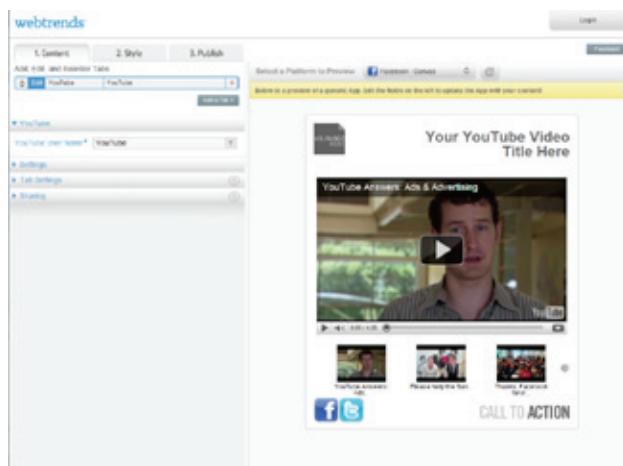
**I like Emilio's design better than Seth's in this Project Runway challenge!**  
Vote for who you think has the better design!

[See More](#)

 6 seconds ago via Project Runway Faceoff · [Like](#) · [Comment](#) · [Fashion Faceoff](#)

## CYCLE DIFFERENT TYPES OF ENGAGEMENT APPS

After a couple of weeks, an engagement app will need to be replaced with a different type of app. Mix it up! Going from Sweepstakes app to Quiz to Song Card will keep your Facebook Page fresh and engaging.

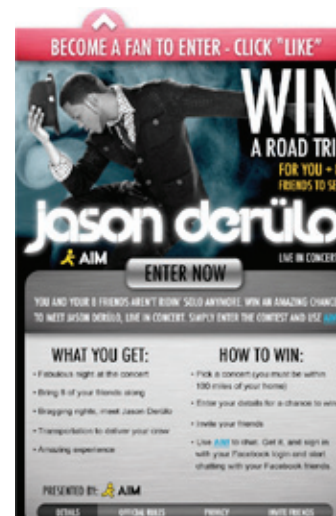


## UPDATE CONTENT WITHIN ENGAGEMENT APPS

Once you have cycled through different engagement apps, it is important to change the content, even if it's just a small change. For example, write a new poll question or create new face off pairs. You can do this with ease using Webtrends Apps' drag and drop design.

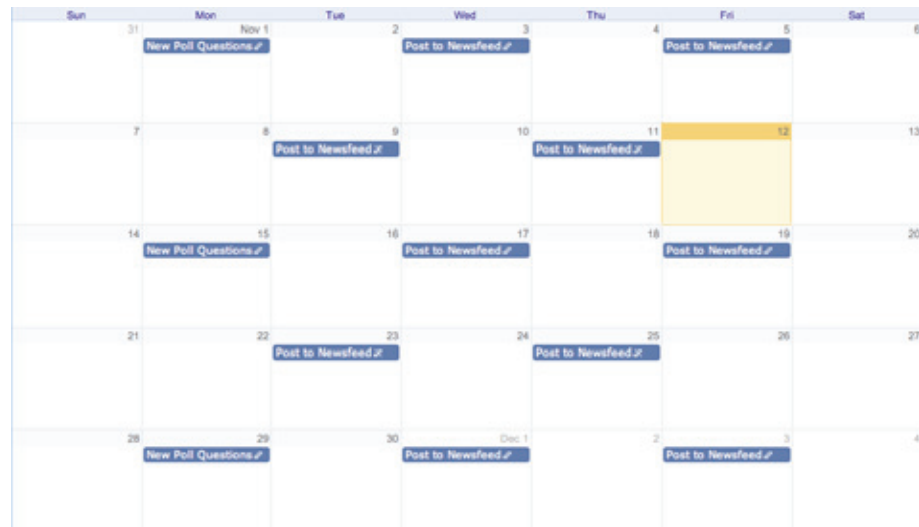
## REQUIRE LIKES TO INCREASE PAGE SUBSCRIBERS

A great way to get more people to "like" your Facebook Page is to use Webtrends Apps' "Like Required" feature, which restricts access to exclusive content until a user "likes" your page.



## SET UP AN ENGAGEMENT CALENDAR

Maintaining a consistent Facebook engagement presence is not overly time consuming, but it requires consistency. Set up an engagement calendar to remind you to post to the newsfeed about the current app every few days and to cycle to a new engagement app every few weeks.



## What Doesn't Engage

Over the years, Webtrends Apps has shown what works for Facebook engagement. But it's also worth pointing out what not to do. The following Facebook engagement techniques definitely do not work.

### PUTTING APPS DIRECTLY IN THE NEWSFEED

Facebook's video feature is not meant for apps. When you load a Flash app directly in the newsfeed using the video player, the Flash unit cannot access any Facebook viral sharing channels. That means no newsfeed sharing, which is the reason for a Facebook engagement campaign in the first place!

### PUTTING NUMEROUS APPS ON ONE TAB

While it may seem easy, putting several apps on one fan page tab with no obvious call to action loses audience. It is better to run one engagement unit at a time, use a clear call to action ("Vote for your favorite color!") and have users click on a tab with one app in order to act.

### USING ONLY ONE ENGAGEMENT APP FOR A LONG PERIOD OF TIME

It is important to pick a set of apps and cycle through them regularly to keep your page fresh. Users tire of only voting or entering sweepstakes, especially if it's the same one over and over.

## Easy Approach to Paid Social Marketing

Facebook's Ad network reaches more than a quarter of all internet users. Tap into this growing platform to promote your business using a combination of Webtrends Apps and Ads.

## Detailed Analytics Built In

Webtrends Apps provides detailed reports about how people engage with your content, including number of shares and individual clicks, like scrolling through video thumbnails and selecting calls to action.

Webtrends Apps also shows the demographic breakdown of all your visitors.



The Webtrends Apps Dashboard

## WEBRENDS APP AND AD PACKAGES

You can pick any four apps as part of Webtrends' Engagement App Package, immediately expanding your Facebook user engagement and presence with proven tools and techniques. Include Webtrends Ads to effectively leverage Facebook advertising to gain fans, drive engagement, and deliver conversions/transactions. Contact [appsales@webtrends.com](mailto:appsales@webtrends.com) today to learn more.



851 SW 6th Ave., Suite 1600  
Portland, OR 97204  
1.503.294.7025  
fax: 1.503.294.7130

Webtrends Sales  
1.888.932.8736  
sales@Webtrends.com

**Europe, Middle East, Africa**  
+44 (0) 1784 415 700  
emea@Webtrends.com

For offices worldwide, visit:  
[www.Webtrends.com](http://www.Webtrends.com)

### About Webtrends Inc.

Webtrends is the global leader in mobile and social analytics. We help marketers create, measure and improve campaigns for more than 7,000 leading brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising.

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