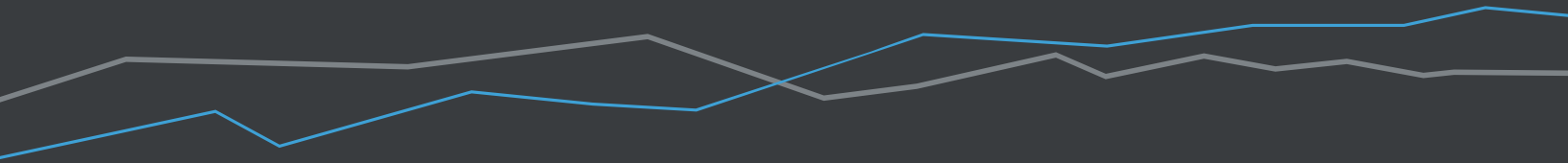


webtrends™

Creating an Effective Brand Presence on Facebook



Easily Add Fresh, Engaging Content to Your Facebook Page

“Facebook overtakes Google.” 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.

Since the introduction of Facebook Pages in 2009, a brand’s Facebook Page has rapidly become a prevalent point of contact for customers, particularly the millenials and under-35 demographic. These users are much more likely to visit a brand’s Facebook Page than a brand’s website.

But most marketing professionals who want to use Facebook for business find themselves a bit stumped. They understand the importance of an effective brand presence on Facebook, but how do they create one?

This white paper discusses key ways to use Webtrends Content Apps to maximize page exposure; continually post fresh, engaging content; and encourage fans to interact.

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.

Content Apps syndicate existing social media content on additional publication mediums.

WHY ADDING BRANDED CONTENT TO YOUR FACEBOOK PAGE IS IMPORTANT

Your Facebook Page should focus on maintaining a conversation with your fans. Adding engaging, highly branded content to your Page increases brand awareness, content views, and people that “Like” you.

Facebook provides basic ways to use videos, photos, and notes, but these basic features are not brandable and do not automatically import content. That makes it difficult to focus your content strategy on imagery familiar to your fans.

WEBTRENDS CONTENT APPS

Webtrends Apps includes a variety of brandable, customizable turnkey apps that display content on your Facebook Page. Landing Page, YouTube, Blog, and Twitter are the most popular content apps.

“The Webtrends apps we’ve deployed have been key in our overall goal to drive interest in our original editorial and video content. And, because Webtrends apps are extremely engaging and fully branded they enable us to extend the reach of our content franchises into the social worlds of our fans.”

Bill Binenstock, Vice President of TV.com

MOST POPULAR FACEBOOK CONTENT APPS

Landing Page	A landing page is an easy way to display text, images and links, as well as let visitors navigate to other types of apps.
YouTube	Syndicates your YouTube videos or your favorite YouTube videos.
Twitter	Show the latest tweets from your Twitter account with a familiar Twitter look and feel.
Blog	Syndicate your latest news and blog entries with sharing and many customization features.

ADDITIONAL CONTENT APPS

Image Gallery	Show off your brand's photos in a gallery with sliding thumbnails.
Image Feed	Show off your Flickr or other MRSS compatible image feed with sliding thumbnails.
Video	Display a single YouTube or Brightcove video with viral sharing features.
Videos	Display videos from a Media RSS feed such as Brightcove with a thumbnail selector and viral sharing features.
Invite	Let your fans keep their friends informed with a Facebook Invite.
Coupon	Deploy your latest promotion to customers and help them share your coupon with their friends.
Flash	Wrap your Flash SWF assets so that they integrate smoothly into social networks with a Facebook activation feature and sharing.

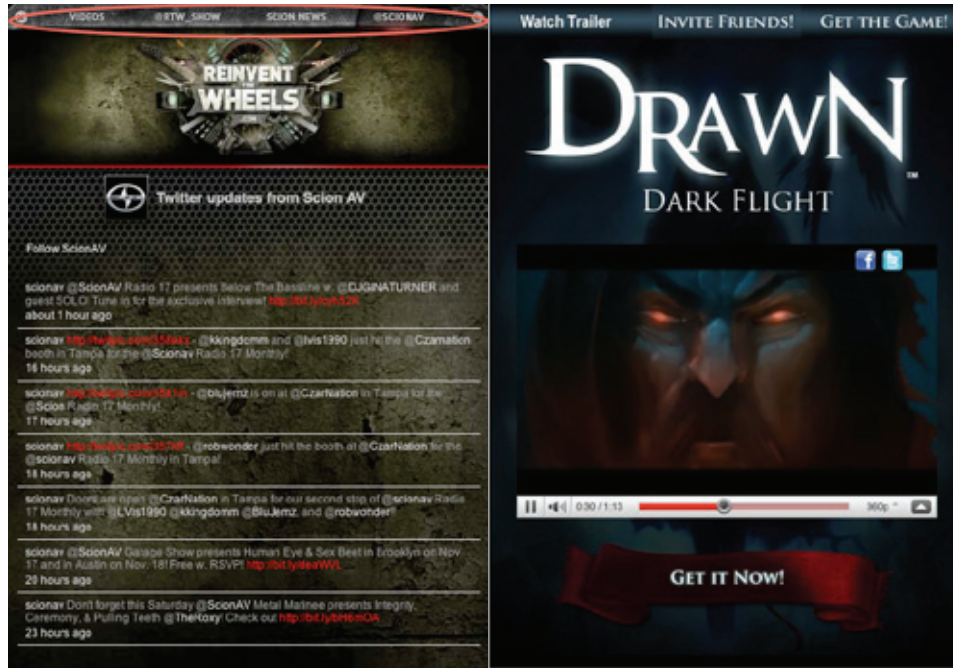
HOW WEBTRENDS APPS FIT INTO YOUR FACEBOOK PAGE

There are two ways to add content apps to your page. The first is to put each app in its own tab with its own tab name.



A Webtrends App in a Facebook Page tab

The second way is to put all content apps in a single tab on your Facebook Page. This tab can be set as the default to drive visitors straight to it. However, putting all your content on a single tab can be confusing, so Webtrends Apps allows navigation between pages with rollovers, dropdowns and styled tabs.



A Webtrends App with multiple pages of content and navigation images

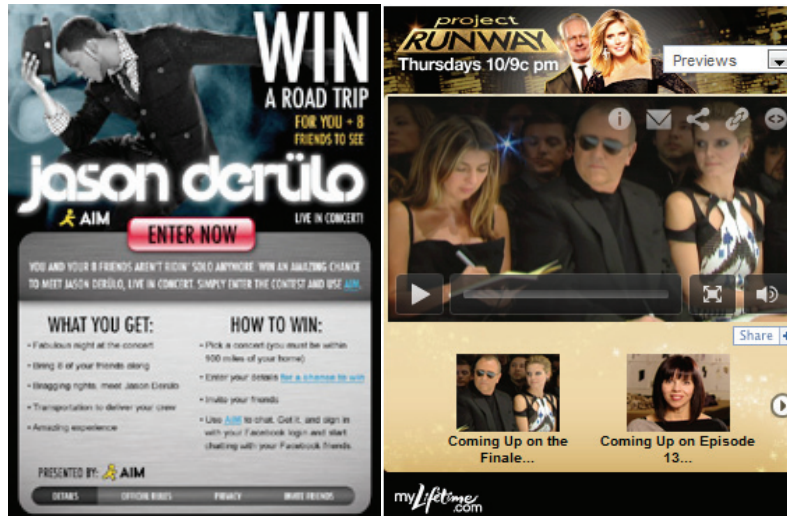
REQUIRING LIKES TO SEE EXCLUSIVE CONTENT

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.



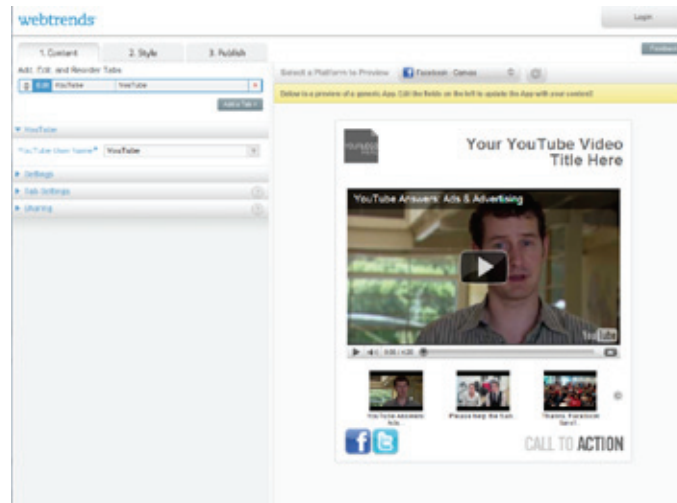
ABILITY TO CUSTOMIZE LOOK AND CALLS TO ACTION

Each component of a Webtrends App can be branded, arranged individually, and have numerous calls to action and hovers added.



UPDATING YOUR CONTENT

Webtrends Apps automatically updates YouTube, Twitter and blog content on your Facebook Page. Or with our drag and drop design, you can refresh content easily yourself.



The Webtrends Apps builder makes apps as easy as email campaigns

DETAILED ANALYTICS

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

WEBTRENDS CONTENT APP PACKAGE

The Webtrends Content App Package allows you to create any four apps. It's the quickest way to get started and add to your Facebook presence right now. Contact appssales@webtrends.com to learn more.



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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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