The value of a fan

CLARE KAVANAGH
Facebook has 1.1 billion active users.
Facebook has 2.2 million Monthly users in Ireland
On average users spend **11 hours** per month on Facebook Mobile

... And 6 hours on desk top
93% of Facebook users claim to ‘like’ at least one brand.
Facebook fan pages have over 53 billion fans between them.
70% of Irish companies use Facebook as part of their marketing strategy.
What we know
Your fans are your most loyal consumers
Facebook fan pages can have an impact on how core consumers feel about a brand.
Size isn’t everything...

Bigger does not always mean better! Number of fans has no impact on Fan Page approval

Correlation: 0.02, $r^2 = 0.00; r = -0.04$
It is vital to have **clear objectives & a consistent conversation plan** for your fan page.
Wider strategy tool
“In March 2012 Facebook timeline became compulsory for all brand fan pages once again redefining the Facebook experience for marketers and consumers alike.”
What impact is timeline having on the fan page experience?

**FanIndex Rating**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Pre-timeline</th>
<th>Post-timeline</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Opinion</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Very favourable”</td>
<td>48%</td>
<td>61%</td>
<td>+13</td>
</tr>
<tr>
<td><strong>Recommendation Likelihood</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Very likely”</td>
<td>45%</td>
<td>53%</td>
<td>+8</td>
</tr>
<tr>
<td><strong>Revisit Likelihood</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Very likely”</td>
<td>60%</td>
<td>71%</td>
<td>+11</td>
</tr>
<tr>
<td><strong>Attention To Brand Posts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Pay a lot of attention, read them regularly”</td>
<td>40%</td>
<td>46%</td>
<td>+6</td>
</tr>
</tbody>
</table>
What impact is timeline having on brand equity

The more engaging nature of timeline is further increasing the impact that fan pages can have.

INCREASE

Pre-Timeline

INFORMED 56%
LOVE 48%
CLOSENESS 39%
APPEAL 38%
CONVERSATION 27%
LIKELIHOOD TO BUY 49%

Post-Timeline

62%
54%
45%
49%
27%
57%
Foundations of a successful fan page

- Regular Posts
- Contest/Giveaways
- Ease of Use
- Offers
- Trustworthy Brand News
- New Product Info

![Facebook fan page layout diagram]
Signpost core content:
Choose which 4 apps you display
Label clearly
Rotate regularly

Use bold images to grab attention!
Link these through to other areas of your fan page to encourage interaction
Use the pinning function to keep your latest news or campaign at the top of the page for 7 days.

Limit the amount of text you use in posts - use **bold short blocks** which will work as well on mobile as online.
Use the highlight function to enlarge key posts – and break up the look of your timeline.
Some examples...
Some examples...
Starting this month, we’re bringing the talk home!
8 flights to be won each month for a full year!

Lyons Tea
236,990 likes · 2,344 talking about this

Food/Beverages
The Official facebook of Lyons Tea! At Lyons we pride ourselves on bringing you the best quality tea and the finest blends. The great thing about Lyons Tea is that it is a completely natural product, with nothing added but sun, rain and wind!

About – Suggest an Edit


Enter your unique code into our app below.
Any entries posted onto the Lyons wall will not be entered.
Bill Clinton visits the Guinness Storehouse
December 12, 2000 in St. James's Gate

The President of the United States of America, Bill Clinton, accompanied by First Lady and Senator Designate Hillary Rodham Clinton and their daughter Mi Chelsea Clinton visited the Guinness Storehouse.
Some examples...
The dangers of being exposed

Keep posting the same message when the last one is still obvious on the page

Focus on only one type of content

Keep re-using the same image

Have long gaps between posts – or worst of all set up a page and never post at all
The dangers of being exposed

Timeline can also expose those brands not paying sufficient attention to their page
Making your fan page flourish

- Variety DIFFERENTIATOR
- Fun DIFFERENTIATOR
- Community DIFFERENTIATOR
- Interaction DIFFERENTIATOR
- Innovation DIFFERENTIATOR
- Useful information DIFFERENTIATOR
The ‘Holy Grail’ of community

Do you have a relevant proposition to build a community around?

What does being part of your brand community mean to fans?

Make fans part of your ‘inner circle’
Make the most of The Social Network
Summary

Make sure:

• your Facebook strategy goes **beyond just collecting likes**

• you commit **time** and **resource** to ensure you are positively engaging with these important customers

• you **optimise the possibilities with Timeline** by having a plan

• harness the social nature of Facebook by providing content which fans will want to **interact with or share**, widening the reach of your brand message beyond your current fans