

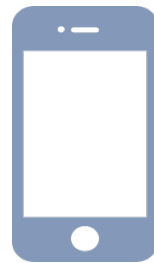
**facebook**

The story continues

# People talking about this in 2013

## Mobile

The world is going mobile, Facebook is going mobile first. This changes distribution, data, behavior, ad capabilities...



## Newsfeed

Newsfeed is the destination of content on Facebook. Brand advertising should be done in newsfeed. This means changes to publishing and advertising capabilities



## Performance

For conversion focused advertisers Facebook has been about scale and data. Capabilities to target, remarket, reach will evolve.



# Hva blir viktigst for Facebook i 2013?



**Mobile first to Mobile best!**

Hva blir fokus i et markeds  
perspektiv?



Markedsstrategier – målene blir tydeligere

Facebook som massekom kanal

Performance marketing, direkte salg

Always on strategier vs typiske kampanjeperioder

Publishing er nøkkelen til suksess

The new News Feed.....



Samsung Norge added 4 new photos to the album [UNPACKED 2013] Be Ready 4 The Next Galaxy.



about an hour ago

Like Comment Share

314 Likes 19 Comments 19 Shares

- News Feed
- Following 20+
- All Friends 20+
- Photos 20+
- Music 20+
- Facebook
- TV2 interaktiv og mediehuset Nettavisen
- Groups
- Games
- See All...



Josh Groban - Nytt Album  
itunes.apple.com  
Josh Groban er nå tilbake med et nytt og stemningsfullt album. Last den ned i dag!



Bytt strøm - få drakt  
Få den nye Godset-drakta  
Bytt til strøm fra EB - få den nye Godset-drakta!

- Home icon
- Messages icon 9+
- Calendar icon 17 9+
- App Store icon 1
- Friends icon
- Marketplace icon 3
- Lightbulb icon
- Friends icon 1
- Lightbulb icon
- Friends icon 5
- Water icon
- Friends icon 9+
- Settings icon
- App Store icon
- Profile icon
- Profile icon
- Profile icon

# Dimensions of Social Marketing

To Do:

Connect

**ENGAGE!**

Influence





Engage



# ENGAGE

Skape verdifulle opplevelser

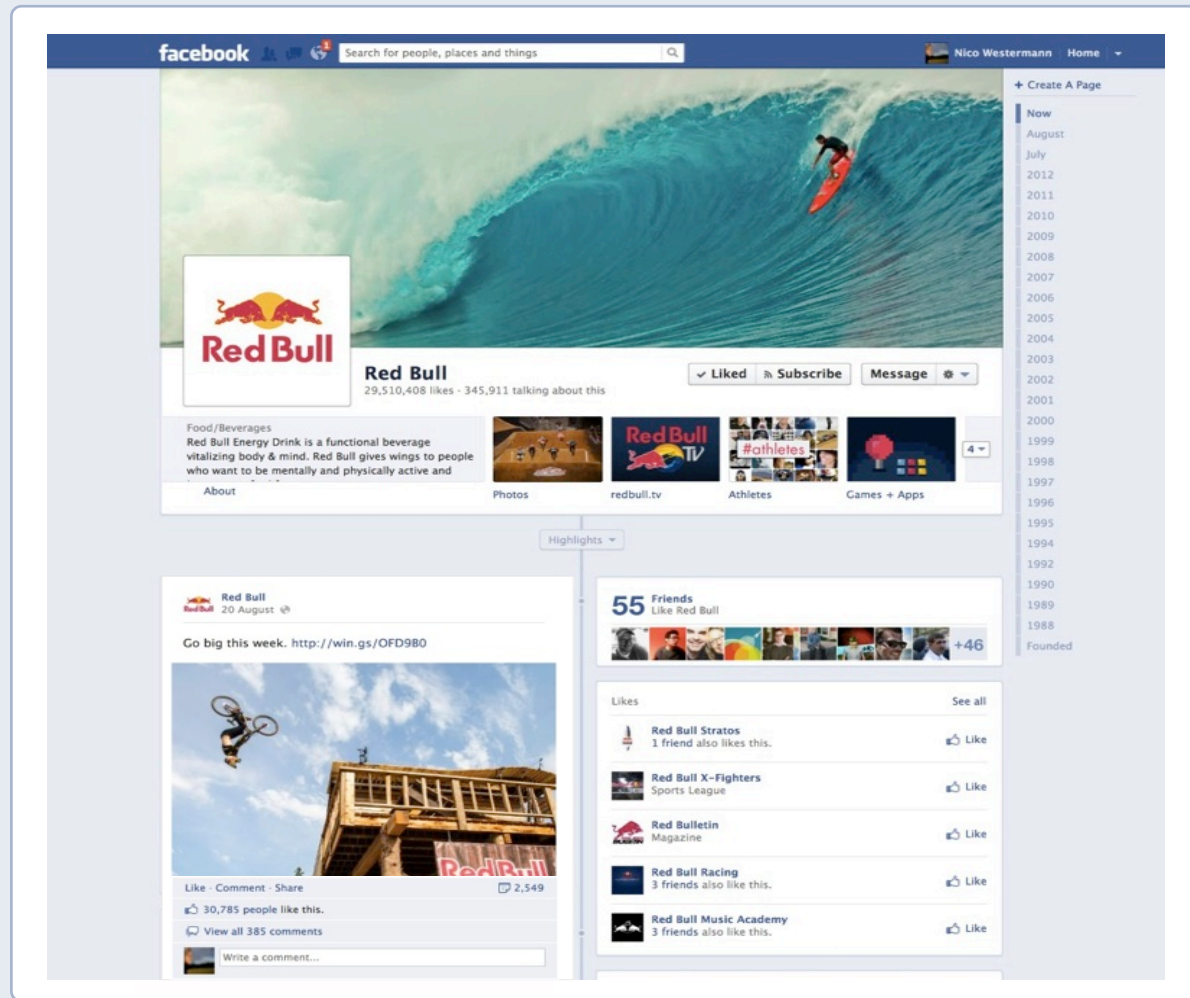
**Det primære for engasjement er kvalitativ publishing/historiefortelling som er i tråd med dine markeds mål**

- En konsekvent interaksjon med dine kontakter vil over tid bygge lojalitet og preferanser til merkevaren
- Hvilken verdi får dine kontakter av interaksjoner med merkvaren?



Mål suksess: Følg med på Page post engasjement i Page Insights.





Kilden

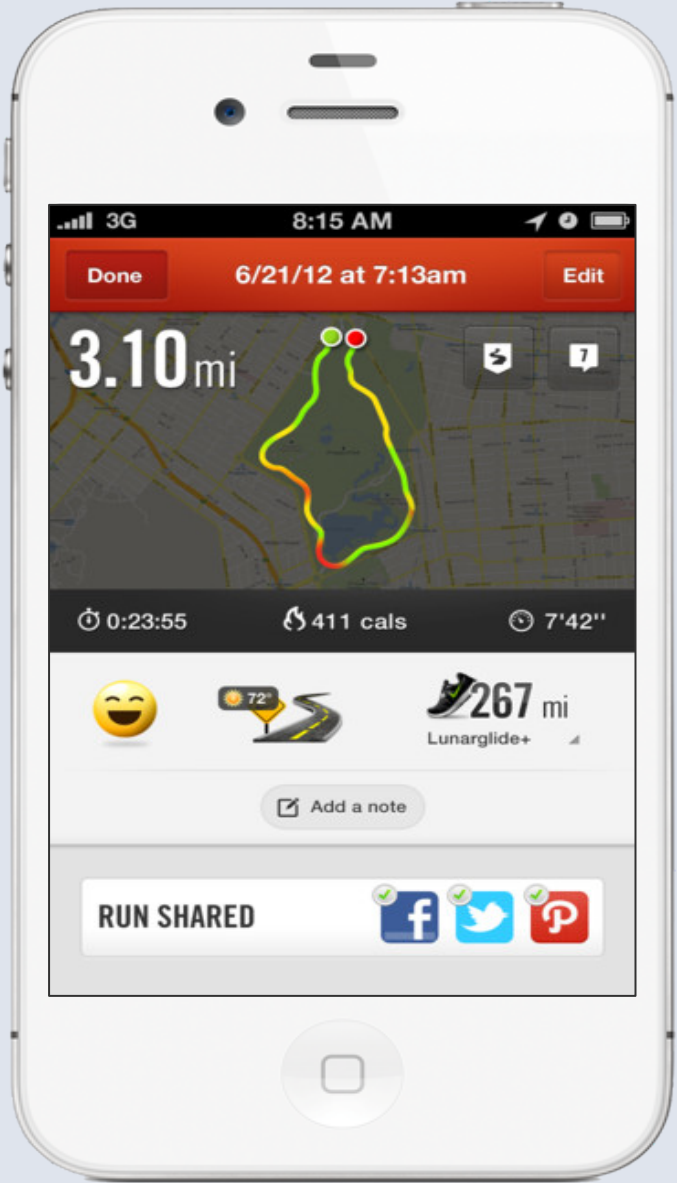


Destinasjon

Filter



# Nike+



**Ninni Lindertz** shared a link via Nike.  
22 August

**I just started a run with Nike+ Running**  
Let me hear it!  
Cheer me on with comments or likes and I'll hear it along the way.

Unlike · Comment · Share

You, Debra Ann Bednar, Anni Tankhiwale and 15 others like this.

Write a comment...

**Ricardo Martins Sangion** went on a 3.74 mi run using Nike.

|          |             |          |
|----------|-------------|----------|
| Distance | Pace        | Duration |
| 3.74 mi  | 8:24 min/mi | 00:31:29 |

bing © 2012 Microsoft Corporation © 2012 NAVTEQ

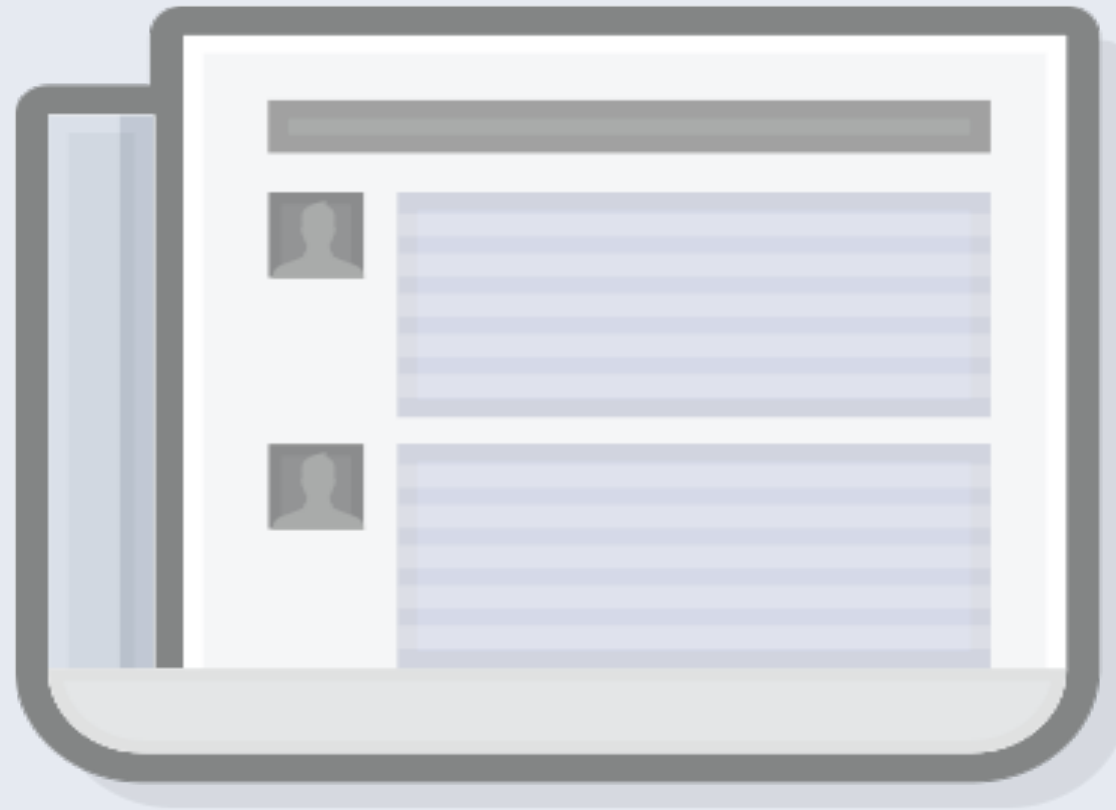
Like · Comment · about an hour ago

App | Newsfeed

# Newsfeed er plassen hvor “alle” møtes.....



# Design for NEWSFEED

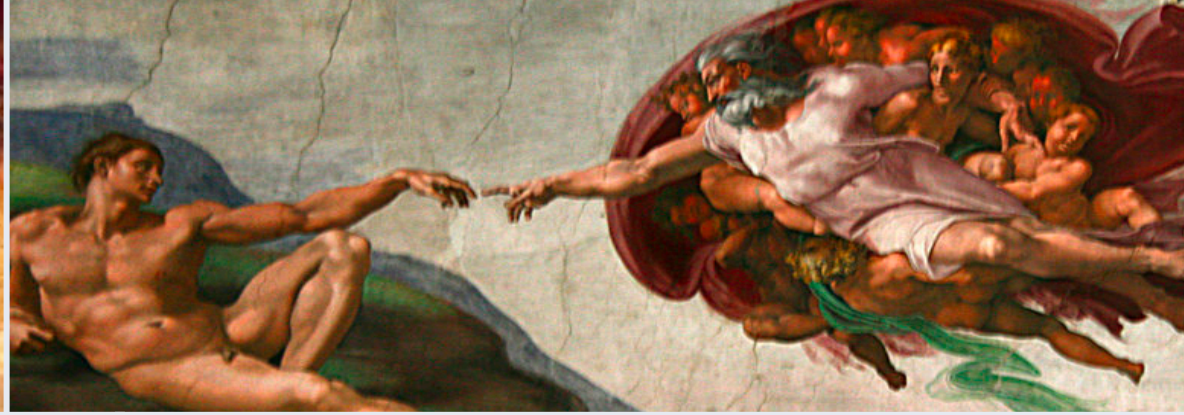


News feed er hvor vi bruker mesteparten av vår tid på facebook

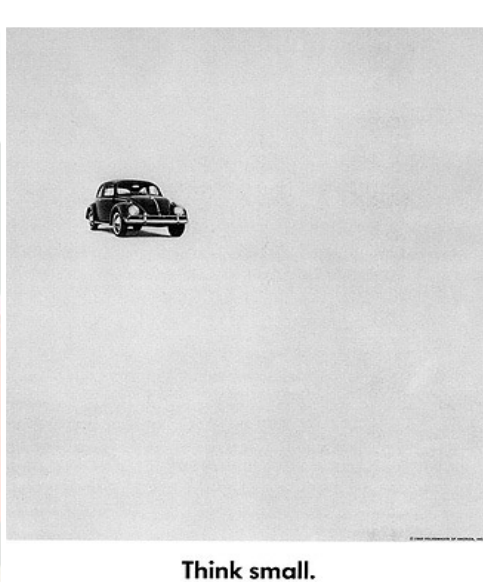
Make page publishing core

Publishing = Historier som påvirker

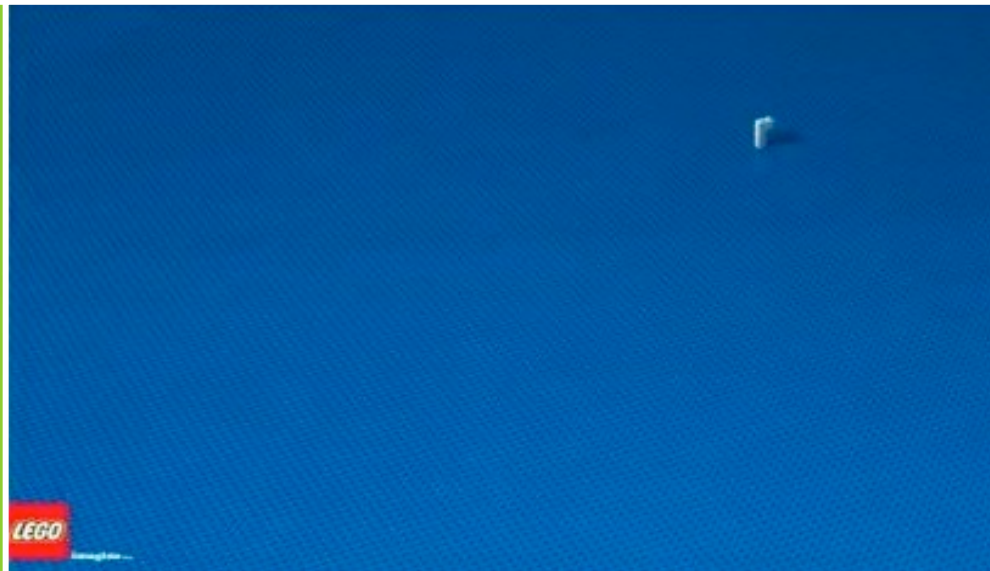
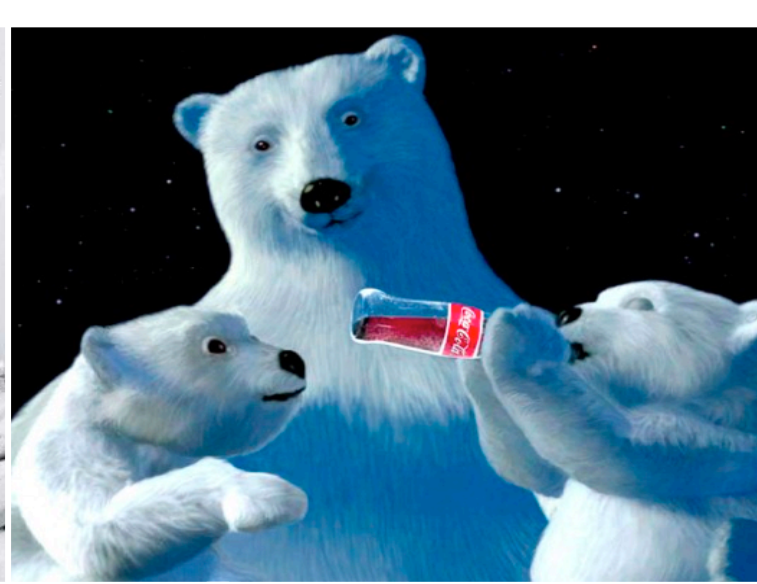








Think small.

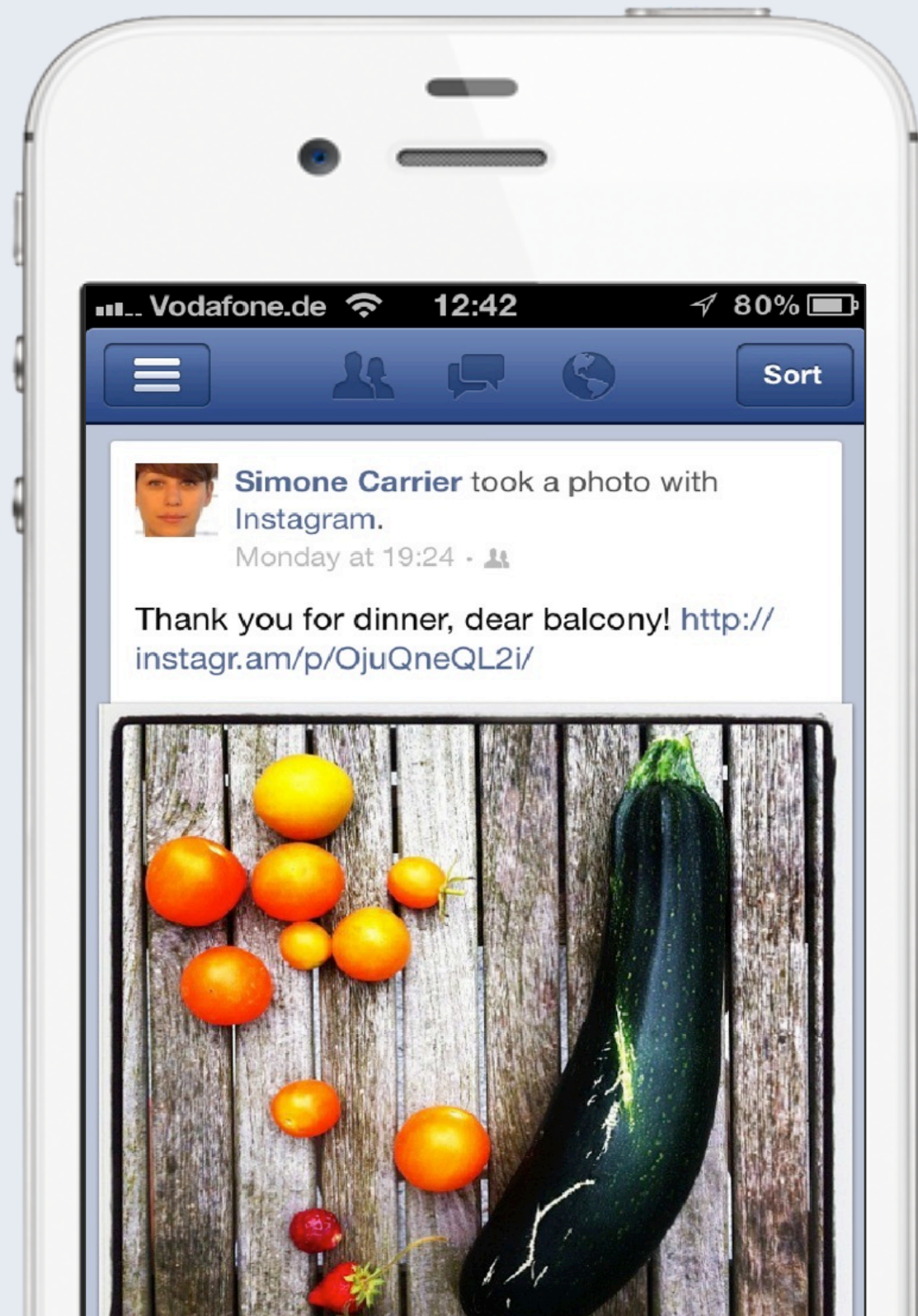






Because they are processed a lot faster than text.





Bilder er det naturlige  
språket på Facebook

2.2x

Vodafone.de 12:42 80%



Newcastle Brown Ale  
18 hours ago

Why does Newcastle Brown Ale always looks deliciously perfect? Because it is a perfect-looking beer. Also, Photoshop.



Like · Comment · Share

229

5,568 people like this.

Vodafone.de 12:42 80%



Newcastle Brown Ale  
6 July

Nicholas Newman, an innovative young employee, suggested adding lime to our beer. He doesn't work here anymore.



Like · Comment · Share

11,999 910 1,535

Vodafone.de 12:42 80%



Newcastle Brown Ale  
6 September

Newcastle. Carefully crafted by very big machines.  
#nobollocks



Like · Comment · Share

192

8,019 people like this.





So  
Fe



Grandiosa  
March 7

Ser digg Har du en fast Grandiosa-dag?

an? Vi vil gjerne se de! :)



Unlike · C

You are Like · Comment · Share

1

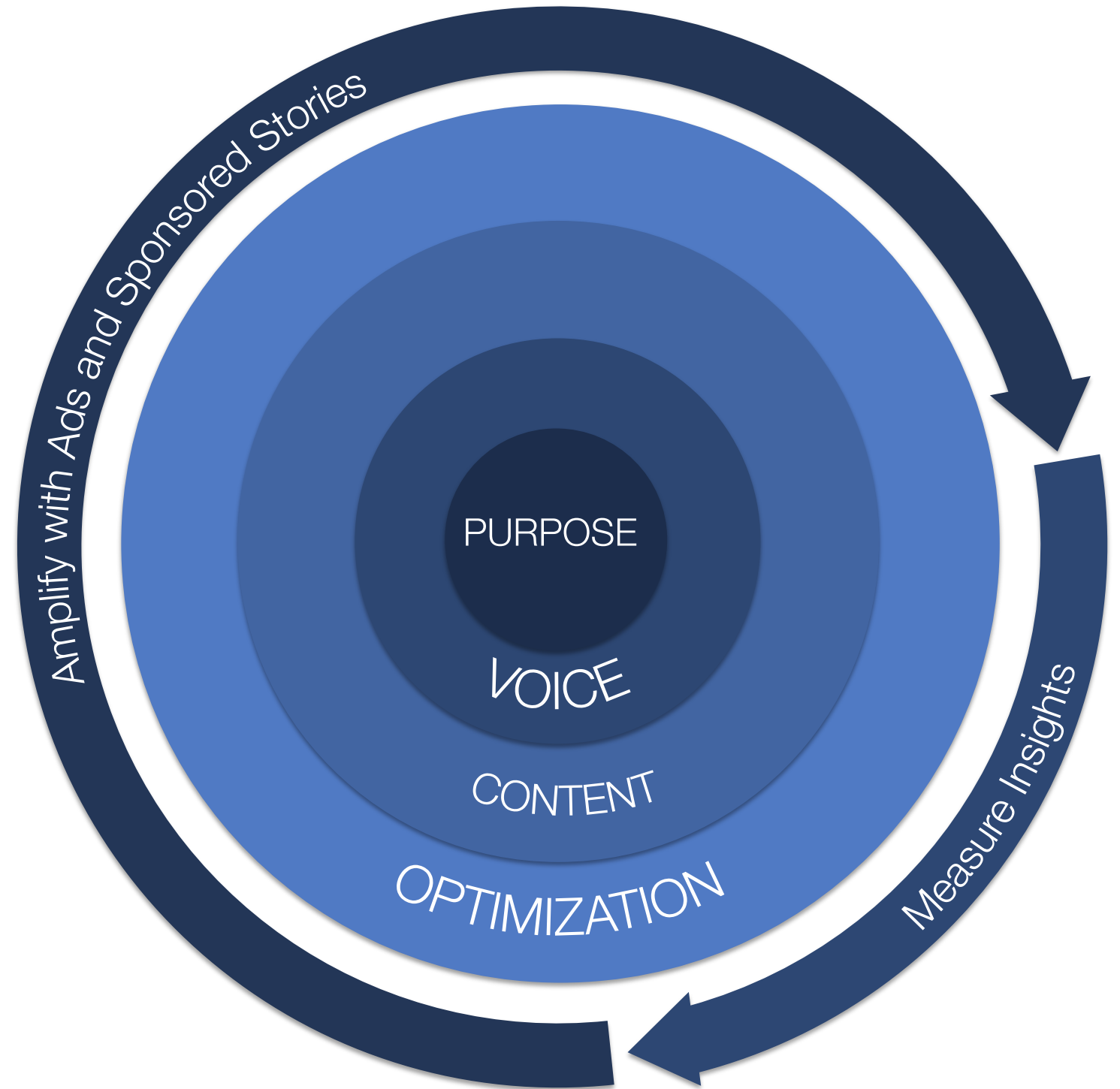
344 people like this.

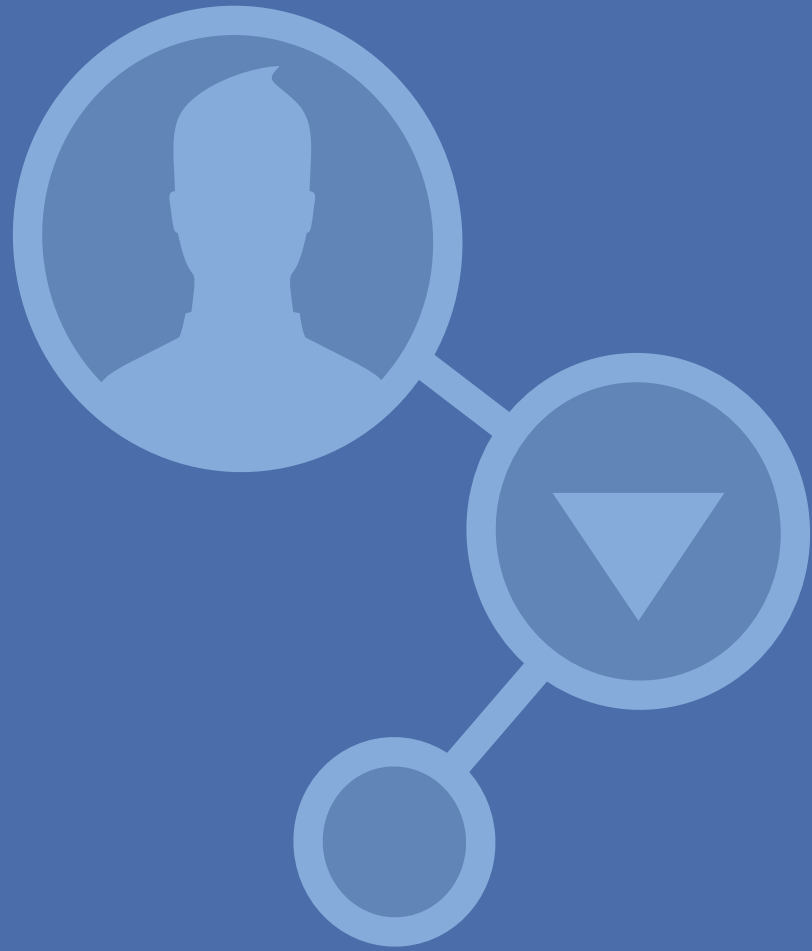
View previous comments  
Like · Comment · Share

139 people like this.

2

# TELLING ENGAGING STORIES

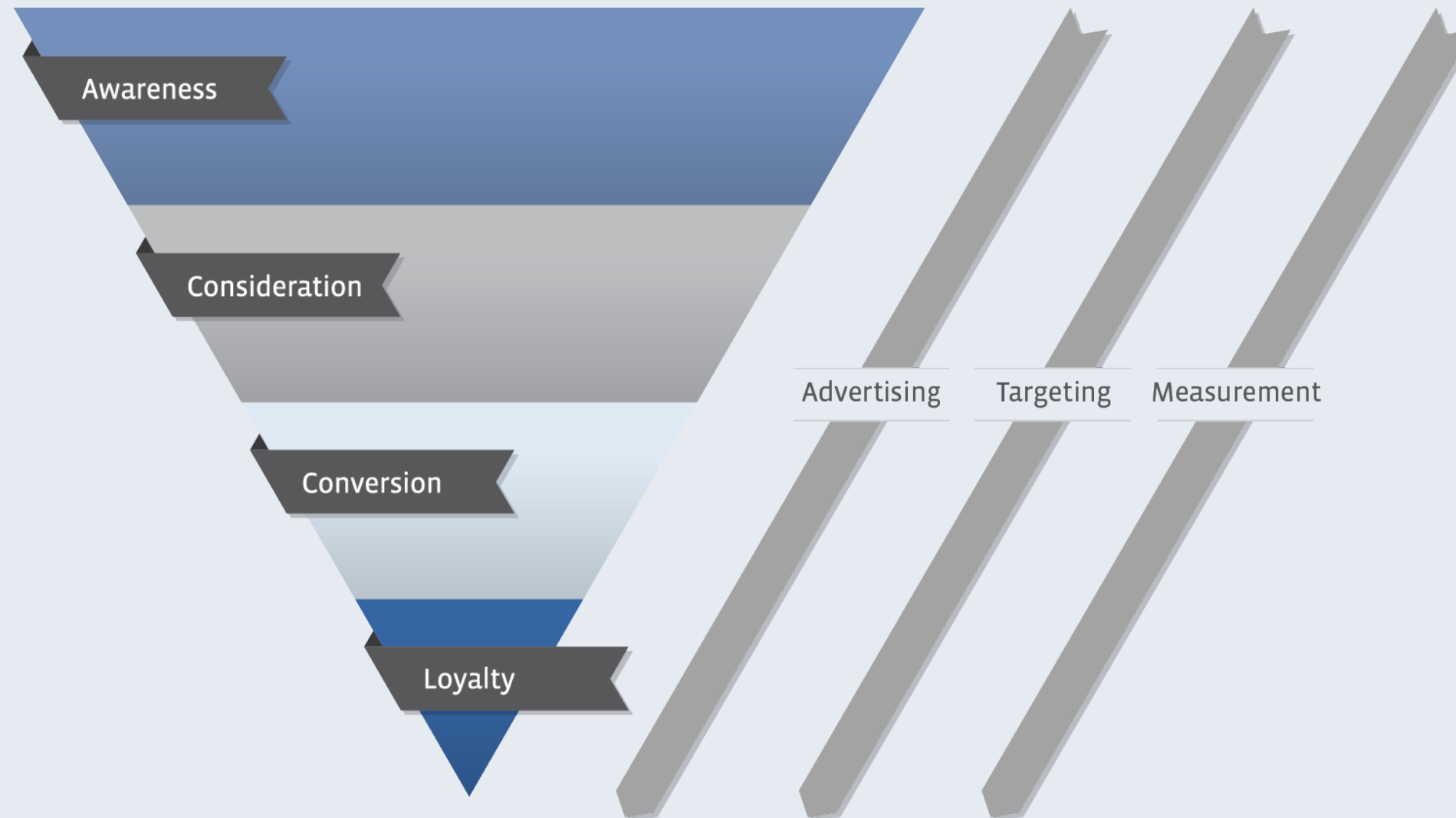




Drive results at every  
level of the purchase  
funnel

# Social i seg selv er IKKE målet

Start med dine markeds mål og etabler en Facebook strategi



# Netcom – the 2for1 on Cinema campaign

**Få Mest Mulig ut av NetCom**  
70 591 liker · 18 931 snakker om dette · 1166 var her

Telekommunikasjon  
Få mest mulig ut av NetCom. Vi er alltid nær, og hjelper gjerne med å gjøre hverdagen din litt enklere. Vi svarer deg her alle hverdager 08–20 og 10–18 i

Om Bilder Hjelp og tilbakem... Mitt NetCom Liker

Fremhevede

Innlegg Bilde/video  
Skriv noe ...

**Få Mest Mulig ut av NetCom**  
3. januar

**Dokumentaren fra 2for1 på kino reklamen**  
Delt glede er dobbel glede. Se reaksjonene da ungdommene overrasket et aktivitetssenter med på kino. — på Harstad Kino.

64 venner er tilknyttet Få Mest Mulig ut av NetCom  
62 venner liker dette.  
2 venner var her

Nylige innlegg av andre på Få Mest Mulig ut av NetCom Vis alle

Margrethe Grefsrud Søtting  
KOMmer ikke ut på tlf her i nordre nordland... vært pr...  
1 · for 5 minutter siden

Karina Vimseuri Akselsen

Netcom wanted to build awareness around their 2for1 on cinema concept using a very warm and authentically movie that highlights this.

In this case Netcom ran a 4 day Target Block using video page post ads and a Video LOX reaching a total of over 1,4M UU.

Seeing this over all results:

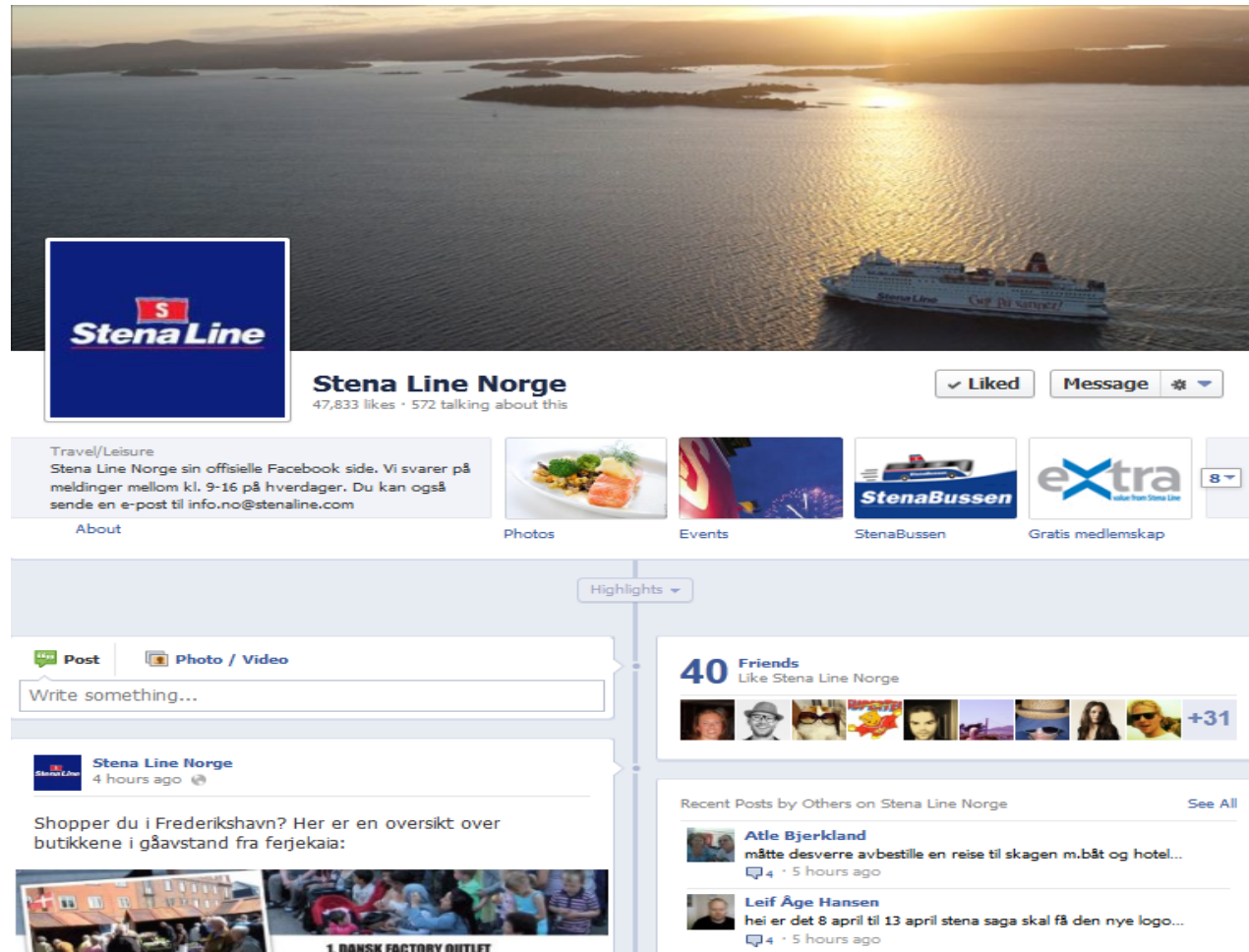
Impressions: 5,2M+

Clicks/actions: 113 502

Video Plays: 89 860 (8000 in LOX)



# Stena Line Norge utilize Custom Audience



Stena Line combined CRM database with Facebook IDs and created unique custom audiences to communicate with on Facebook

They managed to «locate» 63% of their database

In a test campaign they utilized page post ads and custom audiences

## 6x ROAS\*

\* Return on ad spend



# SAS Norway drives flight ticket sales



For three weeks in January SAS Norway ran their Low Fare Calendar campaign. On Facebook they promoted this with Page Posts where one was promoted through self-service advertising.

Throughout the campaign they saw a:

## 55X ROAS\*

directly attributable to the promoted Page Post.

In addition they saw a 13% increase on average basket value compared to other channels driving traffic to sas.no

\*Return on ad spend





# Questions?

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Twitter: [@petterhoie](https://twitter.com/petterhoie)

