



**things you need to know about  
Facebook marketing in 2014.**



*Follow me on twitter, add me on LinkedIn and G+*

**@thomasmoen**

**#FANBOOSTER**



fanbooster®

ˈfanbuːstə/

**Fanbooster is a digital marketing platform,  
focusing on Facebook.**

**#FANBOOSTER**

A first-person perspective shot of someone sitting on a grassy mountain slope. The person's legs, wearing khaki pants and dark shoes, are visible in the foreground. The background shows a vast, hazy mountain range under a bright, slightly cloudy sky. The lighting is warm, suggesting late afternoon or early morning.

**#1: Facebook is not going anywhere**

**#FANBOOSTER**



SØREN MILO CHRISTENSEN

«Er alle aktive forvaltere egentlig aktive?»

LOGG INN MED SP

søk



NYHETER

BIL

ENERGI

JOB

E24! AKSJENM

E24! BØRS

E24! BEDRIFT

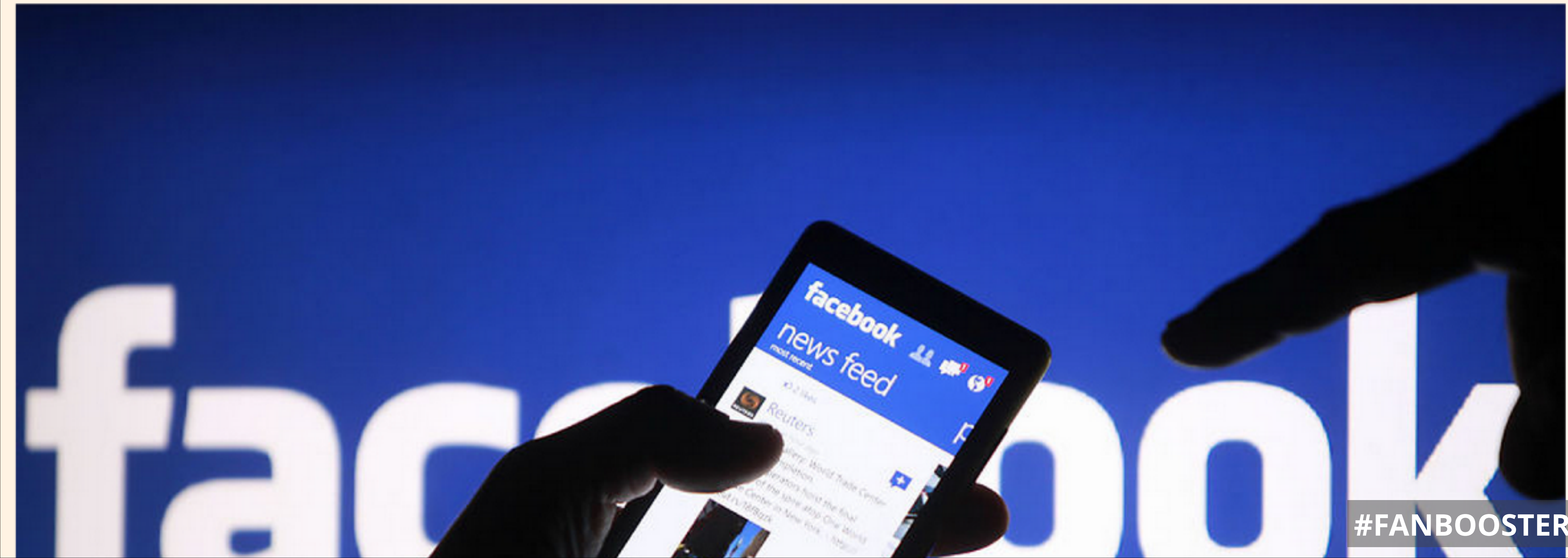
E24! STILLINGER

DINE PENGER

annonse

## BILLIGE REISER I LAVPRISKALENDEREN PÅ SAS.NO

Bestill på [sas.no](https://sas.no) →

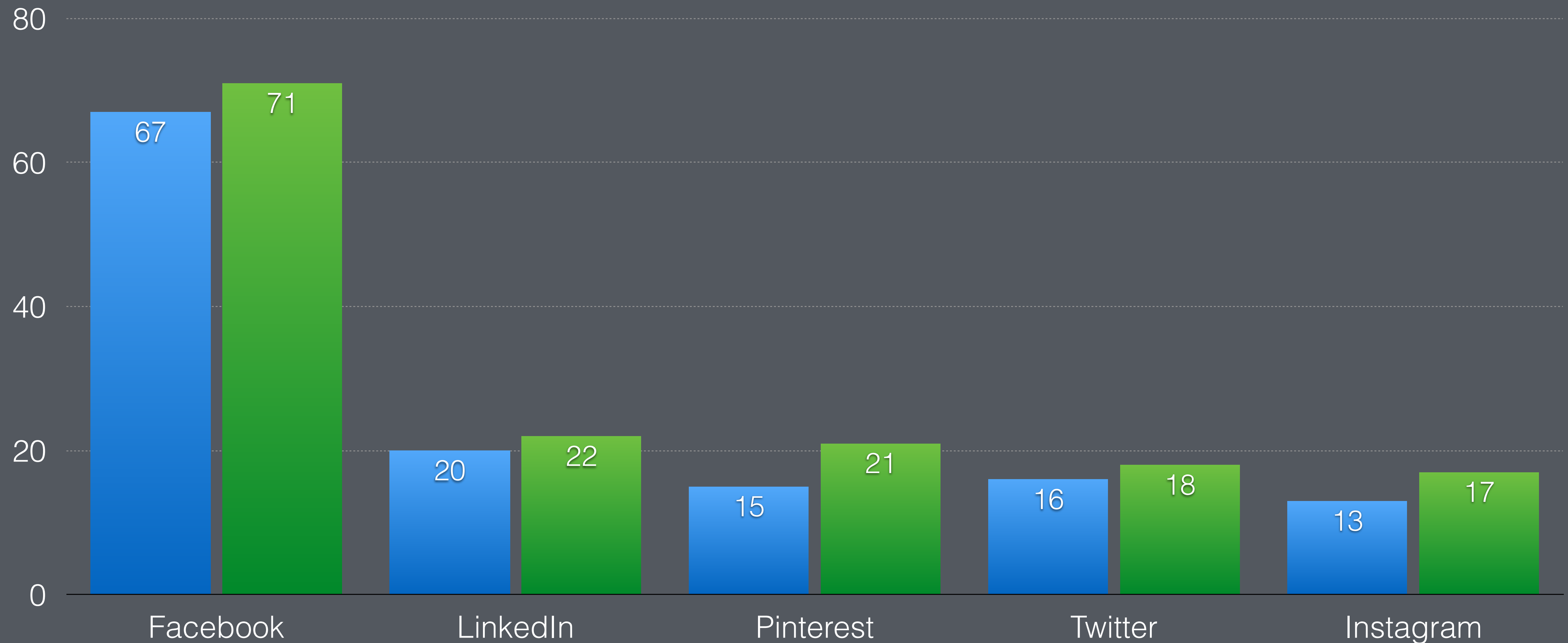


#FANBOOSTER

# Hvor mange prosent av online befolkningen?

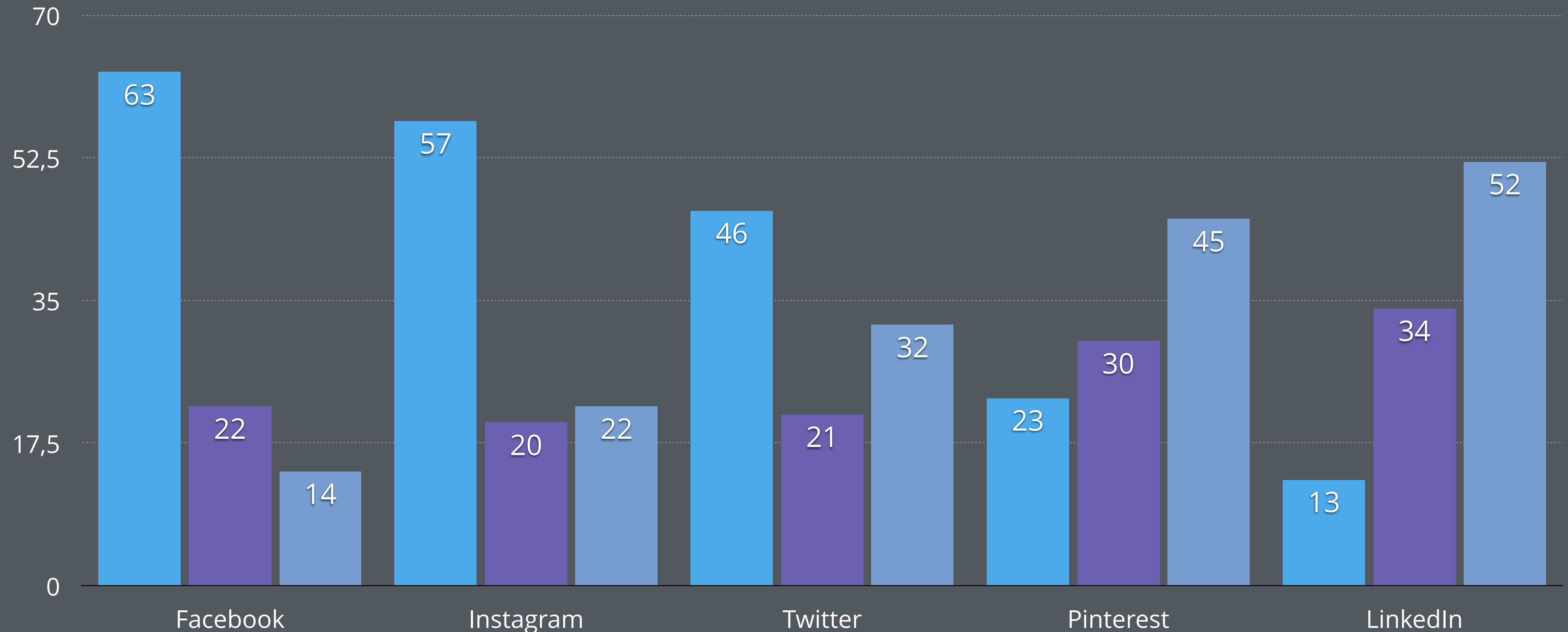
2012

2013



# Frekvens bruk av sosiale medier

Daglig      Ukentlig      Sjeldent



**2.8M**

**aktive brukere**

*70% av alle med nett i Norge*

**1.7M**

**daglig via mobil**

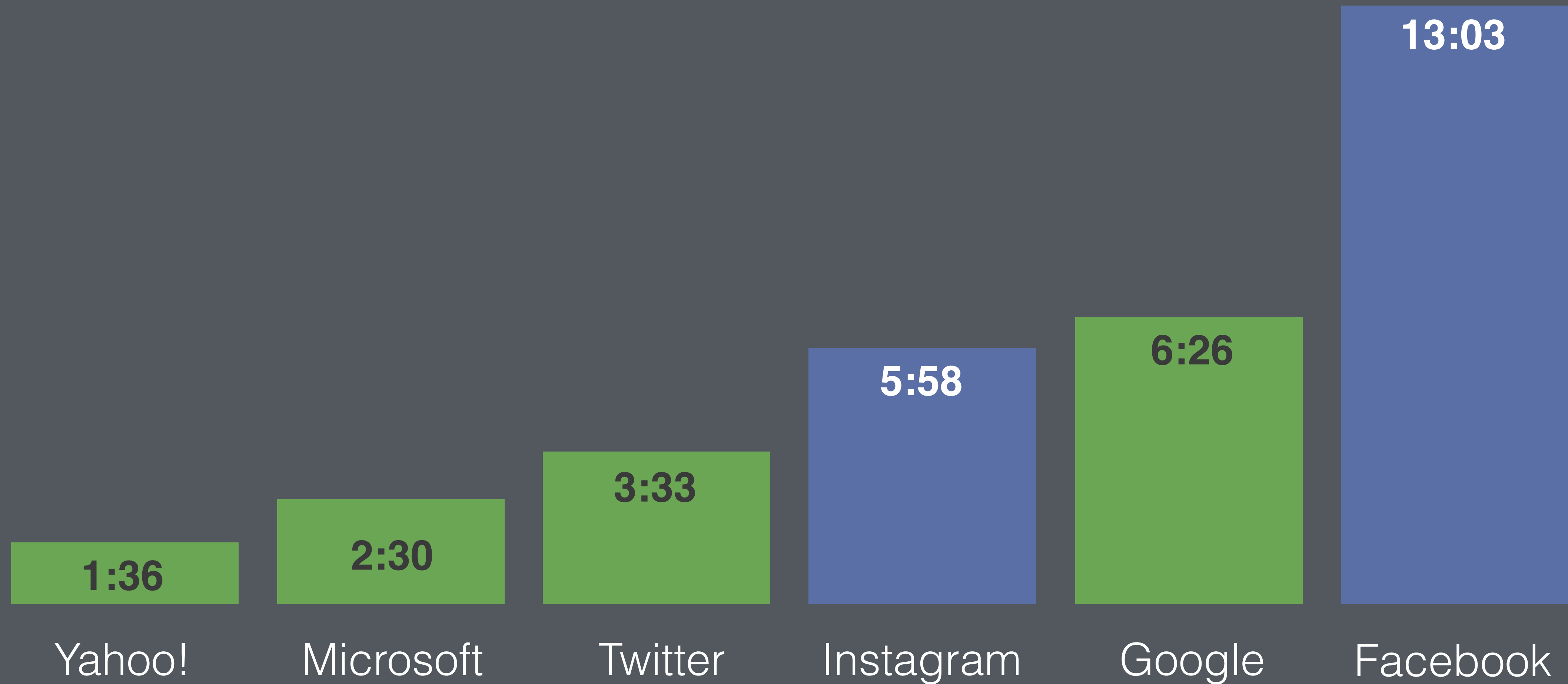
*51% av alle med mobil i Norge*

**Facebook i Norge akkurat nå**

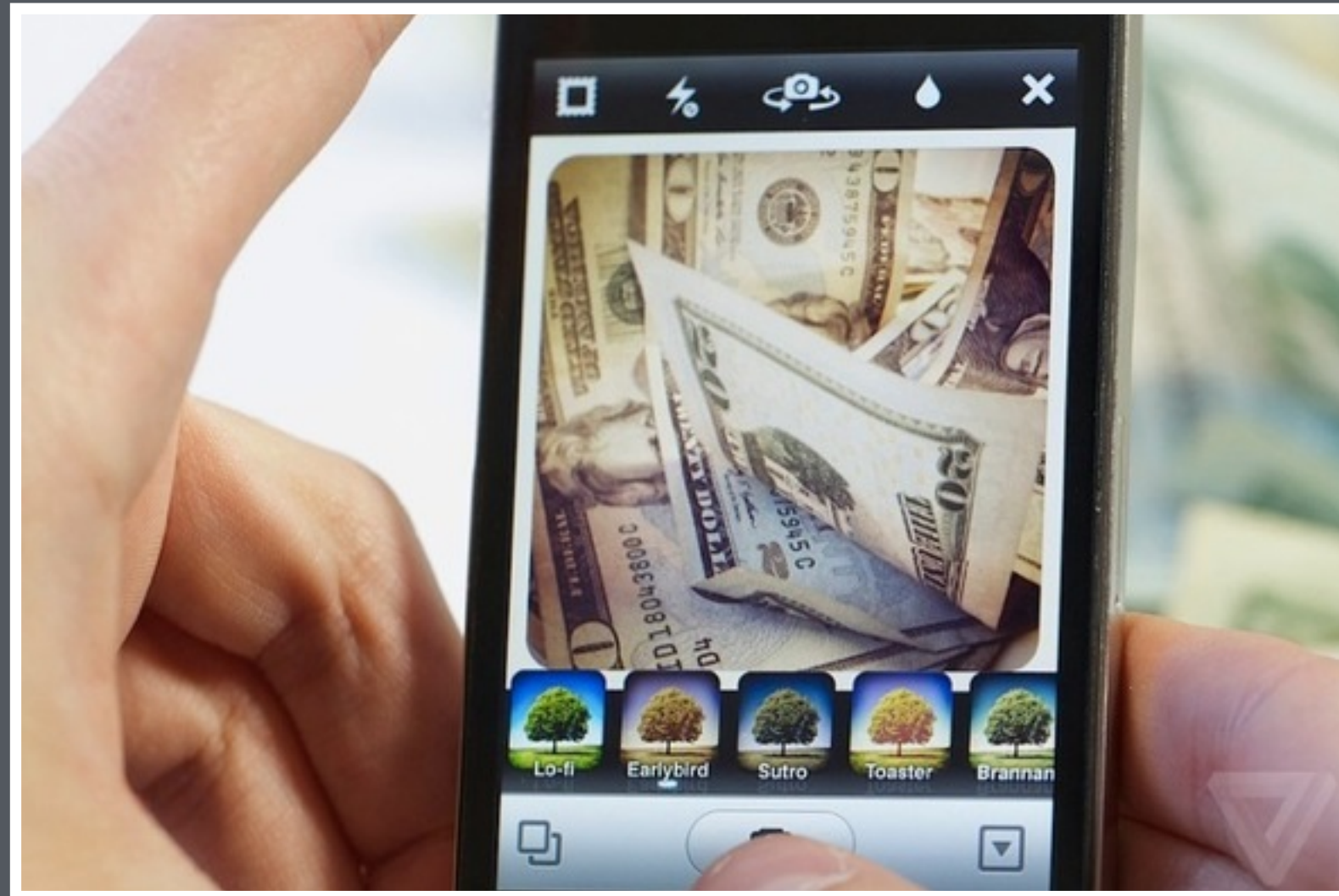
**#FANBOOSTER**



# Timer brukt på media via mobil i måned



# Facebook kjøper innovasjon



*9. april 2013*

Facebook kjøper Instagram  
**1B\$**



*19. februar 2014*

Facebook kjøper What'sApp  
**16B\$**



**#1: Facebook is not going anywhere**

**#FANBOOSTER**

**#2: But it's no longer free (if it ever was)**



**Første skudd var gratis.**

**#FANBOOSTER**

A long-exposure photograph of a city street at night. The foreground is dominated by vibrant, curved light trails from cars, with reds and oranges from taillights and whites and blues from headlights. In the mid-ground, a large, brightly lit billboard on the left shows two figures. To the right, a modern building features a glass-enclosed staircase and an entrance labeled 'WEST ASSEMBLY CENTRE'. A pedestrian bridge spans the road in the background. The sky is dark, and the surrounding city buildings are lit up, creating a dense urban atmosphere.

**Show me the money!**

**#FANBOOSTER**



**Reklame har alltid kostet penger.**

**#FANBOOSTER**



"Half the money I spend  
on advertising is wasted;  
the trouble is I don't  
know which half."

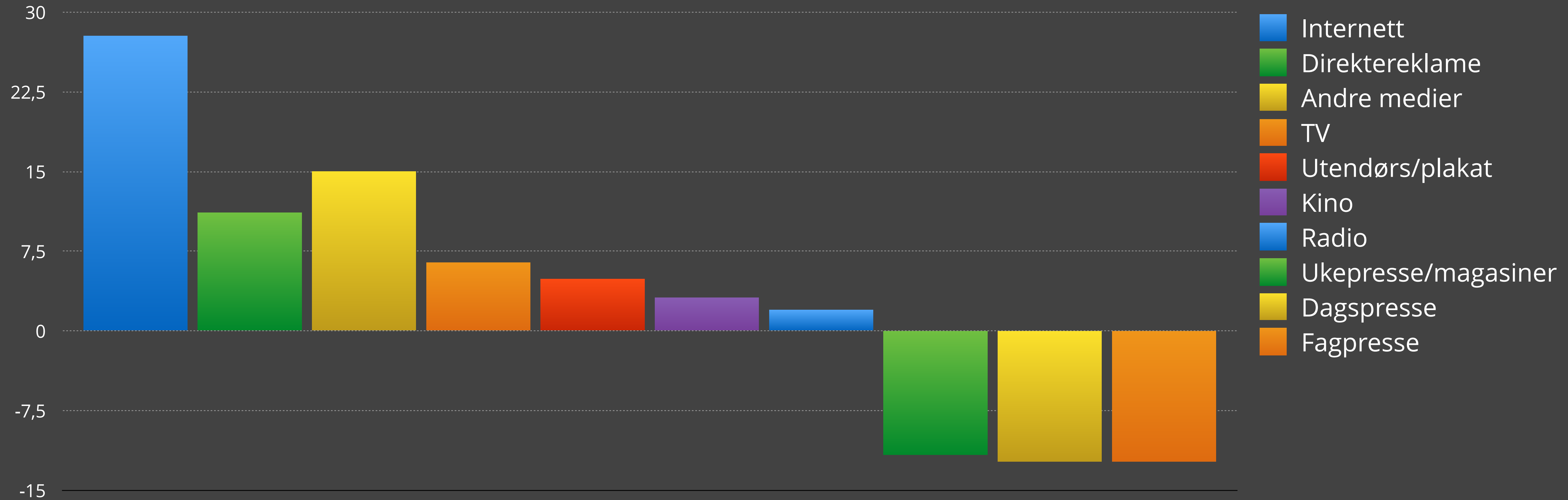
*- John Wanamaker*





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# Reklame investeringer



**Internett: 27.8% økning!**

*«Vi tror Facebook runder  
én milliard kroner i  
annonseomsetning i Norge i år,  
og at majoriteten  
kommer fra mobil.»*

Espen Grimmert, iProspect



**#FANBOOSTER**

A long-exposure photograph of a city street at night. The foreground is dominated by vibrant, curved light trails from moving vehicles, with reds and oranges from taillights and whites and yellows from headlights. The background features several tall, modern buildings with illuminated windows, creating a dense urban skyline. A large, semi-transparent black rectangle is centered over the image, containing white text. In the bottom right corner, there is a small white box with a black hashtag.

**Målrettet og kostnadseffektivt.**

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**Investeres ikke bare i reklame,  
men i arbeidskraft.**

A busy city street scene, likely New York City, with a large fire in the background. The fire is bright orange and yellow, with thick white smoke rising from it. In the foreground, a man in a dark suit is walking away from the camera, and a woman in a light-colored dress is walking towards the camera. Other people are visible in the background, some walking and some standing. The street is paved with large tiles, and there are streetlights and flags visible. The overall atmosphere is one of a major event or emergency.

**Det har tatt tid for de store å snu seg,  
men nå er mange endelig på plass.**

**#2: But it's no longer free (if it ever was)**



**#3: It's about going all in**




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A black and white photograph of a desolate landscape. In the background, several dilapidated wooden buildings with missing windows and roofs sit atop a grassy hill. The foreground is dominated by tall, dry grasses and a large, rusted metal wheel, possibly from an old wagon or piece of machinery, which is partially obscured by the text. The sky is overcast and grey.

**Mye tid og penger kastes bort pga gamle tankesett og halve løsninger.**

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**Sett av tid, mennesker og penger.  
Ta dette på alvor, kun da det  
skaper resultater.**



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**#3: It's about going all in**



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# #4: It's about content and community

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## A campfire made of logs is burning brightly on a dark beach at night. The fire is the source of light, casting a warm glow. The word 'STORYTELLING' is written in large, white, outline-style capital letters across the middle of the image. The background shows a dark ocean and a night sky with some light trails from a long exposure.

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# CONTENT MARKETING

*Advertising that doesn't feel like advertising.*

# CONTENT MARKETING

*Content from a brand that gives value without interrupting or asking for something in return.*

# CONTENT MARKETING

*But it should also create some kind of value for you as a brand.*



**#FANBOOSTER**

<http://www.flickr.com/photos/xkristinax/7774650990/>

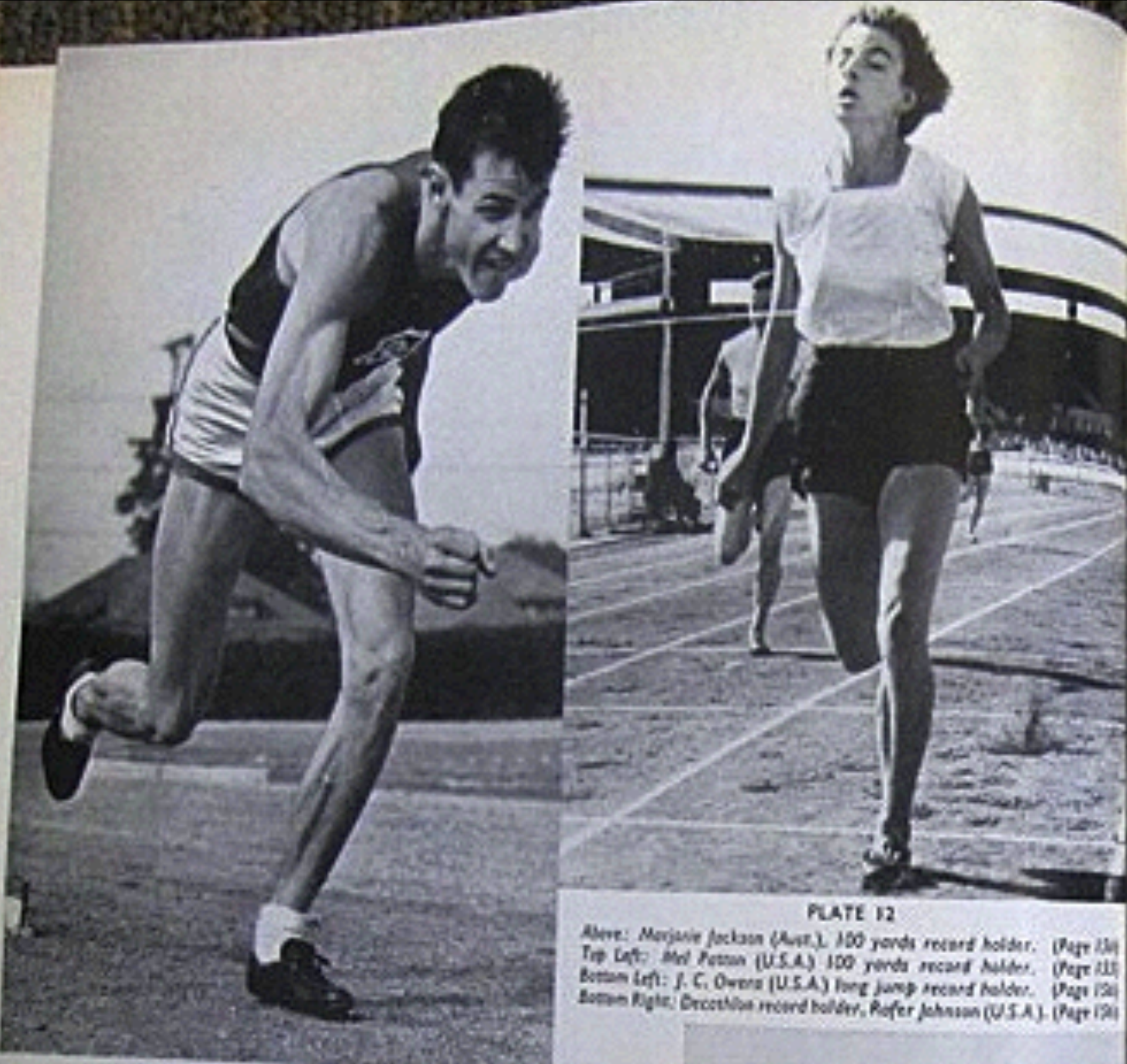


PLATE 12  
 Above: Marjorie Jackson (Aust.), 100 yards record holder. (Page 134)  
 Top Left: Mel Patton (U.S.A.) 100 yards record holder. (Page 133)  
 Bottom Left: J. C. Owens (U.S.A.) long jump record holder. (Page 136)  
 Bottom Right: Decathlon record holder, Roger Johnson (U.S.A.). (Page 136)



The British auction record for a female is 6,000 guineas (£6,300) for the imported Dutch Friesian heifer "Berber 13th" at Peterborough in November 1950.

The world record for any breed of sheep is 5,500 guineas (£5,775) for a Kent ram at Fielding, New Zealand, in January 1951.

The British auction record is £2,500 by B. Wilson for a Scottish Blackface ram lamb owned by J. M. Wilson at Lanark in October, 1954.

The world's record price for a pig is \$10,200 (£3,643) paid in 1953 for a Hampshire boar "Great Western" for a farm at Byron, U.S.A.

The British record is 3,300 guineas (£3,465) paid for the Landrace gilt "Bluegate Ally 33rd" at Reading on 2nd March, 1955.

The highest price ever paid for a farm horse is 9,500 guineas (£9,975) for the Clydesdale stallion "Baron of Buchlyvie" paid by W. Dunlop in Scotland in December 1911.

The live weight record for cattle was set in 1807 when the 10 year old "Durham Ox" scaled 34 cwt. (3,808 lb.). Reputedly the largest ox now living is the 9 year old Hereford-Friesian "Big Bill Campbell" at Major C. H. Still's Hill Farm, Upton, Northamptonshire, England, weighing 30 cwt. (3,360 lb.), standing over 6 feet in height and 12 feet 6 inches from nose to tail.

Reputedly the smallest cow in the world "Sally", a Dexter breed standing only 34 inches, is on the same farm.

The highest recorded birthweight for a calf is 172 lb. (12 stone 4 lb.) from a South Devon cow owned by J. H. Pears & Sons of Berry Pomeroy, Devon, in September 1952.

The heaviest pig ever recorded in Britain was one of 12 cwt. 66 lb. (1,410 lb.) bred by Joseph Lawton of Axtbury, Cheshire. In 1774, it stood 4 feet 8½ inches in height and was 9 feet 8 inches long.

The highest recorded weight for a piglet at weaning (8 weeks) is 74½ lb. in the case of a Wessex gilt from a litter of 9 (average weight 57-1 lb.) owned by T. T. Casson of Silecroft, Cumberland, reported in January 1952.

The highest recorded birthweight of a lamb in Britain is 25 lb. reported by C. Hardwick from Bristol, Somerset, in 1927.

The greatest authenticated egg-laying record is 355 eggs in 365 days by a black Australorp at the Glen Agricultural College laying test, South Africa in 1944-1945.

The largest egg reported is one of eight ounces laid at Windlesham, Surrey, in March 1950.

All rat-killing records are held by Mr. J. Shaw's "Jacko" which in killing 1,000 rats in under 1 hour 40 minutes in London on 1st May, 1862, accounted for the first 100 in 5 minutes 28 seconds.

Sheep

Pigs

Horses

DIMENSIONS  
Cattle

Pig

Sheep

EGG LAYING

RATTING

K

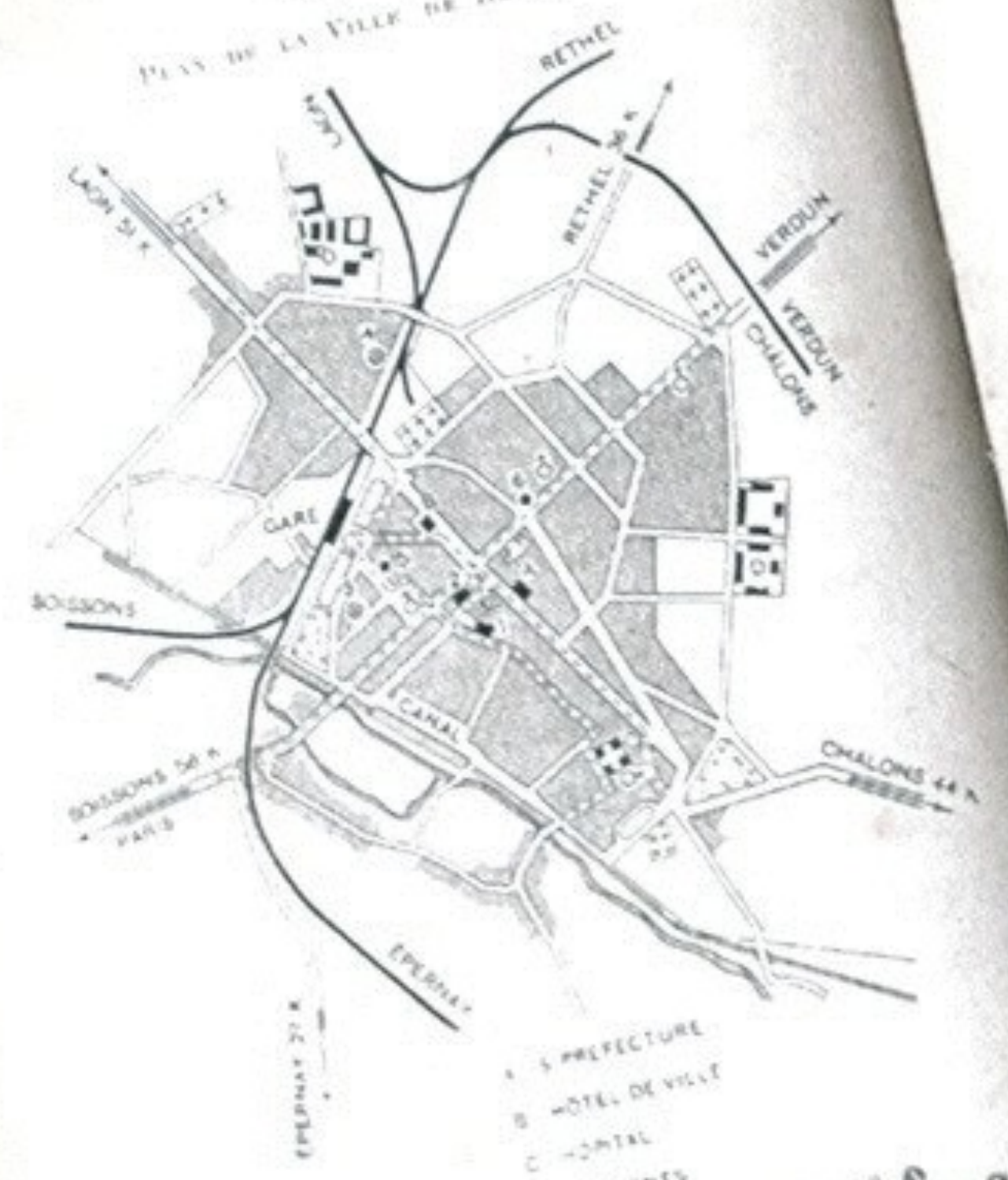


REGARDEZ  
MAIS NE  
TOUCHEZ PAS  
A RIEN

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<http://www.flickr.com/photos/xkristinax/7774650990/>



Reims (suite) En B. de Lorraine, cours d'Erion, 33. ①  
En C. Faubourg, mécanicien, faubourg Cécile, 1. ①  
— Labasse, rue de Chen, 34. ①  
— Negot et Matarnier, cycles. ①  
— Villier et Dardart, rue de Noyes, 20. ①  
Remiremont (Vosges), — hab., 8.370 hab., ① 25 ①  
Paris, 107 kil. — Saulxures ①, 21 kil. — Epinal, 29 kil.  
— Lore, 27 kil. — Vesoul, 43 kil. — Mirécourt, 43 kil.  
— Belfort, 64 kil.

Remiremont (suite) Parisot ①①, Triet Voiturettes,  
24, faubourg du Val-d'Ajol.  
— de la Poste, Grande-Rue, 67. TCF ①  
Lacour, négociant. ①  
Remy-Robert, Grande-Rue, 3. ①  
Bachmann, rue de la Xavée, 44. ①

RENNES (Ille-et-Vilaine), ①, 37.250 hab.  
Paris, 233 kil. — Vitre, 36 kil. — Fougères, 51 kil. — Châteaubriant, 57 kil.  
Dinan, 51 kil. — Châteaubriant, 57 kil.  
Grand-Hôtel, rue de la Monnaie, 10. TCF ①  
de Paris. TCF ①  
Thomine, avenue de la Gare, 10. ①  
Baudais, épicier, rue de l'Horloge, 10. ①  
Bidali, épicier, rue de l'Horloge, 10. ①  
Jossand, épicier, rue de l'Horloge, 10. ①  
Cycles Peugeot, quai Lantier, 10. ①  
Le Magaron, rue Chalais, 10. ①  
Lasehon, mécanicien, 10. ①  
Folange, rue Chalais, 10. ①  
Gatinet, Cycles, rue de l'Horloge, 10. ①

Néole (La) (Gironde), ①, 2.300 hab.  
Paris, 523 kil. — Marmande, 100 kil.  
Sèches ①, 25 kil. — Villeneuve-sur-Losne, 62 kil. — Villeneuve-sur-Losne, 62 kil.  
Grand-Hôtel, G. ①  
Grillon, épicier, ①  
Perrein, mécanicien, ①  
Vidal (Camille), ①

Reims (Ardennes), ①, 2.300 hab.  
Paris, 203 kil. — Reims, 50 kil. — Givet, 28 kil. — de France, 20 kil. — Fillou, 20 kil. — Hatté, 20 kil. — Compagny, 20 kil.

Retournac (Ardennes), ①, 2.300 hab.  
Paris, 203 kil. — Reims, 50 kil. — Givet, 28 kil. — de France, 20 kil. — Fillou, 20 kil. — Hatté, 20 kil. — Compagny, 20 kil.

Revel (Ardennes), ①, 2.300 hab.  
Paris, 203 kil. — Reims, 50 kil. — Givet, 28 kil. — de France, 20 kil. — Fillou, 20 kil. — Hatté, 20 kil. — Compagny, 20 kil.

# GUIDE MICHELIN



ÉDITION 1900

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# Starbucks Loves

A collection of the images, objects, and ideas that inspire us. These are the things we love – and love to share with you.

Seattle, WA · www.starbucks.com

Pins from:

- Target
- Deanna Rogers
- Noble Pig (noblepig.com)

12 Boards

1,315 Pins

257 Likes

Follow All

Send Profile

129,330 Followers

1,282 Following

### Hosting the Holidays



204 Pins



Follow

### The Perfect Gift



68 Pins



Follow

### Coffee DIY

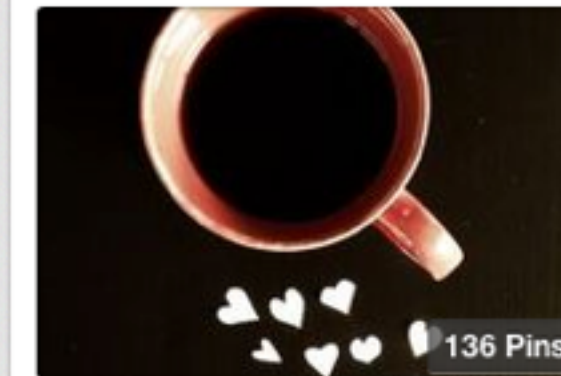


77 Pins



Follow

### Coffee Moments



136 Pins



Follow

### Mornings



34 Pins

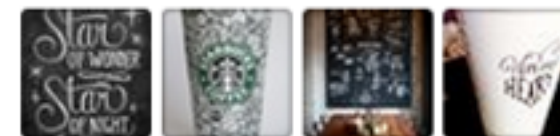


Follow

### Handcrafted



29 Pins



Follow

### Espresso



26 Pins



Follow

### Real Food



386 Pins



Follow

### TWISI



140 Pins



Follow

### The Spice of the Season



63 Pins



Follow

### Inspiring Spaces



110 Pins



Follow

### Beautiful Objects



61 Pins



Follow

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Starbucks Loves · 17 weeks ago  
dark and cozy fall mornings



Lynn Persinger · 12 weeks ago  
Love



Chris Johnson-Hudgins · 12 weeks ago  
Hi-check out my Pinterest Board of Angels



Pacific Place · 11 weeks ago  
This photo makes me want to curl up with a good book and hot espresso. #Love

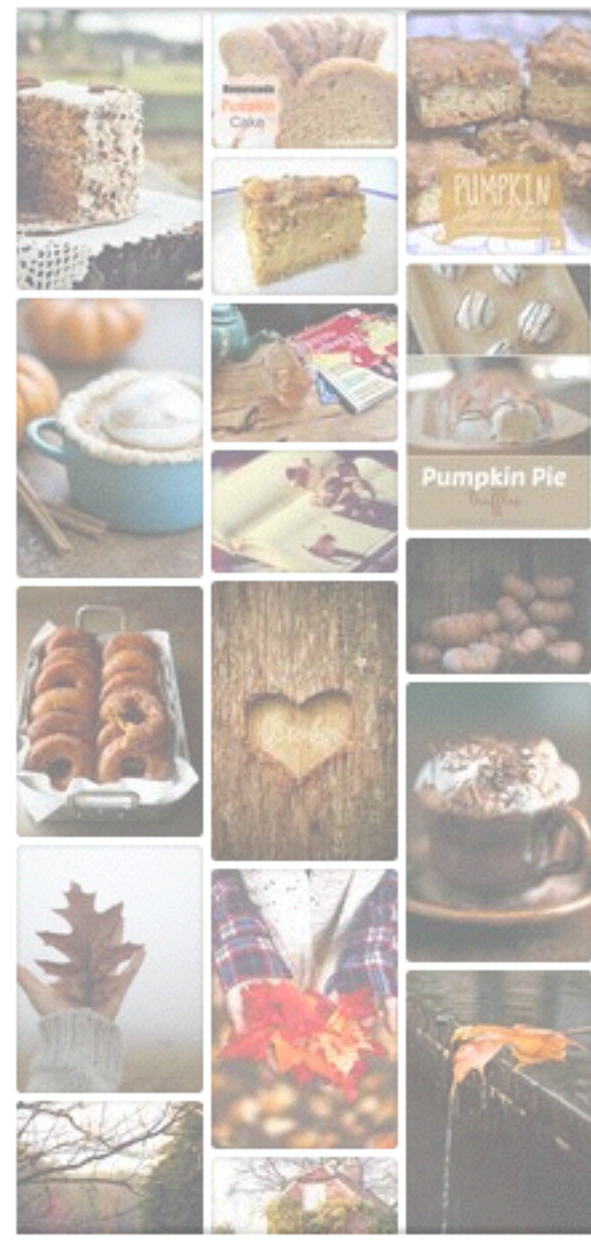


Thomas Moen · That's you!

Add a comment...

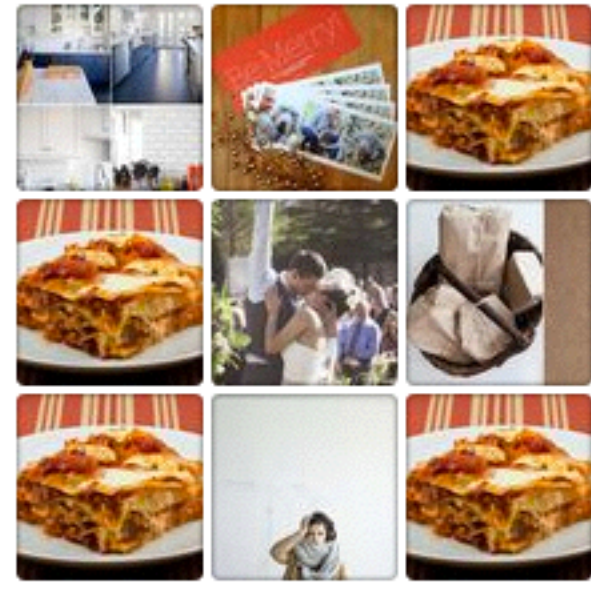


The Spice of the Season  
Starbucks Loves



Follow Board

More from  
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Her Tea Leaves

Pinned from






Nike Running



**KICK SOME TRAIL**

on Sunday 🌐

 Like  Comment  Share

6,790 Likes 48 Comments 278 Shares



### Arsenal

There was a shock appearance at Old Trafford on Sunday... from a mouse! With about 35 minutes gone in the game against Manchester United, one of our furry friends made his entrance, and was caught on camera by our club photographer! <http://www.arsenal.com/news/news-archive/pictures-furry-intruder-at-old-trafford>



5 hours ago

Like Comment Share

27,054 Likes 1,620 Comments 2,123 Shares



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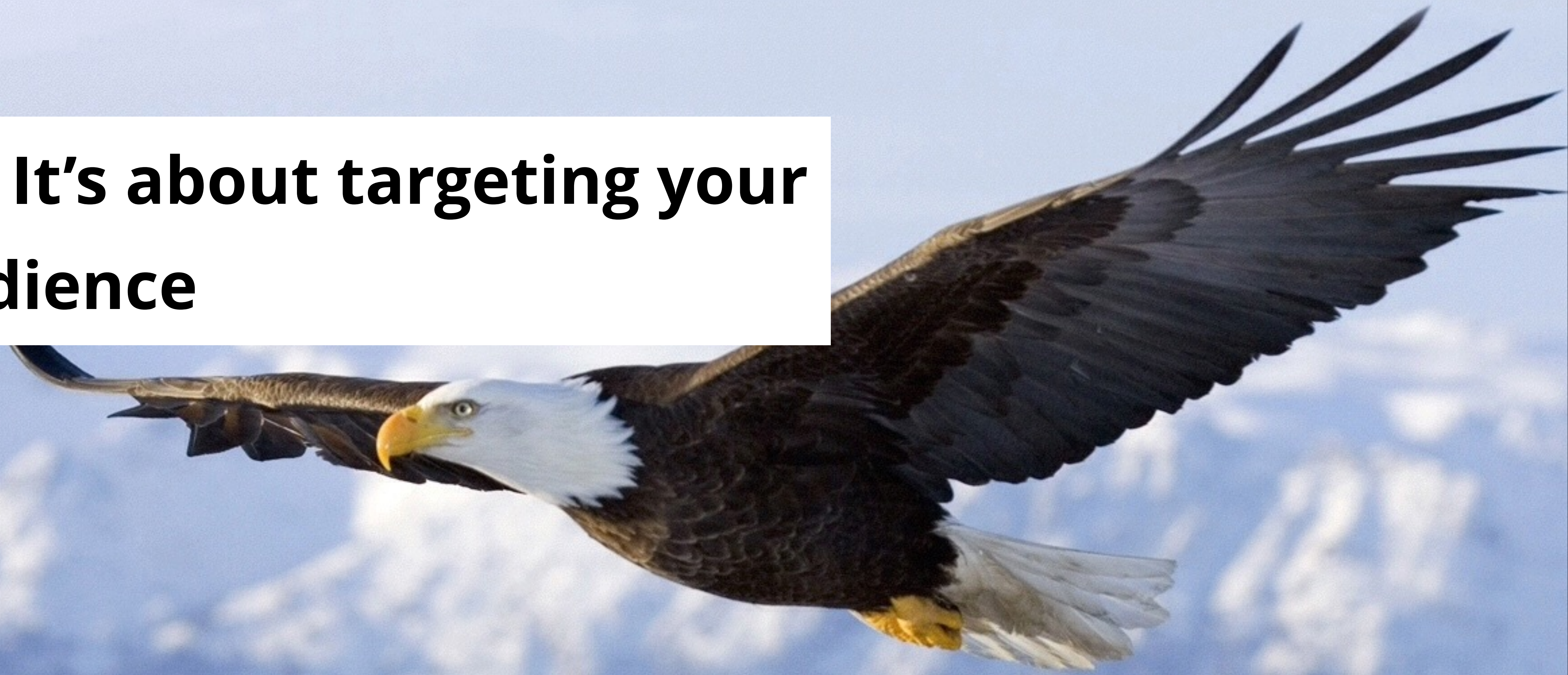
#FANBOOSTER



# #4: It's about content and community

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**#5: It's about targeting your audience**



**#FANBOOSTER**

A man wearing a grey cap, a red and black plaid shirt, and a large grey backpack is riding a black bicycle along a paved path. The path is adjacent to a body of water, and in the background, a city skyline is visible under a sunset sky. The sun is low on the horizon, creating a warm, golden glow. The man is looking forward and slightly to the left.

**På Facebook er det lett å være målrettet!**

**#FANBOOSTER**



A man wearing a grey cap, a red and black plaid shirt, and a large grey backpack is riding a black bicycle along a paved path. The path is adjacent to a body of water, and the background features a city skyline with several tall buildings under a sunset sky. The sun is low on the horizon, creating a warm, golden glow and reflecting on the water. The man is looking forward and slightly to the left.

**Bygg dine custom audience**

**#FANBOOSTER**

# Lookalikes



#FANBOOSTER



#FANBOOSTER

A man wearing a grey cap, a red and black plaid shirt, and a large grey backpack is riding a black bicycle along a paved path next to a body of water. The background shows a city skyline with several tall buildings under a sunset sky with soft, golden light. The water reflects the light from the sky and buildings.

**Betaler kun når de du vil ser det.**

**#FANBOOSTER**



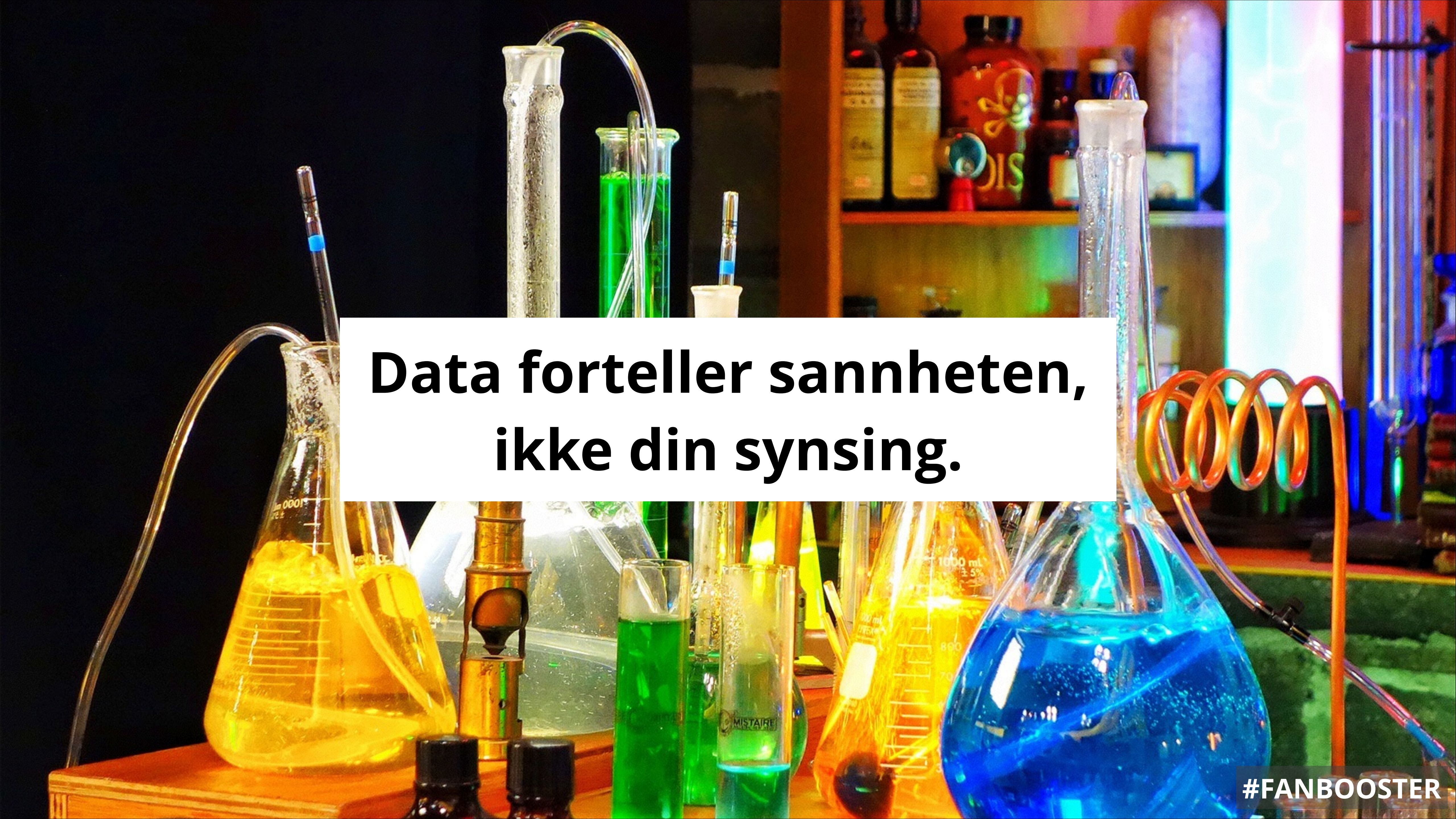
**#6: It's about testing and listening**

**#FANBOOSTER**



**Test alt som kan testes**

**#FANBOOSTER**



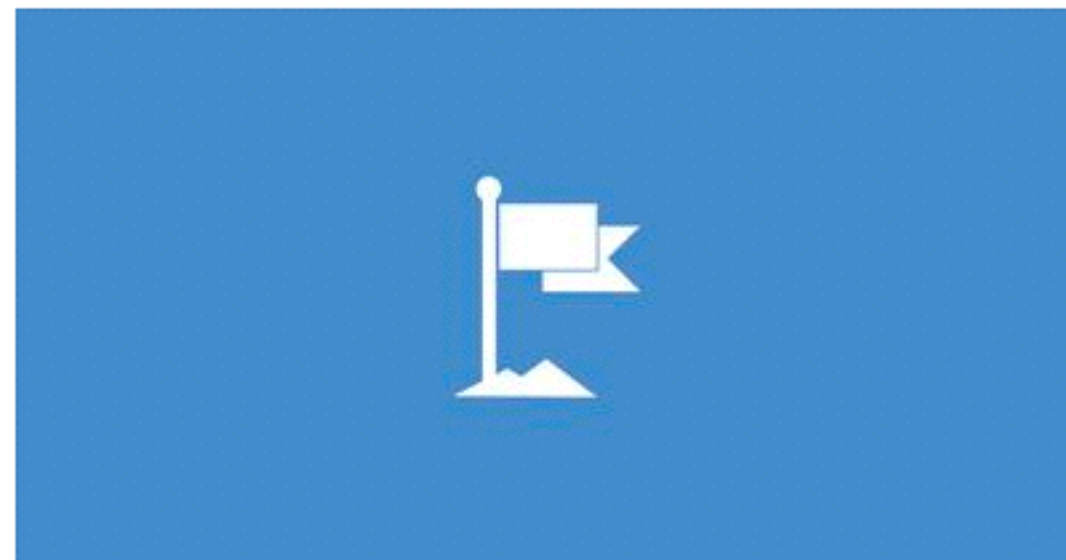
**Data forteller sannheten,  
ikke din synsing.**

**#FANBOOSTER**



Fanbooster

Facebook is changing the way your Pages look



Facebook is changing the way your Pages look  
blog.fanbooster.com  
What you need to know about the updates to Facebook Pages

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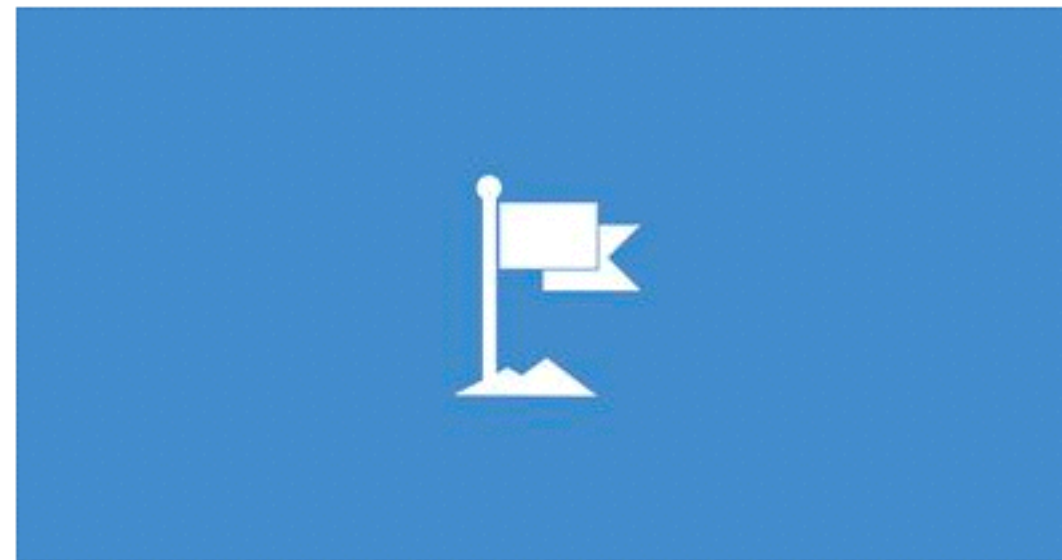
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Write a comment...



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A new look for Facebook Pages



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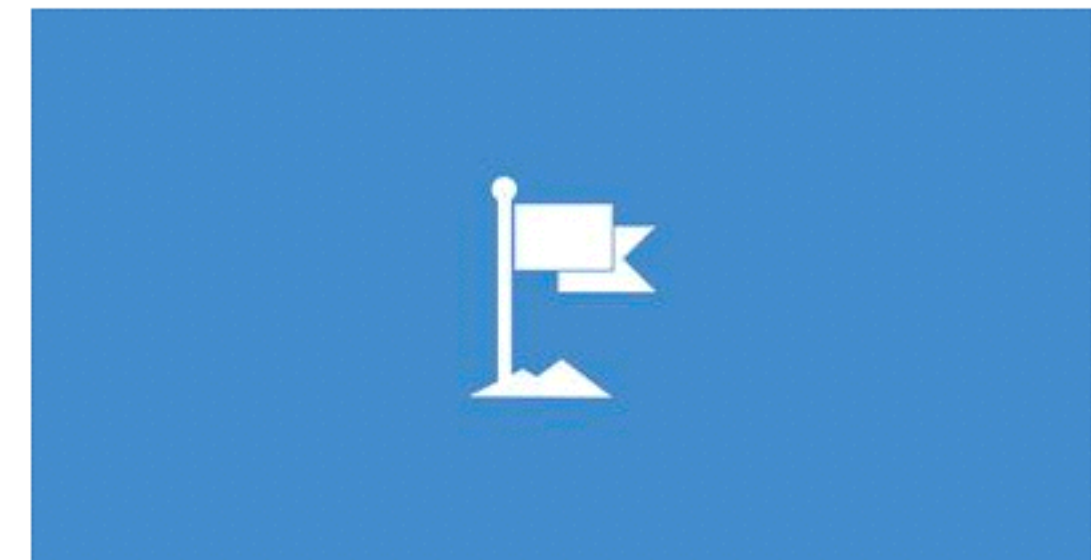
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Write a comment...



Fanbooster

Facebook is redesigning your Pages



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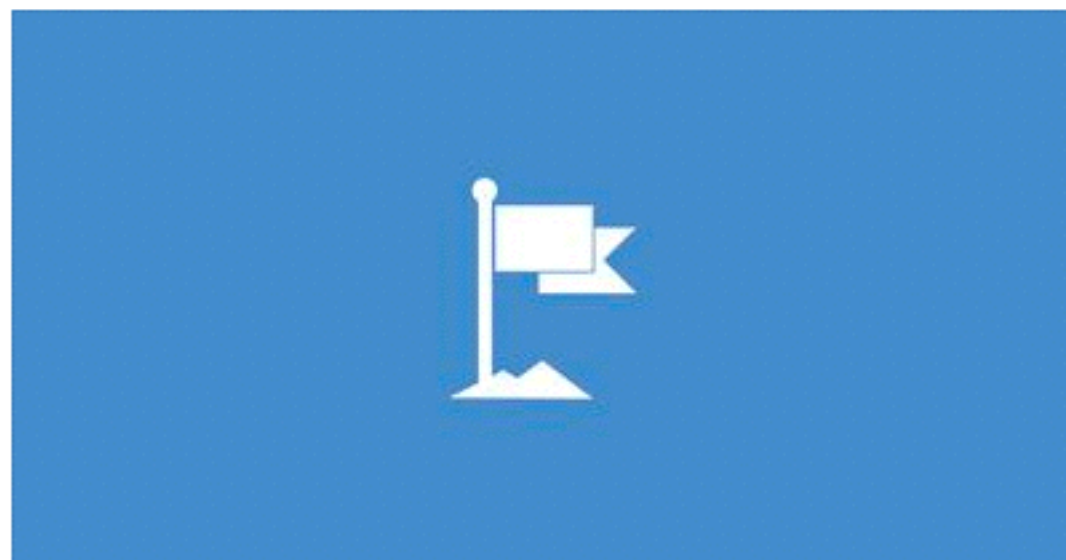
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Write a comment...



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An important update to your Facebook Pages



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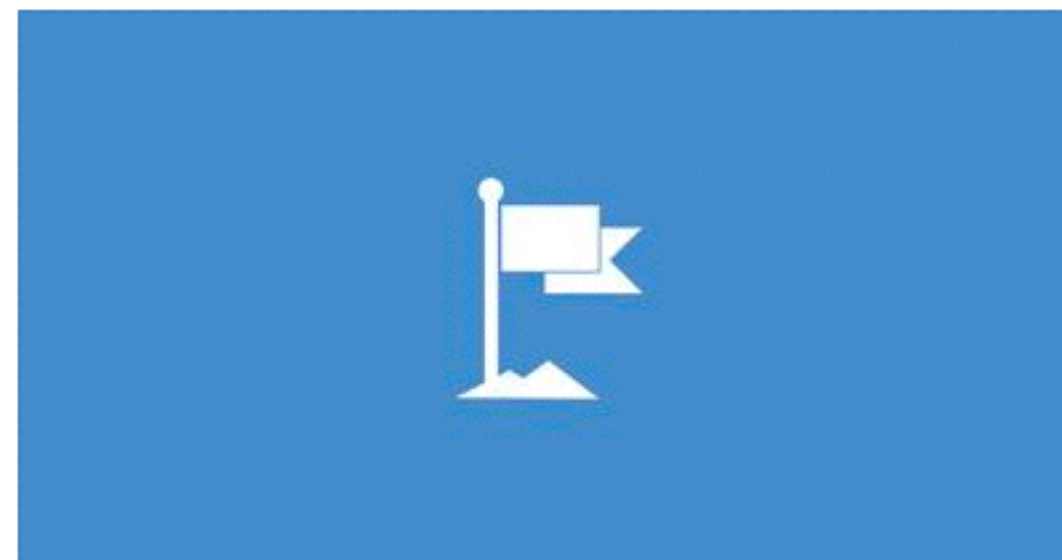
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Write a comment...



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Important: Facebook Pages redesign



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Write a comment...



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Facebook is changing the way your Pages look

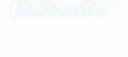




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Spent	Diff	Website clicks	C/WSC (NOK)	Reach	CTR %	Frequency	Format	Image #	Text #
176,3		77	2,28961038961039	2112	3,305	1			An important update to your Facebook Pages
169,48		74	2,29027027027027	1791	3,784	1			Important: Facebook Pages redesign
173,12		112	1,54571428571429	2270	4,559	1			Facebook is changing the way your Pages look
190,63		124	1,53733870967742	3409	3,692	1			Facebook is redesigning your Pages
203,84		134	1,52119402985075	3457	4,01	1			A new look for Facebook Pages






An important update to your Facebook Pages  
blog.fanbooster.com  
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Write a comment...

Important: Facebook Pages redesign  
blog.fanbooster.com  
What you need to know about the updates to Facebook Pages

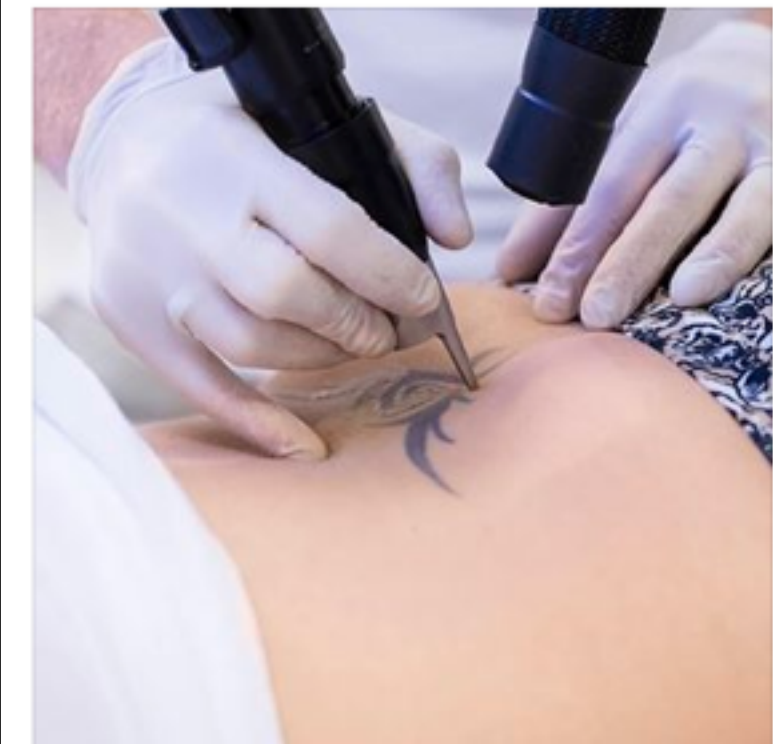
Learn More

Like · Comment · Share · 4 minutes ago · @

Write a comment...

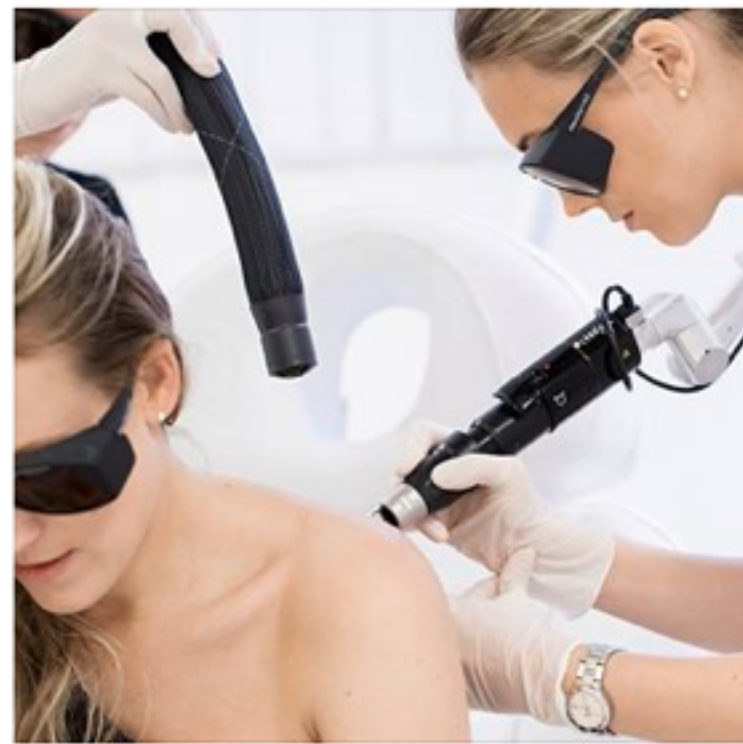
**Eraze**  
Tatoveringsfri til sommeren?  
Ny teknologi i Norge gjør det mulig om du bestiller i dag. 25% rabatt.

Klikk her for å lese mer: [www.eraze.no](http://www.eraze.no)



**ERAZE**  
**Eraze**  
Tatoveringsfri til sommeren?  
Ny teknologi i Norge gjør det mulig om du bestiller i dag. 25% rabatt.

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**40% klikk**

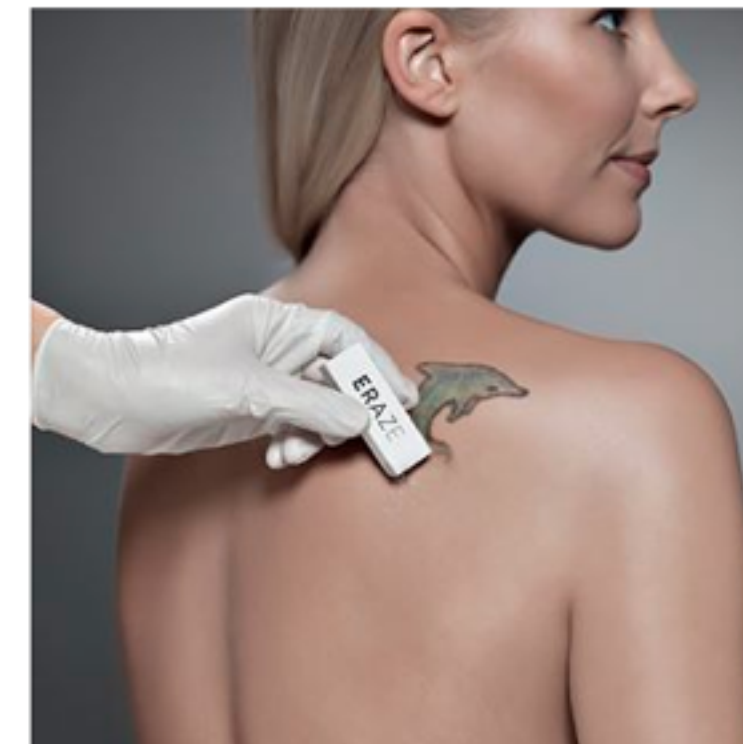
**Eraze**  
Tatovering du angrep på?  
Helt ny laserteknologi gir tryggere, mer effektivt og billigere fjerning. 25% i rabatt nå.

Les mer: [www.eraze.no](http://www.eraze.no)



**Eraze**  
Tatoveringsfri til sommeren?  
Ny teknologi i Norge gjør det mulig om du bestiller i dag. 25% rabatt.

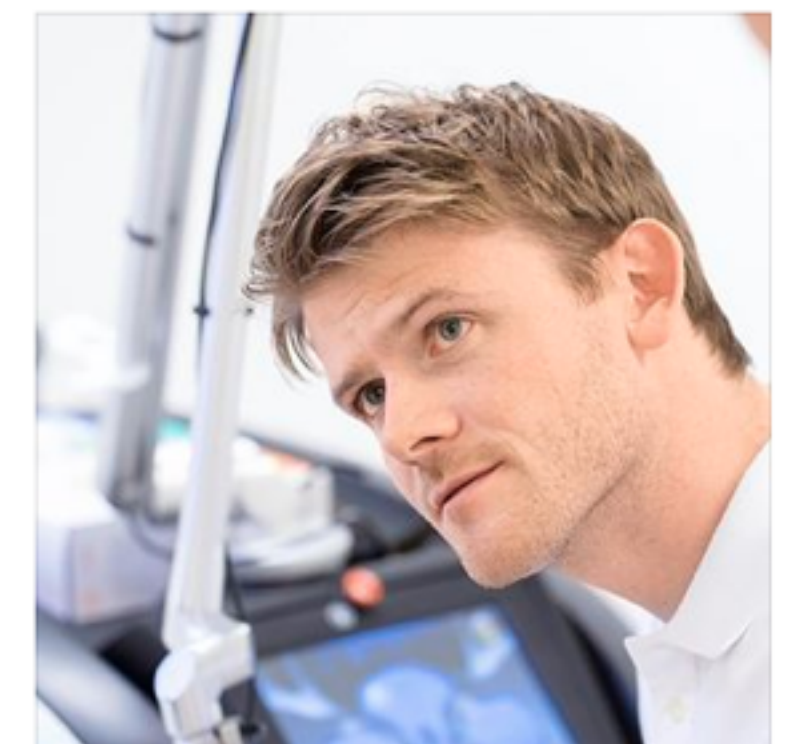
Klikk her for å lese mer: [www.eraze.no](http://www.eraze.no)



**50% klikk**

**Eraze**  
Tatoveringsfri til sommeren?  
Ny teknologi i Norge gjør det mulig om du bestiller i dag. 25% rabatt.

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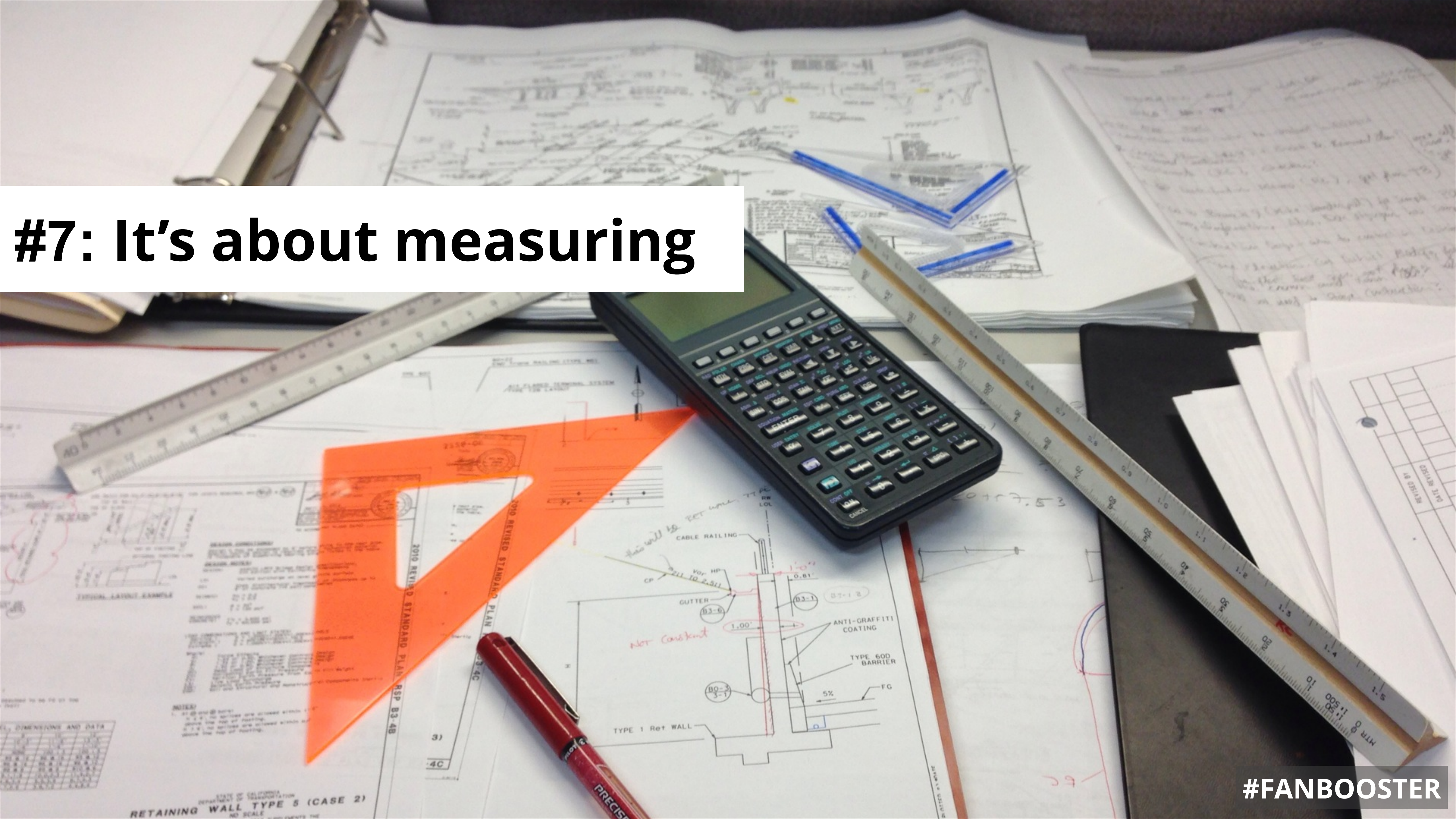
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**#6: It's about testing and listening**

**#FANBOOSTER**

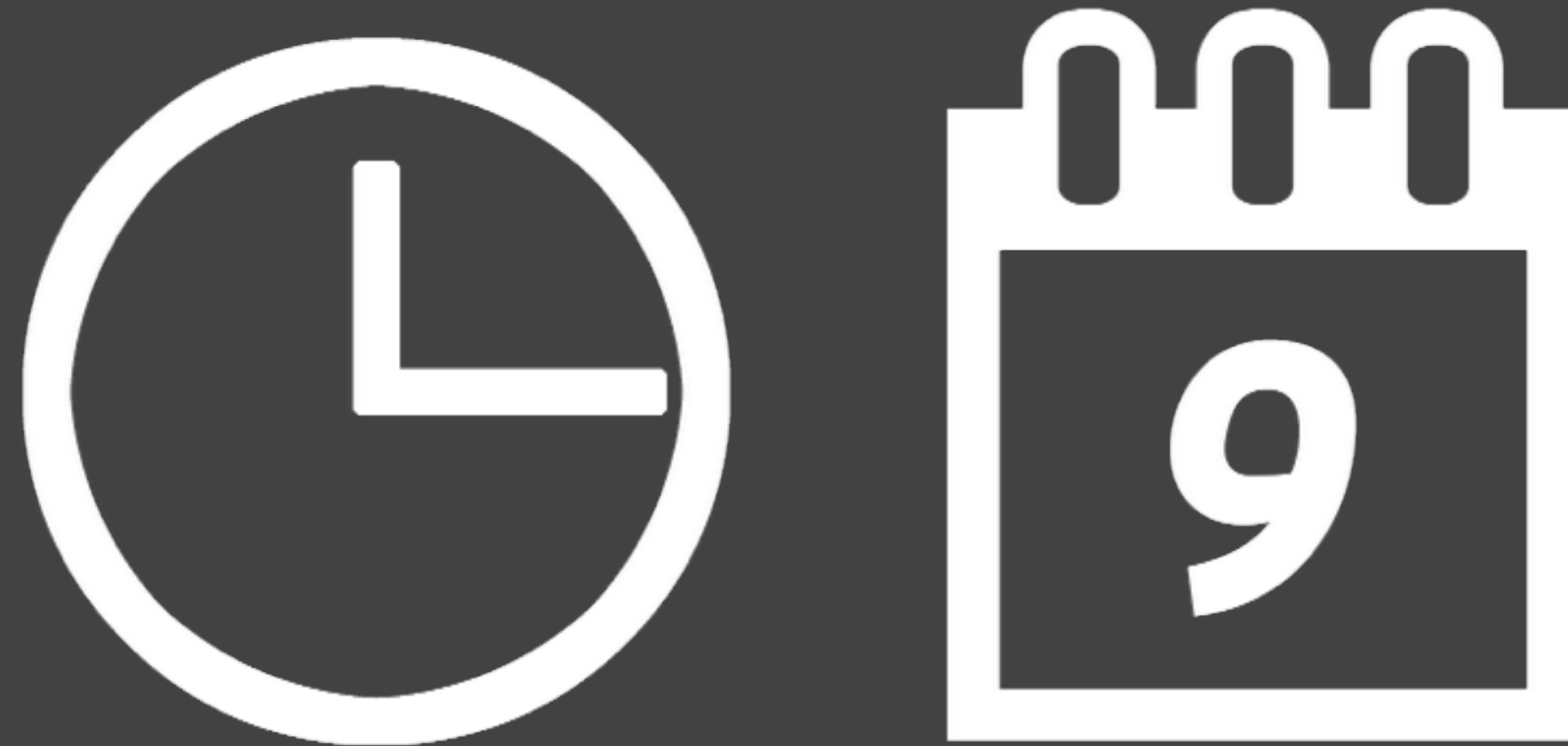
# #7: It's about measuring





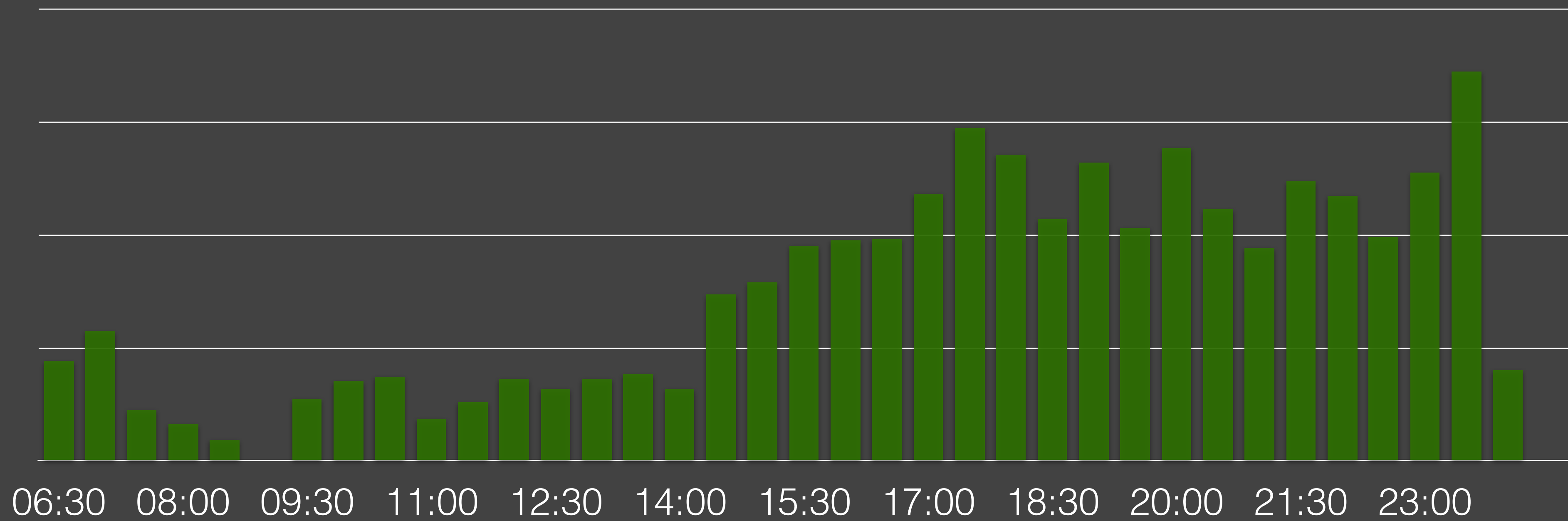
**#8: It's about planning ahead**

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**When should we post?**

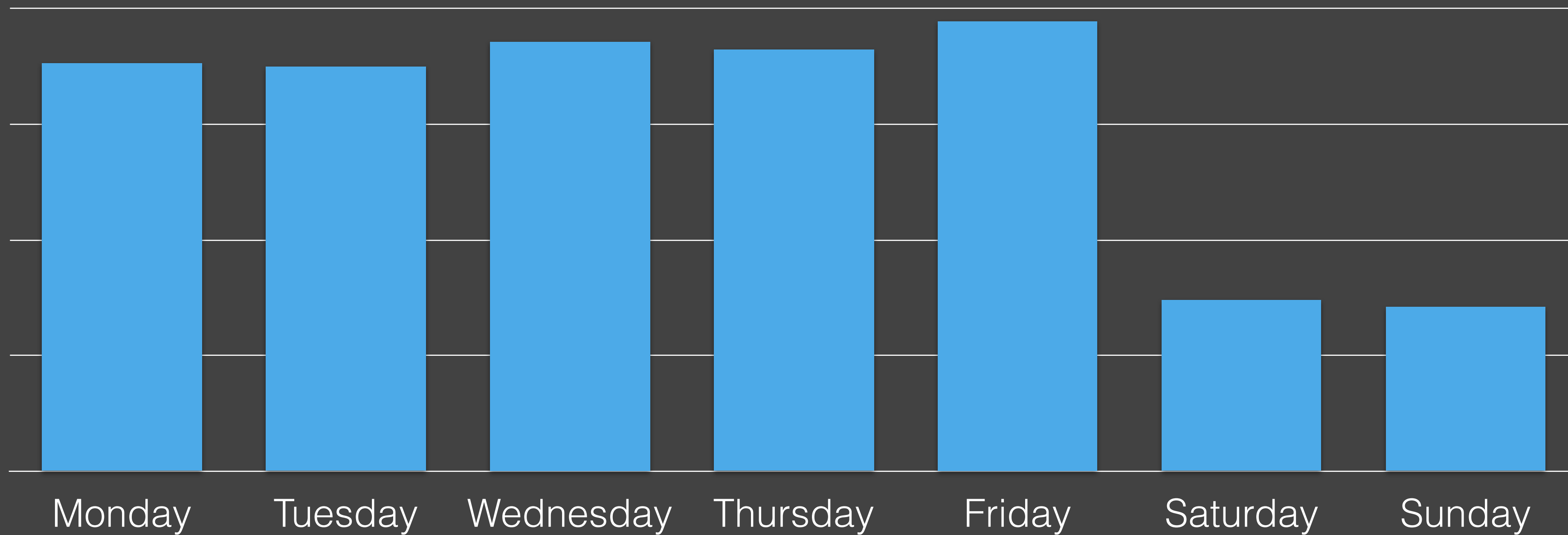
**Green: engagement Blue: brand posts**



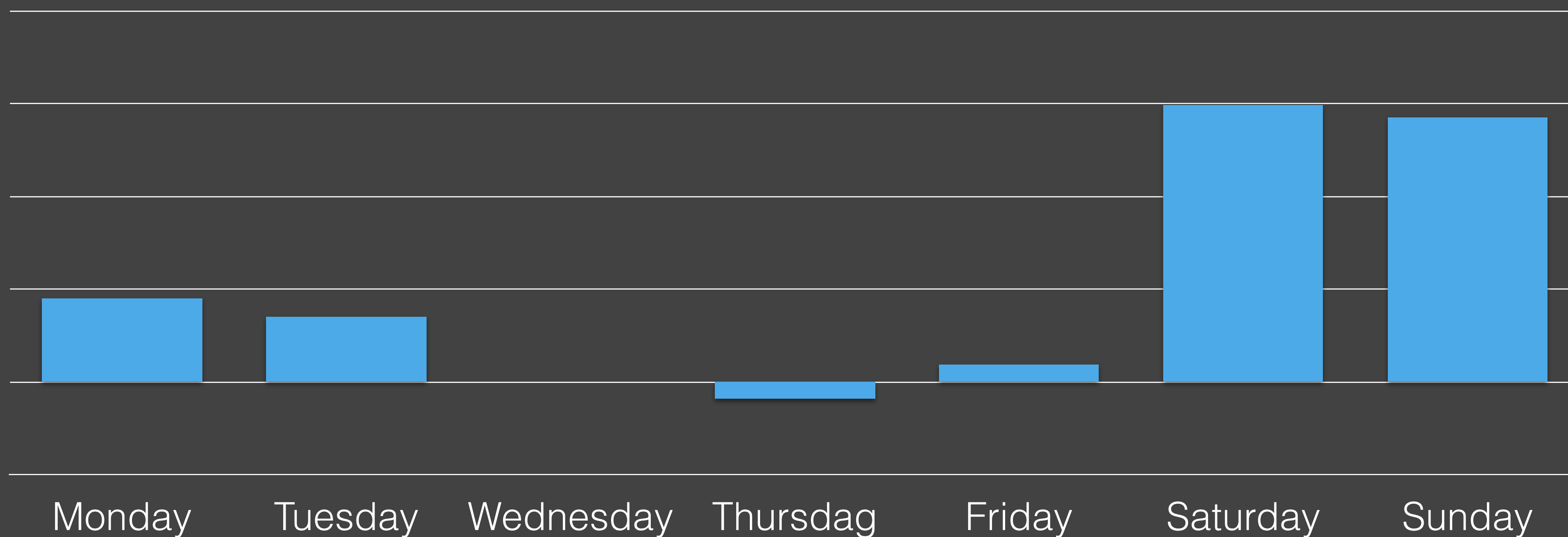




# What days are brands posting?



# What days get the most response?



**When brands post**

Monday - Friday

**When they should post**

Weekend

 **17 pm and 11 pm**

 **weekends**

**We post when we are at the office,  
and that's when you get  
the least response.**

Ever heard about scheduling Facebook posts?



### Ideas

Blog: How Fanbooster works with ads, measures conversion and optimize or ads on Facebook.

0/6 Jan 10

First 10 pictures on Pinterest

Blog: How has the new Facebook link share layout increased clicks?

Komplett.no video interview



Blogpost template

0/6

First 10 pictures on Pinterest

Blog: How has the new Facebook link share layout increased clicks?

Add a card...

### Uke 10

Nyhetsbrev med nye templates

Norsk invitasjon til frokostmøte

5 ways to get through writer's block

Add a card...

### Uke 11

10 social media advice from our customers

1 Mar 4



How to succeed in marketing with a small budget

Starting from zero: How to succeed in facebook-marketing?

Add a card...

### Uke 12

Inspirational facebook-apps that has succeeded.

Selvaag Case study

Are You Making These 11 Mistakes With Your Giveaways, Sweepstakes and Contests?

1


Add a card...



**#8: It's about planning ahead**

**#FANBOOSTER**



The background of the image shows several oil pumpjacks (jack-o'-lanterns) in silhouette against a warm, golden-brown sky at sunset or sunrise. The structures are complex, with long walking beams and counterweights. The overall mood is industrial and serene.

**#9: It's about (simplifying) your data**

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**#1: Facebook is not going anywhere**

**#2: But it's no longer free (if it ever was)**

**#3: It's about going all in**

**#4: It's about content and community**

**#5: It's about targeting your audience**

**#6: It's about testing and listening**

**#7: It's about measuring**

**#8: It's about thinking ahead**

**#9: It's about (gathering) data**

**#10: Be a priest, not a salesman**



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*Jacqueline Kennedy*

#FANBOOSTER



శ్రీకృష్ణ

#FANBOOSTER



*\$211,000*

**#FANBOOSTER**



*200\$*

#FANBOOSTER





*Over 130 000 sold*

#FANBOOSTER



*26 000 000 \$*

#FANBOOSTER



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**If you don't have anything to say,  
shut up - and create something  
worth talking about!**

*- Petter Gulli, DDB*

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