

## Why Facebook?

- **Why should you care about this in the first place?**
  - Nielson is the largest rating firm in the world
    - They looked at the largest trafficked websites in the world.
    - Google is #1.
    - YouTube and Facebook go back and forth between #2 and #3
- **People spend 450% more time on Facebook than they do on Google**
  - There are 1.4 Billion people on Facebook today.
    - That number is set to double in two years = 2.8 billion people
- **The fastest growing segment of Facebook is people in their 60's**
- **The reality is you're on Facebook and are ahead of the conversation or you're getting left behind.**
- **Referral Traffic**
  - Facebook is outpacing Google for the #1 source of traffic
  - I can drive better and more targeted traffic
  - Amazon's traffic from Facebook rose 321% last year
  - I don't use SEO. I use that time to cultivate relationships with my customers
- **Discovery is the New Search**
  - People used to find your business through Google searches
  - People are now coming to your site in entirely new ways
  - People are now clicking the like button your Facebook page.
    - Maybe one of your friends or fans shared a video, commented on you page, shared a photo from your stack.
  - Discovery is word of mouth marketing online
- **Friend Recommendations Drive Sales**
  - A consumer study shows that consumers are 68% more likely to buy a product recommended by a Facebook friend.
  - A Facebook friend isn't always someone you know in real life
  - Another study showed that Facebook fans can be "Super Customers"
    - A super customer is someone who spends 135% - 150% more than non-fans
- **Find new Ways to Drive Traffic**
  - It's not just the 'like' button anymore
  - Getting likes on Facebook do not equal customers or readers
  - Newsfeed optimization is critical (secret – it's easy)
  - Facebook comments on your website for customer testimonials and reviews
- **Post Purchase Shares**
  - Deliver a lot of value
  - Get testimonials from happy customers
  - Post purchase sales recommendations
  - Second only to friends, shoppers and customers most looked at reviews from people 'like themselves' to decide on a purchase