



Virginia is for Lovers 

The Facebook logo, consisting of the word 'facebook' in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the right. The logo is centered on a dark blue rectangular background.

facebook®

Virginia Tourism Corporation

FACEBOOK

DAVE NEUDECK – ELECTRONIC MARKETING DIRECTOR

@DAVENEUDECK • DNEUDECK@VIRGINIA.ORG • OCT. 17, 2011

The Numbers



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- 800 Million Active Users
- 50% of active users are on daily
- Average user
 - 130 friends
 - 80 community pages, groups, events, etc
- 250 Million photos uploaded daily
- 350 Million access Facebook through mobile

Travelers Use Facebook



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- 72% use SN sites while traveling
- Planning
 - “Like” destinations and businesses they are interested in
 - Look for deals, sweepstakes, exclusive offers, insider information
 - Monitor pages – posts, images, feedback
 - Facebook Connect – find friends that they can ask
 - Organize news feed items into lists

Facebook Timeline



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New Timeline

more room for personal expression,
customization & sharing information

A New Class of Social Apps on Facebook

<http://www.youtube.com/watch?v=q3b94kFBah8>

Timeline – your collection of all the top photos, posts and apps that help you tell your story.



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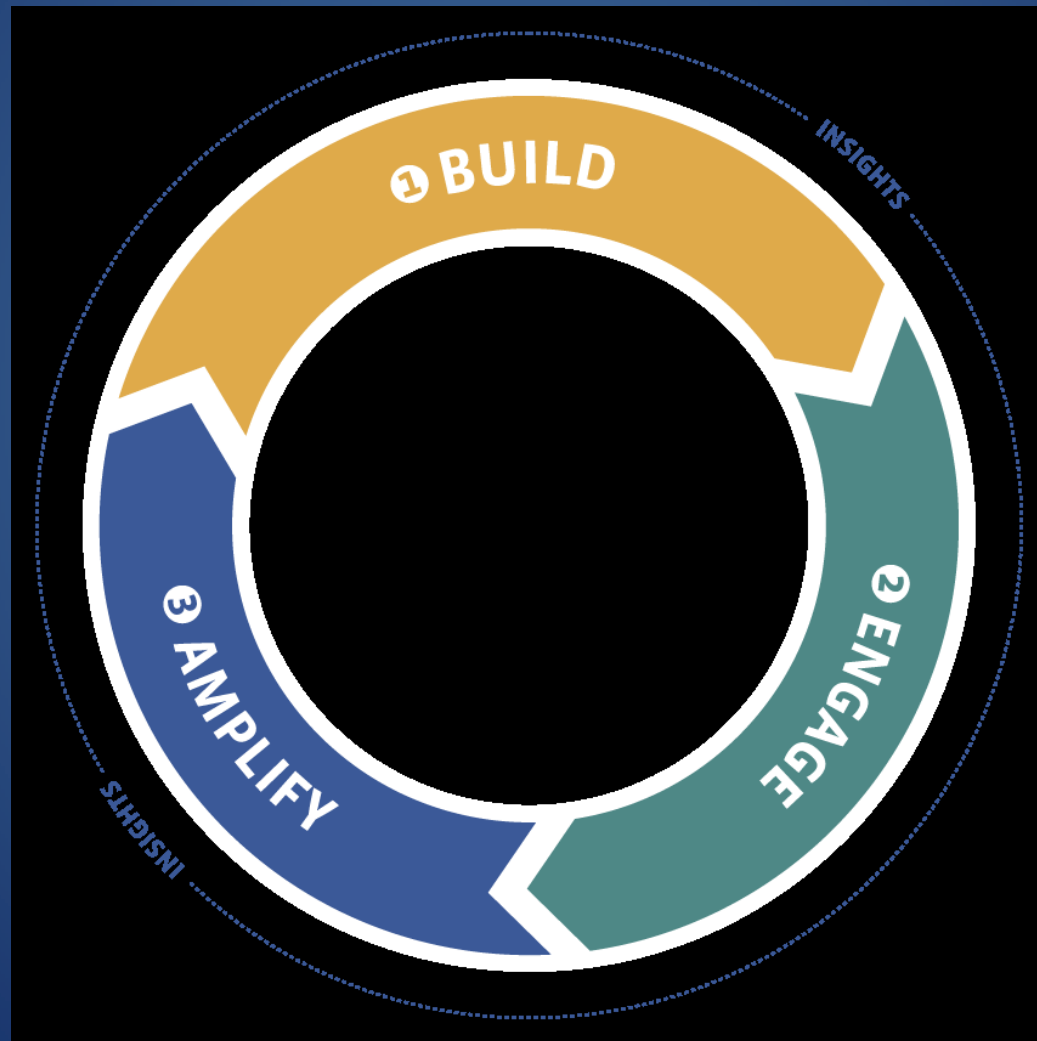


<http://www.youtube.com/watch?v=hzPEPfJHfKU&feature=relmfu>

Build, Engage and Amplify



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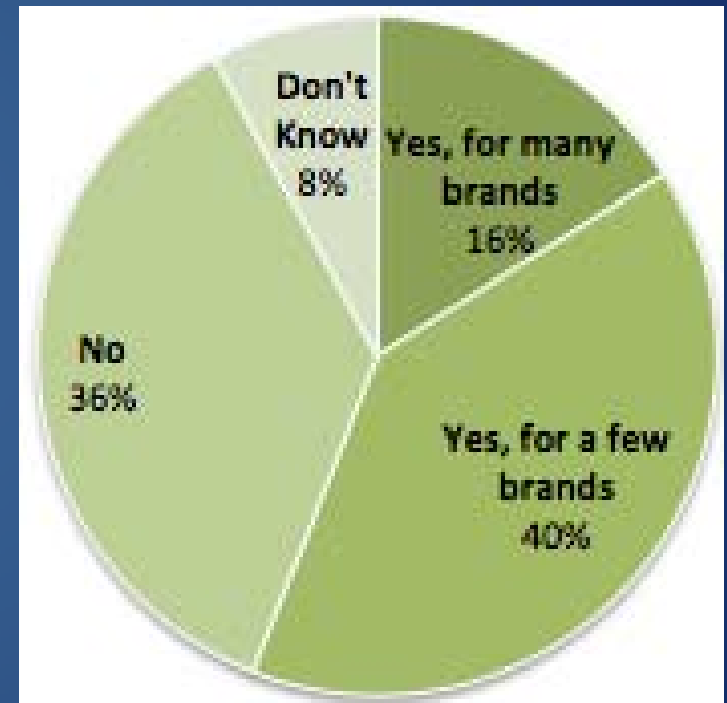


Why Build on Facebook?



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56% of consumers said they are more likely to **recommend a brand** to a friend after becoming a fan on Facebook

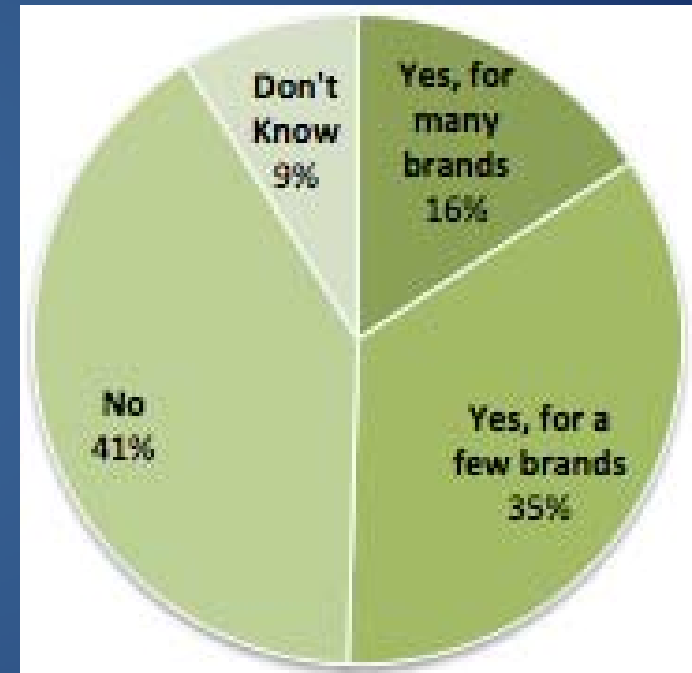


Why Build on Facebook?



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51% of consumers said they are more likely to buy a product since becoming a fan on Facebook

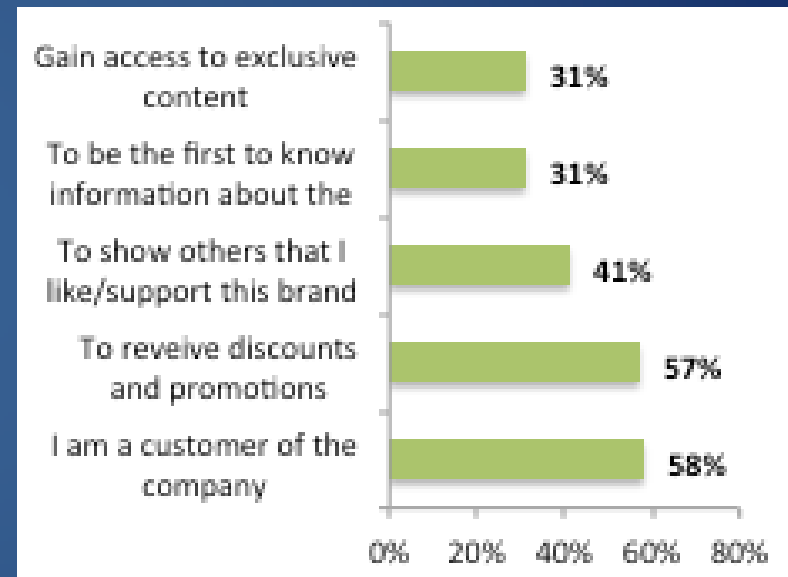


Why Build on Facebook?



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78% of consumers who “Like” brands on Facebook said they “Like” fewer than 10 brands



What is the Value of a Fan?



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- 1) Fans
- 2) Friends of Fans
- 3) Non-Fans

Starbucks study revealed that Fans and Friends of Fans **spent 8% more** and **11% more frequently** than the average internet user who transacted at Starbucks.

Grow Your Fan Base



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- 1) Promote within eNewsletters
- 2) Promote within your websites and blog posts
- 3) Encourage fans to recommend
- 4) Run a contest, promotion or sweepstakes
- 5) Giveaways
- 6) Use Facebook ads

Engage – Provide Value



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1. Be Exclusive
2. Be Timely
3. Encourage Sharing
4. Use Visuals
5. Leverage Contests
6. Offer Booking
7. Retarget Current

The Newsfeed



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1. Tell fans what you want them to do
2. Ask Yes / No Questions
3. Ask questions that can be answered with one or two words
4. Use Polls
5. Feed into your fans passions / interests
6. Do not post too often.

QUALITY vs QUANTITY

Amplify Your Reach



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The best form of recommendation is one you get from a friend.

Sponsored Stories allow you to surface **word-of-mouth** recommendations about your brand that **exist organically** in the Facebook News Feed.



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[Facebook.com/VirginiaisforLovers](https://www.facebook.com/VirginiaisforLovers)

RESULTS

- 613 Talking About
 - 380 Likes
 - 26 Shares
 - 207 Comments
- Reach: 48,726
- Engaged: 994
- Virality: 1.22%
- 96,675 Impressions



Virginia is for Lovers
Fall in Virginia is all about cool mornings, amazing foliage, scenic Sunday drives, and _____.

96,675 Impressions · 0.61% Feedback

Like · Comment · Share · October 5 at 8:22am · 🌐

👍 Christopher Proffitt and 380 others like this.

🗨️ View all 26 shares

💬 View previous comments 50 of 207

 **Arnold Williams III** Hating people from the city!
October 5 at 10:51am · Like

 **Heather Courtney Hart** Apple cider by a fire in the evening!
October 5 at 10:51am via mobile · Like · 🔄 1 person

 **Debbi Briggs Harrell** The company of best friends!
October 5 at 10:56am · Like · 🔄 1 person

 **Tena M. Marangi** Virginia Wine!!!
October 5 at 10:59am · Like · 🔄 1 person

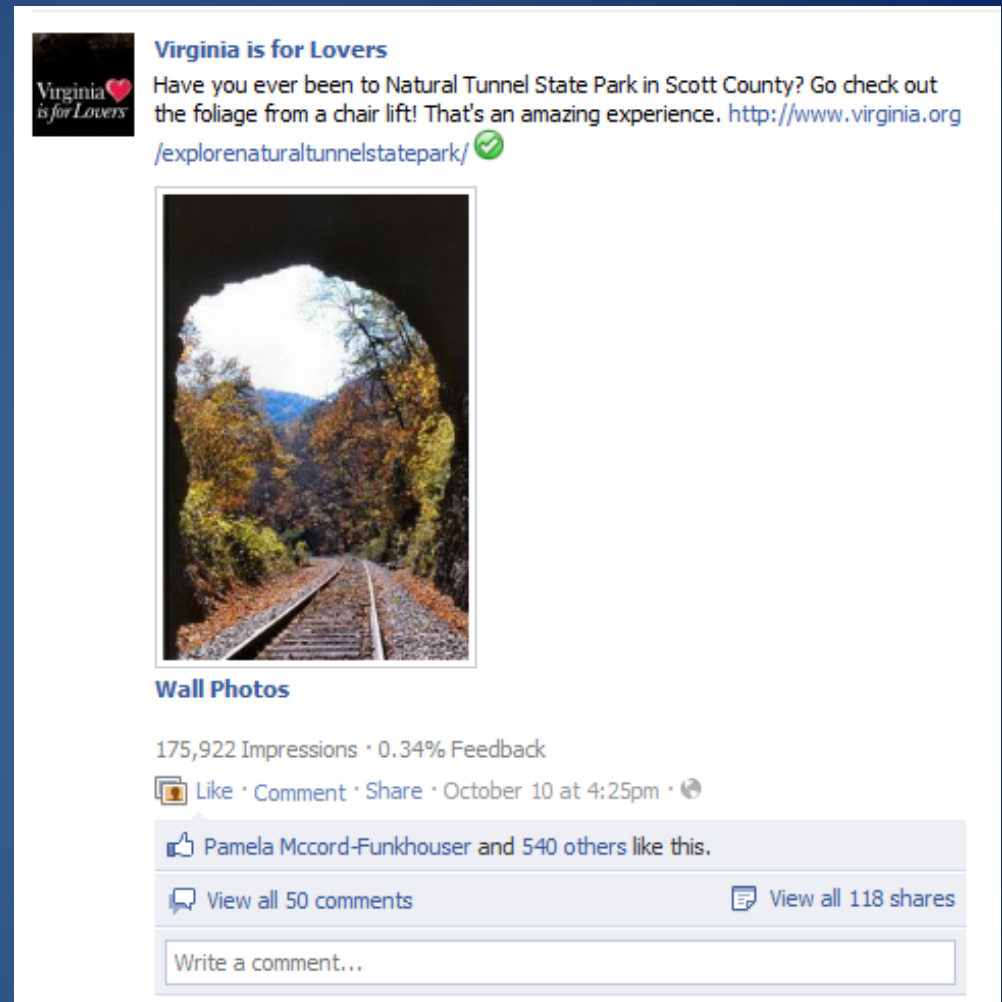
 **Lisa Powers** photographic opportunities!
October 5 at 11:06am · Like · 🔄 2 people

 **VacationFredericksburg.com** Great history like Fredericksburg's rich Colonial and Civil War history.
October 5 at 11:10am · Like

 **Dixie Reynolds** And Autumn picnics.
October 5 at 11:13am · Like · 🔄 1 person

RESULTS

- 708 Talking About
 - 540 Likes
 - 118 Shares
 - 50 Comments
- Reach: 48,828
- Engaged: 2,949
- Virality: 1.31%
- 175,922 Impressions



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Have you ever been to Natural Tunnel State Park in Scott County? Go check out the foliage from a chair lift! That's an amazing experience. <http://www.virginia.org/explorenaturaltunnelstatepark/> ✓

Wall Photos

175,922 Impressions · 0.34% Feedback

Like · Comment · Share · October 10 at 4:25pm · 🌐

👍 Pamela Mccord-Funkhouser and 540 others like this.

💬 View all 50 comments 📄 View all 118 shares

Write a comment...

RESULTS

- 787 Talking About
 - 594 Likes
 - 209 Shares
 - 79 Comments
- Reach: 32,083
- Engaged: 2,282
- Virality: 2.45%



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Okay! The Shenandoah National Park Fall Foliage Report is out and the National Park Service says THIS IS THE WEEKEND! Get the full scoop here ->

<http://www.virginia.org/ShenandoahNationalParkFallFoliageReport/> ✓

Photo by Jon Publik. Taken Oct 9, 2011. Shenandoah National Park



Wall Photos

📷 Unlike · Comment · Share · Friday at 8:14am · 🌐


👍 You, Josef Jacob Holzer and 594 others like this.


🗨️ View all 209 shares

💬 View previous comments

50 of 79

 **Linda Lea Blevins Sutherland** My favorite season of the year! Beautiful! Thanks, Garland!
Friday at 8:48am · Like

 **Leigh Huffman** Just passed through there and absolutely beautiful scenery!
Friday at 8:48am · Like

 **Lee Elmore** I always miss Va. in the fall and at Christmas. I haven't been home in 25 years. Time to go.
Friday at 8:48am · Like

Facebook Resources



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- Facebook Marketing Solutions (Case Studies, Ad Info, etc.) - <http://www.facebook.com/marketing>
- Facebook Pages - <http://www.facebook.com/FacebookPages>
- Facebook + Commerce - <http://www.facebook.com/commerce>
- Facebook for Business - <https://www.facebook.com/business>
- Facebook Blog - <http://blog.facebook.com/blog.php>
- Facebook Developers Blog - <http://developers.facebook.com/news.php?tab=blog>
- Inside Facebook - <http://www.insidefacebook.com/>
- All Facebook - <http://www.allfacebook.com/>

Articles



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- **6 Privacy Problems In Facebook's Updates: Infographic – 10/12/11**
<http://www.allfacebook.com/facebook-privacy-infographic-2011-10>
- **How To Put A Facebook Subscribe Widget On Your Site – 10/13/11**
<http://www.allfacebook.com/facebook-subscribe-widget-2011-10>
- **The Average Facebook Post Lives 22 Hours And 51 Minutes 10/14/11**
<http://www.allfacebook.com/facebook-post-2011-10>
- **Facebook Finally Launches Its Own iPad Application 10/10/11**
<http://www.allfacebook.com/facebook-finally-launches-its-own-ipad-application-2011-10>
- **Introducing Facebook's Newest Mobile App Platform 10/10/11**
<http://www.allfacebook.com/facebook-mobile-app-2011-10>
- **Facebook's News Feed Boosts Engagement By 29% 10/12/11**
<http://www.allfacebook.com/facebook-news-feed-boosts-engagement-by-29-2011-10>