

FACEBOOK

Hur det funkar och vad man kan göra

MEC INTERACTION



SANDRA TEROBI GROSSE

SOCIAL MEDIA EXECUTIVE/
PRODUCTION MANAGER

MEC

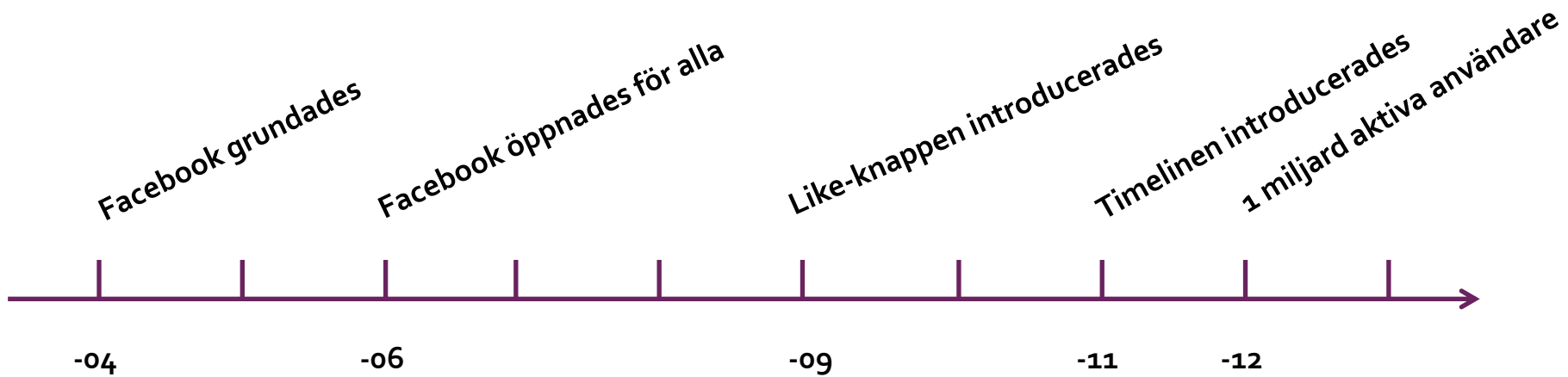
halebop 



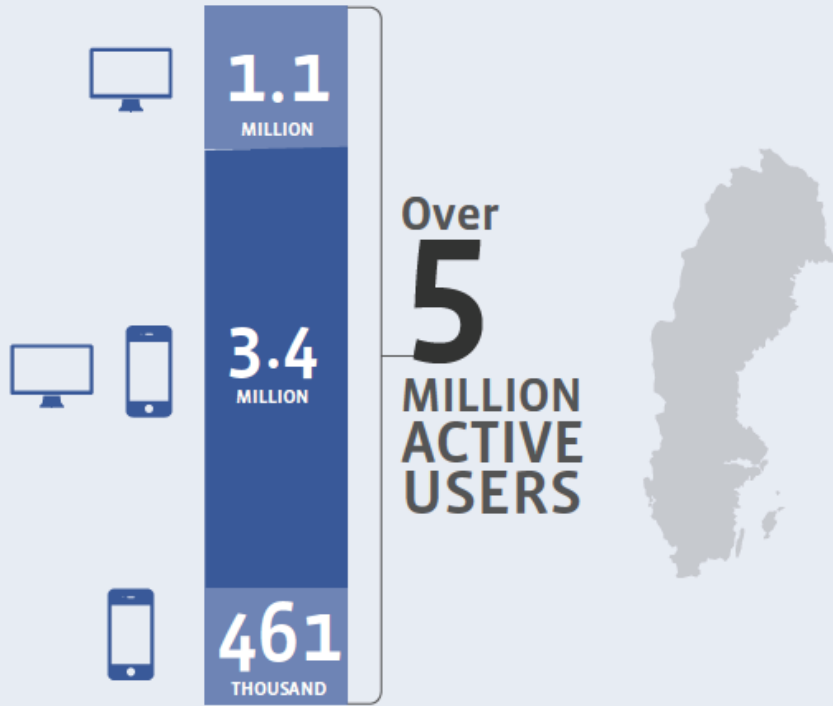
Mercedes-Benz



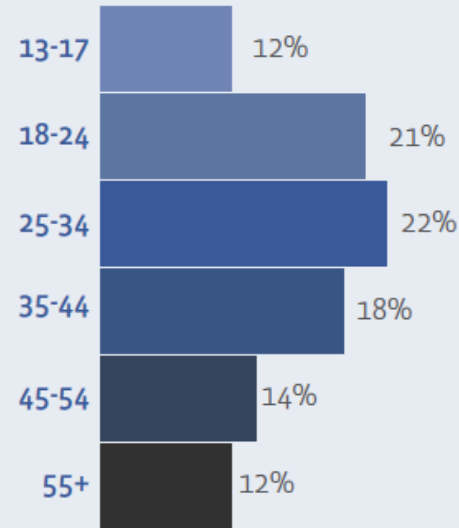
Det sociala nätverket
Facebook



Audience



AGES



Source: Facebook Internal Data, Jan 2013

Stories Shared Each Month



Source: Facebook Internal Data, Jan 2013





TID TILLBRINGAD
PER MÅNAD
(TIMMAR)



SIDOR SOM
VISAS PER
MÅNAD



Källa: [comScore Sverige Data](#), 03/2023


Pages

SocialBusiness



SocialBusiness

2,053 likes · 8 talking about this

Update Page Info 

✓ Liked



Media/News/Publishing

13 skribenter skriver om digital affärsutveckling, sociala medier för företag och strategier för marknadsföring på Internet.



Instagram

 2,053

Photos

Likes

About

Highlights ▾

Status

Photo / Video

Offer, Event +

What have you been up to?

 SocialBusiness shared a link.
October 10 near Stockholm

Funderar du på att starta en podcast? Läs om Magnus Ormestad som gjorde slag i saken och startade Husky.



36 Friends

Like SocialBusiness



Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite



Tommy Lasak

Invite



Älgen Olle Ahlkvist

Invite



Ronnie Pettersson

Invite

Recent Posts by Others on SocialBusiness

See All



Hanna Kastås

Idao oer iao praktiska tips om Facebooks funktionalit...

PAGES

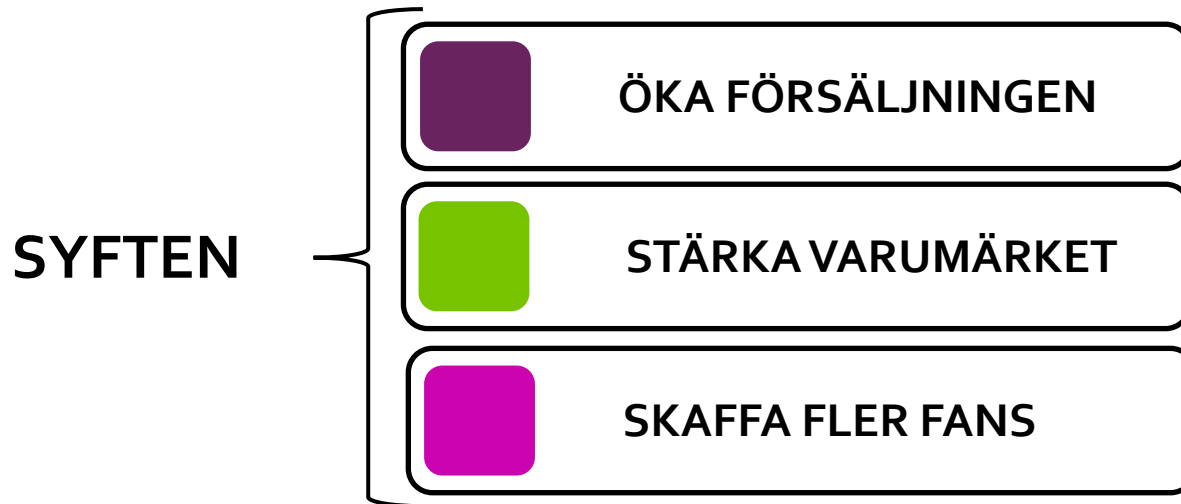
Var börjar man?

- 1 Syfte
- 2 Strategi
- 3 Taktik (mätbara mål)
- 4 Redaktionellt schema

... Och mät!

PAGES

Syfte -> Strategi -> Taktik -> Redaktionellt Schema

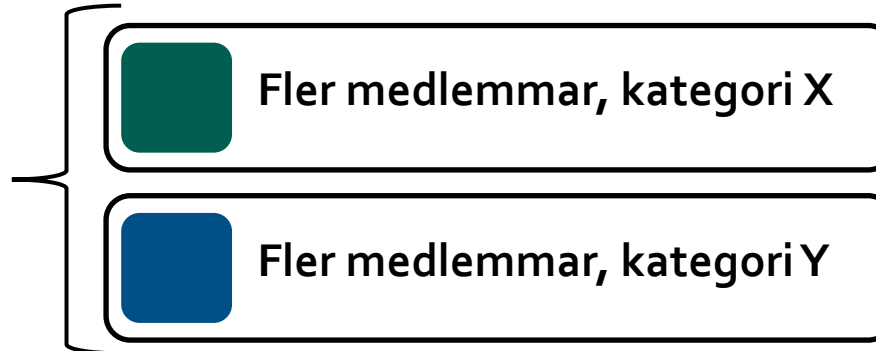


PAGES

Syfte -> **Strategi** -> Taktik -> Redaktionellt Schema



STRATEGIER



PAGES

Syfte -> Strategi -> **Taktik** -> Redaktionellt Schema



ÖKAD FÖRSÄLJNING



Fler medlemmar, kategori X

ANNONSERING

TAKTIK

Länk till X på hemsidan styrt till
Lookalike-målgrupp

INLÄGG

TAKTIK

Beskriva hur ett X går till

FACEBOOK APP

TAKTIK

Värva en vän-kampanj ("Ta
med en vän på X")

TAKTIK

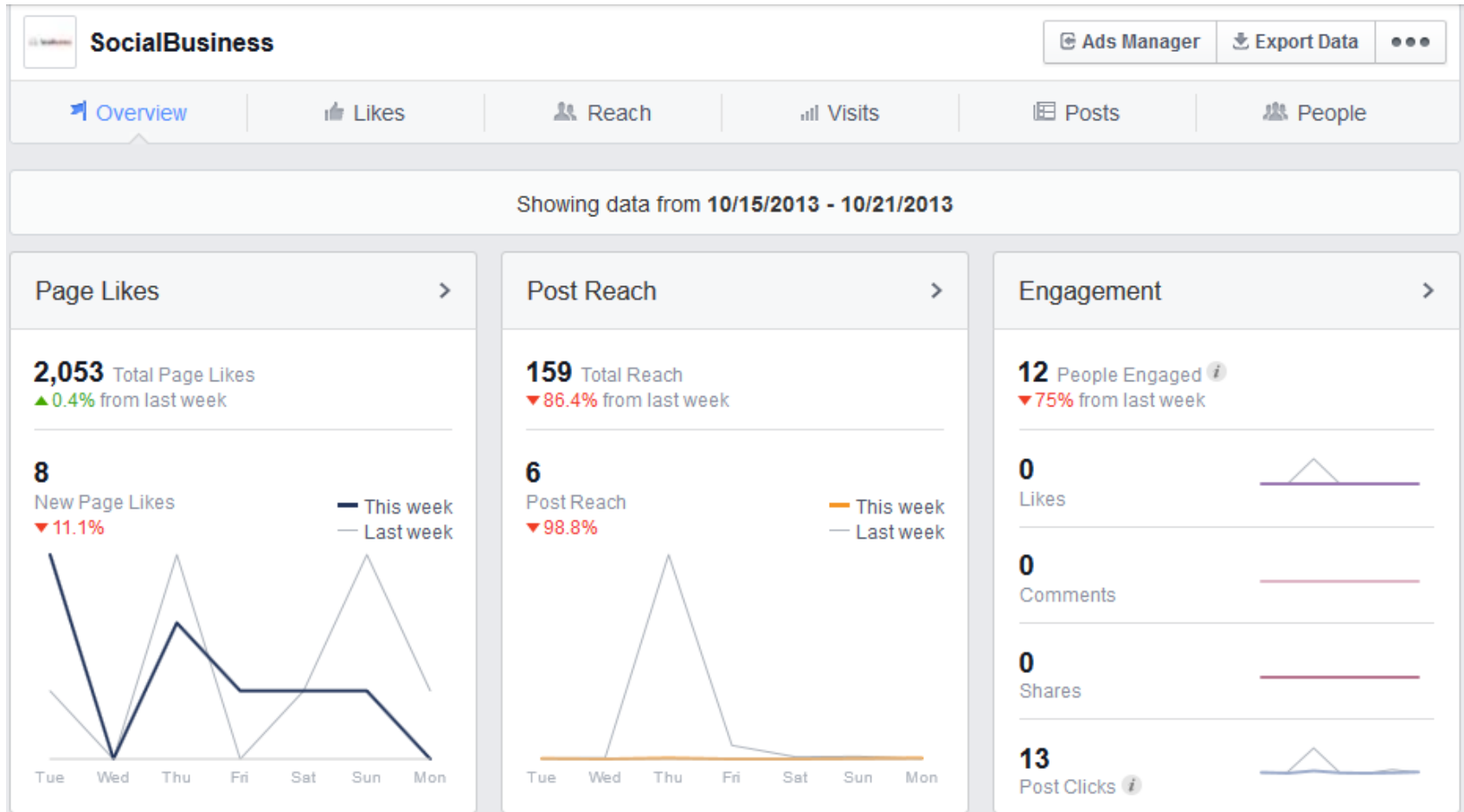
Custom audience styrt till f d +
nya medlemmar till site för
reg./erbjudande

TAKTIK

Presentera X

PAGES

Insights



PAGES

Mer då?

- Syfte
- Strategi
- Redaktionellt schema

- Krishanteringsplan
- Moderator/Manager
- Relevans
- Content



1 FOKUS PÅ VARUMÄRKET

Brand link
drives ad
recall



Pimm's
June 29

The rain won't stop the Brits from serving this weekend!

www.facebook.com/pimmis

Like · Comment · Share 273

2,347 people like this.

View all 96 comments

Write a comment...



Burberry
Yesterday

New seasonal shades – bold red accessories from Burberry available at the Bond Street and Knightsbridge stores <http://bit.ly/O3uPvD>

Like · Comment · Share 20

596 people like this.

View all 6 comments

Alexander Theodossiadis Elegant selection.
23 hours ago · Like

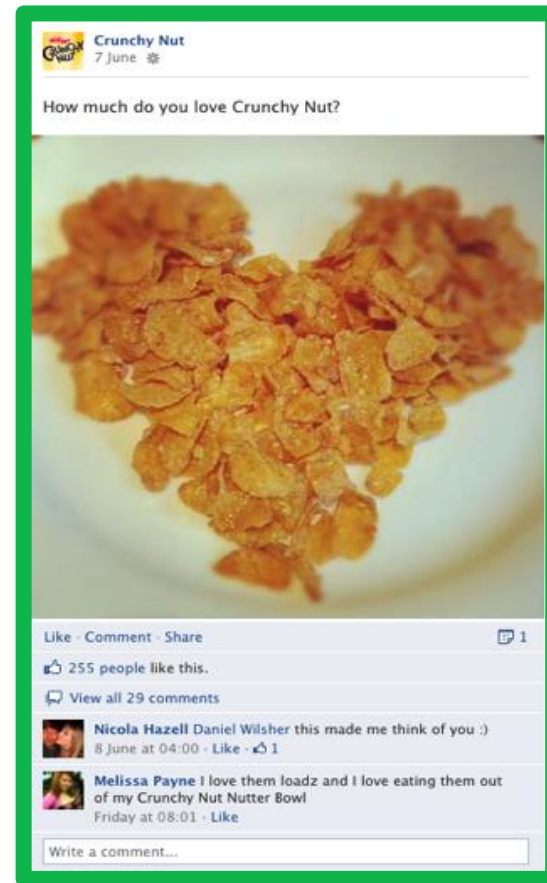
Nelly Cachin Lyanage I'm a great fun of Burberry ?
20 hours ago · Like

Write a comment...

2 HÅLL DET KORT



Inlägg med 100-250 tecken får 60% fler likes, kommentarer och delningar



3 POSTA REGELBUNDET



Efter 3-4 dagar
är dina inlägg
gamla

4 GÖR RELEVANTA INLÄGG

1. Gör mitt liv lättare
Tips / tricks, råd, upptäcka någonting nytt
2. Bygger relationer
Belöna fans (fan-gates, fan-only erbjudande, spotlight), underhålla fans
3. Hjälper andra
Fråga om feedback, möjliggör och uppmuntra fans att hjälpa varandra och deras vänner.







5 SVARA PÅ KOMMENTARER

Skriv gärna vilka tider ni finns tillgängliga på facebooksidan

ASOS August 31

ASOS Marketplace // Back To School: Backpacks and Satchels. (5 photos)
Finish off your back to school look with a spiffy carryall from the marketplace sellers. Walk the halls in style with our edit of the sites best backpacks and satchels!



Like · Comment · Share

295 people like this.


View all 13 comments

ASOS Hey Miranda Spatchurst, can you send us over all these deets in a private message? It's just below our cover photo, we'll be happy to help out.
ASOS Kym
September 1 at 9:59am · Like

ASOS September 14

The Friday Skive
Let us help you kill the last hour of the working week, with the help of SAS velcro, babies in big suits and Kevin Bacon.

<http://asos.to/Ub3VEj>



Like · Comment · Share

187 people like this.

View all 17 comments

ASOS Hi Elena, oh no! Don't worry, just copy your post into a private message so we can get this sorted out for you.
Thanks, ASOS Julia
Saturday at 9:35am · Like

Ads

ANNONSFORMAT

Format

STANDARD AD

PAGE LIKE AD (PLA) & PAGE LIKE SPONSORED STORY

PAGE POST AD (PPA) & PAGE POST SPONSORED STORY

UNPUBLISHED POST (UPP)

OFFER

MOBILE APP INSTALL AD

ANNONSFORMAT

Standard ad

VARFÖR?

- När man inte har en egen Facebooksida
- Driva trafik utanför Facebook - till en kampanjsajt, hemsida, webbshop eller en app

Redo att gå ner i vikt?
viktvaktarna-kampanj.se

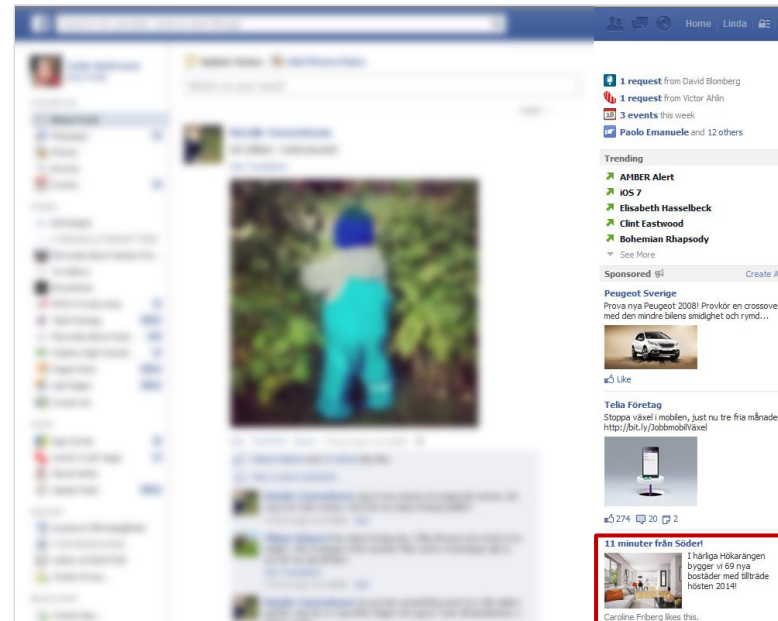


Just nu får du 40% rabatt hos Viktvaktarna. Klicka här för mer info!

Peugeot SKY Edition
peugeot.se



Specialutrustade bilar med stort glastak – nu till kampanjpriser. Hitta din bil här!



ANNONSFORMAT

Page Like ad

VARFÖR?

Page Like Ads används för att driva in nya fans till Facebooksidan.

This screenshot shows a desktop news feed layout. At the top left is the Jasper's Market logo (a green 'J' in a circle) and the name 'Jasper's Market'. Below this is the text: 'We're now open downtown! Like our page for the latest news and invites to special events, weekly deals, and more.' A large image of a smiling man in a white shirt and green apron is centered. Below the image, it says 'Jasper's Market Food & Grocery' and '541 people like this page'. A 'Like Page' button is on the right. At the bottom left, it says 'Sponsored'.

Desktop News Feed

This screenshot shows a mobile news feed layout. At the top is the text 'Suggested Page' with a dropdown arrow. Below is the Jasper's Market logo and name, followed by 'Sponsored'. The text reads: 'We're now open downtown! Like our page to get our latest news and invites to special events, weekly deals, and more...See more'. A large image of the same man in the apron is centered. Below the image, it says 'Jasper's Market Food & Grocery' and '541 people like this page'. A thumbs-up icon is on the right.

Mobile News Feed

This screenshot shows a desktop right-hand column layout. At the top is the text 'Jasper's is now open!' followed by 'Jasper's Market'. A large image of the man in the apron is on the left. To the right of the image is the text: 'We're now open downtown! Like our page for the latest news and invites to special events...'. Below the image and text is a thumbs-up icon, the text 'Like · 541 people like this page.', and a small 'Like' button.

Desktop Högeridan

ANNONSFORMAT

Page Post ad

Page Post ads (PPA) är annonser genererade utifrån inlägg som postas på Facebooksidan.

VARFÖR?

När man vill skapa större synlighet och engagemang kring ett inlägg som postas på Facebooksidan.

PPA



PPA sponsored story



ANNONSFORMAT

Page Post ads

Page Post Video Ad

 **Jasper's Market**
Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh produce, meats, and other essential ingredients!



Like · Comment · Share ·  72  13  7 ·  Sponsored

Page Post Photo Ad

 **Jasper's Market**
Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your family's cooking needs.



Like · Comment · Share ·  50  10  2 ·  Sponsored

Page Post Link Ad

 **Jasper's Market**
It's fig season! Not sure what to do with figs? Here's a delicious dessert recipe. Stop by Jasper's to get all of your ingredients.



Fig Tart with Almonds and Sugar
jaspersmarket.com

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

Like · Comment · Share ·  72  13  7 ·  Sponsored

OLIKA TYPER AV PAGE POST ANNONSER

- Text
- Foto
- Länk
- Video
- Erbjudande (offer)
- Event
- App
- Check-in
- Game played

Offer Ad

 **Jasper's Market**
Save big on your first order of our locally sourced groceries! Jasper's Market delivers within the city!



\$10 off your first order over \$50!
Expires August 31, 2013
541 people claimed this offer



Like · Comment · Share ·  72  13  7 ·  Sponsored

Event Ad

 **Jasper's Market**
Join us for our Open House this Saturday! We'll be dishing out our famous apple pie to show how excited we are to be a part of the neighborhood.



Open House
1455 Willow Road, Menlo Park, CA
Saturday, July 25 at 12:00pm
101 people are going



Like · Comment ·  14  2 ·  Sponsored

ANNONSFORMAT

Unpublished Posts

VARFÖR?

- När man inte vill göra en statusuppdatering på sidan
- Om man inte vill att fansen skall ta del av ett inlägg
- När man vill testa olika kreativa material för att optimera utifrån det som fungerar bäst
- Driva in nya fans till sidan

Detta format görs i ett externt verktyg som heter Power Editor

NACKDELAR

- Ingen organisk eller viral spridning.
- Svårare för kund att besvara kommentarer



ANNONSFORMAT

Offer

VARFÖR?

- Lösa ut kupong i butik
- Lösa ut kupong online
- Lösa ut kupong i butik och online



Jasper's Market
Save big on your first order of our locally sourced groceries!
Jasper's Market delivers within the city!

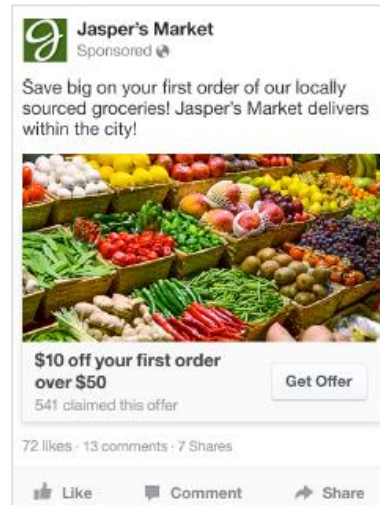


\$10 off your first order over \$50!
Expires August 31, 2013
541 people claimed this offer

Get Offer


Like · Comment · Share · 72 13 7 · Sponsored

Desktop News Feed



Jasper's Market
Sponsored

Save big on your first order of our locally sourced groceries! Jasper's Market delivers within the city!



\$10 off your first order over \$50
541 claimed this offer

Get Offer

72 likes · 13 comments · 7 Shares

Like · Comment · Share

Mobile News Feed



\$10 off your first order over \$50!
Jasper's Market



Save big on your first order of our locally sourced groceries!
Jasper's Market delivers wi...

Get Offer · 541 people claimed this offer

Desktop Högersidan

ANNONSFORMAT

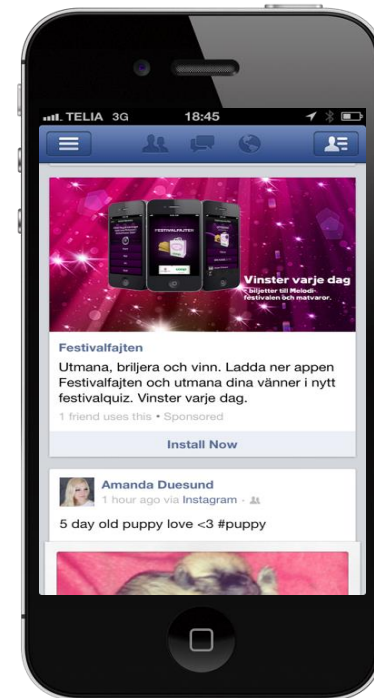
Mobile App install ad

VARFÖR?

- När man vill driva nedladdningar av appar/spel
- Driver trafik direkt till app store/google play
- iOS 6 - Lämnar inte Facebook

Rekommenderar Facebook integration – SDK (för att kunna optimera mot nedladdningar)

Köps på CPC eller oCPM – och bokas via Power Editor



NY KAMPANJ

Advertise on Facebook

What do you want to advertise?

Help: What do you want to advertise?

Choose a Facebook destination or enter a URL:

Enter a URL, a destination name, or a destination ID... [?]

Search

- Search by URL**
Enter an external URL or a Facebook URL.
- Search by Destination ID**
Enter an ID to load a Page, an app, an event, etc.

Pages and Places

- SocialBusiness**
Page
- Fashion Night Stockholm**
Page
- Trivselhus**
Page
- Rörstrand**
Page
- MoveHome**
Page
- Schwarzkopf (SE)**
Page
- littala (SE)**
Page
- Got2b Sverige**
Page
- Barnängen**
Page

Getting Started

Choose what you want to advertise by typing something into the destination box or clicking on anything in the list below.

- URLs, ex: nytimes.com
- Pages, ex: [Got2b Sverige](https://www.facebook.com/got2b)
- Places, ex: [STHLMPOLE](https://www.facebook.com/STHLMPOLE)
- Applications, ex: Unnamed App
- Events
- Facebook URLs, ex: [facebook.com/got2bse](https://www.facebook.com/got2bse)

Powereditor ger en tillgång till samtliga annonsformat

STYRNINGSMÖJLIGHETER

Custom Audiences

VARFÖR?

Möjliggör att matcha kundens databas med Facebooks användare. Man identifierar dem via mailadresser, telefonnummer eller Facebook UID:n

ViktVäktarna lyckades "lokalisera" 64% av sin databas på Facebook via Custom Audience.

The screenshot shows the Facebook profile for ViktVäktarna. At the top, a testimonial reads "För att det fungerar" with a signature of Shirley Clamp. The profile picture is a logo consisting of three curved lines. The page has 11,542 likes and 980 people talking about it. Below the profile, there is a post about healthy eating. The navigation bar includes "About", "Photos", "Likes", "Tävling!", and "Bli medlem i dag!". The "Highlights" section shows "Status", "Photo / Video", and "Offer, Event +". The "Recent Posts by Others on ViktVäktarna" section features posts from Charolina Hallberg, Ellinore Tång, Anna Nilsson, and Åsa Ekman.

MEC INTERACTION

MEC

STYRNINGSMÖJLIGHETER

Lookalike audiences

VARFÖR?

Kompletterande målgrupp som "ser ut som" (angett liknande egenskaper t ex samma demografi och intressen) kundens "custom audience". Högst troliga att bli intresserade av varumärket.

Prova lookalike om du vill hitta en ersättare för annonser till demografi- och intressestyrningar.

STYRNING: Likhet

Din lookalike audience omfattas av de 1% i Sverige som är mest lik din "custom audience".

Räckvidden på "lookalike audience" blir mindre men matchen mer exakt.

STYRNING: Räckvidd

Din "lookalike audience" kommer att inkludera topp 5% av de människor i Sverige som liknar din "custom audience" men mindre exakt matchning.

BUDGIVNING

Hur man köper

CPC

- Cost per click
- När man vill driva klick
- När målet är att driva offsite-konvertering
- Optimerar mot CTR
- Favoriserar användare som är mer klickbenägna

CPM

- Cost per mille
- Bra för brandingkampanjer
- Optimerar mot en hög reach och många impressions

Ett högt bud ger en större räckvidd.
Ett högre bud motverkar en hög frekvens

oCPM

- Optimerad cost per mille
- Används med fördel när man vill ha en direkt handling. T.ex installera en app, claima ett offer.
- Optimerar mot folk som t.ex gått på tidigare event, claimar många offers osv.
- Facebook Offsite Conversion Tracking

Conversion Tracking

Spårningspixel som kan mäta t.ex hur antal registrerade medlemmar via en specifik annons

STYRNINGSMÖJLIGHETER

Styrningar



DEMOGRAFI

- Land/stad
- Ålder
- Kön
- Sexuell läggning
- Civilstånd
- Familj
- Högskoleutbildning
- Arbetsplats

INTRESSEN

- Intressestyrningar
- Kategoristyrningar

CONNECTIONS

- Fans
- Icke fans
- Fansens vänner

KLUSTER

- Custom Audience
- Lookalike Audiences
- Egna kluster



DO'S AND DON'TS

Riktlinjer för bilder



ANALYS

Statistik i Ads Manager

På era page kan ni komma åt Ads Manager

Reports ▾ General Metrics: last 30 days (edited) [Schedule](#) [Save](#) [Share](#) [Export](#)

[Edit Columns](#) [Clear Filters](#)

Campaign name ▾ is ▾ [+ Add Filter](#)

Start Date [?]	End Date [?]	Campaign [?]	Reach [?]	Frequency [?]	Impressions [?]	Clicks [?]	Click-Through Rate [?]	Spend [?]	Cost Per Click (CPC) [?]	Page Likes [?]
2013-09-25	2013-10-24		346,524	3.14	1,088,706	7,814	0.718%	15,000.00 kr	1.92 kr	173

[Edit Page](#) ▾ [Build Audience](#) ▾ [View Insights](#) [Help](#) ▾ [Hide](#) [Ads Manager](#)

Promotion
[Boost Post](#) ▾
[Boost Post](#) ▾
[Boost Post](#) ▾

Messages [See All](#)
Artis Web
 Här är några webbplatsen från vår vär...
Linn Jacobsson
 Tack för det! Då skidar jag halsbandet...
Cecilia Dahlström
 Och glöm inte ta med dig din karl i så fall!

Recent Started

Reports ▾ General Metrics: last 30 days (edited) [Schedule](#) [Save](#) [Share](#) [Export](#) [Reports Help](#) ▾

[Edit Columns](#) [Clear Filters](#) Dates: [Last 30 days](#) ▾ [All days](#) ▾

Campaign name ▾ is ▾ [+ Add Filter](#)

Start Date [?]	End Date [?]	Campaign [?]	Advert [?]	Reach [?]	Frequency [?]	Impressions [?]	Spend [?]	Clicks [?]	Click-Through Ra	Cost Per Click (CPC)	Page Likes [?]
2013-09-25	2013-10-24			6,734	1.48	9,983	220.87 kr	109	1.092%	2.03 kr	2
2013-09-25	2013-10-24			253,877	3.03	769,807	6,151.02 kr	2,657	0.345%	2.32 kr	97
2013-09-25	2013-10-24			159,685	1.38	220,325	6,920.49 kr	3,953	1.794%	1.75 kr	57
2013-09-25	2013-10-24			33,061	1.52	50,151	1,202.03 kr	824	1.643%	1.46 kr	12
2013-09-25	2013-10-24			27,984	1.37	38,235	505.59 kr	271	0.709%	1.87 kr	5
2013-09-25	2013-10-24			199	1.03	205	0.00 kr	0	0.000%	0.00 kr	0

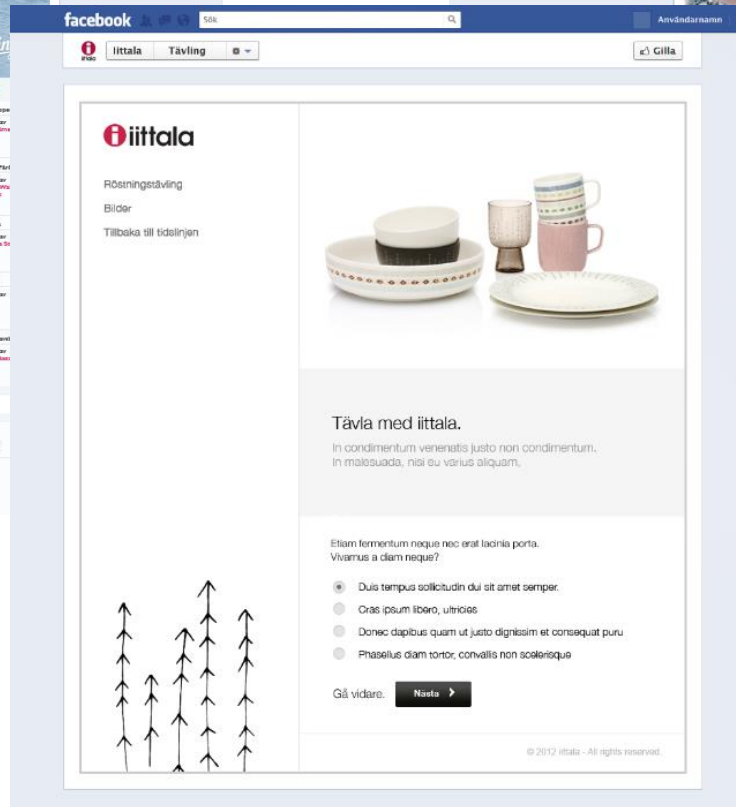
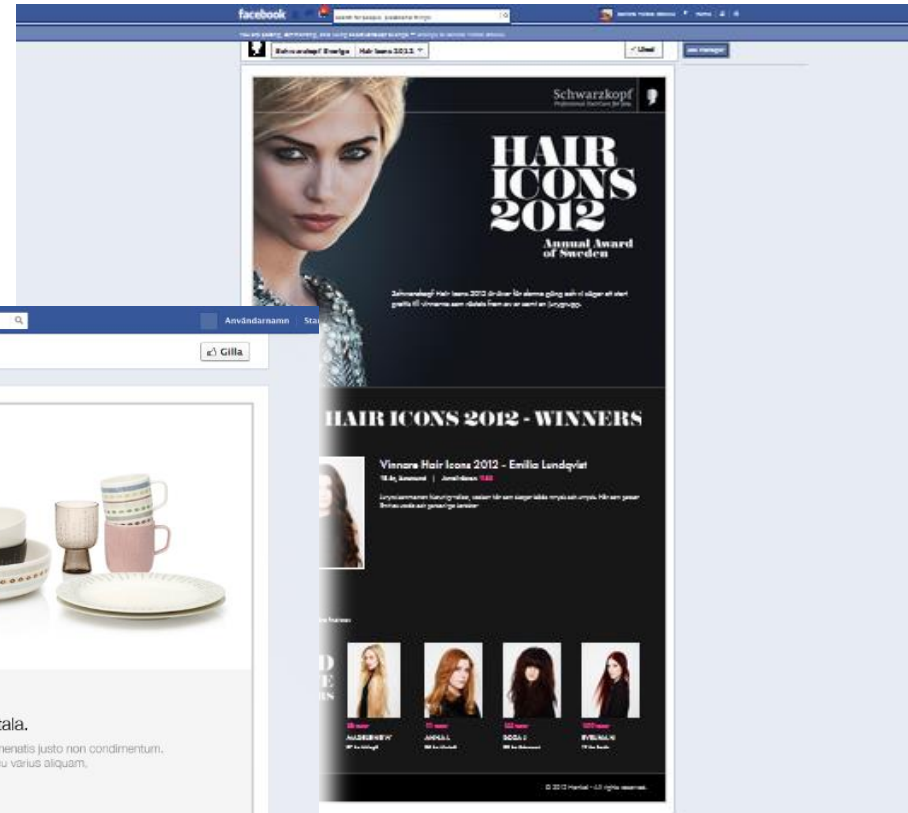
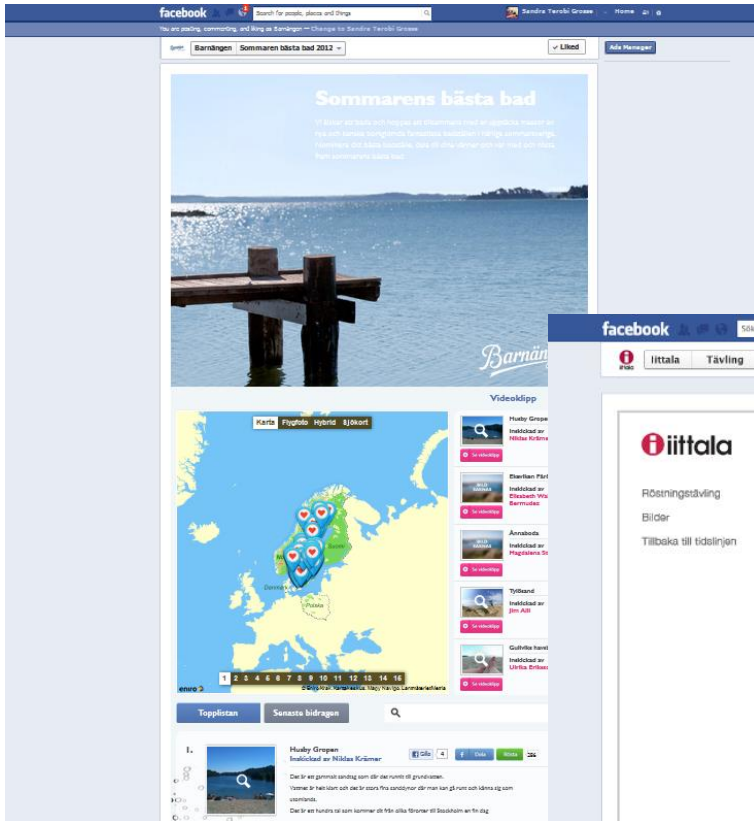


PREMIUM

The image illustrates the Facebook Premium user experience across different devices and components. It features four callouts:

- 1 Högersidan**: A callout pointing to the top right navigation area of the desktop interface, which includes options like 'Update Status', 'Add Photo / Video', and 'Ask Question'.
- 2 News Feed**: A callout pointing to the main content area of the desktop interface, showing a post from 'Nadram Riyazi' with photos and a video player.
- 3 News Feed i mobilen**: A callout pointing to the mobile app interface, showing a post from 'Fall in love again!' with a video player.
- 4 Log Out Experience, LOX**: A callout pointing to the 'Titanic 3D' sponsored post in the desktop interface, which includes a large video player and a 'My Heart Will Go On' promotional banner.

Tävlingar



Övning

ÖVNING

1 Välj en page

2 Topp 3 inlägg – Vad gör dem bra?

3 Vad verkar vara syftet med pagen?

Tack!

Sandra Terobi Grosse
sandra.grosse@mecglobal
[@terobi](https://twitter.com/terobi)

MEC INTERACTION

