



Facebook Fan Conversion Playbook

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You've cultivated an engaged, loyal fan base on Facebook. It's time to focus on converting them – encouraging a closer relationship between your brand and social following. How you do that may vary based on your business model, industry, and social marketing goals. But there are several activities that can drive revenue, increase brand awareness, or enrich your customer data.

Key conversion types include:

Sales: Purchasing a product or service online or in-store

Email acquisition: Submitting an email address and opting in for future communications

Sampling: Signing up for a free product sample

Information request: Downloading a piece of content like a white paper, requesting a call from a sales rep, etc.

Registration: Signing up for an event like a webinar, conference, etc.

Coupon / voucher redemption: Redeeming a coupon or promo code either in-store or online

Mailing address acquisition: Submitting a mailing addresses for direct marketing purposes

Clickthroughs: Visiting your website from your Facebook page – this is a particularly valuable metric for publications and ad-supported websites

Once you've set your goals, you can start developing and running engaging and exciting campaigns. This playbook outlines campaigns brands have used to achieve their conversion goals and realize return on investment.

As in our Fan Acquisition and Fan Engagement playbooks, tips and recommendations are included for the most relevant industries under each campaign tactic. Here's a list of the industry icons we'll be using:



Ecommerce



Small Business



Fashion & Retail



Online Services & Tech



Consumer Packaged Goods



Sports



Media & Entertainment

Drive Conversions with Sweepstakes and Promotions

Sweepstakes and promotions are a smart, simple way to acquire new fans – and they’re proven to drive conversions.



Offerpop’s Sign Up app is a lightweight way for marketers to create custom sign up forms on their Facebook page. Prompt fans to submit their contact info to enter a sweeps, request information, or sign up for a promotion. The Sign Up app is ideal for marketers who want to build a large base of email addresses for continued communications and targeted offers.

Features

- Customizable text fields, drop-down menus, and opt-in boxes
- Ability to set fields as required or optional
- Option to upload printable coupons, bar codes, and single-use online promo codes
- Option to deliver an offer or special content after fans submit info
- Fan-gating for mobile and desktop users

Best Practices from Top Sign Up Campaigns



Include compelling calls-to-action in your sweepstakes entry form to grow your email list.

Giant Eagle ran a Facebook sweepstakes for free tanks of gas, and included a call-to-action to sign up for their email list. By touting access to “exclusive offers,” they received over 45,000 email opt-ins.





Capture relevant user info with a sampling program – driving two conversion points simultaneously.

Lipton gave away samples of their new Tea & Honey iced tea mix, and captured both email addresses and mailing addresses for future outreach.



Offer prizes from a partner or sponsor, and grow email lists for both brands.

Flavorpill partnered with Toyota and Lomography to give away a camera, and collected thousands of email addresses.



Run a sweepstakes that incentivizes conversion. Require that fans take an action for a chance to win.

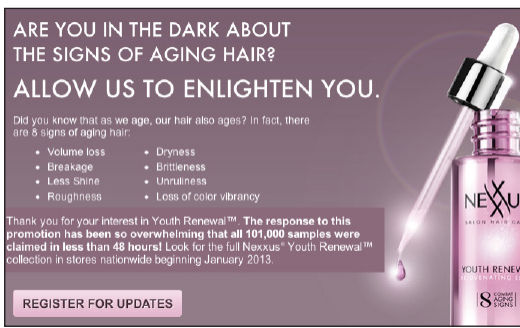
Nick Jr. required fans to become members of the Dora the Explorer fan club and received over 11,000 sign ups in one week.



Add a quiz component to a Sign Up campaign – fans become more invested in the campaign and more likely to opt into future communications.

PG Tips ran a Sign Up sweepstakes for free coffee for a year, and asked fans to answer a breakfast-related quiz question. The campaign generated over 9,000 sign ups!





Encourage the trial of new products with a sampling promotion – it's a great way to convert relevant customers.

Nexxus used a sampling campaign to promote the launch of their Youth Renewal hair serum. All 101,000 samples were redeemed in the first 48 hours!



Use Sign Up to collect emails in exchange for access to exclusive or valuable content – a great tactic for generating and cultivating sales leads.

MarketingProfs offered downloads of a Pinterest Marketing Guide and reported a 62% conversion rate.



Create Campaigns to Promote Deals and Discounts

Many fans follow brands so that they can get access to exclusive offers. Consistent promotion of your deals and exclusives is a great way to convert Facebook fans into customers.



With our Deals app marketers can share multiple offers with fans in a single tab. Think of it as a social, dynamic FSI (Free-Standing Insert). This app is particularly effective for driving online sales, increasing brands return on investment on Facebook.

Features

- Customizable calls-to-action, depending on the deal / exclusive content you'd like to offer
- Option to upload multiple deal types, including printable coupons with automatically generated barcodes as well as single-use promo codes
- Ability to schedule automatic start and end dates for individual deals
- Optional conversion tracking to track online purchases, membership conversions, etc. – included at no extra charge
- Fan-gating for mobile and desktop users
- Real-time reports, automatically archived and downloadable into Excel

Best Practices from Top Deals Campaigns



Convert customers by regularly updating your offers to highlight new collections, overstock items, and seasonal promotions.

Ann Taylor drives website traffic and sales by keeping their Deals app page up-to-date with their latest collections and offers.



Grow sales volume by offering free items with purchase.

Wetzel's Pretzels kick-started in-store sales with a voucher for a free Watermelon Lemonade, redeemable with the purchase of a Wetzel Dog or Wetzel Bitz.



Position your offers as exclusive perks and rewards – fans love feeling like insiders.

Personalization Mall offers weekly exclusive deals for their Facebook fans to help drive online sales.





Tap into the power of word-of-mouth, and facilitate deal sharing with clear calls-to-action.

Sears includes Like and Share buttons under each of their offers to encourage virality.



Promote offers frequently with posts to your Timeline – it results in more fan participation.

Expedia Italy runs weekly coupons and promotes them with highly visual wall posts that generate tremendous engagement.



Showcase your Offerings in an Engaging way

Facebook is all about big visuals and fresh content, making it the perfect channel to promote new products. Curated product slideshows are an intuitive tool for driving sales. They mimic the experience of clicking through a Facebook photo album, encouraging fans to browse items and share their favorites.



Offerpop's Look Book app makes it easy for marketers to set up slideshows in minutes. Brands using Offerpop see a 7.6% conversion rate from Look Book campaigns vs. a Facebook average of 2%, as reported by Forrester.

Features

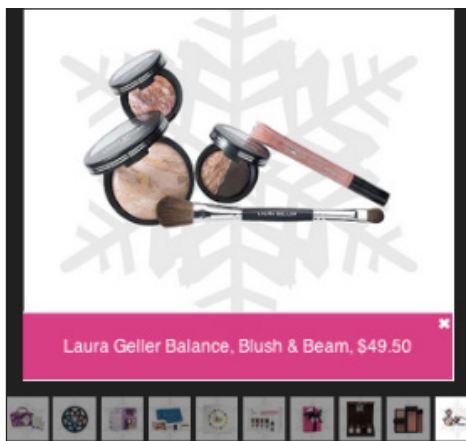
- Customizable calls-to-action for each slide
- Multiple offer types, including printable coupons, bar codes, and single-use online promo codes
- Like, comment, and sharing capabilities for each slide – helping your fans to spread the word
- Optional conversion tracking to track online purchases, membership conversions, etc.
- Set up individual entries to run continuously or schedule end dates
- Fan-gating for mobile and desktop users
- Real-time reports, automatically archived and downloadable into Excel

Best Practices from Top Look Book Campaigns



Include visually stunning imagery that's aligned with your fans' interests.

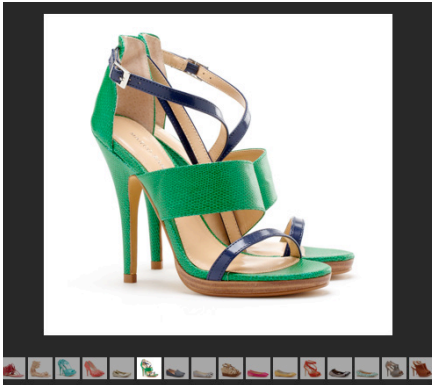
The Barneys "Baby It's Cold Outside" campaign introduced winter coats to their fashion-savvy fan base, generating strong word-of-mouth among fans, their friends, and friends of friends.



Quickly load and share last minute deals on overstock items – no web developer help required.

Birchbox introduced a "Last Minute Holiday Deals" Look Book to ignite clearance sales right before the holidays.





Use Conversion Tracking and monitor campaign reports to optimize results.

Sole Society achieved a 10.7% click-to-conversion rate with their March 2012 Look Book, and used their findings to develop content for future campaigns.



Create unique calls-to-action for each item, and measure clickthrough rates to determine the best messaging.

7 for All Mankind increased site traffic with a dynamic product showcase, which includes unique calls-to-action like "New In," "Click to Buy," and "Coming Soon."



Setting Up Couponing

The Sign Up, Look Book, and Deals apps support unique promo codes and/or printable coupons, making it easy for you to share your deals with fans. Take these steps to enable campaign participants to redeem coupons.

To add codes to your campaign:

1. In your campaign builder under Advanced Options, check "Use single use codes in your campaign."
2. Select an option and click "Add Codes."
3. Copy and paste your unique promo codes into the box, separated by commas or spaces. You can upload up to 50,000 codes at a time.
4. At any time during your campaign, you can delete unused codes with one click.
5. You can create a custom message that visitors to your campaign will see when all of your codes have been used.
6. You can set up notifications for multiple email addresses so you're alerted when codes have been used.

Setting Up Conversion Tracking

Offerpop's conversion tracking feature allows you to track downstream conversions (from your Offerpop campaign report.) Take these steps to enable conversion tracking for your Deals and Look Book campaigns.

1. Set up your Deals or Look Book campaign and save it as a draft.
2. Visit your Offerpop dashboard and then select "Track Conversions" from the "More" dropdown menu next to your campaign.
3. Set up your API Key using the key generator.
4. Grab the HTML tracking codes and ask your website admin to implement them on your post-transaction page, following the detailed instructions laid out on the Offerpop site.
5. Publish your Deals or Look Book campaign to a test page.
6. Test code for accuracy by making transactions. Once you've confirmed that the code is functioning, you're ready to publish your campaign!

Brands that make conversion-focused campaigns part of their Facebook marketing mix see immediate results. Set clear objectives at the outset, and develop campaigns that make fans take action. Consider how well your offers align with your fans' interests – you don't have to spend a lot on offers to generate amazing results!

To learn more:

Website: offerpop.com | **Email:** contact@offerpop.com | **Twitter:** [@offerpop](https://twitter.com/offerpop)

Facebook: www.facebook.com/offerpop | **Tumblr:** <http://tumblr.offerpop.com>