



# Facebook Fan Engagement Playbook

# Facebook Fan Engagement Playbook

Fan engagement programs are at the core of every successful Facebook marketing strategy. They help you form and sustain connections with your fans and customers, foster positive sentiment, and keep your brand top-of-mind.

When you improve fan engagement, you'll drive:

**Greater Reach.** When fans Like, comment and share your content, their actions appear in their friends' news feeds, powering word-of-mouth about your brand.

**Better PTAT (People Talking About This) Score.** Experience a lift in Facebook's measurement of how many users are engaging with your brand.

**Higher EdgeRank.** As more people Like, comment on, and share your content, your posts appear more prominently in fans' news feeds – spreading your message virally.

**More Downstream Conversions.** Users who engage with your Facebook page are more likely to sign up for your email list and purchase your products.

**More Social Data.** When your fans interact with your page, they create data about their interests and behavior. You can use this knowledge to refine your content strategy and optimize your acquisition, engagement, and conversion efforts.

This playbook outlines best practices for creating awesome engagement campaigns.

Just as you may have seen in our Fan Acquisition Playbook, 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

# Increase Fan Activity with Lightweight Engagement Programs

Lightweight engagement programs are ideal for driving ongoing fan activity. Kickstart campaigns by sharing compelling content, and encourage fans to interact with it through simple actions – Likes, comments and shares.



## QUIZ

With the Quiz app, you can run an engaging multi-question quiz, personality test, or simply poll your fans about any subject you choose. Your fans vote and comment on their choices, creating news feed stories and boosting participation.

### Features

- Options to upload images and text for both question and answers
- Ability to layer in a sweepstakes or special offer
- Customizable text fields, drop-down menus, opt-in boxes, and date selection
- Ability to set fields as required or optional

## Best Practices from Top Quiz Campaigns



Spark an engaging debate among your fans by choosing controversial topics or leveraging current events.

*CNBC asked their fans to choose the “winners” of the night’s Republican Debate. Fans responded with their picks, and the campaign received 3,000 votes and 900 comments.*



Ask fans to vote for their favorite new product or brand initiative – it’s a simple, powerful way to spread the word.

*Pepsi Next asked fans to choose their favorite new summer flavor, and received over 1,200 votes.*



# FAN STREAM

Fan Stream offers a dynamic snapshot of trending brand page posts. When fans Like, comment, or share your brand page content, their profile photos are added to the scrolling background of posts.

## Features

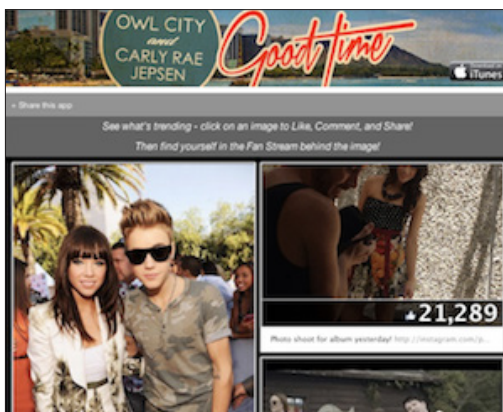
- Options to select posts for your Fan Stream, or include all posts automatically
- Dynamic, visual interface updates in real time. Post images change size based on popularity
- Customizable look & feel – simply modify the app’s CSS templates

## Best Practices from Top Fan Stream Campaigns



Use Fan Stream to get fans talking during live and televised events – the visual, real-time updates make fans feel like part of the action.

*MTV leveraged Fan Stream to feature the biggest moments from the MTV Movie Awards. Featured posts received over 60,000 Likes, comments and shares.*



Encourage fans to find their photos behind featured posts they’ve interacted with, inspiring even more engagement.

*Carly Rae Jepsen uses Fan Stream to highlight her popular posts. The posts have received over 300,000 Likes, comments, and shares.*





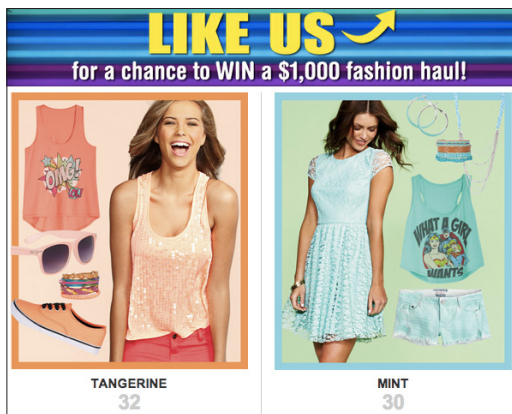
# TUG OF WAR

The Tug of War app powers fun, participatory showdowns between two choices. Fans simply vote for their pick and opt to comment on either side.

## Features

- Supports either images or videos
- Built-in Facebook comment plug-ins for each side to drive news feed stories & campaign virality
- Ability to set the number of times fans can vote
- Optional links to product pages or external websites
- Option to collect fan names and email addresses
- Supports offers or special content after fans vote

## Best Practices from Top Tug of War Campaigns



Use Tug of War to power tournaments – introducing a new face-off every week keeps fans coming back to vote for their favorites.

*Delia's hosted a series of Tug of Wars that encouraged fans to choose between two colors from their seasonal clothing lines. The campaign generated over 20,000 votes.*



Use relevant incentives to encourage both participation and social sharing.

*Marvel hosts a weekly showdown between characters from two comic franchises, and distributes a free digital issue of a comic to participating fans. On average, they receive over a thousand votes per campaign.*



## Run Contests to Inspire User-Generated Content

Facebook contests prompt fans to create and share content, like photos, videos, and artwork. Fans who submit content to campaigns feel personally invested in the outcome and the brand. Plus, incentives motivate them to share their entries with friends – earning more votes and participation.



### PHOTO CONTEST

With Photo Contest, brands ask their fans to submit photo entries, who then encourage their friends to vote and comment.

#### Features

- Accepts photo submissions via Facebook, Twitter and Instagram
- Option to review submitted pages before they go live
- Fully customizable submission form
- Multiple categories for entries (ex: Dalmatians, Poodles, Chihuahuas, etc.)
- Option to collect names and email addresses from voters
- Option to publish to an external website

# Best Practices from Top Photo Contest Campaigns



Inspire emotional investment in your campaign by asking fans to share personal memories and stories.

CB2 asked fans to submit photos of their families for chances to win home furnishings, and received 940 entries.



Run a competition that rewards the “biggest fan” of your brand or a related interest. Get fans involved by tapping into their passions and competitive spirits.

The Kansas City Chiefs asked fans to prove they were the Chiefs’ biggest fan. The entries received over 2,000 votes.



Engage a wider audience by embedding photo contests on your external website.

Wells Fargo published their “Share your Goals” Photo Contest to Wellsfargobank.com and received over 5,000 entries!





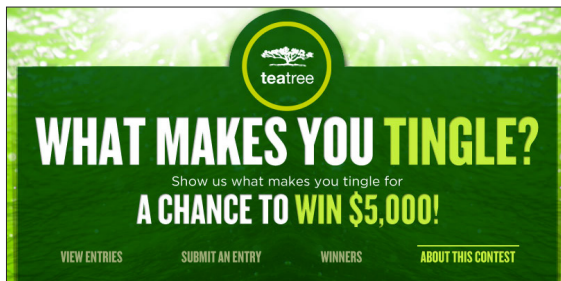
# VIDEO CONTEST

Video Contests inspire fans to create and share their own video entries. Motivate sharing and engagement by offering prizes for the entries with high vote counts.

## Features

- Full video hosting via Vimeo
- Optional moderation to require video approval
- Fully customizable submission form
- Options to set up multiple categories for entries (ex: Dalmatians, Poodles, Chihuahuas, etc.)
- Option to collect names and email addresses from voters

## Best Practices from Top Video Contest Campaigns



A video submission is a relatively high barrier to entry. Make it easy for fans to enter by giving them clear guidelines for participating.

*Paul Mitchell gave simple, specific instructions for fans to submit creative, sentimental, or funny videos of 60 seconds or less. They received 70 entries and 14,000 votes.*



Make fans feel like stars by giving them chances to record their own brand commercials.

*Bud Light Mexico asked fans to submit their own commercials for a chance to win a tablet. The entries received over 2,000 votes.*





# CAPTION CONTEST

With the Caption Contest app, upload a photo or comic and encourage fans to submit and vote on captions. Alternatively, use the app to run an essay contest, allowing fans to share their personal stories.

## Features

- Option to moderate and approve entries
- Fully customizable submission form
- Option to set up multiple categories for entries (ex: Dalmatians, Poodles, Chihuahuas, etc.)
- Publish to an external website

## Best Practices from Top Caption Contest Campaigns



Use Caption Contests to involve your fans in creating a narrative – cultivating investment in your content.

*Fans submitted captions for an original Ru Paul-themed comic strip. Each week, one caption was selected and used for the storyline of the following week's comic strip. In one week, they received 54 entries and 1,200 votes.*





Ask fans for their input in your brand's offerings – it makes them feel like experts, and strengthens brand loyalty.

*Rent the Runway gave fans the opportunity to name their latest little black dress. They received 300+ entries and 1,200 votes in one week.*



## Create Fan Communities to Deepen Engagement

Lightweight engagement programs and UGC contests help marketers establish and maintain active fan bases. Beyond that, cultivating brand advocates is a key facet of your engagement strategy. Building relationships with your loyal and influential fans drives more activity, and encourages them to spread the word about your brand.



## FAN PROFILES

Fan Profiles gives fans a way to create in-app profiles on your brand page. They can find and follow one another and interact with each other's posts. Plus, Offerpop's engagement and influence scores help you discover and showcase brand advocates.

### Features

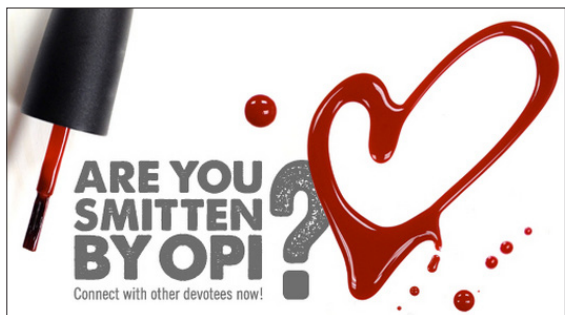
- Option to ask a fun, brand-oriented question during the join process – fans' answers will appear in their profiles
- Optional HTML-supported tab you can use to provide exclusive offers
- Customizable fan activity and influence ranking system
- Tracking for fan engagement and influence data via the Offerpop platform

## Best Practices from Top Fan Profiles Campaigns



Choose a Fan of the Month from the Fan Profiles community and post about them – sparking more participation.

*ModCloth grows their Fan Profiles community by routinely featuring Fan of a Month on their wall. They have more than 30,000 engaged fans.*



Feature tips and ideas from key community members on the welcome tab – encouraging other fans to follow and communicate with them.

*OPI features fans' great ideas about how to "bump up their manicures." They have 584 profiles and 21,000 engaged fans.*



Ultimately, brands that run consistent, creative engagement programs feel its impact at every stage in their marketing funnel. Marketers can achieve this by sharing compelling content and making it easy for fans to participate in their brand initiatives.

Now that you've built a loyal, engaged fan community, you're ready to run conversion campaigns. For next steps, refer to our Fan Conversion Playbook.

To learn more:

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

**Facebook:** [www.facebook.com/offerpop](http://www.facebook.com/offerpop) | **Tumblr:** <http://tumblr.offerpop.com>

