

2011 ANNUAL CONFERENCE & TRADE SHOW *of the* TEXAS WINE & GRAPE GROWERS ASSOCIATION

**Making Wine Social:
How to use social media to market your business.**

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Marketing



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Texas Wine Marketing & Research Institute

Agenda

- Why market on Facebook?
- How to set up a Brand Facebook page
- How to claim a Facebook Places page
- How to create and administer a Facebook Places Deal
- How to launch paid advertising for your brand page

Why

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

?

- Facebook boasts over 500 million active users.
- 50% of users log in daily, many more than once.
- Average user has 130 friends on the site.
- 200 million people access Facebook on their mobile phone (and are twice as active as web users).
- Facebook marketing (Pages, Places, and Deals) are FREE and EASY to create and maintain.



Creating a Page for your business

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Pages

- Facebook Pages are the primary communication vehicle for brands on Facebook.
- They are free and quick to set up.
- Any updates a brand makes shows up in their fans' newsfeed.



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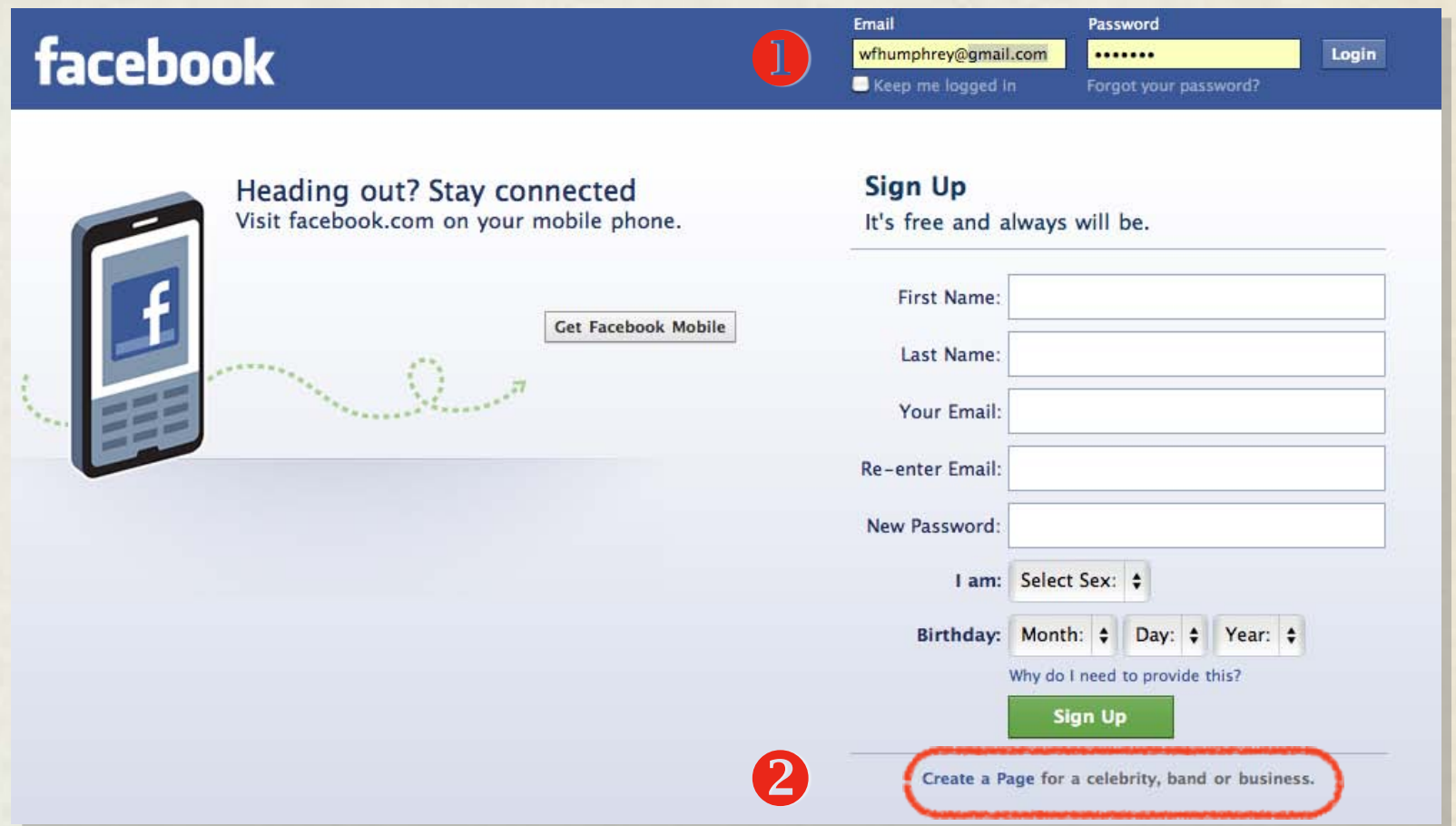
Pages

- Do not set up your business as a personal profile - you will max out your total # of friends.
- Set up your page as a Facebook Page to have unlimited fans and better marketing opportunities.
- Now, here's a step by step guide.



Creating Pages

- Step 1: If logged into Facebook, log out.
- Step 2: At the bottom of the Sign Up page, select “Create a Page for a celebrity, band, or business.”



facebook

Email wfhumphrey@gmail.com Password ***** Login

☐ Keep me logged in [Forgot your password?](#)

Heading out? Stay connected
Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

2 [Create a Page for a celebrity, band or business.](#)

Creating

facebook

- Step 3: Select either Brand or Local Business.
- Step 4: Choose the page name & indicate you are the authorized administrator for the page and click “Create Official Page.”

facebook

Email: wfhumphrey@gmail.com Password:

☐ Keep me logged in [Forgot your password?](#)

Create a Page

Community Page

Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. [Learn more.](#)

Page name:

(examples: Elect Jane Smith, Recycling)

[Create Community Page](#)

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

- ☐ Local business
- ☐ Brand, product, or organization
- ☐ Artist, band, or public figure

Page name:

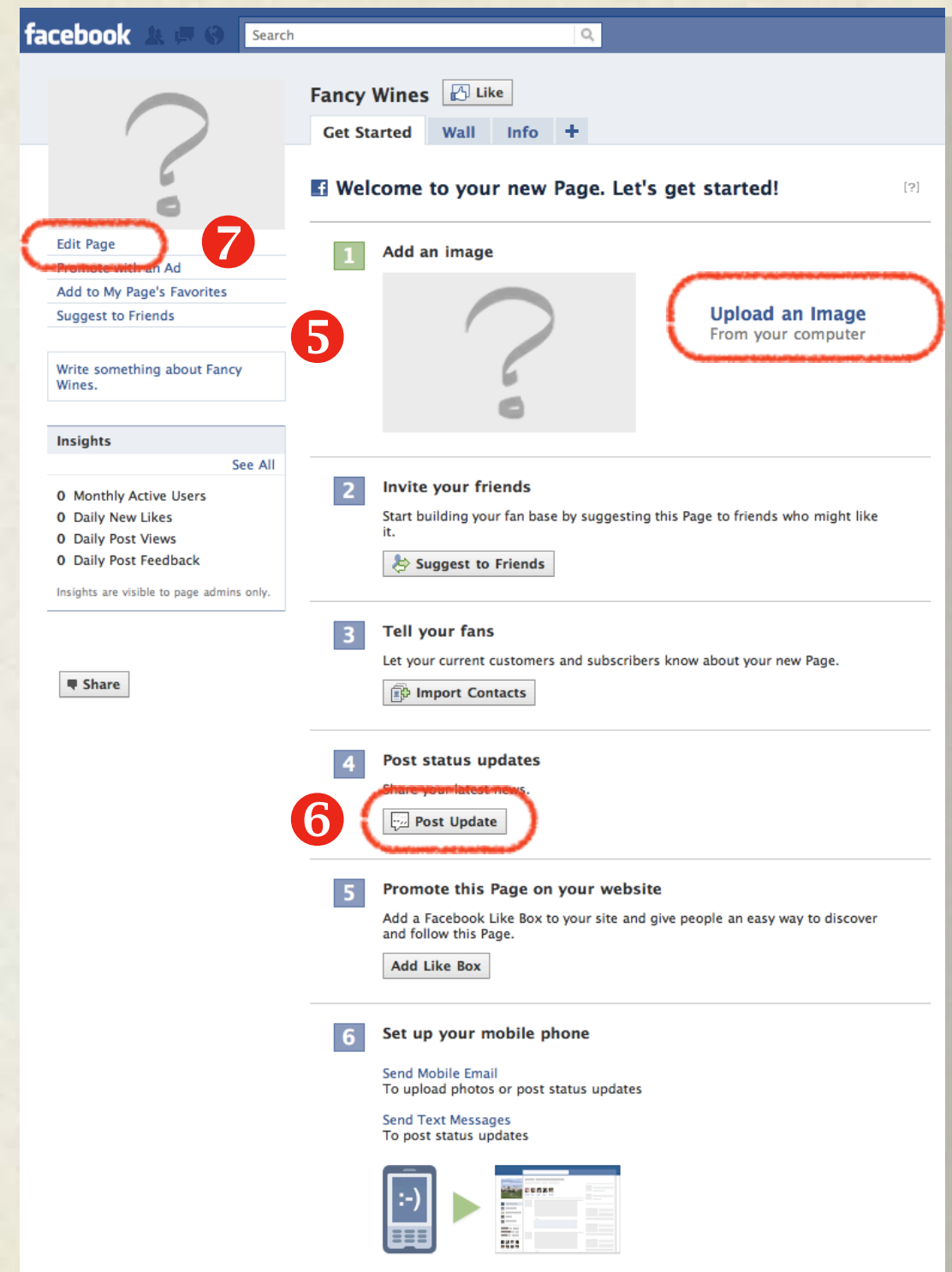
(examples: Summer Sky Cafe, Springfield Jazz Trio)

☐ I'm the official representative of this person, business, band or product and have permission to create this Page. [Review the Facebook Terms](#)

[Create Official Page](#)

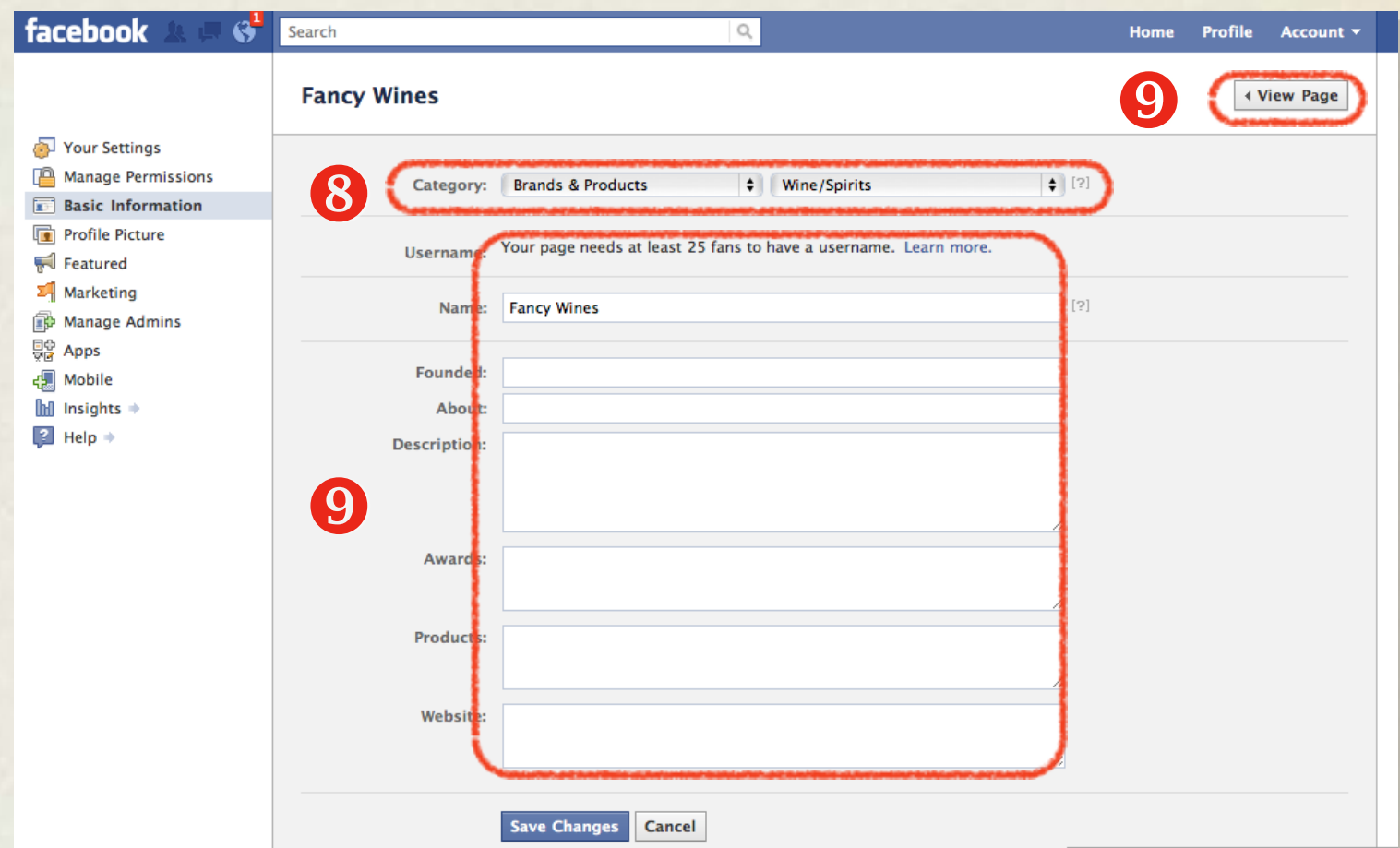
Creating Pages

- Step 5: Add an image that will serve as your profile picture.
 - Note: Despite FB's suggestion, do not invite friends yet.
- Step 6: Set an initial status update welcoming your fans to your official FB page.
 - Consider doing several updates to fill the pages so it doesn't look so new.
- Step 7: Click Edit page and make further customization."



Creating Pages

- Step 8: Select Wine/Spirits as category under Consumer Products.
- Step 9: Fill in details of your business. This is your chance to brag about awards and your business approach. Select “Save Changes”
- Click View Page to see that page as it currently looks



The screenshot shows the Facebook page creation interface for a page named "Fancy Wines". The interface includes a left sidebar with navigation options: Your Settings, Manage Permissions, Basic Information (highlighted), Profile Picture, Featured, Marketing, Manage Admins, Apps, Mobile, Insights, and Help. The main content area is titled "Fancy Wines" and contains several input fields. A red circle labeled "8" highlights the "Category" dropdown menu, which is set to "Brands & Products" and "Wine/Spirits". A red circle labeled "9" highlights the "Name" field, which contains the text "Fancy Wines". Below the name field are fields for "Founded:", "About:", "Description:", "Awards:", "Products:", and "Website:". At the bottom right of the form are "Save Changes" and "Cancel" buttons. A "View Page" button is located in the top right corner of the page creation area.

Creating Pages

- Step 10: Add some photos that represent your brand best along the top of the new Facebook layout.
- Congrats! Your page is **READY!**
- Now: **INVITE** your friends to become fans. Ask them to invite their friends too.



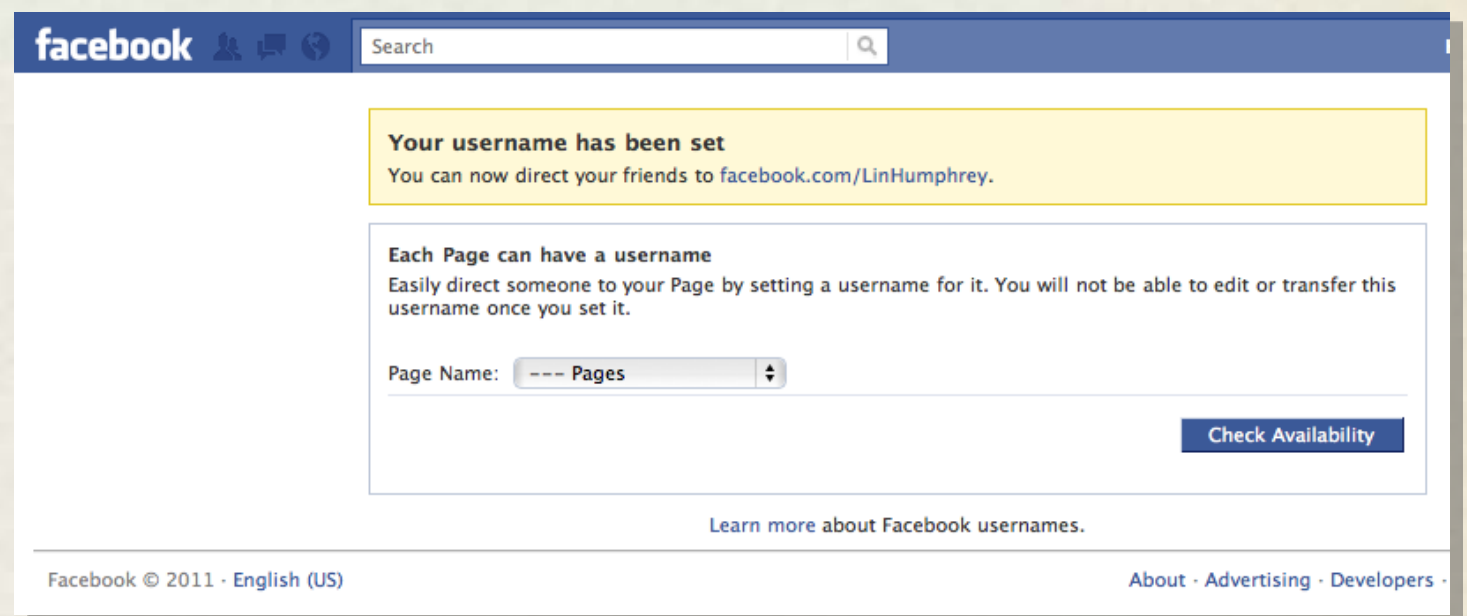
Creating Pages

- Other comments:
 - Adding images along the top puts them on your wall.
 - As you add images later, they will add in the top. You can change it back by hovering over the image and clicking X.
 - As you get new pictures, add them slowly (2x day) so that the images get more exposure to your fans' Newsfeed.



Vanity URL

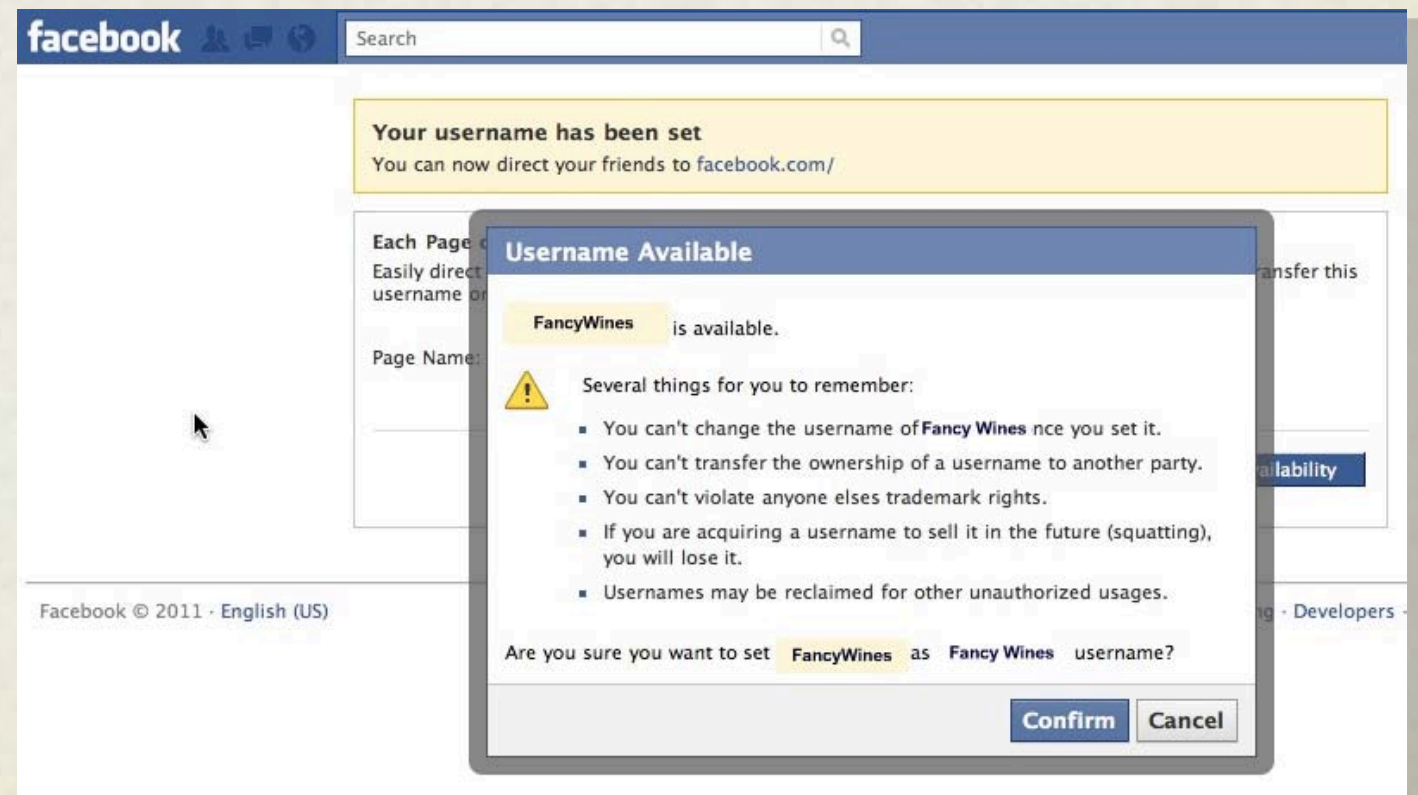
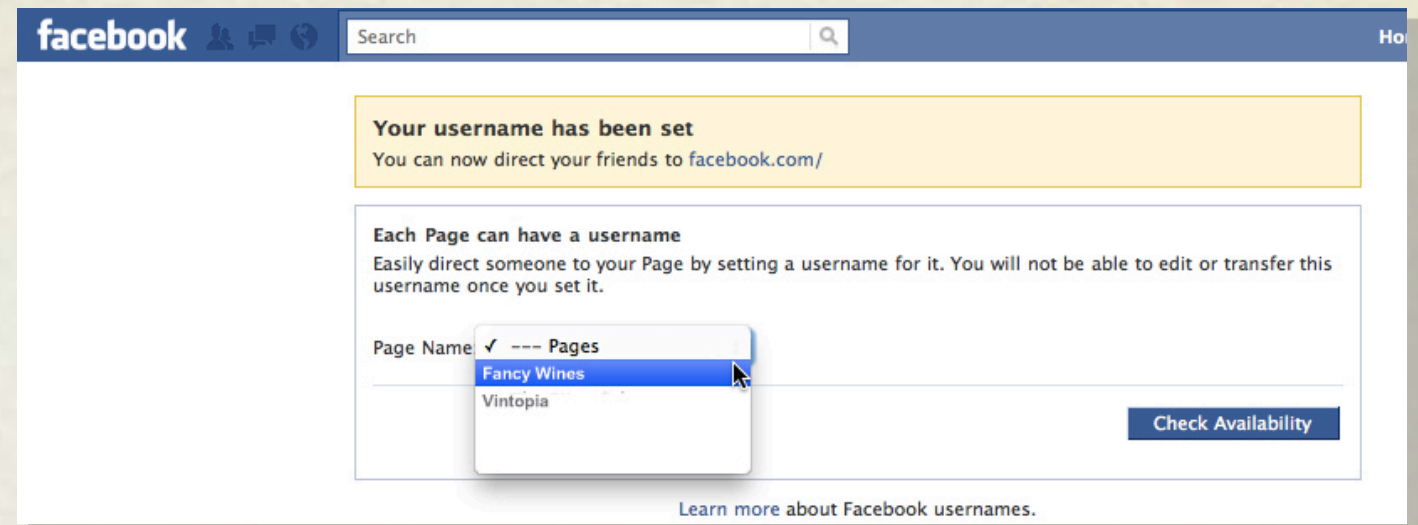
- Once you have 25 fans, go to Facebook.com/username to select an easy to remember web address (vanity URL).
- You will be shown a drop down of all the pages you manage.



The screenshot shows the Facebook interface for setting a vanity URL. At the top is the Facebook navigation bar with the logo, user avatars, and a search bar. Below the navigation bar, a yellow notification box states: "Your username has been set. You can now direct your friends to facebook.com/LinHumphrey." Below this, a section titled "Each Page can have a username" explains that users can easily direct someone to their page by setting a username, which cannot be edited or transferred once set. A "Page Name:" label is followed by a dropdown menu currently showing "--- Pages". To the right of the dropdown is a "Check Availability" button. At the bottom of the section is a link that says "Learn more about Facebook usernames." The footer of the page includes "Facebook © 2011 · English (US)" on the left and "About · Advertising · Developers" on the right.

Vanity URL

- Open the drop down and select the appropriate page.
- Check to see if the name you want is available. If not, choose a variation.
- Once you find a name that is available, Facebook warns you that this name cannot be changed.
- Now you can share your easy to remember web address on marketing pieces.





Facebook Places & Facebook Deals:

Getting in the Location Game

What is



Facebook Places

- Facebook Places allows users to “Check-in” to a physical location, alerting friends to their current whereabouts
- Users can ‘tag’ friends with them.
- Check-ins message an endorsement of a place or business to a user’s network of friends or colleagues.
- Places serves as the platform for Facebook Deals.



How Facebook Places works



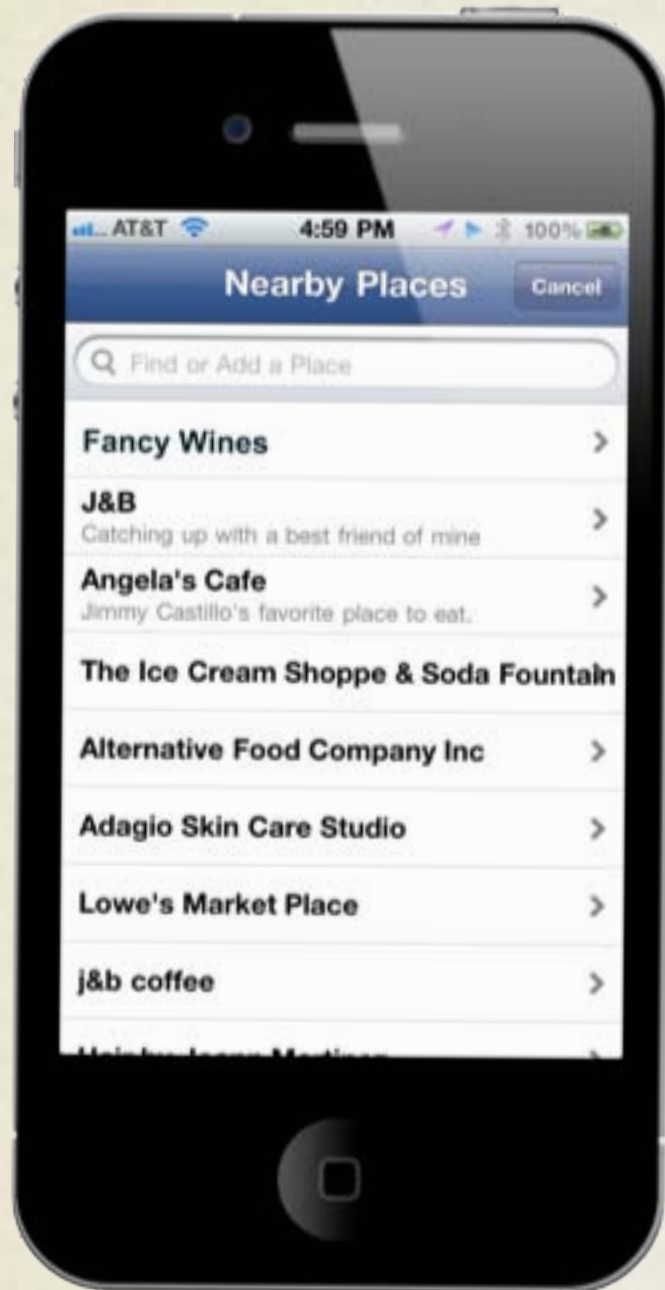
Choose Places on the
mobile app or browser

How Facebook Places works



Your friends and their
check-ins display.

How Facebook Places works



Nearby businesses show
based on GPS location.

How Facebook Places works



Users can add a status and tag friends with their Check-In.

How Facebook Places works



Photos can be added and recent check-ins by friends are shown.

How Facebook Places works



Check-ins show up on Facebook web and mobile versions.



How to manage

Facebook Places



- Step 1: Claim your Facebook Places page with Facebook
- Step 2: Merge the Places page with your existing Facebook page!
- Step 3: Remind people to check-in using Facebook Places.
- Step 4: Put a Facebook Deal in place to encourage frequency to your business.

How to manage Facebook Places



The screenshot shows a Facebook interface with a blue header bar containing the 'facebook' logo and a search bar. The main content area displays the 'Fancy Wines Winery' page, which is categorized as a 'Local Business'. The page includes a 'Like' button, an 'Information' section with a map, and a 'Friend Activity' section showing recent check-ins. The map shows the location on a street labeled 'FM 1585'. The 'Friend Activity' section lists two check-ins: one by 'Columba Casino' on October 30, 2010, and another by 'Jan Brady' on October 21, 2010. Each check-in includes a profile picture, name, location, time, and device used. There are also links to 'Like' and 'Comment' for each check-in. A 'Write a comment...' box is visible at the bottom of the 'Friend Activity' section.

- Step 1: Claim your Facebook Places page with Facebook.
- Search for your business name in the Search Box.
- Click “Is this your business?”

How to manage Facebook Places

Is this your business?


 **Claim Your Business**

- Claiming this Place will turn it into a Facebook Page, allowing you to post updates to people who like the Page, update your business information, and more.
- Places can only be claimed by official representatives.

☒ I certify that I am an official representative of East Bay Optometry

[Continue](#) [Cancel](#)

Verify by phone


 To protect your business listing on Facebook, we need you to answer a quick call to verify your business phone number.

1. Be prepared to receive a call from Facebook at:
15555555555
[Does an automated phone system answer your calls?](#)
[Is this the wrong number?](#)
2. Listen for a 4-digit PIN. You will need to enter this verification PIN in the next step.

You understand that, to validate you as an administrator for this Facebook Page, Facebook will use an autodialer to place a prerecorded message telephone call to the number listed above. You consent to such call, accept any charges that may result from such call and represent to Facebook that you have the authority to do so.

[Call me now](#) [Cancel](#)

Verification

 You should receive a call shortly to 19499298310. Please listen for a 4-digit PIN, and enter that PIN below:

Verification PIN:

[Call me again](#) [Verify](#) [Cancel](#)

- Step 1: Claim your Facebook Places page with Facebook.
- Search for your business name in the Search Box.
- Click “Is this your business?”
- Enter phone number for a verification call \.
- Provide Facebook with the code provided by the automated message. The page is YOURS!

How to manage Facebook Places

Success

✓ You've successfully claimed this Place

Just one more thing...

We noticed that you already administer a similar Page. Merge it with your claimed Place to upgrade your Page with an updated design, maps, Check-ins and more. [Learn More](#)

Current Page:



Merged Page:



This Place can be merged with the following Page:



Fancy Wines

Local Business –

555 Fake Address, Winetown, TX, 75555

Merge

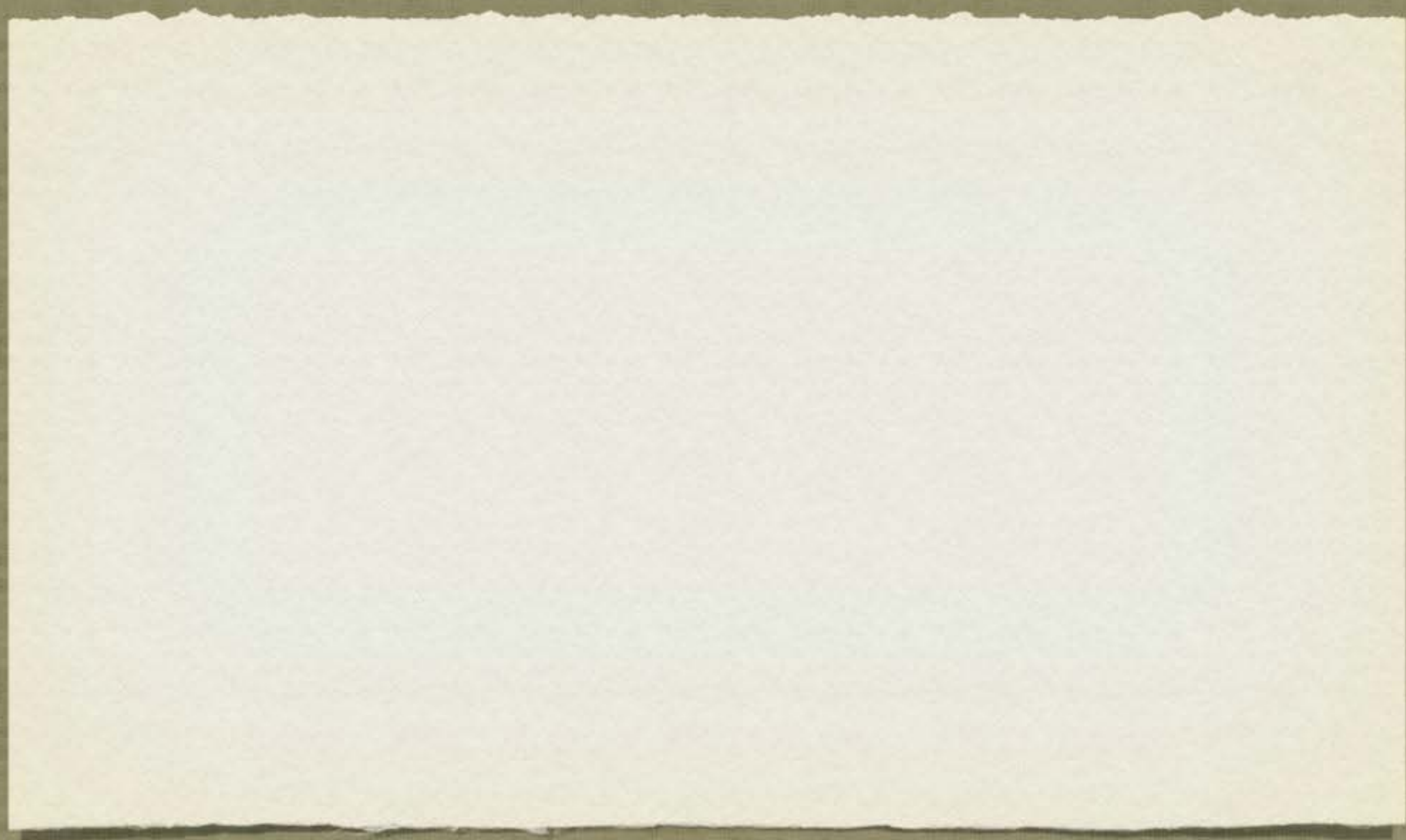
Continue without merging

Step 2: Merge your Facebook Places page with your brand page

This consolidation creates a single page for your business.

If Facebook prompts after claiming the Facebook Places page, simply click merge.

If Facebook does not prompt, click “Merge with an existing page” at the bottom left side of the Places page.



How to manage Facebook Places



Fancy Wines

Do you use Facebook Places? Be sure to check in when you visit! It's a great way to let your friends to know they should join you at one of our events!

10 minutes ago · Like · Comment · Promote

News Feed

Top News · Most Recent ▾

Share:  Status  Photo  Link  Video

What's on your mind?



Lin Humphrey

Great wine tasting and talk on Texas wines. Stop by and join me! — at [Fancy Wines](#) with [Blair Waldorf-Bass](#)

 about a minute ago via iPhone · Like · Comment · Tag Friends



The Unofficial Apple Weblog (TUAW)

Verizon iPhone gets five hardware tweaks <http://aol.it/g4uzRR> [post] /twitter

 2 minutes ago via yakket · Like · Comment



“like” us on

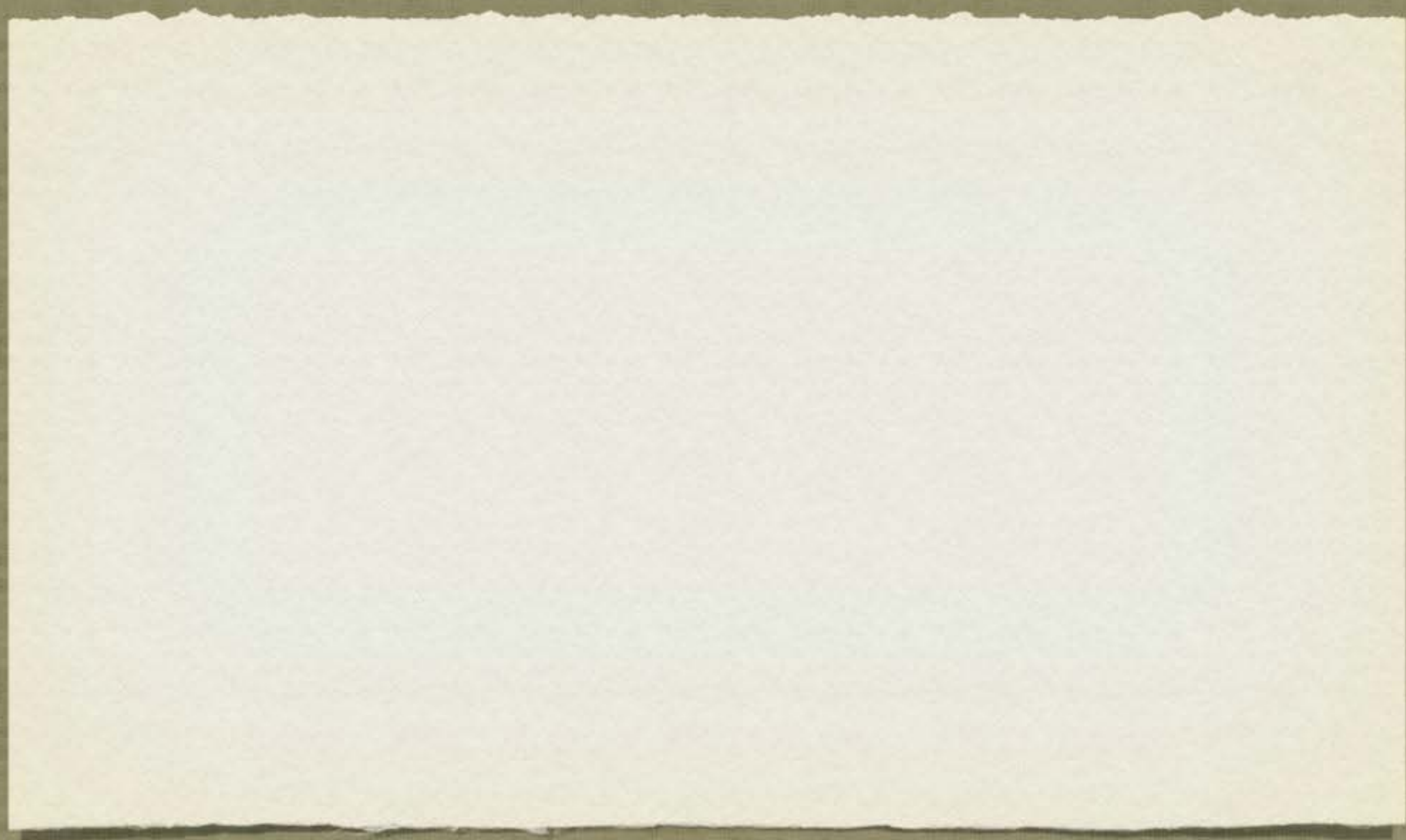
Facebook

text like Fancy Wines to 55555

facebook.com/fancywines



- Step 3: Encourage your fans to check in.
- Your page now shows any check-ins made on mobile.
- This encourages people to visit your business and join their friends. This is a GREAT social endorsement on mobile and web!



How to manage Facebook DEALS



Customer view before check-in

50% off any dinner special (Limit 1 per customer)
Check in 2 times to claim

Customer view after check-in

50% off any dinner special (Limit 1 per customer)

Present this screen to cashier

Expires in 3 hours · 1 / 100



- Train your staff on the benefits offered and how to know someone qualifies.
- Brown typeface means the offer has not been unlocked.
- Green means that the customer has satisfied the requirement to redeem the offer.

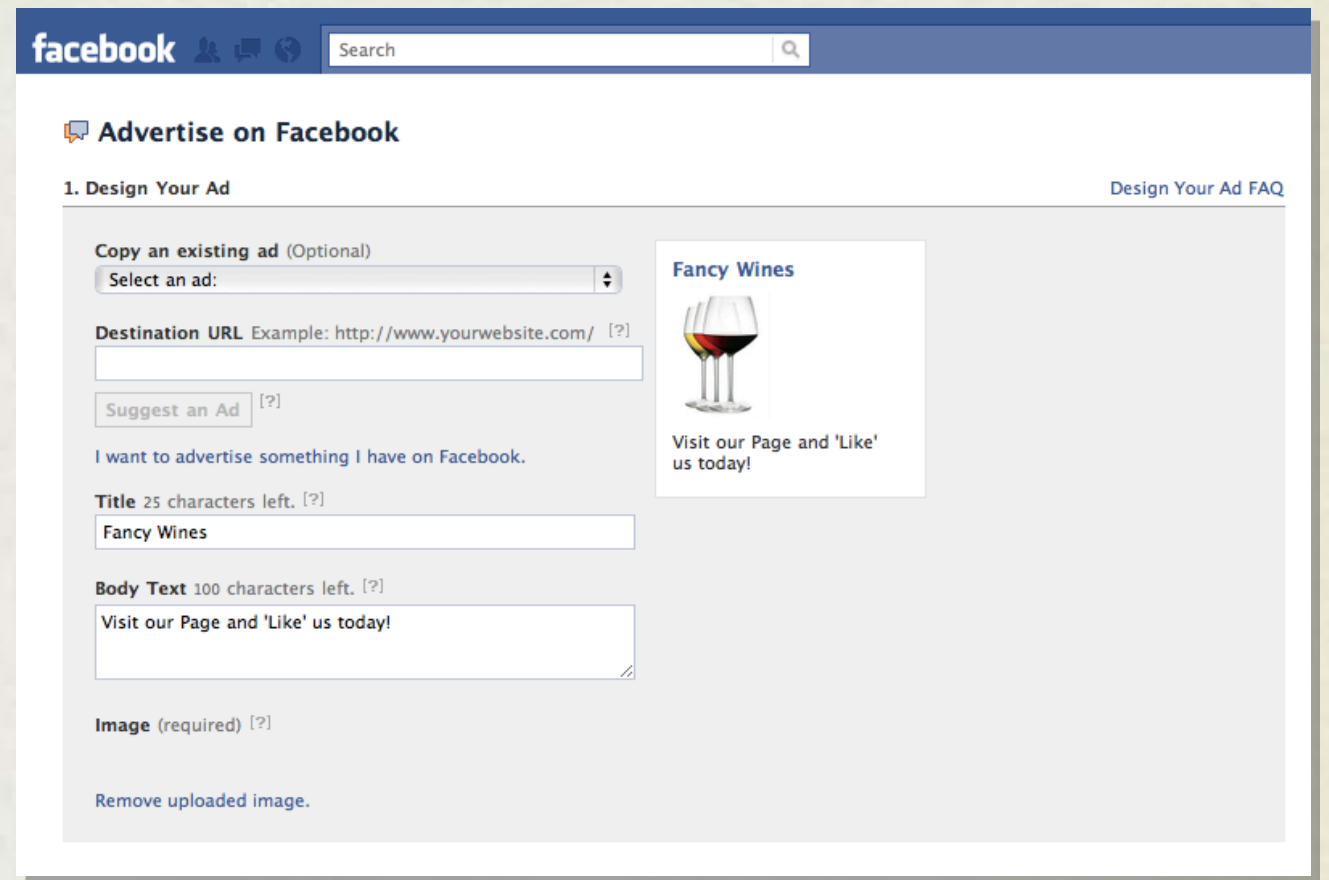


Facebook Advertising:

Paid Ads to Win Fans

facebook Ads

- Ads show up to Facebook users who match the profile you are targeting .
- Ads are created in an online tool and are simple to launch.
- Each step of the process drills down to a better target you specify.



The screenshot shows the Facebook 'Advertise on Facebook' interface. At the top is the Facebook logo and a search bar. Below this is the 'Advertise on Facebook' header with a 'Design Your Ad FAQ' link. The main section is titled '1. Design Your Ad'. It contains several input fields: 'Copy an existing ad (Optional)' with a dropdown menu, 'Destination URL' with an example and a link icon, a 'Suggest an Ad' button, a checkbox for 'I want to advertise something I have on Facebook.', 'Title' (25 characters left) with the text 'Fancy Wines', 'Body Text' (100 characters left) with the text 'Visit our Page and 'Like' us today!', and an 'Image (required)' field. To the right of these fields is a preview of the ad, showing the 'Fancy Wines' title, an image of three wine glasses, and the text 'Visit our Page and 'Like' us today!'. At the bottom of the form is a 'Remove uploaded image.' link.

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Ads

- Targeting criteria includes geographic area, age (21+), and gender.
- Choose wine-related interests to better target potential fans.
- As you add criteria, the total reach of your ad goes down (as shown on right of page).

2. Targeting Ad Targeting FAQ

Location

Country: [?] United States x

☐ Everywhere

☐ By State/Province [?]

☒ By City [?]

Lubbock, TX x Amarillo, TX x Odessa, TX x
Abilene, TX x Hobbs, NM x Childress, TX x

☒ Include cities within 50 miles.

Demographics

Age: [?] 21 - Any

☐ Require exact age match [?]

Sex: [?] ☒ All ☐ Men ☐ Women

Likes & Interests

Alcohol x Bars x Beer x Cafe J x Chardonnay x
Drinking Wine x Fine Dining x Fine Wines x Food x
Food and Wine x Funky Door Wine Room x
Funky Door Wine Room Bistro x Grapes x Happy Hour x
La Diosa x Liquor x Merlot x Pinot Grigio x
Pinot Noir x Sonoma County Ca x Wine x Wine Tasting x
Winemaking x Winery x

Suggested Likes & Interests

Estimated Reach
20,360 people
▪ who live in the **United States**

Estimated Reach
20,360 people
▪ who live within 50 miles of **Lubbock, TX, Amarillo, TX, Odessa, TX, Abilene, TX, Hobbs, NM or Childress, TX**
▪ age **21** and older
▪ who like **alcohol, bars, beer, cafe j, chardonnay, drinking wine, fine dining, fine wines, food, food wine, funky door wine room, funky door wine room bistro, grapes, happy hour, la diosa, liquor, merlot, pinot grigio, pinot noir, sonoma county ca, wine, wine tasting, winemaking or winery**

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Ads

- Target users who are fans of your other FB pages.
- Ads can be tailored to birthdays or relationship status (singles events).
- Education and workplace can also be targeted.

Connections on Facebook

Connections: [?]

Target users who are connected to:
Enter your Page, Event, Group, or App [?]

Target users who are not already connected to:
Enter your Page, Event, Group, or App [?]

Friends of connections:
Target users whose friends are connected to:
Enter your Page, Event, Group, or App [?]

Advanced Demographics

Birthday: ☐ Target people on their birthdays

Interested In: [?] ☒ All ☐ Men ☐ Women

Relationship: [?] ☒ All ☐ Single ☐ Engaged ☐ In a relationship ☐ Married

Languages: [?] Enter language

Education & Work

Education: [?] ☒ All ☐ College Grad ☐ In College ☐ In High School

Workplaces: [?] Enter a company, organization or other workplace

☐ Hide Advanced Targeting Options

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Ads

- Set a daily budget and an end date.
- In advanced mode, choose either CPC (cost per click) or CPM (cost per 1000 impressions)
- You cannot exceed your budget--you have absolute control.

3. Campaigns, Pricing and Scheduling

Campaign & Budget

Campaign Name:

My Ads

Budget (USD):

50.00

Per day

[?]

What is the most you want to spend per day? (min 1.00 USD)

Schedule



Today

at

5:00 pm

Pacific Time



2/15/2011

at

5:00 pm

Pacific Time



Run my campaign continuously starting today

Pricing

Based on your targeting options, Facebook suggests a bid of \$1.21 per click. You may pay up to this much per click, but you will likely pay less.

Note: Tax is not included in the bids, budgets and other amounts shown.

[Set a Different Bid \(Advanced Mode\)](#)

Place Order

Review Ad

facebook[®]

Marketing

Questions?