

Facebook Application Marketing

LA Facebook Developers
Garage July 17, 2007

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Why listen to Pete?

- Not a FB expert, but...
- 14 years experience launching digital media products
- 5+ years digital marketing for Warner Bros.
- FB R&D for my startup

Overview

Understanding App Integration Points
+ Marketing 101

= Better chance for your app to succeed

Advertising on FB is Free

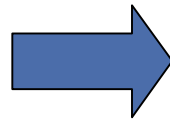
- Distribution
 - Friends (100 people)
 - Everyone (30 million people)
- Integration Points = Ad Inventory
 - Directory
 - Newsfeed
 - Profile Page
 - Facebook Mail
 - Email
 - Canvas Pages
 - Many more...

Call to Action is Key

Bad

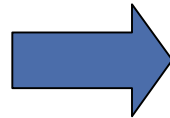
Good

Install Graffiti



Draw graffiti on
Blake's Wall

Invite more
friends!



To improve your
popularity, invite
more friends to
make their own
Top Friends list.

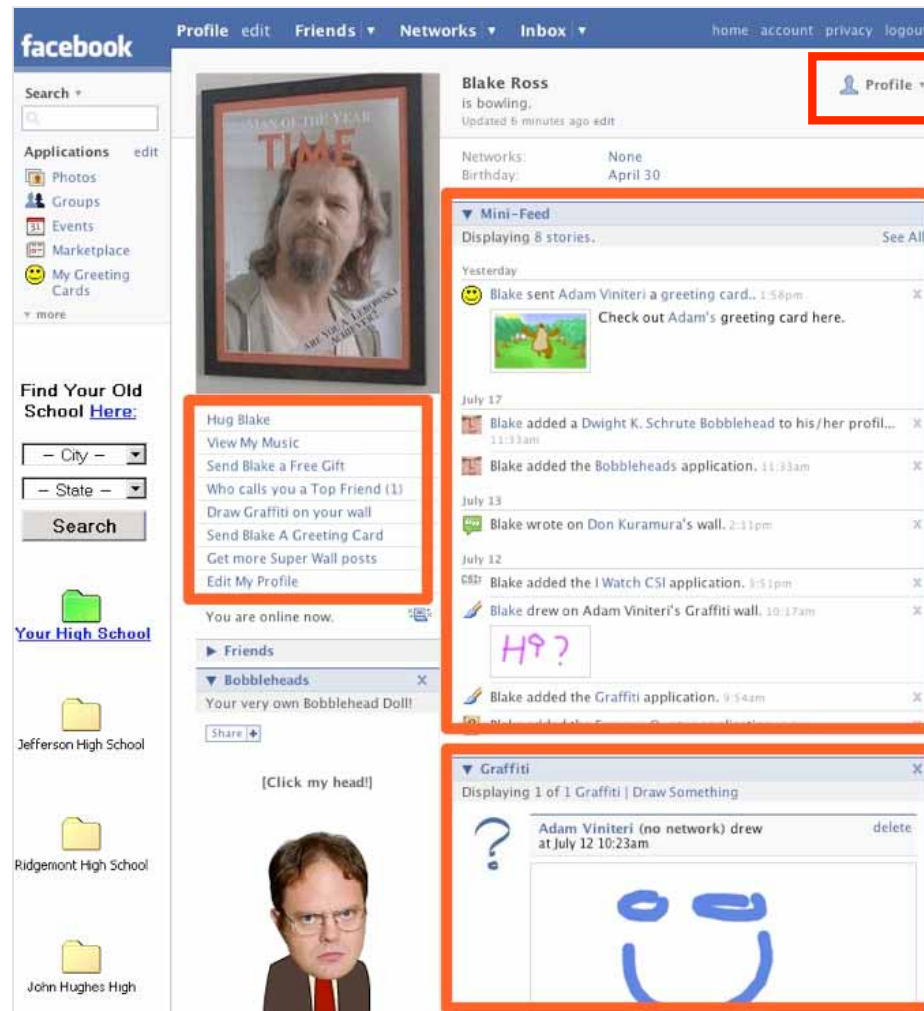
News Feed



- Critical communication channel
- 1000's of potential stories are considered
- Based on proprietary algorithm, plus
 - Both people need to have app installed
 - Individual user privacy settings affect feed
- News Feed Optimization is key - see further reading

Profile Page

Profile
action
links



Pulldown
Mini-feed

Profile
Box

Mini-feed

▼ Mini-Feed

Displaying 10 stories. [See All](#)

Yesterday

😊 Blake sent Adam Viteri a greeting card.. 1:58pm

 Check out Adam's greeting card here.

July 17

 Blake added a Dwight K. Schrute Bobblehead to his/her profil... 11:33am

July 12

 Blake drew on Adam Viteri's Graffiti wall. 10:17am



 Blake added the Graffiti application. 9:54am

 Blake removed the Movies application. 9:45am

July 11

 Blake has a new Family Guy quote along with 116,000 fans. 10:58am

 Stewie: Lois... Lois... Lois... Lois... Mom... Mom... Mom... Mom... Mommy... Mommy... Mommy... Mommy... Mama... Mama... Mama? Lois: WHAT!!! Stewie: Hi ! (giggles and runs away) Get yours!

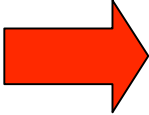
- Leverage images
- Show off your content
- Communicate value
- Add call to action
- Show popularity

Use the Profile Picture Link



- Link to key action
- Make every word count
- Don't assume I have ever heard of your app
- Be clear


Advertise on the Profile Box




▼ iLike add


Add music to your Facebook profile! [Click here to add iLike.](#)


Songs iLike See All

 Dead Flowers by The Rolling Stones Add to profile
Buy it: iTunes Share +

 Hotel California by Eagles Add to profile
Buy it: iTunes Share +

Requiem in D minor by Mozart Add to profile
Buy it: iTunes Share +


 Ataypura by Yma Sumac Add to profile
Buy it: iTunes Share +

 The Man In Me by Bob Dylan (on tour) Add to profile
Buy it: iTunes Share +

Concerts iLike

No concerts. [Add concerts to your profile](#)

Music Challenge

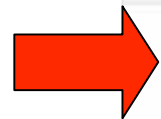
 **Music Rookie**
0 points

Can you beat me?

3 Keys to Successful Invitations

1. Intelligently work the 10 / day limit
2. Discourage accidental spam
3. Provide a great reason to accept

Great Invitation Design



To improve your popularity, invite more friends to make their own Top Friends list!

People who've added you as a Top Friend	Invites sent	Friends you can still invite
1	2	2 of 3 friends

Facebook only allows a few invites per day, but you can email this link to your friends: <http://apps.facebook.com/topeight>

Invite Friends
to become more popular!

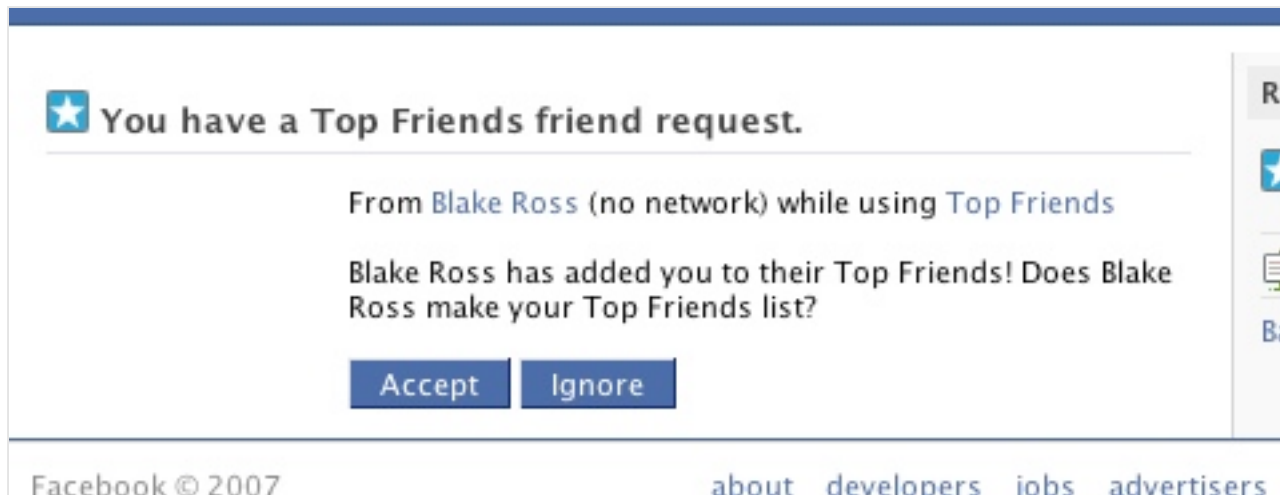
Select All | Unselect All

-  Adam Vinteri
-  Pete Mauro

Invite Friends
to become more popular!

Why should I accept?

“Top friend? I’m popular!”



A screenshot of a Facebook notification interface. At the top, a blue star icon is followed by the text "You have a Top Friends friend request." Below this, the notification is attributed to "Blake Ross (no network) while using Top Friends". The main text of the notification reads: "Blake Ross has added you to their Top Friends! Does Blake Ross make your Top Friends list?". At the bottom of the notification, there are two blue buttons: "Accept" and "Ignore". The footer of the screenshot shows "Facebook © 2007" on the left and a list of links: "about", "developers", "jobs", and "advertisers" on the right.

★ You have a Top Friends friend request.

From Blake Ross (no network) while using Top Friends

Blake Ross has added you to their Top Friends! Does Blake Ross make your Top Friends list?

Accept Ignore

Facebook © 2007 [about](#) [developers](#) [jobs](#) [advertisers](#)




Inviting with Content

Your Wall | **Graffiti You've Drawn (new!)** | Friends With Graffiti | Invite | Settings

Graffiti

Congratulations, you've got a Graffiti Wall!

- You can [visit your profile](#) to see what it looks like. Graffiti will be down beneath your wall; you can drag it upwards if you want.
- Or you can draw graffiti for a friend below (if they don't have Graffiti, they'll be invited)
- You can get back to this page any time using the  [Graffiti](#) link to the left.

Draw Graffiti on a Friend's Wall:

Adam Vinteri

Graffiti not showing up on your profile? [click here](#)

Need to Install to See it

Draw Graffiti on Adam's Wall Adam's Graffiti Wall | Adam's Profile



Brush Preview Color Width: Opacity: Undo Start Over Done

Adam isn't a Graffiti user yet, so your drawing won't show on his/her profile right away.

When you finish the drawing, we'll email it to him/her and give him/her the option of adding it to his/her profile.

[Free Poetry Contest](#) [Customize Facebook With Glitter](#)

Share Buttons

F Movies Review a Movie: [Account](#) | [Settings](#) | [Help](#)

[Home](#) | [My Movies](#) | [Friends' Movies](#) | [In Theaters](#) | [QuickRate](#) | [Videos](#) | [Never-Ending Quiz](#) | [Invite](#) | [The MCT](#) **NEW**

The Big Lebowski (1998)



All Flixster ★★★★★ (23586)
19% Want To See It
81% Not Interested

My Friends Not rated. (0)

Rate This Movie

☆☆☆☆☆

[clear rating](#)

Synopsis: The Coen brothers and their agreeable cast make more fun than sense with this sc...(read more...)

Cast: Jeff Bridges, John Goodman, Steve Buscemi, Julianne Moore

Director: Joel Coen, Ethan Coen

MPAA: R

Running Time: 1 hr. 57 min.

Release Date: Mar 06, 1998


- [Watch Trailers](#)
- [Add to Favorites](#)
- + - Recommend movie to friends



Sharing goes to the In-Box


Inbox Sent Messages Notifications Compose Message

How many times have you seen this?
Between You and Blake Ross



Blake Ross
Today at 1:09pm

The Big Lebowski
<http://apps.facebook.com/flixs...>
Check out this movie!



Share +

Reply:

Attach: Share a Link

Send Back to Inbox Mark as Unread | Delete

Share vs Invite



Share Pros

- Stands out
- Does not require install

Share Cons

- Does not encourage user to add app
- No stories

Invite Pros

- Encourages people to add app

Invite Cons

- Spammy?
- No preview
- Alert is not as visible
- Can be marked as spam

Application Directory

- FB says directory will be improved
- Focus on fundamentals
 - Packaging: Key Art, Copy
 - Positioning & Differentiation
- Strong voice & personality

Cross Promotion

My Top FriendsSettings | Help | Invite

Edit My Stuff! Top Friends Network FunWall Cool Apps



FunWall
Displaying 10 of 140 wall posts.

Write something...

Post

 **Teresa Chung (OC Davis)** at 10:44 AM on June 19th, 2007



Write on Teresa's Wall • Messages • Update

FunWall

of 210 slap, bite, buy a drink for, caress, chest bump, cock block, cuddle, defenestrate, divorce, do, dropkick, dry hump, feed, give a beer to, give flowers to, goose, grope, headbutt, high five, Hug Her, hustle, irritate, jab, karate, kiss, lick, marry, pet, pinch, pwn, roundhouse kick, school, shank, slap, smack, sp, sp, take sexy back from, throw a sheep at,



SuperPoke!

Check out FunWall!

Post crazy pictures and videos to your Top Friends' Funwall!
The more FunWall love you spread, the more popular you'll become.

Get FunWall!

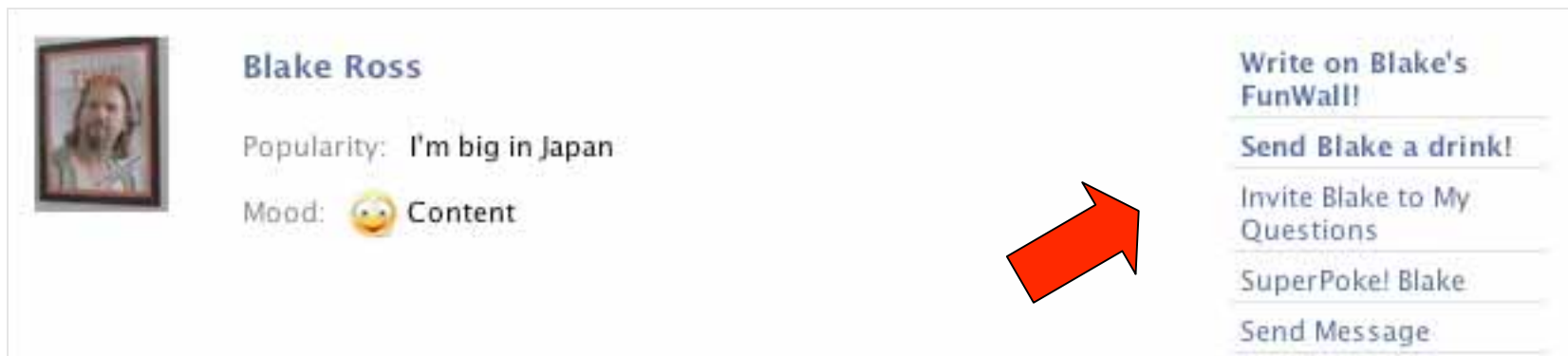
Check out SuperPoke!

Hug, Poke or Drop-kick your friends!

Get SuperPoke!

Deep Integration

- 5 Slide Apps Promoted on Top Friends
- Top friends is a platform in itself



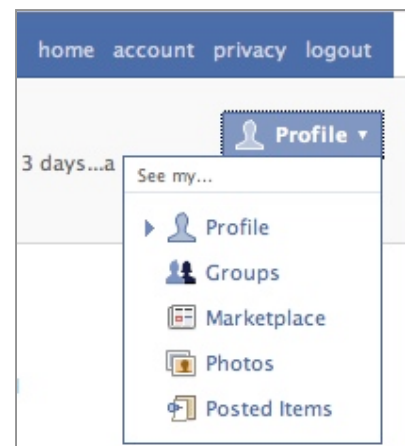
The image shows a screenshot of a Facebook profile for Blake Ross. On the left is a profile picture of Blake Ross. To the right of the picture, the name "Blake Ross" is displayed. Below the name, the text "Popularity: I'm big in Japan" and "Mood: 😊 Content" are visible. On the right side of the profile, there is a vertical list of interactive options: "Write on Blake's FunWall!", "Send Blake a drink!", "Invite Blake to My Questions", "SuperPoke! Blake", and "Send Message". A large red arrow points from the center of the profile towards the "Send Blake a drink!" option.

Additional Integration Points

Wall attachments



Application pull-down



- More added all the time...
- Use them all to make your app more viral

Further Reading

Presentation and links:
blog.mauronic.com

Facebook: Anatomy of a Facebook Application

<http://developers.facebook.com/anatomy.php>

Master of 500 Hats: Marketing Facebook Apps: All About the FEED, n00bs!

<http://500hats.typepad.com/500blogs/2007/07/marketing-faceb.html>

Inside Facebook: NFO (News Feed Optimization) is the new SEO

<http://www.insidefacebook.com/2007/07/16/inside-facebook-nfo-is-the-new-seo/>

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