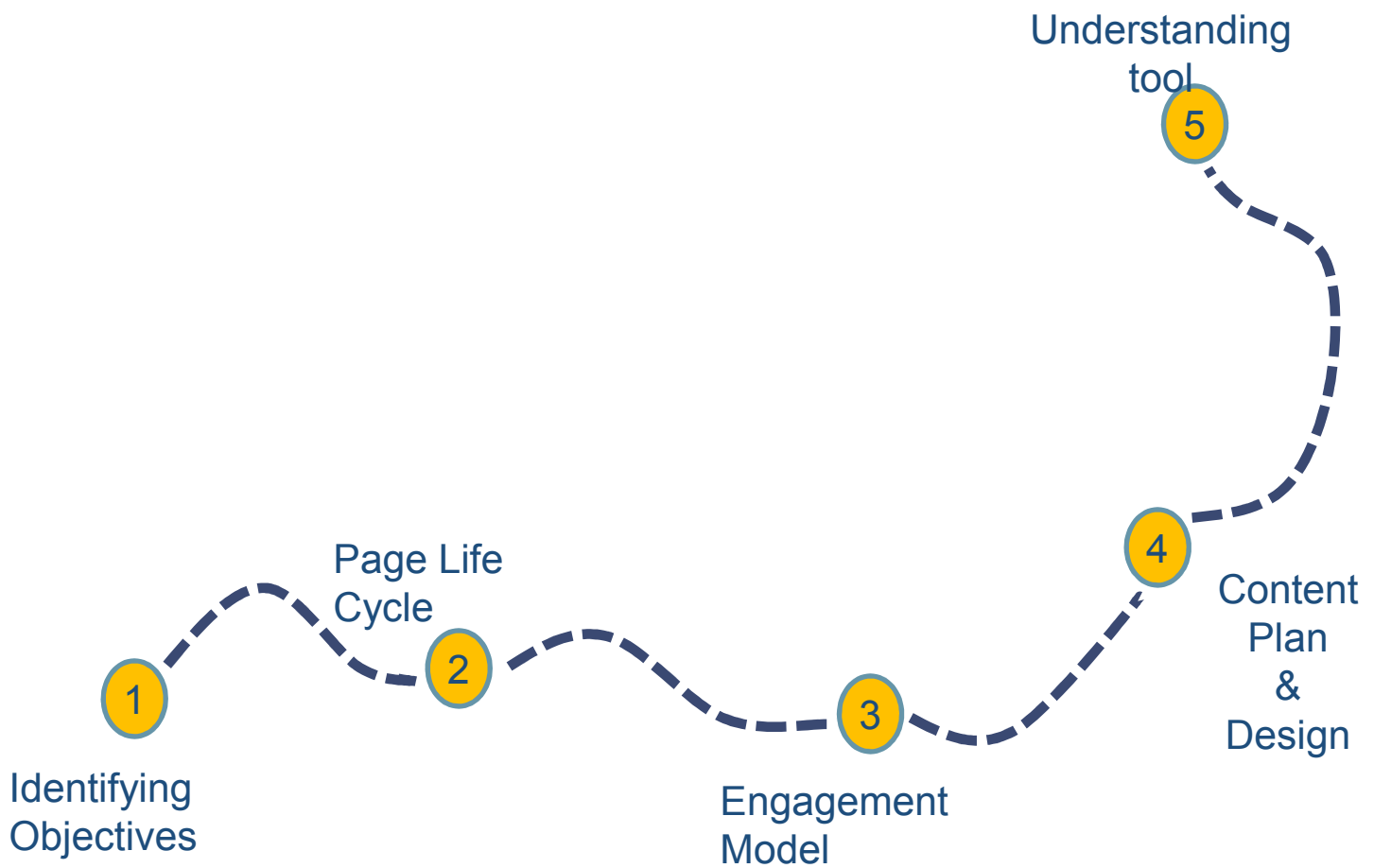




Winning by Design



1

Making business process social

There has been a significant rise in the use of social media in organizations. There have been mixed results with quite a few organizations complaining of not getting the desired results.

One of the key issues that we see, is a tools approach to social campaigns. Most organizations are taking the route of choosing the tools before laying down a framework for engagement, and plans to sustain the engagement. Because of this a lot of social campaigns lose steam midway. In the white paper below we have tried to bring our strategic use of facebook...

Customer Relationship Management on Facebook

1. Decreasing Communication Latency
2. Managing Customer Feedback
3. Identifying Prospective Customers
4. Relationship Management
5. Engaging with fans – Virtual events, polls, contests & fan participation

Marketing and e-Word-of-Mouth

1. Facebook Advertisement to connect with target audience and increase fan base
2. Generating referrals from fans
3. Announcements and promotional offers

Sales

1. Gathering leads via integrated forms
2. Referral sales
3. Facebook commerce



A process designed to deliver

2

Project Build Phase

Initial Build
(Code + Content)

Launch

Observation & Feedback

Modification & Changes

Management Phase

Sales and CRM
Actions

Monitoring &
Analysis

Content
Management

Tab Management

Code/ Link
Integrity
Management

Ongoing



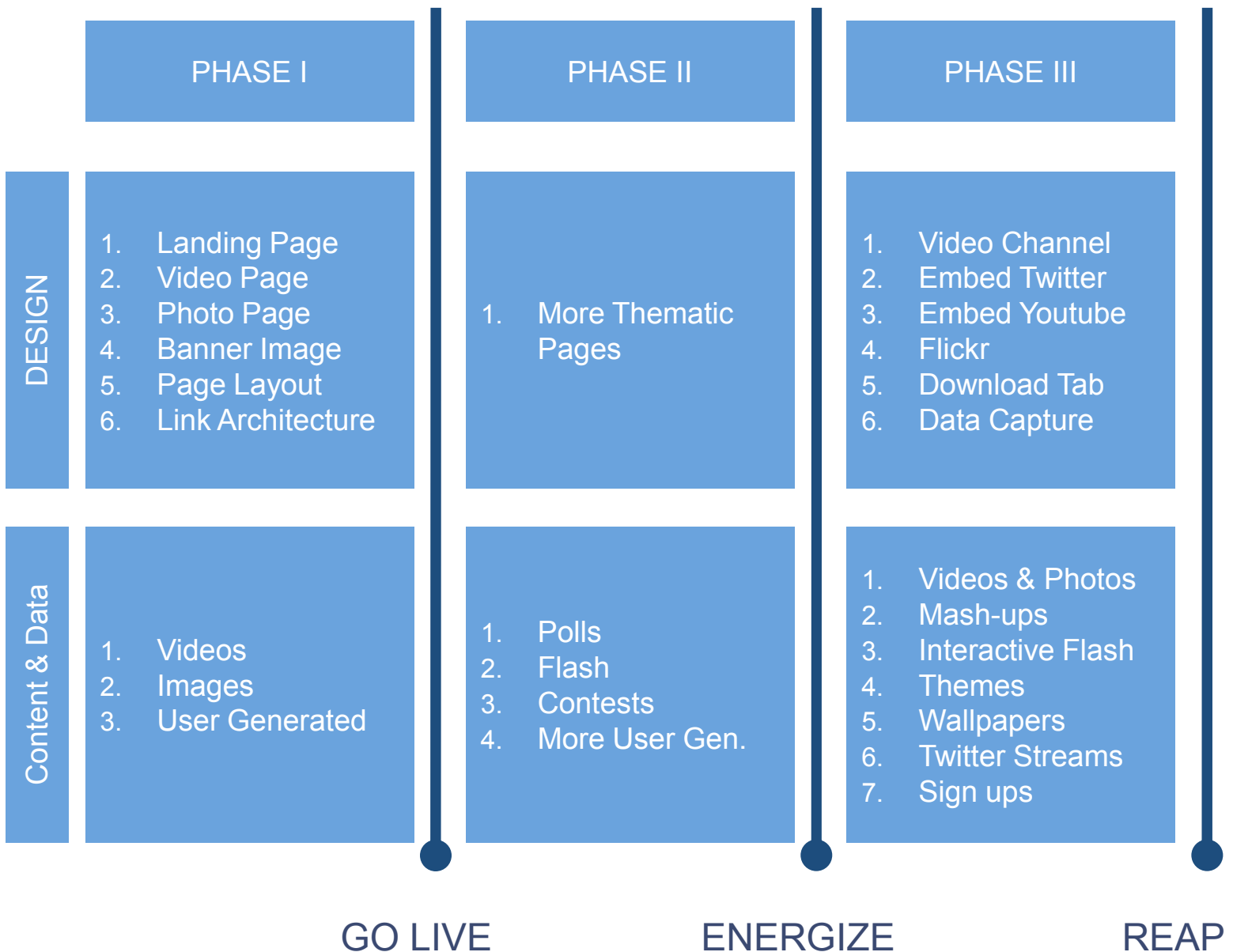
3

An engagement model should be focused on managing benefits



4

A content plan that's sustainable and a design in line with core theme



5

Develop a deep understanding of the tool

Basic Features		
Sr No	Item	Tasks Undertaken
1	Facebook Fan Page Setup	Creating e mail id for opening facebook fan page
		Creating facebook fan page
		Uploading company information on info tab
		Designing profile banner (image)
		Setting up "Note" tab (Admin and fans can post notes on this tab)
		Setting up "house rules" tab
		Designing Facebook fan page "site map" and interconnections
		Designing landing page theme
2	Landing Tab Setup	Uploading media elements (Videos and images)
		Photos uploaded by fans and admin will be displayed here
3	Photo Gallery Tab Setup	Photos uploaded by fans and admin will be displayed here
4	Video Gallery Tab Setup	Videos uploaded by fans and admin will be displayed here
5	Other Standard Tabs Setup	Discussion Box, Links and Event Tab

Facebook Page lifecycle

Sr No	Item	Description
1	Polls	Fans can participate in a fun poll through this voting application. For e.g. you can engage your fans in a fun way by asking them to vote for either Seattle Mariners Baseball Club or The Seattle Pilots baseball team. Poll results presented in a rich graphic format will be a virtual "tug-of-war" between supporters of these two teams on your Facebook fan page. Using such and other innovative methods you can leverage from local events! Fan can post the poll on her wall as well. This will increase visibility of [Client Name] amongst her fans!
2	Video Channel	This is a custom designed page. The background of the tab sets the theme. Flash video player is also designed to match the theme of the page.
3	Flash Banners & Interactive Flash Banners	A flash banner is a sequence of images. The images are displayed one after the other automatically. Special effects like transparency, basic animation, etc are employed to enhance aesthetics of a flash banner. Flash banners can be added to one or many tabs. Interactive flash banners have clickable areas.
4	Fans posts on tabs other than the wall	In a default facebook page fans can write comments on the wall. Individual tabs can be customized to accept comments from fans. This enhances consumer engagement and leads to a lot of user generated content.



Facebook Page lifecycle

Sr No	Item	Description
5	Custom Messages Features	Custom messages feature allows fans to select a message from a list and post on their wall. The administrator creates a list of 4-5 messages which are displayed on the profile in a drop down box. These messages are like badges which fans can 'show' to their friends through a post on their walls. For e.g. [Client Name] can create a list and when a fan selects say "I Love [Client Name]" message and clicks
6	Promotions	A dedicated page can be created for promotional offers. This page is integrated with your website for data capture
7	Sign-up on Facebook	For fans who don't like to leave Facebook to register for stuff like promotional offers, newsletters etc a sign-up can be created on a tab.
8	Integrating Twitter Stream	If you are active on twitter or want to use twitter actively, your twitter feed can be integrated with an appropriate
9	Contests Page	Once a facebook fanpage has a substantial fan following online contests can be organized on facebook. For e.g. a photo contest where fans upload areal photographs clicked by them
10	Downloads	A fanpage can offer mobile and PC downloads like wall papers, screensavers and themes. Downloads increase brand association, top of mind recall. They are also a very good medium for free publicity





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