

Email

Password

Log in

Keep me logged in

[Forgotten 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 address:

Reenter email address:

New Password:

Select Gender:

Birthdate:

Day:

Month:

Year:

[Why do I need to provide my date of birth?](#)

Sign Up

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

SOCIAL MEDIA MARKETING

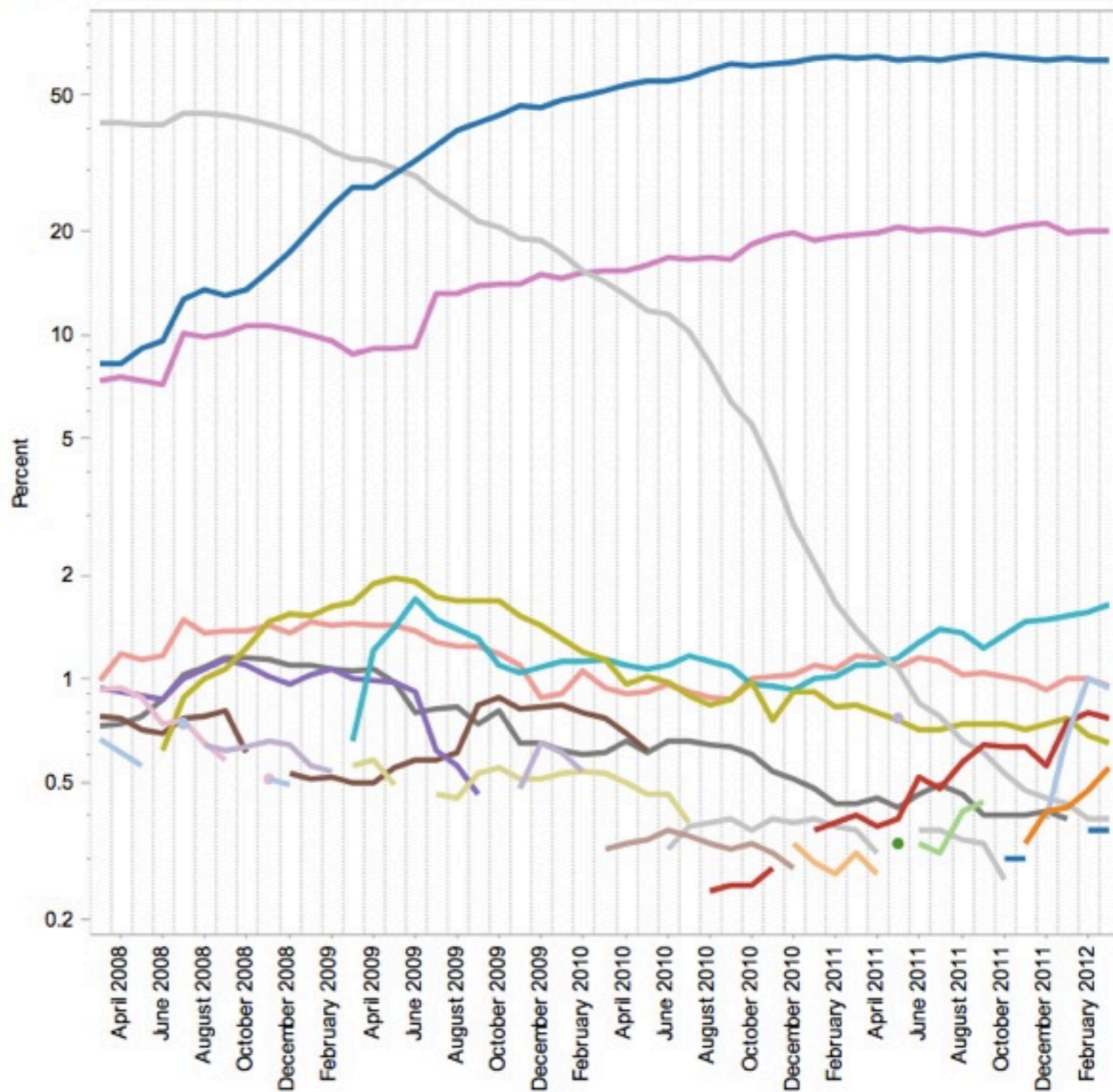
SUTIRAPAN SAKKAWATRA
SUTIRAPAN@GMAIL.COM

WHAT'S HOT. WHAT'S NOT.

FACEBOOK 63.2%
YOUTUBE 20.2%
TWITTER 1.6%

Top 10 Social Networking Sites & Forums 2008-2012

U.S. Market Share of Visits (Preet Kallas, www.dreamgrow.com)



Social Networking Sites

- | | | |
|--------------|-----------|----------------|
| Google+ | Linkedin | Windows Live |
| Pinterest | Meebo | Yahoo Answers |
| Yelp | MocoSpace | Yahoo Groups |
| Bebo | MySpace | Yahoo Profiles |
| CafeMom | MySpaceTV | YouTube |
| Club Penguin | Mylife | myYearbook |
| Facebook | Tagged | |
| iVillage | Twitter | |



Digital Tools

To

Boost Your Brand

in 2012

Check out these five digital tools that many successful brands are utilizing to become an active role in their fans' lives.

Social Bookmarking

Pinterest's bookmarking feature allows users to catalogue online finds and then share them with friends. Brands gain more exposure and traffic, and get to showcase their personality.



On *Pinterest*
the average visitor spends
88.3 minutes
bookmarking per day.

Top 5 Most Popular Social Bookmarking Sites



Unique Monthly Visitors

1. Twitter: **250,000,000**
2. Digg: **25,100,000**
3. StumbleUpon: **17,500,000**
4. Reddit: **16,000,000**
5. Pinterest: **15,500,000**

Pinterest



Google+
YouTube
LinkedIn

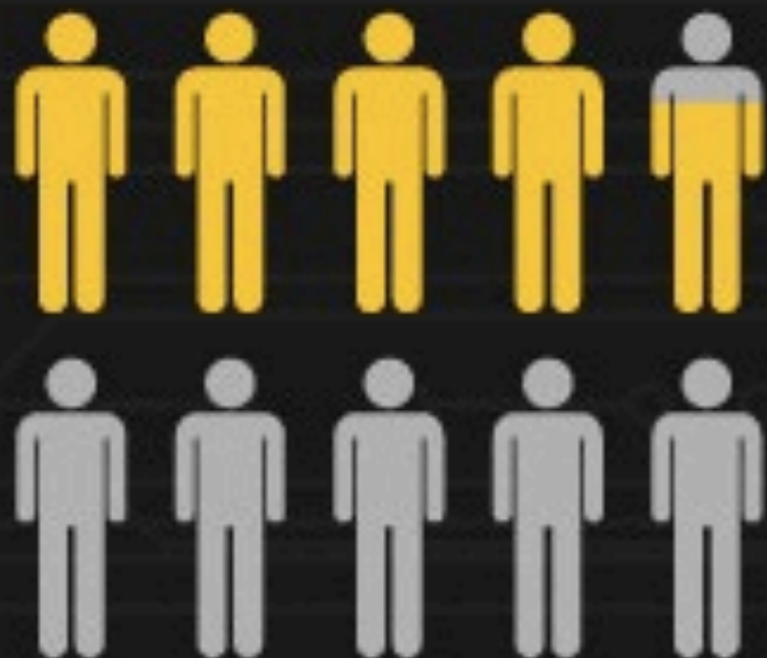
Pinterest drives more visitors to third-party websites than Google+, YouTube and LinkedIn combined.

Digital Coupons

Coupon codes available online means no more waiting for the Sunday newspaper inserts. Online coupons offer greater availability and a wider variety of categories and retailers.

47%  www.

of online consumers used digital coupons in 2011.



Digital Coupon User Demographic



\$105,000

Average Household Income



36%

Have College Degrees

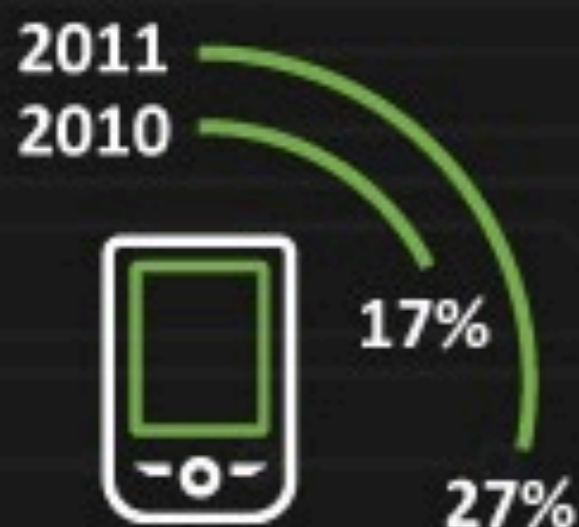
1/3

of consumers no longer look at the Sunday paper for coupons.



Mobile Photo Sharing

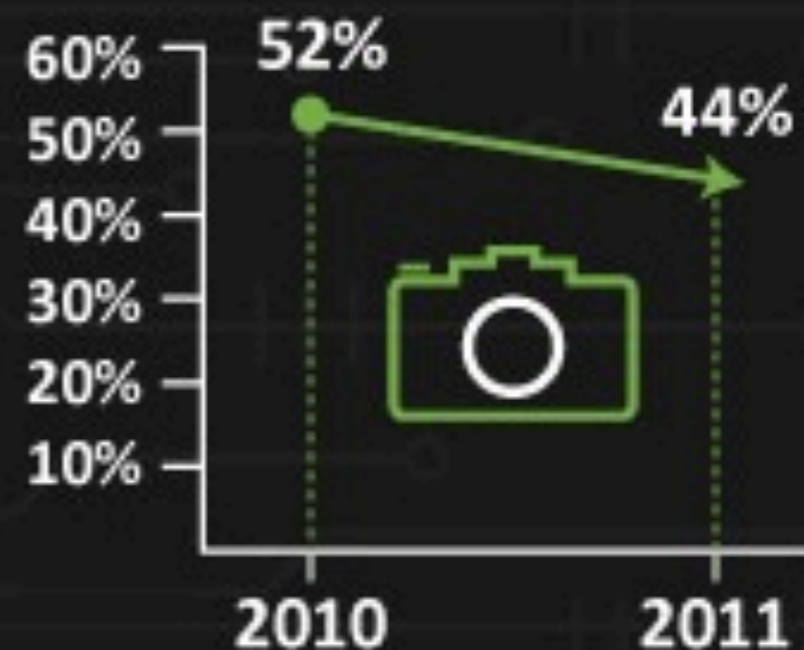
Brands can instantly share behind-the-scenes photos with fans who can then interact by Liking, sharing, or commenting.



Smartphones took **27% of photos in 2011**, an **increase of 10%** from the previous year



200 brands currently use Instagram.



Conventional cameras took **44% of photos in 2011**, a **decrease from 52%** in 2010



Starbucks shares coffees from all over the world along with plenty of fun updates through Instagram. They also encourage their Instagram followers to take photos of their Starbucks drinks and tag them with #starbucks for others to see.



260,000+
number of followers



3,451
average number of
likes per photo



84
average number of
comments per photo

Gamification

Engaging users with games takes advantage of people's psychological predisposition towards play by turning real-world situations into games in which they can compete in a virtual setting with other people.



65%

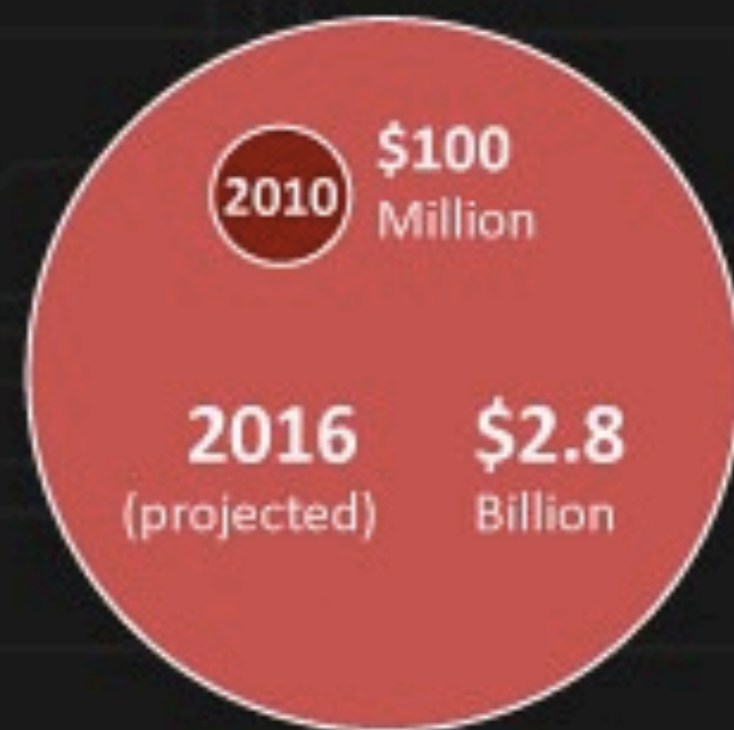
of all revenue generated from the top 100 games in the App Store are from free games.



65%

of smartphone owners who've downloaded at least one app have downloaded a game.

Corporate Spending On Gamification



F-Commerce

Brands using f-commerce create major purchasing opportunities by offering exclusive items and sales to Facebook fans who are already active on the page.



Almost **25%** of total internet time is spent on **Facebook**.

\$30 Billion

2015 projected market potential for social commerce brands



Users are **four times as likely** to conduct a transaction inside Facebook if it is referred to them by a **trusted friend**.

FACEBOOK BECAME OUR LIVES.



845 million
monthly active users



2.7 billion
Likes & Comments per day



250 million
photos uploaded per day



100 billion
friendships



THAILAND SNAPSHOT

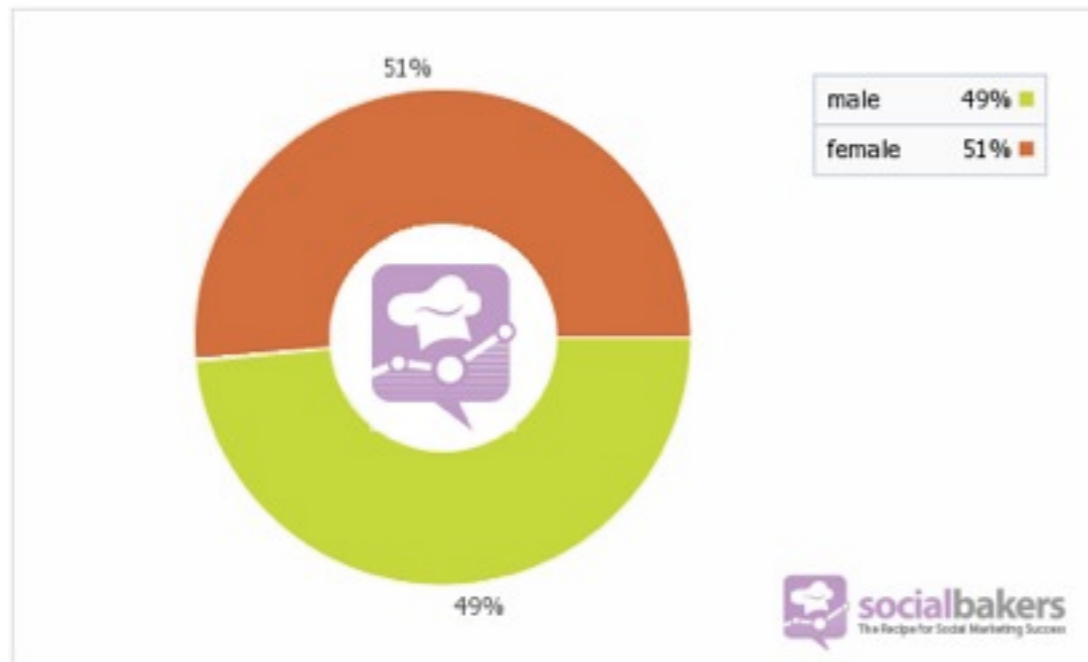
	Last week	Last 2 weeks	Last month	Last 3 months	Last 6 months
#	Country	Users	Change	(± %)	Pen.
1.	United States	157 067 260	+1 371 080	+0.88% ↑	50.63%
2.	India	45 899 920	+2 401 940	+5.52% ↑	3.91%
3.	Brazil	45 340 600	+7 433 200	+19.61% ↑	22.55%
4.	Indonesia	42 482 060	-578 300	-1.34% ↓	17.48%
5.	Mexico	32 950 780	+919 440	+2.87% ↑	29.30%
6.	Turkey	30 884 880	-363 440	-1.16% ↓	39.70%
7.	United Kingdom	30 595 980	+346 640	+1.15% ↑	49.07%
8.	Philippines	27 247 220	-346 080	-1.25% ↓	27.27%
9.	France	24 204 920	+607 380	+2.57% ↑	37.37%
10.	Germany	23 434 780	+834 120	+3.69% ↑	28.48%
11.	Italy	21 594 760	+297 360	+1.40% ↑	37.17%
12.	Argentina	18 226 180	+441 800	+2.48% ↑	44.09%
13.	Canada	17 631 840	+447 220	+2.60% ↑	52.23%
14.	Colombia	16 302 140	+681 900	+4.37% ↑	36.88%
15.	Spain	16 278 420	+648 500	+4.15% ↑	35.00%
16.	Thailand	14 022 620	+335 660	+2.45% ↑	21.12%
17.	Malaysia	12 193 600	-76 300	-0.62% ↓	46.61%
18.	Taiwan	11 877 280	+355 700	+3.09% ↑	51.58%
19.	Australia	10 988 140	+284 800	+2.66% ↑	51.68%
20.	Egypt	10 609 900	+1 065 500	+11.16% ↑	13.18%

Thailand General info

Total Facebook Users:	14 022 620
Position in the list:	16.
Penetration of population:	21.12%
Penetration of online population	80.19%
Average CPC:	\$0.11
Average CPM:	\$0.04

THAILAND SNAPSHOT

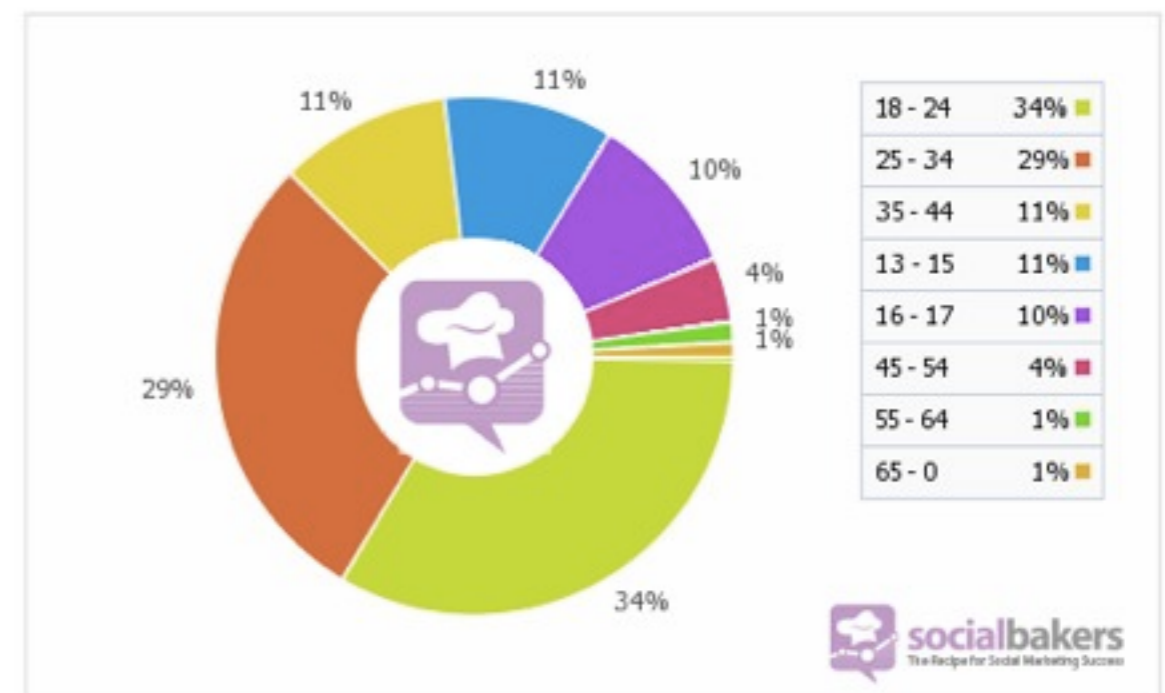
Male/Female User Ratio on Facebook in Thailand



There are **49% male users** and **51% female users** in **Thailand**, compared to 49% and 51% in [Spain](#) and 53% and 47% in [Malaysia](#) .

On the graph below you can see that the biggest gain in the last 3 months was recorded by the age group of 25 - 34.

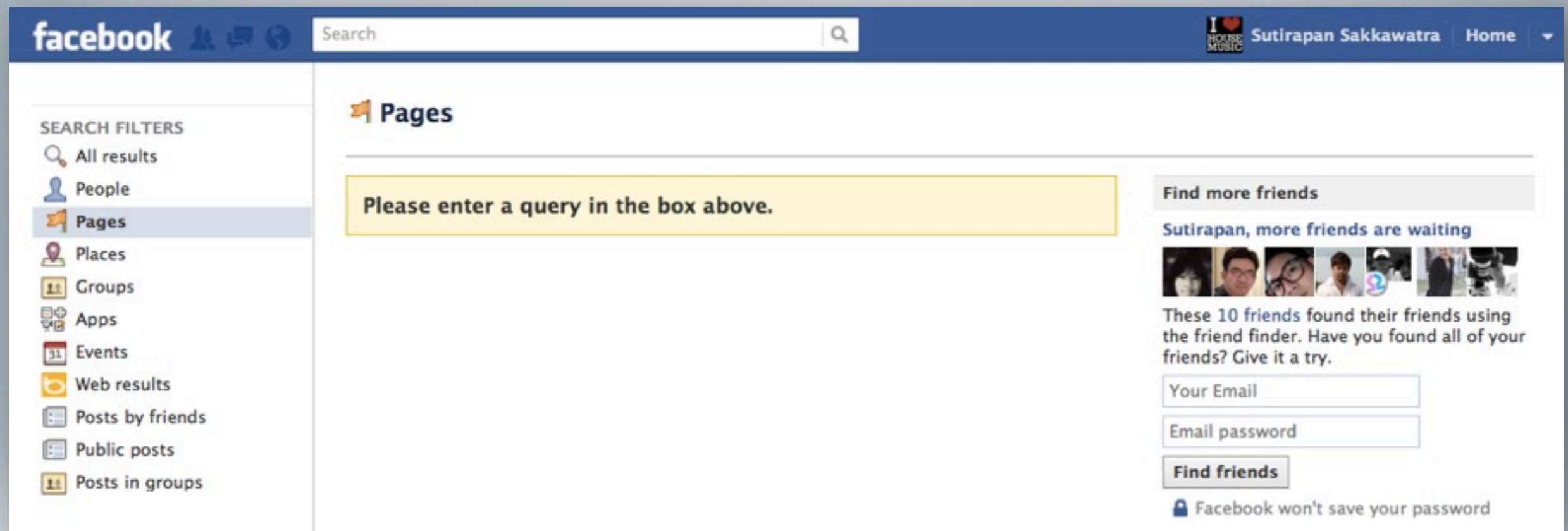
User age distribution on Facebook in Thailand



Thailand Facebook demographics is other social media statistics we monitor. The largest age group is currently **18 - 24** with total of 4 627 465 users, followed by the users in the age of **25 - 34**.

FACEBOOK IN A WEEK

DAY 1 - KNOW THEM



Or take a look at

AllFacebook's The 100 Most Engaging Brands on Facebook

HubSpot's 20 Examples of Great Facebook Pages

Hubspot's 7 Awesome B2B Facebook Pages

Jeff Bullas' Top 10 Small Business Facebook Designs to Inspire You

WHAT TO LOOK INTO

facebook



Wall
Info
Friend activity (1+)
Home
Events
House Rules
Photos
Videos
Page Creators
MORE-

About
Coca-Cola is the most popular and biggest-selling soft drink in history, as...
More

37,775,366
like this

673,562
talking about this

facebook

THE ULTIMATE MATCH-UP.
FOR YOUR GAME DAY.




Wall
Info
Friend activity (1)
THE X FACTOR (TM)
Pepsi Deals
Do You Know Pepsi?
Photos
Events
Pepsi
Notes

About
Pepsi - | Facebook

7,180,552
like this

157,439
talking about this

facebook



Wall
Info
Friend activity (1+)
Athletes
redbull.tv
Games + Apps
Red Bull
Photos
Events
MORE-

About
Red Bull #GivesYouWings. So does www.twitter.com/redbull

25,996,269
like this

365,137
talking about this

WHAT TO LOOK INTO



Coca-Cola
41,540,427 likes · 320,675 talking about this

Food/Beverages
The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is

About Photos Likes Home Your Stories

Highlights

Coca-Cola
6 hours ago

ร่วมกันเป็นส่วนหนึ่ง ส่งต่อความเชื่อมั่นให้กันเพื่อนคนไทยทั้ง 77 จังหวัดทั่วประเทศกันครับ
<http://www.icoke.co.th/1millionreasons/>



มีเหตุผลดีๆ มากมาย ให้เชื่อมั่นในอนาคตที่ดีกว่าของเมืองไทย **เหตุผลของคุณคืออะไร?**

ส่งเหตุผลของคุณที่นี่

ร่วมกับ 1 ล้านเหตุผล เชื่อมันในเมืองไทย เป็นพันธมิตรของประเทศไทย กับประชาชนคนไทยทั้ง 77 จังหวัด

Like · Comment · Share
122 people like this.

Write a comment...

Coca-Cola
16 hours ago via Coca-Cola

ชวนเพื่อนๆ ลองสร้าง Cover Timeline ในแบบของตัวเองกันด้วยนะครับ.. ถ้ายังไม่เคยลองดูได้สัมผัสที่ <https://apps.facebook.com/cokemillionreasons/> แล้วจะได้เป็นส่วนหนึ่งในการร่วมส่งเหตุผลดีๆ เชื่อมันอนาคตประเทศไทยเพื่อนคนไทยทั้งประเทศอีกด้วยนะครับ :)

Coke 1 Million Reasons Timeline on Facebook | Facebook

via Coca-Cola

Like · Comment
76 people like this.

Write a comment...

Coca-Cola
19 hours ago via Coca-Cola

ร่วมกันส่งเหตุผลดีๆ เชื่อมันในอนาคตที่ดีกว่าเมืองไทยกันนะครับ ที่ <http://www.icoke.co.th/1millionreasons/> หรือใครชอบทวิตก็ส่งมาได้ตลอดครับเพียงใส่เหตุผลแล้วตามด้วย #coke1m.. เพียงเท่านี้เพื่อนๆ ก็จะได้เป็นส่วนหนึ่งที่จะช่วยส่งต่อความเชื่อมั่นให้เพื่อนคนไทยของเราทั้งประเทศแล้วครับ ช่วยกันนะครับ +)

Coke 1 Million Reasons - 1 ล้านเหตุผล เชื่อมันในเมืองไทย โลกจะรวมเราเรื่องอื่นจากคนไทยทั่วประเทศได้ครบหนึ่งล้านเรื่อง เพื่อจัดให้เป็นหนึ่งคือ 1 ล้านเหตุผลเชื่อมันในเมืองไทย นำไปมอบให้ทางศูนย์ประชาชนทั้ง 77 จังหวัดทั่วประเทศ

via Coca-Cola

Like · Comment
51 people like this.

นี่ เป็นหวัด สักดีเพราะ ใจได้กินอะไรก็ได้เลย

19 hours ago via Mobile · Like · 2

DAY 2 - BEST PRACTICE

Don't sell. Do engage. Have sense of humour.

facebook Search

ซื้อแอฟ iPhone โหลดแอฟ iPad ด้วยตัวเองง่ายๆ ไม่ต้องใช้บัตรเครดิต เริ่มเพียง 380 บาท www.itunesgiftcard.in.th

Wall

Share: Post Photo Link Video

Write something...

Wall

Info

Friend activity (1+)

1 รู้จักกับ iTunes Gift Card

2 ปรึกษาโปรแกรม

3 ตรวจสอบราคา

4 ปรึกษาสั่งซื้อ

5 ส่งข้อความเข้า Email

6 แจ้งการโอนเงิน

iTunesGiftCard.in.th
Computers

Wall

iTunesGiftCard.in.th · Everyone (Most recent)

Share: Post Photo Link Video

Write something...

iTunesGiftCard.in.th แอปบนมือถือ

[iPhone+ iPad] กระทบหนึ่งสีตลอด Bump Color

ประเดิมเกมแรกประจำวันนี้ เป็นเกมแนวผจญภัย แรกๆ สมก่อกว่า มันเล่นยังไง แต่พอเล่นไปก็รู้สึกเข้าใจว่า มันต้องกระทบกัน มันมีด่านบ้างให้ตรงกับชื่อของตัวการ์ตูน เกมแนวที่ได้ก็จะโรดจากประตูทาง ซึ่งไปได้ไกลก็ยิ่งได้คะแนนเยอะ ความสนุกของเกมถือว่าไม่เลวครับ หมายเหตุ : ดาวน์โหลดทาง App Store ไปได้ฟรีไม่มีเงิน ปล่อยไว้ดาวน์โหลด Bump Color ฟรี แต่ถ้าใครระยะเวลาปล่อยเพียงชั่วคราวเท่านั้น ขนาด : 20.2 MB IOS Universal Requirements: Compatible with iPhone, iPod touch, and iPad. Requires IOS 3.2 or later Download : Bump Color Source: iTunesGiftCard.in.th Published: 2012-01-28 05:00:51 GMT

Like · Comment · Share · 2 hours ago via RSS Graffiti

3 people like this.

Aon Visarudh ทั่วไปอะไรที่เล่นแล้วสนุกกับแอดมิน 2 hours ago · Like · 1

iTunesGiftCard.in.th ขอขอบคุณมากครับ สำหรับ ปรับปรุงโปรแกรม ครับ อนาคตใหม่หรือจะออกใหม่กับอีกสักเกมครับ ช่างฝัน :) about an hour ago · Like

Write a comment...

facebook Search

SUPER COOL Zink SUPERGLASSES

Zink Superglasses & Coolstuff
Product/Service

Wall

Zink Superglasses & Coolstuff · Everyone (Top posts)

Share: Post Photo Link Video

Write something...

Zink Superglasses & Coolstuff

แฟนของใคร มดเคอร์รี่ใส่ฟาร์ม ฟาร์มคน แลคส์คนขึ้นรถกัน :P

See translation

A.J. Morgan Eyewear 2012 "New Model"

A.J. Morgan
รุ่น Mandel_Tortoise

ขนาด

...

See more

A.J. Morgan Eyewear : Since 1981 ทุกๆราคา 1,000 - 1,350 บาท ค่าส่ง Ems ฟรีทั่วประเทศ <http://ajmorganeyewear.com/index.html> เป็นแบรนด์แบรนด์ Mid-end คุณภาพจากอเมริกาครับ ผลิตมาตั้งแต่ปี 1981 และนี่เป็นชิ้นล่าสุด บางรุ่นยังไม่มีการออกแบบแอดมิน ทุกๆราคา 1,000 - 1,350 บาท ค่าส่ง EMS ฟรีทั่วประเทศ...

See more

Wall

Info

Friend activity (1+)

Welcome to Zink

ShopWeLike

Catalog สินค้าทั้งหมด

ปรึกษาสั่งซื้อ

สั่งซื้อ / สอบถาม

แผนที่ร้านที่วชิราวุฒ & โถง

MORE

About

ซึ่งไม่ไปกรรม แต่ซึ่งก็อาจธรรมดา

www.zinkwa.com 081-2978788 10:00-22:00

79,510 like this

6,305 talking about this

Likes See all

UTSOURCING ACTI Outsourcing Factory

GENERAL RULES OF THUMB

1. Post Every Day
2. Focus On Engagement And Brand Asset
3. Have A Call To Action
4. Don't Oversell Or Undersell
5. Make It Fun

AXE



AXE Thailand

ที่ปนๆกันว่า
"ทำไมคนนั้นหน้าแย้ แต่แฟนสวย" .. "คนนี้หน้าไม่ผ่าน แต่แฟนรวานางฟ้า"

เลิกบ่น แล้วเดินเข้าไปจีบเถอะครับ
จะได้รู้ว่า พวกเราก็คว่านางฟ้ามาเป็นแฟนได้เหมือนกัน

See translation

Like · Comment · Share · Thursday at 18:03 · 🌐

👍 3,006 people like this.

💬 View all 177 comments

📄 95 shares

Write a comment...



AXE Thailand

ถ้าได้เบอร์มา .. แล้วไม่กล้าโทร
จะเอามาเก็บไว้ทำปุ๋ยคอกเหรอครับ?

See translation

Like · Comment · Share · 22 January at 19:48 · 🌐

👍 4,242 people like this.

💬 View all 225 comments

📄 90 shares

Write a comment...



AXE Thailand

อยากรู้ว่าสาวๆในเพจนี้ ... มีวิธีจีบหนุ่มๆกันมั่งรึเปล้าครับ
เส้าให้ฟังหน่อย ...

See translation

Like · Comment · Share · Thursday at 14:20 · 🌐

👍 837 people like this.

💬 View all 176 comments

📄 2 shares

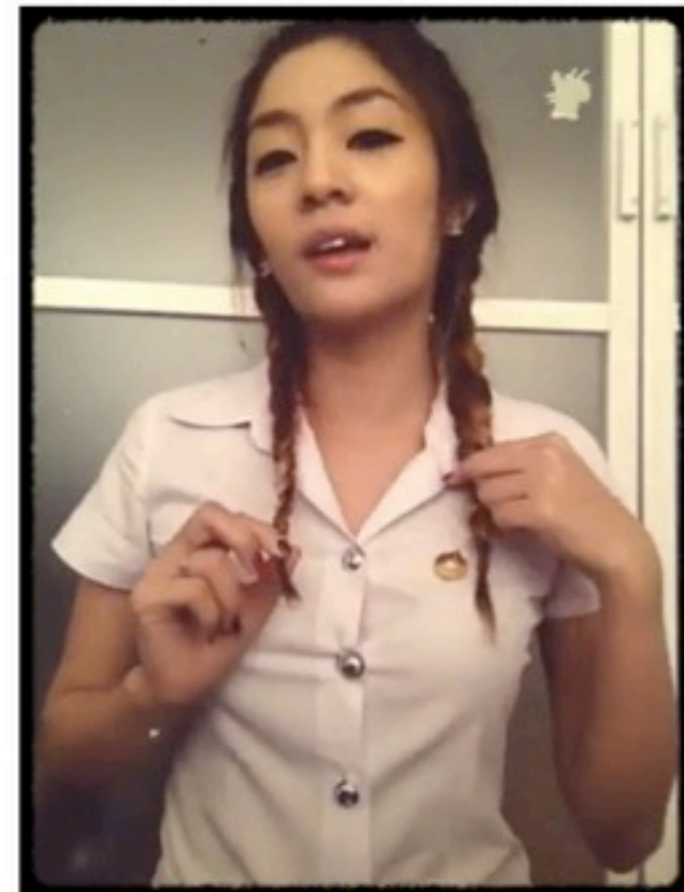
Write a comment...



AXE Thailand

นำพิกัง

See translation



วิธีการทำหมกหมก | Filmed w

Length: 6:01

👍 Like · Comment · Share · 21 January at 13:11 · 🌐

👍 3,827 people like this.

💬 View all 408 comments

📄 252 shares

Write a comment...

DAY 3 - FACE & LOOK

COVER PHOTO (851 x 315 px)

PROFILE PICTURE (125 x 125 px)

Virgin America

192,944 likes · 2,507 talking about this

Like Message

CUSTOM TAB IMAGES (111 x 74 px)

Travel/Leisure

Welcome to the Virgin America Fan Page! Although we will not address specific guest service issues on this site, our cracker jack team of experts are ready and

About



Photos

192k

Likes

First Times



Virgin First Times



Instagram feed

6+

DAY 4 - CONTENT CALENDAR

FHM Thailand
เพื่อนๆของน้องๆ เคยมาดูลูกน้องของพี่ๆกันบ้างไหม??
See translation

FHM Men's Magazine | Hot Girls, News & Men's Fashion | FHMJN.TH
www.fhm.in.th
ตื่นแต่เช้าตรู่เลย พี่น้องน้องพี่ๆว้าว!!!

Like · Comment · Share · Friday at 12:13 · 🌐

290 people like this.
View all 8 comments 4 shares

Wawee Coffee@CENTRAL Plaza Lardprao มา...
Friday at 20:03 · Like

Nobita Captain Ton ขอ มาว่า ทีวีใจในน้องๆ
Friday at 22:43 · Like

Write a comment...

iPhone 4 Society
ใครที่เพิ่ง iPhone 4S มาใช้ ชื่อในงาน TME 2012 ที่สุดน่าประทับใจของปีนี้
ทุกคนครับ!!
<http://www.iphone4society.com/news-updates/iphone-4s-in-tme-2012-jan>
See translation

iPhone 4S ใน งาน TME 2012 รอบคัมภีร์
www.iphone4society.com

ในงาน Thailand Mobile Expo 2012 รอบคัมภีร์ เป็นเวลาที่มีการเปิดตัว iPhone 4S อย่างเป็นทางการ ระดับแล้ว หากจะใคร่ทราบในทันที iPhone ที่ว่ามาในงาน มาดูบรรยากาศผ่านเว็บไซต์ของงาน TME

Like · Comment · Share · Friday at 14:30

115 people like this.
21 shares

Narumol Kwanmuang พี่ๆในร้านของของพี่ๆ ครับ3ชาติคัมภีร์ ยังไม่ได้อะไร ของไปวันที่5 ม.ค.ที่ผ่านมานะ
Friday at 15:21 · Like

Noina Chuanak ขอเข้าคิวหน่อย
Friday at 16:02 · Like

Write a comment...

Nokia Thailand
มาคุยว่า Asha 303 จะดีกว่า...มัน ไปดูกันนะ <http://bit.ly/Aj17jd>
See translation

WhatsApp ที่ใช้กับ Nokia Asha 303
www.youtube.com
Nokia Asha 303 เป็น โทรศัพท์ ที่ทุก Social Network ของคุณมาพร้อม 3G และ WIFI เต็มเต็ม
<http://bit.ly/AFsIGP>

Like · Comment · Share · Friday at 17:06 · 🌐

69 people like this.
View all 18 comments 1 share

Maknaejun Choco ขอตั้งชื่อร้านใน FB TW MSN ไปได้สำหรับน้องๆ
เข้าได้ใครๆชอบออกนอกเขต
9 hours ago · Like

Levantie Tine มีอาหารอร่อยๆ
about an hour ago · Like

Write a comment...

UNIQLO
Uniqlo Thailand added 4 new photos to the album New Arrival (Jan 26, 2012).



Like · Comment · Share · 26 January at 15:03 · 🌐

178 people like this.
View all 9 comments

Faie Deelin ตอนนี้กำลังจะขายเปิดนะ แอ
Saturday at 00:31 · Like

Pimphitcha Butphet สวยๆอย่างนี้ต้องไปเลย
Saturday at 12:53 · Like

Write a comment...

Tiësto
Use the code "8YEARS" on Beatport to get 20% off all Tiësto's music!
<http://www.beatport.com/artist/tiesto/4178>

Tiësto on Beatport
www.beatport.com
Tiësto is available for download on Beatport, the world's largest music store for DJs

Like · Comment · Share · 8 hours ago · 🌐

2,715 people like this.
View all 124 comments 109 shares

Write a comment...

MAXIM MAGAZINE THAILAND
เพื่อนติดตามมาขอสมัครประกวด Miss Maxim ไปในหน้า Events ง่ายๆจ้า สาวๆอายุ 18-25 ปีพร้อมกันด้วย!
See translation

Like · Comment · Share · 16 January at 09:19 via Mobile · 🌐

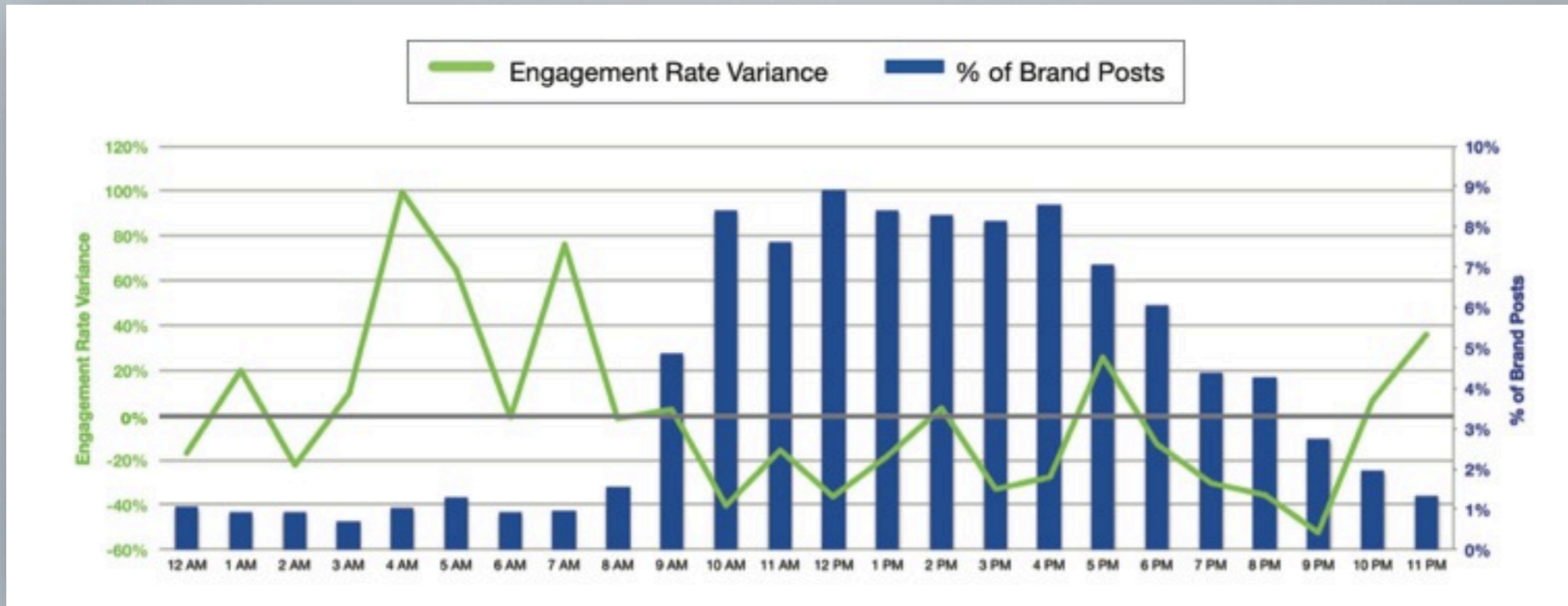
114 people like this.
View all 4 comments

Pong Smith ^^
19 January at 16:50 · Like

Poozii Very'sadz อยากทราบวันที่รับสมัครและสถานที่รับสมัคร สำหรับประกวดจิงๆนะ <>
22 January at 22:41 · Like

Write a comment...

PEAK OF THE DAY



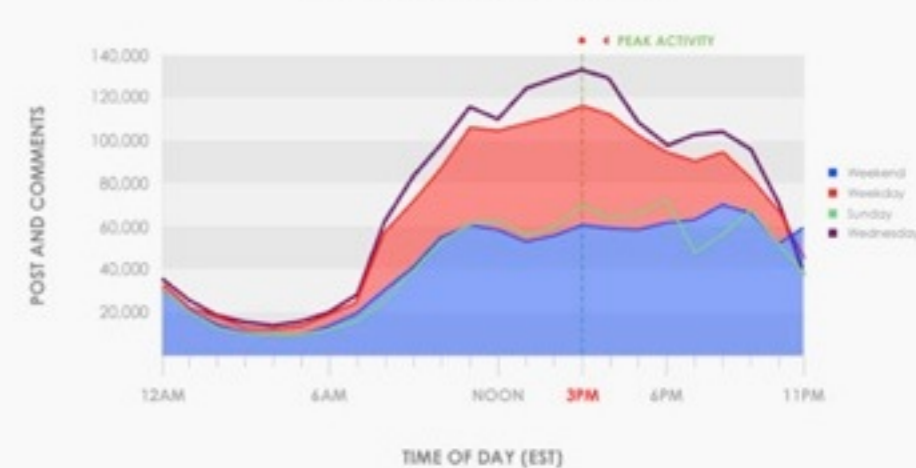
WHAT DAY OF WEEK POST AND COMMENTS ARE HAPPENING ON FACEBOOK



BY HOUR ANALYSIS OF CONVERSATIONS ON FACEBOOK



COMPARING HIGHEST AND LOWEST CONVERSATIONS BY HOUR ACROSS DAYS OF THE WEEK



DAY 5 - EDGE RANK

Relevant

Popular

Timely

6. NFO: News Feed Optimization
EdgeRank

$$\sum_{\text{edges } e} u_e w_e d_e$$

u. - affinity score between viewing user and edge creator
w. - weight for this edge type (create, comment, like, tag, etc.)
d. - time decay factor based on how long ago the edge was created

www.EdgeRankChecker.com

GET INTO 'HIGHLIGHTED STORIES'



- Don't rely on only great content
- Best to ask a question - Do? What? not Why?
- Be short
- One Highlighted story lasts hours

DAY 6 - LEARN TO BUY AN AD



Promote your business with Ads

Reach your potential customers and grow your fan base with highly targeted Facebook Ads



Drive word of mouth with Stories

Sponsored Stories promote the organic interactions between people and your business

- Target at potential customers before they search
- Offer interaction Click, Like, RSVP, Ask or Check-In
- Integrate with Facebook experience

HOW IT WORKS

My Audience
I have three main groups of customers and an ad for each group

Ray's Pizza x



Show your student card for a 20% discount on delicious pizzas! Open 7 days until midnight!

David Nguyen likes this.

Like

College kids studying



Busy Families



Bargain diners



Ray's Pizza x



Find your nearest store & order online, for delicious pizza delivery!

David Nguyen likes this.

Like

Ray's Pizza x



2 for 1 deal on takeout pizza. Order here to claim this offer!

David Nguyen likes this.

Like

Title → **Ad Title** x

Image → 

Like → Like

This is the body text for your ad. The details of your ad live within this section.

← **Body text**

"Like" will appear when your ad links to Facebook Pages. RSVP will appear for Events.

PROFILE BASED TARGETING

The image shows a screenshot of a Facebook profile for Amy Weller. The profile includes a cover photo, a profile picture, and various sections of information. Annotations with yellow dotted arrows point from specific data points to the 'Structured' and 'Unstructured' lists on the right. The 'Structured' list includes Location, Age/Birthday, Gender, Education, Workplace, Relationship Preference, and Language. The 'Unstructured' list includes Activities, Interests, Music, TV, Movies, Books, Groups, Applications, Connections, and Status updates. The profile information includes: Studied at Harvard University, Lives in Seattle, Washington, Born on October 20, 1983. The 'Education and Work' section lists Harvard University as a college and University High School as a high school. The 'Arts and Entertainment' section lists music preferences like Madonna, Ani DiFranco, Lifehouse, Weezer, and Sire. The 'Activities and Interests' section lists activities like 'Weekend Trip to Vegas' and interests like Fashion, Style, Architecture, Travel, and Soccer. The 'Sponsored' section includes ads for 'Seattle Bucket List', 'Are you classic or edgy?', and 'Saturday Night at Trinity Nightclub'.

Structured

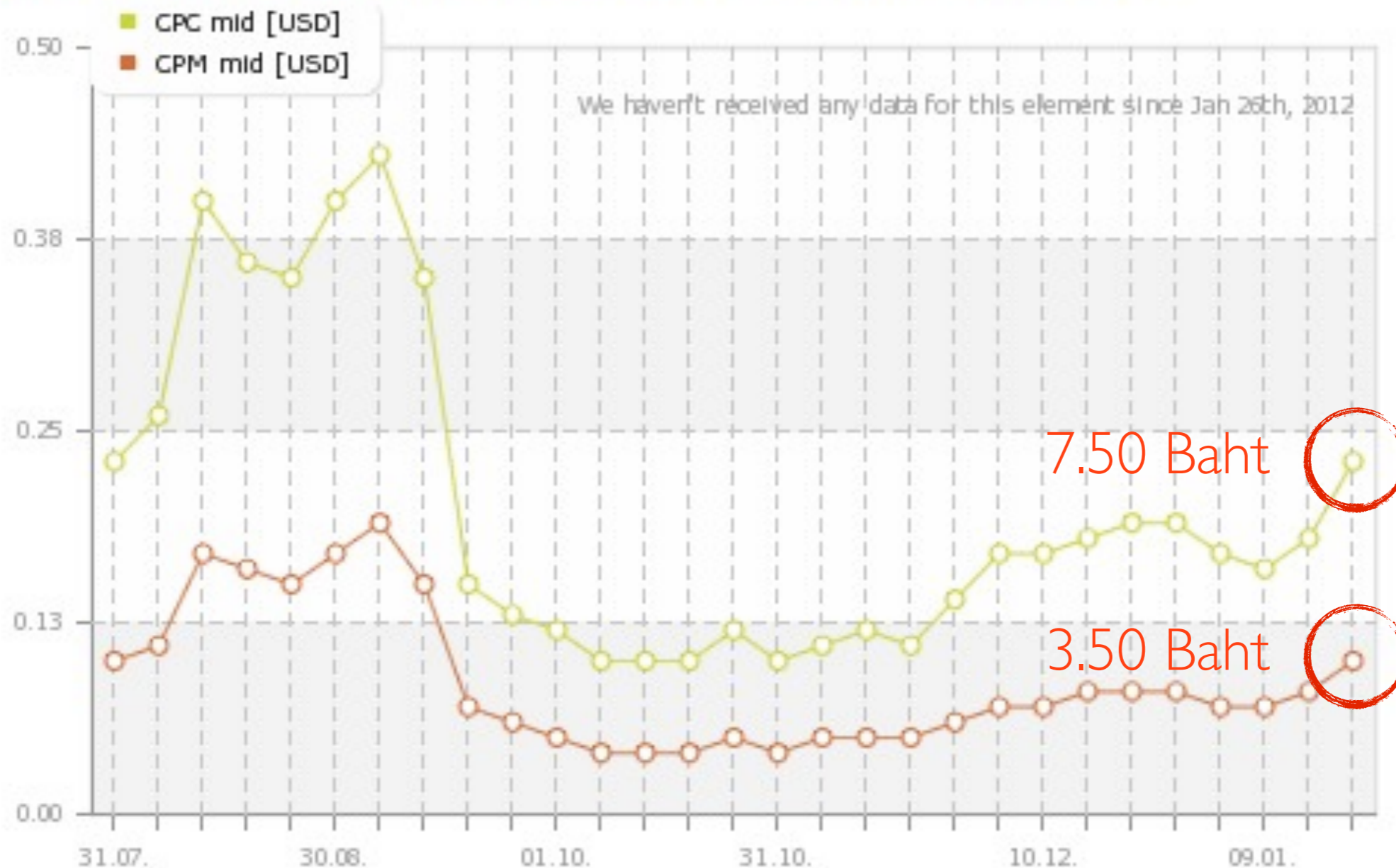
- Location
- Age/Birthday
- Gender
- Education
- Workplace
- Relationship Preference
- Language

Unstructured

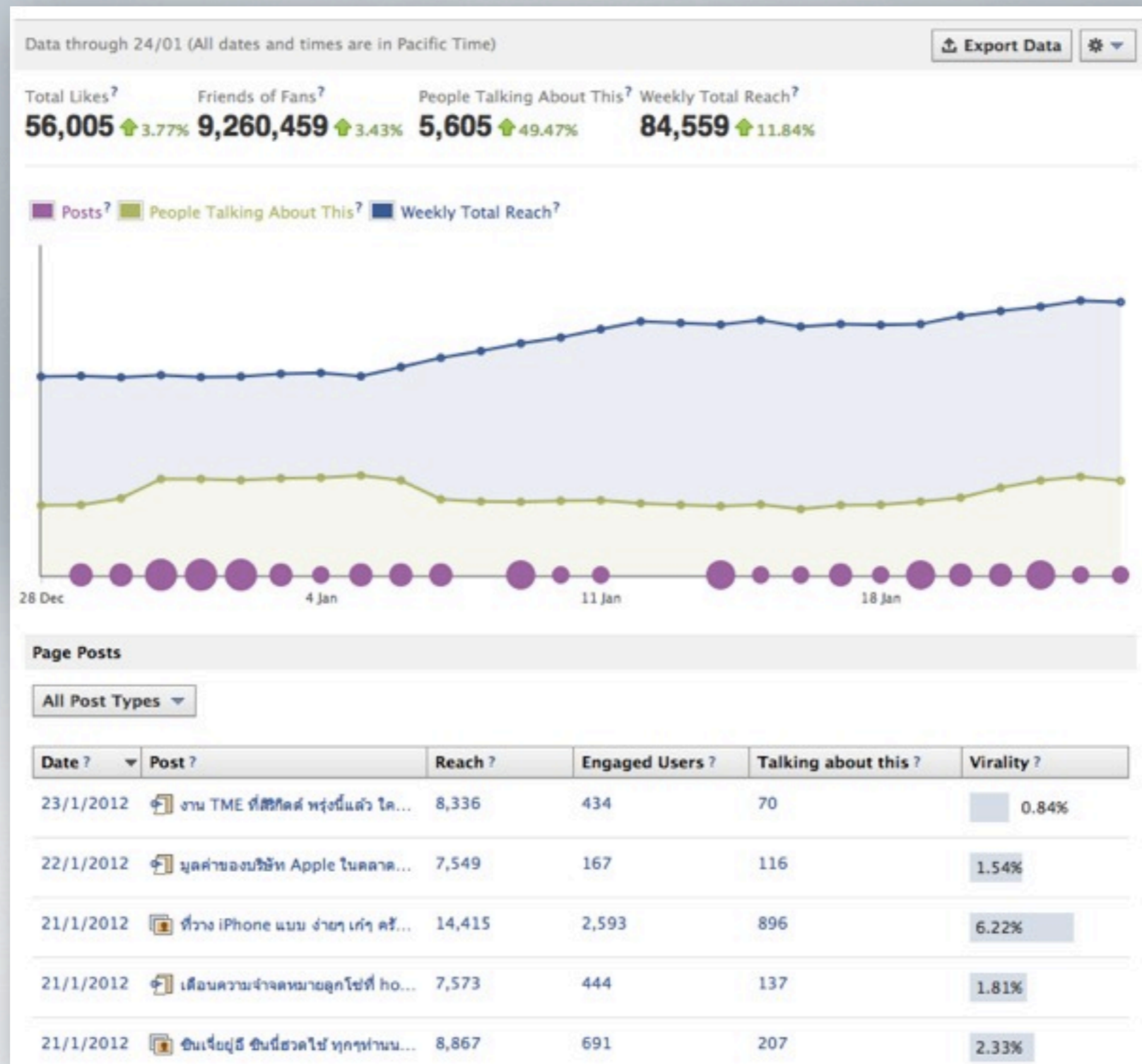
- Activities
- Interests
- Music
- TV
- Movies
- Books
- Groups
- Applications
- Connections
- Status updates

NOT THAT EXPENSIVE

Suggested ad prices by FB Ads Tool in Thailand



DAY 7 - GAIN INSIGHTS



GO BEYOND FACEBOOK

SOCIAL PLUG-INS

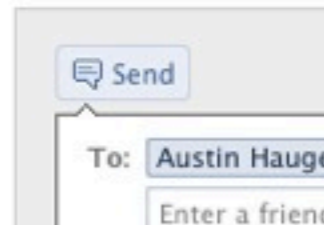
SOCIAL PLUG-INS

Social Plugins let you see what your friends have liked, commented on or shared on sites across the web.



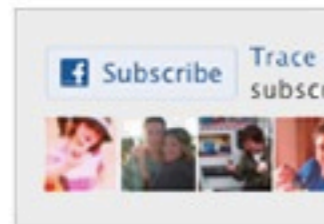
Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



Send Button

The Send button allows your users to easily send your content to their friends.



Subscribe Button

The Subscribe button allows people to subscribe to other Facebook users directly from your site.



Comments

The Comments plugin lets users comment on any piece of content on your site.



Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.

SOCIAL PLUG-INS



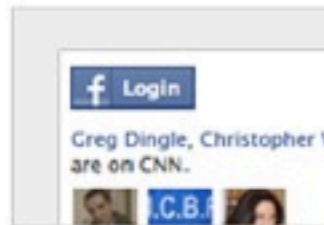
Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



Like Box

The Like Box enables users to like your Facebook Page and view its stream directly from your website.



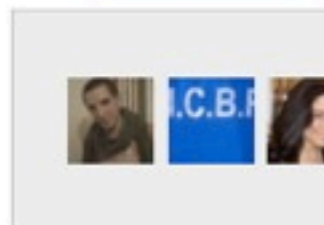
Login Button

The Login Button shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.



Registration

The registration plugin allows users to easily sign up for your website with their Facebook account.



Facepile

The Facepile plugin displays the Facebook profile pictures of users who have liked your page or have signed up for your site.



Live Stream

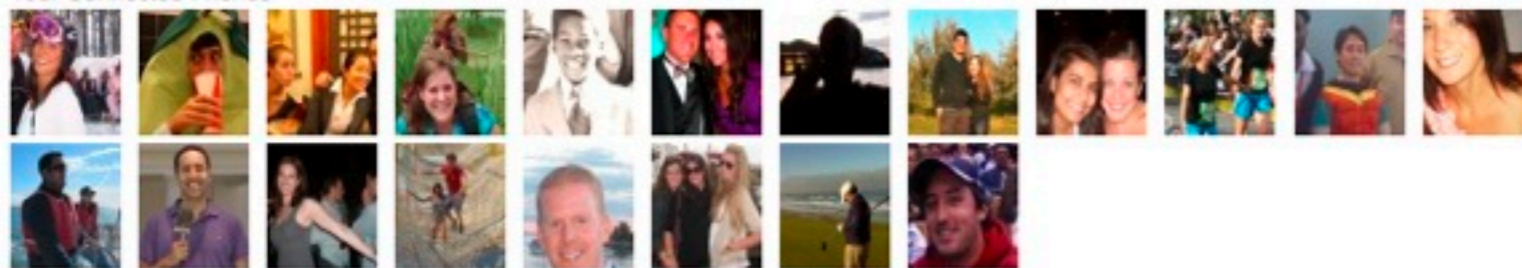
The Live Stream plugin lets your users share activity and comments in real-time as they interact during a live event.



SEAN MAHONEY'S FRIENDS STORE

Share

Your Connected Friends



FRIENDS LIKE



Like 491

5 Pocket Legging - Rinse

Like 1K people

Slim Straight 514™ Jeans - 3D Coated

Like 2K

501® Original Jeans - Premium Chipped Rigid

Like 3K people

501® Original Jeans - Dark Aged

Like 2K

Low Skinny 531™ Jeans - Black Sheen

Like 1K

501® Original Jeans - Rigid Rinse

FRIENDS RECENTLY LIKE



Chris Murphy likes 501® Original Jeans (Big & Tall) - Black



The blue jean that started it all. Our button-fly 501® Original Jean is still straight through the seat, thigh and leg, a bestseller for its one-of-a-kind fit. The tilted waistband pitches toward the front. Wear it true to size or size it up for a looser look.

3 days ago · See It · Buy It

Like 350 people like this. Be the first of your friends.



Levi's on Facebook

You like this. Unlike

Levi's Time for a music break! Check out this FREE music download by UK rock band The Duke Spirit, just for being our fans! If you haven't discovered them, here's your chance

<http://tiny.cc/LevisMusic>

17 hours ago

Levi's Check out Janelle Monae live right now! She's only 24 years old and about to tour with Prince! Listen in to how she got her start:

<http://on.fb.me/bX48Fi>

Wednesday at 4:12pm

Levi's To the victorious San Francisco Giants, we salute

1,980,154 people like Levi's



Raine



Letitia



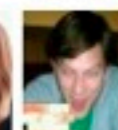
melissa



Joshua



Ingrid



Mike

UPCOMING BIRTHDAYS

November 5



Linda Paczkowski

November 5



Kristina Van Doorn Simpson

HOW IT WORKS

DECLARE YOUR LIKES

Like

LIKE-MINDED SHOPPING STARTS HERE ONLY AT LEVI.COM

CHECK IT OUT

FREE SHIPPING ON ANY ORDER TODAY ONLY!



Like 639

501® Original Jeans - Dark Aged

Like 640 Like 431 Like 460

501® You like 501® Original Jeans - Dark Aged.

Share it on Facebook with a comment...

501® Original Jeans - Dark Aged, DRIVE4COPD, BLT Prime, BLT



501® Original Jeans - Dark Aged
Product/Service
641 people like this.



501® Original Jeans - Dark Aged

RECENT ACTIVITY

Sean likes 501® Original Jeans - Dark Aged.

OPEN GRAPH

OPEN GRAPH



listen

friend

friend

like



cook



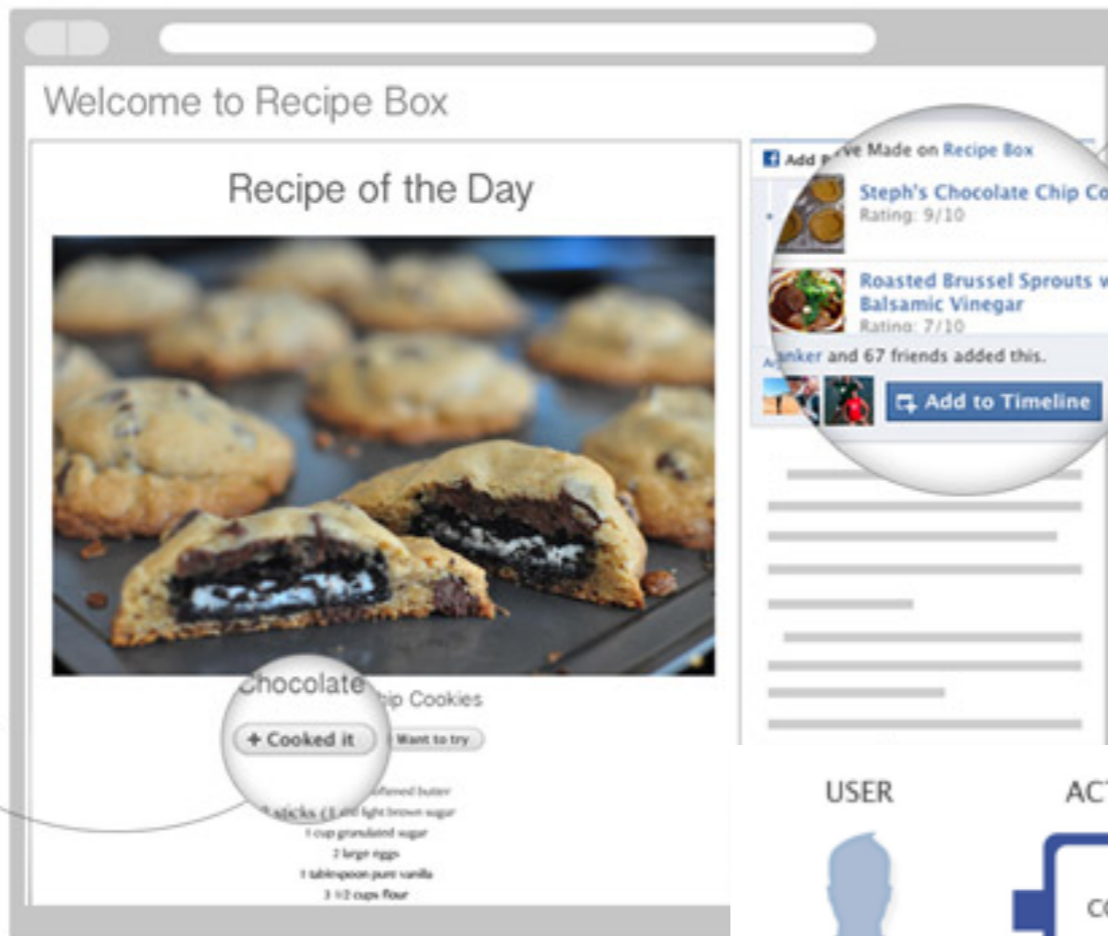
watch

NETFLIX

- Connect Facebook with 3rd party websites, pages & apps
- Express themselves for a deeper experience



HOW IT WORKS



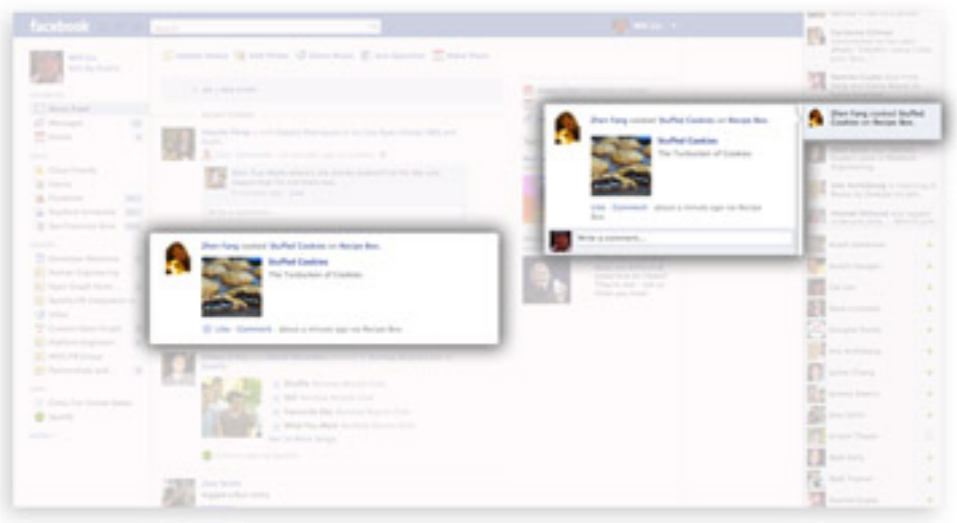
Click Add to Timeline to display this App in your Timeline **1**

2 Take an Open Graph Action within your app



Your App

News Feed Ticker User's Timeline



3 Get distribution on Timeline, News Feed, and Ticker



Raghu

Friends

Subscribed

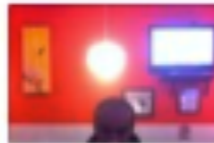
Message



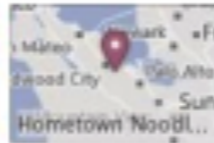
- Works at Wildfire Interactive, Inc.
- Studied at Washington University in St. Louis
- In a relationship with _____



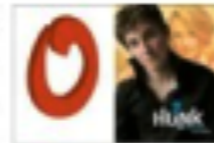
Friends 804



Photos 221



Map 70



Likes 508

About

Post Photo

Write something...

Zack shared a link.
Yesterday

<http://www.mcsweeneys.net/articles/im-comic-sans-asshole>



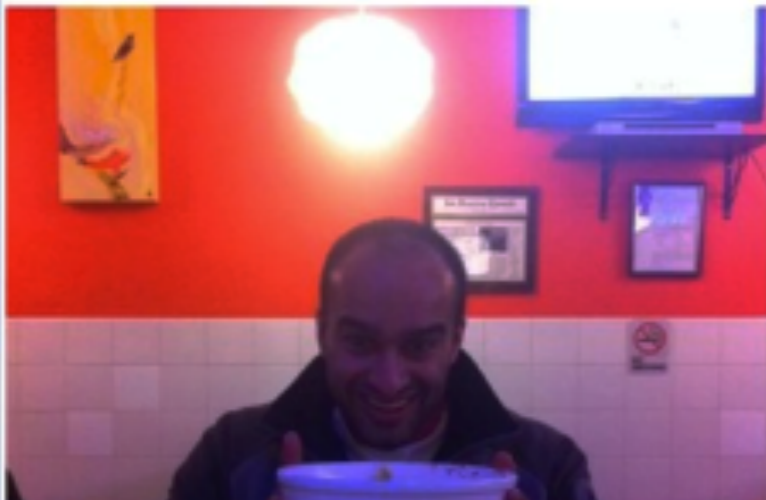
Monologue: I'm Comic Sans, Asshole.
www.mcsweeneys.net

Listen up. I know the shit you've been saying behind my back. You think I'm stupid. You think I'm immature. You think I'm a malformed, pathetic ex...

Like · Comment · Share

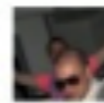
Derek Friday near Atherton

The Goober. — with Raghu



Raghu's Friends

See All



Eamonn L.
75 mutual friends
Add Friend



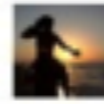
Peter
71 mutual friends
Add Friend



Morgan
63 mutual friends
Add Friend



Noah
60 mutual friends
Add Friend



Adam
54 mutual friends
Add Friend



Brendan
43 mutual friends
Add Friend

Music

Recently created playlists on Spotify



The Roots - Undun.
Like · Comment

Ratatat - Ratatat.
Like · Comment

electro.
Like · Comment

Music

Recently listened to on Spotify



Us & Them by The Royal Philh...
Like · Comment

MONEY by The Royal Philh...
Like · Comment

SHINE ON YOU CRAZY DIAMONDS by The Royal Philh...
Like · Comment

In The Flesh by The Royal Philh...
Like · Comment

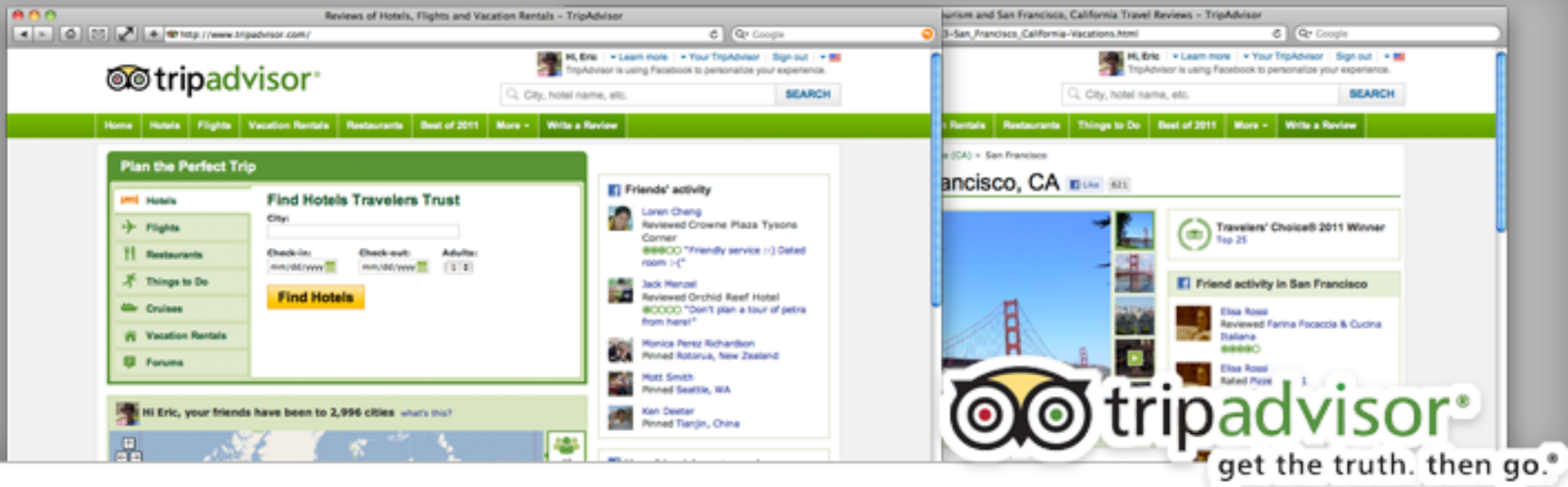
See more activity...

SPOTIFY

- Objective - Own 'Listen to Music' and 'Create a Playlist' on Social Network
- How - When Spotify users listen to any music or create any playlist on Spotify website, it displays on their Timeline

TRIPADVISOR

- Objective - Deliver a personalized and truly social travel planning experience
- How - Reviews & Opinion using Facebook profile data, and Like button to share experience with friends



KLM

- Objective - Improve more tangible aspects of travel experience
- How - Use Facebook profile to choose people who sit next to

KLM's "meet and seat" service lets you find the person next to you on Facebook

Dutch airline, KLM is planning to use social media to make the flying experience a whole lot more social, prompting mixed reactions from travellers.

Air Travel News | December 16, 2011 - 12:52pm GMT | Author: TERMINAL U staff

Like 1 Send One comment Email 0 Tweet 0



Source: sodahead.com

KLM airline to offer 'meet and seat' Facebook app to passengers

Passengers can take a flight of fancy when airline KLM launches a 'meet and seat' service that allows you to check out fellow fliers and find your perfect travel buddy.



KLM Airlines wants to get people connected (Picture: AFP/Getty)

Mile-high matchmaking: airline to let you choose your neighbour via Facebook

December 19, 2011

★ Read later

Ads by Google

[Lufthansa All Europe Sale](http://www.lufthansa.com/MasterCard) www.lufthansa.com/MasterCard
Get additional \$60 off on flights. Enjoy your journey with Lufthansa.



Mile-high flirting? KLM will allow passengers to choose who they sit with on flights via Facebook and LinkedIn profiles. Photo: Getty Images

TIMELINE



Sutirapan Sakkawatra

Update info Activity log

- Brand Communications at GMM 1SKY
- Studied MBA at University of Bristol
- Lives in Bangkok, Thailand
- Married

Friends 497
 Photos 1,225
 Map 614
 Likes 205

- Now
- January
 - December
 - 2011
 - 2010
 - 2009
 - 2008
 - 2007
 - 2001
 - 1999
 - 1997
 - 1994
 - 1990
 - born

Status Photo Place Life event

What's on your mind?

Sutirapan Sakkawatra 14 hours ago

วชิรวันศก 5 — with Apple Nara and Varin Sakkawatra.



Like · Comment · Share

Friends See All

- | | |
|--|--|
|
Patkittika Beach
97 mutual friends |
Pong Siripark
137 mutual friends |
|
Kriema Srikham
56 mutual friends |
Meaw Sinrachatanant Uawithya
19 mutual friends |
|
Chao Piemputtthakul
134 mutual friends |
Jatattaya Kittibunthon
120 mutual friends |

Recent activity

- Sutirapan was tagged in **ชกตต ชีรทนต์ชวกร**'s photo from 29 April 2011.
- Sutirapan and Sujintana Boonworapat are now friends.
- Sutirapan added GMM Grammy to his work.

Apple Nara 16 hours ago

ความสุขของคนเป็นแม่ มีเท่านี้จริง ^^ — with Sutirapan Sakkawatra and 2 others at Room 2204 JC Tower.

Sponsored

Invest in Your Future
 minisites.fxtg.com

Get into the Forex market. \$50,000 demo account and 1 on 1 training. Start today!

อยู่อย่างดีคอนโด
 sansiri.com

dcondo

กับ 2 ท่าใหม่ สะดวกสบาย ราคาเพียง 64 และ 70 ล้านบาท พร้อมสิ่งอำนวยความสะดวกพิเศษ ครบ!

Flights from Bangkok
 moxtravel.com

Cheap airline tickets from Bangkok! Online booking with instant confirmation!

Marketing GURU Multimedia

DVD 2012 Ready To Fight Edition 3 ในชุดธุรกิจ มีดพกแพคเกจ: MKT. Trend

562 people like Marketing GURU Association.

- Cover Photo
- Chronicle
- Brief Profile
- Grouping
- Status
- Timeline
- Recent Activity

COVER PHOTO (851 x 315 px)

PROFILE PICTURE (125 x 125 px)

CUSTOM TAB IMAGES (111 x 74 px)

Virgin America

192,944 likes · 2,507 talking about this

Like Message



Travel/Leisure
Welcome to the Virgin America Fan Page! Although we will not address specific guest service issues on this site, our cracker jack team of experts are ready and

Navigation tabs for the fan page:

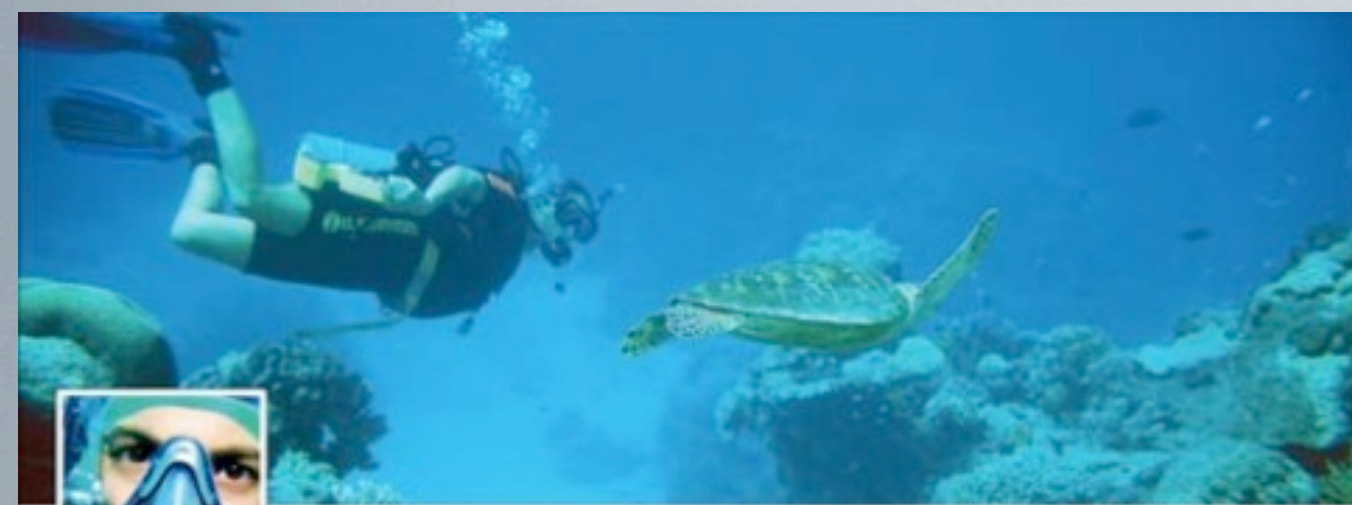
- Photos: Includes the Virgin America profile picture.
- Likes: Shows a thumbs-up icon and the count "192k".
- Virgin First Times: Includes the "First Times" logo and a red graphic.
- Instagram feed: Includes the Instagram camera icon and a "6" in a box.

- Cover Photo
- Highlighted Posts

- Profile Picture
- Milestones

- Custom Tab Image

#1 THE COVER PHOTO BIGGEST BRANDING OPPORTUNITY



Cairns & Great Barrier Reef
4,782 likes - 391 talking about this

Like Message



boundless imagination.
Hi! So glad you found us.
We are a **Graphic, Print & Web** design company catering to businesses who value quality work at affordable rates.

inhouse advertising
a graphic design and print media company

InHouse Advertising
1,264 likes - 5 talking about this

Like Message



Coca-Cola
40,529,433 likes - 382,119 talking about this

Like Message



Amsterdam Printing
2,776 likes - 24 talking about this - 232 were here

Like Message

THE NEW RULES OF THE FACEBOOK COVER PHOTO



*no information
on discounts
and prices*



*you can't use
"like" or "share" visuals,
neither arrows pointing to
those elements of FB'S UI*



*no contact
information allowed
(web, email, phone number...)*



*prohibited to encourage
content sharing "Share now"
or "Tell your friends,"*



**Valid only for facebook pages | @mladykreativec*

- ✓ **NO SALE** – Price or purchase information, such as "40% off" or "Download it at our website"
- ✓ **NO CONTACT INFORMATION** such as web address, email, mailing address or other information intended for your Page's About section.
- ✓ **NO REFERENCE TO FACEBOOK FEATURES** such as Like or Share, or any other Facebook site features
- ✓ **NO CALLS TO ACTION** such as "Get it now" or "Tell your friends"

#2 THE PROFILE PICTURE

HARDEST WORKING IMAGE ON FACEBOOK



BEN & JERRY'S

Ben & Jerry's
3,763,950 likes · 31,379 talking about this

Like Message

T

America's Largest Network™ 4G

T-Mobile USA
633,976 likes · 31,966 talking about this

Liked

macy's

Macy's
4,933,376 likes · 189,928 talking about this · 299,485 were here

Like Message

CAMARO

Chevy Camaro
2,792,154 likes · 26,404 talking about this

Like Message

Corona Extra

Find your beach.

Corona
1,074,348 likes · 10,483 talking about this

Like Message

7-ELEVEN

7-Eleven
2,030,892 likes · 15,324 talking about this · 228,759 were here

Like Message

#3 CUSTOM TAB IMAGE

TAKE ADVANTAGE OF IT

Clothing
"Elegance is not about being noticed, it's about being remembered". Giorgio Armani. The name Armani has been synonymous with unrivaled Italian style all over the world for over 30 years. Visit Armani.com for more.

About




Photos

Likes **2.9m**

Newspaper
Welcome to The New York Times on Facebook - a hub for conversation about news and ideas. Like our page and connect with Times journalists and readers.


About




Photos

Likes **2.1m**

Events **TimesTalks**



Photos



Facebook Help



Web Services

Likes **18,114**

2 ▾

facebook

SoLatina
Real Latinas. Real Moms. Real Support. Real Advice™

56,950 likes · 5,078 talking about this

Like Message

Organization
Real Latinas. Real Moms. Real Support. Real Advice

About

- Photos
- RESOURCES
- ASK A QUESTION
- SUBMIT A GUEST BLOG
- ASK THE PROFESSIONAL
- MOM OF THE MONTH
- TOP FANS
- SOLATINA STORE

Maximum of 12 tabs

More In Media
948 likes · 303 talking about this

Like Message

Product/Service
Connect with dorien@moreinmedia.com & 617-753-1655
<http://moreinmedia.com/> &
<http://twitter.com/#!/MoreInMedia>

About

- Photos
- Happy SPRING!
- Read our BLOG
- SOCIAL MEDIA WORKSHOP
- Watch our VIDEOS
- MoreInMedia.com
- Events
- YouTube
- I see FREE
- CONNECT with us
- 948
- Free Ticket!
- Subscribe
- Likes
- Top Fans

GIORGIO ARMANI
FALL/WINTER 2012-13 WOMEN'S COLLECTION

WATCH IT ON OUR TIMELINE

ARMANI
2,969,265 likes · 199,523 talking about this

Like Message

Clothing
"Elegance is not about being noticed, it's about being remembered". Giorgio Armani. The name Armani has been synonymous with unrivaled Italian style all over the world for over 30 years. Visit Armani.com for more.

About Photos Likes 2.9m

evian
175,552 likes · 3,416 talking about this

Like Message

Product/Service
Welcome to the official home of evian in the USA. Like our page & connect with a community that shares a desire to Live young, feel healthy & inspire creativity.

About Photos Videos YouTube Twitter Instagram 1-

AMERICAN EXPRESS
2,399,943 likes · 15,103 talking about this

Like Message

Product/Service
American Express provides inside access to news, exclusive Cardmember offers & experiences on Facebook.

About Photos Link, Like, Love Amex Entertainment Amex Careers 7-

CH Celebrating Home
48,236 likes · 1,480 talking about this

Like Message

Company
View and shop our products at www.celebratinghome.com and read our design and cooking blog at www.celebratinginspiration.com

About Photos Celebrating Inspir... Shop Our Catalog Photo Contest 4-

#4 HIGHLIGHTED POSTS

CREATING VISUAL INTEREST

 **HyperArts Web Design** shared a link.
Thursday

NEW POST: How to Create a Killer Timeline Masthead with Combo Cover Photo/Profile Picture ... and a Free Photoshop Template!

Like · Comment · Share

38 people like this.

Write a comment...

Like · Comment · Share

5 people like this.


Write a comment...

 **Cairns & Great Barrier Reef**
March 12


Share your story/photo of an up close reef encounter
OR
Tell us the marine creature you would most like to encounter



Write a comment...

 **Livestrong**
February 18

LIVESTRONG Austin Marathon and Half Marathon (16 photos)
Photos from the LIVESTRONG Austin Marathon and Half Marathon. — in Austin, TX.

A collage of photos from the Livestrong Austin Marathon. The main image is a large photo of the Texas State Capitol building at night, illuminated by streetlights. Below it is a horizontal strip of smaller photos showing various scenes from the marathon: a group of runners, a person holding a banner, a person holding a sign that says "DON'T STOP PEOPLE ARE WATCHING!", a person running, and a person in a blue shirt.

#5 CREATE MILESTONE MAKE THE PAGE STICKY

1924

"largest department store in the world!"

1924

Declared after our 7th Avenue expansion.



Ford Model T is introduced

October 1, 1908



The New York Times

Timeline

1912

Highlights

Like

Create a Page

1912

Inside the Times: Reporting on the Sinking of the Titanic

April 15, 1912

The New York Times newsroom at the time of the sinking of the Titanic. (Credit: The New York Times Photo Archives)



Like Comment

32 4

Sinking of the Titanic

April 15, 1912

Combing through vaguely worded telegraph reports, Carr Van Ande, managing editor of The Times from 1904 to 1932, learns that the Titanic is sinking. The Times breaks the news on its front page the next morning and its subsequent coverage of the tragedy leads that of its competitors.

Titanic Times Topics Page: <http://ny8.nytimes.com/>



Like Comment

65 3

Now
February

2012

2011

2010

2009

2008

2007

2006

2004

2001

1990s

1980s

1970s

1960s

1950s

1940s

1930s

1920s

1910s

1909

1908

1913

1912

1911

1900s

1800s

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A year with



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Adam Barak

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Lives in Tel Aviv, Israel
From Tel Aviv, Israel



About

Adam Barak
39 minutes ago



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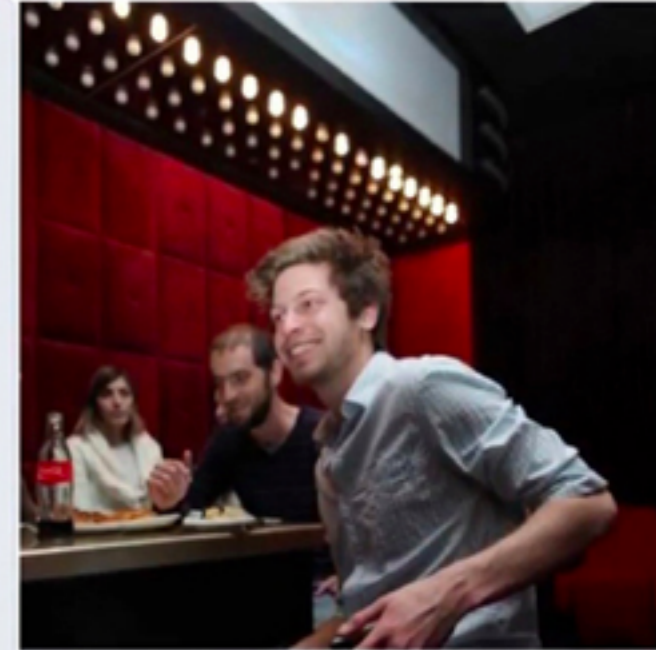
Israel Anti-Drug Campaign

Adam Barak
December 17, 2011 near Tel Aviv



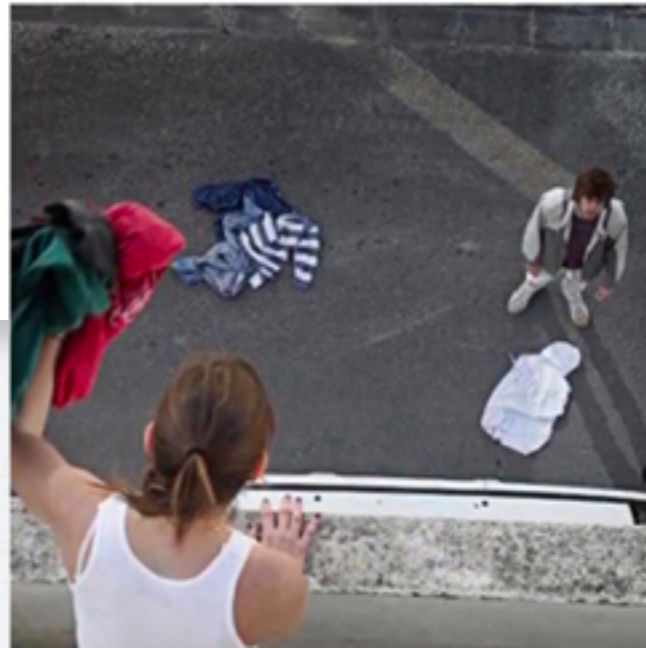
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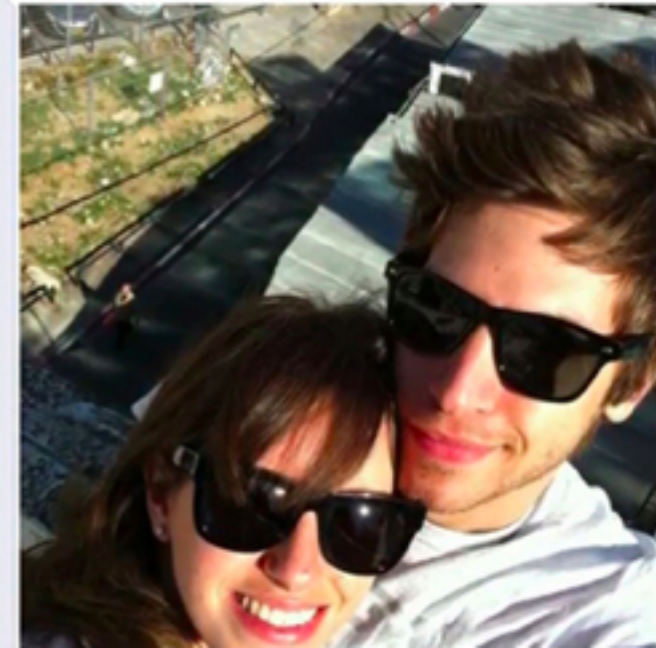


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Adam Barak
December 14, 2011 near Tel Aviv



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Wildfire's November Men Photo Gallery www.facebook.com

Vote for your favorite facial hair of the bunch, the representing Wildfire man will get a check to donate to his charity of choice!

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Music December on Spotify

Top Artists



Sunlounger 5 listens



Bob Marley & The Wailers 4 listens



The Jimi Hendrix Experience 4 listens



Röyksopp 4 listens

Top Albums



Universal Religion Chapter 5 (Live Recorded from S... Armin Van Buuren 12 listens



The Downtempo Edition Sunlounger 9 listens

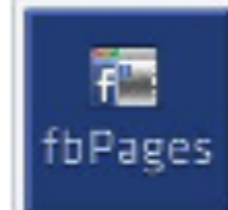


Licensed To Ill The Beastie Boys 5 listens



The Finest Progressive Tracks, Vol. 2 <http://open.spotify.com/artist>

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Likes December



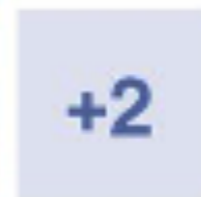
The Adventures of Tintin



Tintin



Cirque du Soleil



Places December

Timeline and OpenGraph will deeply integrate.



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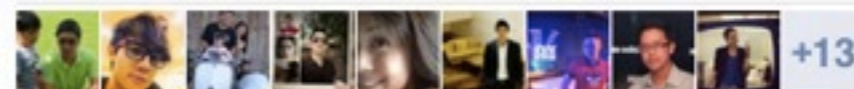
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19 hours ago

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Pattaya International Music Festival 2012 ที่เวที GMM Z
Arena ครับ

central festival
GMM Z ARENA
เวทีสีม่วง

มิถุนายน 2555 April 2012	วันเสาร์ที่ 28 เมษายน 2555 Saturday 28 April 2012	วันอาทิตย์ที่ 29 Sunday 29
ARTIST	TIME	ARTIST
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Pattaya International Music Festival 2012 ศุกร์ 27 - อาทิตย์
29 นี้

icfest.com WELCOME

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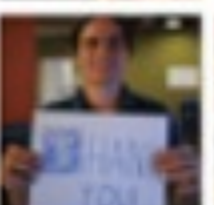
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TO THE MILLIONS OF YOU
WHO MADE THIS POSSIBLE:

Thank you.



THANKYOU & GOOD LUCK