

# HOW TO USE FACEBOOK FOR MOBILE MARKETING



Optimize Your  
Facebook Marketing  
Strategy for More  
Traffic and Leads  
with Mobile

..... A publication of

HubSpot



## IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.

### INTRODUCTORY ◀..... *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

### ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.



## HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

... brings your whole marketing world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

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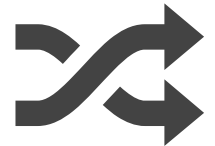
EMAIL  
MARKETING



SOCIAL  
CONTACTS



CONTACTS  
DATABAST



WORKFLOWS



SMART FIELDS



ANALYTICS



## HOW TO USE FACEBOOK FOR MOBILE MARKETING

By Amanda Sibley

Amanda Sibley is a member of the paid marketing team at HubSpot. She helps create and manage paid advertisements and external vendors to help generate leads across various platforms. Amanda is also a regular contributor to the HubSpot Inbound Marketing Blog, where she writes about various topics across inbound marketing.



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CHAPTER 1

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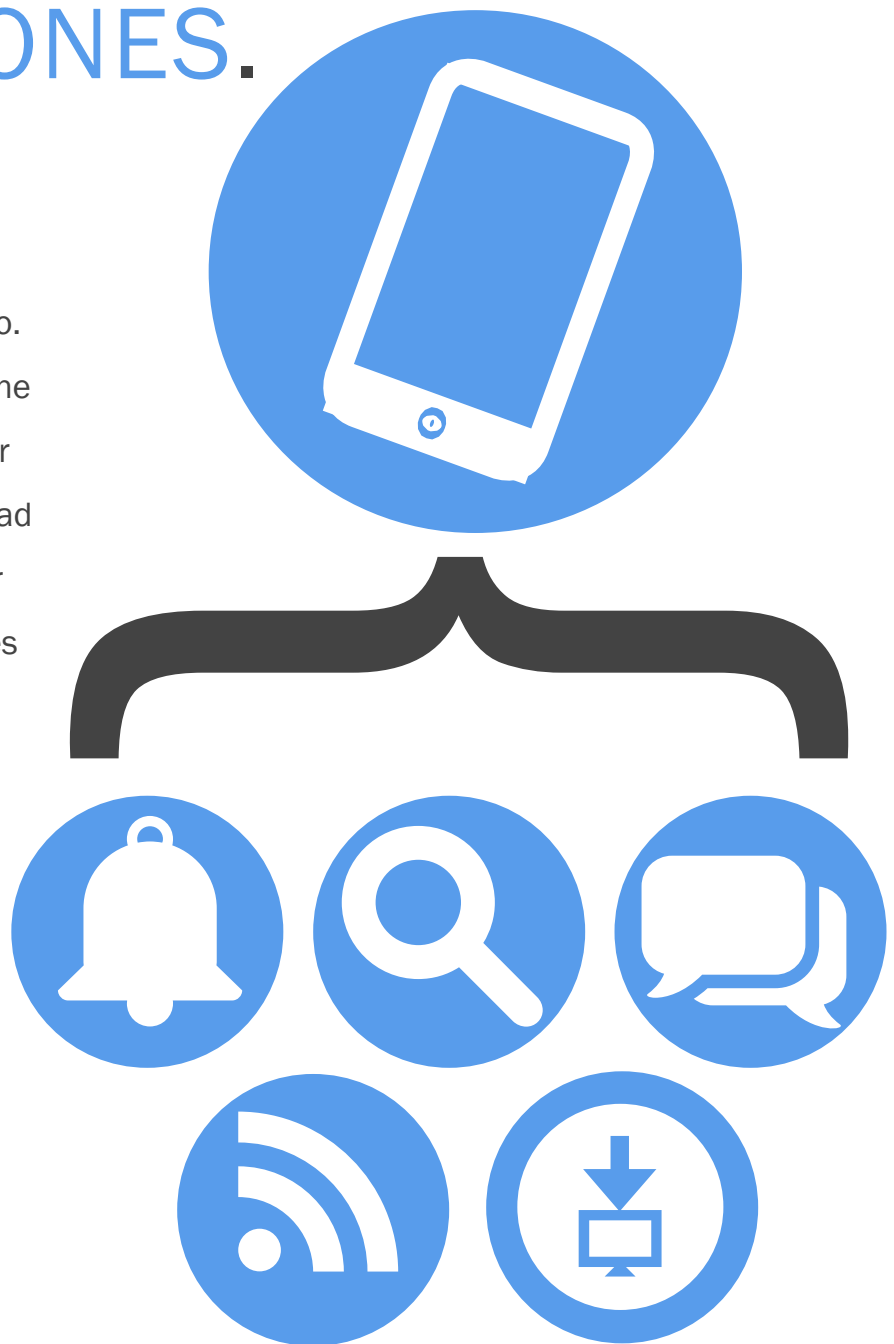
# THE STATE OF MOBILE USAGE



# 1.08 billion mobile phones are **SMART PHONES.**

A smartphone does more than just make calls, as traditional phones do. A smartphone allows you to go on the internet at high speeds, access your email, edit documents, and download applications. They even run on their own operating system. Smartphones include Apple's iPhone, BlackBerry, Android, among others.

This ebook will dive into marketing stats and facts for mobile marketing specifically on Facebook, the world's largest social network.





In 2011, more people bought a  
**SMARTPHONE** than a PC.







There are **OVER SIX BILLION**  
mobile subscriptions **GLOBALLY.**

SOURCE: DIGITAL BUZZ BLOG





One in seven **SEARCHES** is done on a mobile device.



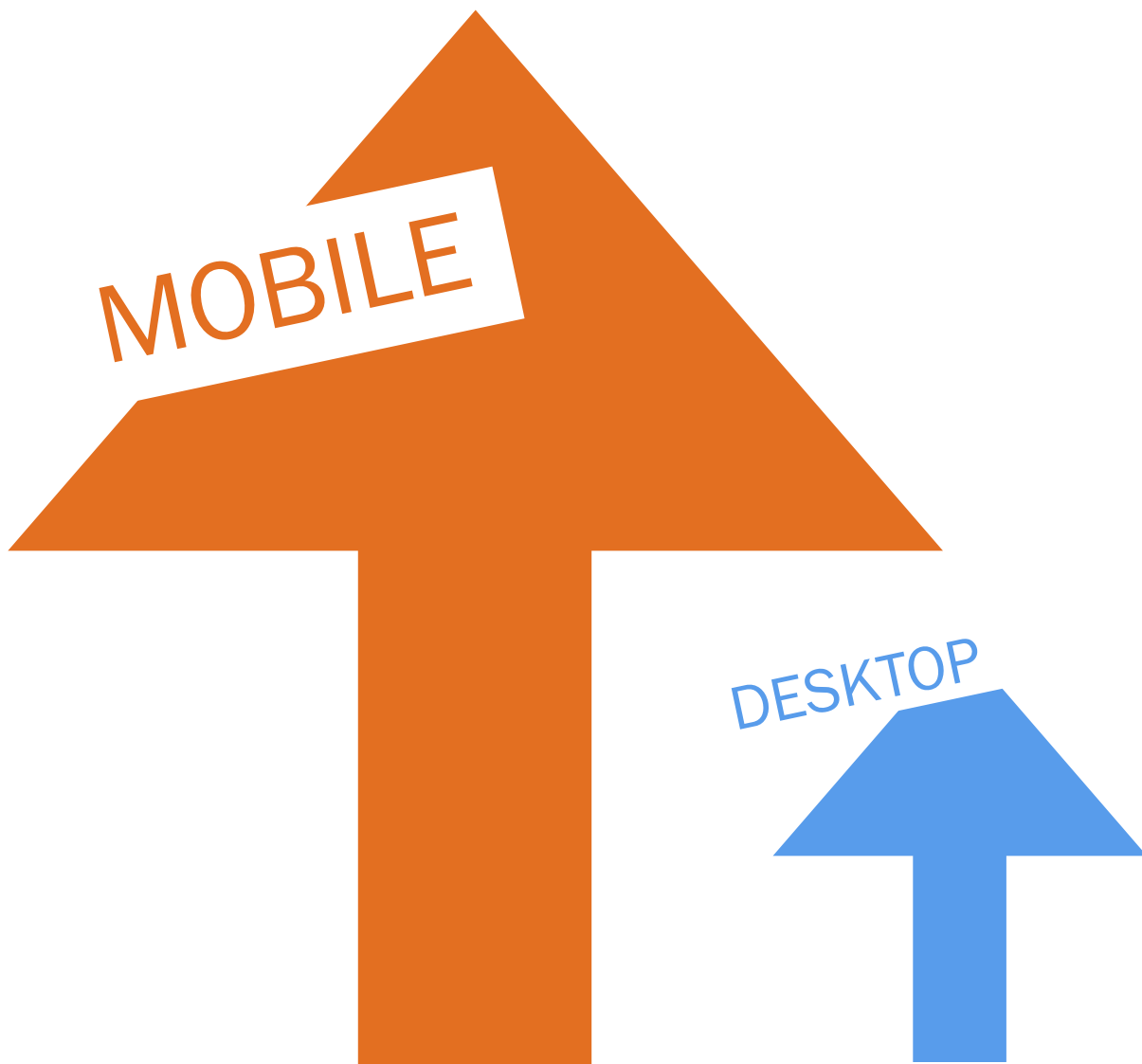


**500+ MILLION**  
people use Facebook's  
mobile app.





Facebook mobile use  
is **OUTGROWING** desktop  
use by 2:1.



The amount of **TIME SPENT**  
**ON FACEBOOK'S**  
mobile site or mobile app  
has surpassed the time spent on  
the actual Facebook site.

MOBILE

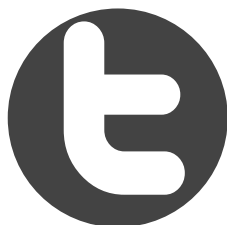
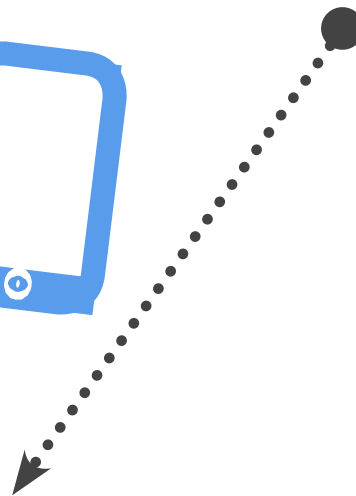
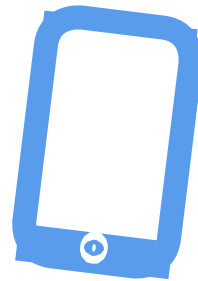


DESKTOP





59% of people AGES  
18 - 34 access  
social networking  
sites through  
their mobile phones.



CHAPTER 2

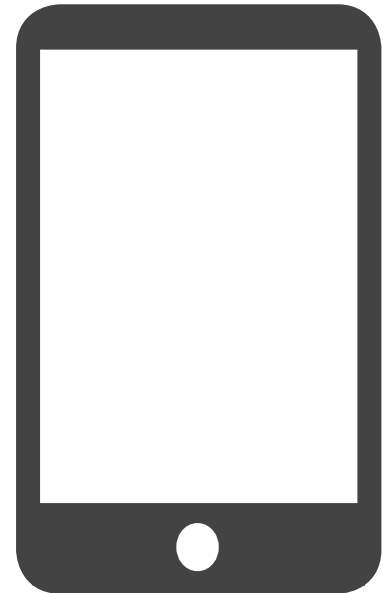
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# INTRODUCTION TO FACEBOOK & MOBILE

## The Facebook Mobile App

Facebook can be accessed in two ways on a mobile phone: through the mobile browsing site, [m.facebook.com](http://m.facebook.com), or through the Facebook mobile app. The app is available on smartphones and can easily be downloaded in the app store on the phone.

Over 2,500 [phones](#) have Facebook Application accessibility, including:



Android

Tablets

Palm

iPhone

Windows  
phones

Java-capable  
phones





The Facebook mobile app is ranked:

#3

Most App  
Downloaded  
on iPhone

...behind  
YouTube and  
Google Maps

#4

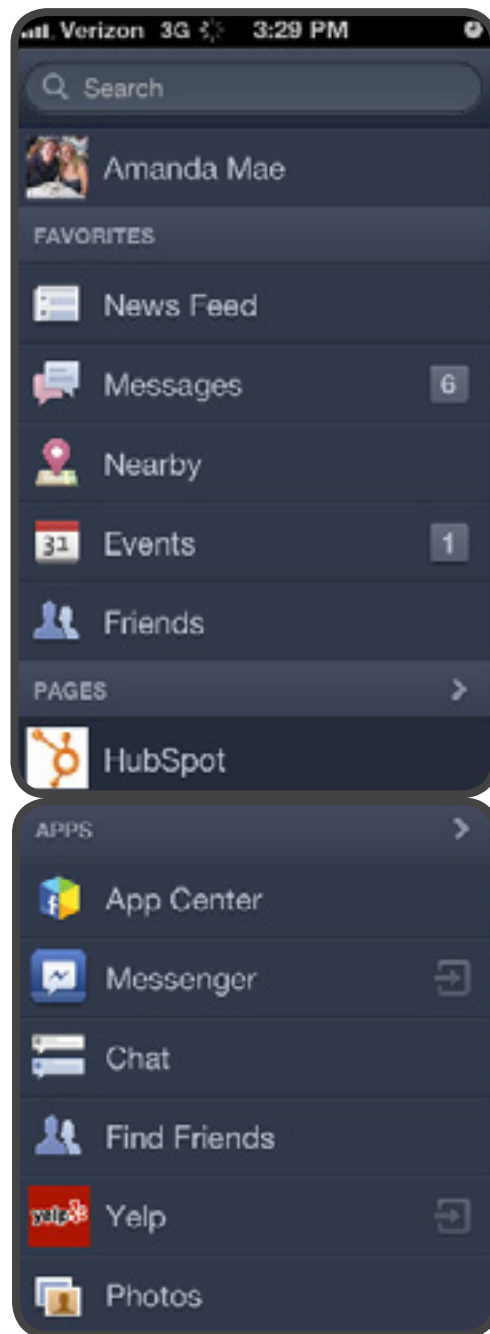
Most App  
Downloaded  
on Android

...behind  
Google Search, Gmail,  
and Google Maps

## Using the Mobile App

Facebook allows you to continue your Facebook use on a smartphone, just as you would on a PC.

Whether logging in through [m.facebook.com](http://m.facebook.com) or using the mobile app, you're greeted with an easy user interface that highlights all the options typically available on your left-hand Facebook desktop navigation.



## Business Page Mobile

The mobile homepage has the same cover photo and profile picture, further pushing the importance of compelling visual content featured on your Facebook page. ●.....➔

Facebook mobile also highlights your Facebook tabs, which include apps such as recent photos, recent location check-ins, events, and other connected apps. ●.....➔

As users scroll further down, they'll see a larger version of each status update, offer, or comment on your wall. ●.....➔

The links you post should also lead to mobile optimized pages, the importance of which we will discuss later in this ebook.



## Facebook App Features

### 1 CHECK-IN

The Facebook Check-In feature allows users to check into places they are visiting. This tool is great for local businesses and extremely useful on mobile since customers can check in without using a computer. Incentivize users to come to your business by offering rewards they can claim through the mobile app, eliminating the hassle of printing out coupons.

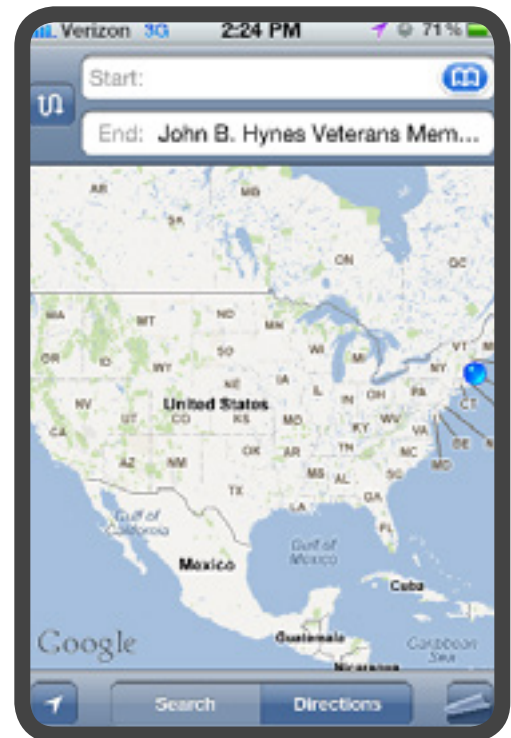
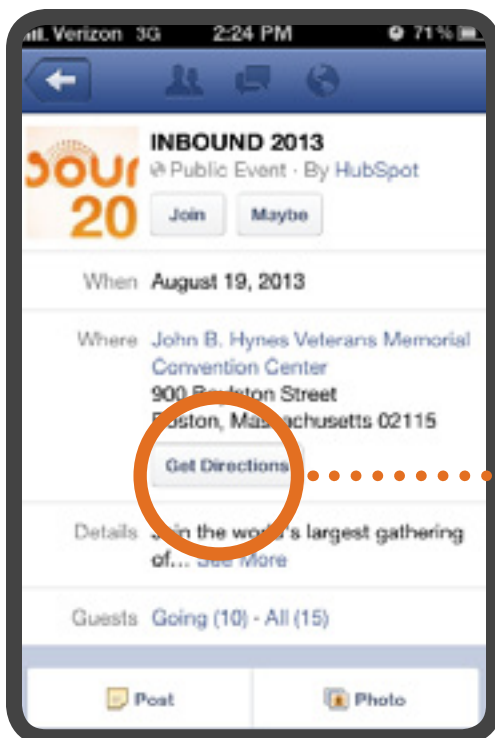


## 2

## EVENTS

The event feature on Facebook allows people to schedule events just as you would on a desktop. These events are connected to the map feature on smartphones, easily providing users with directions from their current location to the event. And since smartphones have a GPS built-in them, your location updates in real time, giving users the most accurate directions possible.

When planning an event, be sure to put in the exact address so that attendees are able to utilize this feature.





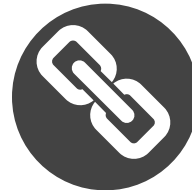
## Lead Generation on Facebook Mobile

While it's clear Facebook is a social network that you should be working into your mobile marketing strategy, keep in mind all the strategies you use for generating leads on Facebook and how they adapt for mobile.

Status updates should be concise and to-the-point.  
Long paragraphs will turn mobile users away.



Links should be shortened and easy to click.  
Consider adding bit.ly links.



Visual content should be easy to understand – complex graphics become difficult to read on a small screen.



The HubSpot all-in-one marketing software includes social media tools that can help you not only with the publishing of such optimized updates, but also with their measurement in terms on traffic, new leads and even customers. [Get a free demo today](#) to see all these features in action!



**Huespot** | Dashboard | Content | Contacts | Reports | Marketplace | Community | Your account

---

Content Home | Page Manager | Landing Pages | Blog | Keywords | Email | Calls to Action | Social Media


## Message Details

[Return to Social Media](#)

Message details  
[Overview](#)  
[Clicks](#)

Twitter interactions

Your published message:



@JonathanKim  
July 24, 5:55 p.m.


What is your company's maternity leave policy? http://bit.ly/aWUjLkR (#huspot is 12 wks paid, and we're hiring)

Sponsored link:  
[www.dailymotion.com/news/what...](http://www.dailymotion.com/news/what...)

[View on Twitter](#) [Close](#)

### Responses

Sorted by follower count




**Jonathan Kim** @JonathanKim  
@huspot @LilSpit @Joe, very cool. Thanks for sharing!


[Reply](#) [Retweet](#)

### Retweeted


Sorted by follower count




**Writings of Jonathan Kim** @JonathanKim




**Joe Somes** @joesomes




**Gerson Innovations** @GersonInnovation




**Tasha Huber** @tashahuber




**JB Fontaine** @JBFontaine




**Giuseppe De Giorgi** @giorgigi



**Samantha** @TheHubBunkinay



**Megan Whitehead** @meganwhitehead



**Jonathan Kim**  
Followers: 352  
Location: Boston  
<http://jonathan-kim.com>  
Developer | Developer | marketer | optimiser

[Send a message](#)

READ MORE

- ✓ **Lookup:** Automatically look up social information for your leads.
- ✓ **Listen:** Listen to chatter and track clicks on all of your social posts.
- ✓ **Segment:** Segment your leads based on the social activity.
- ✓ **Trigger:** Trigger emails, update profile information, and adjust your lists based on social interactions.

CHAPTER 3

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# HOW TO OPTIMIZE FACEBOOK FOR MOBILE



## Mobile Optimization

It's imperative that you optimize your Facebook content for mobile. Before Facebook timeline for business pages was launched, Facebook was not optimized for viewing on mobile devices. Most tabs were unviewable, and only the simplest aspects of Facebook were available for mobile use.

Now, the Facebook mobile platform is far more mobile friendly. Users can easily see their notifications and news feed. They can also easily search for company pages and brands.



**61%** of customers who visit a site that isn't mobile-friendly are likely to visit a **competitor's** site.



## So Is YOUR Content Mobile Friendly?

Just because Facebook was able to make the mobile app user friendly doesn't mean that your work is done. What happens if a mobile user wants to learn more about one of your posted links but is redirected to a website that isn't mobile optimized? Yikes! The user sees a messy webpage with no formatting for their mobile device, and immediately leaves the content, potentially never to be heard from again. You can avoid this fate by making sure any post on your Facebook wall will look the same on mobile devices as it does on a computer.

Ensure you have a way to create mobile-friendly content. [The HubSpot marketing software](#) provides you with landing pages and marketing emails that are optimized for mobile viewing. [Learn more here.](#)

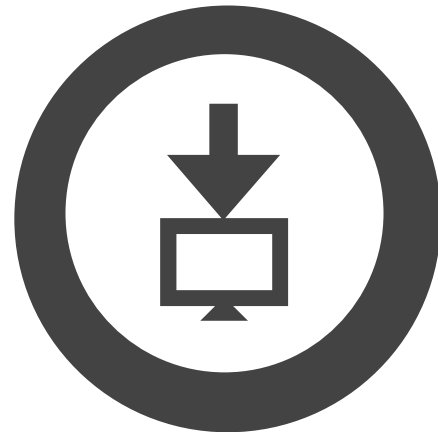


## Mobile Optimized Pages

1

### MOBILE APP

If your business has a mobile app, make it easy for people to download it. 53% of people want to download a business's [app](#) from their mobile site.



2

### CLICK TO CALL

61% of users want to be able to [click-to-call](#) a business from a mobile site. With all the new features available on smart phones today, we often overlook the main purpose of a phone -- to call people! Make sure you don't forget to add a simple click-to-call button on each page.



## 3

## SHORTER FORMS

Often, marketers put content behind long forms to capture information about potential leads. Filling out a long form on a mobile device can be a real pain, so try and make forms as short as possible on mobile forms. Better yet, use [smart forms to help reduce the size of your forms while still optimizing conversion](#). The less clicking, scrolling and typing the better!



## 4

## HOURS OF OPERATION

76% of people want to get location and [operating hours](#) from a mobile site. If your business wants to invite customers into the store, a mobile site is a great way to let people know when you are open and where you are located. If you are able to include an address and map, mobile users can easily find directions to your location in real time.





# MOBILE OPTIMIZE WITH SHORTER, SMARTER FORMS

Your prospects, leads, and customers should never have to fill out the same form twice. HubSpot introduces a long requested feature that can hide form fields if a someone has already given you that information. In other words, HubSpot makes your forms smarter.

[REQUEST A DEMO](#)[READ MORE](#)

- ✓ **Hide Fields:** Set “smart” fields on each form to hide them from leads who have already filled them out.
- ✓ **Convert:** Shorter forms mean higher conversions.
- ✓ **Capture:** Keep your forms as brief as possible, without losing any vital information.



## 5

### SEARCH BAR

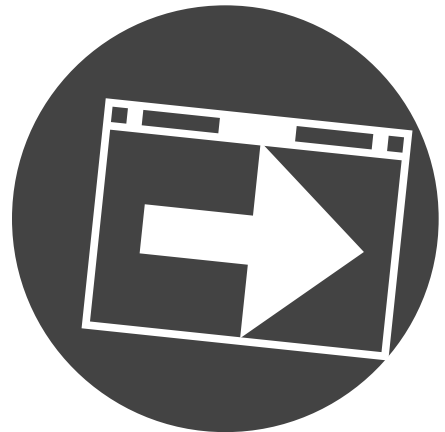
People don't want to spend a lot of time looking around a mobile site, probably because it's become hard to tap accurately on a mobile device! In fact, **78% of people want to find the content they are looking for within two clicks**. Be sure to have a search bar that allows users to easily find the content they are looking for.



## 6

### FIT TO SCREEN

Make sure your content can be seen easily by scrolling only up and down, not left to right. **76% of mobile site users do not want to need to scroll left to right in order to see mobile content**. Make sure your site is as clean and efficient as possible. Don't add any extra content that isn't directly related to the original offer.



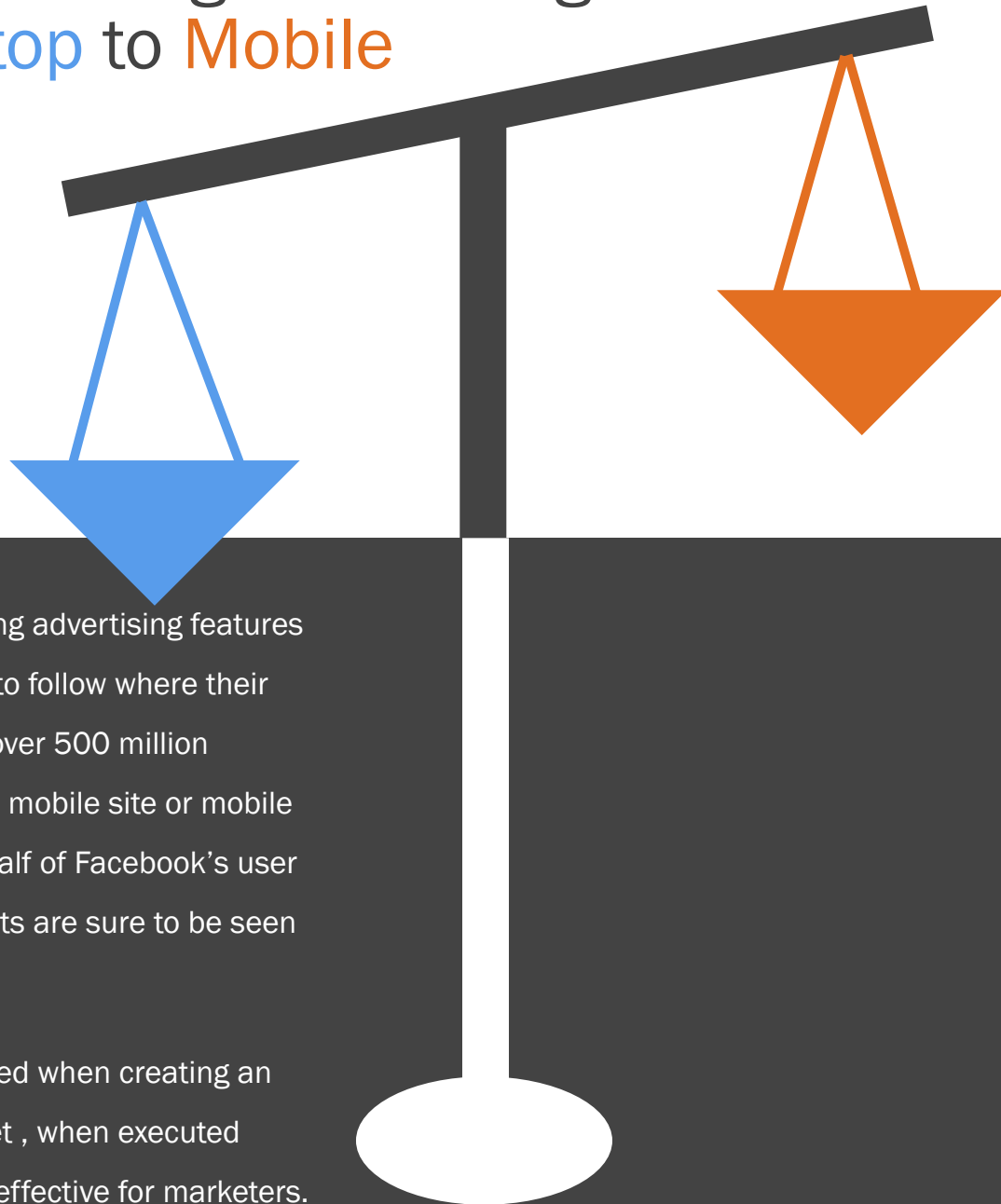
## CHAPTER 4

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# HOW TO USE ADVERTISING ON FACEBOOK MOBILE



## Facebook Shifting Advertising Features from Desktop to Mobile



Facebook is slowly shifting advertising features from desktop to mobile, to follow where their users are headed. With over 500 million people using Facebook's mobile site or mobile application (more than half of Facebook's user base) your advertisements are sure to be seen on mobile devices.

Mobile is often overlooked when creating an advertising campaign. Yet , when executed correctly, it can be truly effective for marketers. Read on to learn how to implement a successful Facebook mobile advertising campaign.





## Sponsored Stories

Mobile users can see Sponsored Stories within their news feed. A sponsored story is a post from a fan that a company can promote to other people on Facebook. For example, if a company posts a link to one of its ebooks, and your friend likes that post, the company can then sponsor your friend who liked the post, making that action visible to the friends of that person in their newsfeed. In your newsfeed, you'll see something along the lines of, "[Amanda Sibley liked a post on HubSpot's wall.](#)"

**Sponsored Story CTR  
ON A MOBILE DEVICE  
is 12X that of a desk-  
top Sponsored Story.**



In August 2012, the number of Sponsored Stories that appear in mobile newsfeeds per person [increased](#) from zero to one per day to as many as per day. What we commonly think of as ads on Facebook cannot be used on mobile, as the platform doesn't support sidebar ads. Sponsored Stories that appear in news feeds, however, can be used on the mobile Facebook platform. Sponsored Stories also have a significantly higher clickthrough rate than desktop ads, mainly because of the personalized aspect of a friend liking the post.

Let's explore how Sponsored Stories work visually.

Take as an example this link to an ebook HubSpot posted on Facebook. One of our fans liked the post, and since we had this post sponsored, the fan's activity could now be seen in his friends' mobile and desktop newsfeeds.

Our tests with Sponsored Stories on Facebook have shown a CTR that is **seven times greater** compared to a post that is not liked by a friend.





## New Mobile App Advertising

While including Sponsored Stories in mobile newsfeeds was a big step for Facebook mobile marketing, it failed to scale, as it could only be seen by friends of friends and could only be placed in a newsfeed so many times a day.

In October 2012, Facebook launched a new way for third-party app developers to purchase [non-social ads](#). With this new platform, developers can purchase ads that are seen in the mobile news feed of Android and iOS devices. The links will go directly to the app purchase in the app store on the device. Testers of this application have seen increased CTRs and higher conversion rates. For example, TinyCo saw a 50% [higher](#) CTR through these ads.

To [launch](#) an app ad, you must [register](#) your native app with Facebook. Then you can use the App Dashboard. From here, choose “Mobile Apps.” Here you can choose what your goal is and engage both new and current users. You can also decide which platform to advertise on: iOS, Android, or the entire mobile web.

**Grow faster with Facebook**

Reach millions of people on mobile each month by integrating your app with our tools and SDKs.

**Get More Users**  
Find new users with the App Center, Open Graph and requests.

**Retain More Users**  
Keep people coming back with bookmarks, notifications and search.

**iOS**  
Start building native iOS apps.

**Android**  
Start building native Android apps.

**Mobile Web**  
Start building mobile web apps.

Once you select a platform, Facebook offers you a Software Development Kit, along with all the necessary tools to develop and promote your app. The app dashboard will allow you to promote your app to a certain demographic by specifying age, gender and location, as well as set your budget. For a full tutorial for developing a mobile app and advertising campaign, read Facebook’s developers [tutorial](#).



## Retargeting Ads

Facebook has begun to implement an advertising retargeting plan.

So how does this work?

Facebook has a network of websites and mobile partner ad exchanges that are all connected. When a user visits one of these third-party applications or websites on a mobile device, an ad will appear from Facebook so long as an advertiser is bidding on the site and the demographics of that person.



These ads can point someone to a mobile website or the app to download in the app store. Advertisers can target a specific subset of people based on all user data gathered on [Facebook](#). These ads will not be social, meaning the name and picture of friends who have liked the page (or ad) will not appear on third-party sites. Facebook has yet to launch this to all advertisers.

Currently, only 33% of people find ads on mobile devices related to **LOCATION** useful.

## User Demographics

When a person creates a Facebook profile, that person shares his or her demographics with the social network. Facebook also learns user behavior depending on the brands people like and actions they take on Facebook.

This information is extremely valuable to marketers who are looking to accurately target their buyer persona.

Let's take for example a women's clothing store in New York City that is looking to target to their exact buyer. Facebook has information on the age of users, pages people like, and location. So the retail store can customize its messaging to females, near NYC, in a certain age demographic and who have liked other women's clothing stores on Facebook.

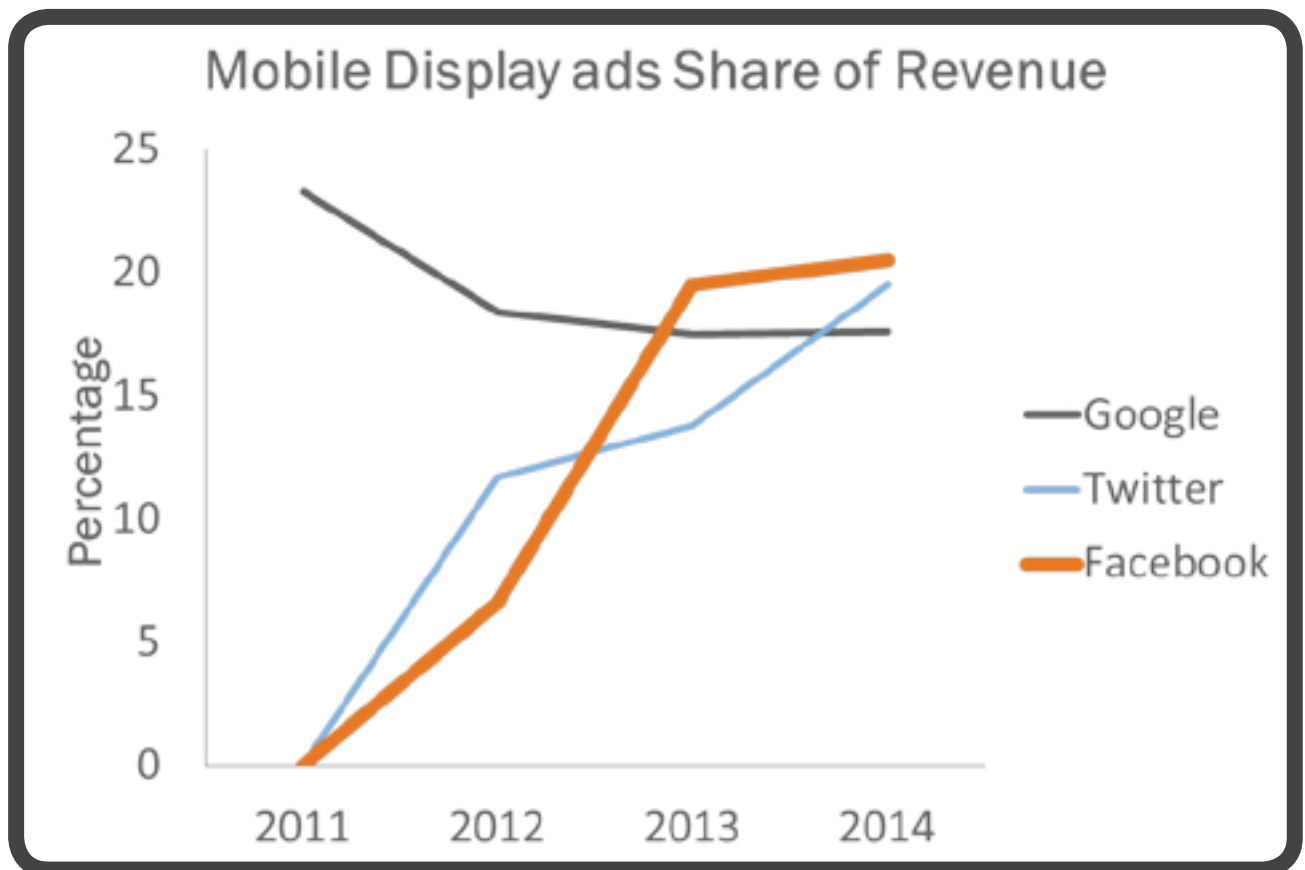




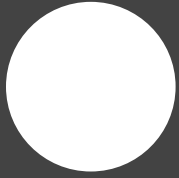
## Facebook Ads Growth

According to emarketer, Facebook ads [revenue](#) is expected to be \$72.7 in 2012, which is lower than Twitter and Google's. By 2014, however, Facebook advertising is expected to increase to \$629.4 million, *surpassing* Twitter.

Facebook is soon going to become an advertising giant along with its current view as a social media giant. What's more, by 2013, Facebook is expected to surpass Google and Twitter for share of **mobile ad revenue**.



SOURCE: TECHCRUNCH



# CONCLUSION & ADDITIONAL RESOURCES





“Marketing is going mobile, make sure you are prepared!”



After reading this ebook, you should feel comfortable implementing a comprehensive mobile optimized Facebook strategy. Not only have you learned how fast the mobile world is growing and adapting, but you have learned how to optimize your website pages and social media strategy for the rapidly growing number of mobile users.

We have covered the current possibilities for advertising on the Facebook mobile site and mobile application, as well as opportunities that are right around the corner for marketers.

Marketing is going mobile, make sure you are prepared!



# GET MORE FROM YOUR MOBILE MARKETING

Sign up for a personalized  
inbound marketing  
assessment to learn how  
you can optimize your mobile  
marketing with HubSpot!



<http://bitly.com/HubSpot-IMA>