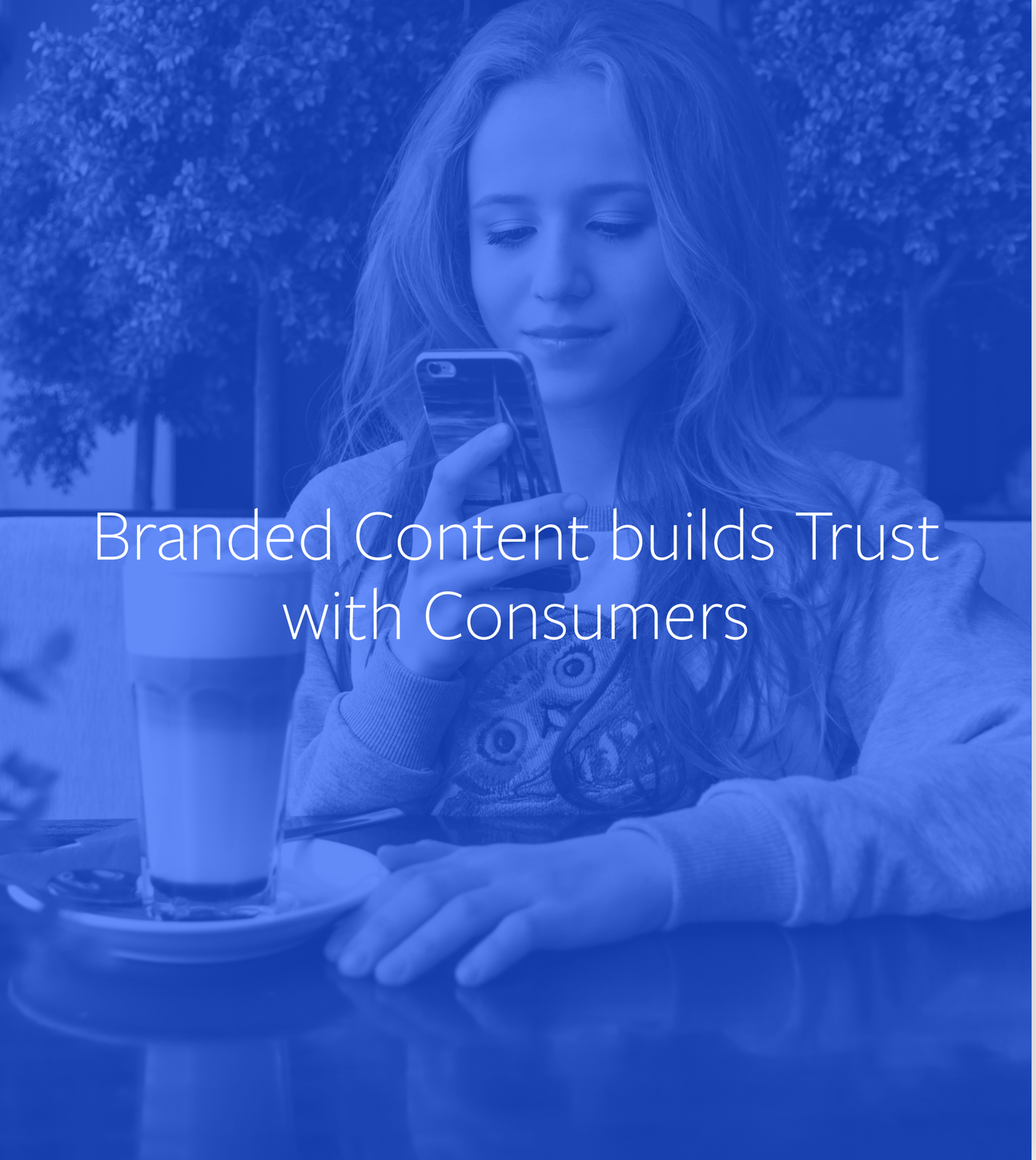
Monetize Through Branded Content on Facebook

Speaker Name

SPEAKER TITLE

Branded Content Provides Value



Branded Content builds Trust with Consumers

2 OUT OF 3 CONSUMERS TRUST BRANDED CONTENT MORE THAN THEY DO TRADITIONAL ADVERTISING

Respondents would like to see brands doing something new, creative and unique to grab their attention:

93%

Respondents indicated that it's a good way for new brands that they may not have yet heard of to reach them:

88%

Respondents agree that it's a way for brands to engage with them:

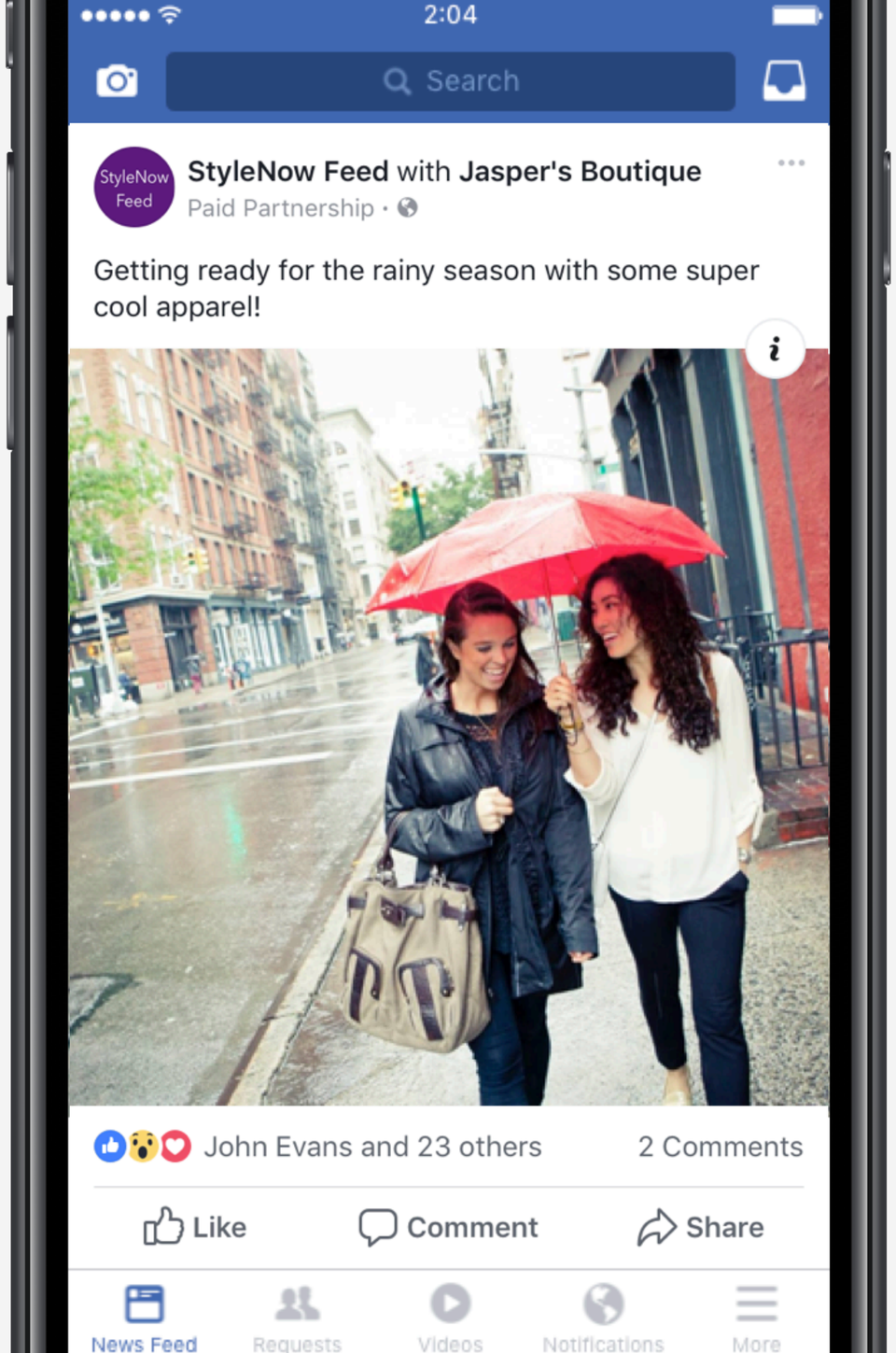
84%

Respondents felt that when a brand puts more thought into being creative and interesting, the ads created really resonate:

57%

*SOURCE: HTTPS://WWW.MEDIAPOST.COM/PUBLICATIONS/ARTICLE/303131/STUDY-FINDS-TWO-IN-THREE-CONSUMERS-TRUST-BRANDED-C.HTML/

Consumers find content creators influential because they're actually authority figures on a topic and share valuable, informational content.



“ For media companies, branded content represents new inventory and a new revenue stream that can drive significant, measured return for brand partners...
branded content will be the next big marketplace in the advertising ecosystem. ”

— ListenFirst co-CEO Jason Klein

*SOURCE: HTTPS://VARIETY.COM/2017/DIGITAL/NEWS/TV-NETWORKS-BRANDED-CONTENT-FACEBOOK-1202430252/

Branded Content is successful on Facebook.

Facebook internal data shows an average lift of **13** percentage points in ad recall in posts where the Branded Content tag is used.

*FACEBOOK INTERNAL DATA, US ONLY, TIME PERIOD 3/30/2017 – 5/7/2018]

Introduction to Branded Content

Branded Content on Facebook

WHAT IS IT?

Branded Content is creator or publisher content that features or is influenced by a business partner for an exchange of value.

Branded Content on Facebook

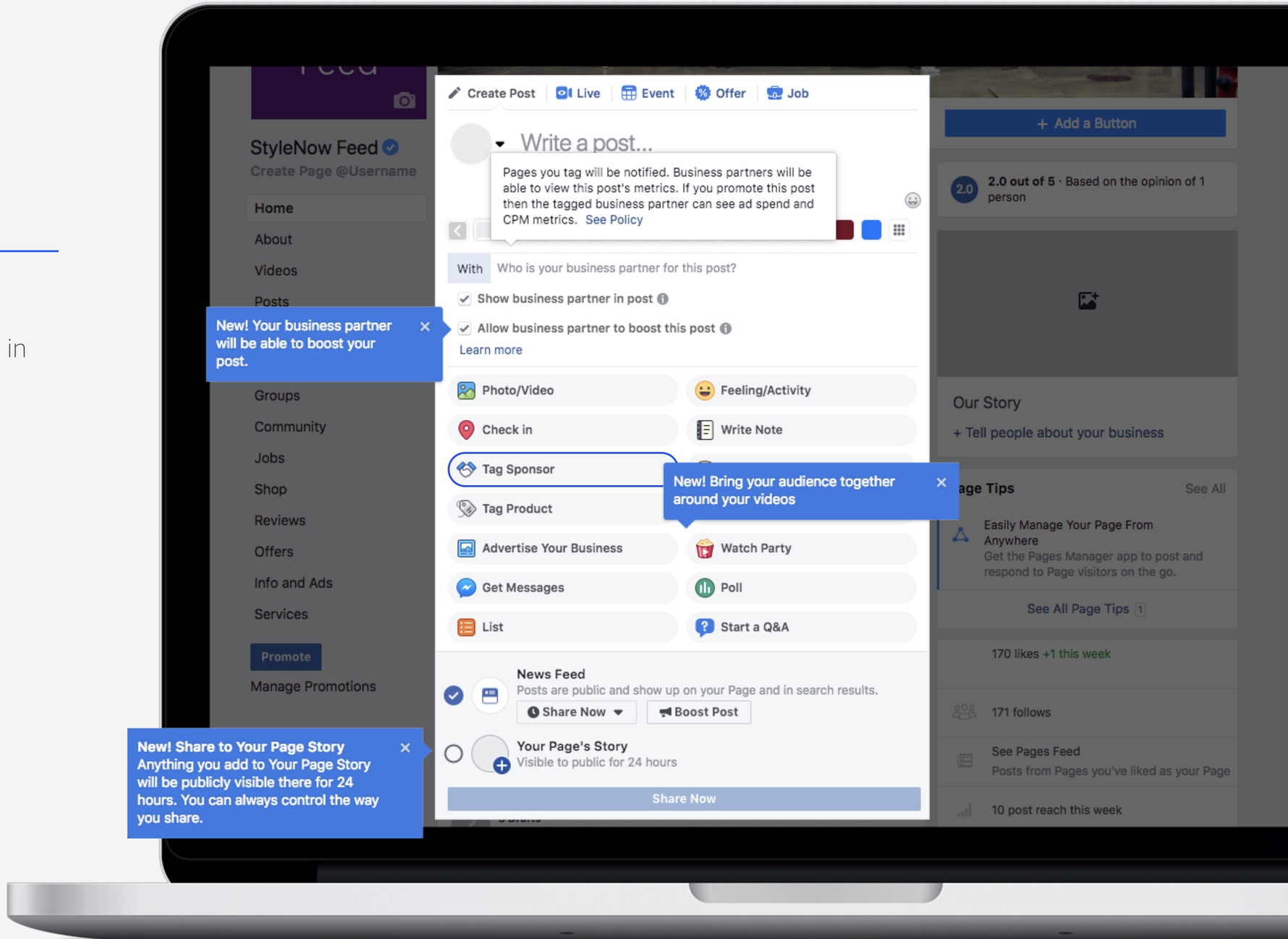
HOW IT WORKS

Branded Content tag on both Facebook and Instagram helps people understand the relationship between the brand and the creator. It's available to all on Facebook for signup and on Instagram.

Branded Content Policies

HOW IT WORKS

Our policies require to tag business partners in their branded content posts when there's an exchange of value.



Branded Content Formats & Guidelines

HOW IT WORKS

Branded Content Formats:

- Photos
- Videos
- Links
- Text
- Instant Articles
- 360 Videos
- Live
- Slideshow
- Canvas
- Carousel

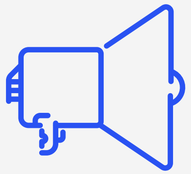
Use Case	Policy Violation?	Need a Tag?	Rationale
A Share for a Share	No	No	A share for a share does not constitute an exchange of value, so it isn't considered branded content.
Promoting Your Own Products	No	No	There is no partner involved here, so it isn't considered branded content.
Paid to Post Content You Created	No	Yes	This is exactly what branded content is supposed to be: original content by the creator influenced by the brand.
Paid to Post Content You're Featured in but Didn't Create	No	Yes	This is squarely within policy as the influencer is featured i the content; it doesn't matter if they took the photo/video or not.
Paid to Post Content You Had No Role in Creating	Depends	Yes	This would be OK only if there is sufficient editorializing (if creator creates a product review, for example) included in the post. Editorial content should be detailed, unique to the creator, related to the content and reflecting their personal opinion.
			This is exactly what branded content is supposed

fb.me/brandedcontentusecases

Setting Up Branded Content Deals

Setting Up Branded Content Deals

content creation expertise



reach with your audience

influence with your audience

ability to manage ad campaigns

Setting Up Branded Content Deals

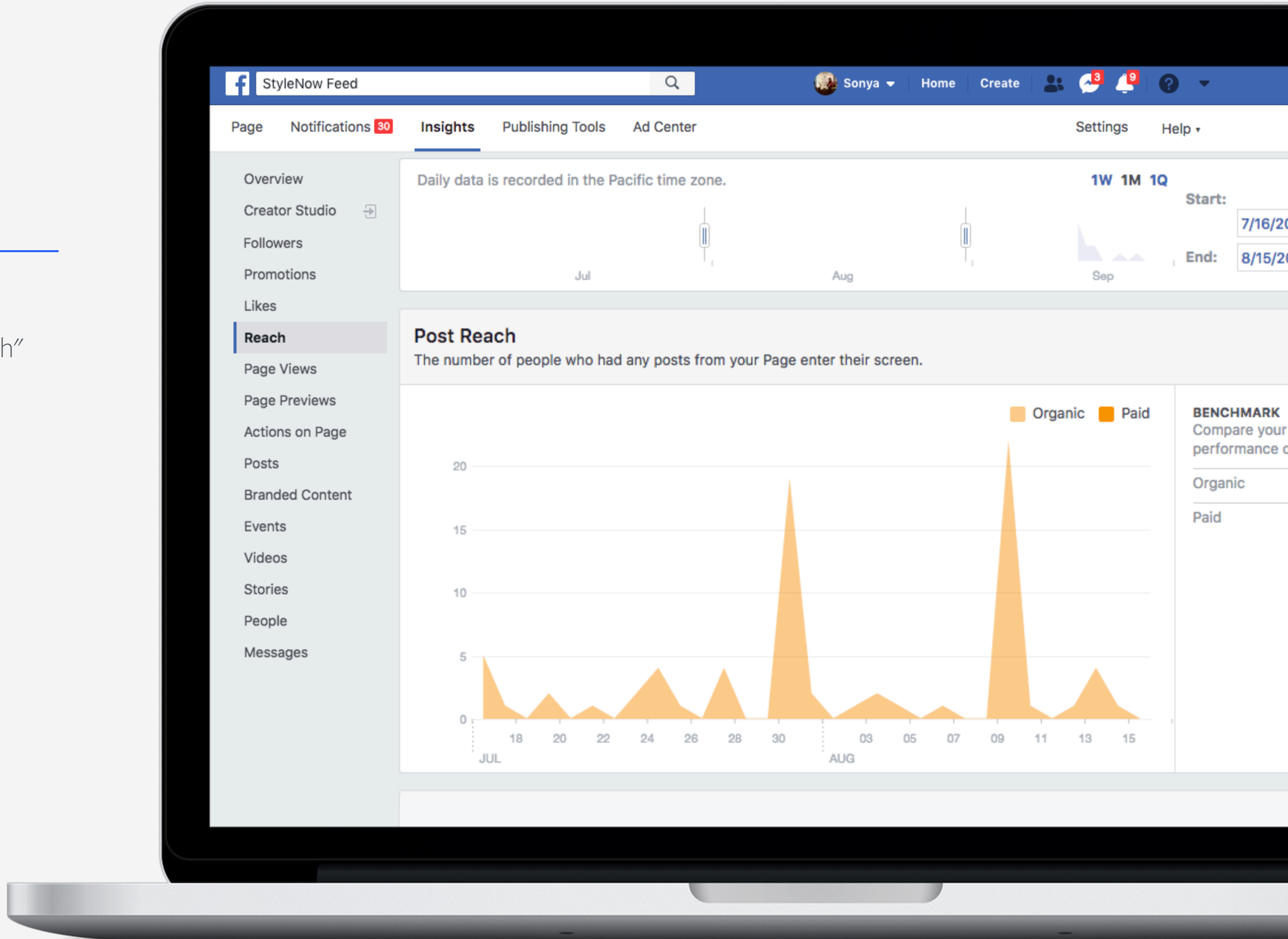
HOW IT WORKS

- Design your strategy based on the advertiser's goal
- Run paid media to reach your target audience
- Utilize data to understand how you did, and to improve over time
- Account for all expenses when thinking about what to charge for branded content

Leveraging Page Insights

HOW IT WORKS

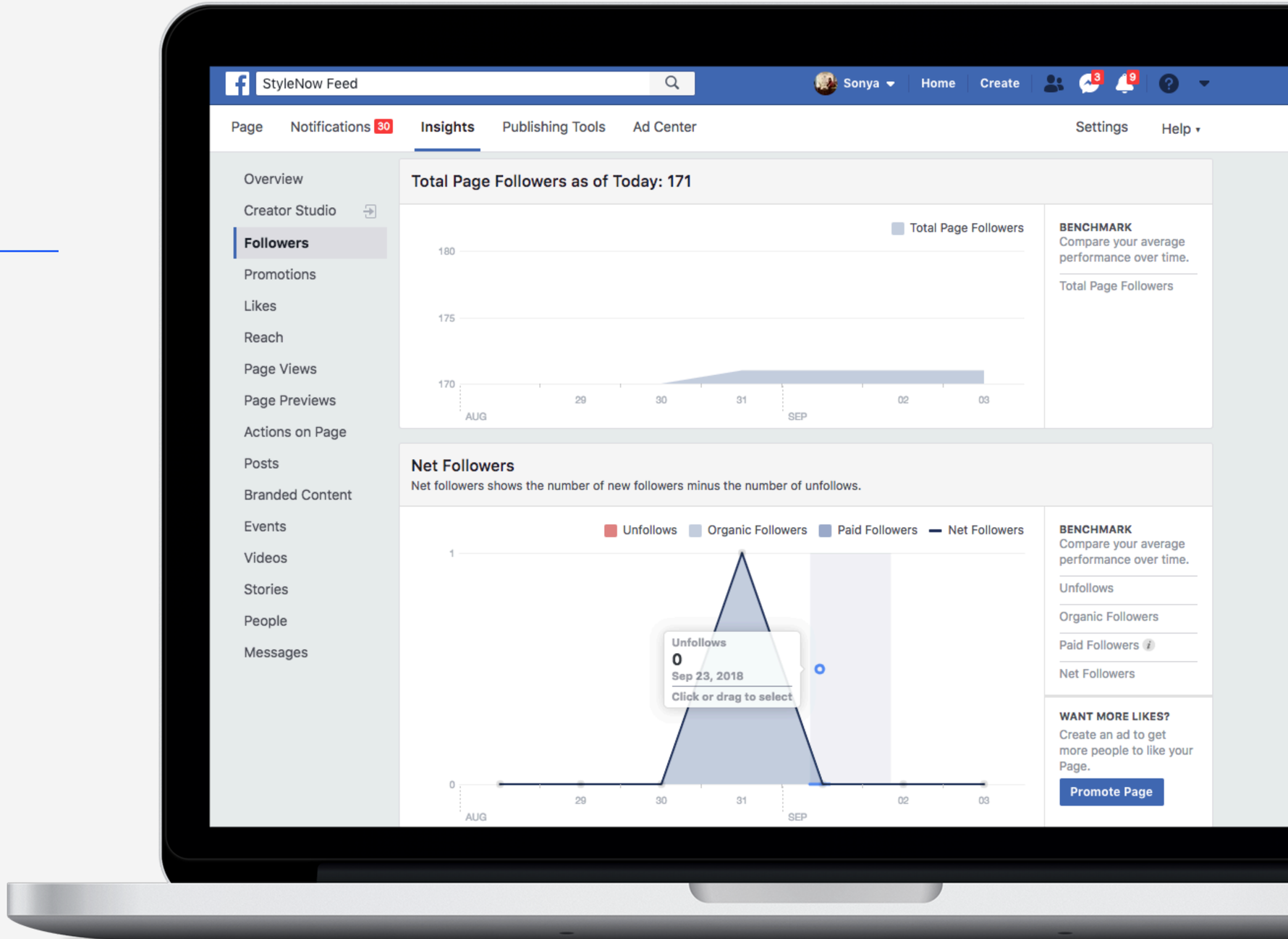
Show your audience is engaged to help "pitch" yourself to advertisers.



Leveraging Page Insights

HOW IT WORKS

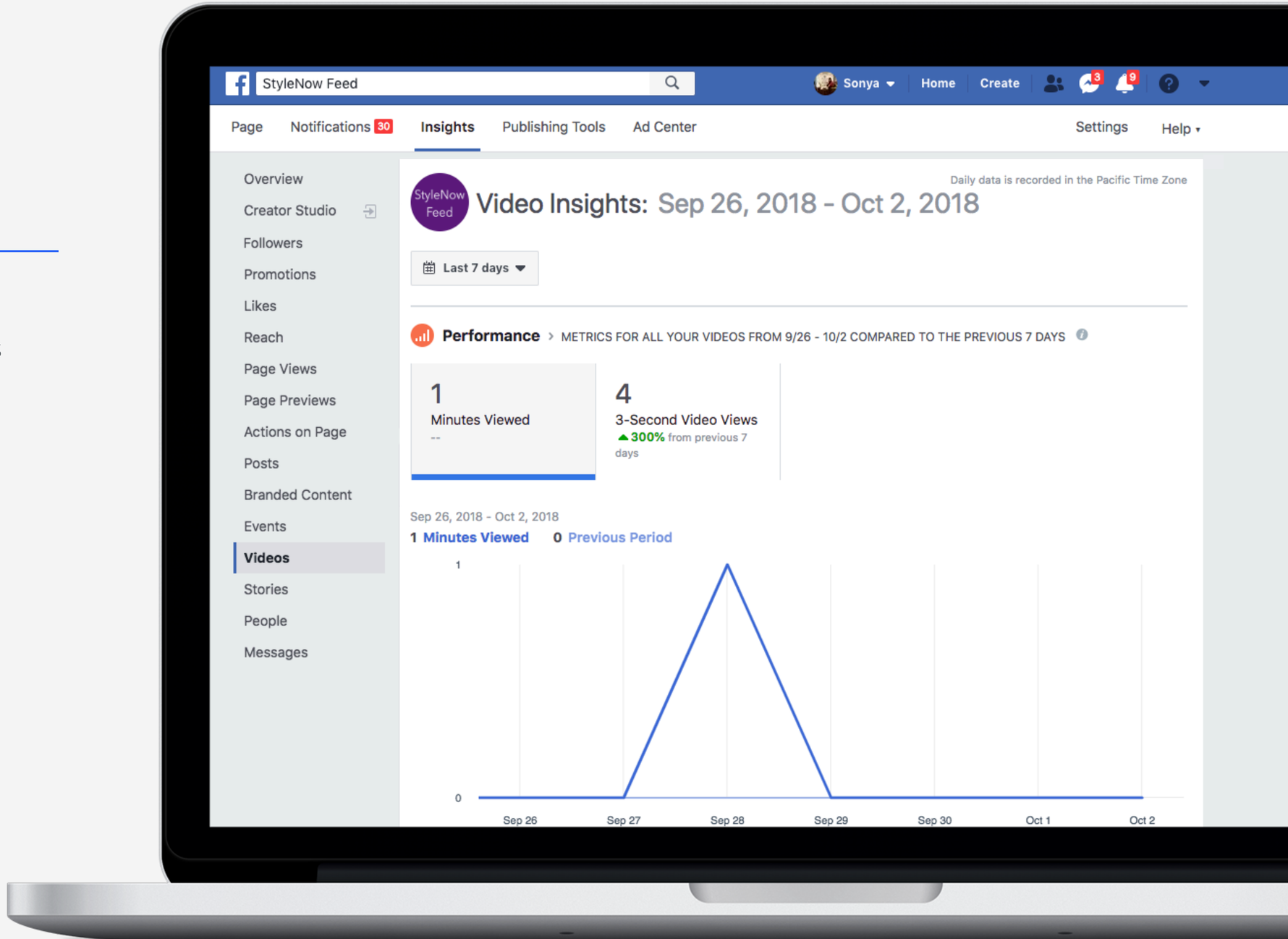
Use your follower count to compare your average performance over time.



Leveraging Page Insights

HOW IT WORKS

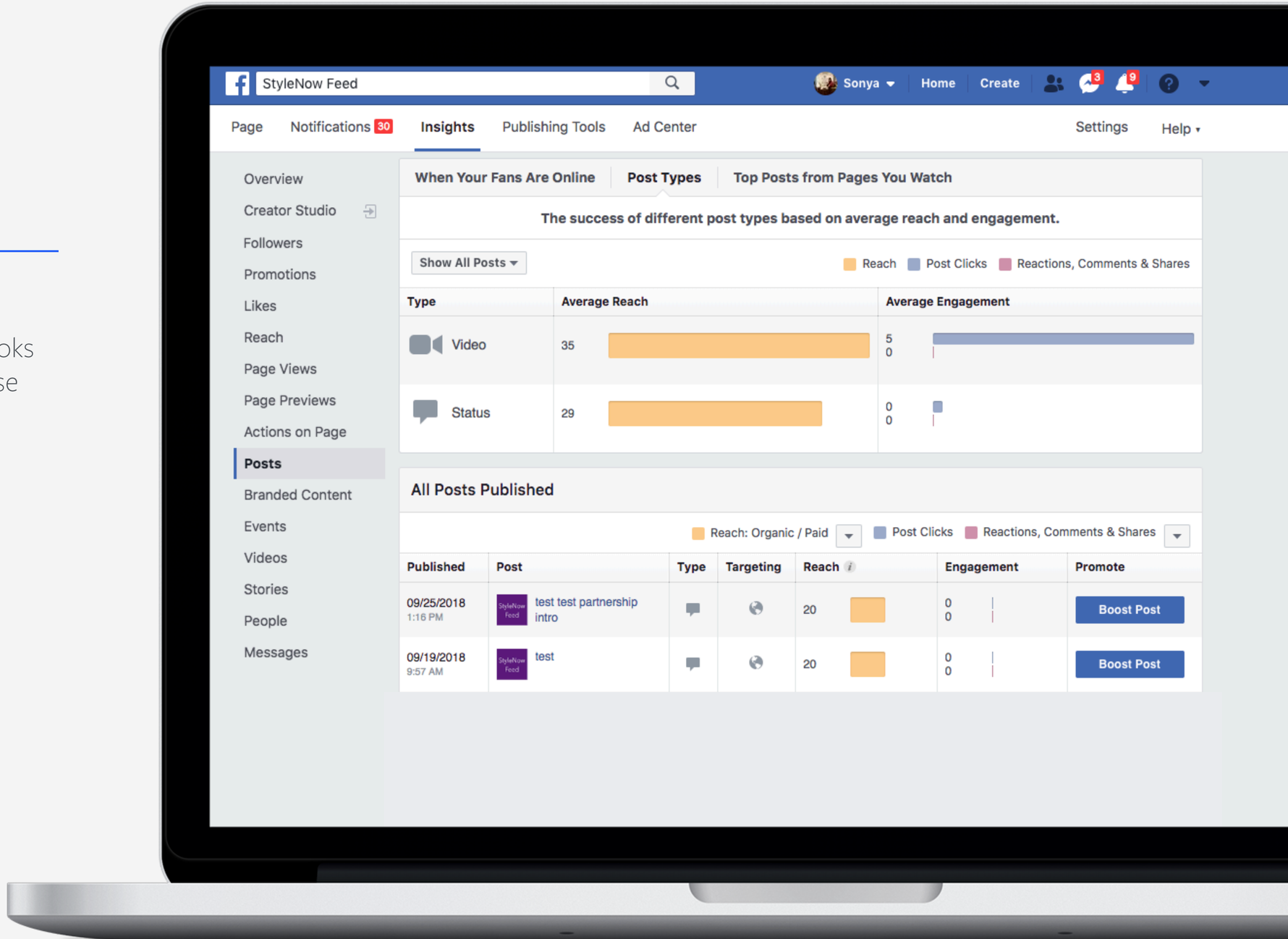
Decide what to say based on the advertiser's objective.



Leveraging Page Insights

HOW IT WORKS

Check what your typical engagement rate looks like if the objective is downloads, merchandise sales, or having an audience directly engage.

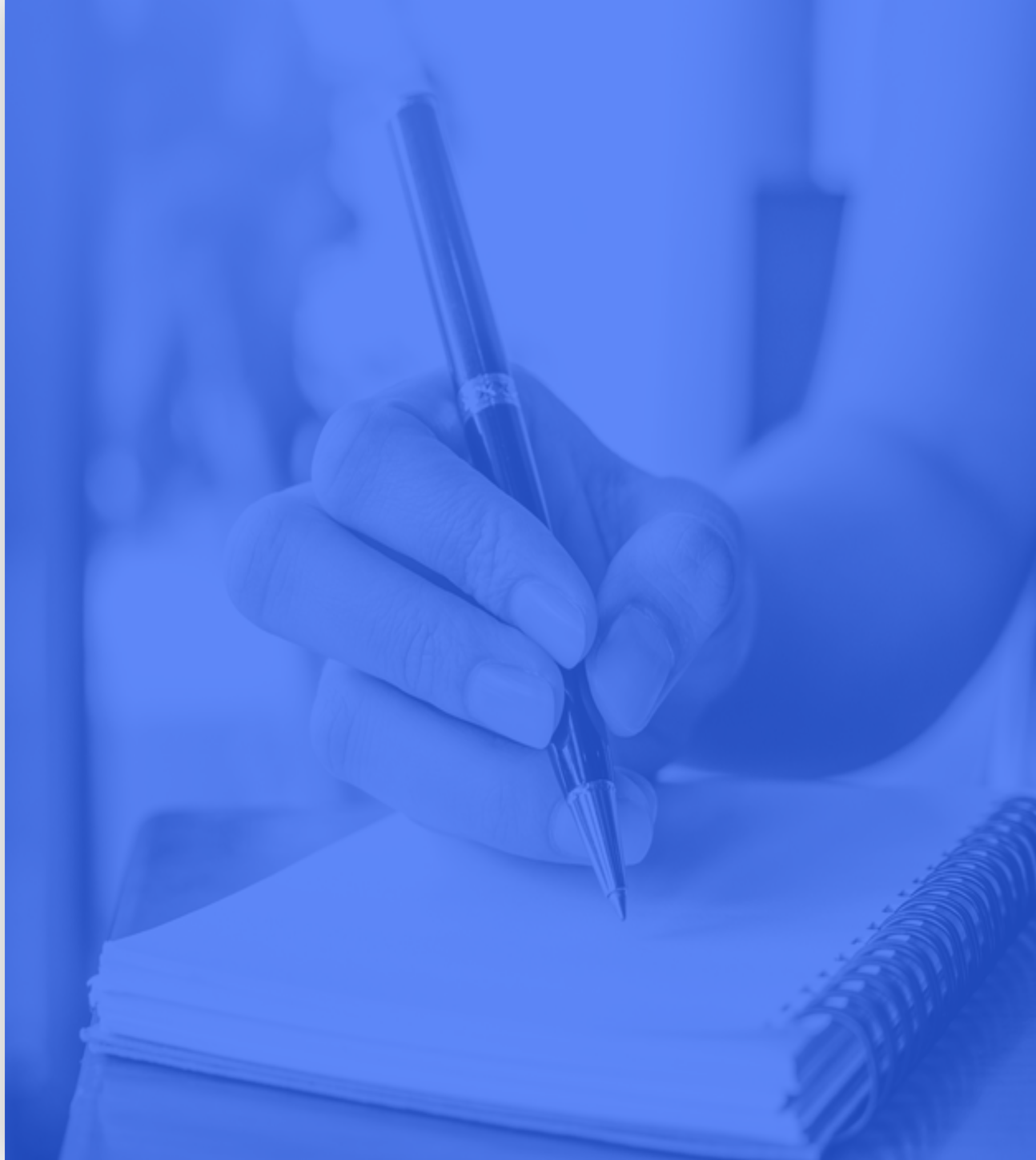


Branded Content Best Practices

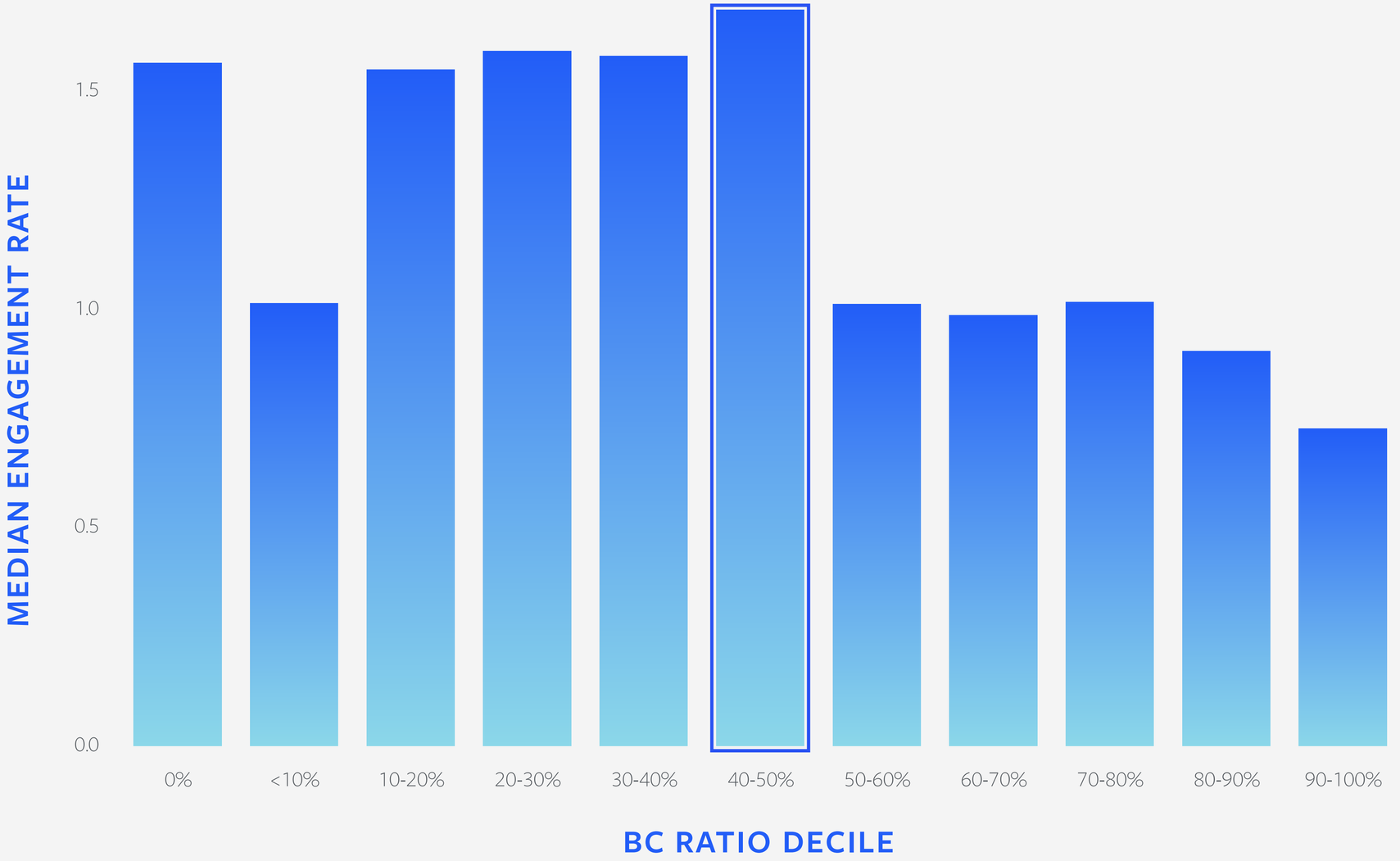
Branded Content Best Practices

FIVE IMPORTANT GUIDELINES

1. Use your authentic voice
2. Pick brands to partner with a natural fit
3. Leverage your core content strengths
4. Optimize your content for mobile
5. Test/learn to develop your own best practices



How Branded Content Ratio Impacts User Engagement with a Page



FACEBOOK INTERNAL DATA FROM 2/18/2018 TO 3/18/2018

CASE STUDY

Wimbledon

Wimbledon Serves Up Series of Branded Content Treats for Fans

Watched by a global audience, Wimbledon is the iconic Grand Slam tennis tournament played out annually in south-west London. For the 2017 Championships, Wimbledon set out to deliver compelling content that would engage and excite its Facebook fans, while delivering great value for brand partners keen to innovate.

17.5M+ branded content views over a 3 week period

38 branded content videos posted out of 331 videos published

Read More: https://www.facebook.com/facebookmedia/success-stories/wimbledon_BC

How to Measure Performance

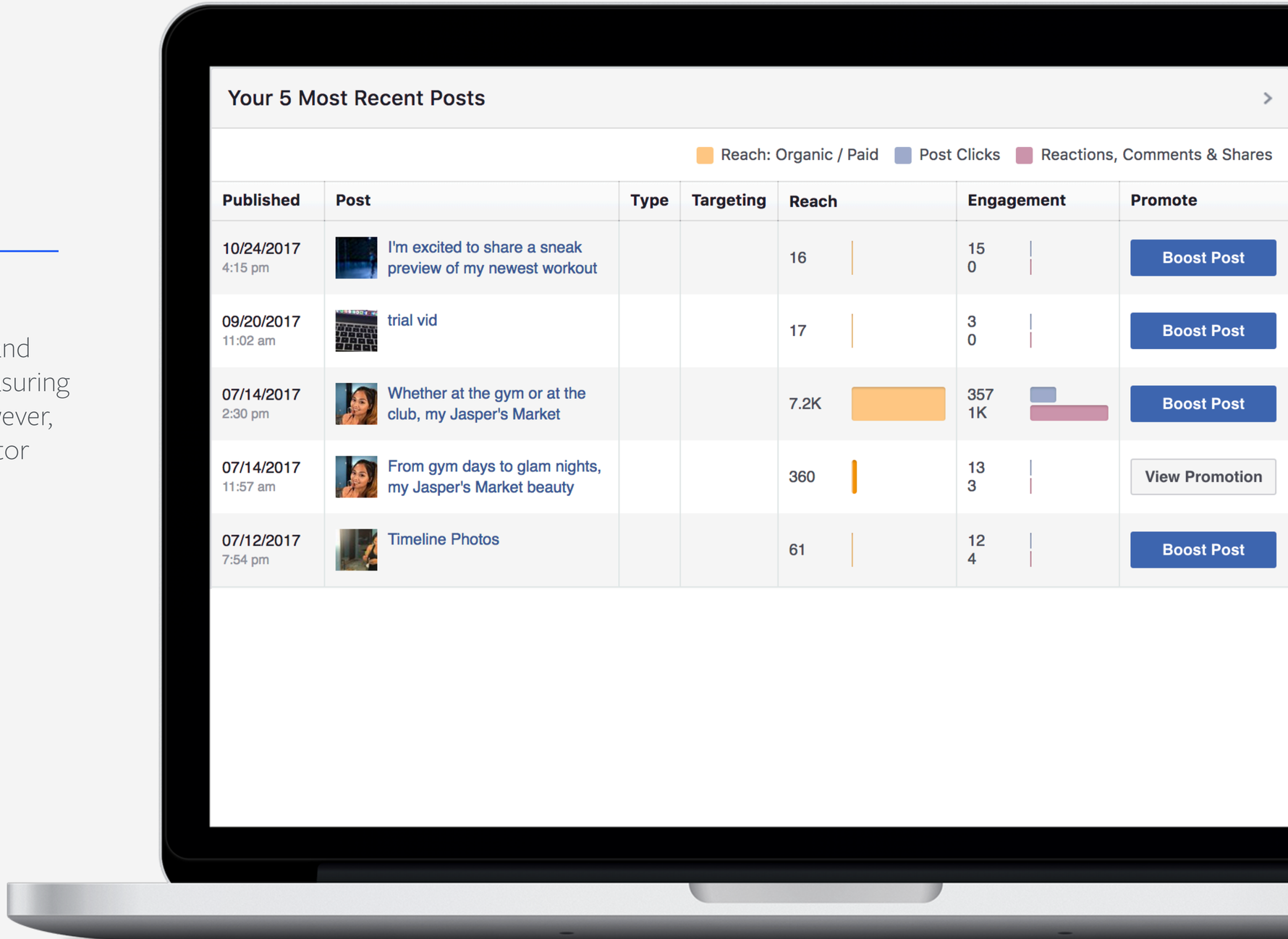
How to Measure Performance

Who promotes the post & how	What metrics you see	What metrics your brand business partner sees
You create the post as an ad	Results for your chosen objective (e.g., video views) plus metrics on reach, impressions, cost, engagement, page likes, etc.	Reach, engagement
You post the content to your Page, then boost it	Reach, engagement (including breakdown by type), demographic (breakdowns by age, gender, location)	Reach, engagement
You post the content to your Page, and allow your partner to promote it	Reach, engagement	Results for their chosen objective (e.g., video views) plus metrics on reach, impressions, engagement, page likes, etc.

Measuring Performance

PAGE INSIGHTS

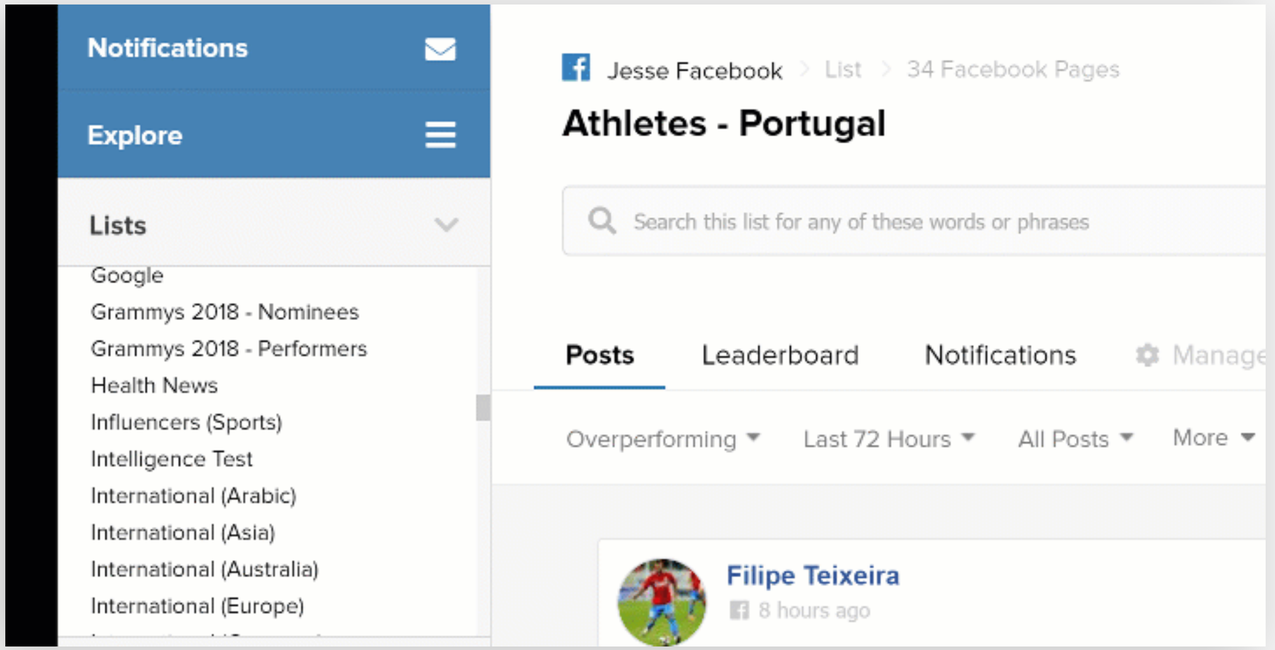
For some large paid partnerships, brand lift and conversion lift are the gold standard for measuring promoted branded content campaigns. However, you may also leverage Page Insights to monitor the performance of your posts.



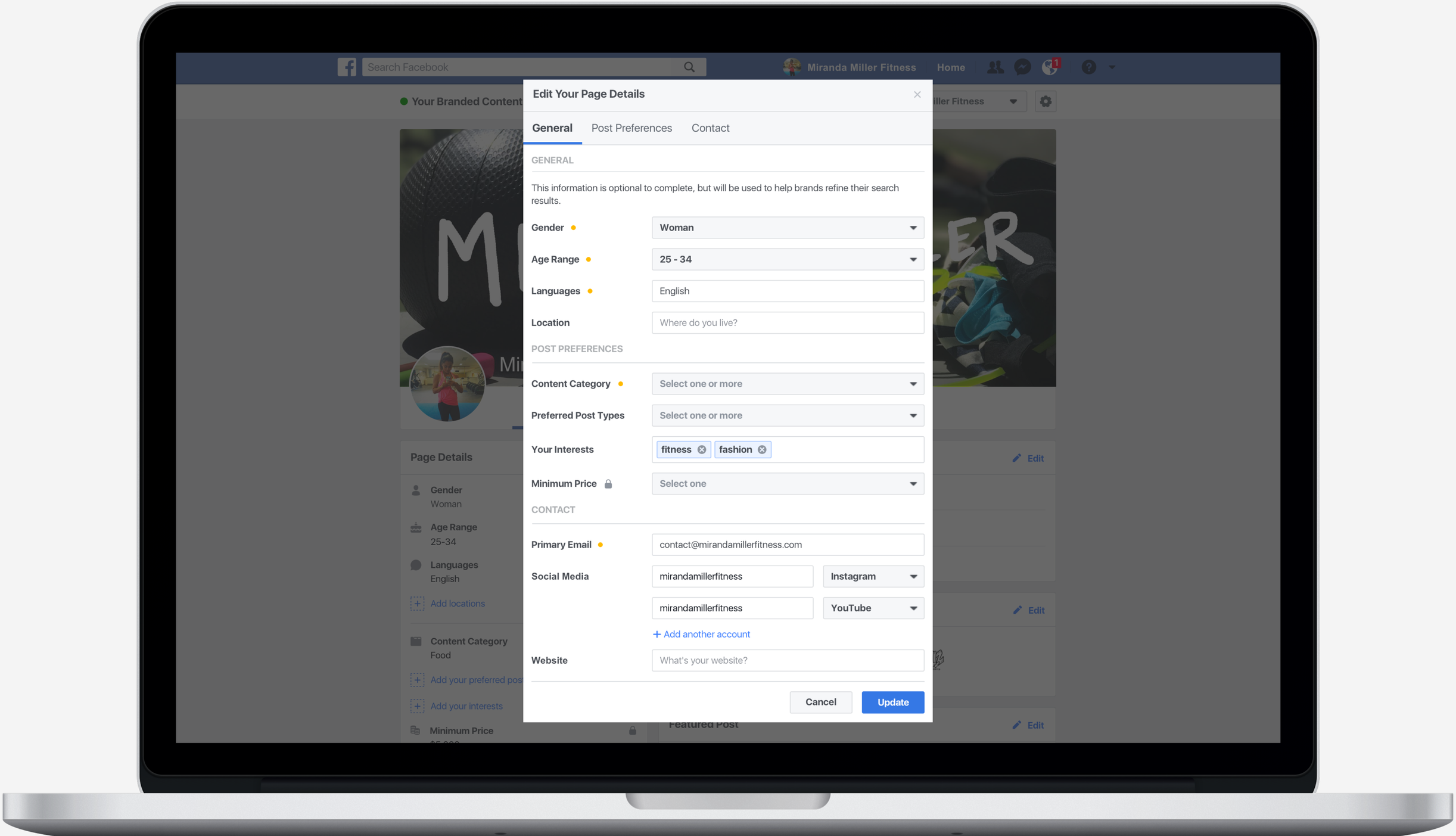
Measuring Performance

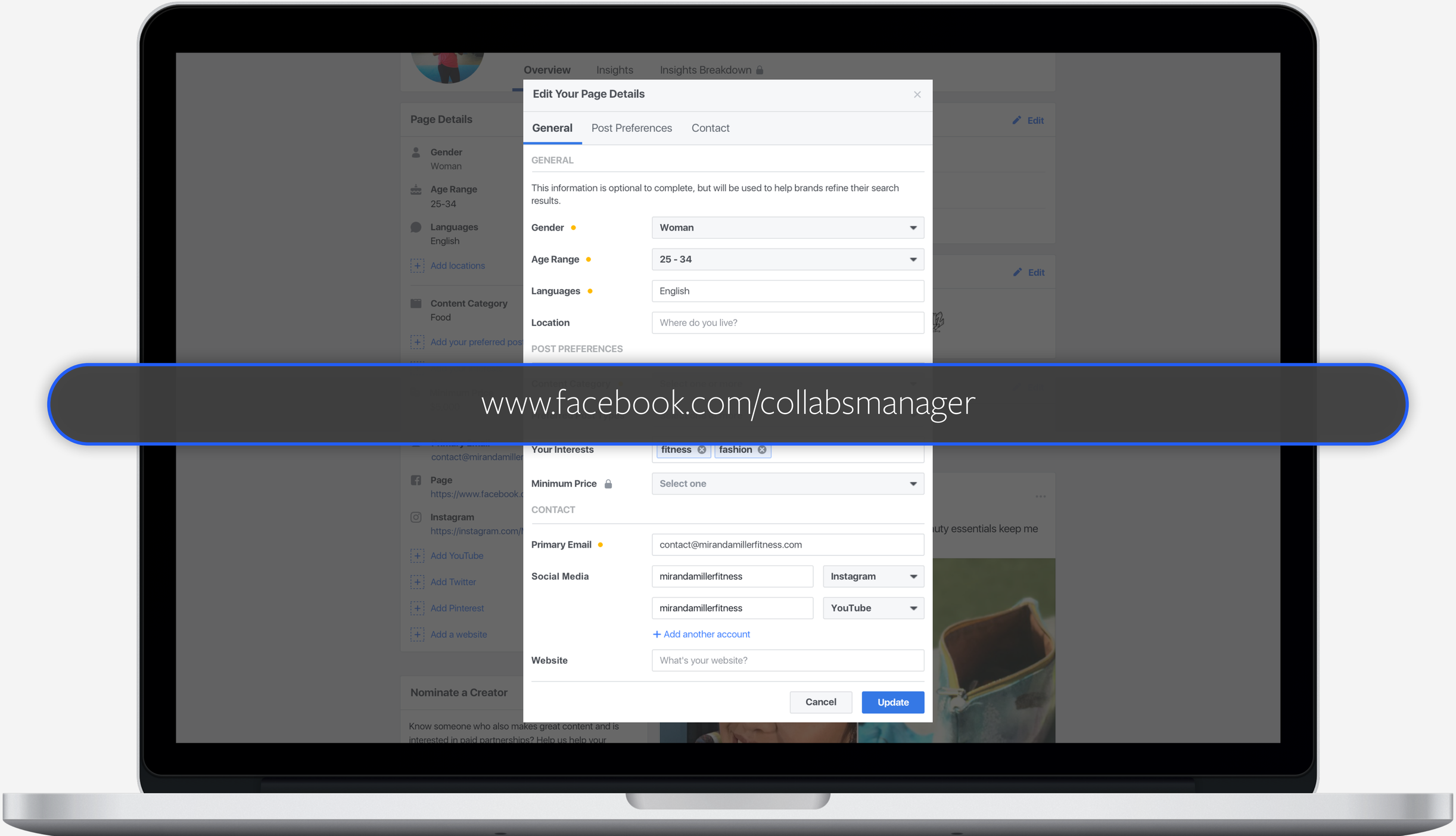
CROWDTANGLE

Leverage CrowdTangle and create a Branded Content leaderboard.



Getting New Branded Content Partnerships on Facebook


Search Facebook
Miranda Miller Fitness
Home
Your Branded Content
Edit Your Page Details
General
Post Preferences
Contact
GENERAL
This information is optional to complete, but will be used to help brands refine their search results.
Gender
Woman
Age Range
25 - 34
Languages
English
Location
Where do you live?
POST PREFERENCES
Content Category
Select one or more
Preferred Post Types
Select one or more
Your Interests
fitness
fashion
Minimum Price
Select one
CONTACT
Primary Email
contact@mirandamillerfitness.com
Social Media
mirandamillerfitness
Instagram
mirandamillerfitness
YouTube
+ Add another account
Website
What's your website?
Cancel
Update
Page Details
Gender
Woman
Age Range
25-34
Languages
English
Add locations
Content Category
Food
Add your interests
Minimum Price
Edit
Featured Post

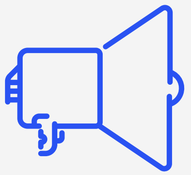


www.facebook.com/collabsmanager

Takeaways

1. TRANSPARENCY

Use Branded Content tag to disclose partnerships



2. AUTHENTICITY

Pick the right partners and speak in your voice

3. VALUE

Understand the value you provide to your partners

4. MEASUREMENT

Understand how posts are performing

facebook