

# Monetize Through Branded Content on Facebook

Speaker Name

SPEAKER TITLE





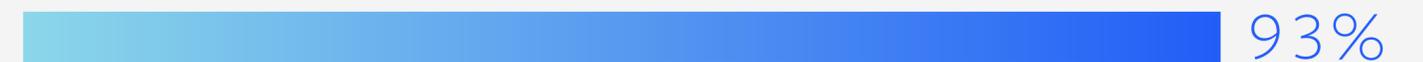
**Branded Content Provides Value**

# Branded Content builds Trust with Consumers

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

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



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



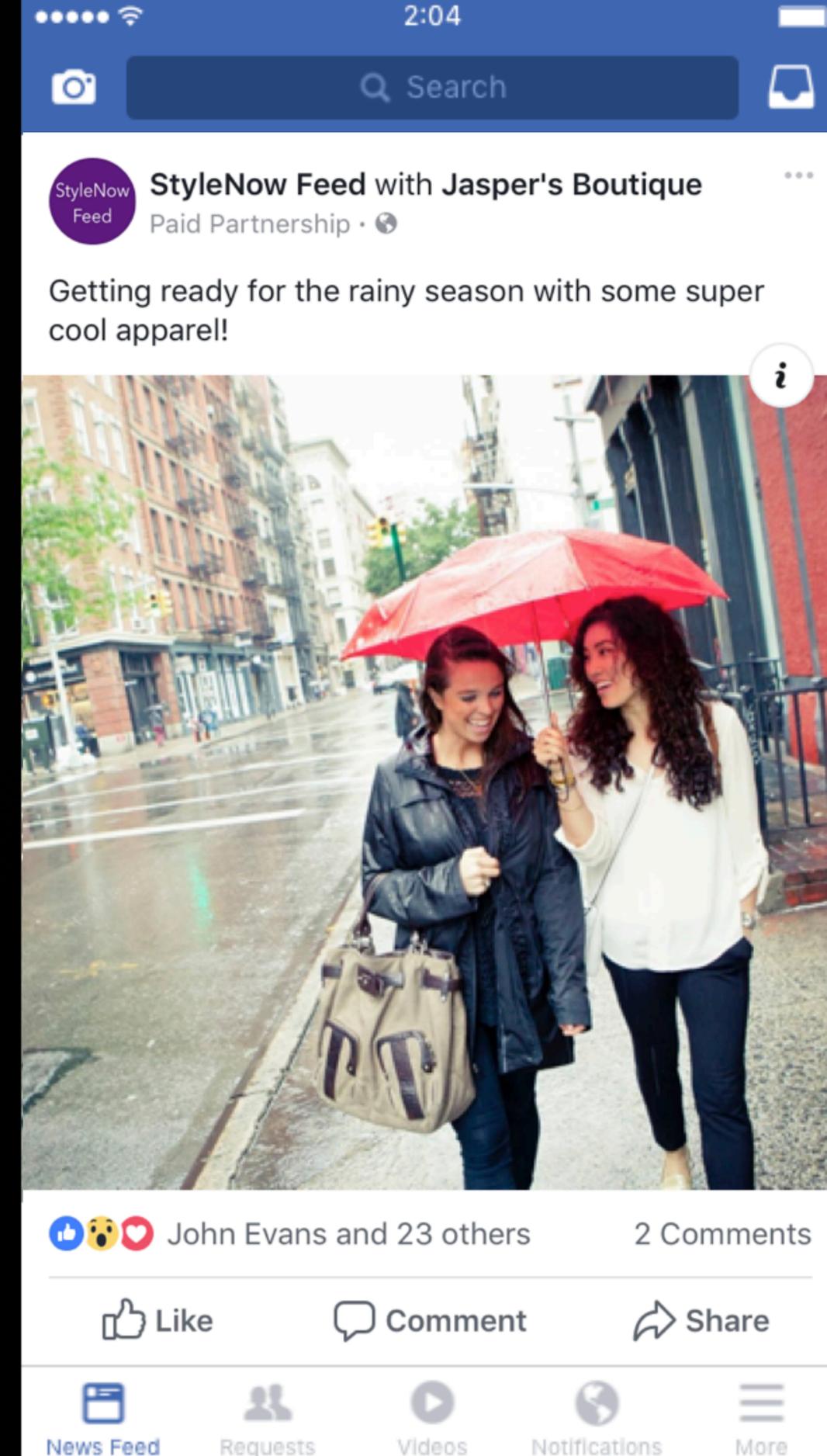
Respondents agree that it's a way for brands to engage with them:



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



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



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.

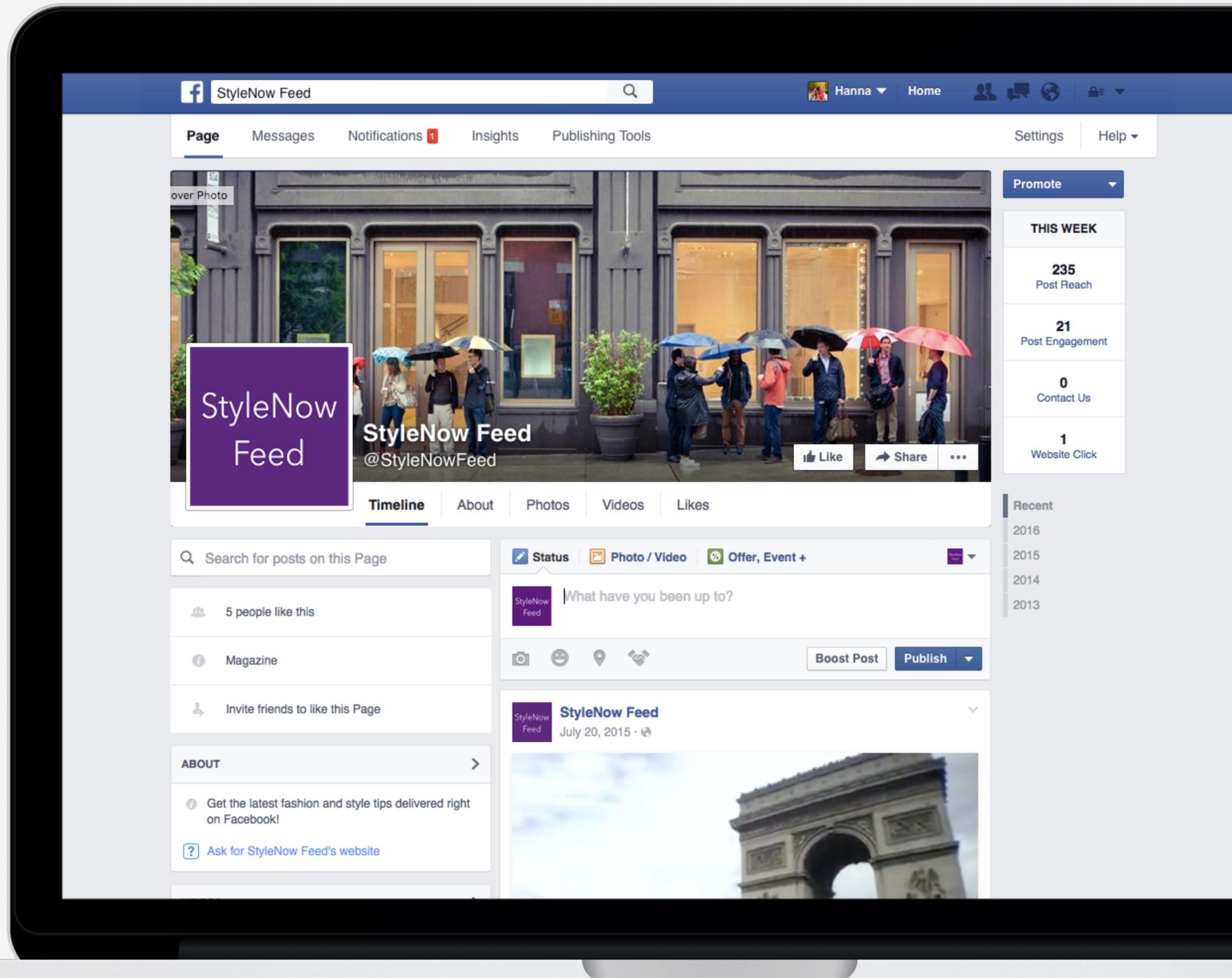


# Introduction to Branded Content

# Branded Content on Facebook

## WHAT IS IT?

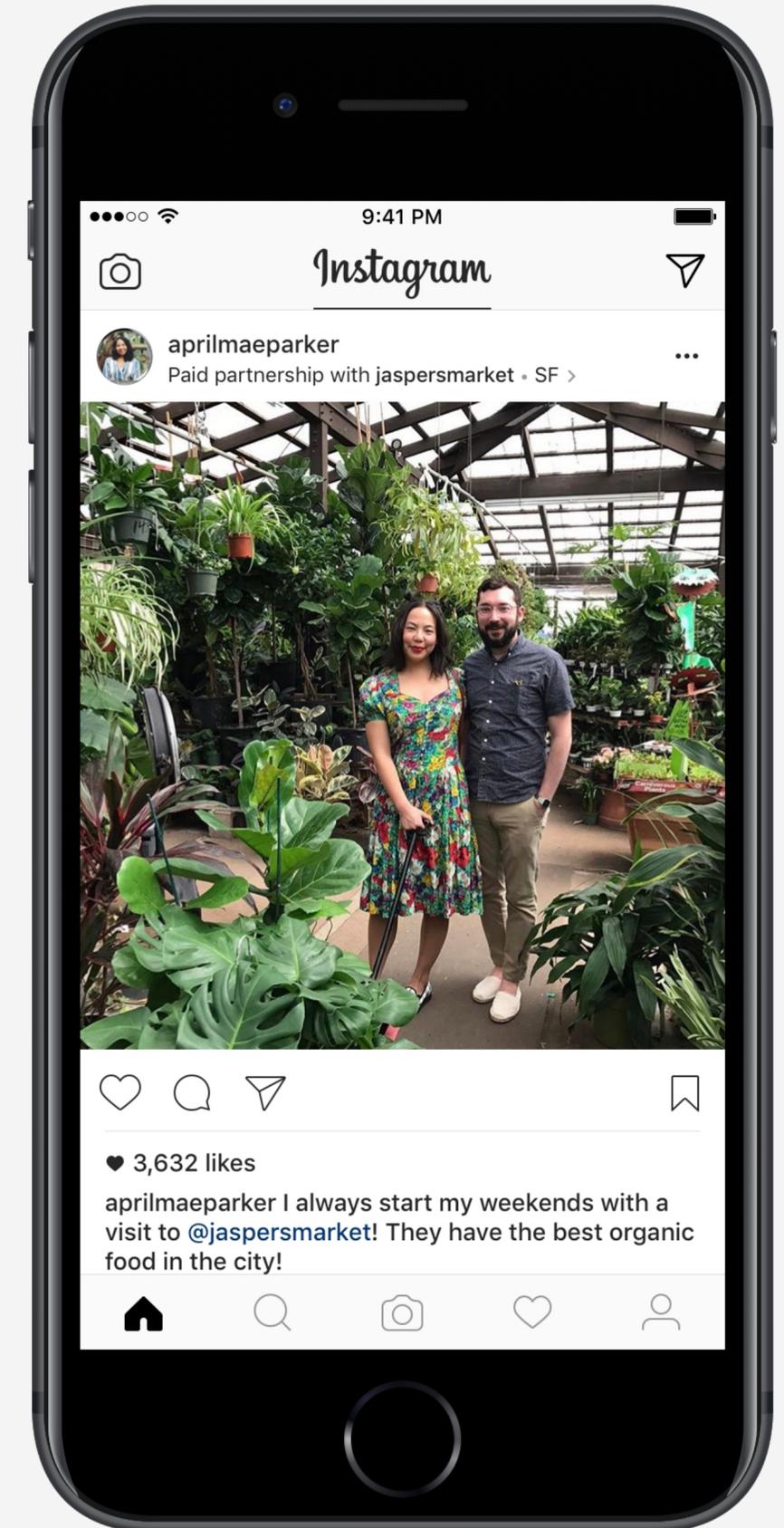
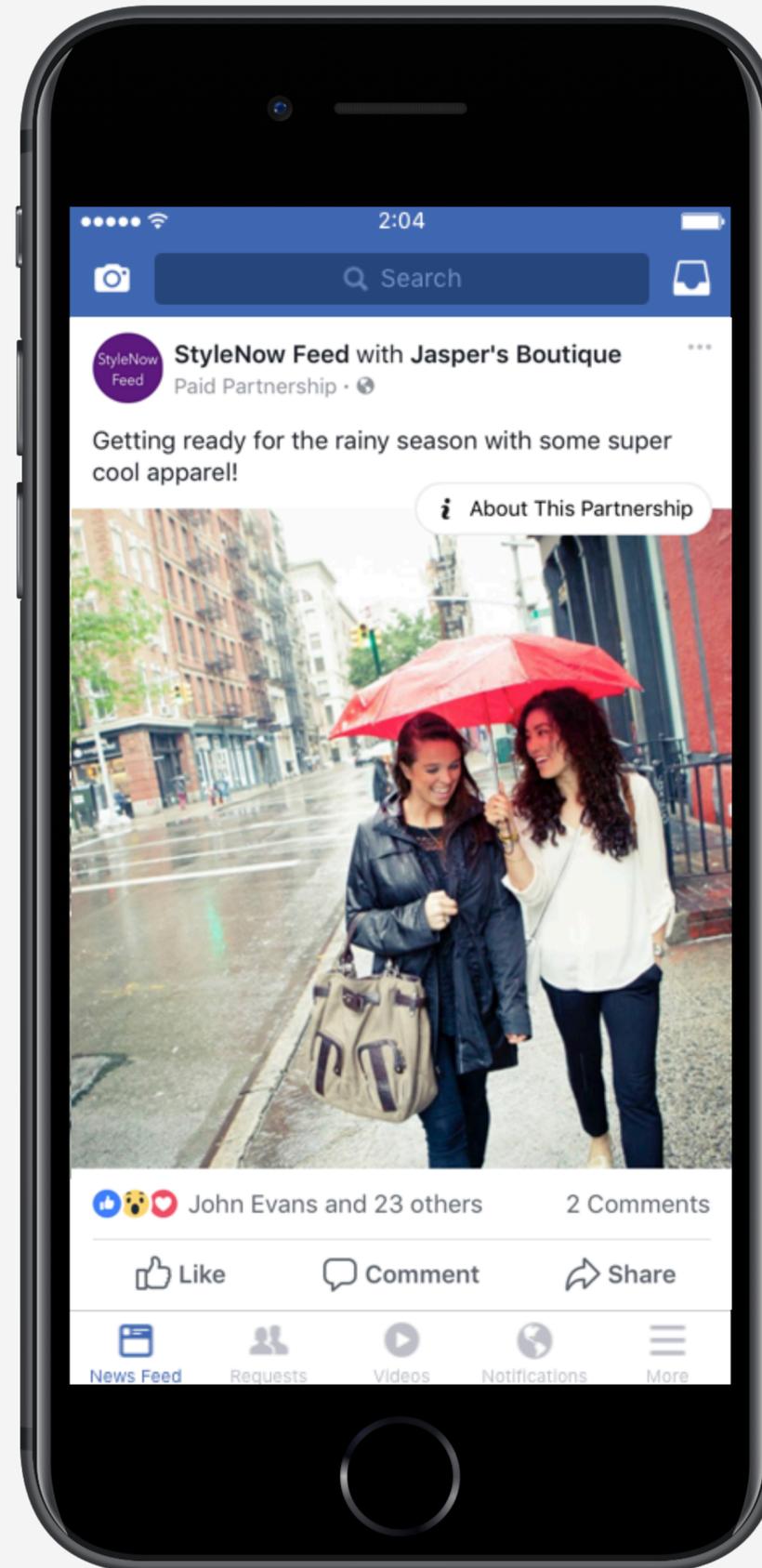
Branded Content is creator or publisher content that features or is influenced by a business partner for an exchange of value.



# Branded Content on Facebook

## HOW IT WORKS

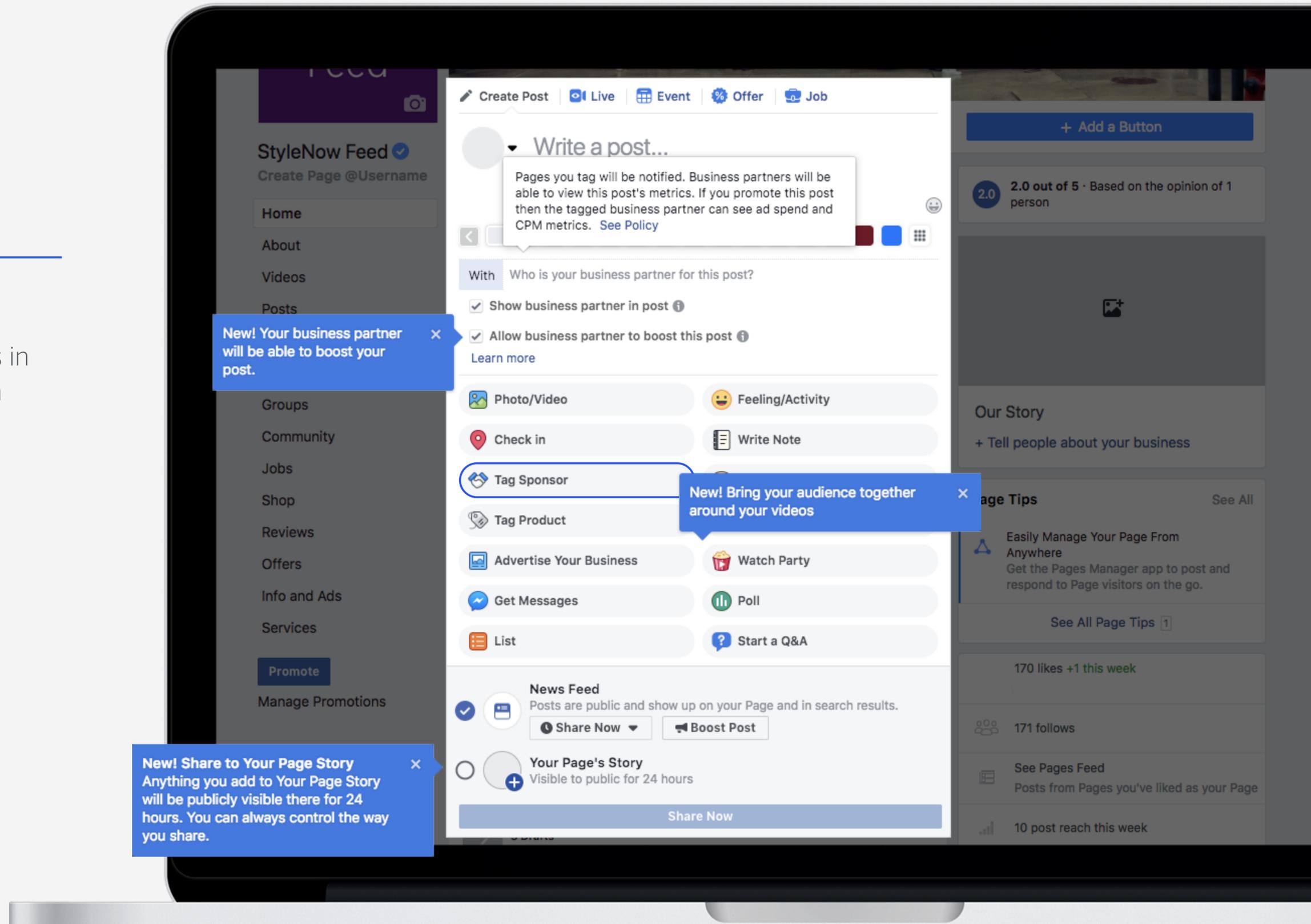
Branded Content tag on both Facebook and Instagram helps people understand the relationship between the brand and the creator. It's available to all on Facebook for signup and on Instagram.



# 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 in 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](https://fb.me/brandedcontentusecases)

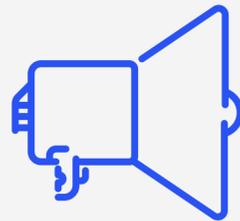


# Setting Up Branded Content Deals

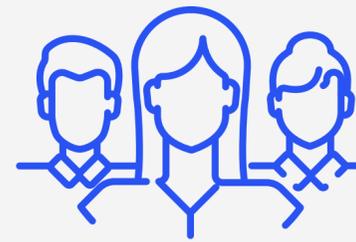
# Setting Up Branded Content Deals



content creation  
expertise



reach with your  
audience



influence with your  
audience



ability to manage  
ad campaigns

# Setting Up Branded Content Deals

## HOW IT WORKS

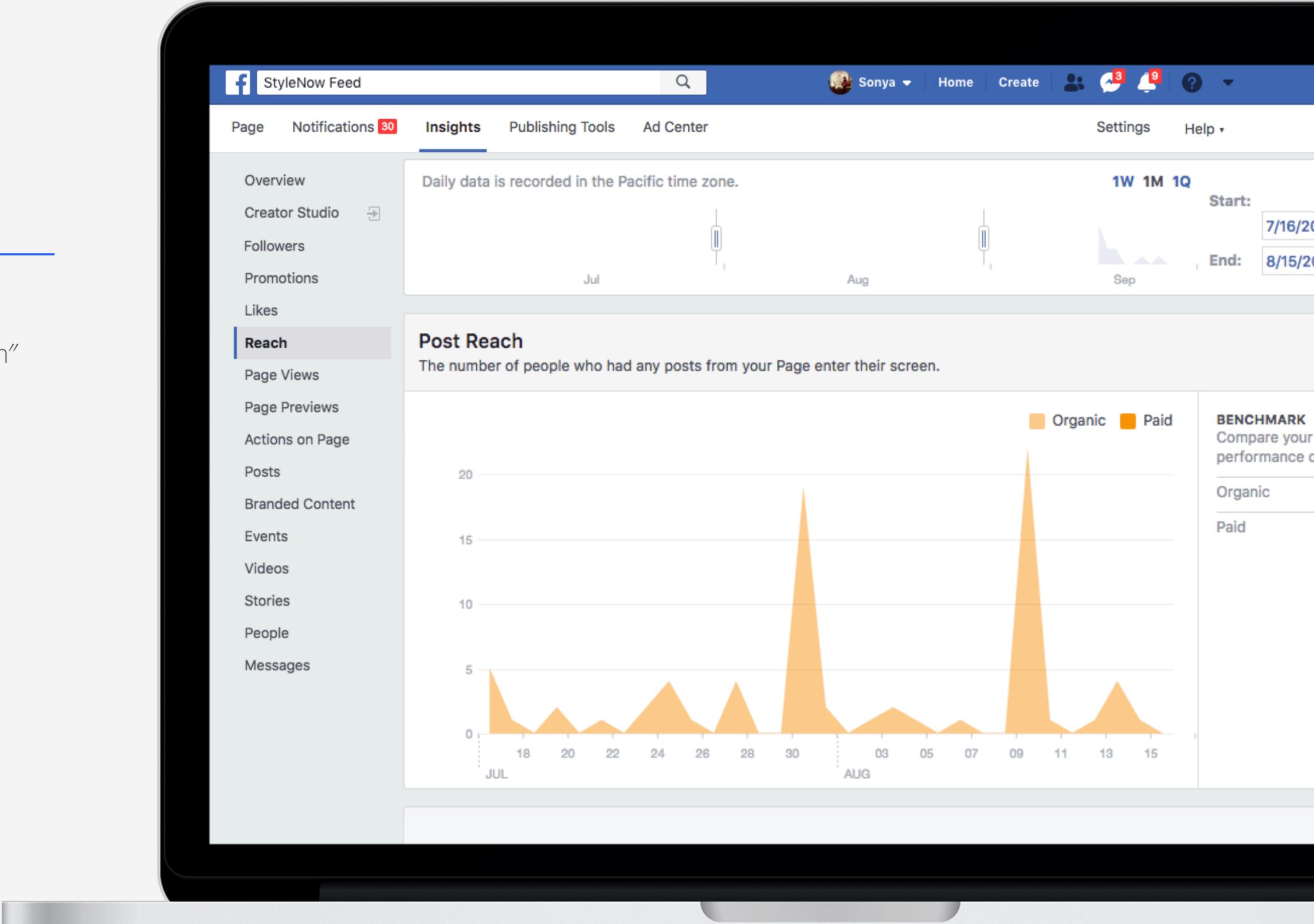
- Design your strategy based on the advertiser's goal
- Run paid media to reach your target audience
- Utilize data to understand how you did, and to improve over time
- Account for all expenses when thinking about what to charge for branded content



# Leveraging Page Insights

## HOW IT WORKS

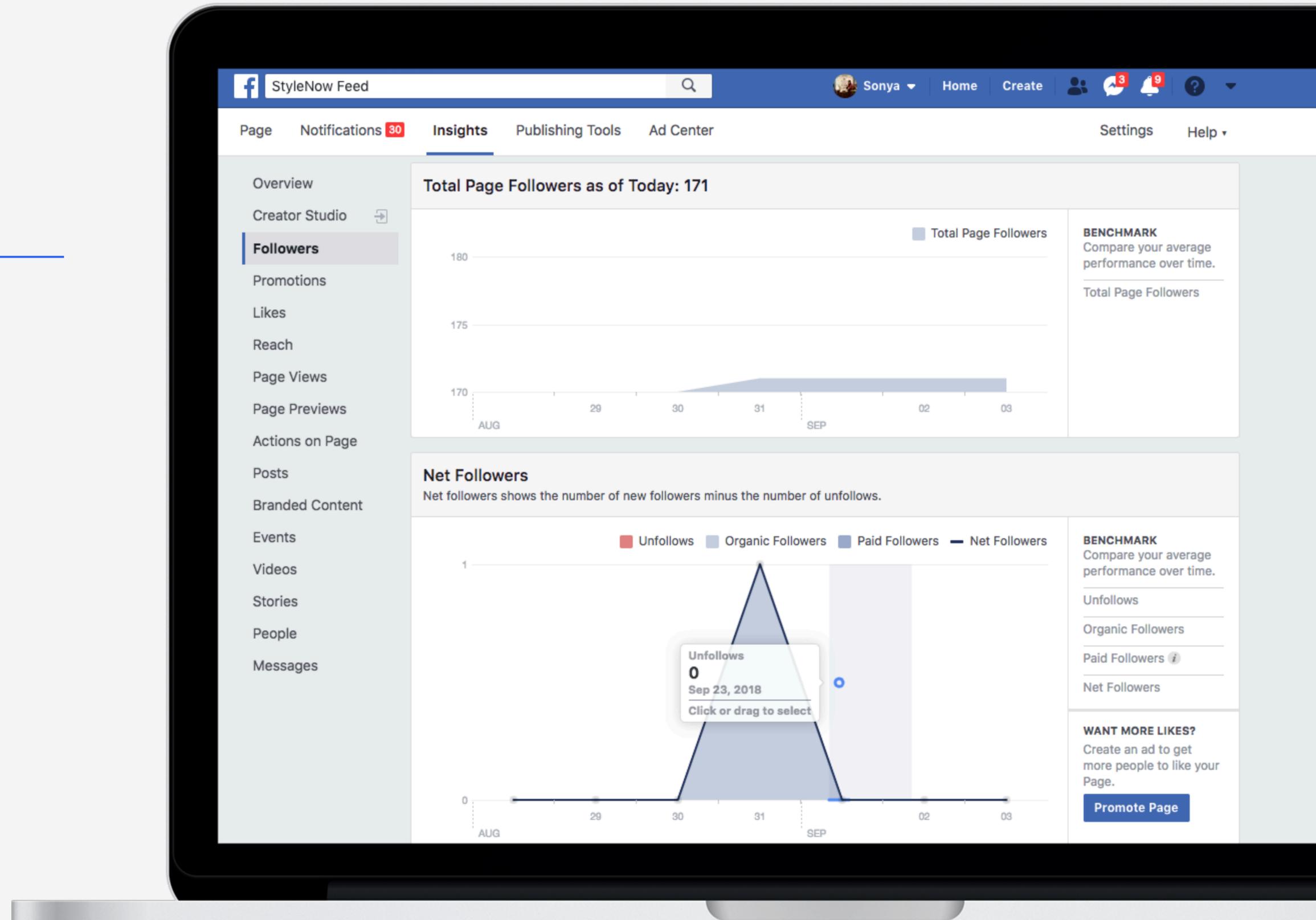
Show your audience is engaged to help “pitch” yourself to advertisers.



# Leveraging Page Insights

## HOW IT WORKS

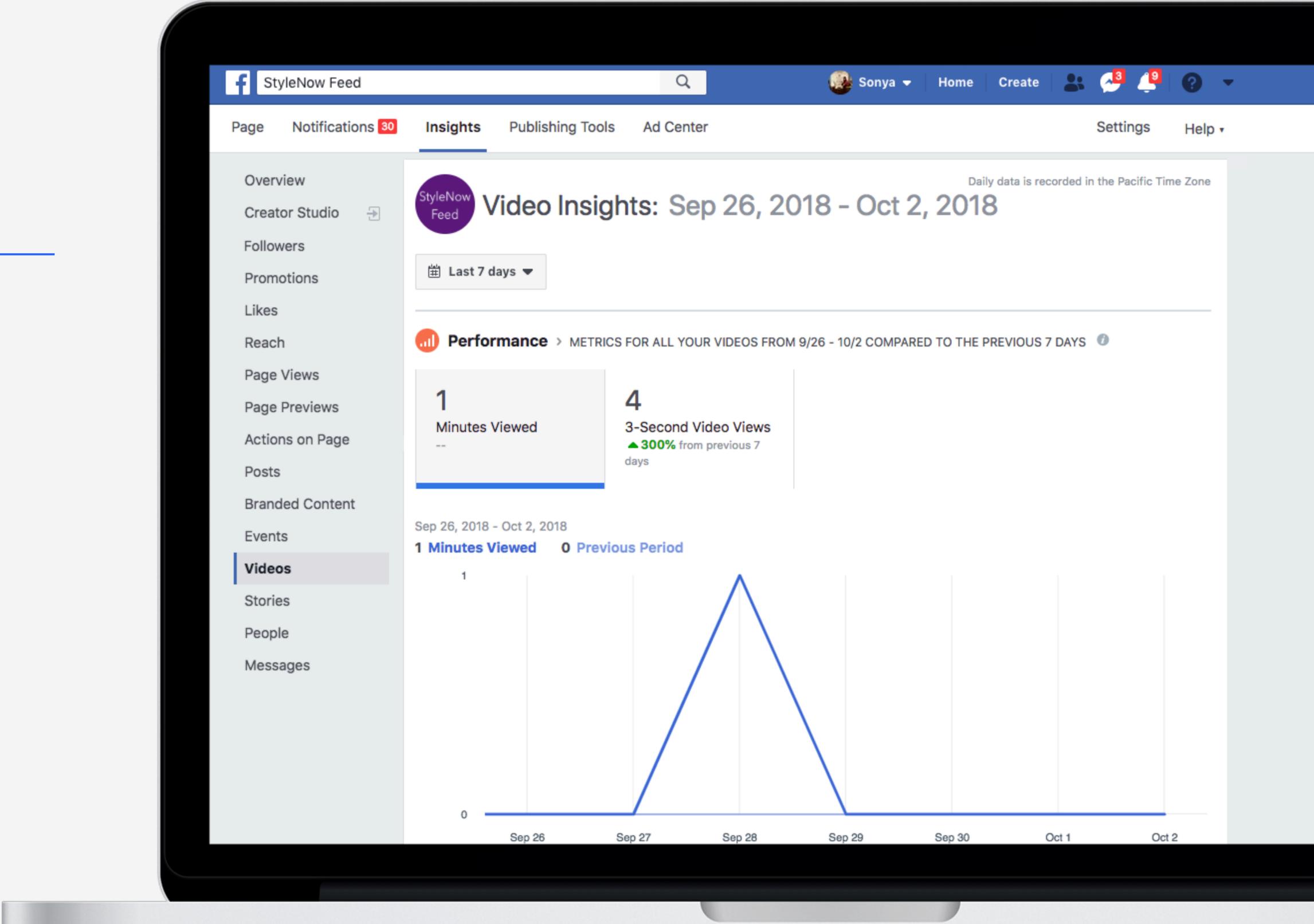
Use your follower count to compare your average performance over time.



# Leveraging Page Insights

## HOW IT WORKS

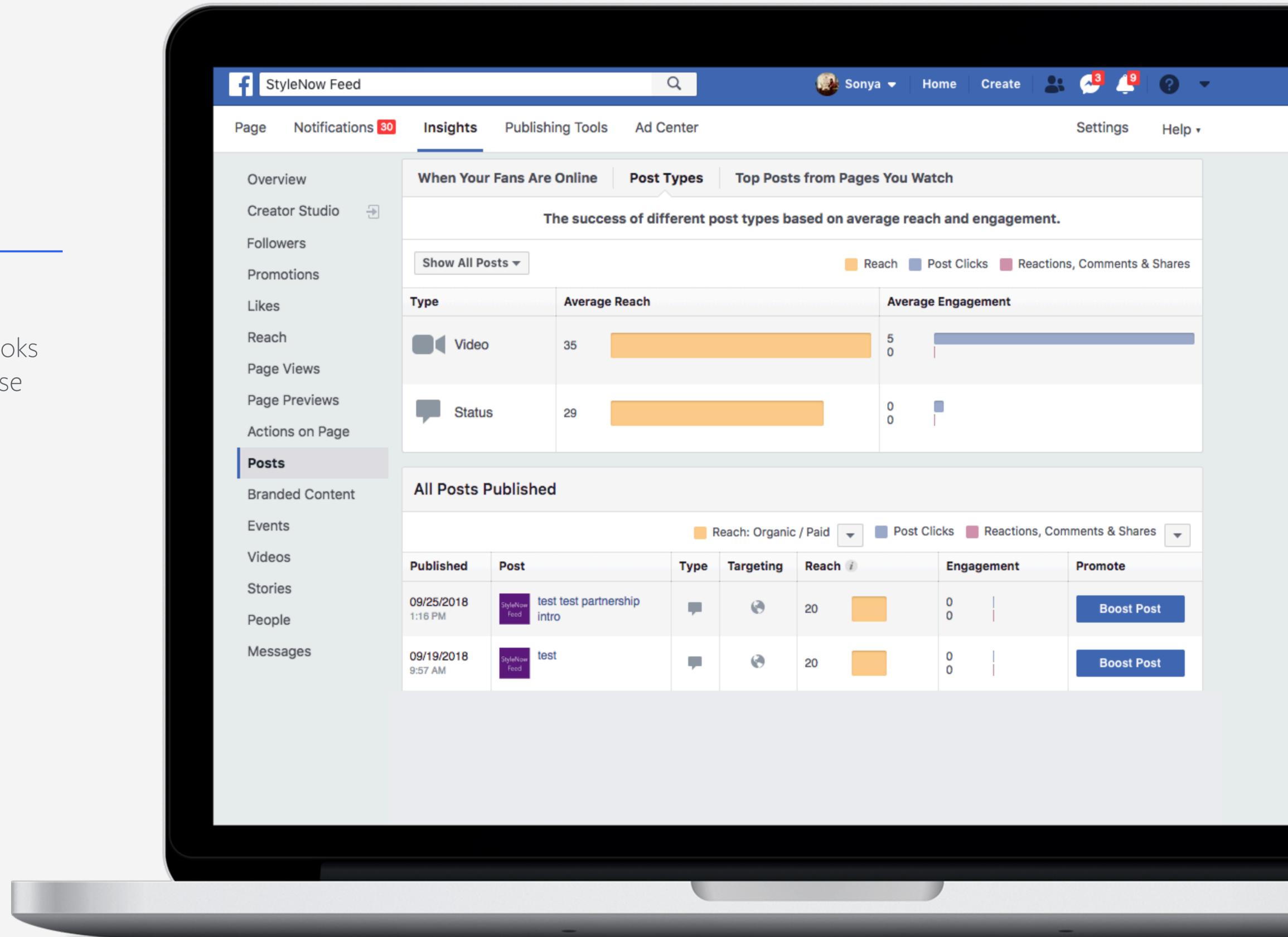
Decide what to say based on the advertiser's objective.



# 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

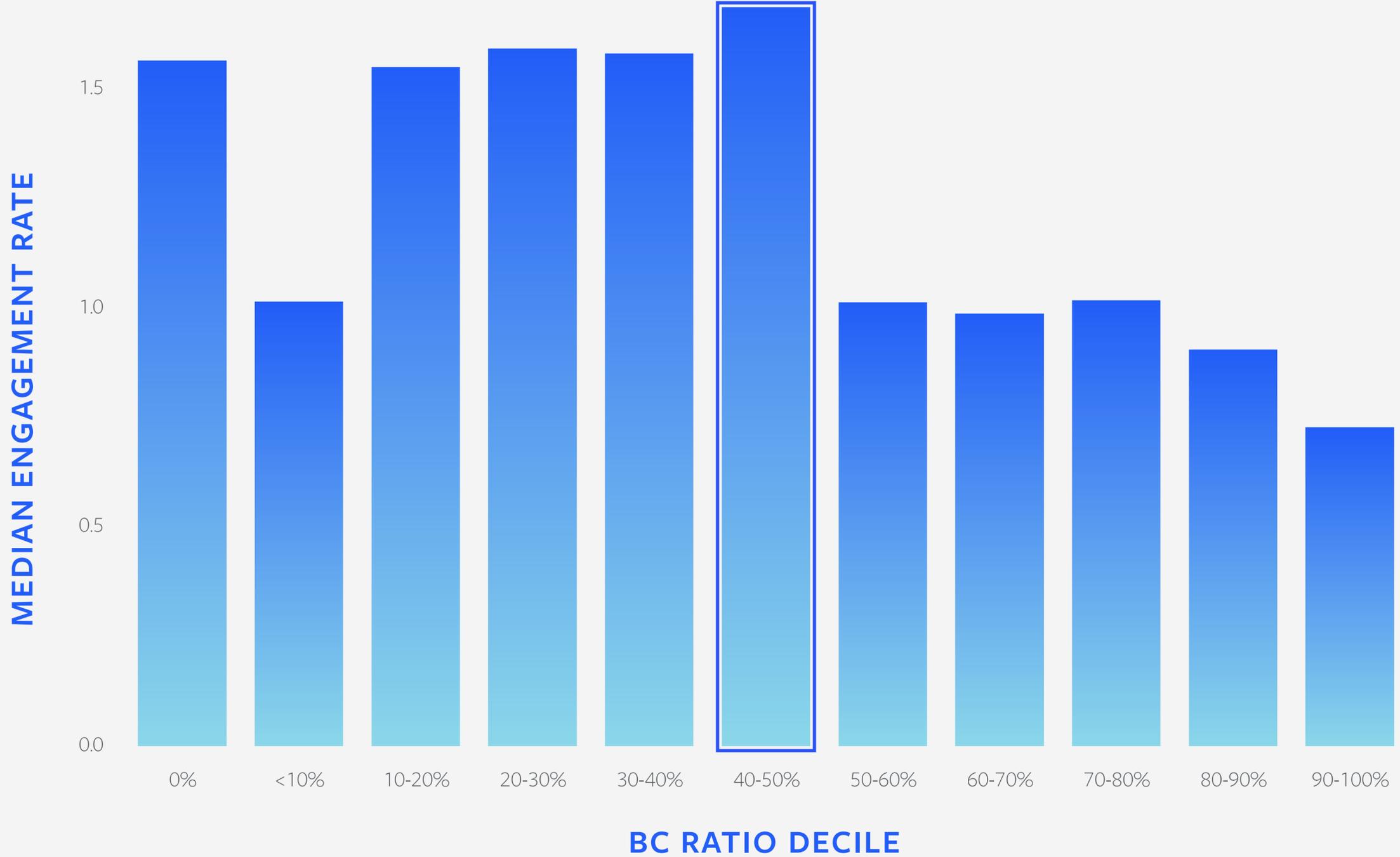
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## **FIVE IMPORTANT GUIDELINES**

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](https://www.facebook.com/facebookmedia/success-stories/wimbledon_BC)



A blue-tinted photograph of two people sitting at a table. The person on the left is wearing a white short-sleeved shirt and a necklace. The person on the right is wearing a dark long-sleeved shirt and is pointing at a laptop screen. On the table are a laptop, a tablet, a smartphone, and a pair of sunglasses. The text "How to Measure Performance" is overlaid in white in the center of the image.

# 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.

Your 5 Most Recent Posts						
Published	Post	Type	Targeting	Reach	Engagement	Promote
10/24/2017 4:15 pm	 I'm excited to share a sneak preview of my newest workout			16	15 0	<a href="#">Boost Post</a>
09/20/2017 11:02 am	 trial vid			17	3 0	<a href="#">Boost Post</a>
07/14/2017 2:30 pm	 Whether at the gym or at the club, my Jasper's Market			7.2K	357 1K	<a href="#">Boost Post</a>
07/14/2017 11:57 am	 From gym days to glam nights, my Jasper's Market beauty			360	13 3	<a href="#">View Promotion</a>
07/12/2017 7:54 pm	 Timeline Photos			61	12 4	<a href="#">Boost Post</a>

# Measuring Performance

## CROWDTANGLE

Leverage CrowdTangle and create a Branded Content leaderboard.

The screenshot displays a Facebook interface. On the left is a navigation menu with the following items: Notifications (with an envelope icon), Explore (with a hamburger menu icon), Lists (with a dropdown arrow), and a list of categories including Google, Grammys 2018 - Nominees, Grammys 2018 - Performers, Health News, Influencers (Sports), Intelligence Test, International (Arabic), International (Asia), International (Australia), and International (Europe). The main content area shows a Facebook list titled 'Athletes - Portugal' created by 'Jesse Facebook', containing '34 Facebook Pages'. Below the title is a search bar with the placeholder text 'Search this list for any of these words or phrases'. A navigation bar below the search bar includes 'Posts' (underlined), 'Leaderboard', 'Notifications', and 'Manage' (with a gear icon). Below this bar are filters: 'Overperforming' (with a dropdown arrow), 'Last 72 Hours' (with a dropdown arrow), 'All Posts' (with a dropdown arrow), and 'More' (with a dropdown arrow). The first post visible is from 'Filipe Teixeira', posted '8 hours ago', featuring a circular profile picture of a soccer player in a red jersey.



# Getting New Branded Content Partnerships on Facebook

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 preferred posts

+ Add your interests

Minimum Price \$5.00

#### Featured Post

Edit

Edit

Edit

www.facebook.com/collabsmanager

**Edit Your Page Details** [Close]

**General** | Post Preferences | Contact

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**GENERAL**

This information is optional to complete, but will be used to help brands refine their search results.

**Gender** ●

**Age Range** ●

**Languages** ●

**Location**

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**POST PREFERENCES**

**Your Interests**

**Minimum Price** 🔒

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**CONTACT**

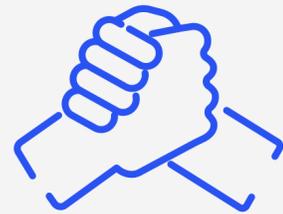
**Primary Email** ●

**Social Media**

[+ Add another account](#)

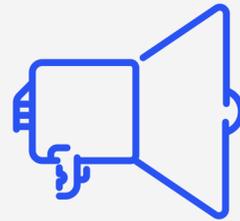
**Website**

# Takeaways



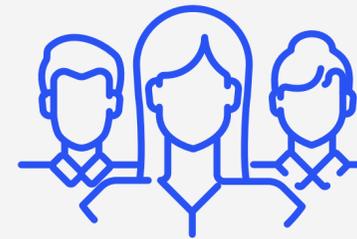
## 1. TRANSPARENCY

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

A young woman with curly hair, wearing glasses and a headband, is looking down at a laptop screen. The image is overlaid with a blue tint. The word "facebook" is written in white, lowercase letters across the center of the image.

**facebook**