

# How Brands and Agencies Are Adapting to Social Media DMA

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# What is Involver?

***Involver*** is the the web's most trusted ***social marketing platform*** providing brands and agencies the ***tools and expertise*** needed to build and run ***successful marketing programs*** across the social web.



## Facebook

Wall

Info

Resources

Stories

Facebook Live

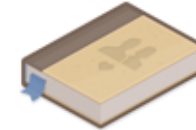
Press

powered by **involver**

## Facebook Stories

stories.facebook.com

Facebook is all about the individual and collective experiences of you and your friends. It's filled with hundreds of millions of stories. Which ones inspire you? What's your Facebook story?


[Add to My Page's Favorites](#)
[Suggest to Friends](#)
[Subscribe to Facebook](#)
[Subscribe via SMS](#)

Giving people the power to share and make the world more open and connected.

"Like" us to stay updated on new products, announcements and stories. Read our blog at <http://blog.facebook.com/>

## Information

Founded:  
February 4, 2004

143 Friends Like This

6 of 143 Friends

[See All](#)

## Select a Theme

- All Stories
- Causes
- Celebrities
- College
- Crime Fighting
- Education
- Family
- Friendships
- Government
- Grief
- Health
- Local Community
- Lost And Found
- Love



## Stories about Facebook

## Share your story



Kim Hawkenson

Tuesday, October 12, 2010 at 10:12am

My 1st true love found me on FB after 20 years. I never stopped loving him, but got on with my life. I still have over 100 letters he wrote to me back then. He was "the one" I could never forget. Then one day in Dec. '08 he decided to "find me". He was still serving our country in Afghanistan. We both realized after all that time, we were still in love with each other. We married in Feb. 2010. Thank you Facebook!



Jean Hetherington

Tuesday, October 12, 2010 at 9:38am

About 3 weeks ago I got an email through Facebook from a name I didn't recognize asking some personal questions . I was skeptical at first but it turned out she was a cousin I hadn't seen in over 40 years. She took my contact info and very soon after that there was a message on my phone, "Jean, this is your

[Create an Ad](#)
[Connect With More Friends](#)


Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

[More Ads](#)

Alisha Paniwani

# Velocity and Vital Stats



- **Founded in 2007**
- **More than 100,000 brands and agencies rely on our platform**
- **Adoption:**
  - **1000 new brands sign up daily**
  - **200,000+ applications installed**
  - **325,000,000+ fan relationships managed**
  - **500,000,000+ content items managed**
- **Offices in 5 locations (SF, LA, NYC, CHI, Austin)**
- **Employee count over 75, Seasoned Executive Team from Google, Yahoo, Atlas, Microsoft, & DoubleClick**
- **Extensible platform supporting: Facebook, iPhone, Facebook Connect Sites, Twitter, And more**

# The world of the marketer

A photograph showing the aftermath of a disaster, likely a fire or explosion. In the foreground, a dark-colored car is partially visible, heavily damaged and surrounded by a large amount of charred debris, including twisted metal, broken wood, and ash. The background shows a residential area with brick buildings and more destruction. The overall scene is one of significant destruction and loss.

- **Social platforms have caused massive disruption**
  - **Mistakes are now public**
  - **Audiences talk back and are real-time**
- **The fragmentation of social properties**
- **The importance of optimizing for sharing**
- **KPIs may be different but client business goals are not**
- **Acquisition, Engagement, Monetization**

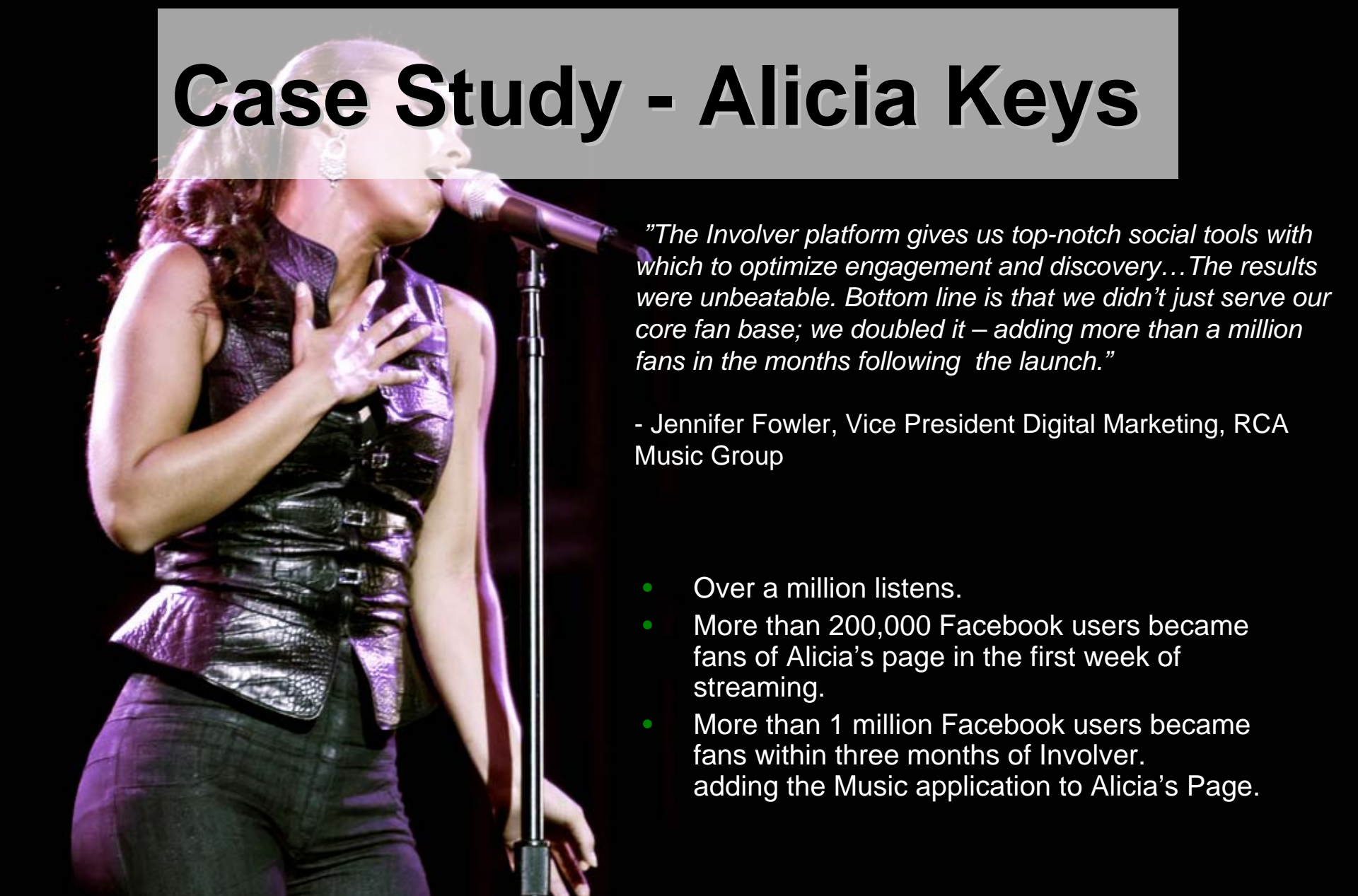
# “Apps not Ads”

- Interactive
- Content-centric
- Shareable
- Multi-channel
- Contextual

# 3 Case Studies

- Growing A Fan Base
- Nurturing Engagement
- Driving Leads

# Case Study - Alicia Keys


Alicia Keys is shown from the waist up, performing on stage. She is wearing a dark, sleeveless, textured vest over a dark top and dark pants. She has her right hand on her chest and is singing into a microphone on a stand. The background is dark with some stage lighting.

*"The Involver platform gives us top-notch social tools with which to optimize engagement and discovery... The results were unbeatable. Bottom line is that we didn't just serve our core fan base; we doubled it – adding more than a million fans in the months following the launch."*

- Jennifer Fowler, Vice President Digital Marketing, RCA Music Group

- Over a million listens.
- More than 200,000 Facebook users became fans of Alicia's page in the first week of streaming.
- More than 1 million Facebook users became fans within three months of Involver, adding the Music application to Alicia's Page.

# Case study – The White House



*“When I created the National Moment of Remembrance, it was my dream to encourage Americans to honor our fallen every day. Using Involver, we were able to remember heroes in a way that was never before imagined, across the entire nation, and create measurable results.”*

- Carmella LaSpada, Executive Director of the Commission

- The White House Commission of Remembrance engaged an entirely new digital audience, focusing on honoring our fallen heroes.
- Over 160,000 Facebook users engaged with the “Remember the Fallen Heroes” app.
- Over 95,000 users in less than 36 hours updated their status to honor the fallen heroes.

# Case Study – Jewelry Franchise



- 7K fans
- "\$50 off with \$350 or more purchase"
- 4x fan growth
- \$500K (80% instore) in 6 weeks

# Recap - Things to think about

- Be aware of relationship between Direct Marketing and Social Marketing
- You must design for social
  - **Social behavior is different**
  - Mistakes are now public
  - Audiences talk back and are real-time
- The fragmentation of social properties
- The importance of optimizing for sharing
- KPIs may be different but your business goals are not

# Questions?