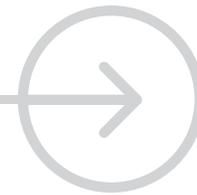# BEYOND FACEBOOK

CAMPAIGN RESPONSE ON THE WEB

presented by **SHORTSTACK**

OVERVIEW

This white paper shares the results of an original large-scale study conducted on more than 27,000 marketing Campaigns created by ShortStack users. This analysis evaluates the levels of engagement (Campaign views and contest entries) of contests and landing pages published exclusively to Facebook compared to Campaigns posted to multiple channels. The goal is to give marketers a better understanding of the engagement they can expect across multiple platforms.

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INTRODUCTION

Facebook has long been considered the ultimate platform for hosting marketing Campaigns designed to increase brand awareness and gather leads. However, with the development of other networks with strong user bases — such as Twitter, Instagram, Pinterest and LinkedIn — there are many benefits to extending marketing efforts beyond Facebook when it comes to sharing original content, contests, giveaways, and landing pages.

ABOUT SHORTSTACK

ShortStack (ShortStack.com) is a software as a service (SaaS) platform that gives users the tools to develop marketing Campaigns. **ShortStack** was one of the first companies to see potential in Facebook as a place to host tabs (which Facebook also refers to as "apps"), contests and landing pages. Since 2010, **ShortStack** has expanded its features and services to be a one-stop-shop for marketers and social media managers who need a multipurpose social media hub.

With **ShortStack's** Campaign Builder, contests and landing pages can be designed and then promoted from any social network, and can also be embedded on existing websites.

PUBLISHING

In this paper, publishing refers to the way a Campaign is hosted on a social media platform. We refer to anything made with **ShortStack** as a "Campaign"; this term is all-encompassing for contests, giveaways, promotions and landing pages created with **ShortStack**.

On Facebook, Campaigns can be installed to a Facebook Page where they will appear as a tab. Facebook tabs are also referred to as "apps" by Facebook.

ShortStack also offers a "publish to the Web" option. This is for users who wish to promote Campaigns on social platforms such as Twitter, Instagram, Pinterest or LinkedIn — none of which currently have an app installation tool like Facebook. This option provides users with a unique Campaign URL that they can post on any network, or use as a landing page. Users can also embed **ShortStack** Campaigns directly onto their existing websites; this requires first publishing it to the web before the embed code is generated. **ShortStack** gives users the option to customize how this will appear on various networks.

To summarize, the publishing process as defined in this paper is as follows:

- **Facebook Campaigns:** The Campaign is published to a Facebook Page as an app/tab.

- **Omnichannel Campaigns:** The Campaign is a standalone landing page, and the Campaign is either posted to a social network profile via URL or embedded via iFrame to an existing website.

These are the publishing mediums to which this study refers to evaluate engagement.

METHODS OF THE STUDY

The purpose of this study was to determine how much engagement is received for Campaigns published to Facebook versus those published to the web and promoted across multiple channels.

To do so, we evaluated 27,000 Campaigns — Campaigns published to Facebook and Campaigns promoted across multiple channels.

The average of each sample was taken, and then cross-tabulated to identify relationships between publishing medium.

REVIEW OF CURRENT RESEARCH

Understanding the expected levels of engagement on Facebook and other networks is a hot topic for marketers. In the past year, marketers began noticing that Facebook engagement was changing; fan penetration is decreasing, while click through rate (CTR) was increasing[1]. CTR refers to content posted to Facebook that users click on to be taken to other websites/services, not to interactions with Facebook-hosted content[2]. What this demonstrates is that content created off-Facebook (such as contests, landing pages, videos, infographics, etc.) is what drives Facebook engagement. This indicates that while Facebook remains a consistent vessel for interacting with customers, its new role is as a bridge between user and brand content.

Some of this CTR increase can be attributed to ads and boosting posts to connect content with specific demographics on Facebook. While Facebook engagement appears consistent, this needs to be looked at in the context of views. We'll expand on this with our own findings, but ultimately, engagement numbers appear high because the number of views is typically lower than the views received on content posted to other networks. (For instance, if 20 users out of 40 total views are registered as interacting with a post, this looks like a 50% engagement rate, which appears like high engagement even though the view count is low.)

Meanwhile, other social networks are ramping up engagement. Instagram, for instance, receives 58 times more engagement per follower than Facebook[3]. Twitter, too, receives better engagement than Facebook for some brands because it can directly funnel focused content into users' feeds[4].

The bottom line is, activity on Facebook alone is no longer enough to gain the maximum brand awareness. To prove this, here's an overview of our findings looking at the ways in which our users' Campaigns have reached people on Facebook and beyond.

1 | **New Analysis: Increasing Engagement Rates on Facebook** | Komfo
2 | **Adobe Digital Index Social Intelligence Report** | Adobe Digital Index
3 | **Instagram is the King of Social Engagement** | Forrester
4 | **Do You Get More Engagement on Facebook or Twitter?** | LinkedIn Pulse

PART 1 - VIEWS PER PLATFORM

"Views" refers to any time a user has clicked on a Campaign URL. Our goal was to see how views compared among Facebook Campaigns and omnichannel Campaigns.

METHODS:

The average number of views for each publishing channel was calculated. The views referred to the Campaign URL clicks for omnichannel Campaigns versus Campaigns published to Facebook.
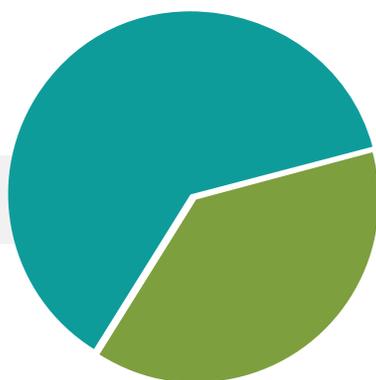
KEY FINDINGS

» On average, omnichannel Campaigns received **83% more views**[5] than Campaigns published just to Facebook.

» Omnichannel Campaigns are able to be shared and interacted with on essentially any website and device, which is what contributes to the high average view percentage.

» Omnichannel Campaigns receive more exposure when posted to multiple channels at once.

VIEWS PER CHANNEL

AVERAGE OMNICHANNEL VIEWS: 2305

AVERAGE FACEBOOK VIEWS: 1259

5 | Based on a sample average of 2,305 web views / 1,259 Facebook views.

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PART 2 - ENTRIES PER PLATFORM

In this section, we evaluate the average number of entries for omnichannel Campaigns and Facebook Campaigns. The goal was to analyze engagement level via entries.

NOTE: Because many Campaigns are created without a goal of collecting entries, only Campaigns that did capture lead data were evaluated. Campaigns without an entry form often take other approaches to engagement, such as an image/video voting Campaign or educational Campaigns for brand awareness.

METHODS:

Only Campaigns that included an element of data collection were used.

To compare entry numbers, the average entries were taken from each sample group. Then, these averages were compared between each.

KEY FINDINGS

On average:

» Omnichannel Campaigns received **31%**[6] more entries than Facebook-only Campaigns.

» More views across platform equates to more exposure and engagement.

ENTRIES PER CHANNEL

■ **AVERAGE OMNICHANNEL ENTRIES: 795**

■ **AVERAGE FACEBOOK ENTRIES: 604**
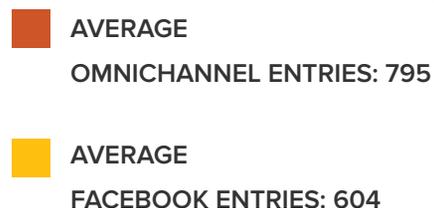
6 | Based on averages of 604 Facebook entries and 795 omnichannel entries.

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PART 3 - VIEWS PER FAN COUNT

METHODS:

To determine the correlation between Facebook fan counts and the number of views received on Facebook-published Campaigns, we looked at 27,168 Campaigns. These Campaigns were placed into one of eight groups based on a fan count range of 1,000 fans to 50,000,000 fans. Grouping Campaigns made it possible to find average fan counts for eight ranges within the primary range.

KEY FINDINGS:

» Higher fan count did not equate to higher views. On average, the more fans a Page had, the lower the view count they received on Campaigns installed to the Page.

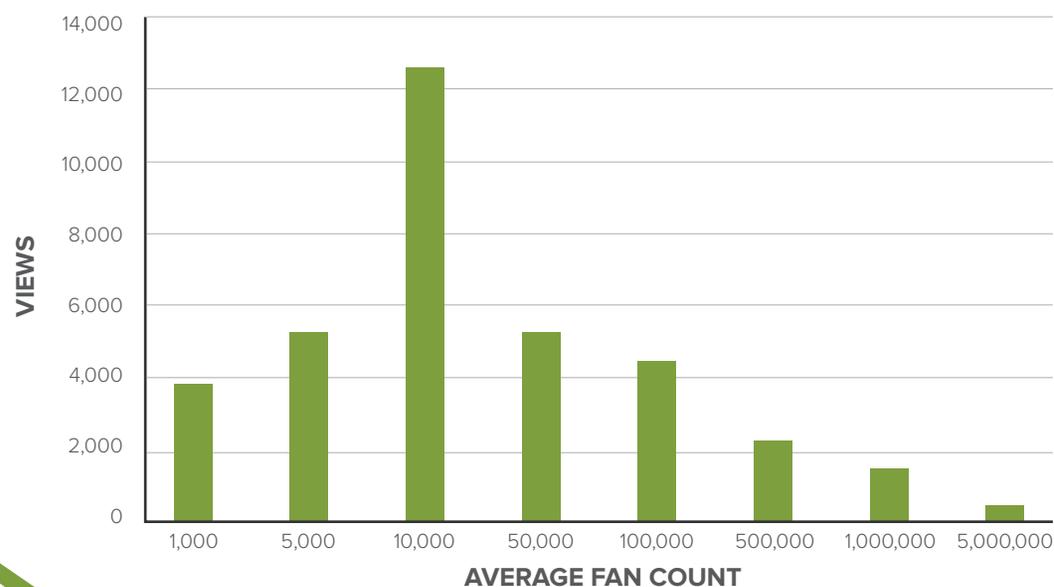» On average, Pages with fan counts of 10,000 or lower had the highest view count on Campaigns published to Facebook.

Fig. 1: *This bar graph shows the average view count per average fan count. The peak is at 10,000 fans, which had the highest average views per fan count.*

Beyond 5 million fans, up to 50 million fans, the view count was relatively constant.
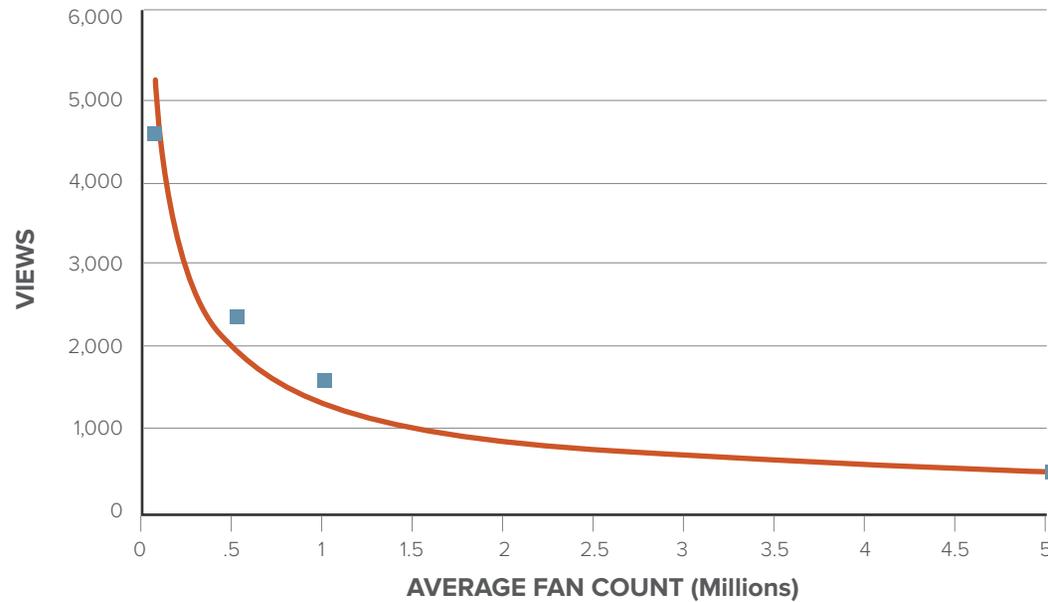
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Fig. 2: *This power regression model demonstrates the decline of views as fan count increases. This graph looks at fan counts between 10,000 and 5 million, with the peak at 10,000 fans.*

PART 4 - ANALYSIS & SUGGESTIONS FOR MARKETERS

Ultimately, the data demonstrates that omnichannel Campaigns received more views, more entries and, subsequently, more engagement than Facebook-only Campaigns.

Research shows that Facebook engagement occurs differently now, due to algorithm changes and changes in user behavior on social media. Facebook engagement -- meaning, how users interact with content -- now occurs primarily through CTR (click-thru rate), which directs Facebook users to content hosted elsewhere. As such, Facebook Pages with high fan counts are seeing a trend of lower view counts on Campaigns published to their Pages as apps.

For several years, Facebook marketing has focused on gaining Likes/fans on Pages; however, our data suggests that the "ideal" fan count for views is 10,000, which means that larger brands with more fans than that should consider focusing their efforts beyond their Facebook Page.

Thus, it's important that marketers consider using omnichannel marketing methods, landing pages, microsites and marketing hubs rather than relying on a single channel.

Facebook is still an important platform to integrate into a marketing strategy. However, other platforms offer unique experiences for users and can help bring more attention and engagement to Campaigns. Other platforms also have different approaches to how content is displayed for users, which helps diversify content strategy. Audiences increasingly use multiple channels to consume content, so continuing to push promotions to one source will limit awareness. Marketers who integrate omnichannel marketing will ultimately reach a larger potential lead base.

BEST PRACTICES FOR MARKETERS

Best Practice #1:
To think beyond Facebook, use the elements that make each network unique. For instance, Instagram is all about images, so tap into that by creating a visually driven Campaign. A photo contest encourages users to continue using Instagram the way they already do, but you'll be able to include other features, such as a newsletter signup, within your Campaign. Campaigns for other networks like Pinterest and Instagram, for example, are taking advantage of the user bases of those networks, and you can run the Campaign in conjunction with Facebook but also appeal to more potential leads. Also consider creating Campaigns that use hashtags, which is an important part of Instagram's experience. Hashtags can be used to display images and videos as entries into a Campaign.

Best Practice #2:
Create landing pages to highlight and promote new projects. Even if you have a primary website, creating unique landing pages for each new project your company offers provides a dedicated space to share that information and collect leads. You can then share a landing page on various social channels to receive maximum reach. Landing pages can help you segment your potential users into specific groups to create targeted marketing Campaigns.

Best Practice #3:
Consider Facebook one part of a larger picture. Despite Facebook's popularity, it has its limitations in design and interaction. A Facebook business Page can still be a presence for your brand, but it doesn't need to be the most important presence. The same Campaign posted to Facebook and your other social media profiles gives your brand consistency.

If you have additional questions about this study, email ashley@shortstacklab.com

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