

f8 for Marketers

Businesses will be better in a connected world. That's why we connect 800M people to their friends and the things they care about. During Facebook's f8 conference, we announced a set of products that will help people and their friends connect to the things they care about in even deeper ways.

Timeline, a new kind of profile, allows people to tell the story of their life and share the things they do on their favorite websites and apps. This enables businesses that have **Facebook Apps** to communicate with people and their friends in even more relevant ways.

Timeline: A new kind of profile for people to tell their story

Timeline is a collection of all the top photos, posts, and apps that help people tell their story—from the little things people do each day to their most important moments. On the new Timeline, everything is here, from the things people posted today back to their first activity on Facebook. They can remove anything that appears on their Timeline, or add anything that's missing.

People share a more complete picture of who they are and what they enjoy - like the movies they see, the runs they take, and the music they listen to.

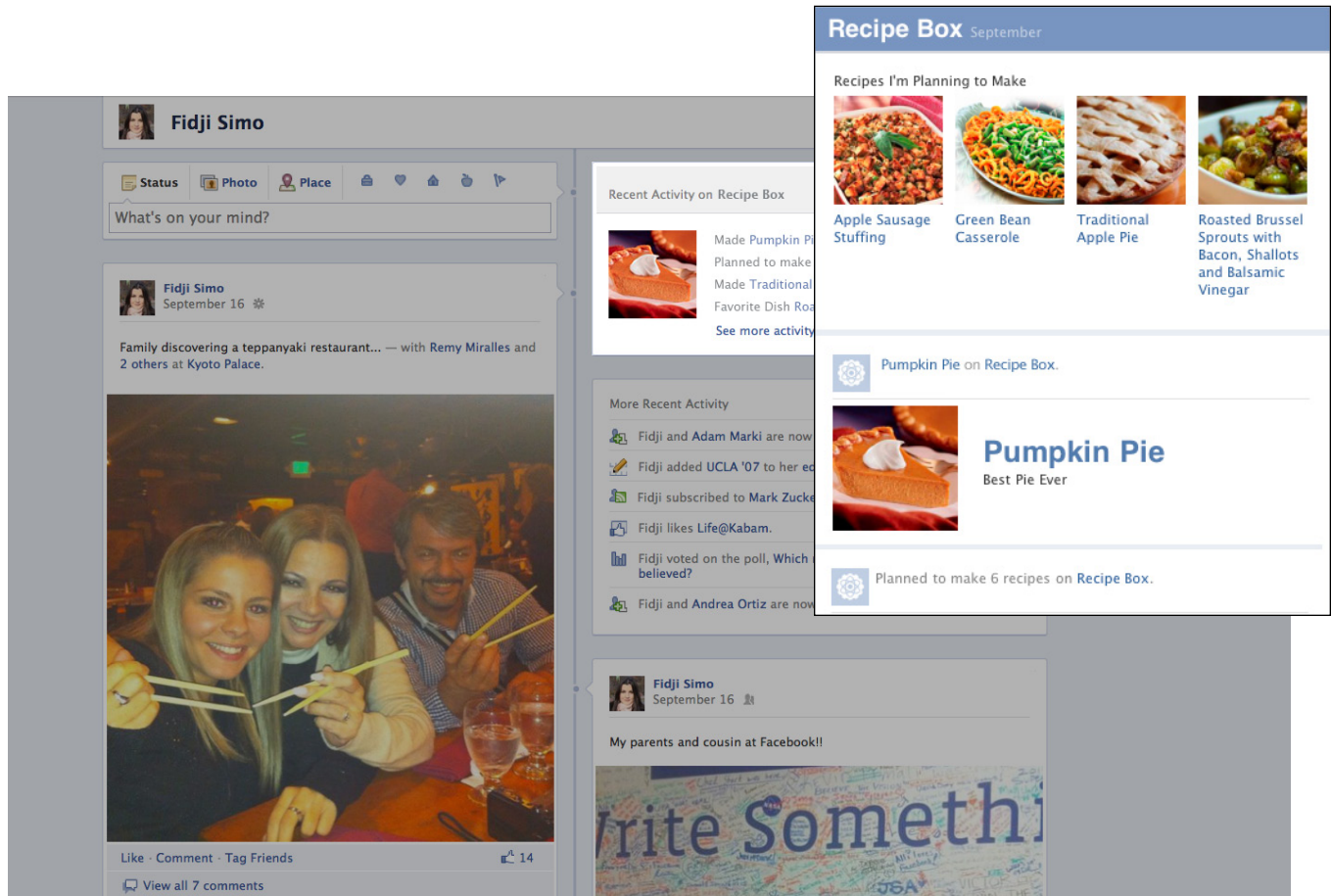
The screenshot shows a Facebook profile for 'Fidji Simo'. The profile includes a cover photo of a man and a woman, a profile picture, and a bio. The bio lists: Product Marketing Manager at Facebook, Studied at HEC School of Management, Lives in Palo Alto, California, and Married to Remy Miralles. Below the bio are sections for Friends (720), Photos (562), Likes & Interests (173), and Notes (0). The Timeline is visible on the right side, showing a vertical scroll of posts from 'Now' back to 'Way Back'.

The new Timeline

Today, Timeline is only being released to developers.
Timeline will begin rolling out to everyone else in the coming weeks.

For example:

- Photographers can fill their Timeline with photo apps that will update with each new photo taken;
- Cooks can add recipe apps that will update with each new dish made;
- And music fans can connect to apps that show their top playlists.



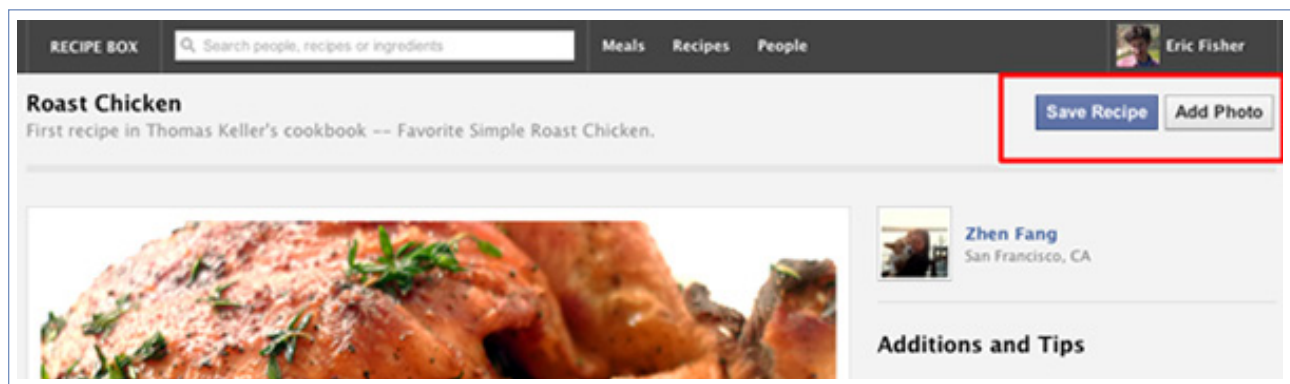
Apps help people tell their story on Timeline

As a marketer, Timeline gives you more opportunities to personalize the experiences you offer. For example, you can now target your ads and Sponsored Stories based on the activities people have shared from apps. If you are an entertainment company premiering a new movie, you can target all the people who have added a movie app to their Timeline and who are “watching” romantic comedies.

New opportunities for businesses to connect with people

People create connections with the things they care about, and some of these connections may happen on your site. We are launching new features that make apps a bigger part of the Facebook experience. When people add your app to their Timeline, they create a permanent connection with you, which lets them share all the things they do on your site. This can include music they’ve listened to, books they’ve read, and many other things.

With this extension of Open Graph, you can describe the activities people take with the content on your site. For example, if you are a recipe site, people can add to their Timeline all the recipes they are “cooking,” as opposed to simply “liking.” “Listen,” “watch,” and “read” are built-in actions for activities people do a lot. Because these are important and popular activities, they are likely to get more distribution in the News Feed and Timeline.*



Apps that allow people to share their activities on your site

Like buttons and apps are different and complimentary

Like Button

- The Like button is a social plugin: marketers can add it to their site by pasting a few lines of code
- People click on the Like button to share a story with friends

Apps

- Actions like “read,” “listen,” or “watch” are built within apps: marketers have to build a full app experience that users can add to Timeline
- People can update their Timeline with these activities, but they must first click “Add to Timeline”

... and make sure their friends see it

When people hear about your business through a friend, they engage twice as much.**

With Sponsored Stories you can now promote any of the stories coming from your app and see 2x increase in engagement.** So if someone cooks a recipe from your site, reviews one of your products, or watches a movie on your site, you can make sure that his friends will see it on the right-hand side of Facebook.



Make sure people see when their friends talk about your business

*Please note that your app can start publishing built-in actions to News Feed and Ticker today. Apps using other actions will only publish to people once Timeline is rolled out to everyone in a few weeks. **Facebook internal data

If you are considering building an app:

1 Understand if it will benefit your business

Building Open Graph apps makes sense when:

- You already have an engaged fan base or you have a prominent website with active engaged users.
- You have budget to build the app and promote it (20% build, 80% promotion).
- Your customers already engage with your business: apps are now a part of the story that people tell about their lives, and the apps they're likely to add to their Timeline are the ones which will reflect the essential, ongoing connections people create with your business.

2 If you meet one of these criteria, build an app that will get people to talk about your business

- Think about the ways in which people already connect with your business and products:

If you're an entertainment company, people are likely to

- **Listen** to your songs
- **Watch** your movies
- **Read** your books
- **Play** your games
- etc...

If you're a retail, ecommerce or CPG company, people are likely to

- **Buy** your products
- **Try** out your products
- **Want** your products
- **Review** your products
- etc...

- For best practices, please visit: <https://developers.facebook.com/docs/opengraph/guide/>

3 Now that people are talking about your app, make sure their friends see it

- Create a Sponsored Stories campaign so friends see when people share their activities from your app. This drives qualified traffic back to your app.
- For Marketplace, this feature is available in the API.
- For Premium, please contact your Facebook representative.

How to get started

- Visit the developer's site to see a step by step tutorial on how to build apps: <https://developers.facebook.com/docs/opengraph/custom/>
- If you do not have development resources, we encourage you to consult our list of Preferred Developer Consultants: <https://developers.facebook.com/preferreddevelopers/>

For a full overview of all f8 announcements, please visit <https://developers.facebook.com/>